

COSTUMER SATISFACTION OF LUMBA-LUMBA TOUR AT LOVINA BEACH, BULELENG

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Abstract

Customer satisfaction is very important in a service industry, because it will result in the sustainability of the business. One of the most interesting attractions for tourists in Lovina is dolphin tour. In this tour, the tourists go by traditional boat to watch wild dolphins in the sea when they pass the area in the morning. Since the tour is operated by local people who are mostly fishermen and using traditional boat, it is therefore important to understand the tourists' satisfaction. In this study a number of 100 questionnaires out of 115 was analyzed using importance performance analysis. The result of the study showed that the quality of service perceived by the customers was satisfactory, his expectation equally high from perception. The customers were satisfied with the service. The very satisfying factor is tangible especially on the comfortable of the boat, the boat attendant's grooming, prompt respond to guests, and prompt service. However, on the quality of service, responsiveness especially the boat attendant's knowledge about dolphin and the boat attendant ability to handle complaints were still need to be improved because it did not meet the expectations of the customers.

Key words: *tourist satisfaction, dolphin tour, Lovina beach*



I. INTRODUCTION

Lovina beach is located in the northern coast of Bali and is famous for its beach with calm waves and black sand. Along the Lovina Beach, there are accommodations ranging from budget or bed and breakfast homestays to three and four star hotels. Comparing to the beaches in the southern part of Bali, Lovina receive considerably low number of tourist visit.

One of the tourist attractions in Lovina and takes a lot of attention of and followed by the tourists is dolphin tour that is an activity of seeing wild dolphins in the sea by using a traditional boat with outboard engines. They start early in the morning and go as far as 5 or more kilometers from the beach. In the peak season, hundreds of boats move for a few kilometers toward the middle of the ocean in the early morning, trying to get close to where the dolphins pass during their movement.

The attendants of the boats are mostly fishermen who either change their profession since the development of tourism in the area or ones who work part time to take tourists on dolphin tour. They have an organization to manage the operation of the boat for dolphin tour and avoid unhealthy business competition among the operators of the boats.

The tourists who have vacation there are interested to take the dolphins tour. However, not many who examine the satisfaction of tourists from boat and boat services. How tourist satisfaction of dolphin tours / tours that took place early in the morning, and about 50 boats around in the middle of the sea to find where would the dolphins will appear jumping. Lovina Beach tourist area has black sand and beach area seen many lined traditional fishing boat. At first this area offers / available various marine tourism such as diving activities, because Singaraja has a very wide variety of sea bioata like other dive spots in Bali. But the main attraction of Lovina beach not on the beach, but on the activity of seeing dolphins in the middle of the sea. In addition to watching the dolphin show, Lovina Beach is also available

Lovina beach area is very famous for the show / tour of wild dolphins in the middle of the sea. In this sea there are hundreds of dolphins. To be able to see the dolphins in action, you must go to the sea before sunrise. Dolphins will appear in the middle of the sea between the hours of 6 to 8 am. Duration of activity saw dolphins in Lovina about 2 hours. Fishermen will take you to the sea in a traditional boat, to where the dolphins are often popping up. The journey to the middle of the sea waters Lovina is very liked by tourists. Lovina sea waters are relatively calm, so it can be passed comfortably by using fishing boats. Dolphins can encounter about 1 km from the beach. Some are jumping to the surface, and some are just swimming. Very interesting action of the sea animals are black this one. Tourists who visit can hire a traditional boat fisherman who is specially provided for sightseeing dolphins in the middle of the sea. While heading out to sea to watch a dolphin show, you can also see the beautiful and natural waters of Lovina.

Dolphin tour is very dependent on nature as the object of interest is wild dolphins in nature so that people cannot control when for example there are no adequate number of dolphins that pass the area so that the tourists cannot really watch enough of them. This can cause dissatisfaction among the visitors. Besides this natural factor, there are other factors that might causes the tourists' expectations are not met

Based on the above background, the purpose of the current study is to identify the level of satisfaction of tourists to the dolphin tour in Lovina, Bali

II. RESEARCH METHODS

This study was conducted in Lovina Beach Area, Buleleng, Bali in 2017. The subject of this research is tourists who visit Lovinabeach. The sampling technique used is accidental sampling that is by targeting tourists who have followed the dolphin tour in Lovina so that every tourist has the same possibilities to express his opinion about their satisfaction on the quality of service of the dolphin tour. The object of this study is the level of customers' satisfaction.

The data are collected by survey method. A set of questionnaire was developed from Parasuraman's SERVQUAL that includes: tangible, responsiveness, reliability, assurance and empathy (Lupiyoadi2009: 7.11). The questionnaire was distributed to tourists upon arriving at the beach after taking a dolphin tour. The number of questionnaires returned was 115 and after being sorted out, a number of 100 completed questionnaire were valid for analysis in this study.

The data were analyzed quantitatively using Importance Performance Analysis (IPA) built on the comparison of two main factors namely the perception of tourists on the service received by the wardens (perceived service) with the actual service expected / desired (expected service).

III. RESEARCH RESULT

Characteristics of Respondents

The number of respondents in this study is 100 tourists. Questionnaires were distributed to 120 tourists who had joint dolphin tour and were willing to participate in this study. The completed questionnaires were sorted out and 100 questionnaires were valid to be analyzed for the present study. The characteristics of respondents in this study are discussed in term of nationality, gender, age, and occupation.

Based on nationality, the respondents comprised of 4 nationalities. The largest number of respondents is Netherlands tourist i.e. 53 people or 53%, the second one is the German tourists of 13 people (13%). Denmark and Australia are each 8 (8%) of the respondents, and respondents from England and France are 7 people (7%) each. The last one is Indonesian that is only 4 people (4%). Based on gender of respondents, 57 % respondents is female and 43% is male.

Table 1.
Characteristics of Respondents

Country Origin	Amount	Percentage (%)	Age	Amount	Percentage (%)
Netherlands	53	53	Under 50 years	50	63
Germany	13	13		Top 50 years	37
Denmark	8	8			
France	8	8			
English	7	7			
Australia	7	7			
	4	4			
Gender	Amount	Percentage (%)	Occupation	Amount	Percentage (%)
Women	57	57	Pensioners	34	34
			Employment	26	26
			Professional	17	17
			Students	13	13

Male	43	43	Others	10	10
Total	100	100	Total	100	100

Source: Results of Data Processing Questionnaire

Satisfaction Level Analysis

This analysis is used to measure the level of satisfaction of tourists to the quality of service of dolphin tour in Lovina, Bali. The level of satisfaction is a function of the difference between interest and satisfaction or between expectation and reality (Supranto, 2001). If satisfaction is below expectations, then tourists will feel disappointed. However, if their satisfaction exceeds expectations, tourists will feel satisfied. The following table 2 shows that the average expectation value of tourists on each dimension of dolphin tour service quality is 4.07. While the average value of the perception of tourists to each dimension of dolphin tourservice quality is 4.18. The level of tourists satisfaction based on the assessment of expectations and perceptions of the quality of dolphin tour services using SERVQUAL analysis is shown in Table 2.

Table 2
Tourists Expectations and Perceptions on Quality of Dolphin Tour Service in Lovina, Bali

No	Description	Average		
		NE	NP	NS
Tangible				
1	<i>The comfort of the boat</i>	4.28	4.38	-0.1
2	<i>Facilities on boat (life jacket)</i>	3.99	4.02	-0.03
3	<i>The boat attendant's grooming</i>	4.16	4.19	-0.03
Reliability				
4	<i>Prompt respond to Guests</i>	4.1	4.25	-0.15
5	<i>Boat attendant's knowledge about dolphin</i>	4.12	4.14	-0.02
6	<i>Boat attendant's speak English</i>	4.03	4.02	0.01
Responsiveness				
7	<i>Prompt service</i>	4.13	4.22	-0.09
8	<i>The boat attendant handled complaints</i>	4.1	4.1	0
Assurance				
9	<i>Secure and safe</i>	3.99	4.14	-0.15
10	<i>Cleanliness of the boat</i>	3.98	4.26	-0.28
11	<i>Information about dolphins</i>	4.08	4.11	-0.03
Empathy				
12	<i>The boat attendant was professional</i>	4.07	4.29	-0.22
13	<i>The boat attendant give equal service to</i>	3.99	4.25	-0.26

	<i>all customers</i>			
14	<i>Understanding of the guests' condition</i>	3.91	4.14	-0.23
15	<i>The boat attendant's friendliness</i>	4.07	4.22	-0.15
Average		4.07	4.18	-0.12

Source: Results of Data Processing Questionnaire

Analysis of Tourists Expectation and Satisfaction (Importance-performance Analysis)

The level of conformity is the ratio between the level of satisfaction with the level of interest or expectations of tourists to dolphin tour in Lovina, Bali. The level of conformity in addition to the role to measure the level of satisfaction in meeting the expectations or interests of tourists, also plays an important role in determining the order of priority increase factors or aspects that affect the satisfaction of tourists. If mathematically calculated the level of conformity is the result of comparison between the weight of the satisfaction of tourists to the weight of expectations or interests of factors forming the satisfaction of tourists. If calculated in percentage, the level of conformity in this condition is greater than 100%. This is the condition desired by the tourists, because tourists feel the benefits of the quality of dolphin tour in Lovina. If the weight of satisfaction is less than the expectation or interest, this means the determinants of the satisfaction of tourists have not met the expectations of tourists. Tourists assume that the factor of satisfaction is not of good quality or is less qualified. If calculated in percentage, the degree of suitability of this state is less than 100%.

If the weight of the satisfaction level is equal to or almost close to the expectations of tourists means that what is expected by the tourists can be met, which is often called a balanced condition (Equilibrium). This condition is an ideal condition for both parties that is very difficult to create. If calculated in percentage, the level of conformity of this condition is 100%.

Table 8 shows the level of suitability between expectation and satisfaction with dolphin tour service in Lovina, Bali. The level of conformity of these factors is the result of comparison between the weight of the level of satisfaction with the weight of importance or expectations of the factors forming the satisfaction of tourists.

Table 3
Calculation of Average Value of Expected Value, Perception Value and Conformity Level on the Five Dimension Service Indicators

No	Description	Assessment of Expectations	Perception Appraisal	Level of Mortality (%)	Y	X
Tangible						
1	<i>The comfort of the boat</i>	428	438	102.3	4.28	4.38
2	<i>Facilities on boat (life jacket)</i>	399	402	100.8	3.99	4.02
3	<i>The boat attendant's grooming</i>	416	419	100.7	4.16	4.19
Reliability						

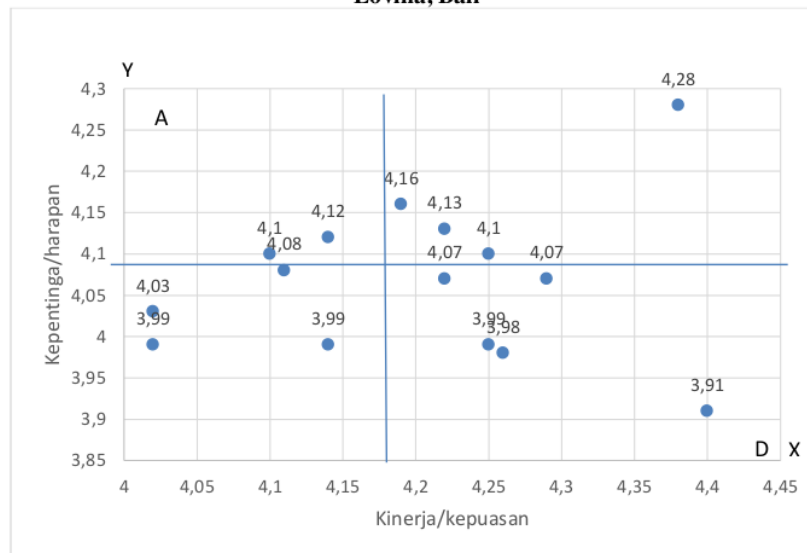
4	<i>Prompt respond to Guests</i>	410	425	103.7	4.1	4.25
5	<i>Boat attendant's knowledge about dolphin</i>	412	414	100.5	4.12	4.14
6	<i>Boat attendant's speak English</i>	403	402	99.8	4.03	4.02
Responsiveness						
7	<i>Prompt service</i>	413	422	102.2	4.13	4.22
8	<i>The boat attendant handled complaints</i>	410	410	100.0	4.1	4.1
Assurance						
9	<i>Secure and safe</i>	399	414	103.8	3.99	4.14
10	<i>Cleanliness of the boat</i>	398	426	107.0	3.98	4.26
11	<i>Information about dolphins</i>	408	411	100.7	4.08	4.11
Empathy						
12	<i>The boat attendant was professional</i>	407	429	105.4	4.07	4.29
13	<i>The boat attendant give equal service to all customers</i>	399	425	106.5	3.99	4.25
14	<i>Understanding of the guests' condition</i>	391	414	105.9	3.91	4.14
15	<i>The boat attendant's friendliness</i>	407	422	103.7	4.07	4.22
Average X and Y					4.07	4.18

Based on this study, the average of the results of the assessment of satisfaction and the level of expectations of tourists and the average of the average results of research performance / satisfaction and average level of interest / expectations can be seen in Table 3. It shows that the average the result of the evaluation of the satisfaction of the tourists on the 15 factors of satisfactory quality of satisfaction and satisfaction satisfaction toward the dolphin tour service in Lovina, Bali ranged from 4.02 to 4.38, while the average of tourist expectation ranged from 3.98 to 4.28 . Table 3 also shows the average of the average tourist satisfaction evaluation and the average of the average rate of tourist expectations. The average size of the average result of satisfaction evaluation and tourist expectations is 4.07 and the average of the average tourist expectation rate is 4.18. The data contained in Table 3 will be translated into Cartesian Diagram to interpret the next stage of the Importance-Performance Analysis or Importance-Performance Analysis.

The Importance-Performance Analysis (Cartesius Diagram) shows the determinants of the quality of expectation and satisfaction of the dolphin tour service in Lovina, Bali. However, the above analysis has not been able to show which variables are already met and which ones have not met the expectations of tourists. In addition, satisfaction higher than expectations does not always indicate something good but can be interpreted inefficiently. Therefore, the next analysis is data

analysis using Cartesian diagram with four quadrants, so it will be able to identify which variables are the main priority (Quadrant A), need to be maintained (Quadrant B), low priority (Quadrant C) and redundant (Quadrant D). Furthermore the data is included in Cartesian Diagram as shown in Figure 1.

Figure 1
Cartesian diagram
Level of Conformity Between Expectations and Satisfaction of Dolphin Tour Service in Lovina, Bali



The determinants dolphin tour services in each quadrant are as follows:

1. Quadrant A

Quadrant A shows that the elements of services that are very important for tourists, but the operators did not implement in accordance with the expectations of the tourists, resulting in disappointment or dissatisfaction. The determinants of services that are in quadrant A are two factors, namely factor 2 and 8. The factors are interpreted as follows:

- a. Factor number 2, Boat attendants' knowledge about dolphin.
- b. Factor number 8, How the boat attendants handled complaints.

2. Quadrant B

Quadrant B shows, that the elements of services that are considered important by tourists have been implemented properly by the operator (fishermen / officers / guides) and tourists feel very satisfied. Factors included in this quadrant are as follows:

- a. Factor number 1, the comfort of the boat
- b. Factor number 3, the boat attendant's grooming.
- c. Factor number 4, prompt respond to Guests.
- d. Factor number 7, prompt service,



6 3. Quadrant C

Factors in Quadrant C are factors that have less important influence on the tourists, which in the implementation by the operator (fishermen / officers / guides) and they get very low ordinary attention so as not to satisfy the tourists, the determinants that are in this quadrant are as follows:

- a. Factor number 2, facilities on boat (life jacket)
- b. Factor number 6, boat attendant's speak English.
- c. Factor number 9, secure and safe.
- d. Factor number 11, Information about dolphins.

4. Quadrant D

Quadrant D is not so important for the tourists, but the implementation by the operator (fishermen / officers / guide) at 6 very exaggerated so it is very satisfying for the tourists. The determinants of services that are in quadrant D are 5 factors as follows:

- a. Cleanliness of the boat.
- b. The boat attendant was professional,
- c. The boat attendant give equal service to all customers
- d. Understanding of the guests' condition.
- e. The boat attendant's friendliness.

CONCLUSION

Based on the results of the discussion, it can be concluded that important things by tourists have been implemented well by fishermen / officers / guides and so that tourists feel very satisfied on some activities during dolphin tours in Lovina:

1. The comfort of the boat. The satisfaction of tourists to the comfort of the boat, where tourists feel very satisfied with the comfort of the boat they are riding. The fishermen / officers / guides and managers of the area have noticed the convenience of the existing boat.
2. The boat attendants' grooming. The satisfaction of tourists to this factor met the expectations of the tourists.
3. Prompt respond to Guests.
4. Prompt service, Fisherman / officer / guide able to provide professional services. Fishermen / officers / guides are able to provide professional services one of them is to provide a sense of security that is expected by tourists during the dolphin tour.

There are many things that are very important for tourists, but the operator (fishermen / officers / guides) have not implemented to meet the expectations of tourists, resulting in disappointment or dissatisfaction, among others:

- a. Boat attendant's knowledge about dolphin.
- b. The boat attendant handled complaints.

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