

# The Impact of Facilities and Tour Guide Services on Tourists' Satisfaction in the Destination of Old Town Jakarta

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## Abstract

This research aims to determine the impact of tourism facilities and tour guide services on tourists' satisfaction in the destination of Old Town Jakarta. This is a quantitative descriptive study that employs multiple regression analysis. The study involved 100 respondents selected through accidental sampling. The results indicate that facilities and services partially significantly affect tourists' satisfaction. The facilities cover various aspects such as accommodation, transportation, food, shopping places, tourist sites, and other recreational facilities. Tour guides who provide friendly, informative, and helpful services can assist tourists in feeling more comfortable, safe, and organized during their trip. Therefore, the government and tourism destination managers should pay attention to the development and maintenance of tourist facilities and the provision of tour guides to offer a better holiday experience for tourists.

**Keywords:** Tourism Facilities, Tour Guide Services, Tourists' Satisfaction

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## 1. Introduction

As the capital city of Indonesia, DKI Jakarta has a tourist destination known as the Kota Tua Jakarta Destination. Kota Tua Jakarta is a cultural heritage area that has existed since the Dutch colonial era. Kota Tua Jakarta is not only important historically, but it also leaves various cultural and historical legacies. This can be seen from the many Dutch colonial heritage buildings and reflected in the layout and architectural design of the city. There are several ancient Dutch heritage buildings in the Kota Tua destination, some of which have been turned into museums, including the Fatahillah Museum, the Fine Arts and Ceramics Museum, and the Wayang Museum (Budistyorini et al, 2019).

In order to optimize the development of facilities and tour guide services in the Kota Tua destination, they need to be improved, ranging from those related to cultural heritage to the latest ones. Based on the quality of the facilities, they are quite adequate. However, there are still some facilities that are inadequate in terms of aesthetics in the Kota Tua Jakarta Destination. For example, the damaged information boards found in various spots, especially the information boards on the floor that have some missing letters and the tour guides that are only available in certain places, especially only in the museums.

Thus, it proves that the facilities and tour guide services in the Kota Tua Jakarta Destination are not yet optimal, especially in terms of tourism facilities. This is a feedback for the Kota Tua area managers to maintain facilities and improve the quality of tour guide services. This will attract the interest and satisfaction of tourists who will visit.

Efforts to optimize the tourist attraction in the Kota Tua Jakarta area require research that examines facilities and tour guide services. This research is very useful for assessing a comfortable destination for tourists. And with this research, it can attract the interest and satisfaction of tourists in the Kota Tua Jakarta Destination. One of the reasons why the researcher chose the Kota Tua Jakarta Destination as the research object is because the researcher was inspired when visiting the Kota Tua Jakarta Destination as a tourist. Thus, the research paper entitled "The Influence of Tourism Facilities and Tour Guide Services on Tourist Satisfaction in the Kota Tua Jakarta Destination" is realized.

## 2. Literature Review

### Tourism Facilities

The completeness of amenities is one of the things that is considered and taken into account when visiting tourist destinations. Tourists are interested in visiting tourist destinations because they have adequate facilities. Some even hunt for information about the desired facilities before traveling to a destination. Facilities are services offered by a tourist destination to assist or promote tourist visits to a destination. Tourists will also find attractive tourist destinations that have sufficient facilities, satisfy visitors, and meet service requirements (Nurbaeti et al, 2022). Facilities are grouped into three categories, namely (Huda, 2015): (1) Main facilities, which are facilities that are highly needed and felt necessary while visitors are at a tourist attraction; (2) Supporting facilities, facilities that are proportionally complementary to main facilities so that tourists will feel more comfortable; (3) Supporting facilities, which are basically facilities that serve as complementary facilities so that tourists' needs

are fulfilled during their visit.

### Tourist Guide Services

The quality of tourist guide services is essential in determining the level of satisfaction given to tourists in the form of service. Therefore, the quality of tourist guide services can be known through tourists' opinions on the satisfaction of the services they receive as expected (Tanjung, 2015). The quality of a service is said to be excellent if it meets or exceeds tourists' expectations. When the level of service is below what is anticipated, it is said to be of poor quality. The dimensions of tourist guide services are as follows (Tjiptono, 2015): (1) Competence, meaning that everyone has knowledge and skills; (2) Responsiveness, consisting of the willingness or readiness of service providers to provide the services needed by customers; (3) Communication, which is information conveyed communicatively.

### Tourist Satisfaction

Tourist satisfaction is an important benchmark for the availability of facilities and the quality of tourist guide services at a tourist destination (Nurbaet et al, 2023). Tourist satisfaction is a purely subjective measurement of the experience and services received after a transaction. Thus, tourist satisfaction is a measure of how good the tourist destination is given according to tourists' needs and desires. (Nurbaet et al, 2023). Customer satisfaction is a crucial factor in a company's efforts to retain customers. Several factors that are generally known as customer satisfaction builders are then explained, including (Kotler & Keller, 2016): (1) Service Quality, which means that the service received by customers is perceived to be as expected, then the quality of service is perceived as good and satisfying; (2) Emotional Factor, which is a factor related to a person's lifestyle. Emotions are turbulent feelings that directly affect customer satisfaction; (3) Re-Purchase, simply put, the re-purchase of a product or service by a customer can be categorized as a repeat purchase.

### 3. Research Method

This type of research uses quantitative research. Quantitative research is a type that basically combines deductive and inductive logic. The research was conducted from October to November 2022 in the Old Town Jakarta destination located at Jl. Taman Fatahillah No.1, Pinangisia, Taman Sari, West Jakarta. The research location is a historical and cultural heritage tourism destination located in DKI Jakarta. The population in this study is all visitors to the Old Town Jakarta destination. The sample to be taken is based on a group of tourists from JABODETABEK who are currently visiting the destination. The required number of respondents for this study is 100 people. The Likert scale is used to measure the behavior, personality, and understanding of tourists regarding a certain object. The sampling technique used is accidental sampling where respondents happen to meet directly with the researcher.

### 4. Result and Discussion

**Table 1. Characteristics of Respondents**

	Frequency	Percent
<b>Age</b>		
15-20 year	22	22%
21-25 year	63	63%
26-30 year	6	6%
31-35 year	6	6%
36-40 year	3	3%
<b>Gender</b>		
Female	53	53%
Male	47	47%
<b>Employment</b>		
Student	67	67%
Entrepreneur	10	10%
Employee	22	22%
<b>Domicile</b>		
Jabotabek	88	88%
Luar Jabotabek	12	12%
<b>Visit frequency</b>		
1 time	29	29%
> 1 time	71	71%

Source: Data processed by researchers (2022)

Based on respondent characteristics, it shows that the age group of 21-25 years old has 63 people or 63%, followed by the age group of 15-20 years old with 22 people or 22%, the age group of 26-30 years old with 6 people or 6%, 31-35 years old with 6 people or 6%, and finally the age group of 36-40 years old with 3 people or 3%. This shows that visitors to Kota Tua Jakarta Destination are mostly visited by people aged 21 to 25 years old, which is caused by the high number of young people who like to visit historical tourist destinations to relieve boredom.

Based on gender, it shows that Kota Tua Jakarta Destination is mostly visited by females with a total of 53 people or 53%, followed by males with a total of 47 people or 47%. It can be concluded that out of 100 respondents, the majority are females, which is supported by the many places with high aesthetic value in Kota Tua Jakarta Destination, so many women like to capture memories by taking photos or simply enjoying the atmosphere in Kota Tua Jakarta Destination.

Based on occupation, it shows that visitors to Kota Tua Jakarta Destination from 100 respondents are dominated by students with 67 people or 67%, followed by employees with 22 people or 22%, and entrepreneurs with 10 people or 10%. This is due to the high interest of students visiting Kota Tua Jakarta Destination for vacation, study tours, or as a place to find inspiration.

Based on domicile, it shows that out of 100 respondents who visited Kota Tua Jakarta Destination, the majority came from the Jabodetabek area with 88 people or 88%, while the remaining 12 people or 12% came from outside the Jabodetabek area.

Based on visit frequency, it shows that based on the frequency of visits, tourists who visited Kota Tua Jakarta Destination more than 2 times were 71 people or 71%, while the rest of the tourists only visited Kota Tua Jakarta Destination once with 29 people or 29%.

**Table 2. Validity Test**

<b>Tourist Facilities</b>	<b>r-count</b>
There are public toilets that are clean and sufficient for tourists visiting the Kota Tua Jakarta Destinations	0.608
There is a place of worship (Musholla) for tourists visiting the Old City Destinations of Jakarta	0.755
There is an open space (square) that is wide, clean and comfortable for tourists visiting the Kota Tua Jakarta Destinations	0.747
There are counters for buying tickets to enter the Museum at Destinations Kota Tua Jakarta	0.671
There is an information center for tourists at every point in the Kota Tua Jakarta destination	0.709
There are trash cans provided for tourists in every corner of Jakarta Old Town Destinations	0.770
There is a large and adequate parking area for tourists visiting the Kota Tua Jakarta Destinations	0.698
There is a souvenir shop for tourists who want to buy souvenirs at the Kota Tua Jakarta Destination.	0.730
There are signposts that make it easier for tourists to determine their destination at Kota Tua Jakarta	0.862
<b>Tour Guide Services</b>	
Tour guides have the ability to provide historical information about the Kota Tua Jakarta Destination	0.796
Tour guides are able to provide problem solving for tourists visiting the Kota Tua Jakarta Destinations	0.765
Tour guides have a soul that is oriented towards the services provided to tourists visiting the Kota Tua Jakarta Destination	0.756
Tour guides have a friendly nature when serving tourists at the Kota Tua Jakarta Destination	0.794
The tour guide has a responsive attitude to the information needed by tourists at the Kota Tua Jakarta Destination	0.693
Tour guides are able to listen to the needs of tourists visiting the Kota Tua Jakarta Destinations	0.790
Tour guides can convey information about Jakarta Old City Destinations in a clear and easily understood by tourists	0.851
Tour guides have polite speech when communicating with tourists visiting the Kota Tua Jakarta Destination	0.814
Tour guides are able to understand what tourists who visit the Kota Tua Jakarta Destination want	0.797
Tourist guide communication can be understood by tourists visiting the Kota Tua Jakarta Destination.	0.846
<b>Tourists' Satisfaction</b>	
The services and facilities provided by tour guides at the Kota Tua Jakarta Destination are satisfying	0.790
Tour guide services and facilities at the Kota Tua Jakarta Destination are in accordance with what tourists expect	0.755
The services and facilities provided by tour guides in Kota Tua Jakarta give tourists a comfortable and safe impression	0.769

The services provided by tour guides and facilities at the Kota Tua Jakarta Destination can create a sense of trust in tourists	0.766
The condition of the place (facilities) and the appearance of the guides are clean and attractive so as to create a positive impression for tourists	0.677
Tour guides have empathy for tourists visiting the Kota Tua Jakarta Destination	0.749
Tour guides at the Kota Tua Jakarta Destination have good social skills so they don't feel awkward with tourists	0.760
Tour guides have good emotional management and are oriented towards tourist satisfaction	0.812
Tour guides at the Kota Tua Jakarta Destination do not act rashly in serving tourists	0.783
The services provided by tour guides are prioritized for the satisfaction of tourists visiting Jakarta's Kota Tua Destinations	0.749
Fasilitas wisata dan pelayanan jasa pramuwisata sangat memuaskan sehingga Anda ingin kembali lagi ke Destinasi Kota Tua Jakarta	0.816
The tourism services and facilities provided by Jakarta Old City Destinations have more value than other tourist destinations	0.780
Tourist services and facilities at Kota Tua Jakarta Destinations provide benefits for tourists	0.753
There is a sense of responsibility for tourism services and facilities so that tourists want to visit again	0.728
Tourist facilities and tour guide services have a role in influencing tourist satisfaction at the Kota Tua Jakarta Destination	0.749

Source: Data processed by researchers (2022)

Based on the data above, it shows that all the question items on all variables have r-value greater than r-table (0.196), therefore it can be concluded that all question items are valid.

**Table 3. Reliability Test**

Variabel	Cronbach's Alpha	N of Item
Tourism Facilities	0.934	15
Tour Guide Services	0.956	15
Tourists' Satisfaction	0.948	15

Source: Data processed by researchers (2022)

Based on the data above, it shows that all variables have Cronbach's alpha values of more than 0.600, therefore it can be concluded that all variables in this study are reliable.

**Table 4. Determination Coefficient Test**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.860 <sup>a</sup>	.739	.734	4.612

Source: Data processed by researchers (2022)

Based on the table above, the Adjusted R2 value for the variables of tourism facilities and tour guide services towards tourist satisfaction is 73.4%, indicating that the remaining 26.6% is influenced by other factors that were not examined in this study.

**Table 5. Hypothesis Testing**

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	12.451	3.173		3.924	.019
Tourism Facilities	.549	.105	.162	5.228	.000
Tour Guide Services	.667	.107	.713	6.244	.000

Source: Data processed by researchers (2022)

Based on the table above, the facilities variable and the tour guide service variable have a significance value smaller than 0.05. Therefore, it can be concluded that the facilities variable and the tour guide service variable significantly influence tourist satisfaction. In this study, tourist facilities have a significant impact on tourist satisfaction as they are one of the important factors that can influence the vacation experience of tourists. These facilities include various aspects such as accommodation, transportation, food, shopping places, tourist attractions, and other recreational facilities. The research conducted by Nurbaeti et al. (2021) shows that when tourists feel that these facilities meet their expectations and needs, they will feel more satisfied and happy during their vacation. On the other hand, if these facilities do not meet their expectations or needs, it can make tourists feel disappointed and unsatisfied with their vacation. The research conducted by Ratnaningtyas et al. (2022) also shows that good and complete tourist facilities can increase tourists' confidence in the tourist destination. Tourists will feel safer and more comfortable visiting and vacationing in tourist destinations that have adequate

and good facilities.

In this study, tour guide services significantly influence tourist satisfaction as well. Tour guides who provide friendly, informative, and helpful services can help tourists feel more comfortable, safe, and organized during their trip. The research conducted by Yudi et al. (2015) shows that tour guides who are skilled in answering questions and providing accurate information about tourist spots and local culture can also help tourists plan their vacation better and help them enjoy a richer and more meaningful experience during their trip. The research conducted by Zaenal et al. (2017) shows that good tour guide services can help create a positive and impressive vacation experience for tourists and can help increase tourist satisfaction and loyalty to a particular tourist destination. On the other hand, poor services can ruin the tourist experience and even harm the tourism industry as a whole by decreasing tourist visits to a region.

## 5. Conclusion

Thus, it can be concluded that tourism facilities and tour guide services play an important role in determining the level of tourist satisfaction during their vacation. Therefore, governments and tourism destination managers should pay attention to the development and maintenance of tourism facilities and tour guide services to provide a better vacation experience for tourists. Tourism facilities significantly affect tourist satisfaction, as tourists feel safer and more comfortable visiting and vacationing in destinations that have adequate and good facilities. Tour guide services significantly affect tourist satisfaction because good services can enhance the tourist experience and even benefit tourist visits to a region.

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