

Original Research Article

Quality of Service to Tourist Loyalty in Tumpak Sewu Tourism Destination, Lumajang Regency

Ilham Dwi Arinta^{1*}, Bambang Supriadi¹, Nanny Roedjinandari¹¹Master of Management Study Program at Merdeka University, Malang, Indonesia**Article History**

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Abstract: Tourist loyalty in Tumpak Sewu is influenced by service quality, this study aims to determine the effect of service quality on tourist loyalty, the population in this study amounted to 1000 respondents and the sample in this study amounted to 100 people who were determined using the Slovin formula, the analytical method used was descriptive analysis and multiple linear. The results of this study indicate that service quality has a positive effect on tourist loyalty partially and significantly in Tumpak Sewu tourism.

Keywords: Service Quality, Tourist Loyalty.

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INTRODUCTION

The development of tourist destinations in each region has become a priority. The development of the tourism sector is carried out in almost all parts of Indonesia (Astuti & Noor, 2016). In general, tourism development aims to increase regional income to improve people's welfare (Ahmar *et al.*, 2016). One of the areas that develop tourist destinations in Lumajang Regency.

Lumajang Regency has a lot of tourism potential. The tourism potential in Lumajang Regency is divided into several classifications, including natural, artificial, cultural, religious, and special interest tourism (Pareno, 2017). This tourism potential was developed by Perbup NO 79 of 2014 which reads that the development, program planning of one sub-district, one tourist destination, and one tourism awareness group have a very broad impact on economic development, efforts to preserve the environment and natural resources, and also have an impact on the environment. the social and cultural life of the community. In addition, regional tourism development can contribute to Regional Original Income (PAD) (Yatmaja, 2019).

Tourism development cannot be separated from the quality of services provided by tourism objects. Service quality is the activity of the consumer's perspective in the long term is the transfer of cognitive

evaluation services. Services must show the desires of consumers' needs because services are recommended directly to consumers to immediately get an appropriate assessment and not according to the assessment of consumer expectations (Susantika *et al.*, 2019). Service quality is the main factor that affects customer loyalty because customers who are satisfied with their values and experience a positive mood towards service will have high loyalty to the company (Subawa & Sulistyawati, 2020).

Lumajang Regency has a mainstay destination that is currently being promoted by the Lumajang Regency Government, one of which is the Tumpak Sewu Waterfall (Cahyono, 2017). This destination was chosen as a unique formation because it has a water flow that widens like a curtain so it is included in the Tiered waterfall type. Tumpak Sewu Waterfall is formed in the flow of the Glidih River which has its head on Mount Semeru (Ulf, 2021). This uniqueness is one of the reasons for its development as a destination of choice.

Based on field observations, the quality of service at Tumpak Sewu is still not optimal due to the lack of guard posts for tourists, the unavailability of tourist safety facilities such as those used for wall climbing, rappelling, and the unavailability of a tourist health center around the waterfall area. In addition, the

tourist infrastructure in these destinations is still neglected, so there is no clean water and toilets available. The purpose of this study was to determine the effect of service quality on tourist loyalty in Tumpak Sewu.

RESEARCH OBJECTIVE

1. To analyze the effect of service quality on tourist loyalty in Tumpak Sewu tourism, Lumajang Regency
2. To examine the quality of service that affects the image of destinations in Tumpak Sewu tourism, Lumajang Regency

RESEARCH METHODOLOGY

This research is included in quantitative research with a survey approach. The location of this research is Tumpak Sewu Waterfall in Sidomulyo Village, Pronojiwo District, Lumajang Regency. The population in this study was 1000 respondents of tourists who visited the Tumpak Sewu tourist

destination. This population number is obtained from the data of Tumpak Sewu visitors when visitors are Saturday and Sunday during December 2021. The sample in this study was 100 respondents using the Slovin formula with a deviation of 10 percent. The sampling technique used was non-probability sampling with a purposive sampling technique. The purposive sampling technique was chosen by considering the age of visitors who are more than 25 years old and domiciled outside the Pronojiwo sub-district. The data collection technique used a questionnaire, the questionnaire in this study used the Linkert scale. Questionnaire items can be seen in Table 1. Linear Regression Analysis is used to measure the strength of the relationship between service quality and tourist loyalty. The form of this analysis equation is:

$$Y = 0 + 1x1 + e$$

Information

Y = Tourist Loyalty

1 = Regression Coefficient X1

E = Standard Error

Table 1: Questionnaire Items for Quality of Service and Tourist Loyalty

| No | VARIABLE | INDICATOR | STATEMENT ITEMS |
|----|----------------------|-------------------------------|---|
| 1 | Service Quality (X) | Real | 1. Tumpak Sewu Destinations have complete facilities and amenities 2. Tumpak Sewu Destinations maintain good hygiene |
| | | Empathy | 3. The management of Tumpak Sewu is friendly and courteous in service 4. Officers understand the needs of tourists |
| | | Reliability | 5. Tumpak Sewu officers are always responsive to tourists who get into trouble 6. Officers receive complaints and suggestions from tourists patiently |
| | | response | 7. Tumpak Sewu officers provide clear information to tourists 8. Officers are always responsive to tourist requests |
| 2 | Traveler Loyalty (Y) | Repeat purchase | 1. Tourists often visit Tumpak Sewu. Destinations 2. Tourists often travel back to Tumpak Sewu Tourism Destinations |
| | | Keep choosing the brand | 3. Tourists still choose Tumpak Sewu as an alternative tourist destination to other destinations 4. Tumpak Sewu Destinations are still the best among other destinations |
| | | Recommend the brand to others | 5. Travelers will recommend to others to visit Tumpak Sewu 6. Tourists promote Tumpak Sewu as a favorite tourism |

ANALYSIS AND INTERPRETATION

Description of the research site conditions

Tumpak Sewu Waterfall is a tourist attraction located in the tourist village of Sidomulyo, Kec. Pronojiwo, Lumajang Regency. This waterfall is about 50 km south of downtown Lumajang. Tumpak Sewu Waterfall has a water circulation that resembles a

curtain so it is included in the Tiered waterfall type. Location of Tumpak Sewu Waterfall It is in a steep, elongated valley with an elevation of 500 meters above sea level. This waterfall is close to the Tetes Cave tourist attraction. Waterfall with natural springs from Mount Semeru.



Figure 1: View of Tumpak Sewu Waterfall, Lumajang Regency

a. Quality of service and tourist loyalty at Tumpaksewu Waterfall

The quality of service at Tumpaksewu Waterfall is very influential on tourist loyalty. The following is a regression analysis of data related to service quality and tourist loyalty.

Table 2: Linear Regression Analysis Results

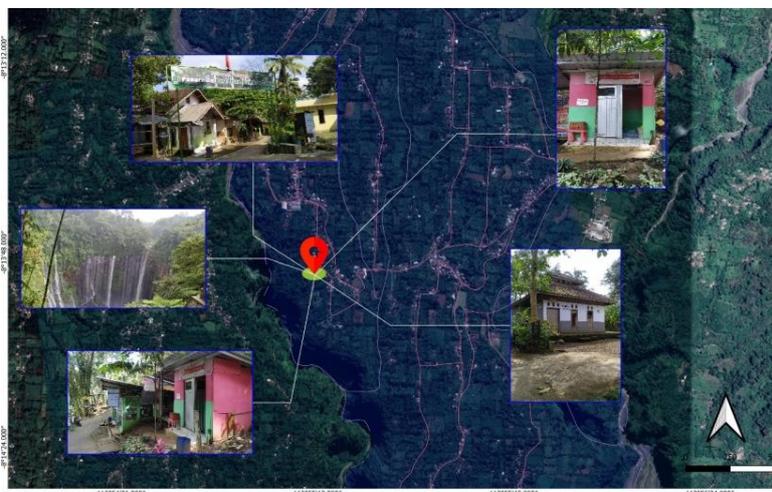
| Variable | Beta Value | Sig Value |
|-------------------------------------|------------|-----------|
| Service quality | 0.432 | 0.000 |
| Dependent variable: Tourist Loyalty | | |
| Constant = 9.647 | | |
| R | = 0.522 | |
| R square (R ²) | = 0.272 | |
| Probability = 0.000 | | |

Source: Primary Data processed 2022

Based on Table 2 above, which has a regression equation value, it can be concluded that the value of service quality is 0.432, which means that every positive value of service quality will experience an increase in tourist loyalty. In addition, the T-test shows that service quality affects tourist loyalty, with these results describing the quality of service has a significant effect on the ups and downs of tourist loyalty.

The quality of service in Tumpak Sewu has improved quite well, starting from managers who are still individuals and now have an organization called POKDARWIS TUMPAK SEWU. Improved service quality affects tourist loyalty (Desrika, 2003; Kotler & Keller, 2016). Improved services at Tumpaksewu Waterfall in the form of additional facilities and services related to guests.

Tourism infrastructure is all facilities that allow tourism facilities to develop to provide services to tourists (Gamtohe *et al.*, 2019). Tourism facilities and infrastructure are elements that complement and aim to facilitate the process of tourism activities running smoothly (Ghani, 2017). Improving service facilities and infrastructure at Tumpaksewu Waterfall in the form of toilets, prayer rooms, health rooms, parking, and lodging (Fig 1). The addition of facilities and infrastructure comes from government assistance and participation from the community. Community participation in the development of tourism objects in principle is participation in managing resources so that it tends to cause tourism to develop (Sidiq & Resnawaty, 2017).



Picture 1: Map of Facilities at Tumpaksewu Waterfall

In addition to the addition of facilities and infrastructure, there is a standardization of services. Service standardization is useful for advancing the quality of service at tourist objects (Setiawati & Aji, 2020). Service standardization in the organization of these activities is called Sapta Pesona Wisata (Setiawati & Aji, 2020). Tumpaksewu Waterfall has implemented Sapta Pesona Wisata so that standardization has been met. The form of service standardization can be found when communicating with foreign tourists. Some officers have started to learn English to make it easier to communicate even though they are still using cell phones. This is done as a form of service for officers to easily communicate with foreign tourists.

The improvement of facilities and infrastructure as well as the standardization of services causes the loyalty of tourists to Tumpaksewu Waterfall to increase.

The increase in tourist loyalty can be seen in the length of time they visit and participate in activities. Loyal travelers are known to stay longer at a destination and engage in various types of activities, and they can also provide positive recommendations about the destination to others (Lehto *et al.*, 2004). Tourist loyalty can be seen from the intention to revisit/recommend to friends and relatives (Sánchez Cañizares *et al.*, 2016) So that improving service quality can increase tourist loyalty to a destination (Lv & McCabe, 2020).

SUMMARY

Based on the results of the research conducted, the conclusions obtained are that service quality has a positive effect on tourist loyalty in Tumpak Sewu tourism partially. This is due to the quality of service having a good role to increase tourist loyalty, five factors so that service quality becomes good starting from real, empathy, reliability, responsiveness, and assurance. One example of service quality The officers are always responsive in handling visitor requests, this is because when the tourism awareness group was formed, the Tumpak Sewu tourism officers had received training on friendly and responsive characters to tourists who came, and had received training in handling tourists both services and accidents from the related tourism office.

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