

# The Effect Of Service Quality, Price And Promotion On Visitors Satisfaction Toward Puncak Mas Tourism Object In Bandar Lampung

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**Abstract** - This study aims to investigate the effect of service quality, price and promotion on visitor satisfaction toward Puncak Mas tourism object in Bandar Lampung. The dimensions of quality service in this study are tangible, reliable, responsiveness, assurance, and empathy. The findings on this study are based on multiple regression analysis. This study found that service quality, price and promotion have effect on satisfaction visitors. These results indicate that Puncak Mas has been giving visitor's satisfaction in which visitor's need regarding tourism object meet with their expectation.

**Keywords:** quality service, price, promotion, satisfaction, Puncak Mas.

## I. INTRODUCTION

Tourism is one of the world's most successful engines that are capable of contributing to the prosperity of a country. When tourism is well planned, it should be able to benefit the community in a destination. The success of tourism is seen from the government's acceptance of tourism sector can encourage other sectors to grow (Utama, 2017)

The easiest success to observe is the increasing number of tourist arrivals from period to period. Increase in the number of tourists can be realized if tourists who have visited satisfied with the destination with various attributes offered by management. One important aspect in the strategy of maintaining customer satisfaction is through the service quality. Service quality is a form of consumer assessment of the level of service received (perceived service) with the expected service level (expected service). Quality of service has an influence on customer satisfaction (Lupiyadi, 2011).

Consumers in getting satisfaction with the services provided not are separated from the price offered. It is the consumer who decides whether a service price should be priced and for marketers it is very important to set a price that matches the value imagined by the visitor. If the overall value is deemed

inadequate, then the visitor will decide not to re-visit. Research conducted by Frangos et.al (2014), found that the price of products and services affected the loyalty of visitors to Athens

A good product or service can be known by the public at large with the promotion. Currently promoting products via social media like Facebook, Instagram and Path has been done. Through an intermediary of social media then a place of tourism can be known quickly and easily up to the whole country and foreign countries. And attract tourists to visit. According to Chen (2016), social media is generally adopted as an important platform in providing tourism information and service as well as destination marketing in this era.

Puncak Mas Tourism object is a natural tourism located in Bandar Lampung City. Puncak Mas is one of the tourist destinations that become selfie heaven for all circles. With a beautiful scenery setting and cool natural panorama appearance, visitors will be pampered with the urban atmosphere, sea, and mountains that can be seen from the top of the Puncak Mas. In addition there is a playground for children, food courts to meet the culinary desire of visitors as well as lodging facilities to complement other facilities.. The table 1 shows that the price of Puncak Mas is the most expensive than other tourism objects in Bandar lampung

**Tabel 1. Price of Puncak Mas as Tourism Object**

Name of Tourism Object	Address	Price of Ticket
Puncak Mas	Jalan Haji Hamim RJP, Sukadanaham, Tanjung Karang Barat, Bandar Lampung	20.000 (weekday dan weekend)
Muncak Tirtayasa	Sukajaya Lempasing, Padang Cermin,	5.000 (weekday)

	Kabupaten Pesawaran, Lampung	dan weekend)
Bukit Pangonan	Jalan Raya Simpang, Fajar Esuk Kabupaten Pringsewu, Lampung	5.000 (weekday dan weekend)

Table 2 shows that the number of visitor in 2017, tend to increase in each month, although in April, August and September experience a decrease. The number of visitors highest is in December and the smallest number is in January. It seems that if in holiday session, Puncak Mas experienced an increase visitor.

**Table 2. Number of Visitors Puncak Mas Bandar Lampung 2017**

<b>Month</b>	<b>Puncak Mas</b>	<b>Percentage of Visitor Growth Monthly (%)</b>
January	8.797	-
February	9.614	0,4
March	12.621	1,5
April	10.997	-0,8
May	11.635	0,3
June	20.050	4,2
July	25.323	2,7
Augustust	15.925	-4,7
September	14.075	-0,6
October	19.997	2,6
November	21.309	0,7
December	28.664	3,7
<b>Total</b>	<b>199.007</b>	-

Previous researchers who investigated the impact of service quality on tourist satisfaction found that service quality has an impact on tourist satisfaction ( Suwunnipont (2013); Kwok et al (2014); Jain & Madan (2015); Hau & Omar (2016)). Service quality dimension on those studies is vary, such as Suwunniponth (2013) used service quality dimension namely website quality, service ability, trust ability, customer empathy, and responsiveness, while Kwok (2014) used service quality dimension are empathy, reliability, tangibility and consider ability. In addition, according to Jain & Madan (2015) service quality dimension means facilities at destination, accessibility of destination, attraction of destination, and safety at destination. Other studies relating to this topic is conducted by Massie et al (2016) who examines about the influence of service quality to customer satisfaction Sumaru Endo Remboken tourism object found that there is influence of service quality in this case is direct evidence, reliability, responsiveness, assurance and empathy have an effect on satisfaction. The results of this study support previous research conducted by Qurniawati et al (2013) who examined the tourism object of the water Amanzi Waterpark Palembang. While research

conducted earlier by Sirait (2016) found that the guarantee and direct evidence affect the customer satisfaction at Waterpark Perum Bumi Sempaja in Samarinda City, while the reliability, responsiveness and empathy have no effect on customer satisfaction. Another result obtained by Pratama (2013) found that responsiveness, assurance and empathy affect visitor satisfaction in historical tourism object of Marlborough Fortress in Bengkulu City, but tangible and reliability have no effect to satisfaction.

Based on previous studies on this issue in where the results is vary, so are the dimensions of the service quality used and the phenomenon of Puncak Mas which is one of the most recent tourist attraction in Bandar Lampung, but the number of visitors to the tourist object is very high. So the authors are interested to conduct research on this topic by augmenting independent variables such as price and promotion. The purpose of this study is to determine the effect of service quality, price and promotion on visitor satisfaction of Puncak Mas Bandar Lampung. Therefore, based on the author's knowledge, this research is different from previous research.

## II. METHODS

The type of data used in this study was primary data through structured questionnaire which contained of dimensions of quality service, price, and promotion on satisfaction visitors of Puncak Mas tourism object. The questionnaire was developed on five point Likert's scale. Simple random sampling technique was used to gather data from the respondents. Data collected from various tourists visiting Puncak Mas, Bandar Lampung. There were 400 respondents. Structured questionnaire was used to interview visitors. The data analysis used was multiple linear regression analysis using SPSS 24 application. Hypothesis testing in this research used multiple linear regression analysis. The regression model is as follows:

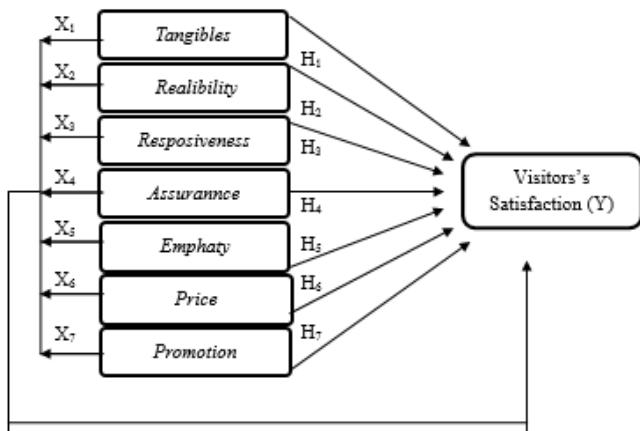
The theoretical framework used in this study can be seen as follows:

A good service quality can be said if the services provided Puncak Mas can be realized through tangible which is the ability of Puncak Mas management in showing his existence to external parties. Includes physical facilities such as adequate facilities, spacious parking lots, clean toilets, equipment, and top employee performance; next, reliability is the ability of Puncak Mas manager in providing services promised accurately and reliably. This can be the improvement of Puncak Mas employee's performance in accordance with the expectations of Puncak Mas visitors such as services in accordance with the promised, timeliness, sympathetic attitude and hospitality Puncak Mas employees to visitors; while responsiveness is the willingness of employees Puncak Mas to help visitors in providing fast and precise service to visitors. Meanwhile,

assurance related to knowledge, competence, politeness, and the ability of employees Puncak Mas to grow a sense of certainty and trust visitors to Puncak Mas, and empathy is a sincere and personal attention and seeks to understand the specific needs of visitors, and has a comfortable operation for visitors Puncak Mas tourism object.

The pricing structure should be reflected and reinforce other components of the marketing mix and should accurately reflect the value of marketing. The price will affect the visitor's satisfaction if the consumer perception about the price is in accordance with visitor criteria (Sulistiyana et al, (2015); Frangos et.al (2014)). According to Kolter (2012), promotion is done through advertising and word of mouth to perform the functions of building awareness, building understanding, creating initial steps, legitimizing and reassuring.

Visitor satisfaction can be seen from several things, namely the suitability of visitor expectations to get the desired tourist products and the willingness of visitors to recommend the object Peak Mas Tourism to others because customers are satisfied with the services provided will tell the experience to others (Sulistiyana et al, (2015 ), Frangos et.al (2014)).



**Figure 1.Theoretical Framework**

Based on the description of the theoretical framework, this study posits the following hypothesis:

- H1: There is a tangible effect on visitor satisfaction toward Puncak Mas Tourism Object on Bandar Lampung
- H2: There is a reliability effect on visitor satisfaction toward Puncak Mas Tourism Object in Bandar Lampung
- H3: There is a responsiveness effect on visitor satisfaction toward Puncak Mas Tourism Object in Bandar Lampung
- H4: There is an assurance effect on visitor satisfaction toward Puncak Mas Tourism Object in Bandar Bandar Lampung
- H5: There is an empathy effect on visitor satisfaction toward Puncak Mas Tourism Object in Bandar Lampung
- H6: There is a price effect on visitor satisfaction toward Puncak Mas Tourim Object in Bandar Lampung

H7: There is a promotion effect on visitor satisfaction toward Puncak MasTourism Object in Bandar Lampung

### III. . RESULTS

#### Validity and Reliability Tests

In order to check the validity and reliability of the questionnaire, correlation Pearson and the Cronbach's Alpha test was applied. For validity test, overall r-count value is greater than r-table which considers the instrument to be valid for the study. For the value of Cronbach's alpha which all value is more than 0.6, which consider the instrument to be reliable for the study. Based on the table 3 and table 4 show that the questionnaire is valid and reliable.

**Table 3. The Goodnes of Fit Data**

No	Item of Questionnaire	r <sub>count</sub>	r <sub>table</sub>	Information
Tangible				
1	Tangible_1	0,736	0,098	Valid
2	Tangible_2	0,668	0,098	Valid
Reliability				
3	Reliability_1	0,789	0,098	Valid
4	Reliability_2	0,826	0,098	Valid
Responsiveness				
5	Responsiveness_1	0,945	0,098	Valid
6	Responsiveness_2	0,950	0,098	Valid
Assurance				
7	Assurance_1	0,814	0,098	Valid
8	Assurance_2	0,695	0,098	Valid
Empathy				
9	Emphaty_1	0,914	0,098	Valid
10	Emphaty_2	0,932	0,098	Valid
Price				
11	Price_1	0,926	0,098	Valid
12	Price_2	0,788	0,098	Valid
Promotion				
13	Promotion_1	0,732	0,098	Valid
14	Promotion_2	0,870	0,098	Valid
Visitors's Satisfaction				
15	Visitors's Satisfaction_1	0,846	0,098	Valid
16	Visitors's Satisfaction_2	0,578	0,098	Valid
17	Visitors's Satisfaction_3	0,559	0,098	Valid
18	Visitors's Satisfaction_4	0,482	0,098	Valid
19	Visitors's Satisfaction_5	0,474	0,098	Valid
20	Visitors's Satisfaction_6	0,317	0,098	Valid

**Table 4. Reliability Test**

No	Item of Questionnaire	Cronbach's Alpha	Information
1	Tangible	0,749	Reliable
2	Reliable	0,838	Reliable
3	Responsiveness	0,916	Reliable
4	Assurance	0,797	Reliable
5	Empathy	0,904	Reliable
6	Price	0,865	Reliable
7	Promotion	0,835	Reliable
8	visitor's satisfaction	0,710	Reliable

## Regression Test

Based on the table 5, it can be seen that quality service which proxies by tangible, reliable, responsiveness, assurance, and empathy have a significant affect to satisfaction. As well as promotion and price. These results support the previous research conducted by Suwunniponth (2013) and Jain & Madan (2015). These findings imply that Puncak Mas has been conducting a good service quality. In addition, visitors also satisfy toward price and promotion therefore the amount of visitors tend to increase every period. Table 5: Regression Test of The effect Service Quality, Price and Promotion On Visitor Satisfaction

**Table 5. Regression Test**

Model	Unstandardized Coefficients		t		Adj R <sup>2</sup>
	B	Sig			
1	(Constant)	-3,074	-5,165	< 0.01	0.908
	Tangible	,514	13,500		
	Reliable	-,496	-6,038		
	Responsiveness	,922	17,684		
	Assurance	,490	5,768		
	Empathy	,574	11,779		
	Price	,122	4,100		
	Promotion	1,272	21,312		

This study found that quality service which derived from dimension of tangible, reliable, responsiveness, assurance, and empathy have effect on satisfaction visitors, as well as price and promotion. These results inferred that Puncak Mas have been giving visitor's satisfaction in which visitor's need regarding tourism object meet with their expectation. This study used structured questionnaire, for future research needs to explore other variables which suspected affect to satisfaction of visitors by using an in-depth interview in order to get actual answer from visitors.

#### IV. CONCLUSION

The results of this study is that quality of service, price and promotion have impact toward satisfaction of visitors on Bandar Lampung Puncak Mas tourism object. It indicates that Puncak Mas is having a good quality service, price and promotion as well. In addition, these result imply that what visitors expect is accordance with visitors criteria

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