

**THE CORRELATION OF SERVICE QUALITY TOWARDS
DESTINATION LOYALTY WITH TOURIST SATISFACTION
AS INTERVENING VARIABLE IN KEBUN RAYA BOGOR**

By

Catherine Caroline Jeo
11303082



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat no. 15, Alam Sutera
Tangerang, Banten 15143 – Indonesia

July 2017

Revision after the Thesis Defense on 18th July 2017

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Catherine Caroline Jeo

Student

Date

Approved by:

Made Widyatantri Merati, S.Ds, MA

Thesis Advisor

Date

Dr. Nila K. Hidayat, S.E., M.M.

Dean

Date

Catherine Caroline Jeo

ABSTRACT

**THE CORRELATION OF SERVICE QUALITY TOWARDS
DESTINATION LOYALTY WITH TOURIST SATISFACTION
AS INTERVENING VARIABLE IN KEBUN RAYA BOGOR**

By

Catherine Caroline Jeo
Made Widyatantri Merati, S.Ds, MA, Advisor

SWISS GERMAN UNIVERSITY

In the tourism industry, service quality has long been the benchmark to measure the tourist satisfaction in a destination. High level of satisfaction would increase the probability of destination loyalty; shown by the willingness to revisit and recommend others to visit the destination. The purposes of this research are to determine whether there is any correlation between: (1) service quality and tourist satisfaction, (2) tourist satisfaction and destination loyalty, and (3) service quality and destination loyalty in Kebun Raya Bogor. This study is a causal explanatory research with quantitative approach to gather the data. The sample was taken from the visitors of Kebun Raya Bogor. The questionnaires were distributed to 90 visitors and the data was analyzed using non-parametric test with Chi-squared analysis. The result shows that there is a strong correlation between service quality and tourist satisfaction (70.4%), a moderate correlation between tourist satisfaction and destination loyalty (57.8%), and a moderate correlation between service quality and destination loyalty (55.5%). The result also provides several recommendations for the management in hopes that the service quality can be improved thus increasing the level of tourist satisfaction which leads to destination loyalty.

Keywords: service quality, SERVQUAL, tourist satisfaction, destination loyalty



DEDICATION

I dedicate this thesis to myself, my family, my closest friends, and the hospitality industry of Indonesia.



ACKNOWLEDGEMENTS

I present my deepest gratitude to the Universe; for only by the blessings of it can I finish my thesis work in the given time. I would also like to thank the following people who have helped me through the thick and thicker (it doesn't get thin until the end, believe me) of my thesis work:

1. To my thesis advisor; Ms. Tantri Merati, for your never-ending support and guidance from the start. Working with you was really special. Thank you for keep motivating me and for taking care of me. You ARE truly the art of my thesis process.
2. To Mrs. Sienly Veronica, for all your advices in my thesis writing progress. Thank you for your time and patience during those stressful moments. Your kindness is just too great I cannot express my gratitude through words.
3. To Kebun Raya Bogor, especially to Mrs. Mery Suzanna and Mr. Kapat Yuriawan for your warm welcome and hospitality during my data collection process. I definitely cannot finish this thesis without your assistance.
4. To my *Cireng*; Diedra Cicely, Chrisya Virginia, Kania Clevina, and Henny Tirta. Thank you for being my source of happiness for the past four years. For me, you guys are more than friends. I will hold the memories of all the crazy moments we had during our university life dearly. You guys are my weed; when we are together, we are unstoppable laughing machines.
5. To my *Perempuan Perkasa*; Tiffanie Barbangso and Flora Vineza, you guys are just amazing. Thank you for all those crazy inappropriate talks, panic moments, and laughter. In addition, I would like to thank Rizaldi Adikusumah for his support during this thesis writing process. The three of you have taught me the true meaning of friendship.
6. To all Hotel and Tourism Management Department lecturers and staffs; Mrs. Munawaroh, Mr. Vishnu, Mr. Oqke, Mr. Are, Mrs. Karin, and all lecturers that have taught me the beauty of hospitality world from day one.

7. To all my friends in Bali. The experiences I got during my internship days were amazing. Thank you for broadening my perspectives and reminding me why I love my job.
8. To the friend I cherish in life; Clara Monica. Thank you for being a good supporter for the past 7 years. Our Jakarta-Busan distance means nothing for us because we know that we are always connected by hearts. I would also like to thank Ni Luh Nyoman Sekar Mahayu Ningtyas for being a friend who I can share all my problems during my lows, and being the crazy-weird girl I love during our highs.
9. To my life mentor, Giovanni Aldo. Thank you for listening to my rants and giving me the best advices. I am grateful for those random talks, endless debates, and I am most thankful because you keep reminding me to follow my dreams. *Danke, danke, danke.*

Last but not least, I would like to express my gratefulness to all the people who crossed the path of my life. May happiness be granted upon you all.

SWISS GERMAN UNIVERSITY

TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR	2
ABSTRACT.....	3
DEDICATION	5
ACKNOWLEDGEMENTS	6
TABLE OF CONTENTS	8
LIST OF FIGURES	11
LIST OF TABLES	12
LIST OF APPENDICES	14
CHAPTER 1 – INTRODUCTION	15
1.1 Background	15
1.2 Problems	18
1.3 Objectives	18
1.4 Questions.....	18
1.5 Scope and Limitation	18
1.6 Significance of Study	19
1.7 Thesis Structure	19
CHAPTER 2 - LITERATURE REVIEW	20
2.1 Research Process.....	20
2.2 Theoretical Perspectives	21
2.2.1 Tourism	21
2.2.1.1 Tourism Products and Services	21
2.2.1.1.1 Service Quality.....	22
2.2.1.1.1.1 SERVQUAL Method.....	22
2.2.1.2 Visitor/Tourist.....	23
2.2.1.2.1 Tourist Satisfaction	23
2.2.2 Destination	24
2.2.2.1 Destination Loyalty.....	25
2.3 Previous Study	27
2.4 Basis of Differences	36
2.5 Framework of Thinking	36
2.5.1 Relationship between Service Quality and Tourist Satisfaction.....	37
2.5.2 Relationship between Tourist Satisfaction and Destination Loyalty	37
2.5.3 Relationship between Service Quality and Destination Loyalty	38

2.6	Research Model	40
2.7	Hypothesis.....	41
CHAPTER 3 – RESEARCH METHODS		42
3.1	Research Process.....	42
3.2	Research Method	43
3.3	Research Questions	43
3.4	Data Sources and Collection Method	43
3.4.1	Primary Data	43
3.4.2	Secondary Data	43
3.5	Time and Place of Research.....	44
3.6	Operational Variable Definition	44
3.7	Population and Sample	46
3.7.1	Population	46
3.7.2	Sample.....	46
3.7.2.1	Sampling Method.....	46
3.8	Method of Data Analysis	47
3.8.1	Pre-Test	48
3.8.2	Post-Test.....	48
CHAPTER 4 – RESULTS AND DISCUSSIONS		52
4.1	Data Source	52
4.1.1	Destination Profile	52
4.1.2	Demographic Information.....	54
4.1.3	Data Tabulation.....	63
4.1.4	Descriptive Statistics.....	74
4.2	Data Analysis	78
4.2.1	Validity Test.....	78
4.2.1.1	Validity Test Result in Pre-Test.....	78
4.2.1.2	Validity Test Result in Post-Test	82
4.2.2	Reliability Test.....	86
4.2.2.1	Reliability Test Result in Pre-Test.....	86
4.2.2.2	Reliability Test Result in Post-Test	87
4.2.3	Classical Assumption Test.....	88
4.2.3.1	Normality Test Result	88
4.3	Hypotheses Test	91
4.4	Discussion	95
4.4.1	Discussion for First Hypothesis	95
4.4.2	Discussion for Second Hypothesis.....	95

4.4.3 Discussion for Third Hypothesis.....	96
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS.....	97
5.1 Conclusions.....	97
5.2 Recommendations.....	97
5.2.1 Recommendations for Future Research	97
5.2.2 Recommendations for Managerial Implications	98
GLOSSARY	100
REFERENCES	101
CURRICULUM VITAE	120

