

The Effect of Service Quality on Tourist Satisfaction at Dusun Semilir Eco Park

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ABSTRACT

This study aims to analyze the effect of service quality on tourist satisfaction at Dusun Semilir Eco Park, as well as to describe the most dominant service quality dimension influencing tourist satisfaction. This research used a quantitative method with a descriptive approach. The sample consisted of 100 respondents who had visited Dusun Semilir Eco Park within the last year, selected using a purposive sampling technique. The research data were collected through observation, questionnaire distribution, literature view, and documentation. The questionnaire was measured using a 1–5 Likert scale. Data processing was conducted using multiple linear regression analysis with the assistance of IBM SPSS Statistics version 25. The results showed that service quality, consisting of reliability, tangibles, responsiveness, assurance, and empathy, simultaneously had a positive and significant effect on tourist satisfaction with a significance value of $0.000 < 0.05$. These results indicate that improving service quality can contribute to increasing tourist satisfaction. Furthermore, the results showed that the tangibles dimension was the most dominant service quality dimension affecting tourist satisfaction, with the highest t-value of 5.188 and a significance value of $0.000 < 0.05$. Therefore, improving and maintaining service quality, particularly in terms of facilities, should be continuously carried out to provide comfort and create tourist satisfaction during their visit.

Keywords: Service Quality, Tourist Satisfaction, SERVQUAL, Dusun Semilir Eco Park.