

The Influence of Service Quality on Tourist Satisfaction through Competitive Advantage on Café Sawah Malang Regency



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ABSTRACT: The main aim of this research is to find out and explain how much service quality influences tourist satisfaction with competitive advantage as a mediating variable for the Sawah Café. Apart from that, it explains the supporting factors in the tourist area. This research model is quantitative with descriptive and regression analysis. The location of this research is at Café Sawah, Malang Regency, East Java, Indonesia. The results of this research reveal that service quality has a positive impact on tourist satisfaction, competitive advantage has a positive influence on tourist satisfaction, and service quality on tourist satisfaction through competitive advantage has a positive influence on tourist satisfaction.

KEYWORDS: Service Quality, Competitive Advantage, Tourist Satisfaction, Employee Performance, Café Sawah

I. INTRODUCTION

Indonesia is a country that has 13,467 islands and is ranked in the top six countries with many islands in it. The land of Indonesia itself has a lot of tourism potential, which can be seen from its natural riches, social conditions, cultural diversity, ethnicity and customs, which the Indonesian people are conscious of making it a tourism destination. The variety of tourism in every region of Indonesia makes national development advanced. Tourism aims to increase people's interest in travelling, create new jobs, improve financial welfare for those participating in tourism activities, and increase regional income.

Tourism is a movement activity carried out alone to fill free time to a desired place because one feels bored when a lot of work is being done, and work productivity is increasing. Tourists think differently about the advantages and benefits of sacrificing to position themselves towards one service. Tourists offer by paying fees and investing time to obtain the desired service. The profitability of travel services is two interrelated factors. The first is tourism resources, namely everything that can be obtained in a destination that attracts tourists. The next element is the administration of the travel industry, specifically the administration and offices of all types of movements that can be carried out by tourists, which the organisation coordinates.

According to Daffa (2021), tourist satisfaction is defined as the company's performance must meet the level of satisfaction of a consumer compared to what someone thinks so that it will be a measure for them of their ongoing life. Satisfaction will arise if it can meet the expectations of tourists who want the advantages possessed by the market. Likewise, tourists will not be satisfied if it does not meet expectations, which can cause anxiety (Purwasuh et al., 2022). Tourist satisfaction can be measured from several indicators of suitability of services to expectations, tourist satisfaction with benefits, and usefulness of services to the rates or prices offered (Aziz et al., 2022). Several factors can also influence tourist satisfaction, namely service quality and competitive advantage.

According to Lupiyoadi (2001), service quality is based on a comparison of two main factors, namely tourists' perceptions of the actual service they receive (perceived service) with the service they expect or want (expected service). If the reality is more than what they expected, then the service can be of quality, whereas if the reality is said to be less than expected, it is said to be of poor quality. Moreover, the service is satisfactory if reality is the same as expectations. Service quality can be defined as how far the difference is between reality and tourists' expectations for the services they receive or obtain—the relationship between service quality and tourist satisfaction and the relationship between service quality and competitive advantage. The research stated that the better the quality of service, the better the tourist satisfaction.

According to Porter (2004), competitive advantage is The heart of marketing performance to face competition. However, progress has impacted many companies that have lost their thinking about competitive advantage and are not only trying to face competition but are struggling to develop further in pursuing the business field of the relationship between competitive advantage and tourist satisfaction. Growing competition and changing customer expectations have increased the urgency for organisations to

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complete strategic objectives that can give them competitive advantages. Many organisations now realise that emphasising service quality and developing customer focus are essential in achieving competitive advantage.

Service has become a strategic factor in differentiating from services and competitors (Eshetic et al., 2016; Alemneh & Gebremichael, 2018). Service quality is an activity carried out by a company to meet consumer expectations. The good and bad services that a company can provide will influence tourist satisfaction and whether tourists will use the same services or move to another company. Tourist satisfaction will be achieved if the company provides facilities to add value to a service. Facilities are provided for tourists to use and enjoy while using the services to make tourists feel comfortable. Most researchers have recognised the role of quality services in increasing market share, customer satisfaction, customer order capture, customer retention and loyalty, more significant and superior return on investment and lowering production costs (Alemneh & Gebremichael, 2018; All, 2015; Esthetic, Seyoum & All 20216; Mbuthla et al., 2014; Alemneh, 2018; Bello & Majebi, 2018).

Based on the description above, the influence between service quality and customer satisfaction has emerged as a significant topic in strategic and business decisions (Lassar et al., 2000). Therefore, following the research background above, the title of this thesis is The Influence of Service Quality on Tourist Satisfaction through Competitive Advantage at Café Sawah, Malang Regency.

II. METHOD

This study uses quantitative research by examining factors influencing tourist satisfaction in Café Sawah Malang Regency. Population: This research was conducted on Café Sawah Malang Regency tourist visitors who visit more than once. Sampling technique: The sampling technique used in this study was based on the indicators: the total of indicators was 11, and then the total sample use was 110.

The data analysis technique used is descriptive analysis for each variable and a requirements analysis test for further hypothesis testing using multiple regression and path analysis. The analysis requirements tests performed were the normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing using multiple regression analysis was carried out to determine whether the independent variables partially influence the dependent variable and to determine the linear regression equation. Path analysis was carried out to determine whether the mediating variable can mediate the independent variables on the dependent variable. Analysis of needs testing, hypothesis testing, and multiple linear regression analysis equations using the help of IBM SPSS Statistics version 26 software.

III. RESULT AND DISCUSSION

A. Result

1. Partial test (t-test)

The basis for decision-making in this partial test is that if the significance value t is < 0.05 , H_a is accepted, whereas if the significance value t is > 0.05 , H_a is rejected. Partial test results (t-test) are presented in the following table:

Table 1. Partial Test Results Model 1

Model	Unstandardized Coefficients	Standardized Coefficients	Beta	t	Sig.
	B	Std. Error			
Constant	8,777	2,699		3,252	0,002
Service Quality (X)	0,225	0,023	0,684	9,741	0.001

The service quality (X) obtained a positive t-count of 9,741 with a sig. of $0.000 < 0.05$. So, the service quality variable positively and significantly affects the competitive advantage variable. It shows that hypothesis 1, which is that service quality has a positive and significant effect on competitive advantage, is accepted.

Table 2. Partial Test Results Model 2

Model	Unstandardized Coefficients	Standardized Coefficients	Beta	t	Sig.
	B	Std. Error			
Constant	2,562	2,454		1,044	0.003
Service Quality (X)	0,094	0,027	0,271	3,415	0,001
Competitive Advantage (Z)	0,623	0,083	0,592	7,464	0,000

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The service quality variable (X) obtained a positive t-count of 3,415 with a sig. of $0.001 < 0.05$. So, the service quality variable positively and insignificantly affects the tourist satisfaction variable. It shows that hypothesis 2, which is that service quality has a positive and significant effect on tourist satisfaction, is accepted.

The competitive advantage variable (Z) obtained a positive t-count of 7,464 with a sig of $0.000 < 0.05$. So, the competitive advantage variable positively and insignificantly affects the tourist satisfaction variable. It shows that hypothesis 3, which is that competitive advantage has a positive and significant effect on tourist satisfaction, is accepted.

2. Path Analysis

Table 3. Path Analysis Results

Variable	Direct Effect	Indirect Effect	Total Effect	Information
Service Quality (X) – Competitive Advantage (Z) – Tourist Satisfaction (Y)	0,271	$0,684 \times 0,592 = 0,409$	$0,271 + 0,409 = 0,68$	Indirect effect > direct effect, $0,409 > 0,271$

The indirect effect of service quality on the tourist satisfaction variable through the competitive advantage variable is $0.409 >$ direct effect 0.271 . This means that the competitive advantage variable is able to become a mediating variable for the service quality variable on the tourist satisfaction variable.

B. Discussion

1. The Influence of Service Quality on Competitive Advantage

Based on the research analysis results, Service Quality has a significant effect on Competitive Advantage. This means that service quality, which includes reliability, responsiveness, assurance, empathy, and tangibles among Café Sawah Malang Regency employees, can foster a competitive advantage. Service quality, which significantly affects competitive advantage, is reflected in the tangibles indicators, which get the highest average score in line with unique, which gets the highest average score on the competitive advantage variable. The tangible services in café Sawah can foster the quality of the café Sawah.

The quality of tourist attraction service is everything that makes tourists want to return to the tourist attraction or visit the attraction because of the feeling of satisfaction the tourist feels. The superiority of Café Sawah is unique, which makes tourists visit Café Sawah again and again. The quality at Café Sawah is no less critical than other café tours, as the menu prices at Café Sawah are competitively low. This is based on the results of the author's research experience. In terms of competitive advantage, there are three indicators, namely the uniqueness of the rice field café, the quality of the rice field café and the price of the menu at the rice field café and the majority of respondents who answered each indicator in the question agreed with the three indicators above.

Therefore, if the competitive advantage variable, which consists of the three indicators of the uniqueness of the Rice Field café, the quality of the Rice Field café, and the menu prices at the Rice Field café, the better you manage it, it will have a positive impact on the quality of service at the rice field café and also on tourist satisfaction. Likewise, if the three indicators weaken, tourists' perceived satisfaction with the quality of service at the Sawah café will also weaken or become dissatisfied.

2. The Influence of Service Quality on Tourist Satisfaction

The research results show that service quality influences tourist satisfaction. A good service quality at Café Sawah Malang Regency can foster tourist satisfaction. The service quality that significantly influences tourist satisfaction is reflected in reliability indicators, in which case staff of café Sawah who can be reliable can increase tourist satisfaction. Reliability, which received the highest average score, is in line with expectation, which received the highest average score on the tourist satisfaction variable indicator. Staff who can be reliable make tourists feel comfortable and feel at home in the cafe, thus increasing the satisfaction for the tourist.

In line with Stela's (2015) research, tourist satisfaction can be influenced by the service quality of a tourist place. The better the quality of service perceived by the consumer, the more the consumer will feel satisfied with the benefits and functions of the product. Conversely, the worse the consumer's perception of the quality of the product, the more there will be a form of dissatisfaction. So it can be explained that the quality of tourist attraction service is everything made so that tourists want to stay again at the tourist attraction or visit the tourist attraction because of the feeling of satisfaction with the service received at the tourist attraction as well as its uniqueness and high value, which is the tourist's goal. Come to a specific area.

3. The Influence of Competitive Advantage on Tourist Satisfaction

Based on the research analysis results, competitive advantage significantly affects tourist satisfaction. This means competitive advantage, which includes uniqueness, price, and quality among café Sawah Malang Regency, can foster tourist satisfaction. A competitive advantage, which significantly affects tourist satisfaction, is reflected in the unique indicators, which get the highest

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average score in line with recommendation, which gets the highest score on the tourist satisfaction variable. The unique location and place of café Sawah allows tourists to recommend the place to their friends, family, or anyone on social media.

The uniqueness of the rice field café is that it gives its colour to tourists because of the design patterns created by the village children. The rice field café is located in the middle of plantations and green rice fields and the excellent surface so that tourists feel satisfied even though all their needs are not provided. The benefits they get are appropriate with the hopes that tourists, after visiting Café Sawah, Malang Regency, will not disappoint.

4. The Influence of Service Quality on Tourist Satisfaction Through Competitive Advantage

The analysis results show that service quality influences tourist satisfaction through competitive advantage. This means that competitive advantage can mediate the relationship between service quality and tourist satisfaction. This shows that the direct relationship between service quality and tourist satisfaction, which initially has the effect, becomes more influential because of competitive advantage.

Respondents' answers to several indicators of the tourist satisfaction variable, namely conformity to the expectations of tourists interested in returning to the tourist location and recommending the tour to other people. The majority of respondents agreed with each question, although a few stated they disagreed with the suitability of expectations and interest in return. This indicates that they are satisfied and do not feel disappointed when they visit Café Sawah, Malang Regency. Most tourists feel comfortable and amazed when they are at Café Sawah. The Sawah Café tourist attraction is in line with tourists' expectations, including conformity to the quality of service and the tourist attraction in the form of excellent facilities, and the service provided by the Sawah Café is very professional. With this suitability, tourists feel satisfied. The tourist's satisfaction forms a response to telling stories about the admiration and beauty of Café Sawah, and they want to return to the Café Sawah tourist attraction and tend to invite them to bring their family or recommend other people to travel.

IV. CONCLUSION

Based on the results of research on the influence of service quality on tourist satisfaction through competitive advantage on Café Sawah Malang Regency, the following conclusions are drawn:

1. Service quality is able to foster competitive advantage in café Sawah Malang Regency. In service quality, tangibles of services and uniqueness give the café Sawah the ability to increase the competitive advantage of the related industries.
2. The service quality is able to create tourist satisfaction in café Sawah Malang Regency. The service quality, reliable staff, and uniqueness of the place are able to increase tourist satisfaction, which is why they want to recommend the place to their friends and family and share it on their social media.
3. Competitive advantage can improve tourist satisfaction. This means that the uniqueness of the café Sawah will increase tourist satisfaction. This can be reflected by how the tourist recommends the place to their friends to go there.
4. In this research, competitive advantage is able to mediate the relationship between service quality and tourist satisfaction. Service quality can directly improve tourist satisfaction, but if the service quality can increase competitive advantage, it will foster a feeling to recommendation from the tourists to their friends and increase tourist satisfaction.

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