



Quality of Service and Value for Money in West Bandung Tourist Destinations

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ABSTRACT

One of the strategic efforts in maintaining visitor satisfaction and loyalty can be done by maintaining the Quality of Service which should be a good quality of service commensurate with the Value of Money that visitors have given. This study aims to explore the extent of the level of visitor satisfaction with the Quality of Service and Value for Money in tourist destinations in the West Bandung area. This research used a quantitative method. Respondents who provided information in this study were tourists who met the requirements as respondents to be able to fill out and provide the information needed when filling out the questionnaires. The number of respondents was 220 people with the composition of Lembang Park Zoo 73 visitors, the Great Asia Africa 73 visitors, and the Floating Market 73 visitors. The analytical techniques used in this study were measured using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods. The results showed that based on the CSI (Customer Satisfaction Index) of 79.09% visitors to tourist destinations in the West Bandung area felt (Satisfied). Based on the gap analysis (GAP), the analysis obtained is with a performance score value of 86.96 smaller than the expected score of 88.15 so the level of performance of service quality and value for money is still far from the expectations of visitors to tourists destinations in West Bandung. The results of this research can be used as material for consideration and evaluation of the quality of service and value for money that has been developed.

INTRODUCTION

West Bandung Regency was formed in 2007 as a result of division from Bandung Regency, West Java Province with an area of 1,305.77 square kilometres, this Regency is inherited from the potential of abundant natural resources. The geographical area of West Bandung Regency varies with an average altitude between 110 meters and a maximum of 2,242 meters above sea level. Judging from its geographical physical conditions, the district whose administrative centre is in Ngamprah is hilly (Ferdiansyah & Pirngadie, 2013). the total area of land used for agricultural cultivation is the largest, reaching 66,500,294 Ha (Syafira, 2017).

Blessed with stunning landscapes, nature tourism in West Bandung Regency can contribute a relatively large amount of local revenue. This natural tourist attraction in the district with a population of 1,699,896 people in 2019 is indeed quite complete. Many say it is a storehouse for tourist tracks. It doesn't have a sea, indeed, but its traces still exist in this district. In addition to the former ancient sea at Citatah and the still active Sundanese ancient mountain crater, namely Mount Tangkuban Parahu, there is a fault area. In Lembang there is Mount Batu which, if you go up on it, you can see the sunrise and beautiful natural scenery.

This district is not only famous for the charm of the iconic Tangkuban Parahu Mountain and the tourist area of Lembang (Tauhid & Harahap, 2023). No wonder tourist destinations in the West Bandung area are a magnet for tourists, both domestic and foreign. based on the West Bandung Regency Central Bureau of Statistics the number of foreign tourist visits reached 93,724 tourists in 2020 and domestic tourists reached 3,440,529 tourists in 2020, and experienced a decrease in the number of tourist visits which only reached 2,202,146 in 2021 the number of tourist visits This has decreased drastically from the previous year. The number of tourist visits in 2020-2021 in the West Bandung area can be seen in Table 1.

Table 1
Number of Tourist Visits to Tourist Attractions in West Bandung Regency, 2020-2021

Type of Traveler <i>Kind of Tourist</i>	Years	
	2020	2021
(1)	(2)	(3)
International Tourists <i>Foreign Tourists</i>	93,724	0
Archipelago Tourists <i>Domestic Tourists</i>	3,440,529	2,202,146
Total	3,534,253	2,202,146

Source: Central Bureau of Statistics for West Bandung Regency

Based on these data, it can be concluded that the decrease in the number of tourist visits that occurred could be caused by various factors including additional costs for each vehicle access, less clean tourist sites, unkempt photo spots, children's playground areas not guarded by child supervisors, less innovative tourist activities, rides being renovated, dirty and smelly public toilets, expensive parking fees, and unfriendly staff. Of the many problems that have contributed to the decline in the number of tourist visits, most of them are related to service quality and value for money.

Satisfaction is a condition or form in which a person experiences a service that meets his needs at a certain point in time (Cahyani & Sitohang, 2016). Satisfaction is a cumulative construct that is affected by service expectations and performance perceptions in each period and is affected by past satisfaction from period to period. Service quality is considered the core and focal point (Liestiandre, 2021) (Rombe & Santoso, 2015). Good service quality, which satisfies consumers or tourists, is the first step to the company's success in the future (Atmaja et al., 2018; Massie, 2016). In fact, in practice, service quality is often overlooked, even though service quality is at the core of the success of a company or organization engaged in the service sector, especially the tourism industry (Umar et al., 2021).

One of the facts quoted from tiket.com, a tourist gave his review regarding a tourist attraction Lembang Park and Zoo. some visitors complain that:

"The water toilet facilities are stingy, hard to wash. The prayer room where women do ablution is not closed" (Hospital, 11 May 2023).

"It's good but all the rides are paid again" (Dedek Edward, 20 May 2023).

"The direction of the exit door must return to the initial route when entering. It's pretty tiring, especially if seniors are coming along. The electric motorbike facilities are not following the large number of visitors" (Muhammad Ondoh Mansyur, 3 May 2023).

Based on these comments it can be concluded that service quality (facilities) and value for money (paid vehicle tickets), affect tourist satisfaction in *Lembang Park and Zoo*. Quoted from *tiket.com*, other facts were revealed from the tourist attraction *The Great Asia Africa*. Some visitors complain that:

"Just okay, nothing special. Food is a little expensive" (Aulia Jasmine Kumala Ananda, 14 June 2023).

"Satisfied with the facilities. Very good. Some of the HR is not friendly, the entrance ticket and lift clerks don't smile, and the clothing item clerk is asked where the ATM is, explaining jutek. There are quite a lot of places to sell food and drink" (Purianti Tunggadewi, 21 May 2023).

Based on the comments above, it can be concluded that some visitors feel dissatisfied with the benefits they get at the rates they pay are not commensurate, causing their expectations to be not met and causing disappointment. *Floating Market* tourist attraction. Some visitors complain that:

"It's pretty pricey because everything inside has to be paid again" (Christine Hartono, 26 April 2023).

"The food isn't much updated compared to 3-4 years ago and it's still the same. Quite bored with the variants, some of the rides are also a bit unkempt" (SS, 9 April 2023).

Based on the comments above, it can be concluded that some visitors were dissatisfied with the quality of service in terms of all paid rides and value for money in terms of ticket prices for rides inside and food prices which were quite expensive, especially food that was not varied. This is the reason why the variables regarding service quality and value for money deserve further research because these two variables are very important aspects of the success of a destination. Visitor problems and complaints will be clarified in Table 2.

Table 2
Negative Traveler Comments

Lembang Park and Zoo		
Date	Comment	Source
11/05/2023	Toilet water facilities are very stingy and hard to wash. The prayer room for women's ablution is not closed	https://tinyurl.com/463ms9w5
20/05/2023	Good but all rides are paid again	https://tinyurl.com/463ms9w5
03/05/2023	The direction of the exit door must return to the initial route when entering. It's pretty tiring, especially if seniors are coming along. Electric motorbike facilities do not match the number of visitors	https://tinyurl.com/463ms9w5
The Great Asia Africa		
Date	Comment	Source
14/06/2023	Just normal, nothing special. Food is a bit pricey	https://tinyurl.com/2sr3dn3n
21/05/2023	Satisfied with the facilities. Very good. Some of the HR is not friendly, the entrance ticket and lift clerks don't smile, and the clothing item clerk is asked where the ATM is, explaining jutek. There are plenty of places to sell food and drink	https://tinyurl.com/2sr3dn3n
Lembang Floating Market		
Date	Comment	Source

26/04/2023	It's pretty pricey because everything inside has to be paid again	https://tinyurl.com/mvpj8j33
09/04/2023	The food doesn't update much compared to 3-4 years ago and it's still the same. Quite bored with the variants, some of the rides are also a bit unkempt	https://tinyurl.com/mvpj8j33

Source: Tiket.com 2023

Based on some of the negative comments above, the management of *Lembang Park Zoo*, *The Great Asia Africa*, and *the Floating Market* in general must improve service quality in terms of facilities, ride maintenance, HR friendliness, ride ticket prices and restaurant food prices along with the variety of food must be commensurate with food quality. This study aims to explore the extent of the level of visitor satisfaction with the Quality of Service and Value for Money in tourist destinations in the West Bandung area.

METHODS

This research uses a quantitative approach method. Quantitative research requires a researcher to explain how a variable affects other variables (Creswell, 2009). Quantitative research is suitable for use in research that will observe phenomena that can be quantified. In general, quantitative research is intended to describe phenomena or understand patterns measurably. By using quantitative methods researchers can understand. The quantity of a phenomenon that can be used later for comparison. By using inferential statistics, researchers can see patterns of relationships, interactions, and causality of the observed phenomena. In quantitative research, 2 types of statistics can be used to analyze phenomena, namely descriptive and inferential. This study uses a quantitative descriptive method whose function is to describe phenomena through numbers where researchers get an overview of conditions according to the facts that appear for comparison.

RESULTS AND DISCUSSION

Validity Test Results

Table 3
Results of Validity Test of Variable Items

Statement Items	R Count	R Table	Results
X1.1 Performance	0.756	0.349	VALID
X1.1 Hope	0.684	0.349	VALID
X1.2 Performance	0.801	0.349	VALID
X1.2 Hope	0.787	0.349	VALID
X1.3 Performance	0.469	0.349	VALID
X1.3 Hope	0.747	0.349	VALID
X1.4 Performance	0.669	0.349	VALID
X1.4 Hope	0.779	0.349	VALID
X1.5 Performance	0.709	0.349	VALID
X1.5 Hope	0.792	0.349	VALID
X1.6 Performance	0.711	0.349	VALID
X1.6 Hope	0.747	0.349	VALID
X1.7 Performance	0.728	0.349	VALID
X1.7 Hope	0.776	0.349	VALID
X1.8 Performance	0.678	0.349	VALID
X1.8 Hope	0.757	0.349	VALID
X1.9 Performance	0.753	0.349	VALID
X1.9 Hope	0.828	0.349	VALID
X1.10 Performance	0.800	0.349	VALID

Statement Items	R Count	R Table	Results
X1.10 Hope	0.845	0.349	VALID
X1.11 Performance	0.928	0.349	VALID
X1.11 Hope	0.812	0.349	VALID
X1.12 Performance	0.870	0.349	VALID
X1.12 Hope	0.806	0.349	VALID
X1.13 Performance	0.776	0.349	VALID
X1.13 Hope	0.703	0.349	VALID
X1.14 Performance	0.787	0.349	VALID
X1.14 Hope	0.793	0.349	VALID
X1.15 Performance	0.753	0.349	VALID
X1.15 Hope	0.863	0.349	VALID
X1.16 Performance	0.668	0.349	VALID
X1.16 Hope	0.845	0.349	VALID
X1.17 Performance	0.778	0.349	VALID
X1.17 Hope	0.850	0.349	VALID
X1.18 Performance	0.632	0.349	VALID
X1.18 Hope	0.855	0.349	VALID
X1.19 Performance	0.833	0.349	VALID
X1.19 Hope	0.831	0.349	VALID
X2.1 Performance	0.850	0.349	VALID
X2.1 Hope	0.877	0.349	VALID
X2.2 Performance	0.879	0.349	VALID
X2.2 Hope	0.879	0.349	VALID
X2.3 Performance	0.794	0.349	VALID
X2.3 Hope	0.876	0.349	VALID

Source: Processed by Researchers 2023

From the results of validity testing in Table 3, the questionnaire consisting of these 2 variables contained 22 questionnaires which had been filled in by 30 respondents in this study. One way to find out which questionnaires are valid and which are invalid, we have to find out the table first. It is known that the value of $N = 30$ with a significance of 0.05 (5%) then the value of r table = 0.349. From the results of the validity calculation in the table above, it can be seen that the r count is greater than the r table, all of the 22 questionnaires are declared valid because it is greater than the value of r table = 0.349.

Reliability Test Results

Table 4
Reliability Test Results for Variable X1

Reliability Statistics	
Cronbach's Alpha	N of Items
.981	38

Source: Processed by Researchers 2023

The results of the reliability test on the service quality variable (X1) can be seen that *Cronbach's Alpha* in this variable is higher, namely 0.981 greater than 0.6. The results prove that all statements in the variable questionnaire (X1) are declared reliable.

Table 5
Variable X2 Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.920	6

Source: Processed by Researchers 2023

The results of the reliability test on the value of money variable (X2) state that *Cronbach's Alpha* in this variable is higher, namely 0.920, greater than 0.6. These results prove that all statements in the variable questionnaire (X2) are declared reliable.

Respondent Characteristic Descriptive Statistical Test

Table 6
Destination Descriptive Statistics Test Results

		Destinations			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lembang Park and Zoo	79	35.9	36.1	36.1
	The Great Asia Africa	71	32.3	32.4	68.5
	Floating Market	69	31.4	31.5	100.0
	Total	219	99.5	100.0	
missing	System	1	.5		
Total		220	100.0		

Source: Processed by Researchers 2023

The results of the percentage of sex were dominated by women (61.4%) and men (38.6%). More details can be seen in Table 7.

Table 7
Gender Descriptive Statistical Test Results

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	85	38.6	38.6	38.6
	2	135	61.4	61.4	100.0
Total		220	100.0	100.0	

Source: Processed by Researchers 2023

Dominated by respondents in the age range of 25-33 years with a total percentage of (47.7%), then in the second age range of 16-24 years, with a total percentage of (44.5%), third in the age range of 34-42 years with the percentage is as much as (6.4%), and fourth in the age range 43-51 years with the total percentage as much as (1.4%). More details can be seen in Table 8.

Table 8
Age-Descriptive Statistical Test Results

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	98	44.5	44.5	44.5
	2	105	47.7	47.7	92.3
	3	14	6.4	6.4	98.6
	4	3	1.4	1.4	100.0
Total		220	100.0	100.0	

Source: Processed by Researchers 2023

The origin of tourists is dominated by West Java Province with a total percentage (62.7%) of regional origin (Bandung, Purwakarta, Karawang, Subang, Depok, Bekasi, Bogor, Ciarnis, Cimahi, Cianjur, Sumedang, Cileunyi, Cibinong). From DKI Jakarta Province with a total percentage (18.6%) originating from regions (Jakarta, North Jakarta, South Jakarta, North Jakarta, East Jakarta, West Jakarta). From Central Java Province with a total percentage (2.3%) from regions (Klaten, Semarang, Magelang). From Sumatra Province (1.4%) of regional origin (Medan, Lampung). From East Java Province with a total percentage (10.5%) from regions (Surabaya, Malang, Lamongan, Jember). From Banten Province with

a total percentage (2.7%) from regions (Tangerang, South Tangerang, Banten). From DIY Province with a total percentage (1.4%) of regional origin (Yogyakarta). From the Province of Bali with a total percentage (.5%) of regional origin (Bali). More details can be seen in Table 9.

Table 9
Regional Origin Descriptive Statistical Test Results

		Origin			
		Frequency	Percent	Valid Percent	Cumulative Percent
	1	138	62.7	62.7	62.7
	2	41	18.6	18.6	81.4
	3	5	2.3	2.3	83.6
	4	3	1.4	1.4	85.0
Valid	5	23	10.5	10.5	95.5
	6	6	2.7	2.7	98.2
	7	3	1.4	1.4	99.5
	8	1	.5	.5	100.0
Total		220	100.0	100.0	

Source: Processed by Researchers 2023

The work of tourists is dominated by private employees with a total percentage (35%), both students with a total percentage (33.6%), the three entrepreneurs with a total percentage (15.9%), the four state employees with a total percentage (14, 1%), and finally housewives with a total percentage (1.4%). More details can be seen in Table 10.

Table 10
Job Descriptive Statistical Test Results

		Work			
		Frequency	Percent	Valid Percent	Cumulative Percent
	1	35	15.9	15.9	15.9
	2	77	35.0	35.0	50.9
Valid	3	31	14.1	14.1	65.0
	4	74	33.6	33.6	98.6
	5	3	1.4	1.4	100.0
Total		220	100.0	100.0	

Source: Processed by Researchers 2023

Meanwhile, income is dominated by the salary range per month between Rp. 2,500,000-Rp. 5,000,000 with a total percentage (36.4%), both salary ranges per month Rp. 5,000,000-Rp. 7,500,000 with a total percentage (30.5%), the third salary per month is less than <Rp.2,500,000 with a total percentage (17.3%), the fourth salary per month is more than >Rp.10,000,000 with a total percentage (9.5%) and finally the monthly salary range is Rp.7,500,000-Rp.10,000,000 with a total percentage (6.4%). More details can be seen in Table 11.

Table 11
Income Descriptive Statistical Test Results

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
	1	38	17.3	17.3	17.3
	2	80	36.4	36.4	53.6
Valid	3	67	30.5	30.5	84.1
	4	14	6.4	6.4	90.5
	5	21	9.5	9.5	100.0
Total		220	100.0	100.0	

Source: Processed by Researchers 2023

Level of Service Quality and Value for Money in West Bandung Region Tourist Destinations
Service Quality Performance Descriptive Statistical Analysis

Descriptive statistical analysis aims to collect, process, and analyze data so that it can be presented in a better view (Ghozali, 2016). Descriptive statistics are a method for describing and providing an overview of the frequency distribution of variables in a study. In this study, there were 2 variables studied, namely service quality and value for money. For more details, see Table 12.

Table 12
Descriptive Statistical Analysis of Service Quality Performance

Indicator	SS		S		N		TS		STS		Total	% Score	Means
	F	%	F	%	F	%	F	%	F	%			
Friendly ticket clerk	53	24.1%	125	56.8%	35	15.9%	6	2.7%	1	0.5%	100%	50%	4.01
Informative officer	62	28.2%	105	47.7%	37	16.8%	16	7.3%	0	0%	100%	50%	3.97
Your goods are entrusted to the officer at the goods depository	54	24.5%	102	46.4%	47	21.4%	17	7.7%	0	0%	100%	49%	3.88
Complete facilities	66	30%	100	45.5%	40	18.2%	14	6.4%	0	0%	100%	34%	3.99
varied and entertaining rides & attractions	56	25.5%	117	53.2%	39	17.7%	8	3.6%	0	0%	100%	34%	4.00
Neat and polite staff	55	25%	110	50%	36	16.4%	19	8.6%	0	0%	100%	33%	3.91
Facilities & rides are well maintained	50	22.7%	126	57.3%	31	14.1%	13	5.9%	0	0%	100%	50%	3.97
Promotional rides & attractions (advertisement)	53	24.1%	111	50.5%	38	17.3%	17	7.7%	1	0.5%	100%	49%	3.90
The officer at the tourist object you are aiming for is very responsive	57	25.9%	103	46.8%	53	24.1%	7	3.2%	0	0%	100%	50%	3.95
Communicative officer	57	25.9%	109	49.5%	40	18.2%	14	6.4%	0	0%	100%	50%	3.95
Officer service is satisfactory	67	30.5%	102	46.4%	33	15%	18	8.2%	0	0%	100%	50%	3.99
Officers master the knowledge of these tourist destinations	63	28.6%	107	48.6%	34	15.5%	16	7.3%	0	0%	100%	50%	3.99
customer service 24	54	24.5%	107	48.6%	36	16.4%	22	10%	1	0.5%	100%	33%	3.87
Location is easy to reach	64	29.1%	105	47.7%	39	17.7%	12	5.5%	0	0%	100%	34%	4.00
Entrance tickets can be purchased in person & online	63	28.6%	98	44.5%	52	23.6%	7	3.2%	0	0%	100%	34%	3.99

Indicator	SS		S		N		TS		STS		Total %	% Score	Means
	F	%	F	%	F	%	F	%	F	%			
high initiative in service to tourists	57	25.9%	120	54.5%	30	13.6%	13	5.9%	0	0%	100%	50%	4.00
safekeeping of helmets/items supervised by officers	60	27.3%	107	48.6%	39	17.7%	13	5.9%	1	0.5%	100%	33%	3.96
CCTV camera installed	61	27.7%	117	53.2%	30	13.6%	12	5.5%	0	0%	100%	34%	4.03
Health services are available	53	24.1%	110	50%	41	18.6%	16	7.3%	0	0%	100%	33%	3.91

In Table 12 above it can be seen that 220 visitors to tourist destinations in the West Bandung area were sampled in this study:

1. A total of 125 (56.8%) visitors agreed that the service quality performance of 'ticket clerks at the destination's destination was friendly'
2. A total of 105 (47.7%) visitors agreed that the performance of service quality 'staff at the intended tourist destination is very informative'
3. As many as 102 (46.4%) visitors agreed that the service quality performance of 'officers supervising the safekeeping of goods, trustees'
4. As many as 100 (45.5%) visitors agree that the performance of service quality 'Managers provide complete facilities at the intended tourist destination'
5. A total of 117 (53.2%) visitors agreed that the performance of service quality 'Managers provide varied and entertaining rides & attractions'
6. As many as 110 (50%) visitors agree that the performance of service quality is 'officers at the intended tourist destination look neat and polite'
7. As many as 126 (57.3%) visitors agreed that the performance of service quality 'managers take good care of the facilities and rides'
8. A total of 111 (50.5%) visitors agreed that the performance of service quality 'rides & attractions facilities are following promotions (advertisements)'
9. As many as 103 (46.8%) visitors agreed that the performance of service quality 'staff at the intended tourist destination is very responsive to visitors'
10. As many as 109 (49.5%) visitors agreed that the performance of service quality 'staff at the intended tourist destination is very communicative to visitors'
11. A total of 102 (46.4%) visitors agreed that the performance of service quality 'officers at the intended tourist destination provided satisfactory service'
12. As many as 107 (48.6%) visitors agreed that service quality performance 'officers at the intended tourist destination master knowledge of matters related to the intended tourist destination'
13. As many as 107 (48.6%) visitors agree that the performance of service quality 'manager facilitates 24-hour customer service '
14. As many as 105 (47.7%) visitors agreed that service quality performance 'access to the location of the intended tourist destination is easy to reach'
15. As many as 98 (44.5%) visitors agree that the performance of service quality 'entrance tickets to the intended tourist destinations can be purchased directly/online'
16. As many as 120 (54.5%) visitors agreed that service quality performance 'officers at the intended tourist destination have high initiative in serving visitors'
17. A total of 107 (48.6%) visitors agreed that the performance of service quality 'helmets/helmet deposit is safe because it is supervised by officers'
18. A total of 117 (53.2%) visitors agreed that the performance of service quality 'managers facilitate tourist destination areas with CCTV cameras'
19. As many as 110 (50%) visitors agreed that the performance of service quality 'the destination of the destination is facilitated by health services'

Descriptive Statistical Analysis of Service Quality Expectations

Table 13
Descriptive Statistical Analysis of Service Quality Expectations

Indicator	SS		S		N		TS		STS		Total	%	Means
	F	%	F	%	F	%	F	%	F	%	%	Score	
Friendly ticket clerk	90	40.9%	77	35%	33	15%	20	9.1%	0	0%	100%	50%	4.08
Informative officer	89	40.5%	59	26.8%	61	27.7%	11	5%	0	0%	100%	50%	4.03
Your goods are entrusted to the officer at the goods depository	81	36.8%	66	30%	56	25.5%	17	7.7%	0	0%	100%	51%	3.96
complete facilities	81	36.8%	79	35.9%	41	18.6%	18	8.2%	1	0.5%	100%	33%	4.00
varied and entertaining rides & attractions	67	30.5%	93	42.3%	48	21.8%	12	5.5%	0	0%	100%	33%	3.98
Neat and polite staff	82	37.3%	79	35.9%	39	17.7%	19	8.6%	1	0.5%	100%	33%	4.01
Facilities & rides are well maintained	92	41.8%	62	28.2%	49	22.3%	16	7.3%	1	0.5%	100%	50%	4.04
Promotional rides & attractions (advertisements)	85	38.6%	72	32.7%	47	21.4%	15	6.8%	1	0.5%	100%	51%	4.02
The officer at the tourist object you are aiming for is very responsive	76	34.5%	78	35.5%	48	21.8%	18	8.2%	0	0%	100%	50%	3.96
Communicative officer	83	37.7%	78	35.5%	45	20.5%	13	5.9%	1	0.5%	100%	50%	4.04
Officer service is satisfactory	89	40.5%	70	31.8%	42	19.1%	18	8.2%	1	0.5%	100%	50%	4.04
Officers master the knowledge of these tourist destinations	84	38.2%	77	35%	46	20.9%	12	5.5%	1	0.5%	100%	50%	4.05
customer service 24	73	33.2%	85	38.6%	44	20%	18	8.2%	0	0%	100%	33%	3.97
Location is easy to reach	83	37.7%	77	35%	43	19.5%	16	7.3%	1	0.5%	100%	34%	4.02
Entrance tickets can be purchased in person & online	83	37.7%	73	33.2%	48	21.8%	16	7.3%	0	0%	100%	33%	4.01
high initiative in service to tourists	80	36.4%	77	35%	45	20.5%	18	8.2%	0	0%	100%	50%	4.00
safekeeping of helmets/items supervised by officers	84	38.2%	71	32.3%	51	23.2%	14	6.4%	0	0%	100%	33%	4.02
CCTV camera installed	76	34.5%	79	35.9%	46	20.9%	18	8.2%	1	0.5%	100%	33%	3.96

Indicator	SS		S		N		TS		STS		Total %	% Score	Means
	F	%	F	%	F	%	F	%	F	%			
Health services are available	82	37.7%	86	39.1%	38	17.3%	14	6.4%	0	0%	100%	34%	4.07

Source: Processed by Researchers 2023

1. As many as 90 (40.9%) visitors strongly agree that the expectation of service quality is 'friendly ticket attendants at the intended tourist destination'
2. As many as 89 (40.5%) visitors strongly agree that the service quality expectations are 'officers at the intended tourist destination are very informative'
3. As many as 81 (36.8%) visitors strongly agreed that the service quality expectations of 'officers supervising the safekeeping of goods, trustees'
4. As many as 81 (36.8%) visitors strongly agree that service quality expectations 'Managers provide complete facilities at the intended tourist destinations'
5. As many as 93 (42.3%) visitors agree that the expectations of service quality are 'Managers provide varied and entertaining rides & attractions'
6. As many as 82 (37.3%) visitors strongly agreed that the service quality expectations were 'officers at the intended tourist destination look neat and polite'
7. As many as 92 (41.8%) visitors strongly agree that the service quality expectations are 'managers take good care of the facilities and rides'
8. As many as 85 (38.6%) visitors strongly agree that service quality expectations of 'rides & attractions facilities are following promotions (advertisements)'
9. As many as 78 (35.5%) visitors agreed that service quality expectations 'staff at the intended tourist destination are very responsive to visitors'
10. As many as 83 (37.7%) visitors strongly agree that the service quality expectations are that 'officers at the intended tourist destination are very communicative towards visitors'
11. As many as 89 (40.5%) visitors strongly agree that service quality expectations are 'officers at the intended tourist destination provide satisfactory service'
12. As many as 84 (38.2%) visitors strongly agree that the service quality expectation is 'officers at the destination of the destination know matters related to the destination of the destination'.
13. As many as 85 (38.6%) visitors agree that the service quality expectation is 'the manager facilitates 24-hour *customer service* '
14. As many as 83 (37.7%) visitors strongly agree that service quality expectations are 'access to the location of the intended tourist destination is easy to reach'
15. As many as 83 (37.7%) visitors strongly agree that the service quality expectation is that 'entrance tickets to the intended tourist destinations can be purchased directly/online'
16. As many as 80 (36.4%) visitors strongly agree that service quality expectations are 'officers at the intended tourist destination have high initiative in serving visitors'
17. As many as 84 (38.2%) visitors strongly agreed that the service quality expectation was 'helmets/helmet deposit is safe because it is supervised by officers'
18. As many as 79 (35.9%) visitors agree that the service quality expectations are 'managers facilitate tourist destination areas with CCTV cameras'
19. As many as 86 (39.1%) visitors agreed that the expectation of service quality was 'the intended tourist destination is facilitated by health services'

Descriptive Statistical Analysis of Money Value Performance

Table 14
Descriptive Statistical Analysis of Money Value Performance

Indicator	SS		S		N		TS		STS		Total %	% Score	Means
	F	%	F	%	F	%	F	%	F	%			
Affordable ticket prices	52	23.6%	104	47.3%	61	27.7%	3	1.4%	0	0%	100%	50%	3.93
The services obtained are following the value of the money provided	59	26.8%	109	49.5%	40	18.2%	12	5.5%	0	0%	100%	50%	3.98
Get discounted prices for online ticket purchases	55	25%	89	40.5%	47	21.4%	28	12.7%	1	0.5%	100%	49%	3.77

Source: Processed by Researchers 2023

1. A total of 104 (47.3%) visitors agree that the performance of value for money 'ticket prices at the destination is affordable'
2. A total of 109 (49.5%) visitors agreed that the value for money performance 'the services that visitors receive are commensurate with the value for money provided'
3. A total of 89 (40.5%) visitors agree that the performance is value for money 'Visitors can get discounted prices for purchasing tickets online'

Descriptive Statistical Analysis of Money Value Expectations

Table 15
Descriptive Statistical Analysis of Money Value Expectations

Indicator	SS		S		N		TS		STS		Total %	% Score	Means
	F	%	F	%	F	%	F	%	F	%			
Affordable ticket prices	85	38.6%	72	32.7%	45	20.5%	18	8.2%	0	0%	100%	50%	4.02
The services obtained are following the value of the money provided	67	30.5%	92	41.8%	48	21.8%	13	5.9%	0	0%	100%	50%	3.97
Get discounted prices for online ticket purchases	77	35%	70	31.8%	49	22.3%	22	10%	2	0.9%	100%	51%	3.90

Source: Processed by Researchers 2023

1. As many as 85 (38.6%) visitors strongly agree that the expectation of value for money 'ticket prices at the intended tourist destinations are affordable'
2. A total of 92 (41.8%) visitors agreed that the expected value for money 'the services that visitors receive are commensurate with the value for money provided'
3. As many as 77 (35%) visitors strongly agree that the expectation of value for money 'visitors can get discounted prices for buying tickets online'

Service Quality Satisfaction and Value for Money in West Bandung Region Tourist Destinations Determine Customer Satisfaction Index (CSI)

Table 16
Customer Satisfaction Index (CSI) criteria

Index Value (%)	Customer Satisfaction Index (CSI) criteria
81.00-100.00	Very satisfied
66.00-80.99	Satisfied
51.00-65.99	Quite satisfied
35.00-50.99	Less satisfied
0.00-34.99	Not satisfied

Source: Irawan 2004

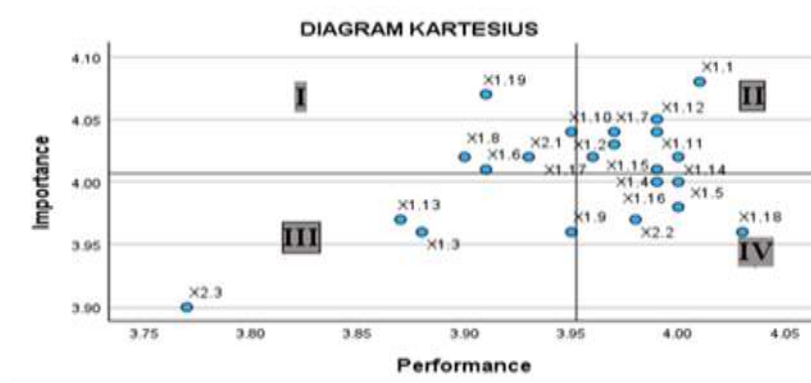
Importance Performance Analysis Method

Table 17
Average Performance Score, Importance, GAP, and Conformance Level

Indicator Attributes	Satisfaction Level (Xi)	Average Satisfaction Level (Xi)	Importance Level (Yi)	GAP	Average Importance (Yi)	Conformity Level (Tki)
X1.1	883	4.01	897	-0.06	4.08	98.44%
X1.2	873	3.97	886	-0.06	4.03	98.53%
X1.3	853	3.88	871	-0.08	3.96	97.93%
X1.4	878	3.99	881	-0.01	4.00	99.66%
X1.5	881	4.00	875	0.03	3.98	100.69%
X1.6	861	3.91	882	-0.10	4.01	97.62%
X1.7	873	3.97	888	-0.07	4.04	98.31%
X1.8	858	3.90	885	-0.12	4.02	96.95%
X1.9	870	3.95	872	-0.01	3.96	99.77%
X1.10	869	3.95	889	-0.09	4.04	97.75%
X1.11	878	3.99	888	-0.05	4.04	98.87%
X1.12	877	3.99	891	-0.06	4.05	98.43%
X1.13	851	3.87	873	-0.10	3.97	97.48%
X1.14	881	4.00	885	-0.02	4.02	99.55%
X1.15	877	3.99	883	-0.03	4.01	99.32%
X1.16	881	4.00	879	0.01	4.00	100.32%
X1.17	872	3.96	885	-0.06	4.02	98.53%
X1.18	887	4.03	871	0.07	3.96	101.84%
X1.19	860	3.91	896	-0.16	4.07	95.98%
X2.1	865	3.93	884	-0.09	4.02	97.85%
X2.2	875	3.98	873	0.01	3.97	100.23%
X2.3	829	3.77	858	-0.13	3.90	96.62%
Total	191.32	86.96	193.92	-1.18	88.15	

Source: Processed by Researchers 2023

Cartesian diagram



Source: Processed by Researchers 2023

Fig. 1 Cartesian diagram

From the results of calculations performed on 19 service attributes and 3 money value attributes, for a total of 22 attributes the average value of the satisfaction level (X) = 3.95 and the average value of the importance level (Y) = 4.00. After making a Cartesian diagram, it can be seen the location of each of the 22 attributes in the IPA quadrant, the results obtained show that 5 attributes are in quadrant I which is the main priority for improvement. These attributes include X1.6 - X1.8 - X1.10 - X1.19 - X2.1, the results in quadrant II show 8 attributes in quadrant II these attributes include: X1.1 – X1.2 – X1.7 – X1.11 – X1.12 – X1.14 – X1.15 – X1.17, the results in quadrant III show 3 attributes are in quadrant III these attributes include: X1.3 - X1.9 – X1.13, the results in quadrant IV show 5 attributes are in quadrant IV these attributes include: X1.4 – X1.5 – X1.16 – X1.18 – X2.2 for full details can be seen in Fig. 1 Cartesian diagram. Fig. 1 shows each attribute that is in quadrants I – IV more details can be seen in Table 18.

Table 18
Quadrant I Attributes

Dimensions	Attributes/Indicators
Service quality	Officers at the tourist object you are going to look neat and behave politely X1.6
	Rides & attractions at the tourist object you are going to are following what is being promoted (advertisement) X1.8
	The officer at the tourist object you are going to is very communicative X1.10
Money value	Health services are available at the tourist object you are going to X1.19
	The tourist object you are going to has an affordable ticket price of X2.1

Source: Processed by Researchers 2023

This is an area that contains factors that are considered important by customers, but in reality, these factors do not follow customer expectations (the level of satisfaction obtained is still low). Attributes that are in quadrant I show the 5 attributes above have not met visitor expectations, especially at health facilities **X1.19**, ticket prices that are not commensurate (too expensive) **X2.1**, officers who are less communicative to visitors **X1.10**, rides and attractions that are not following what was promoted in (advertising) **X1.8**, and officers who looked untidy and whose behaviour was not polite towards visitors **X1.6**.

Table 19
Quadrant II Attributes

Dimensions	Attributes/Indicators
Service quality	The ticket clerk at the tourist object you are going to is friendly X1.1
	The officer at the tourist object you are aiming for is very informative X1.2
	Facilities & rides at the tourist object you are aiming for are well maintained X1.7
	Officer service at the tourist object you are going to is satisfactory X1.11
	Officers at the tourist object you are going to know matters regarding the tourist destination X1.12
	The location of the tourist object you are going to is easy to reach X1.14
	Entrance tickets to the attractions you are going to can be purchased directly & online X1.15
The helmet/goods storage place at the tourist object you are going to is supervised by Officer X1.17	

Source: Processed by Researchers 2023

This is an area that contains factors that are considered important by customers, and factors that are considered by customers are following what they feel so that their level of satisfaction is relatively higher. Attributes that are in quadrant II show the 8 attributes above are a top priority to maintain their performance including, helmet/goods storage areas supervised by officers **X1.17**, purchase of tickets for the intended tourist attraction can be purchased online/directly **X1.15**, location access to the object the destination tourism object is easy to reach **X1.14**, the officer at the destination tourism object has knowledge of matters related to the destination tourism object **X1.12**, the officer can provide satisfactory service to visitors **X1.11**, the facilities and rides available at the tourist object are maintained well **X1.7**, the clerk is very informative to visitors **X1.2**, the ticket sales clerk behaves friendly to visitors **X1.1**.

Table 20
Quadrant III attribute

Dimensions	Attributes/Indicators
X1Quality of Service	You entrust your goods to be entrusted to the officer at the place of safekeeping of goods X1.3
	The officer at the tourist object you are aiming for is very responsive X1.9 <i>customer service is available at the tourist attraction you are going to</i> X1.13

Source: Processed by Researchers 2023

This is an area that contains factors that are considered less important by customers, and the performance is not very outstanding. Increasing the variables included in this quadrant can be reconsidered because the effect on the benefits felt by customers is very small. Attributes that are in quadrant III show 3 attributes that have a low level of satisfaction and are considered not too important for visitors, these attributes include, 24-hour *customer service facilities* at the destination **X1.13**, the officer at the destination is not responsive for visitors **X1.9**, the place of storage of goods is not an option to leave goods **X1.3**.

Table 21
Quadrant IV Attributes

Dimensions	Attributes/Indicators
Service quality	The tourist object you are going to provides complete facilities (prayer room, toilet, trash can, parking) X1.4
	The tourist object you are going to features varied and entertaining rides & attractions X1.5
	Officers at the tourist object you are aiming for take high initiative in serving tourists X1.16
Money value	CCTV cameras installed at the tourist object you are aiming for X1.18
	The service you get at the tourist object you are going to is commensurate with the value of the money you give X2.2

Source: Processed by Researchers 2023

This is an area that contains factors that are considered less important by customers and are felt to be too excessive. The variables included in this quadrant can be reduced so that the company can save costs. Attributes that are in quadrant IV show 5 attributes stating that the officer has provided excessive service related to these 5 attributes. Among them, the comparability of the price paid by visitors with the services obtained from officers at related attractions **X2.2**, CCTV cameras installed in the area of the intended tourist attraction **X1.18**, officers who take high initiative in serving visitors **X1.16**, rides and attractions related tourism objects are varied and very entertaining **X1.5**, complete facilities are available at the destination **X1.4**.

GAP Gap Analysis

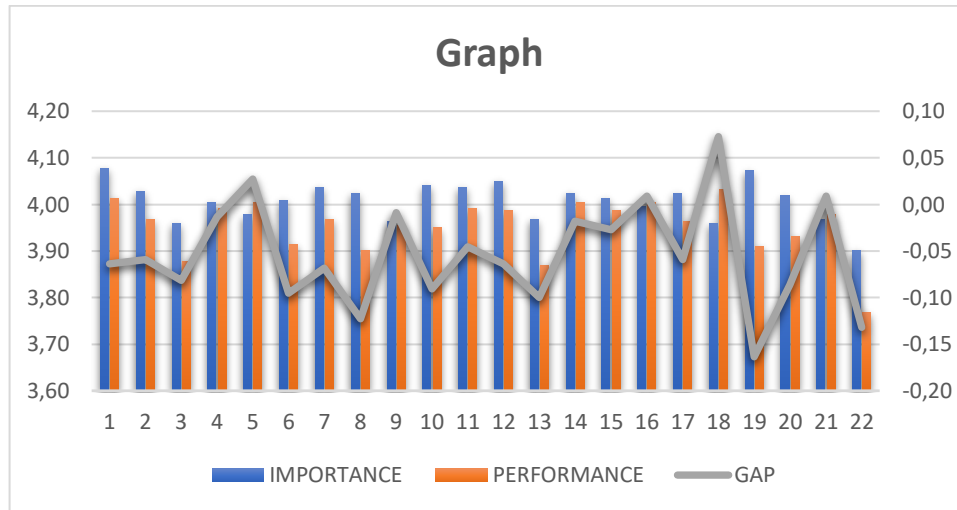
Determining the difference or GAP of the value of the level of importance and the value of the level of satisfaction felt by visitors, for more details can be seen in Table 22.

Table 22
Gap Value Calculation (GAP)

GAP ANALYSIS (GAP)			
Attribute	Average Satisfaction (X)	Average Interest (Y)	GAP (Y average, X average)
X1.1	4.01	4.08	-0.06
X1.2	3.97	4.03	-0.06
X1.3	3.88	3.96	-0.08
X1.4	3.99	4.00	-0.01
X1.5	4.00	3.98	0.03
X1.6	3.91	4.01	-0.10
X1.7	3.97	4.04	-0.07
X1.8	3.90	4.02	-0.12
X1.9	3.95	3.96	-0.01
X1.10	3.95	4.04	-0.09
X1.11	3.99	4.04	-0.05
X1.12	3.99	4.05	-0.06
X1.13	3.87	3.97	-0.10
X1.14	4.00	4.02	-0.02
X1.15	3.99	4.01	-0.03
X1.16	4.00	4.00	0.01
X1.17	3.96	4.02	-0.06
X1.18	4.03	3.96	0.07
X1.19	3.91	4.07	-0.16
X2.1	3.93	4.02	-0.09
X2.2	3.98	3.97	0.01

X2.3	3.77	3.90	-0.13
Total GAPs			-1.18

Source: Processed by Researchers 2023



Source: Processed by Researchers 2023

Fig. 2 Graph GAP

The result of calculating the level of satisfaction with the level of importance is that the GAP is negative (-) because the average value of interest (expectations) is greater than the average value of satisfaction (performance), which means that visitors feel dissatisfied with the services they get while on vacation to the destination. tourism in the West Bandung area so the service attributes need to be improved.

CONCLUSIONS

Based on the results and discussion in the research, it can be concluded that (1) Based on the level of conformity (Performance and Expectations), as seen from the indicators used through a comparison of the average level of conformity (Performance and Expectations) obtains a total of 98.66% (very good). (2) Based on gap analysis (GAP), the analysis obtained is that the performance score of 86.96 is smaller than the expected score of 88.15 so that the performance level of service quality and value for money is still far from the expectations of visitors to tourist destinations in West Bandung. (3) Based on the CSI (*Customer Satisfaction Index*) of 79.09%, it shows that visitors to tourist destinations in the West Bandung area feel (Satisfied). (4) Based on the Cartesian diagram, it shows that the attributes contained in Quadrant I are considered important by visitors but have not met visitor expectations so the level of satisfaction for the attributes contained in this quadrant is low, quadrant II shows the attributes contained in this quadrant are considered important by visitors and has met visitor expectations so that the level of satisfaction on the attributes in this quadrant is high, quadrant III shows that attributes in this quadrant are considered unimportant by visitors and also their satisfaction performance is low. Increasing the variables included in this quadrant can be reconsidered because the effect on the benefits felt by customers is very small, quadrant IV shows that the attributes contained in this quadrant are considered unimportant by visitors and are felt to be too excessive.

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