



# The influence of service quality, tourist attraction and price on tourist satisfaction at Sedulur Dirgantara Park

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## ABSTRACT

Airplanes are a tourist attraction that is popular with all ages. Large objects that can fly are something to behold. Based on this, the manager's idea was formed to create this tourist attraction. This is also interesting for researchers to study because in general tourist attractions sell nature as their attraction, but this looks different because inanimate objects are the attraction. With the help of SPSS 20 and with 100 respondents from visitors supported by statistical analysis with validity tests, reliability tests, classic assumption tests consisting of normality tests, multicollinearity tests, heteroscedasticity tests, Multiple Linear Regression tests, Coefficient of Determination tests, partial tests and Simultaneous tests produce a conclusion that partially only attractiveness and price influence consumer satisfaction. However, simultaneously the quality of service, attraction and price influence tourist satisfaction.

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## 1. INTRODUCTION

North Sumatra has many interesting tourist attractions. Tourism activities are no longer defined as just filling free time and seeking pleasure, but have become unique and valuable experiences (Widiati & Utami, 2023) tourism in the modern sense is a symptom of the present era which is based on the need for health and change of air, a conscious and growing appreciation of the beauty of nature, pleasure and enjoyment of the universe, and in particular caused by the increasing interaction of various nations and classes in society as a result of development of commercial, industrial and transportation developments (Ni Ketut Riani, 2021). The reason for traveling is apart from releasing tension and getting entertainment, the benefits of tourism can also be used as a means of education, both for children, teenagers and adults. A person can fulfill his desire to relax and escape from work through tourism (Batubara & Putri, 2022).

Every tourist who has ever come will definitely want to come back to visit again, this is because visitors can feel the friendliness of the service provided, supported by affordable prices so that domestic and foreign tourists will feel satisfied. North Sumatra has Deli Serdang sub-district which offers various tourist attractions. Starting from family tours to educational tours. One of the tourist attractions presented is Taman

Sedulur Dirgantara which carries the theme of family tourism and education for children. Tourists can see planes taking off without obstacles, which is the tourist attraction of this park. Apart from that, the location presents beautiful flowers arranged in a way that is pleasing to the eye, thus making a mind that is tired of the routine of life become fresher again. The manager of this location understands the current condition of society and always immortalizes every activity on social media accounts. Therefore, this park is equipped with interesting photo spots and gives it a unique name, such as the tunnel of love. Not only that, the management also provides a swimming pool for children, so that children will be happy to spend a long time at this location. The entrance ticket price is quite affordable for the lower middle class, although there is an additional fee for each place you visit. However, the price is still affordable, so this place is always busy with tourists on holidays and red dates. The prices for the food served are also quite affordable. There are also many variations of food so visitors can choose whatever they like. Visitors are also allowed to bring food from outside and then can enjoy it with their families while looking at the planes. From the observations of several visitors, they seemed to really enjoy and be very satisfied with the presence of this affordable and useful educational tourism location. However, this observation is not enough to provide value for visitor satisfaction, so the author processed statistical data and research results from previous researchers to support the author's assessment.

Research conducted by Afifah Berliana and friends presents the partial conclusion that service quality and tourist attractions do not have a significant effect on visitor satisfaction at the Puncak Mas Lampung tourist attraction, partially the destination image and price have a significant effect on visitor satisfaction at the Puncak Mas Lampung tourist attraction. , and simultaneously the destination image and price have a positive and significant effect on visitor satisfaction at the Puncak Mas Lampung tourist attraction. (Berliana et al., 2022). Another research conducted by Devia and Esti obtained the partial conclusion that attractiveness has an effect on visitor satisfaction. HoweverThe quality of tourism services and the distance from which visitors originate have no effect on visitor satisfaction. Simultaneously, these three variables have an influence (Devia Arya Septiana Sinta, Esti Sarjanti, 2023). Another research conducted by Nurbaeti and friends obtained partial research results that tourist attraction, accessibility, price and facilities have a significant effect on tourist interest in visiting the Lake tourist attraction. Cipondoh, Tangerang city (Nurbaeti et al., 2021). Research conducted by Soerhadi obtained the results that service quality has a significant effect on tourist satisfaction in the Tanjung Lesung Special Economic Zone, Pandeglang Regency, Banten Province. Tourist attraction is the main indicator of service quality compared to other indicators such as destination facilities and accessibility to tourist destinations. Price has a significant effect on tourist satisfaction in the Tanjung Lesung Special Economic Zone, Pandeglang Regency, Banten Province (S. Soehardi, 2021). Research conducted by Nurmala and friends obtained the results that attractiveness, facilities and service quality influence visitor satisfaction at Ujung Blang Beach Tourism Lhokseumawe City (Nurmala et al., 2022). I Nyoman Sudiarta and friends obtained results that service quality influences tourist satisfaction which is also influenced by the quality of tourist destinations (Sudiarta et al., 2022).

According to Tjiptono in Nia and Iis' research, quality is a match of requirements with everything correctly from start to finish which includes correct and continuous processes carried out to please users (Sonani & Yulia, 2021). Gravin and Gregorius' opinion is that the quality of service depends on how someone assesses it, so that the service that someone thinks is most satisfying is the service that has the highest quality (Lestari, Gita ayu Mawarni, 2021). Product quality is the overall characteristics and properties of a product or service that influence its ability to satisfy stated or implied needs.(Septiani & Robianto, 2021). Dimensions of service quality According to Harlina Kurniaty in Tjiptono, there are five dimensions of service quality which are used as

guidelines by customers in assessing service quality, namely physical evidence, attention, reliability, responsiveness, guarantee (Kurniaty, 2022). Which will lead to visitor satisfaction. There are 4 (four) components that a tourist attraction must have, namely attractions, accessibility, facilities and tourism organization (Gusriza, 2022). According to Arafah and Alamsyah in research by Fernando and friends, the attractiveness of a tourist attraction is a factor that makes people want to visit and see an interesting place directly (Fernando Perdana Londong, 2021). Indicators of the number of tourist attractions include resources, access to visit and tourist attractions (Arni Yati Anabokay, 2023). Consumers will feel satisfied or dissatisfied if they have enjoyed a good or service. This satisfaction is supported by the price, if the price matches the quality of the good or service then the consumer will be satisfied (Yanny & Sianturi, 2022). Price suitability also plays an important role in creating customer satisfaction (Albani et al., 2022). According to Kotler, price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service (Milano et al., 2021). Pricing by companies must be adjusted with environmental situations and changes that occur, especially during competition increasingly tight and limited demand development (Mulyadi, 2022). The indicator that shows price is the price range, harmony between price and quality of a product, price competition, suitability of price to usability (Prihartono, 2020).

Research conducted by Rahmadayanti concluded that in the tourism sector, interest in travel can be influenced by the ticket prices offered, tourists will calculate the ticket price before visiting tourist attractions (Nurdiana, 2023). Tourist satisfaction is the match between what tourists feel and what tourists expect from their experience. The feeling of satisfaction when using a service is the consumer's feeling of satisfaction with the product offered by the service provider (Ginting, 2022). Satisfaction according to Ekowati in research by Candra and friends states that satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product/service in mind against the expected performance (results) (Wijaya et al., 2018). Indicators of customer satisfaction: Consumers feel happy, namely the service provided makes customers comfortable, Continue buying products or services, namely customers will routinely buy products, Suggesting products to other people, fulfilling consumer expectations, namely the service provided is in accordance with customer expectations (Taupik Ismail, 2021).

## 2. RESEARCH METHOD

This type of research is quantitative using a Likert scale as a measuring tool. This research took power in the form of a questionnaire to 100 respondents who visited the location. The research location was carried out at Sedulur Dirgantara Park. Data processing was carried out using SPSS 20. The tests carried out in this research were validity test, reliability test, classic assumption test consisting of normality test, multicollinearity test, heteroscedasticity test, Multiple Linear Regression test, Coefficient of Determination test, partial test and simultaneous test. The conceptual framework can be seen in the following image:

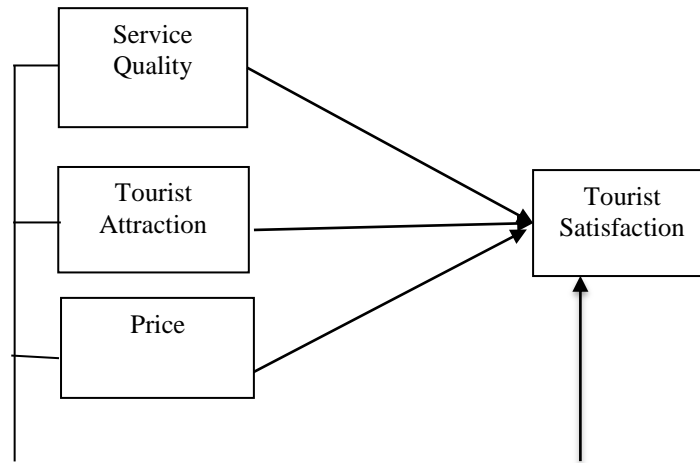


Figure 1 Conceptual Framework

In the picture above we can see how much influence or no influence the quality of service, tourist attraction and price partially have on tourist satisfaction. This research also simultaneously looks at the variables of service quality, tourist attraction and price on tourist satisfaction

### 3. RESULTS AND DISCUSSIONS

#### 3.1 Validity test

This validity test aims to measure the accuracy of an item in the questionnaire. Valid items are indicated by a significant correlation between items and the total item score.

Table 1 Service Quality Validity Test Results (X1)

Item	r count	r table	Information
Service Quality 1	0,384	0,195	Valid
Service Quality 2	0,437	0,195	Valid
Service Quality 3	0,645	0,195	Valid
Service Quality 4	0,698	0,195	Valid
Service Quality 5	0,667	0,195	Valid
Service Quality 6	0,705	0,195	Valid
Service Quality 7	0,578	0,195	Valid
Service Quality 8		0,195	Valid
Service Quality 9	0,688	0,195	Valid
Service Quality 10	0,708	0,195	Valid
Service Quality 11	0,373	0,195	Valid
	0,657		

Table 2 Tourist Attraction Validity Test Results (X2)

Item	r count	r table	Information
Tourist Attraction 1	0,954	0,195	Valid
Tourist Attraction 2	0,663	0,195	Valid
Tourist Attraction 3	0,940	0,195	Valid

Table 3 Price Validity Test Results (X3)

Item	r count	r table	Information
Price 1	0,589	0,195	Valid
Price 2	0,520	0,195	Valid
Price 3	0,462	0,195	Valid
Price 4	0,687	0,195	Valid
Price 5	0,660	0,195	Valid
Price 6	0,653	0,195	Valid
Price 7	0,708	0,195	Valid
Price 8	0,466	0,195	Valid
Price 9	0,454	0,195	Valid

Table 4 Customer validity Satisfaction (Y)

Item	r count	r table	Information
Service Quality1	0,875	0,195	Valid
Service Quality2	0,799	0,195	Valid
Service Quality3	0,575	0,195	Valid
Service Quality4	0,275	0,195	Valid
Service Quality5	0,781	0,195	Valid
Service Quality6	0,759	0,195	Valid
Service Quality7	0,538	0,195	Valid
Service Quality8	0,750	0,195	Valid
Service Quality9	0,553	0,195	Valid
Service Quality10	0,789	0,195	Valid

### 3.2 Reliability Test

The aim of the Reliability Test is to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. If Cronchbach alpha is above 0.6. So the research data is said to be Reliable.

Table 5 Reliability Test

Variable	Cronbach Alpha	N of item	Information
Service quality	0,819	11	Reliable
Tourist attraction	0,865	3	Reliable
Price	0,742	9	Reliable
Tourist satisfaction	0,861	10	Reliable

### 3.3 Normality Test

The Normality Test aims to find out whether the data population is normally distributed or not. The data normality test is a basic requirement in parametric analysis. The normality test in this research can be seen in Figure 2 below. Where you can see on the P-Plot display the dots are always approaching and the diagonal line. then the regression model meets the normality assumption.



Figure 2 Normality tes

### 3.4 Multicollinearity Test

This multicollinearity test aims to test whether the regression model finds a high correlation between independent variables. A good regression model should not have high correlation between independent variables.

Table 6 Multicollinearity Test

Variable	Tolerance	VIF
Service quality	0,925	1,082
Attractiveness	0,692	1,446
Price	0,654	1,530

From the output table above, it can be seen that the VIF value is less than 10 and the Tolerance value is more than 0.1. So it can be concluded that the regression model does not have multicollinearity problems.

### 3.5 Heteroskedasticity Test

The Heteroscedacity test aims to test whether in the regression model there is inequality of variance from the residuals from one observation to another observation. A good regression model means that Heteroscedacity does not occur. One of these tests is to look at the pattern of points on the Scatter plot graph.

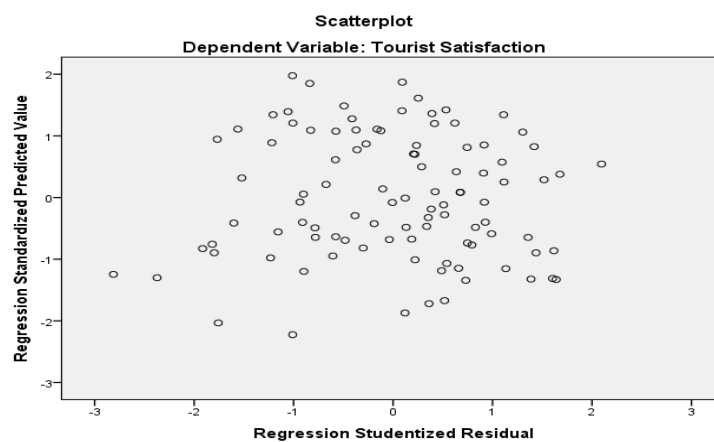


Figure 3 Heteroskedasticity test

In Figure 3 you can see that the dot pattern is spread out and does not form a particular pattern, this shows that heteroscedasticity does not occur.

### 3.6 Multiple Linear Regression Test

This multiple linear regression test aims to determine the influence between two or more independent variables and one dependent variable which is displayed in the form of a regression equation.

Table 7 Multiple Linear Regression Test

Model	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7,371	6,981		1,056	0,294		
Service quality	0,014	0,106	0,008	0,130	0,897	0,925	1,082
Tourist attraction	0,931	0,125	0,509	7,462	0,000	0,692	1,446
Price	0,678	0,110	0,434	6,185	0,000	0,654	1,530

. Dependent Variable: Tourist\_satisfaction

### 3.7 Coefficient of Determination Test (R<sup>2</sup>)

Table 8 Determination Coefficient Test

Model	R	R Square	Adjust R Square	Std.Error of the Estimate
1	0,831 <sup>a</sup>	0,691	0,681	4,3788

- Predictors: (Constant), Service Quality, Tourist Attraction, Price
- Dependent Variable: Satisfaction

The results of the R Square coefficient of determination test table are 0.691, so it can be said that service quality, tourist attraction and price are able to explain 69.1% of satisfaction, while the remainder (30.9%) is influenced by other variables outside the research, such as facilities, location, performance, promotion, brand image, etc

### 3.8 Partial Test

Partial test (t test) is to test how each independent variable individually influences the dependent variable. The t test can be seen in the following table

Table 9 Multicollinearity Test

Variable	t	themselves
Service quality	0,130	0,897
Tourist Attraction	7,462	0,000
Price	6,185	0,000

It can be seen that the overall data in the t table is 1.984 and the sig value is 0.05. Under the condition If the Sig value < 0.05 and t count > from t table. So variable So the partial variable X has NO effect on the variable Y Obtained results at t hit Service Quality 0.130 < t table 1.984 and sig value 0.897 > 0.05, it is said that the service quality variable has no effect on Satisfaction. At t hit Attractiveness 7.462 > t table 1.984 and sig value 0.000 < 0.05, it is said that the attractiveness variable has an effect on Satisfaction. At t hit Price 6.185 > t table 1.984 and sig value 0.000 < 0.05, it is said that the price variable has an effect on Satisfaction.

### 3.9 Simultaneous Test (F Test)

The simultaneous test aims to determine whether or not the independent variables have a significant effect together (simultaneously) on the dependent variable. It can be seen that the overall data in the f table is 1.984 and the sig value is 0.05. Provided that if the Sig value is  $<0.05$  and the calculated f is  $>$  from the f table. So variable So variable X has NO effect on variable Y. From table 10 the results are obtained.

Table 10 Simultaneous Test.

Model	Sum Of Square	df	Mean Square	F	sig
Regression	4109,984	3	1369,655	71,448	0,000 <sup>b</sup>
Residual	1840,766	96	19,175		
Total	5950,750	99			

a. Dependent Variable: satisfaction

b. Predictor: (Constant), Quality, Attractiveness, Price

In the simultaneous test table above, the calculated f result is 71.488 and F table is 2.70, so the calculated f is  $71.488 >$  f table 2.70 and the sig value is also seen as  $0.000 < 0.05$ , meaning that service quality, tourist attraction and price have a simultaneous effect. on consumer satisfaction.

## 4. Conclusion

From the results of the discussion above, the result is that service quality has no effect on consumer satisfaction. Attractiveness and price influence consumer satisfaction. This is in line with research conducted by Afifah and Devia which showed that service quality had no effect on visitor satisfaction. However, this is different from the results of research conducted by Nurbaiti, Soehardi, Nurmala, and I Nyoman Sudiarta. This means that the service quality of this tourist attraction has not provided maximum satisfaction to tourist visitors. The impact of this research is that the management immediately maximizes service quality. The implication of this research is that even though the prices are still categorized as affordable and the tourist attraction is only in the form of planes and the prices are quite cheap, they are enough to provide visitor satisfaction. This is a difference from previous research which offered natural beauty as a tourist attraction, while this research offers a moving object as a source of satisfaction to visitors. The prices are quite affordable, making consumers satisfied enjoying this tour

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