

The Effect of Service Quality and Travel attributes on The Visitor Decision Through Tourist Satisfaction

Vira Rahman^{1,*}, Pricylia Chintya Dewi Buntuang²

¹ Student of Management Undergraduate Study Program, Faculty of Economics and Bussiness, Tadulako University, Indonesia

² Management Study Program, Faculty of Economics and Bussiness, Tadulako University, Indonesia

*Corresponding author. Email: virarahman180220@gmail.com¹

ABSTRACT

This study aims to determine how much service quality influences local tourist visiting decisions, with tourist satisfaction as a mediating variable at Taipa Beach. This type of research is quantitative, with the data collection method of distributing questionnaires through Google Forms. The sampling technique uses probability sampling. The population in this study is unknown, so using accidental techniques, the number of samples used is 67 respondents. The data analysis method used is Structural Equation Modeling (SEM) using Smart-PLS. The results of this study indicate that the service quality variable does not affect visitor decisions. Tourist attribute variables significantly affect visitor decisions, and service quality variables and tourist attributes indirectly through tourist satisfaction affect visitor decisions.

Keywords: *tourism, service quality, travel attributes, visitor decisions, visitor satisfaction*

1. INTRODUCTION

Over the past ten years, tourism has become one of the most significant and fastest-growing in the world. Tourism is one of the most important economic activities and is the key to development, prosperity, and well-being (Bayih & Singh, 2020). The World Tourism Organization (UNWTO) states that tourism is "a key driver of socio-economic progress through job and enterprise creation, export earnings, and infrastructure development" (World Tourism Organization (UNWTO), 2017; World Tourism Organization (UNWTO) & ORGANIZATION, 2023).

Tourists have the closest behavioral basis between one another, such as motivations, preferences, and travel plans (Asnawi, 2022; Dakwah et al., 2022). Several factors that increase competitiveness, one of which is the dimension of service quality, can determine visitor decisions about destination assessment by tourists (Manyangara et al., 2023; Nurita & Sukresna, 2022). These decisions may be based on some unplanned or even unexpected events, including some interrelated decisions that can lead a person to the choice/selection of the destination and the intention to visit (Ayoub, 2024)

The decision to visit a tourist destination is a decision made by tourists to determine their intention to visit the most preferred place (Sari et al., 2021). The destination selection process is influenced by various factors that can change depending on the needs and habits of tourists (internal factors) and external factors. In addition, service quality, travel attributes, and the role of influencers determine tourists' decision to visit. This statement is supported by research from (Irfan et al., 2020; Mihai et al., 2023; Puri, 2020) which states that if visitors see that the quality of tourist services is good enough, they are likely to choose these tourist attractions.

Choosing a travel destination is a difficult task for travellers. Important factors that influence travellers' place selection are service quality and destination appeal (Mangali, Glen R, 2021; Silva et al., 2020; Vinyals-Mirabent, 2019). These factors include architecture, culture, food, landscape, and in-store shopping. Attributes include the presence of souvenir shops and shopping stores (Kijima, Kyoichi et al., 2020). Shopping may not be the main reason for travelling, but it can be a motivator for tourists to go to a place that offers a pleasant shopping experience in the destination (Azmi et al., 2019). (Chan et al., 2022) said that each location has different qualities and facilities. To make a tourist visit enjoyable, travel attributes are very important for tourist satisfaction (Muzammil et al., 2023)

Tourist satisfaction is influenced by service quality and travel attributes supported by previous research. According to (Gu, 2023), customers will feel satisfied if the perceived service quality exceeds customer expectations. Through the improvement and development of tourist attractions, such as the construction of infrastructure and facilities, such as toilets, tap water and electricity systems, for convenience and increasing satisfaction among tourists (Heuer et al., 2021).

Based on the understanding of the importance of the quality of service of a destination and the availability of travel attributes related to infrastructure, accommodation and completeness of facilities that can attract visitors, therefore researchers are interested in exploring the factors that influence visitor decisions by raising the title "**The Effect of Service Quality and Travel Attributes on The Visitor Decision Through Tourist Satisfaction**".

2. LITERATUR REVIEW

2.1. Service Quality Tourist Management

Quality service can be achieved with the commitment of service providers (Adda et al., 2021). Service quality and customer satisfaction (SQCS) emerged as one of the main topics in tourism research that has received much attention from academics and researchers (P.J. et al., 2023). Service quality has been established as an essential economic driver in tourism (Park & Jeong, 2019). According to (Hussain et al., 2023) indicates that service quality has at least five primary elements, namely the attractions and environment of the place of visit, the accessibility of the place of visit, the image of the place of visit, and the fees to be paid by customers, facilities, or conveniences at the place of visit. Therefore, if visitors see that the quality of tourist services is good enough, they will likely choose the tourist attractions (Nguyen Huu et al., 2024).

H1a. Service quality has a significant effect on tourist satisfaction.

H1b. Service quality has a significant effect on visitor decisions.

2.2. Travel Attribute

Tourism attributes are a combination of various components that fulfil the basic needs of a visit, make visitors happy and satisfied, positively impact visitors' minds, encourage them to visit again, and recommend the place to others (Mouratidis et al., 2019). (Chan et al., 2022) said that each location has different qualities and facilities. Travel attributes are very important to make a tourist visit enjoyable..

H2a. Travel attributes have a significant effect on tourist satisfaction.

H2b. Travel attributes have a significant effect on visitor decisions.

2.3. Visitor Decision

Visitors have different motivations before choosing a tourist location. Marketers will be fortunate if they know what tourists choose because they can predict their behaviour (Ali et al., 2019). Therefore, if destination marketers can understand and identify what components can influence tourists' decision to visit a destination, it will be easy for them to identify what changes should be made (Ayoub, 2024; Said et al., 2022).

H3. Traveller satisfaction has a significant effect on visitor decisions

2.4. Tourist satisfaction

Traveller satisfaction is the ultimate goal of tourism activities (Dumitraşcu et al., 2023). Understanding the evaluation of traveller satisfaction is essential in implementing a successful marketing campaign (Pjero (Beqiraj) & Gjermëni, 2020). Intangibles play an essential impact on tourist satisfaction and behavioural intentions (Abdou et al., 2022). Tourist satisfaction and propensity to revisit are realised when the reality of the experience matches preconceived expectations (Lim et al., 2024).

H4a. Service quality through tourist satisfaction has a significant effect on visitor decisions

H4b. Travel attributes through tourist satisfaction have a significant effect on visitor decisions

3. RESEARCH METHODS

3.1. Sampling Technique and Data Collection

This study uses probability sampling, and the population in this study is unknown, so it uses accidental techniques with the number of samples used as many as 67 respondents. To fulfill the requirements for filling out the questionnaire, respondents are people who have visited the recommended destination. This was done to achieve the research objective of examining visitors' travel intentions by measuring service quality and travel attributes. This research uses a

quantitative approach by distributing questionnaires directly with items that have been compiled and developed previously.

3.2. Analysis Technique

This study used Structural Equation Modelling (SEM) to analyse the data with Smart-PLS. This study determined the convergent and discriminant validity of the measurement model. Three metrics assessed convergent validity: Average Extracted Variance (AVE), Composite Reliability (CR), and Cronbach's Alpha. Using the Fornell-Larcker criterion, discriminant validity was determined by the square root of the AVE as it was more significant than the correlations between other constructs. The structural model was tested using two methods. First, the R-square value of the structural model is measured based on the independent variable factors. Second, calculate the model fit index.

4. RESULT

4.1. Assessment of Validity and Reliability

This study assessed Validity and reliability in several stages to determine construct validity. This study compared each loading value obtained with a value of 0.7, as suggested (Chen et al., 2022). The results of Table 1. show that construct validity has been achieved. Furthermore, convergent Validity was tested using the Average Variants (AVE) value > 0.5, and the results obtained were satisfactory. The internal consistency of a construct was evaluated using Cronbach's Alpha > 0.6 and composite reliability > 0.6. These results show that the construct has strong internal consistency for each item, indicating that internal consistency has been achieved.

Table 1. The Validity (Construct, Convergent) and Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Average Varian
X1	0.806	0.866	0.565
X2	0.858	0.891	0.540
Y	0.951	0.959	0.721
Z	0.863	0.896	0.553

4.2. Structural Model

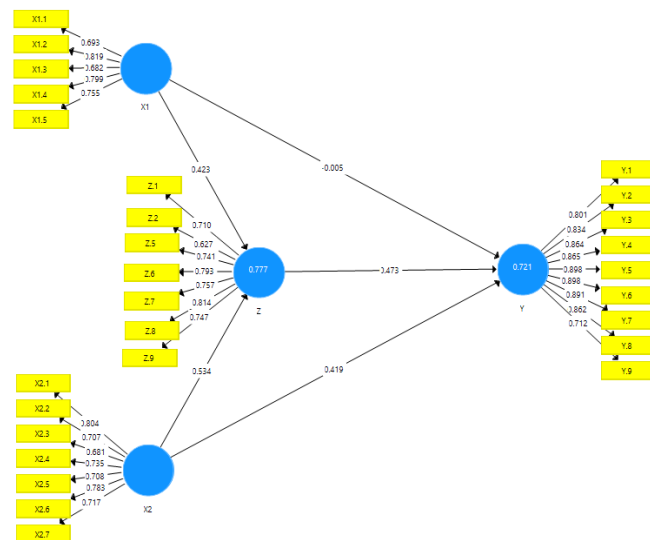


Figure 1 Diagram structural model of the study

The process of testing the inner model or structural model aims to determine the relationship between constructs that have been hypothesized. The structural model is evaluated by looking at the R-square value for the endogenous construct of the influence it receives from the exogenous construct; the higher the R-square value, the greater the ability of the exogenous construct to explain the endogenous variables so that the better the structural equation formed.

Context of mediation Figure 1. This shows the existence of partial mediation because although there is a direct impact from X to Y, there is also an indirect effect that is channeled through the mediator variable Z. Therefore, based on the model structure, the pattern results of variable X1 through the mediating variable Z has a more substantial influence on visitor decisions with an R Square value of 0.777 when compared to the value of variable X2 through the mediating variable Z with a value of 0.721, this shows that other factors influence 23% of visitor decisions. Based on the pattern of variable Z, two indicators (Z3 and Z4) were removed because they did not meet the criteria for Cronbach's Alpha value > 0.06 , so these two variables could not be used in this study.

4.3 Hypothesis Testing

Hypothesis testing in this study can be assessed from the magnitude of the t-statistic or t-count value compared to the t-table 1.96 at 5% alpha. If the t-statistic / t-count $<$ t-table 1.96 at alpha 5%, H_0 is rejected, and if the t-statistic / t-count $>$ t table 1.96 at alpha 5%, then H_a is accepted (Lee, 2022).

Table 2. Results of the structural model of the study

Hypothesis	Direct/ indirect effect	T Statistics	P Values	Conclusion
H1a	X1 -> Y	0.047	0.962	Unsupported
H1b	X1 -> Z	4.793	0.000	Supported
H2a	X2 -> Y	2.934	0.003	Supported
H2b	X2 -> Z	6.056	0.000	Supported
H3	Z -> Y	2.496	0.013	Supported
H4a	X1 -> Z -> Y	2.242	0.025	Supported
H4b	X2 -> Z -> Y	2.179	0.030	Supported

The structural equation model (Table 2) reveals the results that the path coefficients of service quality and travel attributes (H4a and H4b) indirectly on visitor decisions are all statistically significant ($t = 2.242$, $p = 0.025$; $t = 2.179$, $p = 0.030$) and testing directly there is only (H1a) service quality that has no effect on visitor decisions with a value of ($t = 0.047$, $p = 0.962$) in the expected direction with the criteria value ($t > 1.96$; $p < 0.05$). In other words, tourist decisions are indirectly influenced by satisfaction with service quality and travel attributes; however, service quality has no direct effect on tourist decisions.

4. DISCUSSION

The results of this study are interesting because they reveal the complex dynamics behind the factors that influence visitor decisions in the tourism industry. Researchers showed that service quality significantly influences visitor decisions, but the influence of service quality on visitor decisions is not direct. Instead, the influence is mediated by the level of traveler satisfaction. This is in contrast to previous research, which shows that perceived service quality and perceived travel quality simultaneously significantly influence visitor decisions (Nguyen Huu et al., 2024; Wibowo, 2022). Service quality indicators such as cleanliness, physical quality of facilities, and conformity to standards do not directly influence visitor decisions, indicating that these aspects are considered the "minimum standards" or "basic expectations" expected by tourists. This statement is supported by previous research, which states that service quality is not the main thing that consumers think about in deciding to visit tourist attractions because they prioritize the facilities at the tourist attractions and also the views (Mamangkey et al., 2023).

Service quality does not have a significant direct influence on visitor decisions, emphasizing the complexity of the factors that influence consumer behavior in the context of tourism, one of which is the travel attribute factor influencing visitor decision-making; this is supported by previous research which states that one of the aspects that influence tourist decisions is accommodation which includes hotels and restaurants (Mangali, Glen R, 2021; Susilowati, 2023). This is because it is considered one of the most essential attributes of a destination, be it big or small, luxurious or simple, expensive or cheap. A place to stay for a night or more is significant for travelers' satisfaction.

The partial mediation of traveler satisfaction in the relationship between service quality, travel attributes, and visitor decisions highlights the importance of paying attention to psychological and emotional aspects of the traveler experience and other external factors. This suggests that traveler satisfaction is not only a direct result of service quality and travel attributes but also plays a vital role in shaping traveler perceptions and decisions. These results are supported by previous research (Adi Prakoso, 2022), Which reveals an influence between tourist visit decisions and visitor satisfaction.

Based on the results of this study, the practical implication is that tourism industry players need to pay attention not only to service quality and travel attributes but also to traveler satisfaction as an essential mediator in shaping visitor decisions. A successful strategy for improving the attractiveness and competitiveness of tourism destinations should pay

attention to these factors holistically and understand the complex relationships between them. By doing so, tourism industry players can take more effective steps to enhance the traveler experience and achieve their business goals.

5. CONCLUSION

Based on smart PLS statistical calculations, it can be seen that travel attributes have a direct effect on visitor decisions. In contrast, service quality does not directly affect visitor decisions, which means that other factors are more dominant or more significant in influencing visitor decisions, such as price, brand image, and other factors. Although service quality does not have a direct effect, it does not mean that it is not essential. Service quality and travel attributes can still influence visitor decisions through the mediator of traveler satisfaction.

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