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## TOURISM DURING COVID19: SERVICE QUALITY AND LOCATION TOWARD CUSTOMER SATISFACTION

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### ABSTRACT

This study aims to provide the effect of service quality and location on customer satisfaction. This study can provide input for management in improving services quality provided to meet better customer satisfaction in the future. On the other hand, this study can contribute to the development of management science, especially in marketing management, which can be followed up in the future. The sample design used in this research is non-probability sampling with the purposive sampling technique. The data collection technique used was the survey method. Questionnaires are distributed directly to consumers.

The results of this study are that service quality has a significant effect. The service quality and the location have a significant effect on customer satisfaction. Furthermore, service quality and location simultaneously have a significant influence on consumer satisfaction means that the higher the service quality and location, the more customer satisfaction will increase.

**KEYWORDS:** Service Quality, Location, Consumer Satisfaction

### A. INTRODUCTION

The dynamics of business life, notably in the service industry, are becoming harder and tighter in the age of globalization. The industry's requirements and demands will appear to increase as the community's level of education and socioeconomic situations improve. Nothing else can be done than providing the most satisfactory service possible. (Radiansyah & Ariyanti, 2017).

The form of service provided can provide a separate assessment by consumers. The services provided follow the wishes of consumers so that consumers feel satisfied; On the other hand, if consumers are dissatisfied, it will cause a loss of interest in visiting and cause a negative image of the tourist attractions, ultimately resulting in a decrease in the number of consumers and profits (Firmansyah & Haryanto, 2021).

The number of beach resorts in Kalianda, South Lampung, causes beach tourism centers to have the right marketing strategy. In an increasingly tight global environment with the entry of innovative services on the market and saturated market conditions for monotonous services, it becomes a managerial challenge for beach tourism managers. Location is one of the vital things that need to be considered. A strategic or good location provides an opportunity for consumers to spend a little. In contrast, an inadequate location will force customers to spend more money (Kotler, P. and Keller, 2006).

The researcher decided to conduct a study on the influence of service quality and location on the satisfaction of beach tourism customers based on the backdrop described above. It is hoped that this study can provide input for management in improving the quality of services provided to meet better customer satisfaction in the future. On the other hand, this study can enrich library materials and contribute to the development of management science, especially in marketing management, which can be followed up in the future.

## **B. LITERATURE REVIEW**

### **Service Quality**

Service quality can be achieved by establishing and controlling service quality and delivery characteristics. Service quality characteristics are service characteristics that can be identified which are needed to achieve customer satisfaction. These characteristics can be psychological, time orientation, ethics, and technology (Kotler, P. and Keller, 2006). Improving service quality must boost employee engagement, awareness, and capabilities, particularly those with direct contact with customers. Even if the quality system and technique are sound, if the people who implement them and the tools they employ are not, the expected level of service will not be met.

The dimensions of service quality in goods or services must be determined. (Lai et al., 2018) conducted a series of studies on various services and found the characteristics that influence service quality, also known as the quality dimension. The ten quality dimensions that were identified initially were distilled into five primary dimensions, as follows:

1. Physical appearance, equipment, workers, and modes of communication are all tangible.
2. Reliability entails delivering the provided service on time, correctly, and adequately.
3. Responsiveness refers to the desire of employees to develop relationships with customers and offer timely service.
4. Assurance refers to the staff's expertise, competency, courtesy, and trustworthiness in the absence of danger, risk, or uncertainty.
5. Empathy encompasses the ease with which one can form relationships, strong communication, personal attention, and an understanding of customers' demands.

### **Location**

Choosing a trade location is crucial for a company that wants to persuade customers to come to its location to meet their demands. The location of a business entity plays a strategic role since it can influence the achievement of the entity's goals. Site selection must take into account the available market potential around the location. According to (Basu Swastha Dharmmesta, 2016.) Placing a retail store in a strategic area to maximize revenues is location. So, location is crucial in distributing products from producers to consumers. Producers must consider the location, which has pretty fatal consequences if not considered and planned carefully.

The factors that must be considered in determining careful considerations determining the location (Kotler, P. and Keller, 2006) include the following factors:

1. Access relates to easily accessible or easily accessible locations by public transportation.
2. Visibility relates to being able to be seen clearly from the side of the road.
3. Expansion refers to the availability of sufficient space for future business expansion.
4. The environment refers to the location in which the services are provided.

### **Consumer Satisfaction**

Customer satisfaction is an emotional condition for evaluating a product or service's consumption experience. Feelings of dissatisfaction and satisfaction sometimes form satisfaction in making a purchase. However, it is not easy to achieve overall customer satisfaction. Therefore, it is understandable that some marketing experts argue that it is unrealistic for a company to expect no dissatisfied customers (Prayag et al., 2019). After comparing the performance or perceived results to their expectations, the level of one's feelings is referred to as satisfaction. (Ahrholdt et al., 2019). Customer satisfaction is a post-purchase review in which the chosen alternative at least meets or exceeds the customer's expectations (Out Come). At the same time, dissatisfaction arises if the results obtained do not meet customer expectations (Chi, 2018).

From the above definition, there are similarities regarding satisfaction or performance expectations. Generally, customer expectations are estimates or beliefs about what he will receive when buying or consuming a product. At the same time, perceived performance is the customer's perception of what he receives after consuming the purchased product.

### **C. METHODS**

This study is a quantitative study to determine the impact of the variables (Bougie & Sekaran, 2019). In this study, the independent variables are Service Quality and Location, while the dependent variable is Customer Satisfaction. This study uses a population, namely consumers who visit beach tourism in South Lampung. So, this population is a population limited to consumers who seek outpatient treatment only. The sample design used non-probability sampling employing the purposive sampling technique in this study. To support the data collection needed to support this research, the data

collection technique used was the survey method. Questionnaires are distributed directly to consumers when they visit.

The score or value calculation results are then employed in statistical analysis utilizing computers and the SPSS application to demonstrate the relationship and influence between study factors. The significance of the link between the variables of Service Quality (X1) and Location Variables (X2) on the dependent variable of consumer satisfaction was determined using multiple linear regression analysis (Y). The following formula is used to calculate the magnitude of the link between service quality and location on customer satisfaction:

$$r = \sqrt{\frac{r^2x_1y + r^2x_2y - 2 \cdot r_{x_1y} \cdot r_{x_2y} \cdot r_{x_1x_2}}{1 - r^2x_1x_2}}$$

Meanwhile, to determine the correlation coefficient (r) will be consulted with the interpretation table value (r). Furthermore, to test the significance of the t-test used

**D. RESULT AND DISCUSSION**

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.610	.849		7.785	.000
Service Quality	.341	.074	.407	4.588	.000
Location	.477	.085	.499	5.631	.000

From the table above, the regression equation is obtained as follows:

$$Y = 6,610 + 0,341 X_1 + 0,477 X_2$$

The multiple linear regression equation can be explained as follows:

- The regression coefficient of the Service Quality variable (X1) is 0.341, which means that if the other independent variables remain constant and the Service Quality variable's value increases by one unit, Consumer Satisfaction will increase by 0.341 units. In the opposite case, if the values of the other independent variables remain constant but the value of Service Quality falls by one unit, the Consumer Satisfaction variable will fall by 0.341 units.

• The location variable (X2) has a regression coefficient of 0.477. The value of Consumer Satisfaction will increase by 0.477 units if the other independent variables remain constant and the location value increases by one unit. If the other independent variables remain constant, one unit's location value has been reduced and vice versa. The Consumer Satisfaction variable's value will drop by 0.477 units.

**Coefficient Correlation Analysis**

See the regression output in the Model Summary (b) table column R for the magnitude of the association between Service Quality and Location variables on Consumer Satisfaction, as specified in the table:

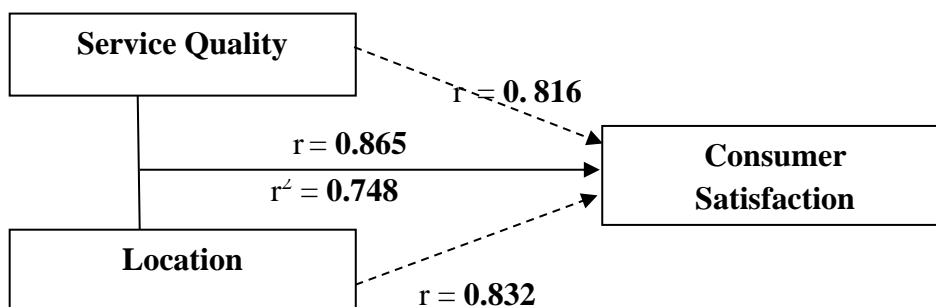
Output Coefficient Correlation	Table	Coefficient Correlation	Sample	Interval Coefficient Correlation	Correlation Degree
1	Model Summary	<b>0,865</b>	94	0,800 – 1,000	Very Strong

According to the correlation analysis of the SPSS output results, the correlation coefficient between Service Quality and Location on Customer Satisfaction is positive 0.865, with the value being within the range of 0.800 to 1,000. As a result, the high association between the three variables can be deduced.

**Coefficient Determination Analysis**

Regarding the magnitude of the influence of the Service Quality and Location variables on the table, it can be seen in the regression output in the Summary Model (b) column R Square. The study results obtained an R2 of 0.748, which shows that the variables of Service Quality and Location in explaining variations in customer satisfaction are 74.8%, other variables outside the research model influence the remaining 25.2%.

It can be summarized as follows based on the correlation and determination analyses above:



1. The correlation results, the magnitude of  $r = 0.865$ , means that the relationship between the variables of Service Quality and Location Simultaneously on Customer Satisfaction is very strong because the Correlation Coefficient value of  $r$  is between the coefficient interval  $0.80 - 1, 00$ .
2. The correlation result, the magnitude of  $r = 0.816$ , means that the relationship between the X1 variable (Service Quality) and Y (Consumer Satisfaction) is very strong because of the Correlation Coefficient. The value of  $r$  is between the coefficient interval of  $0.80 - 1.00$ .
3. The correlation results, the magnitude of  $r = 0.584$ , means that the relationship between Variable X2 (Location) and Variable Y (Consumer Satisfaction) is very strong because of the Correlation Coefficient. The value of  $r$  is between the coefficient interval of  $0.80 - 1.00$ .

**Hypothesis Test**

This t-test aims to test whether there is a partial or individual effect of each independent variable on the dependent variable (Bougie & Sekaran, 2019). In this study, the t table was obtained from the distribution of the t table values with the following calculations:

$$t\text{-table} = t (a/2 ; n-k-1) = t (0,05/2 ; 94-2-1) = t (0,025 ; 91) = 1,662$$

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.610	.849		7.785	.000
Service Quality	.341	.074	.407	4.588	.000
Location	.477	.085	.499	5.631	.000

Because the effect of X1 on Y is  $0.0000.05$  and the value of  $t$  is  $4.588 > t\text{-count } 1.662$ , we can conclude that H1 is acceptable, implying that X1 has a partial effect on Y. Because the effect of X2 on Y is  $0.297 > 0.05$  and the value  $T 5.631 > t\text{-count } 1.662$ , H2 is rejected, implying that there is no partial influence of X2 on Y.

The purpose of the F test is to see if the independent variable has a concurrent or contemporaneous effect on the dependent variable. The following computations were used to create an F-table using the distribution of F-table values in this study:

$$F\text{-table} = F (k; n - k) = F (3; 94-2) = f (3; 91) = 2,705$$

## ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	331.127	2	165.564	143.669	.000 <sup>a</sup>
	Residual	111.783	97	1.152		
	Total	442.910	99			

According to the output above, the significant value for X1 and X2 on Y is 0.000 < 0.05, and the value of F-count is 143.669 > F-table 2.705; hence H3 is accepted, implying that there is an effect between X1 and X2 on Y.

According to the statistical research findings, evidence of service quality has an impact on customer satisfaction. Based on the statistical analysis results, evidence of service quality affects consumer satisfaction. This means that tangible, reliability, responsiveness, insurance, and empathy as forming variables of service quality have influenced fast, precise, safe, friendly, and comfortable indicators of customer satisfaction. Furthermore, there is evidence that location affects customer satisfaction. This means that the indicators of access, visibility, expansion, and environment affect fast, precise, safe, friendly, and comfortable indicators as forming variables of consumer satisfaction.

The service has been implemented by welcoming every client who arrives with a smile, being polite and courteous (5 S), offering outstanding service to every customer who comes, giving a familiar and pleasant impression, and without causing concern for consumers. Defend against the ongoing pandemic and give prompt and suitable service to all customers.

Scientists and practitioners are focusing on how to provide excellent services in this era of globalization (Egi & Budhi, 2019.). The service quality levels to customer satisfaction is a complete process so that in the end, it will involve overall management. So the concept of beach tourism needs to be constantly updated and refined so that quality, affordable, effective, and efficient services can be realized.

The function of service to the community is related to the role of the government as a catalyst in fulfilling the interests of the community. Quality service is a demand both external and internal. Externally, service is an absolute in the current of globalization which has the power to drown out elements that are unable to compete because of capacities that do not meet the qualifications of global competition (Hakim, 2021).

Employees are one of the main elements that affect the course of the activities. High employee performance also depends on the high work motivation of employees accompanied by increased



enthusiasm and enthusiasm for employee work to provide services to consumers. Excellent service is a community demand in response to the state's and society's growing requirements and awareness due to improvements in information technology. High quality is a need, not only in business but also in government institutions' service operations, which are resistive to the standards of public service quality.

### E. CONCLUSION

This study aimed to see if there was a link between service quality and location and consumer satisfaction in the South Lampung district's beach tourism. The following are some of the conclusions that may be derived from the study: Partially Consumer Satisfaction Is Influenced by Service Quality. According to the findings, the factors X1 (Service Quality) and X2 (Location) Have a Significantly Positive Effect on Consumer Satisfaction When Used Together. That means the higher the perceived service quality, the higher the level of customer satisfaction. Partially, location has a significant impact on customer satisfaction. Suggests that the higher customer happiness, the closer the location is. Suggests that the greater the X1 (Service Quality) and X2 (Location) variables, the higher the customer satisfaction. Although the scope of this study is limited to a district, it has significant potential, including human resource, management, and service potential, so that all visitors may acknowledge the promise of coastal tourism in South Lampung.

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