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### TOURIST SATISFACTION LEVEL ON THE QUALITY OF GOA PINDUL TOURISM SERVICES IN GUNUNGKIDUL REGENCY

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#### Abstract

*The Pindul Cave tourist spot located in Gunungkidul Regency is a special attraction for tourists from various regions. In this case, the researcher wants to understand to what extent the services provided by the Pindul Cave tourist manager contribute to the level of satisfaction felt by tourists who come, which can later be used as evaluation material or to develop better in serving tourists in Pindul Cave. In this study, the researcher applied a quantitative descriptive approach by distributing questionnaires to tourists aged over 15 years as many as 35 respondents to assess the services available in Pindul Cave and also to obtain further information about the quality of service available in Pindul Cave tourism. Based on the results of the study, it can be concluded that the services available in Pindul Cave have good quality so that they affect the level of tourist satisfaction as evidenced by the hypothesis test based on the results in the coefficient table, it can be seen that the significance value is 0.002. Because this value is below the threshold of 0.05, it can be concluded that the quality variable (x) has a significant influence on the satisfaction variable (y). In addition, statistical tests also show that service quality contributes 23% to the level of tourist satisfaction*

**Keywords:** *Tourist Satisfaction, Service Quality, Pindul Cave Tourism*

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## INTRODUCTION

Indonesia is known as a country rich in natural and cultural diversity. Its natural beauty is the main attraction for tourists to vacation. Over time, the tourism sector in Indonesia continues to be actively developed by local governments and the community. The purpose of this effort is to attract more tourists, improve community welfare, and boost regional income through the tourism sector. (Putranegara & Pradhanawati, 2016). Tourist attractions that have the highest appeal and level of visits from tourists are located on the island of Java, the island of Java is home to more than half of the population in Indonesia, making it one of the most densely populated islands in the world. The island of Java

has several amazing natural attractions including mountains, beaches, caves and many others. One of the provinces that has a tourist attraction is the Special Region of Yogyakarta Province (Laura & Suhartini, 2021).

Pindul Cave is a natural cave known as one of the leading tourist destinations in Bejiharjo Village, Karangmojo District, Gunungkidul Regency. From the city center to Pindul Cave, which is reached by private vehicle, you can travel via Jalan Wonosari, with a distance of about 7 kilometers to the north of Wonosari City center. After entering the Bejiharjo Village area, the journey continues by following the paved road to the Pindul Cave location. Pindul Cave is famous for its stunning natural beauty. In addition, Pindul Cave also offers other activities such as swimming, outbound and relaxing around the Pindul Cave area. Not only is it an adventure destination, but there is also educational value that can be learned related to the geology and ecology of Natural Caves. The most popular tourist destinations are located on the island of Java, Java is home to more than half of Indonesia's population, making it one of the most densely populated islands in the world. Java has some amazing natural attractions including mountains, beaches, caves and many more. One of the areas that has strong tourism potential is the Special Region of Yogyakarta Province (Laura & Suhartini, 2021).

Gunungkidul is a district located in the southern region of the Special Region of Yogyakarta Province, Indonesia. This area is famous for its extraordinary natural charm and offers a variety of attractive tourist destinations. Pindul Cave is a natural cave located in Bejiharjo Village, Karangmojo District, Gunungkidul Regency. From the city center to Pindul Cave, which is reached by private vehicle via Wonosari road, about 7 km to the north of Wonosari city, after entering the Bejiharjo Village area, the journey continues following the asphalt road. Pindul Cave is famous for its stunning natural beauty. In addition, Pindul Cave also offers other activities such as swimming, outbound and relaxing around the Pindul Cave area. Not only is it an adventure destination, but there is also educational value that can be learned related to the geology and ecology of Natural Caves. Tour guide services also have a direct role in creating a memorable, enjoyable and educational travel experience. Not only serving as a tour guide, but also as a source of accurate information and safety when doing river tracing activities.

Supporting facilities such as the availability of clean toilets, eating places, comfortable waiting rooms, adequate parking facilities also make a big contribution to tourist satisfaction, even though they are not part of the tourism activity. This study will also look at how service quality affects visitors' interest in making repeat visits. Visiting interest is an important indicator of visitor loyalty that will have a direct impact on the sustainability of a destination. (Kawatu et al., 2020).

Customer or tourist satisfaction is one of the concepts in marketing and business management, which is used to measure how far a product or service is able to meet customer expectations. Customer satisfaction is a feeling of satisfaction that arises from someone because their needs or desires are met. (Sanskrit: 2021). Customer satisfaction is an emotional response from a person regarding expectations towards a product and experience, basically this response occurs when the product is used or the cumulative experience after the product or service is chosen. (Putri et al., 2021). According to (Wiratno Sujarweni, 2021) satisfaction is one of the reasons why tourists decide to do shopping activities in a place. The indicators of satisfaction are: fulfillment of tourist expectations, recommending to others, service quality, loyal and location.

According to (Sesilia, 2020) There are three aspects of customer satisfaction, namely:

1. Product attributes include perceived value, price, product influence on satisfaction, and benefits obtained from the product. These can relate to customer satisfaction in the tourism context, where these factors influence the extent to which the tourist experience meets their expectations.
2. Service-related attributes such as guarantees, service processes and problem solving can influence tourist satisfaction, where these factors determine the quality of the tourist experience in receiving services that meet expectations.

Attributes related to satisfaction such as ease of access to information, politeness of employees, and reputation of tourism managers play an important role in creating positive experiences for tourists, which will later influence the level of tourist satisfaction during their visit. Service quality refers to the ability to provide products or services that meet or exceed visitor expectations. (Putri et al., 2021). This means that service quality is not only related to what is provided, but how the product can meet customer expectations in terms of function, convenience and comfort. Service quality is a way to create customer comfort so that customers feel as expected. (Made et al., 2015). So we can know that good service quality aims to provide a satisfying experience and according to customer expectations, the comfort referred to

above refers to the words satisfied, appreciated and fulfilled needs. So that service quality is not just about providing products or services, but making customers feel treated well.

Based on the definition of the experts above, in the context of tourism, customer satisfaction is important, because in tourism it is not only the display of physical provision, but also the experience of tourists during their visit, this tourist satisfaction is very influential with them feeling satisfied tourists will have the desire to revisit the tourist spot. Tourists who are satisfied will recommend the place to others and this strategy is one of the effective marketing approaches to increase the attractiveness and visits to tourist destinations. Service quality is the ability to provide goods or services that meet customer expectations (Putri et al., 2021). This means that service quality is not only related to what is provided, but how the product can meet customer expectations in terms of function, convenience and comfort.

Service quality is a way to realize customer comfort so that customers feel as expected (Made et al., 2015). So we can see that good service quality aims to provide a satisfying experience and according to customer expectations, the comfort referred to above refers to the words satisfied, appreciated and meet their needs. So that service quality is not just about providing products or services, but making customers feel treated well. Service quality is measured based on the service received by customers compared to what is expected, if customers are satisfied and in accordance with what is expected, then the service quality is considered good (Arta Naibaho et al., 2022). Therefore, if the service is considered not in accordance with what is expected, then the service quality is considered bad, and the quality of service depends on the ability of the service provider to consistently meet customer desires. According to (Tijjang, 2020) service quality is an effort to meet consumer needs, both in products and services, so that they are in accordance with customer expectations.

Satisfaction is the main determining factor in creating customer satisfaction, especially in the tourism sector. According to (Hoque et al., 2023) defines service quality as the extent to which a company can meet or exceed customer expectations. The study also developed the SERVQUAL model, which is the standard for measuring service quality, including:

1. Tangibles (physical evidence)  
Includes physical aspects of the service, such as cleanliness, comfort available, and equipment used. In the context of Goa Pindul tourism, facilities such as changing rooms or toilets, parking areas, and cleanliness of tourist attractions are important parts. Tourists will feel that clean and well-maintained tourist facilities tend to be more satisfied
2. Reliability  
Providing services according to promises and carrying them out consistently and on time such as safety in cave tubing, service time, and the condition of the equipment used.
3. Responsiveness  
The skills of officers in providing assistance to tourists and providing fast and accurate services, including officers who are responsive in providing information, helping visitors and handling problems that arise are important aspects in increasing visitor satisfaction.
4. Assurance  
Providing a sense of security and trust for tourists, as we know that in nature tourism that involves risky activities such as cave tubing, guarantees of safety and guide competence are very important.
5. Empathy  
Providing special or personal attention, friendly attitudes and attention from officers and tour guides greatly affect visitor perceptions of service quality. Various studies show a strong relationship between service quality and customer satisfaction. (Lestari & Iskandar, 2021) In their study, they stated that the strong relationship between customer satisfaction levels is positively and significantly influenced by the quality of service and the quality of the products provided.

According to (Syariful & Untung, 2020) The relationship between service quality and customer satisfaction is very important in the world of tourism because satisfactory service will create a memorable experience. Based on this, the relationship between service quality and customer satisfaction is very close and has an important role in providing a memorable experience. When the service provided is in accordance with expectations and customers tend to feel satisfied, then this satisfaction becomes important, because it will make customers recommend the service to others and will make repeat visits.

Gunungkidul is one of the areas with stunning natural scenery, besides mountains, beaches, Gunungkidul has a very beautiful cave, one of which is Goa Pindul. Goa Pindul has existed for a long time, Goa Pindul was formed naturally and there are no artificial elements from humans. On October 10, 2010, Goa Pindul was inaugurated by the late Sumpeno Putro, the Regent of Gunungkidul at that time. Goa Pindul has become a favorite place for local and foreign tourists because it has the fourth largest stalactite in the world.(Rahman, 2014). With the opening of Goa Pindul tourism, unemployment can be reduced because previously there were still many unemployed people around the Goa Pindul area, and after Goa Pindul tourism was inaugurated in 2010, the condition of the Goa Pindul community has become more prosperous, some work as guides, traders, parking attendants, photo service providers, cleaners, and many others. Before it was made into a tourist spot, Goa Pindul had very clear water when it was not the rainy season. In the past, Goa Pindul was only used for daily activities such as washing clothes, bathing and fishing. With the opening of Goa Pindul tourism, unemployment can be reduced because previously there were still many unemployed people around the Goa Pindul area, and after Goa Pindul tourism was inaugurated in 2010, the condition of the Goa Pindul community has become more prosperous, some work as guides, traders, parking attendants, photo service providers, cleaners, and many others.

## METHOD

### TYPES OF RESEARCH

This study uses a quantitative descriptive design. Data collection is mainly done using questionnaires, and the data obtained will be analyzed using statistical methods. This study uses a quantitative approach, because the data obtained will be processed statistically. Descriptive in this study also aims to explain the phenomenon based on data obtained from visitors regarding their perceptions of service quality and level of satisfaction after visiting Goa Pindul tourism. In this study, the main data collection tool is a questionnaire, the results of the questionnaire will be analyzed using statistical techniques to identify the relationship between service quality variables and tourist satisfaction levels.

### TIME AND PLACE

This research was conducted at the Goa Pindul tourist attraction located in Bejiharjo Village, Karangmojo District, Gunungkidul Regency, Special Region of Yogyakarta. The research period is planned to last for 5 months, September 15, 2024 - January 15, 2025, which includes the preparation, observation, data collection and data analysis stages.

### POPULATION AND SAMPLE

The population in this study includes all tourists who visit or have done cave tubing tourism activities in Goa Pindul within a period of two weeks. The sample of this study used purposive sampling, namely visitors aged over 15 years.(Alwi, 2015)said that for quantitative research the number of samples needed is 30 samples, although larger samples can provide better results. However, small samples selected randomly can still reflect the population accurately. By following these guidelines, the researcher used a sample size of 35 respondents with the following criteria:

1. Have completed cave tubing activities in Goa Pindul
2. Visitors aged 15 to ensure they can provide mature and relevant answers
3. Visitors who are willing to fill out the questionnaire voluntarily

### OPERATIONAL DEFINITION OF VARIABLES

Service quality as an independent variable (X) and customer satisfaction as a dependent variable (Y). The following are the definitions of the two main variables of this study:

#### 1. Quality of Service (X)

Service quality is measured using the SERVQUAL model with 5 dimensions:

- a. *Tangibles*: physical aspects, such as cleanliness of facilities, condition of equipment
- b. *Reliability*: reliability in providing services in accordance with the promises that have been made
- c. *Responsiveness*: the ability of staff to respond quickly to customer needs and questions
- d. *Assurance*: guarantee of safety, security and competence of staff in serving tourists
- e. *Empathy*: staff attention and concern for tourists' needs and desires

## **2. Customer Satisfaction (Y)**

This variable is measured through a comparison between tourists' expectations before visiting and their experiences after using tourism services.

### **DATA COLLECTION TECHNIQUES AND INSTRUMENTS**

Researchers collect data through direct observation to tourist attractions with direct observation of service facilities and complete the data obtained from the questionnaire and to ensure the suitability of visitors to the actual conditions and distribute questionnaires to visiting tourists which are compiled based on the SERVQUAL model used to measure service quality. The questionnaire will be divided into two main parts:

1. Demographics: contains questions about respondents' personal data, age, gender, education, and occupation.
2. The perception section on service quality and satisfaction: contains statements about SERVQUAL (tangibles, reliability, responsiveness, assurance, and empathy) and statements about the overall level of visitor satisfaction seen from their experience of carrying out activities at Goa Pindul.
3. Each item in the questionnaire will use a 5-point Likert scale. According to (Setyawan & Atapukan, 2018) The Likert scale method is used to measure the level of satisfaction by combining several statements into a score, where respondents will then provide an assessment from 1 (strongly agree) to 5 (disagree).

### **DATA ANALYSIS TECHNIQUES**

To determine the linear relationship between the independent variable and the dependent variable, a simple linear analysis test is required. This analysis functions to determine the direction of the relationship between the two variables, whether it is negative or positive, and to predict the value of the dependent variable when the dependent variable increases or decreases. Correlation or regression analysis is used. (Alfajar, 2021). In simple linear analysis will be explained about: Correlation Coefficient Test, Determination Coefficient Test, Hypothesis Test.

## **RESULTS AND DISCUSSION**

### **RESULTS**

#### **DESCRIPTIVE ANALYSIS OF RESEARCH DATA**

Respondent data is very important because it can be used to show the specific characteristics of the respondents. Population characteristics such as age, gender and occupation of respondents have an influence on the behavioral patterns of the population. This study involved tourists or someone who had done cave tubing activities in Goa Pindul as many as 35 respondents.

##### **1. Age**

In the study, some respondents were 15 years old with a total of 7 people and a percentage of 20%, some others were 21 years old with a total of 7 people and a percentage of 20%. Thus, the findings of the age of respondents in this study were tourists aged 15-21 years.

##### **2. Gender**

The majority of visitors who came were women with the number of female respondents being 19 people or equivalent to 54%, while the number of male respondents was 16 people or 46%, thus the tourists who filled out the questionnaire were mostly female.

##### **3. Work**

This study mostly respondents as students with a total of 16 people with a percentage of 46% and respondents who are students as many as 16 people with a percentage of 46%. Therefore, it can be concluded that tourists who often visit Goa Pindul tourism are mostly from students and schoolchildren.

## DESCRIPTIVE ANALYSIS OF RESEARCH DATA

This analysis will present data from respondents' responses which serve to clarify the results of the discussion. With data from respondents, the author can find out how the sub-chapters of the variables studied

1. Descriptive analysis of tourist satisfaction variables:

- a. Tangibles : totally agree
- b. Reliability: strongly agree
- c. Responsiveness : agree
- d. Assurance: strongly agree
- e. Empathy : agree

2. Descriptive analysis of service quality variables

To measure the level of significance and impact of the service quality variable in Goa Pindul, the researcher will measure the service quality against the sub-variables, namely service quality to determine the suitability of expectations, tourism experience and repeat visit recommendations, and it is concluded that the respondents' responses to the service quality sub-variable are agree.

## SIMPLE LINEAR ANALYSIS

1. Correlation Coefficient Test

According to(Alfajar, 2021)states that Correlation Analysis is used to measure the relationship between the level of tourist satisfaction and service quality. Judging from the table above, the two variables are related because (sig value)  $0.002 < 0.05$  and have a positive relationship which is said to be positive because the Pearson correlation value is not (-).

2. Coefficient of Determination Test

According to(Alfajar, 2021) the ability of the model to explain the variation of the dependent variable is assessed by the coefficient of determination. The value of the coefficient of determination (R Square) can be used to predict how much the level of tourist satisfaction contributes to the quality of service provided that the results of the F test in the regression analysis are significant, otherwise if the F test is not significant the value of the coefficient of determination cannot be used. Based on the output in the table above, the Adjusted R Square value (coefficient of determination) is 0.230, which shows that the influence of the service quality variable on customer satisfaction is 23.0%.

3. Hypothesis Testing

According to((Alfajar, 2021)Explaining Hypothesis testing in this study using the t-test (partial test) is to determine whether there is an influence of the level of customer satisfaction on the quality of service at the Goa Pindul tourist attraction. From the table above, it can be seen that the constant (a), while the quality value (b) or regression coefficient is 0.109. The constant of 2.227 means that the satisfaction variable is consistent at 2.227, while the regression coefficient of 0.109 states that for every 1% increase in quality, customer satisfaction will increase by 0.109. A positive regression coefficient indicates that the influence of service quality on tourist satisfaction is positive. Based on the significant value of the coefficients table, a significance value of 0.002 was obtained.  $0.002 < 0.05$  so it can be concluded that the quality variable (x) has an effect on the satisfaction variable (y). Based on the t value from the table above, it is known that the calculated t is  $3.336 > 2.035$ , so it can be concluded that the service quality variable (x) has an effect on the customer satisfaction variable (y).

## DISCUSSION

Based on the results of the hypothesis test, it was found that overall service quality has a significant relationship with customer satisfaction. The consistency of the satisfaction variable is 2.227 while the regression coefficient is 0.109. This shows that the better the quality of service provided, the higher the level of satisfaction felt by tourists. The results of this study are in line with research conducted by(Putranegara & Pradhanawati, 2016)who found that service quality has a significant effect on the decision to visit. Tourists who are satisfied with the services provided by the Goa Pindul tourism management tend to return and provide recommendations to others. The SERVQUAL dimension has a

positive and significant influence on tourist satisfaction as seen from the respondents' answers, namely agree, thus the Pindul Cave tourism manager needs to continue to improve these five aspects in order to provide a better tourism experience. This supports the research findings from (Bagus et al., 2023) which explains that good performance of managers or administrators will provide or create trust which ultimately increases customer comfort and encourages repeat visits. Good service quality increases tourists' interest in revisiting Goa Pindul tourism. The results of the study showed that high customer satisfaction contributed significantly to their interest in revisiting as seen from the respondents' answers who agreed to recommend Goa Pindul tourism to others. This finding is supported by research (Astrieicia & Julianto, 2024) namely by behaving honestly, disciplined and responsibly, tourists will feel safe and appreciated which ultimately increases tourists' interest in recommending and returning to visit Goa Pindul.

### **CONCLUSION**

From the findings of this study, it can be concluded that service quality influences tourist satisfaction at the Goa Pindul tourist destination. SERVQUAL dimensions such as tangibles, reliability, responsiveness, assurance and empathy play an important role in increasing tourist satisfaction. The results of statistical tests show that service quality contributes 23% to tourist satisfaction, which means that there are still other factors that can also affect the level of tourist satisfaction.

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