

THE INFLUENCE OF SERVICE QUALITY ON VISITOR SATISFACTION AT TIBAN GLOBAL NIGHT MARKET SHOPPING TOURISM IN BATAM

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ABSTRAK

Kata kunci:

Service Quality, Visitor Satisfaction, Shopping Tourism

This research is based on shopping tourism that is currently growing, where visitor satisfaction is a climax of shopping tourism that provided service quality. This research aims to find out the influence of service quality on visitor satisfaction at Tiban Global night market as a shopping tourism located in Batam City of Indonesia, by using quantitative methods. The respondents taken in this study were 76 respondents. The data analysis techniques used are classical assumption tests, partial hypothesis tests and determination coefficient (R²) tests. While the data used in the study is primary data with questionnaire filling which is shared directly with visitors. The results of this study found that data processed by statistical means showed service quality variables with indicators, physical evidence, responsiveness, reliability, assurance and empathy had a significant influence on visitor satisfaction variables where t-count values of 9,247 and t-tables of 1,993 (9,247 > 1,993) and significant values of service quality of 0,000 < 0.05 which means H₀ was rejected and H_a accepted. The research analyzed data found that reliability is the most positively responded indicator of service quality. Conformity to expectations is the most positively responded indicator of visitor satisfaction. Service quality significantly influences visitor satisfaction, as the t-count value is greater than the t-table value. The determinant coefficient test revealed that service quality has a significant influence on visitor satisfaction, with an R² value of 53.6%. The research concludes that service quality has a significant impact on visitor satisfaction at the Tiban Global night market, but there are still other independent variables not examined in this study that influence the remaining 56.4% of visitor satisfaction.

INTRODUCTION

Shopping tourism is a growing trend in the tourism industry, with travellers increasingly motivated to visit destinations for shopping experiences. Retailers, brands, and destinations can benefit from this trend by offering unique and memorable shopping experiences that cater to the needs and preferences of tourists (UNWTO, 2014). Night markets have become a vibrant attraction for tourists around the world, offering a unique blend of cultural immersion, local cuisine, and shopping experiences that often showcase traditional handicrafts and regional specialties (Kemenparekraf, 2024). Within Southeast Asia, Indonesia has emerged as a popular tourist destination, and the city of Batam boasts a thriving night market scene, with Tiban Global night market attracting a significant number of visitors, particularly those interested in shopping tourism. Notably, shopping tourism, where shopping becomes the primary motivator for travel that influence tourist satisfaction and it is crucial for tourism destinations to flourish (Dallen, 2005).

Tiban Global night market is one of the popular shopping tourist destinations in Batam. This market offers a variety of products, from food, clothing, to other unique items. This night market is open twice a week, namely on Tuesday and Friday, starting at 17.00 until finished. At the night market or the Tiban Global pasar kaget, there are various goods of good quality and affordable prices. This market not only sells new goods, but also sells many second-hand branded goods. This night market also is a popular market and is a favorite place for local people for shopping. The proximity of Batam City to Singapore and Malaysia makes it a popular destination for tourists from these countries, as well as its own residents. The increase in the population of Batam creates a greater potential for people to travel. There are many supporting components of tourism (Lapotulo et al., 2023) including to shopping tourism destinations like the Tiban Global night market.

Shopping tourism has become an increasingly popular form of tourism in recent years, with visitor satisfaction being a crucial factor in its success. The quality of services provided plays a significant role in determining visitor satisfaction, which directly affects the reputation and future visits to the destination. In this context, the research aims to investigate the influence of service quality on visitor satisfaction at the Tiban Global night market in Batam City, Indonesia. As we know service quality is the overall impression a customer has of a company's ability to deliver on its promises. It's a measure of how well a service provider meets or exceeds customer expectations. High service quality leads to customer satisfaction and loyalty, while low service quality can lead to customer dissatisfaction and defection (Gronroos, 2011). There are five key dimensions that contribute to service quality, developed by Parasuraman et al. (1988). These dimensions are crucial for businesses to understand and focus on, as they significantly impact customer perception.

The five dimensions of service quality are: (1) Reliability: The ability to deliver the promised service dependably and accurately. This encompasses aspects like on-time delivery, error-free service execution, and honouring guarantees. (2) Responsiveness: The willingness to help customers promptly and address their requests quickly. This includes having staff readily available to answer questions, resolve issues efficiently, and handle customer inquiries in a timely manner. (3) Assurance: The knowledge and courtesy of employees and their ability to inspire trust and

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confidence. Customers look for employees who are knowledgeable about the service, possess the skills to address their needs, and project a professional and courteous demeanour. (4) Empathy: The provision of caring, individualized attention to customers. This involves understanding customer needs, demonstrating a willingness to help, and offering personalized service that makes the customer feel valued. (5) Tangibles: The appearance of physical facilities, equipment, personnel, and communication materials. This includes the overall cleanliness and condition of the service environment, the presentation of staff uniforms, and the quality of marketing materials.

While visitor satisfaction refers to the level of contentment a visitor experiences with their visit to a particular location or participation in an event. It's a subjective feeling that reflects how well a visitor's expectations were met or exceeded throughout their experience (Baker, 2000). Customer or visitor satisfaction is the level of someone's feelings after comparing perceived performance with expectations. So, visitor satisfaction is the feeling of happiness or disappointment that visitors feel after comparing their perceived performance with their expectations (Kotler & Keller, 2009).

Visitor satisfaction is the result of the interaction between visitor expectations, perceived performance, and visitor perceptions of that performance. Indicators of visitor satisfaction that the author applies in this research include: (1) Visitor expectations: Visitor expectations are the level of performance that visitors expect from a service. (2) Interest in returning: This is the visitor's willingness to visit again or repurchase related products. (3) Willingness to recommend: The willingness of visitors to recommend products or services they have experienced to others (Kotler & Keller, 2009).

Tiban Global night market in Batam, Indonesia, is a popular tourist destination known for its vibrant atmosphere, diverse food offerings, and local crafts. However, visitor satisfaction hinges not only on the products themselves but also on the quality of service they receive, and service quality plays a crucial role in shaping visitor satisfaction at Tiban Global night market. By focusing on the five key dimensions of service quality and implementing strategies for improvement, market management and vendors can work together to create a more positive and satisfying experience for visitors, ultimately leading to the market's long-term success.

METHOD

The study will use quantitative methods, including classical assumption tests, partial hypothesis tests, and determination coefficient (R²) tests, to analyze the influence of service quality to visitor satisfaction. The research will also examine the specific indicators of service quality and visitor satisfaction, such as physical evidence, responsiveness, reliability, assurance, and empathy. These indicators will be analyzed to determine their influence on visitor satisfaction and to identify areas for improvement in the service quality (Sukmamedian & Nensi, 2022). Sugiyono (2013) explains that quantitative methods are research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

This research uses a survey method to collect data from respondents who are shopping tourism visitors at the Tiban Global night market, Batam. Sugiyono (2013) explains that the survey

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method is a method used to obtain data from certain natural (not artificial) places, but researchers carry out treatments in collecting data, for example by distributing questionnaires, tests, structured interviews and so on.

The population of this research is all shopping tourism visitors at the Tiban Global night market. According to Sugiyono (2017) the sample is part of the number and characteristics possessed by that population. The sampling procedure used in this research is non-probability with a purposive sampling technique. Purposive sampling technique is a technique for determining samples with consideration. The consideration used is that samples were taken from consumers who had visited Tiban Global night market Batam more than two (2) times. The respondents taken in this research were visitors who had visited the Tiban Global night market more than twice, namely 76 people.

To measure service quality, a Likert scale can be used which consists of statements relating to the aspects of service quality that you want to study. Meanwhile, to measure visitor satisfaction, a Likert scale can be used which consists of statements regarding visitor satisfaction with the services provided. According to Sugiyono (2017), the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by the researcher, which is hereinafter referred to as the research variable. In this research, an analysis was carried out on the independent variable (X) service quality and the dependent variable (Y), namely visitor satisfaction

RESULT AND DISCUSSION

The respondents taken in this research were visitors who had visited the Tiban Global night market more than twice, namely 76 people. Where respondents include gender, age and occupation. From the results of the questionnaire given by visitors, it can be seen as follows:

Table 1. Description of Respondents by Gender

No	Gender	Frequency	Percentage
1	Female	52	68,4%
2	Male	24	31,6%
Total		76	100%

Source: Processed by the Author

The premier data above can be seen that the largest number of respondents were female respondents, namely 52 people or 68% and male respondents, namely 24 people or 31.6%. This shows that women often visit the Tiban Global night market because women prefer cheap and practical shopping. Respondents based on age type in this study were as follows:

Table 2. Respondents by Age

No	Age	Frequency	Percentage
1	17-25	7	9,2%
2	25-35	21	27,6%

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3	35-45	48	63,2%
Total		76	100%

Source: Processed by the Author

Based on the results of processed premier data regarding respondents based on age, the largest number of respondents were aged 34-45 years, namely 48 people or 63.2%, respondents aged 25-35 years were 21 people or 27.6% and respondents aged 17 -25 years, namely 7 people or 9.2%. So, it can be said that the average visitor to the Tiban Global night market is dominated by visitors aged 35-45 years with a percentage of 63.2%.

Description of research results is the data description is intended to provide a clear picture of the research regarding the influence of service quality on visitor satisfaction at the Tiban Global night market Batam shopping tourism. The basic item scores in the research variables are as follows:

Table 3. Basic Scale Interpretation of Research Variable Item Scores

No	Score Value	Interpretation
1.	$0 < NS \leq 1$	Being in a very negative area
2.	$1 < NS \leq 2$	Is in the negative area
3.	$2 < NS \leq 3$	Located in the middle area
4.	$3 < NS \leq 4$	Berada pada daerah positif
5.	$4 < NS \leq 5$	Being in a very positive area

Source: Yusuf 2014

Based on the table above, it can be seen that good research variable item scores range between 3-4, namely being in the positive area and score values of 4-5, namely being in the very positive area.

Service quality (X) is measured using 10 statements. Each of the service quality variable statement items can be seen in the following table:

Table 4. Service Quality Data Scale

No	Question	Frequency of Respondents' Answers										Mean
		1	%	2	%	3	%	4	%	5	%	
X1.1	Night market sellers dress neatly and politely	0	0	4	5,3	7	9,2	60	78,9	5	6,6	3,86
X1.2	Availability of visitor facilities (parking and seating)	0	0	1	1,3	51	67,1	19	25,0	5	6,6	3,36

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X1.3	Night market sellers give positive responses when visitors submit complaints and suggestions.	0	0	1	1,3	13	17,1	56	73,7	6	7,9	3,88
X1.4	Night market sellers are quick to respond to visitors' needs	0	0	1	1,3	13	17,1	53	69,7	9	11,8	3,92
X1.5	Night market sellers provide services as promised.	0	0	2	2,6	10	13,2	43	56,6	21	27,6	4,09
X1.6	Night market sellers are skilled at doing their work.	0	0	0	0	10	13,2	48	63,2	18	23,7	4,10
X1.7	Visitors feel safe when shopping at the Tiban Global night market.	0	0	2	2,6	17	22,4	50	65,8	8	10,5	4,06
X1.8	Night market vendors serve visitors with friendly and polite.	0	0	1	1,3	17	22,4	50	65,8	8	10,5	3,85
X1.9	Night market sellers are friendly with visitors	0	0	1	1,3	21	27,6	46	60,5	8	10,5	3,80
X1.10	Night market sellers can understand what visitors need.	0	0	0	0	13	17,1	51	67,1	12	15,8	3,98
Amount						38,20						
Variabel Mean						3,82						

Source: Processed by the Author

Based on table 4 above, it shows that each variable statement has a value of 3.36-4.10 with a variable mean of 3.82. The highest average is found in the statement "Sellers are skilled in doing their work" with a value of 4.10, while the lowest average is found in the statement "Availability of visitor facilities (seating and parking)". From the average results of the variables in the table above, it can be said that the service quality variable is in the positive area.

Visitor satisfaction is measured using 6 statements. Each of the visitor satisfaction variable statement items can be seen in the following table:

Table 5. Visitor Satisfaction Data Scale

No	Question	Frequency of Respondents' Answers										Mean
		1	%	2	%	3	%	4	%	5	%	
Y1.1	I feel satisfied shopping at the Tiban Global night market	0	0	0	0	10	13,2	47	61,8	19	25,0	4,11
Y1.2	I am satisfied with the seller's service at the Tiban Global night market	0	0	0	0	17	22,4	41	53,9	18	23,7	4,01
Y1.3	I am willing to shop at the Tiban Global night market again	0	0	0	0	8	10,5	54	71,1	14	18,4	4,07

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Y1.4	I am not interested in shopping from other places	0	0	1	1,3	37	48,7	29	38,2	9	11,8	3,88
Y1.5	I am willing to recommend shopping at the Tiban Global night market to relatives and friends because the results are satisfying	0	0	0	0	21	27,6	44	57,9	11	14,5	3,86
Y1.6	I am willing to promote the Tiban Global night market to relatives and friends because the service is satisfactory	0	0	0	0	20	26,3	45	59,2	11	14,5	3,88
Amount												23,71
Variable Mean												3,96

Source: Processed by the Author

Based on the table above, it shows that from the 6 variable statements, the average value for visitor satisfaction for each item is 3.86-4.11 with an average value of 3.96. The highest average value lies in the statement "I feel satisfied shopping at the Tiban Global night market" with a value of 4.11, while the lowest average lies in the statement "I am not interested in shopping from other places" with a value of 11.8. With the mean of the variables above, it can be concluded that the visitor satisfaction variable is in the positive area.

The normality test aims to test whether in a regression the residual variables are normally distributed or not. Data is said to be normally distributed if the data in the P-P Plot of Regression image follows a diagonal line and does not spread out. This normality test uses the kolmogrov-smirnov Goodness of Fit Test. The data will be said to be normally distributed if the significant number of the kolmogorov-smirnov test is $\text{sig} > 0.05$ and the data is said to be not normally distributed if the significant number of the kolmogorov-smirnov test is $\text{sig} < 0.05$. The Normal Probability Plot test will show that the data is said to be normally distributed if the dots or data are near or follow the diagonal line. The results of the normality test can be seen in the tables and graphs as follows:

Table 6. Normality Test Results (one sample kolmogorov-smirnov test) one-sample kolmogrov-smirnov test

	Unstandardized Residual
N	76

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Normal Parameters a,b	Mean	,0000000
	Std. deviation	2,04943489
Most Extreme Differences	Absolute	,109
	Positive	,109
	Negative	-,070
Test Statistic		,109
Asymp. Sig. (2-tailed)		,025

Source: Processed by the Author

- a. Test distribution is Normal
- b. Calculated from data

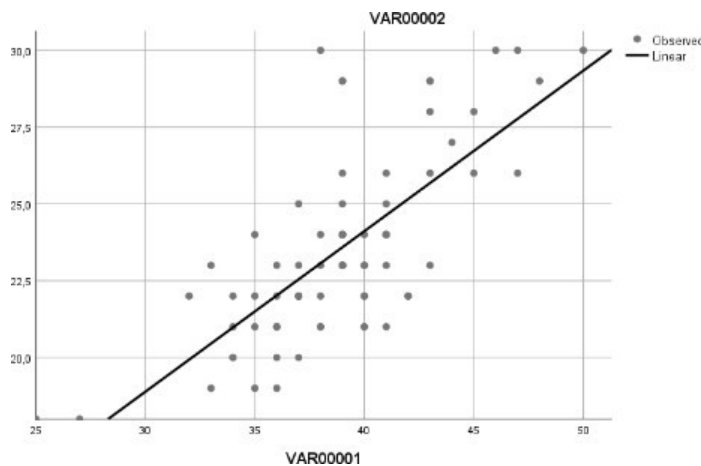


Figure 1. PP Plot Normality Graph
Source: Processed by the Author

Based on test table 6 above, it shows that all Asymp.Sig (2-Tailed) numbers are greater than 0.05, namely 0.025. So, it can be said that the variable data is normally distributed and can also be seen in Figure 1 showing that the points or data are close to and follow the diagonal line. So, it can be said that the residual value is normally distributed.

The t test is carried out to determine the degree or strength of influence between the independent variable (X) partially (individually) and the dependent variable (Y). The test was carried out on dividing the t-count by the t-table at a significance level of 5%. This test was carried out with the aim of seeing the significance level of each independent variable on the dependent variable using a partial test (t test). The sample used was 76 people and used a significance level of (a) 5% (0.05), namely with the following formula:

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$$\begin{aligned}
 T \text{ tabel} &= \left(\frac{\alpha}{2} : (n-k-1) \right) \\
 &= (0,025 : ((377-4-1)) \\
 &= (0,025 : 76) \\
 &= 1,993
 \end{aligned}$$

Information

α : Error Rate

n: Number of Research Samples

k: Number of Variables X used

The results of the partial hypothesis can be in the following table:

Table 7. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
1 (constant)	3,208	2,207		1,454	,150
Service quality	,523	,057	,732	9,247	,000

Source: Processed by the Author

Based on table 7 above, it shows that the service quality variable produces a t-table value of 9.247 which is greater than the t-count of 1.993, meaning that service quality has a significant effect on the satisfaction of visitors to the Tiban Global night market with a sig value of $0.000 < 0.05$, so It can be said that H_0 is rejected and H_a is accepted, so that the quality of the Tiban Global Batam night market shopping tourism service influences customer satisfaction.

The coefficient of determination test (R^2) is used to determine the percentage influence of the independent variable, namely service quality, on the dependent variable, namely customer satisfaction.

Table 8 Determinant Coefficient Test Results (R^2) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

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1	,7 3 2 ^a	,53 6	,530	2,063
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Source: Processed by the Author

Predictor: (Constant), service quality (X)

Based on table 8, it is known that the R square value is 0.536 or equal to 53.6%. This means that the service quality variable (X) has a big influence on the visitor satisfaction variable (Y) while the remaining 46.4% is influenced by other variables not included in this research.

The results of the validity test of the service quality variable which consists of 10 statement items and 6 statement items from the visitor satisfaction indicator show that all statement items in the questionnaire are said to be valid with the calculated r value of the service quality indicator each being 1; 0.526; 0.451; 0.528; 0.665; 0.728; 0.688; 0.507; 0.529; 0.483. And the validity test results on customer satisfaction are 1; 0.847; 0.571; 0.729; 0.665; 0.595. With a value > r-table of 0.361, it can be said to be valid because the calculated r-value > r-table.

Based on the results of the reliability test, it shows that the Cronbach's alpha value of the service quality and visitor satisfaction variables is 0.870 and 0.920. This shows that the variables of service quality and visitor satisfaction are said to be reliable because they have a value greater than 0.70.

The researcher found that the influence of service quality was good, this could be seen from the positive answers given by respondents to the questionnaire which consisted of 10 statements and all the questions were from the description of the 5 indicators of service quality raised by the researcher. In this research, the five service quality indicators consist of physical evidence (tangible), responsiveness, reliability, assurance and empathy.

After sorting, the indicator with the highest positive response is the third indicator, namely reliability, with an average value of 4.10 with the statement that "night market sellers are skilled at doing their work", and the second positive value remains the reliability indicator with an average value. 4.9 with the statement "night market sellers provide services as promised" The meaning of the promised service is like night market sellers having a buy 3 get 2 free clothing sales system after clothing purchases reach IDR 150,000. So it can be seen that reliability in service at the Tiban Global night market results in satisfaction for both buyers and sellers. Apart from the highest positive response, there is also the lowest positive response, namely a tangible indicator with the statement "availability of visitor facilities (parking and seating)", so that night market sellers pay more attention to facilities for visitors for the comfort of the visitors themselves.

Based on table 4, the results of the service quality data scale state that X1.1 has an average value of 3.86, X1.3 has an average value of 3.88, X1.4 has an average value, average 4.06, X1.8 with an average value of 3.85, X1.9 with an average value of 3.80 and finally X1.10 with an average value of 3.98. It can be seen that the percentage results for each item are in the positive area, the better the quality of service provided by the night market sellers, the more satisfied the visitors who go shopping there.

Based on table 5, the results of the visitor satisfaction scale state that Y1.1 has an average value of 4.11, Y1.2 has an average value of 4.01, Y1.3 has an average value of 4.07, Y1.4 has an average value of mean 3.88, Y1.5 has a mean value of 3.86, Y1.6 has a mean value of 3.88. The results of the scale value of visitor satisfaction data can be seen that visitors are satisfied with their shopping trip at the Tiban Global Batam night market, the highest positive response value is in the statement "I feel satisfied shopping at the Tiban Global night market " with a variable mean of 4.11.

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The service quality of the Tiban Global night market sellers has a significant effect on visitor satisfaction. It is known that the service quality variable partially influences visitor satisfaction, where the coefficient of determination (R²) is 53.6%, while the remaining 46.4% is influenced by other variables not examined in this research. Based on table 4.7 above, it is known that the service quality variable partially influences visitor satisfaction, where the t value is 9.247 which is greater than the t table value, which is 1.993. So tcount is greater than the ttable value (9.247>1993).

CONCLUSION

Conclusions describe the answer to the hypothesis and or research objectives or scientific findings obtained. The conclusions of this research are: (1) Service quality significantly influences visitor satisfaction at the Tiban Global Night Market, as indicated by the t-count value being greater than the t-table value and the significant values of service quality being less than 0.05. (2) Reliability is the most positively responded indicator of service quality, while conformity to expectations is the most positively responded indicator of visitor satisfaction. (3) The determinant coefficient test revealed that service quality has a significant influence on visitor satisfaction, with an R² value of 53.6%.

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