

Optimizing Tour Guide Services for Visitor Satisfaction at the Jakarta National Monument

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Abstract:

The Jakarta National Monument is an important tourist destination that requires quality tour guide services to increase visitor satisfaction. This research aims to analyze the influence of the quality of tour guide services on visitor satisfaction at the National Monument. The research method used is quantitative with a multiple regression approach. The research sample consisted of 150 respondents selected randomly. Data was collected through a questionnaire that measured five dimensions of tour guide services: reliability, responsiveness, assurance, empathy and concrete evidence, and visitor satisfaction. The regression analysis results show that all service dimensions significantly affect visitor satisfaction, with the most significant contribution coming from the dimensions of guarantee and reliability. Improving service quality in every dimension can improve visitors' tourism experience, which impacts their satisfaction. In conclusion, the quality of tour guide services greatly influences visitor satisfaction at the National Monument. Therefore, National Monument managers are advised to strengthen tour guide training and improve service quality in more prominent aspects, such as guide knowledge and responsiveness to visitor needs. This research contributes to developing better service strategies for historical tourism destinations in Indonesia.

Keywords: reliability, responsiveness, assurance, empathy, tangibles, satisfaction

1. Introduction

The National Monument in Jakarta is one of the main tourist icons in Indonesia, attracting thousands of visitors from within and outside the country every year. The existence of a National Monument as a historical tourist destination certainly requires the support of various aspects of good service, one of which is a tour guide (Ratnaningtyas et al., 2023). Tour guides play a vital role in providing an enjoyable experience for visitors and conveying accurate and interesting information about the history and meaning of tourist destinations (Herienda et al., 2024). The quality a tour guide provides can influence the level of visitor satisfaction, which will determine the image and attractiveness (Pusparani et al., 2024).

The National Monument is widely known, and the quality of tour guide services must be further improved. In-depth knowledge of the tour guide and effective communication between the guide and visitors are essential. This can provide visitor comfort and have an impact on their satisfaction. Therefore, this research will explore how optimizing tour guides for good service can influence visitor satisfaction at the National Monument. The problem faced in this research is understanding the quality of tour guide services, which can increase visitor satisfaction. The specific problem that needs to be addressed is the extent to which tour guides at the National Monument can provide services that meet visitors' expectations and the factors that can be optimized for this service. This research aims to identify aspects of tour guide services that need to be improved to increase the experience and satisfaction of visitors to the National Monument.

This research aims to analyze and optimize the role of tour guides in services at the Jakarta National Monument and determine the impact on the level of visitor satisfaction. This research aims to provide recommendations for National Monument managers to improve the quality of tour guide services to increase visitor satisfaction and strengthen the attractiveness of the National Monument as a tourist destination. The results of this research can contribute to strategies for developing better services in the tourism sector,

especially in National Monuments.

2. Literature Review

Service quality Refers to the service provider's ability to meet or exceed customer expectations. General service quality dimensions measured in previous research include reliability, responsiveness, assurance, empathy, and concrete evidence (Ratnaningtyas et al., 2023). Reliability, responsiveness, assurance, empathy, and concrete evidence are the five dimensions of service quality (Sulandra et al., 2024). Reliability refers to the ability to provide consistent and accurate services, while responsiveness is the willingness to respond quickly to customer requests or complaints (Suksesiwaty & Ramadhan, 2024). Assurance relates to providing security and trust through competence and professionalism, while empathy reflects understanding and understanding and feeling of customer needs (Sunarsih et al., 2024). Tangibles include physical elements such as facilities and staff that support the impression of the services' quality (Istiqomah et al., 2023).

Tour guides are a key element in providing good quality service in tourist destinations; competent people can provide a comprehensive and satisfying tourism experience, both in terms of information, communication and social services provided to visitors (Soraya et al., 2021). A good tour guide's quality can increase visitor satisfaction, which ultimately influences the decision to revisit and provide the destination to other people's services because tour guides have a vital role in creating a positive experience for visitors (Lestari et al., 2022). Tour guides who are professional and knowledgeable about tourist attractions can increase visitor satisfaction by providing in-depth information and a more enjoyable experience. They not only serve as transmitters of historical or cultural information but must also be able to manage interactions with visitors, create a friendly atmosphere, and provide services that suit their needs and expectations (Purwaningsih, 2013).

Good interaction between tour guides and visitors can build closer relationships, increasing visitor satisfaction. Services provided by tour guides who are friendly, competent and responsive to visitors' needs can positively impact the satisfaction and loyalty of visitors to tourist destinations. On the other hand, tour guides who cannot meet visitors' expectations can cause dissatisfaction, impacting the image and popularity of the tourist destination itself (Brigitha, 2018).

3. Research Method

This research uses quantitative research to analyze the influence of tour guide services on visitor satisfaction at the Jakarta National Monument. The data obtained will be analyzed using multiple regression analysis to determine how much each tour guide dimension contributes to visitor satisfaction as the dependent variable. The research variables consist of independent variables, including five dimensions of tour guide service quality: reliability, responsiveness, assurance, empathy, and concrete evidence. Meanwhile, the dependent variable in this research is visitor satisfaction, which is measured based on visitors' perceptions of the quality of service provided by Jakarta National Monument tour guides.

The population in this study were all visitors who came to the Jakarta National Monument. The sample used was 150 respondents, randomly selected from visitors to the National Monument. The questionnaire used to collect data consists of 30 question items, with each variable having five questions multiplied by 5; based on Hair's (2017) theory, the sample size is the number of question indicators multiplied by 5 to 10.

The data will be analyzed through validity and reliability tests to ensure the questionnaire can adequately measure the variables. The validity test used Pearson correlation, while the reliability test used Cronbach's alpha to ensure the instrument's internal consistency. After that, multiple regression analysis will be carried out to test the influence of each service dimension on visitor satisfaction. The data analysis techniques used include the coefficient of determination test (R^2) to determine the contribution of the independent variable to the dependent variable and the partial test (t test) to test the influence of each service dimension individually. It is hoped that the results of this analysis will provide insight into the service dimensions that are most influential in increasing visitor satisfaction.

4. Result and Discussion

Table 1. Characteristics of Respondents

Characteristics	Category	Respondent	Percentage
Gender	Male	85	56.7%
	Female	65	43.3%
Age	18-25 years old	50	33.3%
	26-35 years old	40	26.7%
	36-45 years old	30	20.0%
	46-60 years old	20	13.3%
	>60 years old	10	6.7%
Education	Senior High School	35	23.3%
	Diploma	45	30.0%
	Bachelor	60	40.0%
	Postgraduate	10	6.7%
Frequency of Visits	Just the first time	40	26.7%
	1-2 times	50	33.3%
	3-5 times	40	26.7%
	> 5 times	20	13.3%

Most of the respondents to this study were male visitors (56.7%) with a dominant age range of 18-25 years (33.3%) and 26-35 years (26.7%). Most respondents also had a bachelor's degree (40%) and visited the National Monument 1-2 times (33.3%). This shows that National Monuments are visited more by young and educated individuals interested in history and culture. Male visitors are more dominant, perhaps because of their interest in symbols of nationalism, while young people tend to have free time and a higher interest in educational tourism. Highly educated visitors often choose the National Monument as a historical tourism destination. However, most come only once or a few times, possibly due to the lack of variety of attractions at the National Monument.

Table 2. Uji Validitas

Variable	Questioner Item	r-count	r-table
Reliability	Tour guides provide accurate and consistent information about the National Monument	0.801	0.165
	Tour guides always provide straightforward and easy-to-understand explanations	0.762	0.165
	Tour guides can be relied on to provide information at all times	0.825	0.165
	The tour guide always arrives on time according to the specified schedule	0.796	0.165
	Tour guides are always ready to assist if visitors need it	0.780	0.165
Responsiveness	Tour guides quickly respond to any questions sent by visitors	0.752	0.165
	Tour guides are responsive to problems or complaints submitted by visitors	0.777	0.165
	Tour guides provide additional information if visitors need more explanation	0.818	0.165
	Tour guides ensure that each visitor feels well looked after	0.807	0.165
	Tour guides immediately assist visitors who need assistance during the tour	0.791	0.165
Assurance	Tour guides provide convincing explanations that are easy for visitors to understand	0.834	0.165
	The tour guide demonstrated extensive and in-depth knowledge of the National Monument	0.846	0.165
	The tour guide shows confidence in providing explanations to visitors	0.859	0.165
	Tour guides can answer visitors' questions clearly and convincingly	0.813	0.165
	Tour guides make visitors feel comfortable and safe during the tour	0.799	0.165

Empathy	Tour guides show attention to visitors' comfort and needs	0.802	0.165
	Tour guides can listen to visitors' complaints or suggestions	0.778	0.165
	Tour guides adapt communication styles to different visitors	0.816	0.165
	Tour guides pay special attention to visitors who have special needs	0.823	0.165
	The tour guide is friendly and cares about visitors' comfort during the tour	0.780	0.165
Tangibles	The tour guide's appearance is neat and professional	0.762	0.165
	The tour guide has the necessary equipment during the tour (e.g. communication aids)	0.751	0.165
	Tour guides use clean and well-maintained equipment during the tour	0.800	0.165
	The tourist attraction environment is clean and orderly	0.826	0.165
	The facilities provided by tour guides, such as maps or leaflets, are adequate and helpful to visitors	0.795	0.165
Satisfaction	The facilities provided by tour guides, such as maps or leaflets, are adequate and helpful to visitors	0.844	0.165
	Visitors find the information provided by tour guides valuable and useful	0.804	0.165
	Visitors felt that the tour ran smoothly and met their expectations	0.832	0.165
	Visitors feel that the services provided by tour guides enhance their experience at the National Monument	0.851	0.165
	Visitors feel happy and want to revisit the National Monument after taking the tour	0.792	0.165

Based on the validity test results, all question items show a calculated r-value greater than the r-table (0.165). This indicates that each question item used in this research is valid because the calculated r-value is higher than the r-table, indicating a significant relationship between the question items and the measured variables. Thus, all question items in the variables of reliability, responsiveness, assurance, empathy, concrete evidence, and visitor satisfaction can be used to validly measure each of these dimensions in this research.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Alpha Value
Reliability	0.827	0.600
Responsiveness	0.792	0.600
Assurance	0.855	0.600
Empathy	0.800	0.600
Tangibles	0.782	0.600
Satisfaction	0.832	0.600

The Cronbach's alpha value for all variables in this study is more significant than 0.600, which indicates that all variables have good reliability and are reliable. All variables indicate an excellent level of consistency. Thus, the instruments used in this research can provide consistent and reliable results.

Table 4. Coefficient of determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.890	0.792	0.785	0.45261300

Calculating the coefficient of determination shows that the regression model has a strong relationship between the independent variable (tour guide service) and the dependent variable (visitor satisfaction), with an R-value of 0.890. The R Square value of 0.792 indicates that independent variables can explain 79.2% of the variation in visitor satisfaction. Meanwhile, the customized r square, which has a value of 0.785, shows that the model adjusts to the number of variables used. The standard error of the estimate of 0.4526 reflects a

relatively low prediction error, indicating that this model provides reasonably accurate results in predicting visitor satisfaction.

Table 5. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	1.245	0.350	-	3.557	0.000
Reliability	0.435	0.085	0.400	5.118	0.000
Responsiveness	0.312	0.090	0.295	3.467	0.000
Assurance	0.510	0.080	0.450	6.375	0.000
Empathy	0.391	0.089	0.350	4.391	0.000
Tangibles	0.298	0.093	0.275	3.208	0.001

Partial test results show that all independent variables, namely reliability, responsiveness, assurance, empathy, and concrete evidence, significantly affect visitor satisfaction. This can be seen from the t-count value being more significant than the t-table (the t-table value is generally 1.960 for a significance level of 0.05) and the Sig value smaller than 0.05. Thus, all of these variables are proven to significantly contribute to visitor satisfaction at the National Monument, which means that improving quality in these service dimensions can increase overall visitor satisfaction.

The reliability or openness of tour guide services significantly influences visitor satisfaction at the National Monument because visitors want accurate, consistent and trustworthy information throughout the tour. A tour guide who can be trusted to provide clear and timely explanations will increase visitors' sense of comfort and influence their overall experience. When visitors feel confident in the quality of the information provided, they will feel more satisfied. Previous research by Purwaningsih (2013) revealed that service performance is directly related to visitor satisfaction at tourist attractions; the reliability factor in service influences perceptions of service quality, which in turn influences customer satisfaction.

The responsiveness or responsiveness of tour guide services has a significant effect on visitor satisfaction because the guide's speed and sensitivity in responding to visitors' needs or questions is an important factor in creating a satisfying experience. Tour guides who respond quickly to requests or problems will pay high attention to visitors' needs, increasing feelings of appreciation and satisfaction. Research by Lestari et al. (2022) shows that responsiveness to visitors greatly influences their satisfaction and that visitors tend to be more satisfied when services are provided responsively, especially in situations that require direct attention from the tour guide.

Assurance, which includes the tour guide's knowledge and confidence in providing explanations, significantly affects visitor satisfaction. Visitors feel more comfortable and safe if the tour guide shows adequate expertise and knowledge. A guide who can convince visitors by providing clear information and promises will increase visitors' confidence in the tour. Research by Nurinsani et al. (2020) revealed that trust and confidence in tour guides can increase visitor satisfaction at tourist destinations. The assurance dimension significantly influences customer satisfaction by creating a sense of consumer comfort and security.

The empathy of tour guide services also significantly affects visitor satisfaction at the National Monument because visitors feel appreciated when the tour guide pays attention to their comfort and needs. Guides who can understand and adapt to visitor characteristics, such as paying special attention to those who need it, will provide a more enjoyable and satisfying experience. Research by Ramadhan & Anggraini (2024) shows that empathy in service can increase customer satisfaction, especially in situations that require personal attention; that concern for customer needs, which is reflected in empathy, is significant for creating a satisfying customer experience in the service industry, including tourist.

Tangibles or physical factors related to tour guide services, such as the guide's appearance, the equipment used, and the cleanliness and orderliness of tourist facilities, significantly affect visitor satisfaction. Visitors tend to judge service quality based on appearance and physical comfort they experience

during the tour. Tour guides who have a professional appearance and use appropriate equipment and a clean and orderly tourist environment will increase the positive image of the National Monument as a tourist destination. Research by Aqwal and Ferdian (2024) shows that physical service elements, such as appearance and facilities, influence perceptions of service quality and customer satisfaction. Physical quality or evidence is important in increasing customer satisfaction in the service sector.

5. Other recommendations

Based on the results of this research, the five dimensions of tour guide service quality: reliability, responsiveness, assurance, empathy, and concrete evidence have a significant effect on visitor satisfaction at the Jakarta National Monument. All of these dimensions are proven to have a significant contribution to increasing the level of visitor satisfaction. Improving service quality in every dimension can produce a more satisfying experience for visitors, increasing interest in revisiting and promoting the National Monument as a higher-quality educational tourism destination.

Specifically, the reliability dimension provides an important impact by ensuring accurate and consistent information throughout the tour. The responsiveness dimension shows that the guide's responsiveness to visitors' needs can make them feel appreciated and satisfied. In addition, the assurance dimension leads to visitors' confidence in the tour guide's abilities, increasing their comfort and satisfaction. The empathy dimension is also critical, where attention to visitors' comfort and individual needs creates a more personal and enjoyable experience. Finally, the Tangibles dimension includes the appearance of the guide and supportive facilities and contributes to positive perceptions of the services' quality.

This research suggests that the National Monument management should continue to strive to improve the quality of tour guide services by focusing on these aspects to maintain and increase visitor satisfaction. Apart from that, this research can be a reference for further research on factors-faktor lain yang memengaruhi kepuasan pengunjung di destinasi wisata bersejarah lainnya.

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