

MEASURING THE QUALITY OF TOURIST SERVICES AND ITS IMPACT ON REVISITS (Survey Study on Tourist Destinations in Bogor City)

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Abstract

At this time, the productive age has been dominated by millennials and gen z. Almost every day they do activities that tend to be monotonous and boring. Humans always need free time to refresh their brains and themselves from the hectic daily activities in order to get new enthusiasm to carry out their activities in the future. Doing tourist visits is the choice of millennials and gen z today. By visiting tourism, they can refresh their brains and themselves by enjoying tourist facilities and natural scenery in every tourist spot in Indonesia, especially in the city of Bogor. Therefore, Bogor City tourism service providers must be better at paying attention to the condition of service quality at tourist attractions in Bogor City, in order to be able to create a relationship between tourists and service providers. Good service quality will have a good impact or feedback, namely influencing tourists to make repeat visits on other days. Based on the identification of the problems above, the purpose of this study is to measure Service Quality and the impact on Repeat Visits based on variables in the ServQual model such as Physical Evidence (Tangibles), Reliability (Reliability), Responsiveness (Responsiveness), Guarantee (Assurance), and Empathy (Empathy).). The analysis used in this study is SEM (Structural Equation Modeling), at tourist attractions in the city of Bogor. Then, the data is obtained through the results of research questionnaires and will be calculated using data processing applications, namely IBM SPSS and LISREL. The results of this study indicate that service quality has an impact and is significant on repeat visits. With the results of the analysis (1) Physical Evidence of Service has an impact and is significant on Repeat Visits with a T-value of 6.29 > Critical T-value of 1.95, then H0 is rejected which means that Physical Evidence of Service has a positive and significant impact on Visits Repeat. (2) Service Reliability has a significant and significant impact on Repeat Visits with a T-value of 5.12 > Critical T-value of 1.95, then H0 is rejected, which means Service Reliability has a positive and significant impact on Repeat Visits. (3) Service Response has an impact and is significant on Repeat Visits with a T-value of 6.73 > Critical T-value of 1.95, then H0 is rejected which means that Service Response has a positive and significant impact on Repeat Visits. (4) Service Guarantee has an impact and significant on Repeat Visits with a T-value of 3.08 > Critical T-value of 1.95, then H0 is rejected which means that Service Guarantee has a positive and significant impact on Repeat Visits. (5) Service Empathy has a significant and impactful impact on Repeat Visits with a T-value of 9.56 > Critical T-value of 1.95, then H0 is rejected which means Service Empathy has a positive and significant impact on Repeat Visits. The results of this study indicate that service quality has an impact and is significant on repeat visits. With the results of the analysis (1) Physical Evidence of Service has an impact and is significant on Repeat Visits with a T-value of 6.29 > Critical T-value of 1.95, then H0 is rejected which means that Physical Evidence of Service has a positive and significant impact on Visits Repeat. (2) Service Reliability has a significant and significant impact on Repeat Visits with a T-value of 5.12 > Critical T-value of 1.95, then H0 is rejected, which means Service Reliability has a positive and significant impact on Repeat Visits. (3) Service Response has an impact and is significant on Repeat Visits with a T-value of 6.73 > Critical T-value of 1.95, then H0 is rejected which means that Service Response has a positive and significant impact on Repeat Visits. (4) Service Guarantee has an impact and significant on Repeat Visits with a T-value of 3.08 > Critical T-value of 1.95, then H0 is rejected which means that Service Guarantee has a positive and significant impact on Repeat Visits. (5) Service Empathy has a significant and impactful impact on Repeat Visits with a T-value of 9.56 > Critical T-value of 1.95, then H0 is rejected which means Service Empathy has a positive and significant impact on Repeat Visits. Based on the results of the analysis above, it can be concluded that Service Quality has a positive and significant impact on Repeat Visits. The recommendations that can be made to develop service quality as an effort to increase the intensity of tourist visits are to create a safe, comfortable, clean, and trendy tourist environment such as adding aesthetic and instagramable photo spots to attract more tourists to visit, considering that at this time many tourists are looking for more trendy, contemporary, aesthetic, and instagramable tourist spots to take selfies to share them on their social media. Service providers can improve the operational standards of employees and the service capabilities of each employee by conducting periodic

training and developing their services based on feedback provided by tourists through surveys or discussion forms in order to encourage an increase in the number of repeat visits from tourists. This research is expected to help tourism service providers in the city of Bogor in increasing the intensity of repeat visits from tourists through the quality of tourist attractions.

Keywords: *Service quality; Repeat Visits; Structural Equation Modeling*

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