

# An Empirical Investigation of Service Quality, Tourist Satisfaction and Future Behavioral Intentions among Domestic Local Tourist at Borobudur Temple

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**Abstract**—Firstly, the purpose of this paper attempted to investigate the relationship between the five dimensions of service quality on tourist satisfaction. Since, tourist satisfaction is considered to be a great predictor for future behavioral intentions in many nature of tourism destinations, the second purpose of this study was to investigate the relationship between tourist satisfactions on future behavioral intentions. This study was examined using SERVQUAL model and analyzed with multiple regression analysis. This field research was conducted on 28–31 May 2012 at the Borobudur temple, Magelang, Central Java Indonesia. The model was tested using data collected from 200 domestic local tourists. The findings of this study showed that service quality had significant positive relationship with tourist satisfaction. While the study was revealed that positive relationship also occurs between tourist satisfaction on future behavioral intentions.

**Index Terms**—Domestic local tourist, future behavioral intentions, tourist satisfaction, service quality, servqual.

## I. INTRODUCTION

Travel and tourism industry continues to be one of the largest industries in the world. The total impact of the industry in 2011, contributed 9% of global Gross Domestic Product (GDP), or a value of over US\$6 trillion, and contributed for 255 million jobs in the world [1]. Along with the world's travel and tourism development, Indonesia tourism becomes one of the most important components to the national economy, as well as an important source of foreign exchange revenues for the country. Indonesia is a country with varieties of cultural, natural and historical resources, which offer a wide range of tourism destinations and attractions. Therefore, its not surprising that Indonesia tourism become the third largest contributor as non-oil and gas for the national income, after timber and textile [2]. Thus, Indonesia tourism was ranked 13<sup>th</sup> in the regional ranking and 74<sup>th</sup> of 196 countries in the world [3].

Indonesia is one of the Southeast Asia countries (ASEAN) that are concerned for the preservation of cultural heritage and sustainable tourism. The cultural and heritage tourism sector is currently become one of the key destination attraction in fascinating a large numbers both for foreign and domestic local tourists arrivals in Indonesia. There were seven sites across Indonesia that was acknowledged by UNESCO and the world as a world heritage sites, and one of the most widely known is Borobudur temple. Borobudur

temple was one of the fundamental manifestations of Indonesian cultural heritage. It has its own uniqueness, which combines aspects of culture and religion that are very solid in Indonesia. In 2011, Indonesia has attracted approximately of 7 million foreign tourists and 6 million domestic local tourists to visit Indonesia [4], [5] and one-third of the domestic local tourist arrivals in Indonesia were visiting Borobudur temple in 2011[6]. The enormous number of domestic local tourist arrivals in Borobudur temple, triggered Borobudur temple authority agency should be able to dealing with the domestic local tourist demand regarding the decent provided service quality in the destination. Considering, the role of domestic local tourist cannot be disregarded, since domestic local tourists spending has contributed for 79.1% of direct travel and tourism GDP in 2011 compared with 20.9% of foreign tourists spending [1]. Therefore, the importance of measuring service quality and satisfaction are to predicting consumer behavior of domestic local tourists in Indonesia. Hence, investigating consumer behavior through behavioral intentions can provide a better understanding of customer retention in tourism destination [7], particularly for management of cultural heritage destination.

Numerous recent studies on the linkage between service quality, tourist satisfaction and future behavioral intentions are well conducted in the scope of tourism literature [8], [9], [10]. However, until now research has not been fully subjected to conceptual and empirical investigation in cultural heritage tourism context especially in Indonesia cultural heritage site. The purpose of this study, then, was to investigate the positive relationship between the five dimensions of service quality on tourist satisfaction and to investigate the positive relationship of tourist satisfaction on future behavioral intentions.

In particular, the findings of this study will provide a road map guideline for Borobudur temple authority agency to be able to retain the quality of service that is considered very satisfactory by the tourists and improve the quality of services that are considered unsatisfactory by the tourists.

## II. THEORETICAL BACKGROUND AND HYPOTHESES

### A. Service Quality and Tourist Satisfaction

In the highly competitive tourism industry, service quality has been identified as the key factors in maintain destination competitiveness. Furthermore, decent service quality is not only intended to satisfying the tourists but it also improve the destination image, differentiate the destination from others and construct a loyal tourist to perform a certain post-visit behavior such as revisit and positive word of mouth. Despite

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of many definitions of service quality, commonly the various definitions of service quality have the same outline. Service quality is defined as consumers' subjective judgment of a service provided by the provider, according to the gap between customers expectation and realistic perception of the service [11]-[15].

Research on service quality becomes a major concern in tourism and hospitality industry, since these industries basically dealing with people-oriented service delivery [16]. The most popular and widely used instruments that have been conducted by many researchers to analyze the concepts of service quality and customer satisfaction in the service industry were SERVQUAL model. SERVQUAL is a model of service quality, which was developed by Parasuraman for the first time. SERVQUAL is multiple-item scale for measuring the difference between consumers' expectations and perceptions of service [17]. Originally, the SERVQUAL dimensions was introduced into 10 dimensions [17], which are tangible, reliability, responsiveness, competence, courtesy, credibility, security, access, communication and understanding the customers. Afterward, the original ten dimensions of SERVQUAL were regroup into five dimensions or also known as RATER, including reliability (ability to perform the promised service dependably and accurately), assurance (employees' knowledge and courtesy and their ability to inspire trust and confidence), tangible (appearance of physical facilities, equipment, personnel and communication materials), empathy (caring, individualized attention given to customers) and responsiveness (willingness to help customers and provide prompt service) [15], [18]. In tourism industry, quality of consistent delivery and visitor services according to expected standards is become one of the major challenges for the destination management will be facing in the following years as it is a crucial condition for destinations' success in the competitive and emerging tourism industry.

On other hand, service quality has become a great predictor to outcomes, such as customer satisfaction [19]. Although, there is no specific definition on satisfaction, but the most acceptable definition of satisfaction was "an evaluative, affective or emotional response" [20]. In destination marketing, tourist satisfaction is considered to be very important, as it is very influential in the choice of destinations, the consumption of products and services, and the tourists' decision to return [21]. Bowen and Clarke [22] adding that tourist satisfaction are acknowledged as one of the key judgment that tourists use to measure a tourism service. Hence, measurement between service qualities with tourist satisfactions allows destination management to fully understand how to provide the best possible service quality to satisfied tourists.

In recent years, several researchers have been investigated the relationship between service quality and tourist satisfaction in tourism destinations. The connections between service quality and tourist satisfaction are arguably the most widely studied relationships in tourism literature. The growing interest of researchers to the issue between service quality and tourist satisfaction its widely accepted that service quality has a direct effect on tourist satisfaction [9], [12], [23]-[25]. Moreover, it has been specified the primary objective within tourism providers for investing exertion in

evaluating and improving quality of performance and seeking to enhance level of tourist satisfaction [23], [26]. The first hypothesis, therefore, would be:

**Hypothesis 1.** There is a significant relationship between the five dimensions of service quality on tourist satisfaction

#### *B. Tourist Satisfaction and Future Behavioral Intentions*

One definition of satisfaction that is frequently cited is a particular feeling felt by customers, which is achieved by comparing perceived performance with customer's expectations on particular product or services [27]. As noted by several researchers, satisfaction was known as a function of consumer perceptions. Meanwhile, the perception of each individual is very difficult to be measured in tourism context, due to the nature of the product [28].

In the tourism literature it has generally accepted that when the tourists feeling satisfied on services, products, and other resources, which provided by tourism destinations it could lead repeat, visits same as positive word of mouth effects to such as relatives and/or colleagues [8], [10], [23], [29], [30]. Hence, recommendations about the destinations to other are also one of the most often required types of information for people interested in traveling [31]. Whereas, several researchers and practitioners viewed that the relationship of tourist satisfaction on future behavioral intentions as an important research topic, since customers' satisfaction and dissatisfaction considered become the driving force that shapes the customers' attitudes and behavior in the future [8], [22], [24]. Future behavioral intentions are explained as conative loyalty, which is part of the four stage of loyalty model according to Oliver [32]. Conative loyalty was described as customers' loyalty that accompanied by a desire to intend an action [33].

Several studies on tourism research successfully generate the numerous proxies of future behavioral intentions. Cole and Illum [24] used say positive things about the destination and revisit the destination in the future while assessing the influence of service quality on behavioral intentions in rural heritage festival in Missouri, U.S. However, another studies established the applicable proxies of future behavioral intentions, includes word-of-mouth and revisit intentions [18], [29], [34]. Additionally, research on the case study of Chinese tourist in Korea [35] applied revisit, say positive thing and recommend destinations to other as the proxies of future behavioral intention. From these statements is derived Hypothesis 2:

**Hypothesis 2.** There is a significant relationship between the tourist satisfactions on tourist future behavioral intentions

### III. RESEARCH MODEL

The research model, which guided the development of the study's hypotheses, can be seen in Fig. 1. The research model investigates the relationship among service quality, tourist satisfaction and future behavioral intentions.

The theory of service quality refers to SERVQUAL model which measuring consumers perceptions of service quality with a multiple-scale items or widely known as the SERVQUAL five dimensions (reliability, ability, tangible,

empathy and responsiveness). While the tourist satisfaction was refers to the theory of Expectancy Disconfirmation Paradigm (EDP), which stated that satisfaction is a result of customers’ discrepancies between prior expectations and actual performance.

Moreover, the proxies of future behavioral intentions were derived from theory called four stages of loyalty, which were cognitive, affective, conative and action loyalty. Future behavioral intentions was recognized as a type of conative loyalty which defined as customers’ loyalty that accompanied by a desire to intend an action – in this study as intention to revisit, say positive thing and recommend the destination to others.

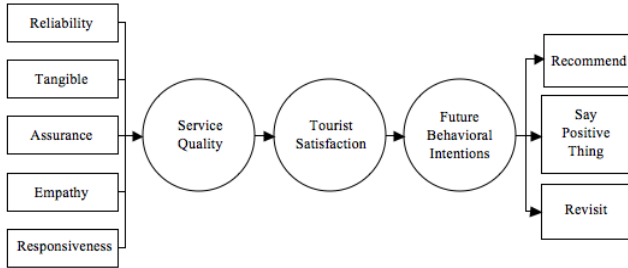


Fig. 1. Research model

IV. RESEARCH METHODS

A. Research Sample

This study employs 200 domestic local tourists who currently visited Borobudur Temple on 28-31 May 2012. The distributions area of questionnaires was in the exit gate and respondent asked to fill out questionnaire at a most convenient place.

A frequency analysis was employed to survey the distribution of various variables based on demographic profiles, such as gender, age, education level, average monthly expenditures and occupation (Table I). 53% of the respondents were male. 24% and 28% of the respondents were between the ages of 21-30 and 31-40 years old. 59% of the respondents were college graduates. With regard of occupational status, 28.5% were students and 20% of the respondents were government officer and housewife. Respectively, 45.5% of the respondents had an average monthly expenditure of 1-2 million (Rp).

TABLE I: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Characteristics	Frequency	Percentage (N=200)
<i>Gender</i>		
Male	106	53
Female	94	47
Total	200	100
<i>Age</i>		
17 – 20	26	13
21 – 30	48	24
31 – 40	56	28
41 – 50	47	23.5
Above 50	23	11.5
Total	200	100
<i>Education</i>		
Elementary school	10	5
Junior high school	9	4.5
High school	63	31.5
College	118	59
Total	200	100

Characteristics	Frequency	Percentage (N=200)
<i>Occupation</i>		
Student	57	28.5
Government officer	40	20
Professional	24	12
Entrepreneur	33	16.5
Housewife	40	20
Others	6	3
Total	200	100
<i>Average Monthly Expenditures (Rp)</i>		
1 – 2 million	91	45.5
2 – 5 million	86	43
5 – 10 million	23	11.5
Total	200	100

B. Measures

The measurements were adapted and modified from the theories has been discussed in the theoretical background above. The measurements were included the following 26 items (Table II): service quality (20 questions), tourist satisfaction (3 questions) and future behavior intentions (3 questions). All the items were scored with five-point Likert scale regarding to whether respondents agree or disagree with each statement items.

TABLE II: ITEMS FOR VARIABLES

Variables	Items
Service Quality (SQ)	<i>Reliability</i>
	Borobudur temple authority agency management was reliable in creating a sense comfort for you (SQ1)
	Management provides visiting hours that suit your needs and time availability (SQ2)
	Borobudur temple employees have promptness and hospitality in serving you (SQ3)
	Borobudur temple authority agency management can manage well the street vendors, kiosks and souvenir stalls for more orderly selling around Borobudur temple area (SQ4)
	<i>Assurance</i>
	Borobudur temple authority agency management provide information and directions that are easily understood by you (SQ5)
	You feel comfortable and secure during your visit in the Borobudur temple (SQ6)
	Borobudur temple employees always show politeness, friendliness and helpfulness to you (SQ7)
	You get in-depth explanation from knowledgeable and experienced tour guides in Borobudur temple (SQ8)
	<i>Tangible</i>
	Borobudur temple’s cleanness and well manage become the most attractive one (SQ9)
	The environment around Borobudur temple is clean and neat (SQ10)
	Borobudur temple employees dress professionally and neat (SQ11)
	Public facilities that are provided by Borobudur temple authority agency management is well managed (i.e. rest room, parking lot, rest area etc.) (SQ12)
	<i>Empathy</i>
Borobudur temple employees pay attention to the tourists needs (SQ13)	
You get a polite and friendly service from the Borobudur temple employees (SQ14)	
Borobudur temple employees are seriously in helping and satisfy you (SQ15)	
When you ask about the public facilities location that you need immediately, Borobudur temple employees provide clear direction to you (i.e. rest room, prayer room, information center) (SQ16)	
<i>Responsiveness</i>	
Borobudur temple authority agency management are always	

Variables	Items
	ready and eager to serve you (SQ17) Borobudur temple employees were never too busy to respond and help you quickly (SQ18) You get the best possible service from Borobudur temple employees (SQ19) You no longer queue at the entrance gate, because the ticket admission office deftly and swiftly address the line of visitors at Borobudur temple (SQ20)
Tourist Satisfaction (TS)	I am satisfied with my visit to Borobudur temple (TS1) I have enjoyed my visit to Borobudur temple (TS2) I am positive about revisiting Borobudur temple in the future (TS3)
Future Behavioral Intentions (FB)	I will recommend Borobudur temple to others (FB1) I will say something positive about my experience during my visit in Borobudur temple to others (FB2) I will return to Yogyakarta and revisit Borobudur temple in the future (FB3)

V. DATA ANALYSIS AND RESULTS

A. Validity and Reliability Test

This study employed the analysis of Cronbach alpha coefficients using SPSS 20 to analyze the reliability of scales. All scales were proven sufficient reliability as they exceed regarding the reliability guidelines of 0.6 [36]. Therefore, all measuring factors had a high consistency and reliability of scales (See Table 3).

To evaluate the validity of questions for each questions, factor analysis were conducted. With a sample of 200 respondents, factor loadings in the range of 0.40 or greater are considered practically significant [37] (See Table III).

TABLE III: VARIABLES RELIABILITY AND VALIDITY MEASURES

Variables	Items	Loadings	Cronbach $\alpha$
Service Quality	SQ1	0,678	0,882
	SQ2	0,728	
	SQ3	0,848	
	SQ4	0,833	
	SQ5	0,891	
	SQ6	0,842	
	SQ7	0,813	
	SQ8	0,824	
	SQ9	0,831	
	SQ10	0,842	
	SQ11	0,873	
	SQ12	0,870	
	SQ13	0,853	
	SQ14	0,868	
	SQ15	0,838	
	SQ16	0,801	
	SQ17	0,887	
	SQ18	0,838	
	SQ19	0,847	
	SQ20	0,880	
Tourist Satisfaction	TS1	0,685	0,722
	TS2	0,689	
	TS3	0,798	
Future Behavioral Intentions	FB1	0,816	0,758
	FB2	0,790	
	FB3	0,784	

B. Test of Research Hypotheses

The first objective of this study was focused on testing the

relationship between the five dimensions of service quality as the independent variable on the dependent variable, which is tourist satisfaction using determination coefficient. According to the results of Hypothesis 1, the overall model was significant at 0.000 or the p-value < 0.05. The adjusted R square is equal to 0.323, which indicates that the five dimensions of service quality has a significant relationship on tourist satisfaction by 0.323 (32.3%), where the remaining 0.677 (67.7%) of changes were identified by other factors, which not mentioned in this study. Thus, the first hypothesis, which stated that there is a significant relationship between the five dimensions of service quality on tourist satisfaction, is accepted. The test results of the first hypothesis are shown in Table IV and V.

TABLE IV: REGRESSION RESULTS

Model	R	R Square	Adjusted R Square	Std Error of Estimate
1	.583 <sup>a</sup>	.340	.323	1.45550

a. Predictors: (Constant), total reliability, total assurance, total tangible, total empathy, total responsiveness

TABLE V: ANOVA RESULTS

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
Regression	211.968	5	42.394	20.011	.000 <sup>b</sup>
Residual	410.987	194	2.118		
Total	622.955	199			

a. Dependent Variable: total satisfaction

b. Predictors: (Constant), total reliability, total assurance, total tangible, total empathy, total responsiveness

Furthermore, this study performed *t* test for each SERVQUAL dimensions separately to discover which dimensions that becomes the most influential on tourist satisfaction. The result on Table VI shows that, tangible was recognized as the most influencing SERVQUAL dimension that influence tourist satisfaction, since the result of its Beta was the highest among other dimensions. Tangible has a value of 0.258, followed with the second highest which was assurance (0.202), reliability (0.164), empathy (0.139) and finally, responsiveness was recognized as the least important SERVQUAL dimension that influence on tourist satisfaction, since the result of its Beta was the lowest among other dimensions and has a value of 0.084.

TABLE VI: T-TEST RESULTS

Model	Beta	t-statistic	Sig.
Reliability → Tourist Satisfaction	0.164	1.947	0.045
Assurance → Tourist Satisfaction	0.202	2.495	0.013
Tangible → Tourist Satisfaction	0.258	3.597	0.000
Empathy → Tourist Satisfaction	0.139	1.832	0.168
Responsiveness → Tourist Satisfaction	0.084	1.091	0.277

Second, this study was using determination coefficient to investigate the relationship of tourist satisfaction on future behavioral intentions. According to the results of **Hypothesis**

2, the p-value of the overall model was significant at p-value < 0.05. Moreover, the relationship of tourist satisfaction on behavioral intentions is equal to 0.564 (56.4%). The result indicates that if tourist satisfaction increased by one unit of value, then it will increase the future behavioral intentions of 0.564. The test results of the second hypothesis are shown in Table VII below.

TABLE VII: T-TEST RESULTS

		Coefficients <sup>a</sup>		
Model		Standardized Coefficients (Beta)	t	Sig.
1	(Constant)		8.073	.000
	Tourist Satisfaction	.564	9.601	.000

a. Dependent Variable: future behavioral intentions

### VI. CONCLUSIONS AND IMPLICATIONS

According to the results of regression analysis made for the investigation of the relationship among service quality on tourist satisfaction of local domestic tourist in Borobudur Temple, it is found that service quality has a weak relationship on tourist satisfaction, since its only explained on tourist satisfaction by 32.3%. In particular responsiveness dimension (0.277) was revealed as the least influencing dimensions since its rate was below from tourist expectations. This indicates that tourist felt that Borobudur temple employees are lack of willingness and readiness to help and provide prompt service according to what tourists expected. In contrast, tangible dimension (0.000) was revealed as the most influencing dimension. Tourist is highly satisfied with the Borobudur temple’s cleanness and tidiness, which become the main important factors in the destination for them. However, the results of this study in contrast with the tourism studies, which also conducted SERVQUAL model who emphasized “tangible” as the least influencing dimensions for tourists [13], [26].

Since achieving tourist satisfaction is become one of the important objectives for most tourism service businesses and organizations today, increasing tourist satisfaction is believed will generate more profits and lowering marketing expenditures. Findings of this study reveled that tourist satisfaction has significantly effect on future behavioral intentions (56.4%). Accordingly, the higher rate of tourist satisfaction with the service quality, the higher possibility to perform future behavioral intentions, such as recommend, say positive thing and revisit the destination.

Results of this study suggest that, Borobudur temple authority agency should focus on evaluating service quality in Borobudur temple, by conducting a periodic post-evaluation of each service quality factors, which considered still far from tourists' needs and expectations. The goal for improving service quality is to make sure that tourist have received the benefits they expect to find in the destination [8]. Benefits received directly influence tourists’ decision on their willingness to recommend, say positive thing and revisit Borobudur temple in the future. Considering attracting tourists to performing future behavioral intentions

is critically important for the success of destination tourism development.

In order to promote the future behavioral intentions and satisfaction of domestic local tourist, there is an urgent necessity for Borobudur temple authority management should improve on particular service quality aspect. One of them is to provide training programs for the employees and tour guides. The training programs intended to enhance the importance of the aptitude and desire to provide tourists with the best possible service. Hence, the responsiveness is an important service quality dimensions to be recommended when marketing to tourists.

Subsequently this study shows that, cleanliness and well managed of the temple was the important factor that make the tourists feel satisfied with their visitation to Borobudur temple, then, it is very recommended if Borobudur temple authority can work together with the tourists to cooperatively maintain the cleanliness and preserving the Borobudur Temple. Nevertheless, Borobudur Temple Management should be able to arrange and manage the public facilities (i.e. rest room, parking lot and rest area) to be more comfortable used by the tourists.

### VII. LIMITATIONS AND FUTURE RESEARCH

In interpreting the results of this study, one must consider a number of limitations. First, the number of samples that used in this study is limited, which is based on the number of local tourists to Borobudur temple in the first quarter of 2011 (January – March 2011). Second, the study is limited in its general aspects. The questionnaire was only given to individual domestic local tourists who were visiting Borobudur temple at 28-31 May 2012. Future research, may wish to explore the relationship among service quality, tourist satisfaction and future behavioral intentions on the perspective both foreign and domestic local tourists. Another limitation of this study is on its research methods. This study is only focus on interpreting the perceptions of domestic local tourist through quantitative methods. Therefore, its very recommended if the future studies can develop the similar research by combining quantitative and qualitative methods, which then the results can be compared and benchmarked to enrich the academic study of hospitality research in terms of service quality, tourist satisfaction and future behavioral intentions at various tourist destinations. Nevertheless, as a limitation of questionnaire survey, there must be a measurement against error in assessing the respondent’s honesty.

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