

# Optimizing visitor satisfaction at the Pandeglang tourist destination with elements of location and entry rate: Quality of service as moderation

Asep Syiarudin<sup>1</sup>, Irma Yunita<sup>2</sup>, Siti Komalasari<sup>3</sup>

<sup>1,2,3</sup>Department of Economi and Bussines, Universitas Mathla'ul Anwar, Banten, Indonesia

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**ABSTRACT**

Location and entry fees are important elements in attracting tourist interest, but unfortunately these two elements have not been studied optimally in Pandeglang Regency. The aim of this research is to determine the extent to which location and entry fees influence visitor satisfaction through service quality as moderation at tourist destinations in Pandeglang. This research uses an associative approach with a non-probability sampling method using Random Sampling. The total tourist population in 2023 will be 3,475,089 visitors with 14 tourist destinations so that a sample size of 140 is taken to represent 10 respondents for each tourist destination. Test the data analysis using SEM-PLS 4.0. The research results show that location has no effect on visitor satisfaction, while entrance fees have an effect on visitor satisfaction. Service quality cannot moderate location and entrance fees on visitor satisfaction. The implementation of the geographical location of an area that has not been organized has an impact on the interest of tourist visitors because competition is also another important element that must be considered in a region so that planning, controlling and mapping must continue to be managed by both the government and the community.

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**Corresponding Author:**

Irma Yunita,  
Department of Economi and Bussines,  
Universitas Mathla'ul Anwar,  
JL.Raya Labuan KM 23, Sodong Saketi, Banten, Indonesia  
Email: yunitairma724@gmail.com

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**1. Introduction**

The development of tourism sector in recent years has led to significant improvements in the number of visitors to tourist destinations (Raditya, 2023). Some tourist destinations have become popular due to government promotion and infrastructure development. The development of tourist packages is also a significant attraction for tourists. Tourism sector development is expected to grow and contribute positively to the economy of Indonesia. The relationship between government and tourism industry professionals is also expected to grow (Rahmayani et al., 2022), making tourism a vital sector that can contribute positively to the country's economic progress.

The number of visitors is influenced by various factors, including location, price, and service quality (Munthe et al., 2022). Tourism management can make necessary improvements to enhance visitor experience and improve tourism performance. By improving knowledge about visitor preferences, tourism destinations can become more attractive and competitive in the rapidly growing tourist destinations (Permana et al., 2023).

Location is one of the factors considered crucial in determining tourists' visit decisions. Several previous studies have shown that a strategic location can positively contribute to the frequency of visits and visitor satisfaction (Clarisa Cristabel Rich Yuniyanto & Mukhamad Kholil Aswan, 2023). However, the findings in this study indicate that location does not have a significant impact on visitor satisfaction. This

may be attributed to several factors, such as the presence of more appealing alternatives or a lack of local allure, despite the location being considered strategic.

In planning and developing tourism areas, geographical locations such as the natural landscape and environmental conditions of an area have a big impact in determining its potential as a tourist destination (Taki et al., 2023). Apart from that, physical, socio-cultural and environmental aspects also play an important role in the tourism industry. The involvement of local communities and the use of technology (Puteri et al., 2022) such as Geographic Information Systems (GIS) are increasingly shaping sustainable tourism development.

The diverse geographical locations in Pandeglang such as hills and valleys, coastal areas, Ujung Kulon National Park must be supported by good accessibility via roads and sea transportation that facilitate tourist visits (Suparjo et al., 2024). Understanding these geographic factors allows better planning and management of tourism resources, ensuring sustainability while maximizing the natural potential of the area. Empowering local communities is essential for sustainable tourism. Local communities play a central role in preserving culture and the natural environment, ensuring a balance between economic, socio-cultural and environmental aspects (Halim et al., 2024). However, the infrastructure in Pandeglang district is still not well implemented, this makes tourists think again about being able to visit existing tourist locations even though the service facilities and prices are affordable. So the government needs good planning in building modern infrastructure that can be accessed by local and international tourists.

Entry Rates are also a significant element in determining visitor satisfaction. Research conducted by (Veta Lidya Delimah Pasaribu, 2023) indicates that reasonable rates commensurate with service quality can enhance visitor satisfaction levels. The findings of this research corroborate this, demonstrating that rates have a significant positive impact on visitor satisfaction (Ria et al., 2024). This indicates that visitors tend to feel satisfied when the fees paid align with their expectations and the quality received.

In developing countries, several factors influence tourism rates, namely involving strategic planning, infrastructure, community involvement and economic impact (Badrudin et al., 2024). In optimizing tourism potential, the interaction of these elements is very important in determining the effectiveness of tourism strategies and their impact on the economy of the surrounding community. According to (HS et al., 2023) strategic planning is needed that involves regional governments in increasing tourism potential, such as utilizing local wisdom and unique cultural or natural reserves to attract tourists, but it is necessary to pay attention to the limitations of areas that are difficult to reach by vehicles. Therefore, the quality of infrastructure and facilities is very important to support tourism (Nabilah et al., 2024).

Service quality plays a crucial role in moderating the relationship between other variables and visitor satisfaction. This study also examines the role of service quality as a moderating variable between location and pricing in relation to visitor satisfaction. However, several different research literature shows that service quality does not significantly mediate this relationship (Munthe et al., 2022). This may be caused by the gap between expectations and the reality experienced by visitors regarding the services they receive, which ultimately influences the level of visitor satisfaction with certain tourist destinations (Halim et al., 2024). Therefore, it is important for tourist destination management to continue to improve service quality in order to minimize this gap and increase visitor satisfaction.

Service quality is an initiative to increase customer comfort and ensure that customers feel appreciated beyond customer expectations. Meanwhile, according to Kotler in (Suharlina, 2023) defines service as "any activity whose benefits can be given from one party to another party which is basically intangible and does not result in ownership of something".

Service quality which has an impact on growing customer loyalty is marked by an increase in the visitor base. According to (Halika & Kharisma, 2024) factors that have a direct effect on a pleasant experience of service quality are tangibility, reliability, responsiveness and guarantee. In a tourism context, providing interesting and educational experiences is also very important for cultural tourists (Marpaung et al., 2024). However, good service quality can also occur through positive word of mouth about the tidiness and facilities of a tourist destination

Indicators that can determine the influence of visitor satisfaction include destination image, facilities, cultural attractions and visitor experience. By improving all these indicators as a whole, it can influence tourists' interest in visiting again. According to (Sukardi & Afidah, 2024), indicators that have a very significant impact in influencing visitor satisfaction are facilities such as parking, restaurants, toilets,

accommodation and recreational facilities, increasing comfort and satisfaction. However, destination image and price perception do not significantly influence visitor interest. Meanwhile, according to (Damayanti & Puspitasari, 2024) elements that influence visitor satisfaction include three main aspects: something to see, something to do, and something to buy. The key to visitor satisfaction is meeting visitor expectations with achievements, making visitors feel very satisfied by promising good service and providing better than promised (Hedy Syahidah Budiarti, 2023).

Pandeglang Regency has many areas that have the potential to be used as tourist areas. Pandeglang Regency is one of the objects to be used as a tourist area that you want to visit because apart from having various cultures and various tourist attractions, there are various very interesting tourist areas. The description of tourist destinations in Pandeglang district is still not optimal in its development. There are many factors that become obstacles in the Pandeglang tourism sector, one of which is the location which is difficult for visitors to access, where there are several tourist destination locations in Pandeglang, many of which are not accessible by four-wheeled vehicles so there are still few tourists outside the city. According (Muhamad madani prasetya, 2024) data from the head of the Pandeglang Regency Tourism Office, the number of tourist visitors will decrease in 2023 to 3.4 million compared to 1.9 million in 2024. This is because access to tourism has many obstacles, including damaged roads, many destinations cannot be reached by visitors, and damaged road access to tourist locations makes it difficult for visitors to come to visit. In Pandeglang district there are 12 sub-districts that have tourist destinations with various entrance fees for tourist attractions. For example, the entry fee for the DM Air Tirta Persada Swimming Pool tourist attraction is IDR. 35,000. The entry fee for the White Sand Beach tourist attraction is IDR. 15,000. Entry fee for the Religious tourist attraction Sheikh KH's Tomb. Asnawi Caringin amounting to Rp. 10,000. The entry fee for the Liwungan Citeurep Island tourist attraction is IDR. 10,000. The entry fee for the Curug Putri Carita tourist attraction is IDR. 15,000. The entrance fee to this tourist destination is quite affordable, but this cannot attract the interest of tourist visitors. Are there other reasons for the reduced number of visitors in Pandeglang Regency? So in this research another variable that will be used to increase tourists is customer satisfaction. Tourists will consider the value of satisfaction if the value they pay is commensurate with the joy and comfort they feel (Lumayo & Ariwijaya, 2023).

This research contributes to existing literature by providing new insights regarding the influence of location, rates, and service quality on visitor satisfaction in the tourism context (Permana et al., 2023). It is hoped that these findings will provide a clearer picture of the factors that influence visitor satisfaction, as well as provide a basis for tourist destination managers in formulating more effective policies and marketing strategies (Dewi, 2023).

## 2. Research Method

This type of research uses quantitative research with an associative approach. The population of this research is tourist visitors in Pandeglang Regency in 2023, data from the Pandeglang Regency Tourism Office, 3,475,089 visitors. According to Hair in (Mahmud Solihin & Ratmono, 2021) the minimum sample size in SEMPLS analysis is 10 of the largest number of formative indicators of a construct. In this research, samples were taken using Random Sampling technique and 10 samples were taken by the author from each tourist spot from 14 tourist destinations, so the sample obtained was 140 respondents. Before being distributed to research participants, the validity and reliability of the questionnaire were first checked. A 5-point Likert scale, with 1 indicating strongly disagree and 5 indicating strongly agree, was used to verify each item. From the results of sending online questionnaires using Google Form during June 1 2023, as many as 140 respondents sent their answers. All were chosen because they met the specified requirements and were all-inclusive. The data analysis technique uses the Structural Equation Model (SEM) SEMPLS method. To test the validity and suitability of the model, Loading Factor and Average Variance Extracted (AVE) are used. The data analysis technique uses bootstrapping to test the hypothesis in this research. SEM PLS is used because of the limitations of one approach and the shortcomings of other methods so that other alternatives are used to overcome the weaknesses of the previous method. By using paths you can compensate and overcome weaknesses. The data analysis technique uses bootstrapping to test the hypothesis in this research. Definition of Indicator Variables used for each variable in this research are as follows:

**Table 1.** Variable and indicator

N	Variable	Indicator
o		

1	Location	1.		Access
		2.		Visibil
		3.	ity	
		4.		Travic
		5.		criteria
			nment	Enviro
2	Entry Rate	1.	Price range with consumer purchasing power	
		2.	Tariff competitiveness	
		3.	Tariff suitability	
3	Vicitor	1.	Conformity of service to expectations	
	Satisfvactio	2.	Visitor satisfaction with services	
	n	3.	Suitability of services with the rates/prices offered	
4	Service	1.	Tangible	
	Quality	2.	Reliability	
		3.	Responsiveness	
		4.	Guarantee	
		5.	Empathy	

### 3. Result and Discussion

#### Respondent Characteristics

Table 2 indicated to the characteristics of the 140 respondents in this study, the majority were male or 53%, aged 15-24 years or around 82%, educated students or around 50%.

**Table 2.** Responden description

Demografi note	Frekuention	Persentation
	Genre	
Male	75	53%
Female	65	47%
	Age	
15-24	120	82%
25-34	17	16%
35-44	3	2%
	Education	
SMA/SMK	39	27%
Pelajar/Mahasiswa	70	50%
S1-S2	31	23%

#### Convergent Validity

This research uses the convergent validity of each construct measure with its AVE. From the measurement model with reflection, indicators are assessed based on the correlation between the item score/component score and the construct score calculated using PLS. Convergent validity has a loading factor parameter of  $>0.7$  and average variance extracted (AVE) of  $>0.5$ . The calculation findings can be seen from the presentation in Table 3.

**Table 3.** Convergent validity after elimination

Indikator	Location	Entry Rate	Visito Satisfaction	Service Quality
X1.K1<- X1	0,797			
X1.K2<- X1	0,862			
X1.L2<- X1	0,816			
X1.LL1 <- X1	0,760			
X1.LL2 <- X1	0,731			
X1.V1<- X1	0,763			
X2.DS1 <- X2		0,832		
X2.DS2 <- X2		0,864		
X2.DS3<- X2		0,775		
X2.JH1 <- X2		0,722		
X2.JH2 <- X2		0,777		
X2.KT3 <- X2		0,838		
X2.KT4 <- X2		0,853		
Y.KLDT1<- Y			0,876	
Y.KLDT2<- Y			0,869	
Y.KLDT4<- Y			0,860	
Y.KLH1<- Y			0,750	
Y.KLH3<- Y			0,719	

Indikator	Location	Entry Rate	Visito Satisfaction	Service Quality
Y.KP1<- Y			0,844	
Y.KP2<- Y			0,881	
Y.KP3<- Y			0,854	
M.BF1 * M				0,730
M.BF2* M				0,737
M.DT1* M				0,807
M.DT2 * M				0,802
M.E1* M				0,804
M.J1* M				0,815
M.J2* M				0,725
M.R1* M				0,769
M.R2* M				0,763

From the results of the calculation output, it shows that all construct indicators have an outer loading value of  $>0.70$  so that all constructs are valid and are allowed to proceed to the next calculation.

### Discriminant Validity

In the next step, discriminant validity is evaluated. That is, how far the empirical component differs from other components of the structural model is evaluated. Discriminant validity can be seen in Table 4. From the statistical results it can be seen that there is not a high correlation between discriminant validity variables. The research results show that the Heterotrait Monotrait (HTMT) ratio is not greater than 0.90 (Turap et al., 2019).

**Table 4.** Rasio heterotrait monotrait (HTMT)

	Location	Visitor Satisfaction	Service Quality	Entry Rate
Location	0.789			
Visitor Satisfaction	0.282	0.834		
Service Quality n	0.675	0.447	0.773	
Entry Rate	0.175	0.816	0.321	0.810

### Composite Reliability and Cronbach's Alpha

Composite Reliability is a tool for measuring constructs with reflective indicators which can be done in two ways, namely, Cronbach's Alpha and Composite Reliability. Composite Reliability is better at measuring internal consistency compared to Cronbach's Alpha because it does not assume the same starting point for each indicator. Cronbach's Alpha tends to rate lower than Composite Reliability so it is recommended to use it. Composite Reliability. Composite Reliability is the same as Cronbach's Alpha with a limit value ( $\geq 0.7$ ) which means acceptable and a value ( $\geq 0.8$ ) is very satisfactory (Mahmud Solihin & Ratmono, 2021). The results of the internal consistency reliability test are presented in Table 5.

**Table 5.** Composite reliability & cronbach's alpha

	Cronbach' Alpha	Rho_A	Composite Reliability	Mean Variance Extracted (AVE)
Location	0.880	0.902	0.908	0.623
Visitor Satisfaction	0.936	0.939	0.948	0.695
Service Quality n	0.917	0.939	0.930	0.598
Entry Rate	0.912	0.916	0.930	0.656

### Structural Model Evaluation (Inner Model)

SEM PLS carried out in this research consists of two stages, first the measurement model stage and second the structural measurement model. In the second stage, the R square value is measured to find out how much the independent variable influences the dependent. If the R-Square values are 0.75, 0.50, and 0.25, it is indicated that the characteristics of the strong, moderate, and weak models respectively are

**Table 6.** R-square value

	R-Square	Asjusted R-Square
Visitor Satisfaction	0.733	0.724

The value in the table above shows the Adjusted R Square model = 0.733, meaning that the ability of the exogenous variable to explain Y is 72.4% strong, so it can be said that the ability of variables X1 and

X2 to explain Y is quite strong, namely 72.4% while the remaining 27.6% is the influence of other independent variables outside the model.

### Structural Model Test

The path coefficient results according to table 6 show that there are 4 hypotheses proposed, of which 3 hypotheses are rejected and only 1 hypothesis is accepted. Meanwhile, in the smartPLS program, the results of hypothesis testing can be seen using the Path Coefficient Bootstrapping Technique as follows: H1 results with an original value of 0.039 and a p value of 0.581 > 0.05, then the hypothesis is rejected. H2 results with a significance level of 0.000 < 0.05 then the hypothesis is accepted. And the results of the effect of the service quality variable in moderating location on visitor satisfaction are H3 with a p value of 0.063 > 0.05, so the hypothesis is rejected, H4, the moderating effect of service quality on entry price on customer satisfaction with a p value of 0.126 > 0.05, the hypothesis is rejected. The overall hypothesis results are in table 7.

**Table 7.** Path coefficient

H	Hipotesis	Path	T-Statistik	P Values	Result
H1	Location (L) → Vicitor Satisfvaction (KP)	0.039	0.552	0.581	Rejected
H2	Entry Rate (T) → Vicitor Satisfvaction (KP)	0.736	19.536	0.000	Accepted
H3	Service Quality (KP) → Location (L)	-0.091	1.864	0.063	Rejected
H4	Service Quality (KP) → Entry Rate (T)	-0.087	1.534	0.126	Rejected

## 4. Conclusion

Based on the findings above, tourist destination managers in Pandeglang Regency and other areas need to consider several things to increase visitor satisfaction, namely differentiating unique attractions so as to offer new experiences. Geographical limitations still exist in several tourist attractions that cannot be reached by visitors, making it difficult for the author to obtain data. Determination of rates that are proportional to the service facilities to be received. Optimizing the consistency of service quality, especially visitor comfort and satisfaction, even though the location or rates are adequate. Overall, the results of this research provide an understanding that factors such as rates and service quality have a more dominant influence on visitor satisfaction compared to location. For this reason, tourist destination managers need to focus more on aspects of service quality and setting rates that are fair and in accordance with the value received by visitors. The next hope is for other researchers to look for new elements in measuring how the level of customer loyalty increases, namely when visitors experience a pleasant experience and involvement, so that the findings of this case will add to the literature for research and increase knowledge insight. The results of this research can be followed up through in-depth experimental research on consumer behavior through pre-tests and post-tests of tourists visiting Ujung Kulon Tourism as a case example. Suggestions for tourism managers in Pandeglang to increase collaboration with the Tourism Department regarding good infrastructure and also increase intensive promotion through electronic media and print media so as to highlight Pandeglang Tourism as a Natural World Heritage site.

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