

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

Abstract

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 by~~ 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.

Keywords: *Perceived Value, Service Quality, Tourist Satisfaction, Tour Guide*

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A. INTRODUCTION

Currently, the tourism industry is developing rapidly in line with the high interest of the Indonesian people in traveling. This has increased visits to several tourist attractions in Indonesia (Wibowo, 2015). Bali is one of the provinces that is the leading tourist destination in Indonesia. According to Simanjuntak et al. (2017), it can be seen from the diversity of potential, both natural and cultural, makes Bali a tourist destination area that is in demand and visited by tourists from various foreign countries such as Europe, Australia, and Asia. In 2019, there was an increase of around 4.01 million tourists visiting Bali compared to 2015, which was 3.77 million foreign tourists with an average expenditure of US\$ 1,220 per visit or ASPA (average spending per arrival), where 46.6% are European and Australian tourists (Wiardani & Kusumajaya, 2018).

Rahayu et al. (2021) explain that Bali is one of the provinces in Indonesia that can bring in tourists by relying on its tourism sector. One of the essential things to maintain the continuity of tourist visits to a tourist attraction is the tour guide. A tour guide is any person who leads an organized group for a short and long period Ayuningtyas (2021). According to Brigitha et al. (2018) The tour guide must have a good knowledge of the tourist destination that will be given to visitors by understanding the history and other knowledge in the tourist destination so that tourists will get experience and new knowledge of the destination. Tourism is closely related to representing a tourist attraction, so the tour guide must perform well (Li et al., 2020). The

* Corresponding author

Received: August 03, 2017; Revised: November 09, 2017; Accepted: December 21, 2017

performance of the tour guide is essential to be paid attention to because it will affect the quality provided so that the service quality of the tour guide can affect the image of the destination itself.

One tourist attraction that uses tour guides to serve tourists is Monkey Forest Ubud. The tourist attraction of Monkey Forest is that hundreds of monkeys inhabit the forest, and there are various protected trees around the forest area of the Monkey Forest tourist attraction (Monkey Forest, 2022). There are 1,200 tame long-tailed monkeys in the Monkey Forest area of Ubud. This uniqueness makes Monkey Forest Ubud able to bring in many domestic and foreign tourists. Because monkeys are the main attraction in this destination, tour guides play a very important role in providing the best service for tourists to feel safe and comfortable when visiting.

Service Quality is any action or activity offered by a party to another party that is intangible and does not result in any ownership (Yuwono & Yuwana, 2017). The tour guide service will directly affect the customer's value to a tourist attraction. One of the strategies that tourist attractions can apply is to maintain customer trust by creating good tour guide services and fostering a different value in the eyes of tourists (Mulyaningsih & Suasana, 2016). Tourists will have a tour experience by using tour guide service, so that service quality is possessed, giving rise to a perceived value (Yulianto, 2017).

Perceived value is essential, where tourists tend to maximize the value, they got. Value is a low price, consumer desire, and quality obtained by tourists (Tri, 2016). The quality of service provided by the tourist attraction and meeting expectations will cause a feeling of satisfaction; otherwise, the quality of service that cannot meet customer expectations will cause dissatisfaction (Yulianto, 2017). Satisfaction is a person's feeling of pleasure or disappointment that comes from comparing an impression of the results of a product and expectations. The company will obtain many customers if it can provide customer satisfaction (Yulianto, 2017).

Another view argues that value is more important than quality because value is something that consumers consider (Rohwiyati, 2020). In contrast, Andalusi's (2018) research showed that the quality of service has no effect on satisfaction. So this study has differences in the novelty of the moderation variable, namely *perceived value*, and expands previous research on the tourist attraction of Monkey Forests. This research expanded the previous literature on the effect of service quality on tourist satisfaction. Based on this background, this research raised the title "the influence of tour guide's service quality on tourist satisfaction in Monkey Forest Ubud moderated by perceived value".

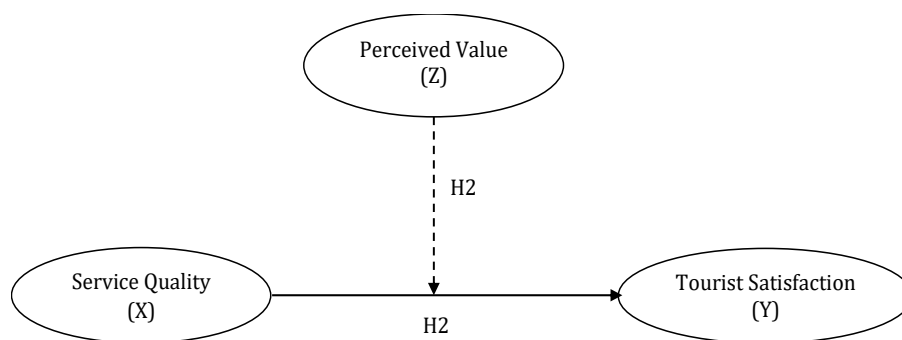
This research makes several important contributions. First, we strengthen the sustainability literature by considering the value of the effect that tourists feel when using a tour guide service. Therefore, we add quantitative literature on the concept of perceived value or the value of the effect felt by tourists when visiting the monkey forest tourist attraction, Ubud. Second, we depart from previous research which was limited to research on the effect of the service quality of tour guides on tourist satisfaction. Third, our research contributes to the overall service quality literature on factors that moderate tourist satisfaction. Based on empirical evidence, this literature is provided for practitioners and tour guides to provide good quality service for tourists when visiting a tourist attraction.

B. RESEARCH METHOD

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This research was conducted at Monkey Forest Ubud. The data collection uses questionnaires that are analyzed using structural equation data analysis techniques of the Partial Least Square (SEM-PLS) model. This research sampling technique was taken using the purposive sampling technique, where the sample was taken and determined with specific considerations, which means that each subject taken from the population was selected based on goals and specific considerations. The number of samples in this study was determined using the Taro Yamane 3 (Ringle et al., 2015). This research uses quantitative methods. According to Sekaran & Bougie (2016), the quantitative method is a research method based on the philosophy of positivism which is used to examine a particular population or sample, and data collection using research instruments, data analysis is quantitative and aims to describe or test hypotheses that have been designed by researchers. PLS data processing applies the analysis of the measurement model, the outer model, which consists of validity tests, including convergent validity and discriminative validity and reliability tests. In calculating the structural model (inner model), it has the objective of knowing the relationship of the construct being evaluated, that is, the relationship between the exogenous construct and the endogenous construct. This conceptual framework determines the prediction of service quality on tourist satisfaction and whether perceived value moderates this relationship.

Figure 1. Research Framework



C. RESULTS AND ANALYSIS

Characteristics of Respondents

The requirements for respondents in this study are a tourist who has visited the Monkey Forest tourist attraction in the last five years, on 2017 - 2022.

Table 1. Characteristics Respondents

Characteristic	Total (People)	Percentage
Gender		
Male	255	63,7%
Female	145	36,3%
Total	400	100%
Age		
18 - 25 Years	235	58,7
26 - 35 Years	90	22,4
36 - 45 Years	37	9,2
46 - 55 Years	31	7,7
> 55 Years	7	2
Total	400	100%

[Source: compilation by Authors.](#)

Based on the results of research data processing in table 1 above, there were 400 respondents consisting of 255 male respondents (63.7%) and 145 female respondents (36.3%). So, it can be concluded that the majority of respondents who filled out the questionnaire were men (63.7%). It shows that the majority of respondents in this study were aged 18-25 years, as many as 235 respondents (58.7%) aged 26-35 years total of 90 respondents (22.4%) aged 36-45 years totaling 37 respondents (9.2%), aged 46-55 years as many as 31 respondents (7.7%) and finally, the lowest respondents aged >55 years were 7 respondents (2%). Respondents in this study were tourists who had visited Ubud's Monkey Forest for the past five years.

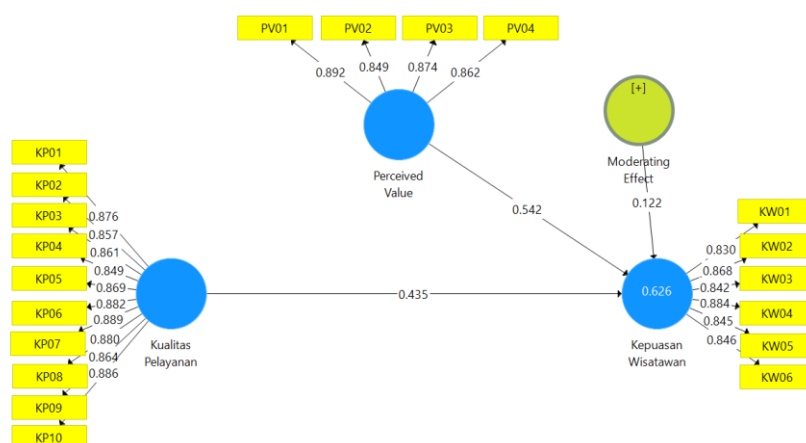
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Data Analysis Result

Outer Model or Measurement Model

According to Hair, et al. (2017) analysis of the outer model is carried out to ensure that the measurement used is feasible to use as measurement (valid and reliable). Outer model measurement aims to test the theory and reliability of the instrument. The validity test intends to determine the research instrument in measuring, which consists of convergent and discriminant validity. Reliability tests were run to show the accuracy, consistency, and accuracy of a measuring instrument in making measurements. The reliability test in PLS can use two methods, namely Cronbach's Alpha and Composite Reliability. Cronbach's alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the real value of the reliability of a construct that has a loading value of greater than 0.7. Convergent validity tests in PLS with reflective indicators are assessed based on loading factors (correlation between item scores/component scores and construct scores). The convergent validity value is the value of the loading factor on the latent variable with its indicators i.e., the expected value > 0.6. The following figure is the first measurement model before bootstrapping is performed.

Figure 2. PLS Path Model



Source: compilation by Authors.

Convergent Validity and Reliability Test

Convergent validity tests in PLS with reflective indicators are assessed based on *loading factors* (correlation between item scores/component scores and construct scores). The convergent validity value is the value of the loading factor on the latent variable with its indicators i.e., the expected value > 0.6 (Hair, et al., 2017).

Table 2. Convergent Validity and Reliability Test

	Code Item	Outer Loading	Cronbach's Alpha	CR	AVE	Conclusion
Quality of Service	X1.1.1	0.876	0.925	0.941	0.727	Valid
	X1.2.1	0.857				Valid
	X1.2.2	0.861				Valid
	X1.3.1	0.849				Valid
	X1.3.2	0.869				Valid
	X1.4.1	0.882				Valid
	X1.4.2	0.889				Valid
	X1.4.3	0.880				Valid
	X1.5.1	0.864				Valid
	X1.5.2	0.886				Valid
Tourist Satisfaction	Y1.1.1	0.830	0.965	0.969	0.759	Valid
	Y1.1.2	0.868				Valid
	Y1.2.1	0.842				Valid
	Y1.2.2	0.884				Valid
	Y1.3.1	0.845				Valid
	Y1.3.2	0.846				Valid
Perceived Value	Z3.1.1	0.830	0.892	0.925	0.726	Valid
	Z3.2.1	0.884				Valid
	Z3.3.1	0.851				Valid
	Z3.4.1	0.816				Valid

Source: compilation by Authors.

In this study, there are three constructs; based on all constructs produce an outer loadings value of > 0.60 which means that all construct indicators are valid. Several indicators result in a loading factor > 0.60 (Hair, et al., 2017). The Average Variance Extracted (AVE) value of the entire construct >0.5 so that the data is declared valid. Based on the test results of the measurement model above, it can be explained as follows:

1. The service quality construct was measured using indicators X1.1, X1.2, X1.3, X1.4, X1.5, X1.6, X1.7, X1.8, X1.9, X1.10, which have a loading factor, Cronbach's alpha >0.6 and AVE >0.5.
2. The construct of tourist satisfaction was measured using indicators Y1.1, Y1.2, Y1.3, Y1.4, Y1.5, Y1.6, which have a loading factor, Cronbach's alpha >0.6 and AVE >0.5.
3. The perceived value construct is measured using indicators M1.1, M1.2, M1.3, M1.4, which have a loading factor, Cronbach's alpha >0.6 and AVE > 0.5.

Discriminant Validity Test

The validity test was carried out to test the value of the Heterotrait-Monotrait Ratio in knowing if a construct has an adequate discriminant. The HTMT value higher than 0.90 or 0.85 when the path model construction is conceptually more different proves the lack of discriminant validity (Hair et al., 2017).

Table 3. HTMT Heterotrait-Monotrait Ratio

	Tourist Satisfaction	Service Quality	Moderating Effect	Perceived Value
Tourist Satisfaction				
Service Quality	0.715			
Moderating Effect	0.329	0.503		
Perceived Value	0.785	0.656	0.551	

[Source: compilation by Authors.](#)

The table above shows the Heterotrait-Monotrait Ratio value below 0.9, so each construct can be declared valid for discriminant validity.

The structural model also called the inner model in PLS-SEM, describes the relationship between the latent variables and the measurement models, which describe the relationship between the latent variables and their measures (Hair et al., 2017). In the structural model test (inner model), using the help of Bootstrapping procedures in SmartPLS 3.

Table 4. Inner Model Evaluation Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values

Service Quality * Perceived Value <- Moderating Effect	1.340	1.339	0.078	17.234	0.000
M1.1 <- Perceived Value	0.811	0.811	0.020	39.823	0.000
M1.2 <- Perceived Value	0.887	0.888	0.011	78.921	0.000
M1.3 <- Perceived Value	0.853	0.854	0.015	58.355	0.000
M1.4 <- Perceived Value	0.823	0.822	0.018	45.341	0.000
X1.1 <- Service Quality	0.824	0.823	0.020	41.214	0.000
X1.10 <-Service Quality	0.772	0.773	0.031	24.552	0.000
X1.2 <- Service Quality	0.804	0.805	0.024	33.201	0.000
X1.3 <- Service Quality	0.832	0.832	0.018	47.448	0.000
X1.4 <- Service Quality	0.811	0.812	0.020	40.135	0.000
X1.5 <- Service Quality	0.771	0.772	0.023	33.296	0.000
X1.6 <- Service Quality	0.823	0.822	0.019	44.257	0.000
X1.7 <- Service Quality	0.805	0.805	0.024	33.456	0.000
X1.8 <- Service Quality	0.776	0.777	0.021	36.845	0.000
X1.9 <- Service Quality	0.798	0.799	0.021	38.883	0.000
Y1.1 <- Tourist Satisfaction	0.805	0.804	0.020	40.207	0.000
Y1.2 <- Tourist Satisfaction	0.811	0.812	0.022	36.522	0.000
Y1.3 <- Tourist Satisfaction	0.778	0.777	0.023	33.688	0.000
Y1.4 <- Tourist Satisfaction	0.868	0.868	0.014	64.023	0.000
Y1.5 <- Tourist Satisfaction	0.809	0.809	0.018	43.873	0.000
Y1.6 <- Tourist Satisfaction	0.842	0.841	0.017	49.915	0.000

[Source: compilation by Authors.](#)

Based on table 4 above, it can be concluded that, indeed, all reflexive construct indicators are valid with the resulting T-statistics value > 1.96. In assessing the evaluation model, it is done by looking at the criteria for the R-Square value and the significance value

Table 5. R-Square

	R Square	R Square Adjusted
Tourist Satisfaction	0,626	0,62

[Source: compilation by Authors.](#)

The R-Square value of Revisit Intention is 0.62, so it can be concluded that 97% of the variance is in service quality and perceived value. So 38% of the variance is determined by other factors, not the model. Thus the model can be said to be classified as moderate.

Hypothesis Test Result

Hypothesis testing is carried out by observing the probability value and its t-statistics. For the probability value, the p-value with an alpha of 5% is less than 0.05. The t-table value for 5% was 1.96. So the criteria for accepting the hypothesis are when $t\text{-statistics} > t\text{-table}$ (Hair et al., 2017).

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Quality of Service -> Tourist Satisfaction	0.435	0.439	0.069	6.307	0.000
Moderating Effect -> Tourist Satisfaction	0.122	0.123	0.032	3.865	0.000
Perceived Value -> Tourist Satisfaction	0.542	0.538	0.062	8.695	0.000

Table 6. Path Coefficient

Source: compilation by Authors.

H1 The Effects of Service Quality on Tourist Satisfaction on tourists who have visited Monkey Forest Ubud. Table 5 shows the effect of service quality on tourist satisfaction ($p = 0.000 < 0.05$) with a t-statistic of 6.307, which is above 1.96, then H1 is accepted. It can be concluded that there is a significant and positive influence on service quality with tourist satisfaction. This is supported by research conducted by Hanafi (2020), showing the results that there is an influence of the quality of tour guide services on tourist satisfaction in the tourist attraction of Saung Angklung Mang Udjo.

H2 The influence of Perceived Value in moderating Service Quality on Tourist Satisfaction in Ubud Monkey Forest. Table 5 shows the effect of Perceived Value on service quality and tourist satisfaction ($p = 0.000 < 0.05$) with a t-statistic of 3,865, above 1.96, then H2 is accepted. It can be concluded that there is a significant and positive perceived value in moderating the quality of service to tourist satisfaction in Ubud Monkey Forest. This is supported by research by Rohwiyati (2020) that perceived value can moderate the relationship between service quantification and customer satisfaction in Solo culinary tours.

D. CONCLUSION

In conclusion, service quality has a positive and significant effect on tourist satisfaction, and the influence value has managed to moderate the relationship between service quality and tourist

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satisfaction. Thus, this research provides a practical contribution for tourism object managers, especially Monkey Forest Ubud, to always pay attention to the attitudes, ethics, and performance of each tour guide to provide satisfaction to tourists so that they can take advantage when visiting a place. In addition, management is also expected to pay attention to SOP (Standard Operating Procedure) and provide a briefing for tour guides at tourist attractions to provide value and satisfaction for tourists. This study also expands on previous Ubud Monkey Forest tourist attraction research.

This research makes several significant contributions. First, the researcher strengthens the sustainability literature by considering the value of the effects tourists feel when using a tour guide's services. Therefore, the researcher adds quantitative literature about the concept of perceived value or the value of the effect felt by tourists when visiting the Ubud Monkey Forest tourist attraction. Second, departing from previously limited research, this study will discuss the influence of the quality of tour guide services on tourist satisfaction. Third, this study contributes to the overall service quality literature on factors that moderate tourist satisfaction. Based on empirical evidence, this literature is provided for practitioners and tour guides to provide good quality service for tourists when visiting a tourist attraction.

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