EFFECTS OF TOURISM SERVICE QUALITY AND HOTEL QUALITY ON TOURIST SATISFACTION IN DANANG CITY VIETNAM

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Abstract

Quality is important to satisfy customers who use its services. In the field of tourism, service quality and quality of the hotel is an important factor to the satisfaction of tourists. In this study, researchers took the subjects of tourism and hotel services in the city of Danang. As for dimensions covering quality of tourism services is the physical evidence (tangible), reliability, responsiveness, empathy, and assurance and the variable quality of the hotel is the location, facilities, services, employees and rates. Several methods of data collection are observation, documentation and interviews with the questionnaire. Analytical methods including validities test, reliability test and multiple regression analysis.

Based on these two studies was done in order: First, the perception of tourists with quality services. Second, perceptions of tourists with a quality hotel. Third, find out whether the variable quality of service and variable quality of the hotels have a significant effect on tourist satisfaction Danang city.

Results showed lower perceptions of tourists with quality of service assessed by the percentage Very good 28.53% Good 40.33% higher while the rate of 25.07% and the rate Poor Very poor 6.07% lowers. Second, perceptions of tourists with quality hotels rated Very good 31.43%, 41.21% rate good, the Bad and the level of 16.64% 10.71% Very bad. Third, the correlation coefficient R 0.923 indicates a very close relationship between the two independent variables Quality of service and quality hotel with tourist satisfaction. Knot and the quality of hotel service quality significantly influence the satisfaction of tourists in the city of Danang.

Keywords:
Quality of Tourism Services, Quality Hotels, Tourist Satisfaction Danang City.

Intisari

Dalam penelitian ini, peneliti mengambil subjek kualitas layanan pariwisata dan kualitas hotel di kota Danang. Kedua aspek tersebut dipilih karena sangat berkaitan erat dengan kepuasan wisatawan. Adapun variabel kualitas pelayanan pariwisata yang dimaksud meliputi, bukti fisik (*tangible*), keandalan (*reliability*), daya tanggap (*responsiveness*), empati (*empathy*), jaminan (*assuarance*). Sedangkan variabel kualitas hotel diantaranya, *lokasi, fasilitas, pelayanan, karyawan,* dan *tarif*. Metode pengumpulan data yang digunakan adalah observasi, dokumentasi, dan interview, dengan menggunakan kuesioner sebagai alat pengumpul data.

Sedangkan metode analisis data yang dipakai antara lain, uji vadilitas, uji reliabilitas dan analisis regresi berganda. Tujuan penelitian adalah: *Pertama*, mengetahui persepsi wisatawan mengenai kualitas layanan pariwisata. *Kedua*, mengetahui persepsi wisatawan mengenai kualitas hotel. Ketiga, mengetahui apakah variabel kualitas layanan dan kualitas hotel berpengaruh signifikan terhadap kepuasan wisatawan ke Kota Danang.

Hasil penelitian dan pengolahan data menunjukkan bahwa: *Pertama*, persepsi wisatawan mengenai kualitas layanan dinilai dengan prosentase sangat baik sebesar 28,53%, baik 40,33%, buruk 25,07%, dan sangat buruk 6,07%. Kedua, persepsi wisatawan mengenai kualitas hotel dinilai sangat baik sebesar 31,43%, baik 41,21%, buruk 16,64%, dan sangat buruk 10,71%. Ketiga, nilai koefisien korelasi (R) menunjukkan bahwa hubungan antara kualitas layanan dan kualitas hotel terhadap kepuasan wisatawan sangat erat (0,923). Oleh karena itu, dapat disimpulkan bahwa kualitas layanan dan kualitas hotel berpengaruh signifikan terhadap kepuasan wisatawan di Kota Danang.

Kata kunci:
Kualitas layanan pariwisata, kualitas hotel, kepuasan wisatawan Kota Danang.

INTRODUCTION

Tourism market in the world is getting bigger in the last 20 and 21 centuries, especially in the last 10 years. Vietnam is also one of country which follows his trend. International tourists has increased every year, especially in 2010 and it has reached 5 million people with 33,86% increase.

One of the most interesting cities for tourists is Danang city. This city had been visited for almost 1.8 million tourists in 2010. It has become a new destination for local and international tourists who come with various reasons. Danang population is 822.300 people in 1.256 km². This location is in the center part of Vietnam that is located in the route of World Heritage and East-West Economic Corridor Linking that covers Laos, Thailand and Myanmar. Its strategic location has given a big opportunity and potential to this city in developing its economic growth in Danang. Besides, the government has planned to develop this city into the center of economic, cultural, science and technology that is important in the middle part of Vietnam.

Danang city has very rich natural resources, ocean to mountain, rivers, tropical forest, etc., therefore it could give a beautiful tourist objects and landscape (Forbes Journal - 2005). This is the reason why many people choose this city as a new destination among many others where they can enjoy the clean and the beautiful beaches here.

One of supporting facility is overland, sea and air transportation system which is very good. Land line connects North and South, West and East. Danang is the last destination of East-West Economic Corridor (EWEC). This is the route for them who come from any country to Danang for business travel or for holiday.

The sea is very wide and has long route, therefore overland transportation route is the most strategic lice connecting the North and the South part and also be the entrance and exit to other countries. Danang has a very important port in EWEC and Pacific Ocean which is used to import and export activities that could reach wide range of area such as Los, Thailand, Myanmar to center part of Vietnam. After it has been allowed for business and investment in ASEAN region (Liberalization of trade and investment in the ASEAN region), Danang port is playing more important role in opening communication network to other countries.

Air transportation route does not only connect city to city in Vietnam but also connect them to big cities in Asia like Seoul-Korea, Hongkong-China, Taiwan, Nagoya-Japan, Singapore, Bangkok-Thailand, Kuala Lumpur - Malaysia and they are trying to open new routes. Many important locations in Danang are big potentials for economic and tourism development.

Besides its important locations, there are many famous festivals held in this city, like fireworks, Quan Yin Festival, rowing boat festival in Han River, Phong Le Village Festival or Danang Promotion Event as summer holiday destination, etc. These festivals have attracted local and international tourists to come and to enjoy the uniqueness of the festivals and the beauty of the city.

Tourism in Danang city has been increasing for 20% every year. In 2009, the number of tourists reached more than 1,4 million which means 23% increase than in 2008. Especially in March when they celebrate fireworks Festival, the number of tourists would increase for 350% than normal season. In 2010, number of tourists in Danang was 1.770.000 people with 3 % increase than in 2009 and 3.097 billion VND from tourism (approximately more than$1,6 million USD)

Service quality and hotel facility are still limited and not in a good maintenance while there are 175 hotels with 5.869 rooms. Therefore, during the festival where there are 100.743 tourists would come but there would be lacking of accommodation At the moment, there are 55 tourism projects have been implemented with capital reaching $2.999 million USD while the investment for land and resorts for tourism has been increasing and reaching 72% from total investment to Danang city. The government has also targeted tourism development as one of important target to reach by increasing the budget from 5,65% (2010) until 11.12% (2020) from total economy income.

For 10 years (2010-2010), tourism development speed would be increased until 18.8%. In 2010, number of tourists in Danang city was 2 million. Number of tourists in Danang city is getting increased but the service quality and the hotel quality have not been fulfilled the market demand compared to other cities like Hue, Hoi An and other tourism cities in other countries like Bangkok - Thailand, Singapore and Kuala Lumpur-Malaysia. Actually, Danang has better potential but the tourism activities have not been able to be developed as it is expected. The number of tourists in Danang has been increasing but many of those tourists do not want to return to Danang city because this city is lacking of service quality and hotel quality.

Because the hotel and service qualities have not been prepared professionally, many tourists are not satisfied. With the speed of tourism development compared to hotel and service qualities, what is the influence toward the tourist satisfaction? Based on this idea, I have chosen to have my thesis title as "Effects of tourism service quality and hotel quality on tourist satisfaction in Danang city Vietnam".

PROBLEMS

1. What is the tourist perception to tourism service quality in Danang city?
2. What is the tourist perception to the hotel quality in Danang city?
3. What are effects of tourism service quality and hotel quality on tourist satisfaction in Danang city?

RESEARCH PURPOSE

1. To gain information on tourist perception to tourism service quality in Danang city.
2. To know the tourist perception to hotel quality in Danang city
3. To know effects of tourism service quality and hotel quality on tourist satisfaction in Danang city.

RESEARCH METHOD

Research Type, Location and Time

Research location is in Danang city which is in middle part of Vietnam. This research object had expanded into 1.256 km². This research was in some areas like tourist objects, beaches, restaurants, hotels and airports. The subject of this study is the local and international tourists who come in those areas. This research was limited just in analyzing the influence of service quality and hotel quality toward the tourist satisfaction in Danang city, Vietnam.

This research used survey method. The sample was taken from the population and used questioner as the tool of data gathering. This research is an explanation because the purpose is to explain the influence of service quality and hotel quality toward the variable of tourist satisfaction through hypothesis assessment. While reliability answer given by the respondents, the available reliability test that would be used is SPSS 16 program.

Population and Sample

Research sample is a part of that population which is assumed could represent the tourists in Danang city. How many the sample is could be measured using the formula below:

$$n = \frac{N}{1 + N(e)^2}$$

n : number of sample needed
N : number of population researched
e : margin error

With this formula, thus there is 1,7 million people could be the sample. In this research, we had 100 tourists who visited Danang city during March and April in 2011. Those respondents were chosen using random sampling method in Danang city area, Vietnam. Each sample taken would have the same chance for being chosen by the researcher. The sample would be chosen in hotel in March and April 2011. Respondent measurement method is classified based on the citizenship (foreigner and local) and the sexes (male and female). The advantage of this method is easy to use in data gathering.

DATA ANALYSIS METHOD

Validity

The assessment accuracy of a hypothesis on research variable correlation depends on data quality used in that assessment. To measure a variable in a research, validity shows how far the measuring instrument measures what it wants to measure (translated Djamaludin Ancok: 1989). Questions used to measure a variable, each item score is correlated with total item score of a variable. If the item score is positive correlated with the total item score and higher than inter-correlation among the items, it shows the validity of that instrument.

In the book "Prosedur Penelitian Survei (survey research procedure)" (Singarimbun and Effendi: 1989), there are many validity test techniques. In this research to count the correlation between each questions with total score, I used moment product correlation technique. This instrument

would be valid if it has positive score and its significant level is smaller than (<), with $\alpha = 0.05$. This formula used to avoid over-estimated result for that correlation is Correlation Coefficients Pearson:

$$r_{xy} = \frac{N(\sum xy) - \sum x \sum y}{\sqrt{\{N \sum x^2 - (\sum x^2)\}\{N \sum y^2 - (\sum y^2)\}}}$$

With:

r_{xy} = Correlation Coefficients between grain and total
XY = multiplication between the grains and the total value
Y = amount of total value
X = Grain value
N = Amount of subject

Reliability

Reliability test is a term used to measure the consistency of research instrument. This test shows how far an instrument can be trusted or relied on. An instrument can be reliable if that instrument shows consistent results therefore it can be safely used. To rest the reliability of this research instrument, we can use the coefficient test technique of Alpha Crombach.

The formula of coefficient Alpha is as follow:

$$r = \left[\frac{k}{(k-1)}\right]\left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right]$$

With:

r = instrument reliability
k = Number of grain questions
σ_t^2 = variance total
$\sum \sigma_b^2$ = Amount of grain variance
r = assumed reliable if this instrument has bigger score from r table with $\alpha = 0.05$

Multiple Regression Analysis

Multiple regression analysis is a statistic technique that simultaneously investigates the influence of two or more independent variables toward one dependent variable. In this research, multiple regression analysis was implemented to assess the influence of service quality variable

and hotel quality variable toward the tourist satisfaction. The formula is as follow:

$$Y = B_0 + B_1 X_1 + B_2 X_2 + ... + B_n X_n + e$$

With:

Y = Tourist satisfaction

$X_{1,2,3,...n}$ = Tourism service quality and hotel quality

B_0 = Intercept

$B_{1,2,3,...n}$ = Coefficient of Tourism service quality and hotel quality

e = Error

RESULT AND DISCUSSION

Analysis and Discussion about tourist perception to tourism service quality

After the field interview by spreading out questioners to the respondents, the researcher explained data of research result in descriptive analysis then was analyzed using SPSS 16. The result would show the answers on the questions in the questioner for each variable.

Tourism service quality variable includes five elements. They are tangible X1, responsiveness X2, empathy X3, reliability X4, assurance X5. Here is the requency result and percentage result (%) after the questioners were submitted and the data was entered in the answer column.

Tangible has a very good level with 135 answers or 38.25%. Responsiveness has a good level with 167 answers or 41.75%. Empathy has a good level with 112 answers or 37.33%. Reliability has a good level with 83 answers or 41.50%. Assurance has a good level with 90 answers or 45%.

From the data analyzed, tourist perception toward service quality variable has a very good level 28.53%, good 40.33%, bad 25.07% and very bad 6.07%. It shows that most of tourists have assessed the service quality level in a very good level and in a good level while there is very small number of tourist who gave it in a bad level and a very bad level.

Analysis and discussion about tourist perception to hotel quality

Hotel quality variable consists of five elements. They are location X6, facility X7, service X8, and employee X9 and tariff X10. Here is the frequency result and the percentage (%) after the questioners were submitted and the result was copied to the answer column. Location element is in a very good level with 124 answers or 41.33%. Facility is in a good level with 130 answers or 43.33%. Service is in a good level with 105 answers or 35%, employee is in a good level with 139 answers with 46.33%. Tariff is in a good level with 85 answers or 42.50%.

Hotel quality variable has five elements (location, facility, service, employee and tariff). Most of the tourists gave a good level with 41.21% and a very good level with 31.43% then a bad level with 16.64% and very bad level with 10.71%. It shows that most of the tourists have given a very good level and a good level while there is only small number of tourists who have given a bad level and a very bad level to this variable.

Analysis and discussion about effects of tourism service quality and hotel quality on tourist satisfaction in Danang city

a. *Validity Analysis*

Validity shows how far a measurement instrument measures what it wants to measure. The researcher used questioner in data gathering method therefore this questioner should be able to measure. Validity assessment result after data gathering would be analyzed and noted as follow:

b. *Reliability test*

Reliability is index that shows how far an instrument could be trusted or be relied on. In this test, the smaller the measurement error is then the more reliable the measurement instrument. How big the error in a measurement process is could be identified from the correlation index

between the first and the second measurement result. The bigger the correlation score, the lower the measurement error possibility.

All elements in service quality variable and hotel quality variable has r alpha score bigger than r > 0.6, except reliability with r alpha score 0,562 which is fairly reliable. Therefore, all reliable elements could be used in the next analysis.

c. Multiple regression analysis

Multiple regression analysis was used to investigate the influence of two independent variables (service quality and hotel quality) toward one dependent variable (tourist satisfaction). After being analyzed with SPSS 16, the analysis result would be as follow:

First, calculation result could show the equivalence of multiple regression analysis as follow:

Y1 = 0,515 + 0,086 X1 + 0,048 X2 + 0,075 X3 + 0,106 X4 + 0,130 X5 + e

Multiple regression models above could be transferred into the formation as follow: Tourist satisfaction = 0,515 + 0,086 (Tangible) + 0,048 (Reliability) + 0,075 (Responsiveness) + 0,106 (Empathy) + 0,130 (Assurance) + e

Second, another result could show the equivalence of multiple regression analysis as follow:

Y2 = 0,515 - 0,054 X6 + 0,229 X7 - 0,052 X8 + 0,367 X9 + 0,014 X10 + e

Multiple regression models above could be transferred into the formation as follow: Tourist satisfaction = 0,515 - 0,054 (Location) + 0,229 (Facility) - 0,052 (Services) + 0,367 (Employee) + 0,014 (Rate) + e

d. Hypothesis evaluation

To evaluate the hypothesis simultaneous, F test was implemented to show the influence of independent variables (X) simultaneously toward dependent variable (Y). Based on F test using SPSS 16 program, the result is Correlation coefficient 0,923 after calculation. It shows a close relation between two independent variables (service quality and hotel quality toward tourist satisfaction). Besides, R square is 0,851 means under 85,1% independent variables, service quality and hotel quality could be explained by the tourist satisfaction variable.

From the ANOVA table, we could see that sig. score = 0,000 < 0,05 which means that in trust level 95% H0 is refused. Therefore, we can conclude that simultaneously service quality and hotel quality have a big influence on the tourist satisfaction in Danang city.

CONCLUSION AND SUGGESTION

A. Conclusion

1) Tourist perception to tourism service quality in Danang city.
   Tourist perception values tourism service quality with the most percentage result is in a very good level 28,53% and good level 40,33% whole there is only small number of tourists give a low level 25,07% and a very bad level 6,07%. It shows that most of the tourists have a high evaluation in the service quality and are satisfied with the tourism service quality in Danang city.

2) Tourist perception to hotel quality in Danang city. The percentage result on how the tourists valued the hotel quality are in a very good level 31,43% and a good level 41,21%, a low level 16,64% and a very low level 10,71%. It shows that most of them value the hotel quality in a very good and good level while there is only small number of tourists gave a bad level and a very bad level. We can conclude that most of the tourists are satisfied with the hotel quality in Danang city.

3) The effects of tourism service quality and hotel quality on tourist satisfaction in Danang city.

Correlation coefficient 0,923 shows a very strong correlation between two independent variables (service quality and hotel quality) toward tourist satisfaction. From this result where the correlation of independent variables and dependent variable is 92,3% which is a strong correlation, we can conclude that independent variables are very important for dependent variable therefore simultaneously tourism service quality and hotel quality have significant influence to tourist satisfaction in Danang city.

B. Suggestion

1) Descriptive result of tourist perception to tourism service quality includes tangibles, responsiveness, empathy, reliability, assurance with a good level and a very good level which become as the highest percentage, therefore the government in Danang city and companies should keep and improve their good service quality so that they could satisfy the tourists. Besides, though the result of a bad level and a very bad level is low, they should also concern on and try to press bad things happen in order to give the tourist better and better service every day.

2) Descriptive result of tourist perception on hotel quality consisting of location, facility, service, employee, and tariff has shown that most of the percentage result is in a very good level and in a good level therefore the government of Danang city and hotel owners should be more concerned and to maximize the hotel quality in order to satisfy the tourists. Moreover, they should improve what have not been valued good to improve the hotel quality.

3) To improve the tourist satisfaction, they should improve tourism service quality and the hotel quality in order to give their tourists more satisfaction to attract more people to come to Danang city. The analysis result above, the government of Danang city, companies and hotel owners should concern on the two variables of service quality and hotel quality to improve the visit in Danang city.

4) The next research should use another method other than multiple regression analysis to identify other factors that influence the tourist satisfaction. This research might lack of time and fund therefore it could not investigate deeper. Therefore, the next research should focus on other supporting factors that could improve the tourist visit in Danang city and assess the tourist characteristic such as the sexes, types, age, education, opinion, stay duration, and payment level.

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