

The Influence of Human Resource Competence on Tourism Service Quality at Dusun Semilir

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ABSTRACT

Service quality is one of the important factors in the success of a tourist destination because it influences visitors' experiences and satisfaction. One of the factors affecting service quality is human resource competence, which includes knowledge, skills, and work attitudes. This study aimed to analyze the influence of human resource competence on the level of tourism service quality at Dusun Semilir and to identify the service quality dimension most dominantly influenced by human resource competence. This study employed a quantitative approach. Data were collected through questionnaires distributed to 100 visitors of Dusun Semilir. The data were analyzed using simple linear regression with the assistance of SPSS version 27. The results showed that human resource competence had a positive and significant influence on all dimensions of tourism service quality, namely tangibles, reliability, responsiveness, assurance, and empathy. The most dominant dimension influenced by human resource competence was reliability, with a coefficient of determination (R^2) of 0.699 or 69.9%, followed by empathy (67.6%), responsiveness (62.7%), assurance (60.6%), and tangibles (56.7%). These findings indicate that improving human resource competence plays an important role in enhancing tourism service quality at Dusun Semilir. Therefore, continuous efforts to develop employees' knowledge, skills, and work attitudes are necessary to improve service quality.

Keywords: human resource competence, tourism service quality, SERVQUAL, reliability, Dusun Semilir.