

Perceived service quality and perceived value towards tourist satisfaction in beach tourism

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Abstract: *The purpose of this study is to examine the relationship between perceived quality and perceived value towards tourist satisfaction in beach tourism. Tourism industry especially in Bali contributes to a high percentage to economy with more than 40% tourist arrival. Understanding the needs and tourist expectations is important in order to serve them better. Data were collected from a questionnaire distributed to tourist at selected top five beach tourism. 200 respondents gathered and data were analyzed using structural equation modelling. The results indicate that both predictors are equally important towards the tourist satisfaction. With respect to the findings, service provide must carefully review their marketing strategy especially related to the service quality and value. Both are not only interrelated but involved in belief, perception and emotions, that is intangible and subjective. Service provider that are able to position and offer the high benefits over cost will definitely gain more supports from customer or tourist.*

Keywords: *Perceived service quality, perceived value, Tourist satisfaction,*

I. INTRODUCTIONS

There are at least 22 best beaches in Bali and have been aggressively promoted not only by tourism department but by other agencies domestic and international. Recent report indicates that the number of tourists to Bali is actually contributed to the 40% of the overall tourist to Indonesia. It means that Bali is among the popular destination among the tourist and as such need to pay more attention with regards to the customer and tourist satisfaction. Tourism in Indonesia is actually contributed to 1.8% of total GDP in the past year and targeting to achieved 5.6% of total employment in the country. Despite being popular for the beaches, Bali is actually facing a dilemma when recently tourist starts to compare their beaches against other beaches or coastal tourism in other part of Indonesia. A report recently stated that Bali is actually was left behind in terms of environmental protection, law enforcement, social equality and corruptions. Such issues is actually my brings negative impact to Bali from the perspective of customer. Bali need to improve their level of service covering both micro and macro marketing. The main objective is to ensure that each customer who visited the tourism destination got satisfied. The service provider needs to increase their service quality level and understanding the customer needs and wants so that it can easily meet the expectations. The challenges among the service provider is not only meeting the customer demands but to compete among the industry players.

This research s to investigate the role of service quality and perceived value which is important towards business survival and sustainability. It is always the best if each service provider can promote their unique services and promote that as selling point that can increase and attract more tourist.

II. LITERATURE REVIEW

2.1 Tourist satisfaction

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Study on customer satisfaction have been done broadly for 4 decades ago. But the topic is remaining important as customer change. Customer today is from a different generation (Razak & Shamsudin, 2019). They are the same like customer at 3 to 4 decades ago. The customer behavior changes as well as their attitude and how they perceived at value and quality. Customer today is very knowledgeable (S. (Sam) Huang & Crotts, 2019; Torres-Sovero, González, Martín-López, & Kirkby, 2012; Zailani, Ali, Iranmanesh, Moghavvemi, & Musa, 2016). They know what exactly what they want and have more bargaining power (Ramseook-Munhurrin, Seebaluck, & Naidoo, 2015; Swart, George, Cassar, & Sneyd, 2018). Marketers at the same time also have change. Today at the 21st century people are talking about modern marketing. Today is all about digital marketing that creates value to the customer. The definition of customer however remains the same. It is the overall customer experience based on the comparison between customer expectation and service delivery (Chi & Qu, 2008; Cong, 2016; Nield, Kozak, & LeGrys, 2000). Customer who enjoyed service performance more than what they expect is getting happy and satisfied. Customer who put high hope but received low service delivery or performance many ended up frustration or dissatisfaction (Razak & Shamsudin, 2019).

Tourist satisfaction actually carries the same method as customer satisfaction (Asmelash & Kumar, 2019; Bazneshin, Hosseini, & Azeri, 2015; Truong, Lenglet, & Mothe, 2018). Tourist satisfaction is the overall emotional state upon experience the visit or trips. It can be concluded that tourist satisfaction is the comparison between pre visit and post visit, Tourist who feel enjoy and happy after the trip may get the excitement of satisfaction. Whereas, according to (Hasegawa, 2010; Murphy, Moscardo, Benckendorff, & Pearce, 2011; Radu & Dobrescu, 2014) customer who feel frustrated after the trip may get frustration and dissatisfaction. Tourist satisfaction is equally important as customer satisfaction. The role of tourist expectation is important as satisfied tourist may bring benefits to the destination operator or tourism service providers (M. F. M. F. Shamsudin, Esa, & Ali, 2019). The trip that fulfill the customer expectations may lead to contribute to positive customer experience. Tourist may share their experiences and recommend the destination to their family, friends and their social media networking (Alegre & Garau, 2010; Park, Bufquin, & Back, 2019; Yu & Goulden, 2006). Today customer used social media to share their experience. The practice of word of mouth now is converting to e-word of mouth where customer can easily update their story, share their moments using the social media over the internet (M. Shamsudin et al., 2015). Today the word of mouth is no longer after event. It can be done through live video that can be share and view by unlimited numbers of people within the customer social group (M. F. Shamsudin, Razak, & Salem, 2018). The advantage of word of mouth is that destination may have enjoyed greater coverage and promotions through their customer. The spread news about the destination may sparks other tourist to come for a visit. Indirectly it means that happy tourist will get satisfied and they will later share their satisfaction by recommending the destination to other potential tourist. (Hassan & Shamsudin, 2019) stated that the higher the tourist get satisfied, the higher likelihood that the tourist will come back for the repeat visit.

Tourist satisfaction is very much depending on the perceived service quality and perceived value. The higher the perceived level may lead to low chances of the tourist getting satisfaction level. Today customer could be different from the past (Hui, Wan, & Ho, 2007; Mutanga, Vengesayi, Chikuta, Muboko, & Gandiwa, 2017; Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013). Today tourist can have a clear information before they even arrived at the destinations. There are many options that tourist can get information about the destination before making decision to visit. The current technology provides the facility of live video, video advertisements, travel blog, tourist experience video and comment and feedback from previous tourist. Tourist may have enjoyed a virtual 360-degree view should there is anyone from the past upload in the internet. (Lee, Jeon, & Kim, 2011; Rajaratnam, Munikrishnan, Sharif, & Nair, 2014; H. Song, van der Veen, Li, & Chen, 2012) claimed that tourist should make a wise judgement on the perceived quality and perceived value as they have the chance to see and pre experience the trip before the actual moment.

Past researches on tourist satisfaction leads to various conclusion as it is very difficult to generalize the findings of one destination into another (Agyeiwaah, Adongo, Dimache, & Wondirad, 2016; Hasegawa, 2010; Murphy et al., 2011). (M. F. Shamsudin et al., 2018) claimed that the tourist itself is heterogeneous by nature and it depends on the destination and other external factors that play role towards the tourist satisfaction level (M. F. M. F. Shamsudin et al., 2019). The varieties of destination available for tourism may result to a different emotional state of mind based on different demographic profile of tourist (M. F. M. F. Shamsudin, Ishak, et al., 2019). Tourist who doesn't like beach will definitely give a negative customer experiences on their visit. Whereas tourist who likes beach for watersport may not getting satisfied if the beach does not provide the extreme activities as the tourist wish to have (Asmelash & Kumar, 2019; Bazneshin et al., 2015; Truong et al., 2018). The tourist satisfaction level need to match with the overall tourist perceived quality and value for comparison.

2.2 Perceived value

It was mentioned earlier that there is a changes in marketing approach due to the change of customer pattern and behavior (García-Fernández et al., 2018; Hamari, Hanner, & Koivisto, 2020; C. Wang, Teo, & Liu, 2020). Customer perceived value last times can be measure using the economy situation (Foroudi, Marvi, & Kizgin, 2020; Konuk, 2018; C. Wang & Teo, 2020; Yu Wang, Gu, Wang, & Wang, 2019). In the past perceived value is just a total evaluation that customer gain based on the losses and benefits. The positive balance based on the evaluation means that the customer enjoyed high values as compared to the negative answer.

Today perceived value has been extending to more factors such as functional value (Konuk, 2019; Nugroho, Setyorini, & Novitasari, 2019), value for money (Muhammad, Farid Shamsudin, & Hadi, 2016), emotional value (Hamari et al., 2020), social value (Ahn & Thomas, 2020; S. C. Chen & Lin, 2019; C. Wang et al., 2020), and novelty value (H. J. Chen, Wong, Bilgihan, & Okumus, 2020; El-Adly, 2019; El-Haddadeh et al., 2019). The combinations of five dimensions will lead to the actual perceived value especially for the case of tourist perceived value with regards to the beach as destination areas. According to (L. Huang, Mou, See-To, & Kim, 2019; Sharma & Klein, 2020; Y. Song, Guo, & Zhang, 2019) perceived value is the benefits minus the cost that may result to the value. Tourist who enjoyed the beach at the maximum level may have high value although they need to spend high cost of transportation, travelling and accommodation. Tourist who come all the way from far and spending a lot of money may find low value should the beach offered nothing unique.

Functional value is according to (Mustak, 2019; Punzo, Panarello, Pagliuca, Castellano, & Aprile, 2019; Zanon, Munhoz Arantes, Calache, & Carpinetti, 2019) is the result of economic evaluations that tourist obtained from the capacity of the functional. In this study the beach is representing the perceived utility whether the tourist is getting more positive result or not. (Aini, Rahardja, & Hariguna, 2019; Kim, Oh, Park, & Joo, 2018; Yang Wang, Liu, Huang, Zuo, & Rameezdeen, 2020) stated that it is the outcome of enjoying the beach as the main product or services measured in this study. (Shapiro, Reams, & So, 2019; Sinha & Verma, 2020) argued that the functional value may also contains the function of service value, price and flexibility.

Past research (L. Huang et al., 2019; Mustak, 2019; Punzo et al., 2019; Sharma & Klein, 2020) indicates that the tourist benefits that the tourist expect to gain from the beach. Tourist benefits in this study is closely related to the benefit that tourist gained at the beach. The benefit of tourist gained at the beach is very much important and contribute to the total sum up of the tourist benefit. There is also the image benefit that contribute to the total benefits. The image is representing by the attraction and popularity of the beach. It can also be measured with the difficulty of tourist to reach the place that may contribute the high image. Other than that (H. J. Chen et al., 2020; El-Adly, 2019; El-Haddadeh et al., 2019; Y. Song et al., 2019) also mentioned about the service benefits that the tourist could enjoyed during their session at the beach. Those things are all based on perceived and the result could be varying from one to another. Another element is the personnel benefit that the tourist may enjoyed or gain at the beach. (M. F. Shamsudin et al., 2018) stated that combination

of at the dimensions may contribute to helps whether tourist is gaining positive or negative value. (García-Fernández et al., 2018; Hamari et al., 2020; C. Wang et al., 2020).

2.3 Perceived service quality

Perceived service quality is the overall customer experiences of the service quality delivery based on the comparison between service delivered against expectations (Truong et al., 2018). The service quality roles towards customer satisfaction is very important as it have been proofed by many past researches. The findings however resulted to a various key points where it indicates a different preference among the tourist based on the destination and areas of tourist attractions, the study on beach is covering on the same dimensions of service quality but the services offered is according to the suitability of the services itself from the service providers to their customer. (Kozak, 2001) highlighted that the service deliver should not focused only on tourist but should be able to satisfy the customer as an overall means of focused. Total perceived quality derived from two important elements which are experienced quality and expected quality. High expectation quality may lead to high expectations from the tourist before the actual experienced occurred. The high expectations could be due to information received from previous tourist or report from other past customers with regards to their experiences. Today customer may have enjoyed accessing to information to almost everything that they need to know as their preparation to visit the destination. Tourist can have enjoyed reading the review, watch videos and follow the development from the social media or any other digital media platforms. All the information gathered will be translated into the tourist expectation before they arrived at the destination and experienced themselves the services that they expected to receive. On the other hand, experience quality is related to the real service delivered to the tourist while they are on site. The treatments from the service providers, the physical attributes offered as well as the interactions from the employee. Combinations of all the services received than will be the findings whether the tourist is satisfied enough or not. The challenges in the service quality especially related to the tourist is because the perceived quality is different from one perception to another. Low expectations could lead to satisfaction upon receiving the actual services. The high expectations could be ended up frustrated because they did not receive as per what they expected to receive based on the virtual information and experiences. Based on that, service provider needs to be more focused on customer especially tourist as they are important towards the business survival.

The service on tourist destination is mostly related to the environment of the destination. Service provider must ensure that they provide a clean environment that may attract more tourist to come. Besides that, service provider must ensure that the places are clean and pleasant to the tourist. (Yadav & Pathak, 2016) highlighted that the service provider must ensure that the overall customer benefits is more that the amount that paid to enjoy the services. High benefits over cost may lead to a positive value that may lead to customer satisfaction. As such putting more effort in service deliver will ensure that customer is satisfied and chances for the service provider to enjoy the benefits of having satisfied customer is very bright. Service related to tourist is not only related to providing the destination spot in good condition but must also ensure the safety of the tourist. They must feel safe and secured especially when the service provider prepared a good welcome to them and having the tourist as their customer. Service involving customer interaction between tourist and service providers through their employee is also important. That interactions are actually the best communication touch point where service providers can gain feedback and obtained as many information as possible in order to understand what actual that tourist is looking when they visited the destination.

Services offered by the service provider must be reliable and worth over the effort made by the tourist. The high competition among the industry players lead to a creative idea in attracting customer and tourist. As such service providers must ensure that they are keeping their focused in maintaining the customers and ready for the next level which is to retain and get them satisfied. Complaint, comments, feedback and ideas are among the best measurement tool that service provider can used in order to identify the level of service quality delivered. Service providers can also follow the rating

made by the tourist on the tourism portal about their services. High rating means that customer is satisfied and they will talk good about their experiences and the service provider. Low rating means that the service providers need to put more effort in understanding the needs and wants of tourist or customer for the future benefits. Overall, service quality is again other factors that should be focused in getting more customers and obtained the market share and market growth.

III. METHODOLOGY

This research aims to measure the relationship between Perceived service quality and Perceived value towards tourists' satisfaction. Both constructs will be measured based on direct relationship towards tourists' satisfaction. This research applied quantitative method thus it used questionnaire to gathered data. The data collections used a self-administered survey form which consist of 8 questions on respondent profile and 13 questions related to the constructs. All items used in the research was adopted from the past researcher. Pilot test was conducted prior to the full data collection to check the suitability of the selected items. 3 subject matter in marketing were referred to comment on the questionnaire to ensure the questions meet the objectives and ease to understand. Some minor changes made based on comments and suggestions from the subject matter expert. 200 respondent participate in the data collections exercises with the help from the tourism operator. Only international tourist was invited to participate and selection of respondent based on convenience sampling. Data was analyzed using the structural equation model.

IV. FINDINGS

200 respondents participated in the survey in which 49% male and 51% female. All respondent is international tourist that come to Indonesia for vacation purposes. Breakdown by percentage that participated in the survey is China (25%), Australia (30%), Japan (10%), South Korea (5%), USA (14%), UK (9%) and the balance 7% are from ASEAN countries. It was found that 35% from respondent have come to Indonesia at least one before and the balance is first time tourist to Indonesia. Majority of the respondent are between 25 to 35 years old with the length of stay between 7 – 10 days.

Table 1: Descriptive statistics and results of confirmatory factor analysis

Item	Mean	Sd	SFL	t-value	CR	AVE	Item to total correlation	α
Perceived service quality								
PSQ 1	4.40	0.68	0.853	10.955	0.807	0.72	0.619	0.832
PSQ 2	4.37	0.67	0.852	10.988			0.632	
PSQ 3	4.45	0.69	0.849	10.875			0.623	
PSQ 4	4.37	0.67	0.852	10.912			0.658	
Perceived value								
PV 1	4.36	0.65	0.844	10.194	0.804	0.68	0.667	0.744
PV 2	4.48	0.62	0.841	10.236			0.678	
PV 3	4.46	0.67	0.867	10.114			0.605	
PV 4	4.45	0.69	0.836	10.126				
Tourist satisfaction								
TS 1	2.28	0.83	0.871	13.006	0.906	0.67	0.838	0.904
TS 2	2.47	0.74	0.870	13.120			0.822	
TS 3	2.59	0.67	0.849	12.968			0.761	
TS 4	2.44	0.85	0.834	12.564			0.701	
TS 5	2.36	0.84	0.827	12.485			0.795	

Notes: SFL, standardized factor loadings; CR, composite reliability; AVE, average variance extracted; α , Cronbach's α

The factor loadings of all the variable items of the brand experience construct were above 0.7 with acceptable level (Hair et al., 2010). Factor loadings of all the items were above 0.7. The Cronbach's α values of all the constructs were above 0.7, which was higher than the minimum cut-off (i.e. 0.7) (Nunnally, 1978). Table 1 shows that composite reliability (i.e. ranging from 0.804 to 0.906) was higher than the suggested value of 0.7 (Hair et al., 2010). The average variances extracted (AVE) of the constructs (i.e. ranging from 0.67 to 0.72) were higher than the minimum accepted value of 0.5 (Bagozzi and Yi, 1988). The factor loadings of all variables were above the minimum acceptable value of 0.5 with the high AVE of the latent constructs confirming convergent validity (Fornell and Larcker, 1981). AVEs were higher than the squared correlations between a pair of the latent constructs, thereby confirming the discriminant validity

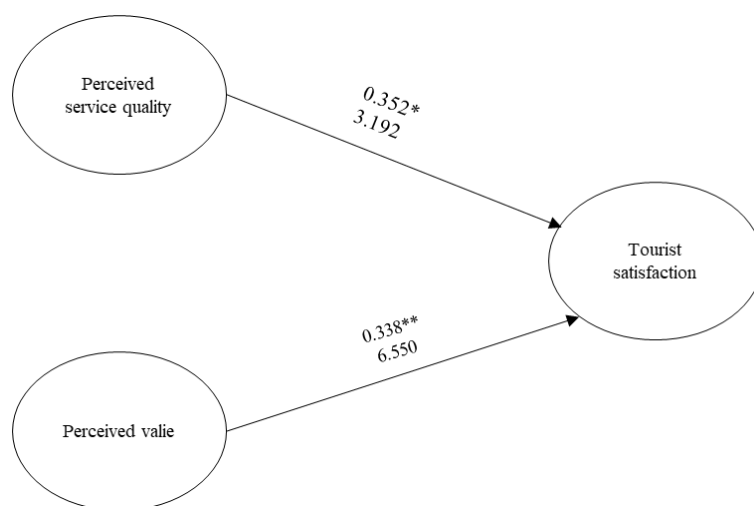
Table 2: Squared correlations matrix of latent variables

Constructs	Mean	Perceived service quality	Perceived value	Tourist satisfaction
Perceived service quality	4.50	0.72 ^a		
Perceived value	4.32	0.63 ^b	0.64	
Tourist satisfaction	3.56	0.75	0.58	0.61

Notes: ^aAverage variance extracted; ^bsquared correlations

Table 2 indicates the factor loadings of constructs in which all were found to be more than 0.5 which is the minimum acceptable value. It is also found that the AVEs value were higher than the squared correlations between a pair of the latent constructs, thereby confirming the discriminant validity.

Figure 1: Result of proposed model



The constructs and the hypothesized relationships were tested using a structural model. Figure 1 shows that perceived service quality has a positive effect on tourist satisfaction ($\beta = 0.352$, $t = 3.192$, $p < 0.001$). Thus, H1 is supported. Perceived value positively influences tourist satisfaction ($\beta = 0.338$, $t = 6.520$, $p < 0.001$). Hence, H2 is supported.

V. DISCUSSION AND SUGGESTIONS

This study is about the measurement between perceived service quality and value towards tourist satisfaction. The study shows that both perceived value and quality are significant towards tourist satisfaction. It means that both are the factors

that derived tourist satisfaction. Perceived service quality representing the overall customer expectation before and after the experiences. The higher the expectations the more challenges are for the service provider to meet the customer positive perceived quality. Service provider need to address this carefully as the results will determined towards the main objective which is to achieve customer satisfaction. Past researcher highlighted it is difficult to deal with the perception. It is intangible and related to customer psychological needs. However, there are both advantages and disadvantages about the perceived service quality. The disadvantage is that poor perceived may lead to poor interest that may affect the business performance. The advantages are that the high perceived may help to differentiate the product or services from other competitor. High perceived also help the service provider to continuous increase their service level according to the high expectations. Indirectly it leads to the superior services.

Perceived value on the other hand is the substance of the customer experiences. It can be derived from both combinations of emotions and logical evaluations. Marketers emphasis on the service value as it can improve the customer or in this context is tourist satisfaction. Service provider is suggested to look into details by finding out the actual customer needs and wants in order to improve their service value. Basic formula used by the customer is by deducting the benefits against the cost in order to get the value. Positive results at the value means customer enjoyed more benefits than the amount of investment that they paid for the services. Therefore, it is valuable. On the other hand, negative value means the amount of investment or cost that they paid was not worth for the benefits that they got. Service provider need to focused on their services attributes and match with the overall benefits that customer gain.

Based on the results, it is important for the service provider to focused on both as it is interrelated between perceived quality and perceived value. Service provider that managed to solve the expectations and psychological state of demand will for sure survive and sustain in the market. This study at the same time support a few recent research on the perceived quality (García-Fernández et al., 2018; Keshavarz & Jamshidi, 2018; Suhartanto, Gan, Sarah, & Setiawan, 2019; C. Wang & Teo, 2020) and perceived value (Ahn & Thomas, 2020; MacIntosh & Spence, 2012; Y. Song et al., 2019; Vijaranakorn & Shannon, 2017) towards customer satisfaction (M. F. Shamsudin et al., 2018).

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