

# opción

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## **Servicescape and Satisfaction as Antecedent of Revisiting Intention to Tourist Destination of Lake Toba**

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### **Abstract**

**One of the main tourist destinations in Indonesia is Lake Toba. It is located in the province of North Sumatra and is the biggest volcanic lake in the Southeast Asia region. The lake has a stunning view and several attractions that tourists can explore, from cultural experience, as well as natural and man-made attractions. Unfortunately, upon closer inspection, the lake is being polluted by household products as well as industrial waste, which resulted in the change of the lake's water quality and odor. The method that was used for the research was qualitative mixed with quantitative with descriptive technique. The data acquisition was done by asking 160 tourists who have visited the lake before. The result found some empirical evidence that show a positive correlation between ambient conditions and artifact with the interest to revisit Toba Lake. Meanwhile , the spatial layout and functionality variable do not directly or indirectly have a positive impact on revisiting the lake. The findings of this study could inform the local government to make some efforts to increase the number of tourists visiting the lake.**

**Keywords: Servicescape, Visit intention, Satisfaction**

## **Paisaje de servicios y satisfacción como antecedente de la intención de volver a visitar el destino turístico del lago Toba**

### Resumen

Uno de los principales destinos turísticos de Indonesia es el lago Toba. Se encuentra en la provincia del norte de Sumatra y es el lago volcánico más grande de la región del sudeste asiático. El lago tiene una vista impresionante y varias atracciones que los turistas pueden explorar, desde la experiencia cultural, así como atracciones naturales y artificiales. Desafortunadamente, después de una inspección más cercana, el lago está siendo contaminado por productos domésticos y desechos industriales, lo que resultó en un cambio en la calidad y el olor del agua del lago. El método que se utilizó para la investigación fue cualitativo mezclado con cuantitativo con técnica descriptiva. La adquisición de datos se realizó preguntando a 160 turistas que han visitado el lago antes. El resultado encontró alguna evidencia empírica que muestra una correlación positiva entre las condiciones ambientales y los artefactos con el interés de volver a visitar el lago Toba. Mientras tanto, el diseño espacial y la variable de funcionalidad no tienen directa o indirectamente un impacto positivo en la visita al lago. Los resultados de este estudio podrían informar al gobierno local para hacer algunos esfuerzos para aumentar el número de turistas que visitan el lago.

Palabras clave: paisaje de servicios, intención de visita, satisfacción

### 1. INTRODUCTION

The rapid growth in Pacific Asia's tourism industry brings significant growth in this area as well as transforming it into the second biggest tourism area in the world (Liu & Lee, 2016). In this case, revisiting, visitation is important in the business and the intent to revisit is considered as one of the most important issues in contemporary market (Wu, Ai, Yang & Li, 2015). The challenge is how to encourage visitors to revisit the place that they have been to (Ayuningtiyas et al, 2014). There is a common marketing myth that it is easier to attract tourists that have been there for five or six times rather than ones that have not. However, there is a correlation between the satisfaction of the journey and the reason to visit (Guntaro & Hui, 2013)

The importance of revisiting tourist destinations has been proven to be

crucial for the continuity of the destinations, which has been scientifically proven (JS Chen & Gursoy, 2001; Hung, Lee, & Huang, 2016; Kozak, 2001; Quintal & Polczynski, 2010; Stylos, Bellou, Andronikidis, & Vassiliadis, 2017). In the long term, attracting tourists to revisit has been proven to be more cost efficient than depending on first time visitors and, in turn, the economic growth of tourism destinations relies on revisiting tourists to the locations (Um, Chon, & Ro, 2006). Studies have been conducted to further understand what drives individuals' reasons to revisit the locations, what correlates with consumers behaviors, and in turn what makes customer's satisfaction. Zhang, Wu, and Buhalis (2017) highlight the importance of visitor's experience in determining the intention to revisit the location. There is also a study that shows the customers' experience and satisfaction as the main factors that could determine their intention to revisit a location (Choo & Petrick, 2014; Petrick, Morais, & Norman, 2001; Ranjbarian & Pool, 2015; Um et al., 2006).

The concept of "the first impression is also the last" means that the customer would not have the same first impression ever again after their first visit (Agnihotri & Chaturvedi 2018). If the consumer expresses dissatisfaction with what they experience in the location, then it will have a negative impression of the location. Relating to this concept, Bitner (1992) defines servicescape as a physical environment in which a service process can affect the customers. There are several dimensions that an organization could use to create a physical environment, which includes ambient condition that shows the characteristic of the surrounding environment and that can be felt with five senses; spatial layout and functionality that refers to how space is organized to ease the access to customers: sign, symbol, and artifacts as objects that give the location a unique characteristic. All these servicescape points have a great influence on visitor's satisfaction (Bitner 1992)

A number of cities are starting to build their own unique characteristic, whether it is unique culturally, politically, or economically (Anholt, 2011). For example, the cities of Antalya in Turkey and Pattaya in Thailand compete to be as the top tourist destinations for beach or seaside resorts among many other cities of similar uniqueness in the world. The region Tuscany in Italy and Chablis in France compete in producing some of the world's best wine (Gilboa et al., 2015). This type of competition could differentiate different regions and attract visitors that will stimulate the economy.

Regional governments in Indonesia endeavor in autonomy growth to develop cities in accordance with Laws No 32 year 2004. The city govern-

ment is given full authority in planning and developing infrastructure such as health service, education, public transportation, roads, living and economy area and other needs. These basic needs create competition among regions to grow as unique regions.

One of the major tourist destinations in Indonesia is Lake Toba. Located in the province of North Sumatra, the lake is the largest volcanic lake in Southeast Asia. With length of 100 km and width of 30 km, the lake has stunning views and facilitates a number of attractions such as cultural experience, natural as well as man-made attractions. However, despite being a major tourist attraction, the lake is being contaminated by the surrounding industry and inhabitants, from household products to farming wastage. Because of this, the water in the lake becomes murky and emits foul odor. According to data from the Indonesian Statistics Central Bureau of North Sumatra, there is a drastic drop of the number of foreign tourists from outside of Indonesia in 2018. The number in 2014 was 270,387, the following year 2015 reached 229,288, the year 2016 had 233,643, while in 2017 there were 261,461. Meanwhile in 2018, the number was only 231,465. (IDN Times Sumut, 3 April 2019). This was a rather low number considering that the government has set Lake Tobas as one of the most prioritized destinations. The government expected Toba to bring around 1 million foreign national tourists in 2019, which would help the government's goal of 20 million foreign national tourists and around 275 million local tourists in 2019. This would also include foreign exchange currency that is targeted as much as IDR 16 billion.

## 2. LITERATURE REVIEW

### SERVICESCAPE

Lovelock and Wirtz (2011) define environmental service, also known as servicescape, as a style and form of the physical environment and its add-ons that the customers can find around the location. While Zeithaml and Bitner (2013) define servicescape as environment service that includes all facilities a service organization provides the customers exterior as well as interior attributes.

According to Zeithaml and Bitner (2013:296) servicescape has three dimensions such as:

#### 1. Ambient conditions

The unique characteristic of the environment that can be used for the visitor's senses, for example, the temperature, the lighting, noise level, music, aroma or odor, and color. All factors can greatly influence how individuals feel, think, and respond on the presence of a product or service.

## 2. Spatial layout and functionality

The purpose of environment service is generally to fulfill the needs of customers; hence, area planning is important. Spatial layout points out how machines, tools, and furniture should be arranged according to their sizes, shapes, and how they complement each other, while functionality shows how well the items would function to help both consumers and workers.

## 3. Sign, symbol dan Artifact

Signs are used to effectively communicate labels, directions, as well as regulations surrounding the area. Symbols and artifacts (cultural objects) give cues to the visitors about the location, as well as the expected norms and behavior. These items act as explicit and implicit signals that inform the visitors about the location.

## Intention to Visit Again

The intention to revisit a place is a consumer behavior (Oliver, 1997) that affects an individual desire to go as a tourist (Alegre dan Cladera, 2009). The tourism marketing concept is the tendency in which an individual is attracted by an object (Yacob, Johannes & Qomariyah 2019).

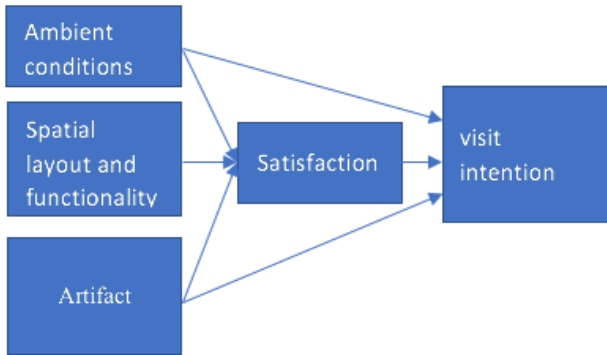
Baker and Crompton (2000) state that the intention to revisit is the desire to visit the location more often. Because of this, it is important for the service provider to make sure that the consumers leave with satisfaction, so it is easier to convince them to revisit the destination (Shonk & Chelladurai, 2008). One of the factors that greatly affects the intention to revisit a destination is satisfaction (Bigne et al., 2001). Satisfaction is a critical aspect in influencing a visitor on revisiting or not revisiting the location.

## Satisfaction

Customer's satisfaction has become a centralized concept in marketing theories and practices as well as becoming the main core in the business. It contributes greatly to several aspects, such as customer's loyalty, company's reputation, reduction in the price elasticity, reduction in the future transaction, and the increase of efficiency in the office (Tjiptono, 2012). According to Kotler and Keller (2016), satisfaction is the feeling of please and disappointment that shows up after comparing the result of what is expected versus the actual experiences. If the result is sub-par, then the customer would be unsatisfied and vice versa. If the result is beyond expectation, then the customer would be overjoyed. Customer's assessment of the product's performance depends on many factors, mainly the loyalty sense by the customers. Kotler and Armstrong (2014) state that satisfaction

is how well the product performs based on the customer's expectation. If the product performs poorly, then the customer will be unsatisfied.

### CONCEPTUAL FRAMEWORK



### Hypothesis

Bernardin and Russel (2013: 123) describe how a customer's emotional response is divided into two; satisfaction and stimulation. Satisfaction is a subjective response that indicates if the customer is fond of the surrounding environment. While stimulation refers to how customer's feeling is being stimulated by the product.

Boom and Bitner define servicescape as a type of service in which it is an environment where services gather together, sellers and buyers interact and do transactions while being enhanced by superb commodities that will allow top performance and communication. Services would refer to the non-human elements of the environment. Servicescape includes the condition of the environment such as temperature, natural formation, aroma or odor, available space and functionality (spatial density easy access to designated place and facilities layout), artifacts (cultural buildings, music instruments, and traditional dance ritual). All these factors play an important role in making the visitors feel more welcomed, which in turn, will leave a lasting impression and makes them want to come back.

H1: Ambient conditions give positive and significant impacts on the satisfaction

H2: Spatial layout and functionality give positive and significant impacts on the satisfaction

H3: Artifacts give positive and significant impacts on the satisfaction

Numerous studies about physical environment, servicescape have been per-



formed within the tourism industry (Bitner, 1992; Hightower et al., 2002; Wakefield & Blodgett, 1996). The studies find that factors of servicescape (i.e. ambience, condition, layout, signs, symbols, artifacts, etc.) were used to stimulate the visitor's emotions to affect their behavior. (Bitner, 1992; Hightower et al., 2002; Zeithaml, Berry, & Parasuraman, 1996).

The model from Mehrabian and Russel (1974) shows that a factor such as environment does indeed affect an individual's emotion, such as pleasure, passion, and domination. The environment acts as an external factor for the individual and is divided into several sub-factors of physical environment (Bagozzi, 1986). The processes (servicescape and emotion) have an effect on the customer's behavior or response (Bagozzi, 1986). In other words, the level of emotion that is caused by the hedonistic environment will have an impact on visitor's satisfaction and desire to come back (Wakefield & Blodgett, 1996)

H4: Ambient conditions give positive and significant impacts on the Visit intention again

H5: Spatial layout and functionality give positive and significant impacts on the Visit intention again

H6: Artifacts give positive and significant impacts on the Visit intention again

H6: Satisfaction gives positive and significant impacts on the Visit intention again

### 3. METHOD

The method for the research was associated with descriptive techniques. Data acquisition was done by spreading questionnaires to 160 tourists who have visited Lake Toba. The hypothesis was tested by following the procedure of analysis.

Variable	Definition of Operational Variable	Indicator
Ambient conditions	The environment characteristics of the touristic area are related to human basic senses	<ul style="list-style-type: none"> <li>- Air temperature</li> <li>- The beauty of the nature</li> <li>- The scent and smell.</li> </ul>
Spatial layout and functionality	Layout and functionality of the tourist attraction	<ul style="list-style-type: none"> <li>- Spatial density</li> <li>- Easy access to designated places</li> <li>- Facilities lay out</li> </ul>
Cultural Object	The attractiveness are cultural object like historical heritage, museum and attraction of art	<ul style="list-style-type: none"> <li>- Building that has cultural element</li> <li>- Tools</li> <li>- Traditional music and dance</li> </ul>
Visit intention again	The Visit intention more often	<ul style="list-style-type: none"> <li>- Planning to visit again</li> <li>- Must visit again</li> <li>- Hoping to be able to visit again</li> </ul>
Satisfaction	someonefeelingappearsaftercomparingthe performance of tourist attractions with the expected performance	<ul style="list-style-type: none"> <li>- The tourist attraction is as expected</li> <li>- The service in the tourist attraction is as expected</li> </ul>

## 4. RESULTS AND DISCUSSION

### 4.1 Descriptive Analysis

		Persentase
Man	87	54,4
Woman	73	45,6
Total	160	100
17 - 25 Years	145	90,6
26 -35 Years	10	6,3
36 - 45 Years	4	2,5
Above 45 Years	1	0,6
17 - 25 Years	145	90,6
Total	160	100
Employees	9	5,6

Entrepreneur	7	4,4
High School Students	10	6,3
College Students	132	82,5
Others	2	1,3
<b>Total</b>	<b>160</b>	<b>100</b>
Friends /Family	107	66,9
Print Media	7	4,4
Social Media	26	16,3
Others	20	12,5
<b>Total</b>	<b>160</b>	<b>100</b>

Based on the gender descriptive result, there are 87 male respondents (54.4%) and 73 female respondents (45.6%). The description of age shows that there are 145 respondents at the age of 17-25 years old (90.6%), 10 respondents at the age of 26-35 years old (6.3%), 4 respondents at the age of 36-45 years old (2.5%) and a respondent at the age of 45 (0.6%).

The descriptive result that is based on occupation shows that there are 9 respondents working as civil employees (5.6%), 7 respondents working as entrepreneurs (4.4%), 10 respondents still in high school (6.3%), 132 respondents as university students (82.5%), and 2 other respondents with disclosed occupation (1.3%).

The descriptive result based on how the respondents know about Lake Toba shows that there are 107 respondents who know of Lake Toba from their family and friends (66.9%), 7 respondents from advertisements (4.4%), 26 respondents from social media (16.3%), and others numbering 20 respondents (12.5%)

#### 4.2 Hypotesis Result

##### Path Analysis

The research was done by way of path analysis to see if there was

acorrelation between each variable. Multiple linear regression was used as two substructure models for the path analysis. Initially, there was no sign of correlation by using the two substructure models.

Result of Sub Model Regression 1

**Coefficient Determination of Sub-structure Model I**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.422 <sup>a</sup>	.178	.163	7,577

a. Predictors: (Constant), SS, SL, AC

The adjusted R-square in sub-structure model 1 value indicates that the independent variable ambient conditions (X1), spatial layout and functionality (X2), and artifact (X3) could explain the 16.4% of correlation with satisfaction (Z). The rest of 83.7% wasnot examined by this model.

ANOVA Sub-struktur Model I

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1943,924	3	647,975	11,286	.000 <sup>b</sup>
	Residual	8956,520	156	57,414		
	Total	10900,444	159			

a. Dependent Variable: KP

b. Predictors: (Constant), SS, SL, AC

From the table above, the independent variables X1 (ambient condition), X2(spatial layout and functionality), and X3 (artifacts) have a significant correlation with variable Z (satisfaction). This conclusion was based on the calculated F-value which wasbigger than the F-table, or from the values of F-test that wassmaller than 0.05 (Sig F= 0.000).

Regression Path Coefficient of Sub-Structure Model 1

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,137	4,162		1,715	.088
	AC	.913	.412	.246	2,217	.028
	SL	.391	.374	.107	1,046	.297
	SS	.625	.325	.158	1,926	.056

a. Dependent Variable: KP

$$Z = 0,246 (X_1) + 0,107 (X_2) + 0,158 (X_3) + \epsilon_1$$

The regression equation above indicates that satisfaction waspositively and significantly influenced by ambient condition (X1) and artifact (X3), while spatial layout and functionality (X2) did not appear to have any positive and significant influence. The dominant variable t influencing sat-

isfaction was X1.

Result of Sub Model Regression II

Coefficient Determination of Sub-structure Model II

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 <sup>a</sup>	.326	.309	1.335

a. Predictors: (Constant), KP, SS, SL, AC

The adjusted R-square value in the sub-structure model II indicates that the independent variables X1 (ambient condition), X2(spatial layout and functionality), X3 (artifacts) as well as Z (satisfaction) could explain 30.9% of the independent variable Y (interest in visiting again). The rest of 69.1% could only be explained by variables which were not explored in this research.

ANOVA Sub-structure Model II

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133,704	4	33,426	18,756	.000 <sup>b</sup>
	Residual	276,240	155	1,782		
	Total	409,944	159			

a. Dependent Variable: MBK

b. Predictors: (Constant), KP, SS, SL, AC

From the table above, the independent variables X1 (ambient condition), X2(spatial layout and functionality), X3 (artifacts), as well as Z (satisfaction) have a significant correlation with variable Y (interest in visiting again). This was concluded based on a larger F-value than the F-table, or from the smallest significant F-test value smaller than 0.005 (Sig F=0.000).

Coefficient Determination of Sub-structure Model II

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,048	.740		2.766	.006
	AC	.193	.074	.268	2.613	.010
	SL	.104	.066	.147	1.577	.117
	SS	.146	.058	.190	2.527	.013
	KP	.028	.014	.143	1.962	.052

a. Dependent Variable: MBK

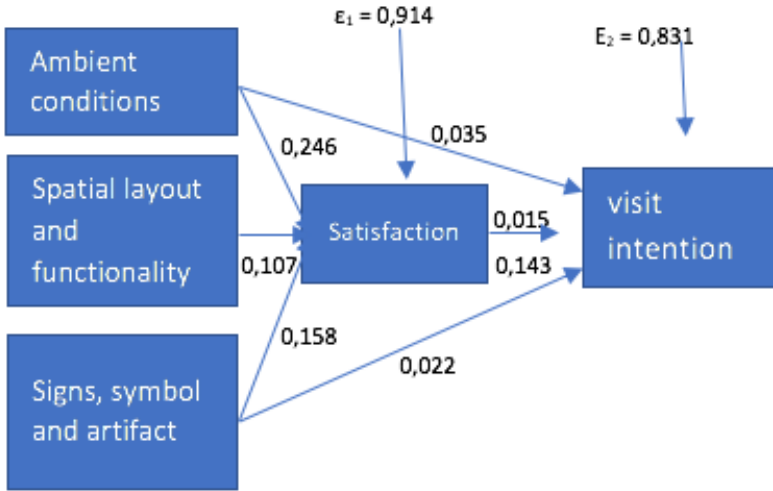
$$Y = 0,268 (X_1) + 0,147 (X_2) + 0,190 (X_3) + 0,143 (Z) + \epsilon_2$$

The regression equation above indicates that satisfaction was positively and significantly influenced by ambient condition (X1), X3 (artifacts) as well as Z (satisfaction). Spatial layout (X2) has no effect on it.

Direct Effect, Indirect Effect, Total

Direct effect between the variables is the effect that occurs based

on the results of the regression between variables. Indirect effect includes the presence of mediation variable in calculation. Indirect effect is calculated based on multiplication between the direct effect of independent variables and mediation variables present within the bounded variables. Total effect is the whole effect of independent variables on the bounded variables by including both direct and indirect effect. The total effect is the sum of direct effect and indirect effect.



The image above indicates that ambient condition has the biggest effect on interest in visiting again. Ambient conditions include a series of environmental characteristic background such as temperature, lighting, noise, music, and aroma or odor (Zeithaml and Bitner, 2013). As a general rule of thumb, the surrounding condition of the location could affect a visitor's five senses. A number of writers have linked the surrounding conditions to the atmosphere of the location. A business's atmosphere can be influenced greatly by the aroma and the acting manager must be aware of this. Of all the human senses, the sense of smell has the biggest impact on an individual's emotion (Spangenberg, Crowley, and Henderson, 1996). Some aromas could trigger emotional reactions because the olfactory system is part of the limbic system (Hirsch, 1995). The nose is directly connected to the olfactory system and limbic system (Hirsch, 1995).

## 5. Conclusion

Based on gender descriptive result, it shows that male respondents are more likely to make the journey than their female counterparts. Mean-

while, the age descriptive analysis shows the younger respondents from age 17-25 years old are more likely to enjoy the trip during their free time, such as public holidays or school break.

The empirical result shows evidence that ambient conditions and artifacts have a positive and significant influence on the interest in visiting again. Even though ambient condition has the most effect, it is still considered to be too little (0.246), while spatial layout and functionality has no effect on it.

### Suggestions

The government is expected to keep an eye on servicescape that has already present in Lake Toba even though there are two significant variables contributing to small effects, ambient conditions (noise, air quality, waste-materials, pollution, dust, and artifacts).

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