



VISITOR SATISFACTION ANALYSIS OF CREATIVE INDUSTRY IN TOURISM LOCATIONS USING SERVQUAL METHOD

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Abstrak

The development of Padang City as a city that carries the creative industry began to be felt after the transition from the earthquake in 2009. The city of Padang began to improve to become the center of the creative industry in West Sumatra. The large variety of carvings and famous food and handicrafts has made the potential realm of Mining Majadi the national and foreign spotlight. Creative work produced by the community has become a trend in Indonesia, especially among the younger generation. The creative industry that is developing in Padang City has made a significant contribution, but has not been managed properly and has an impact on overlapping functions of the area and causes inconvenience for tourists. The research method used in this study is the Servqual Method. The data collection method used is divided into two activities, namely primary surveys consisting of field observations, interviews, and distributing questionnaires and secondary surveys consisting of literature studies and data collection through related agencies. The research object is the creative industry in the city of Padang. This research produces calculations with the method Servqual, there are four attributes that have the highest gaps, namely the level of service fulfillment that is still far from the level of customer expectations. These attributes include comfort/facilities/, tour guides can explain information clearly, friendliness. Location near creative industries close to tourism locations, discounts on services, and materials.

Keyword : Servqual Method, travel cluster, creative industries

INTRODUCTION

The definition of city tourism at this time has developed rapidly, many sources mention the notion of "city tourism" based on their respective perspectives, including those expressed by the World Tourism Organization (1994: 18) as follows; *"Tourism in towns and cities is very widespread. These urban places often offer a broad range of historic and cultural attractions, shopping, restaurants, and the appeal of urban vitality. Many urban attractions and amenities are primarily developed to serve residents, but their use by tourists can greatly help to support them."*[2] From this explanation, it can be concluded that, a city tour as an area that

offers various types of tourist attractions and activities that can be carried out such as historical attractions / cultural heritage and heritage, shopping activities, restaurants, and so on. Basically, the attractions and tourist activities of the city are developed with the main aim of serving the needs of the local people of the city itself, but the activities and attractions developed are very useful for tourists. Departing from the current tourism conditions, Padang City is one of the leading tourist destinations in West Sumatra Province. The development of tourism in the city of Padang is supported by the availability and variety of urban tourism products, education, history, and culture which are supported by adequate tourism



infrastructure and facilities. The city of Padang as a tourist city is also supported by areas (surrounding districts) that are characterized by natural tourism, which makes Padang City a destination worthy of being displayed for tourists, both domestic and foreign tourists. In addition, Padang City also has the capacity as a distribution center (*point of distribution*) for other tourist destinations in West Sumatra, especially cities or regencies around Padang City. By utilizing this position and potential, many tourism support facilities and facilities have grown, such as hotels, restaurants, *factory outlets*, swimming pools, shopping centers, and other creative industries. According to [10]. Creative Industry is an industry that comes from the use of individual creativity, skills, and talents to create prosperity and employment by generating and empowering the creative power and creativity of the individual. [8] also explained that the creative industry is an industry that relies on talent, skills, and creativity which are the basic elements of every individual. with all the facilities, of course, it is hoped that it can satisfy all visitors who come to tour West Sumatra and to Padang in particular. In this study a method is needed to analyze visitor satisfaction in tourism, the servqual method is a service quality model, *SERVQUAL* (an

METHOD

The framework is carried out and carried out in a systematic way as a guide for researchers in carrying out research so that the results achieved do not deviate from predetermined goals. This research framework represents the steps that will be taken in order to solve the problems to be discussed.

Starting Research

abbreviation of *Service Quality* developed by [4], in a series of their studies on six service sectors, namely: equipment repair households, credit cards, insurance, long-distance telephone donations, retail banking, and securities brokers. *SERVQUAL* is also known as the *GAP Analysis model*. *SERVQUAL* is developed with the aim of helping managers analyze the source of quality problems and understand ways to improve service quality. This method was developed (Zeithaml, et al., 1990), which measures quality quantitatively in the form of a questionnaire containing service quality dimensions, namely *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy* [3]. *SERVQUAL* is built on a comparison of two main factors, namely the perception of the top customer real service they receive (*Perceived Service*) with actual service expected by customers (*Expected Service*). If the reality is more than what the customer expected, then the service can be said to be of good quality, whereas if the reality is less than what the customer expected, then it is said to be of poor quality [1]. It is hoped that this method will get visitor satisfaction results and it is hoped that the results of this research can further develop the creative industry and tourism in West Sumatra and in the city of Padang in particular.

At this stage, the identification of the problem is carried out which aims to identify the problem to be studied, the problem boundary aims to get good and directed research results, it is necessary to limit the problem so that the preparation of this final project does not deviate from the objectives to be achieved, the problem formulation aims to explain the outline of the problems faced in the research.

Analyzing Methodology



At this stage, an analysis of the methodology used includes supporting materials and supporting theories and other matters needed to complete the research.

Analyzing the Data

At this stage, a literature study is carried out which aims to find out what methods will be used to solve the problems to be studied which will later become a strong reference for researchers in applying a method used. In the implementation of this research, data

Respondents of this research questionnaire are visitors who have visited West Sumatra at least once. The characteristics of these respondents include gender (Figure 1.), age (Figure 2.), type of work (Figure 3.). From the three diagrams it can be concluded that most respondents are male and when viewed from the age level, the most aged between 26 and 40 years. Meanwhile, seen from the type of work, the most respondents are employees and entrepreneurs.

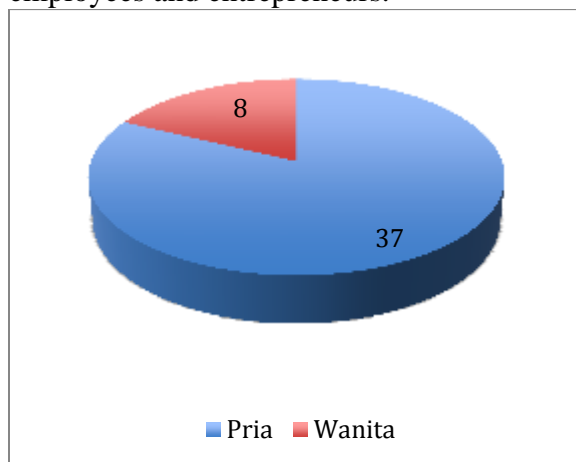


Figure 1. Diagram of Respondents by Gender

was collected to know more about the system being studied. Data collection was carried out directly on tourists and traders in West Sumatra. Filling in the questionnaire was carried out by 45 visitors who experienced firsthand the creative industry at West Sumatra tourism sites or in Padang in particular, the questionnaires were distributed manually from 12 February - 22 February 2020.

RESULT AND DISCUS

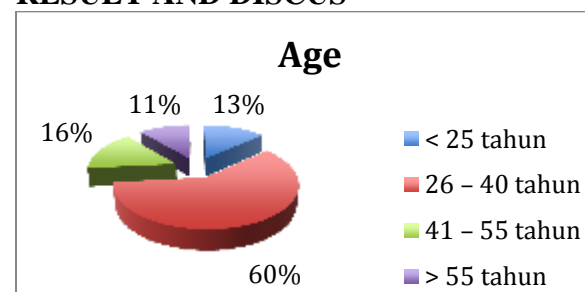


Figure 2. Diagram of Respondents by Age

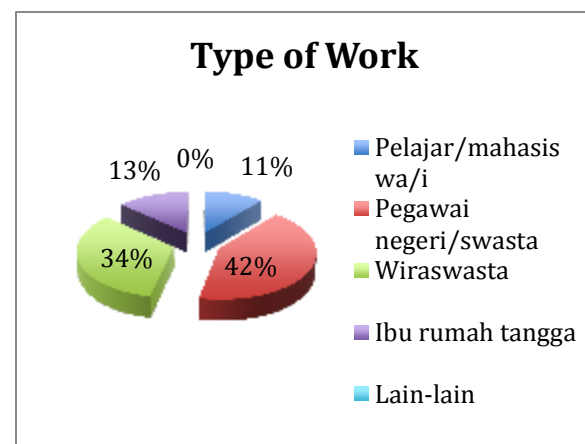


Figure 3. Diagram of Respondents by Type of Work



GAP 5 ANALYSIS (PERCEPTION AND EXPECTATION)

felt by visitors is something that must be balanced so that these visitors do not feel disappointed with the services provided by the creative industry players and to be able influence visitors to come back. It can be

The level of need desired by the customer and the level of satisfaction that has been to

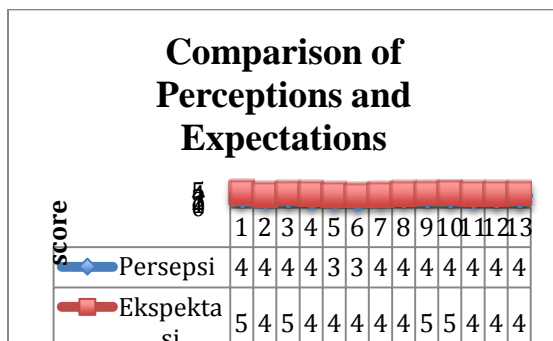


Figure 4. Comparison of Perceptions and Expectations

The following is a discussion of each attribute starting from the smallest sequence (number 7) to the largest (number 1):

Attribute 7: safety and cleanliness, In this attribute, the level of the respondent's need for safety and cleanliness is not too high (4.04). almost can be fulfilled by fulfillment that is close to the level of the respondent's need (3.98).

Attribute 2: Because of an *event-event* or, in this attribute, not all respondents need an event or event. And for respondents who

seen from Figure 4 that the level of service fulfillment provided by the creative industry leaders is still below the level of need desired by visitors. Whereas in Figure 5 a graph shows about gap 5, it can be seen that graph number 7 is the lowest, while graph number 1 is the highest

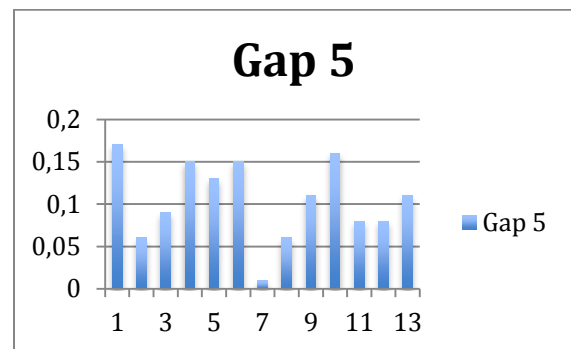


Figure 5. Gap Graph 5

want a workshop or event, it has almost fulfilled the level of need they want.

Attribute 8: Friendly *sellers/business actors*. The level of respondent's need is quite high for the friendliness of creative industry business actors and is almost fulfilled by creative industry entrepreneurs.

Attribute 11: Comfortable tourist space, for the comfort that visitors expect, has met the expectations obtained

Attribute 12: There is qualified security, the level of the respondent's need for this attribute is higher. The most obvious reason



for this attribute is due to the factor of safety and comfort in activities,

Attribute 3: Affordable cost. The cost factor is very important for respondents regarding how much they will spend on an item they will get. For the cost problem, this attribute is one of the two attributes with the highest level of service fulfillment.

Attribute 9: *Availability of various snacks apart*, from complete facilities, the availability of food is very important in tourism activities. However, the fulfillment of these attributes is still not fully fulfilled.

Attribute 13: Prayer room facilities, Each respondent must provide a place of worship facilities, the existence of this place of worship can be used to convince respondents or visitors about the cleanliness and safety of this tourism because some respondents think that the existence of tourist attractions indicates a safe and comfortable place to go.

Attribute 5: Certain costs. The level of the respondent's need for costs is almost the same as the level of the respondent's need for the availability of places of worship.

Attribute 4: Discounts for services and materials, prices are very influential on the percentage level of visitors who come to a place, the presence of cheap costs or discounts makes travel on tourism interesting and exciting, therefore discounts on services and access materials are very much taken into account. with a very high percentage. However, the level of fulfillment of discount services is still far from being desired.

Attribute 6: Location near the creative industry close to tourism location. The location where the creative industry is the most important by respondents. If the location is far from the tourism place, according to the respondent, it will waste time to go to the location where the creative industry is located and make less time for tourism.

Attribute 10: *Tour guide* can explain information clearly. There is a term that says that the consumer is king. As customers, they have the right to ask for very detailed clarity regarding the place and historical attractions. However, it turns out that according to the respondents, the business officials, especially the tour guides, have not been able to fully do this.

Attribute 1: Comfort/facilities/friendliness, Friendly is the most important thing in society. The customer's view of the tourism place is very much influenced by the hospitality of *the creative industry players* as guests. Therefore, the respondent's need for the friendliness of *the creative industry entrepreneurs* is the highest (4.93) compared to other attributes. However, the respondents' assessment of the friendliness leaders of *the creative industry business* is still far below the level of the respondent's needs, even though the level of service fulfillment for this attribute is not the lowest compared to other attributes.

The following will be sorted regarding the level of respondent's needs ranging from the largest to the smallest: Comfort/facilities/friendliness, *Tour guides* can explain information clearly, Location near creative industries close to tourism locations, Discounts on services and



materials, definite costs, Space facilities worship, *Ketersediaan variety of snacks food*, reasonable fees, security There are qualified, a comfortable travel space,

CONCLUSION

Based on the results of previous data processing and analysis, conclusions can be drawn which aim to suggest service improvements. The conclusions that can be drawn include: According to the calculation with the Servqual method, there are four attributes that have the highest gaps, namely

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Sales / friendly businesses, Because of the event or show, *Safety*, and cleanliness

the level of service fulfillment that is still far from the level of customer expectations. These attributes include: These attributes include comfort / facilities /, tour guides can explain information clearly, friendliness. Location near creative industries close to tourism locations, discounts on services, and materials

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