







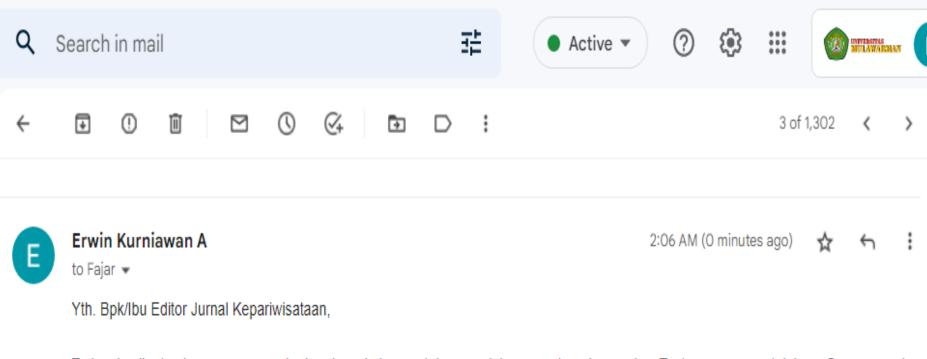


This research aims to determine the influence of tour guide service quality on tourist satisfaction in Monkey Forest Ubud moderated by perceived value. This research uses quantitative research methods using the structural equation model Partial Least Square (SEM-PLS). The sampling technique used was a purposive sampling technique where 400 respondents were selected with the Yamane taro formula and analyzed using SmartPLS 3. First, this research's results show that the service quality of a tour guide has a positive and significant effect on tourist satisfaction. Second, Perceived Value moderated the relationship between service quality and tourist satisfaction. This research provides a practical contribution for tourist attraction managers to always pay attention to the service quality and effect or value felt by tourists when they visit a tourist destination. For that, the tourist attraction manager can always continue to pay attention to all aspects of tour guide services to cause tourist satisfaction.



Destinasi, Hospitalitas dan Perjalanan

ISSN 2477-3808 | e-ISSN 2721-4753



Terima kasih atas kepercayaan anda dan dewa kolega untuk menunjuk saya sebagai pengulas. Tentu saya menyetujuinya. Semoga anda sehat selalu. Saya sangat mengapresiasi dan menghargai kebijaksanaan anda. Akan tetapi, ketika saya masuk di OJS, tampak ada masalah dan sedikit gangguan terkait sistem jurnal yang tidak terakses. Untuk itu, mohon panduan Bpk/lbu untuk membantu mengatasi

problem tersebut. Menunggu respon positif darimu.

Erwin Kurniawan A.

Salam hormat,

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# Review:THE ROLE OF PERCEIVED VALUE IN MODERATING THE EFFECT OF TOUR GUIDE SERVICE QUALITY ON TOURIST SATISFACTION IN UBUD MONKEY FOREST

1. Request

2. Guidelines

3. Download & Review

4. Completion

## **Request for Review**

You have been selected as a potential reviewer of the following submission. Below is an overview of the submission, as well as the timeline for this review. We hope that you are able to participate.

#### Article Title

THE ROLE OF PERCEIVED VALUE IN MODERATING THE EFFECT OF TOUR GUIDE SERVICE QUALITY ON TOURIST SATISFACTION IN UBUD MONKEY FOREST

### Abstract

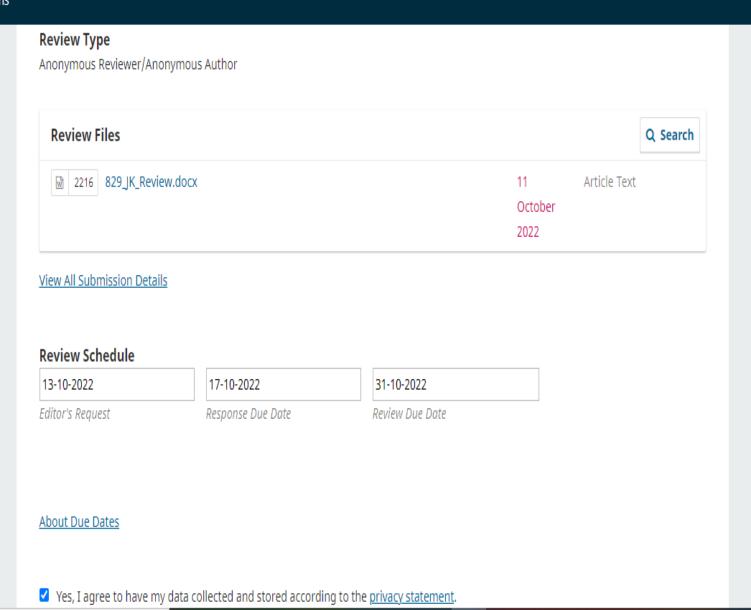
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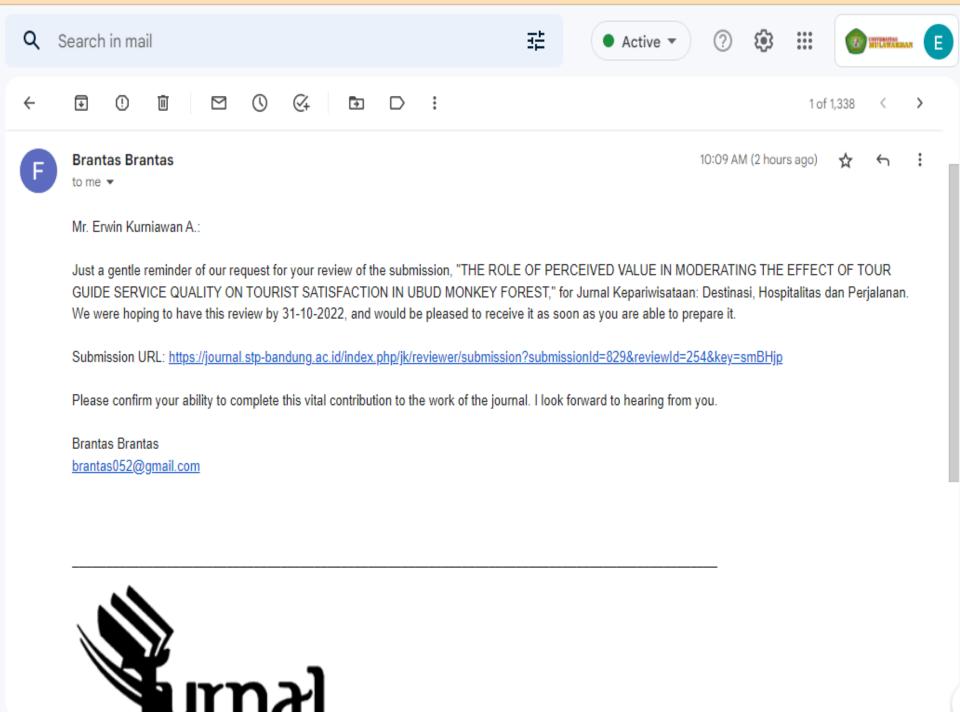






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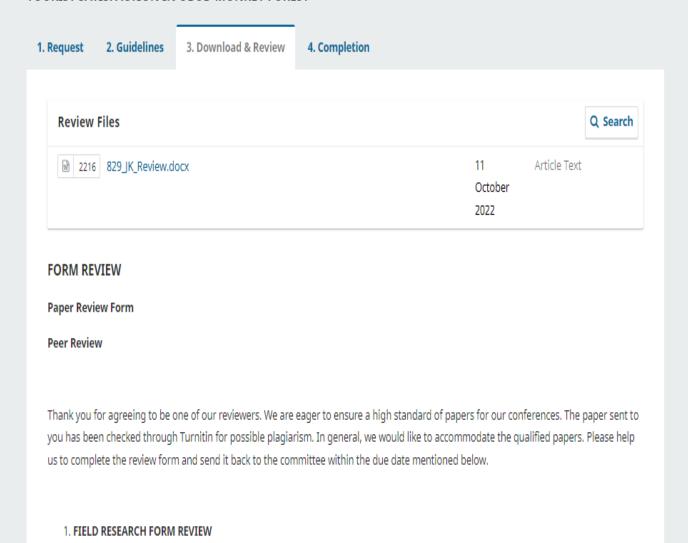






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