

CONSUMER TOUCHPOINT: INDONESIAN TOURISM DEVELOPMENT STRATEGY THROUGH IMPROVING THE QUALITY OF VISITOR SERVICES

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Abstract

This research aims to determine (1) the role of improving the quality of visitor services on visitor satisfaction based on tourist reviews; and (2) strategies for developing Indonesian tourism through improving the quality of visitor services. This research uses SWOT analysis as an analytical tool to explore Indonesian tourism development strategies through improving the quality of visitor services. The results of this study show that (1) Tourist reviews after visiting tourist attractions are strong social evidence that can significantly influence potential tourists' decisions; and (2) Indonesia's tourism development strategy through improving the quality of visitor services consisting of the SO strategy through tourism promotion by offering quality visitor services, the WO strategy by developing a consumer touchpoint concept to attract tourists, the ST strategy through collaboration with tourism stakeholders to support consumer touchpoint tourism, and WT's strategy by educating tourism managers to improve the quality of visitor services.

Keywords: Quality, visitor services, SWOT

1. INTRODUCTION

Consumer touch points are interactions between consumers and everything related to the company's products and services. In the tourism sector, consumer touch points are closely related to tourism marketing, as well as things that support the tourism transaction process and processes that occur during communication (Chen, 2021). Consumer touchpoints include every interaction a consumer has with a brand, from initial browsing of a product on a website to post-purchase follow-up. In the context of online travel booking, where there is no face-to-face interaction, businesses must rely on other means to provide a personalized and satisfying experience to their customers. Positive travel reviews available on tourism sites help potential customers before visiting (Krey, 2023; Stare, 2018).

Modern consumers have high expectations for personalized experiences. A business must understand the important role that customer experience plays in building brand loyalty and advocacy. Failing to meet these expectations can lead to lost sales and dissatisfied customers. Failure to prioritize customer experience can result in negative feedback, tarnishing a brand's reputation in a digital world where information spreads quickly. To avoid these mistakes, companies must align their marketing strategies with customer expectations and preferences, and leverage data-based insights to refine brand approaches (Apriyani, 2017).

Customer Experience is one of the most promising marketing approaches in the sales industry (Susiang, 2023). To gain a holistic understanding of this, manufacturers need to understand that customer perceptions and assessments of their experiences can change over time, so companies must take a long-term approach to collecting information continuously throughout the customer experience (Singgalen, 2022; Amalia, 2019).

The issue of visitor satisfaction is an important issue in developing good tourism services (Umur, 2022). In principle, visitor satisfaction is an important aspect that needs to be considered in tourism services. Service quality is closely related to customer satisfaction. Building quality tourism services that can make visitors comfortable and match visitor expectations will lead to increased satisfaction when visiting tourist attractions (Ichsan, 2022).

Based on the explanation above, this research aims to determine (1) the role of improving the quality of visitor services on visitor satisfaction based on tourist reviews; and (2) strategies for developing Indonesian tourism through improving the quality of visitor services.

2. METHOD

This research is a qualitative-descriptive research, as the aim of the research is to describe the role of improving the quality of visitor services on visitor satisfaction based on tourist reviews and strategies for developing Indonesian tourism through improving the quality of visitor services. Qualitative-descriptive research is a type of research that produces findings in the form of descriptions that aim to explore meaning related to social problems (Kusumastuti, 2019).

The source of research data used in this research is previous studies related to the role of improving the quality of visitor services on visitor satisfaction based on tourist reviews and Indonesian tourism development strategies through improving the quality of visitor services. The data collection technique used in this research is a reading technique through reading literature that is relevant to the findings and discussions. The data analysis technique used in this research uses SWOT analysis related to Indonesia's tourism development strategy through improving the quality of visitor services.

3. RESULTS AND DISCUSSION

3.1.The Role of Improving the Quality of Visitor Services on Visitor Satisfaction Based on Tourist Reviews

The findings of this research indicate that improving the quality of visitor services plays a positive role in visitor satisfaction for providing feedback available on tourism sites. Tourist reviews and testimonials after visiting tourist attractions are strong social proof that can significantly influence potential tourists' decisions. Displaying genuine traveler reviews on tourism sites will instill confidence in potential travelers and help reduce concerns about service quality, thereby increasing brand trust.

Social proof and reviews of travelers who have visited play an important role in shaping the customer experience. Positive reviews and testimonials from satisfied tourists can build trust and credibility, thereby influencing the decisions of potential tourists. The business world, including the tourism sector, must actively encourage feedback from customers and immediately address negative reviews to demonstrate their commitment to customer satisfaction.

Loyalty programs and customer reward systems are effective in encouraging repeat purchases and growing brand loyalty. Omnichannel marketing is essential for interacting with consumers across multiple platforms and touchpoints. By integrating marketing efforts across social media, email marketing, search engine advertising, and offline channels, businesses can create a cohesive brand experience and strengthen brand recall, ensuring they stay top of mind with their target audience.

3.2.Indonesian Tourism Development Strategy Through Improving the Quality of Visitor Services

Table 1. SWOT Analysis of Strategies to Improve the Quality of Visitor Services Through Customer Touchpoints

SW OT	Strengths (kekuatan) 1. Adequate potential and resources to be developed 2. Natural beauty, cultural richness and local wisdom support improving the quality of tourism services	Weakness (kelemahan) 1. Tourist activities do not give the impression of the consumer touchpoint concept 2. Lack of awareness of tourism actors in providing quality services to visitors 3. The condition of facilities and infrastructure that need to be arranged professionally to provide comfort for tourists
Opportunity (peluang) 1. Technological developments provide opportunities for tourism to interact with customers 2. Government involvement to provide quality services to visitors	SO Strategy <i>Promotion of tourism by offering quality visitor services</i>	WO Strategy <i>Develop a consumer touchpoint concept to attract tourists</i>
Treat (Ancaman) 1. Low knowledge on the part of the management to make activities in accordance with the consumer touchpoint concept	Strategi ST <i>Collaborating with tourism stakeholders to support consumer touchpoint tourism</i>	Strategi WT <i>Educate tourism managers to improve the quality of visitor services</i>

Source: 2023 data processed

SO Strategy: *Promotion of tourism by offering quality visitor services*

Optimization of online and non-online promotional activities related to offering quality visitor services. In many cases, promotional programs determine the extent to which tourism service offerings will be known to the general public. Promotion methods for tourism services are carried out through various social media platforms such as Facebook, Instagram, Twitter, and others. Meanwhile, traditional methods can rely on advertising in mass media such as television, newspapers and radio. Because basically, no matter how good a tourist attraction is, if it is not promoted, it will be difficult to get visitors because of the limited information they can obtain.

WO Strategy: *Develop a consumer touchpoint concept to attract tourists*

Tourism management needs to pay attention to tourist attractions related to what tourists can see and what tourists can buy. Tourism management needs to add information services containing tourism information, as well as realize the development and improvement of existing facilities. The consumer touch point concept includes quick visitor reception procedures, affordable entry fees to tourist attractions, providing complete and clear information to visitors, handling visitor complaints quickly and precisely, and ease of contacting tourist attraction officers.

Several consumer touchpoint concepts to improve service quality such as improving aspects including reliability, responsiveness, assurance, empathy and tangibles. Building awareness of these five dimensions can increase customer satisfaction and will ultimately have an impact on forming customer loyalty. So, it is very possible that visitors will make return tourist visits after receiving good service from the tourism manager.

Reliability aspect, this aspect emphasizes the importance of providing services that are accurate and in accordance with what has been promised through various promotional media. So, tourism managers need to re-examine what service promises have been conveyed through promotional media and whether they are appropriate or not. If not, then it needs to be improved again towards conforming to the service promise.

Apart from that, the aspect of responsiveness, this aspect highlights the importance of managers to help consumers provide services quickly according to what tourist visitors want. To know the needs of tourists, various efforts are needed to accommodate the aspirations of tourists' needs, for example by providing a suggestion box through online media. or offline.

Another aspect to improve service quality is assurance, this aspect emphasizes employee knowledge and ability to serve with confidence.

Furthermore, the development of the service quality aspect, namely empathy, this aspect describes the ability of employees to provide individual attention to consumers and understand consumer needs.

And finally, the aspect related to service quality is tangibles, this aspect is related to the availability of physical services which include physical facilities, equipment, personnel and communication tools at tourist attractions. Thus, building the five dimensions of service quality is very important to increase visitor satisfaction at tourist attractions.

ST Strategy: *Collaborating with tourism stakeholders to support consumer touchpoint tourism*

Intensive coordination with stakeholders for continuous improvement and development. The sustainability of a tourist attraction really depends on the extent to which visitors are satisfied with the tourism services provided. This visitor satisfaction will have an impact on forming their loyalty towards their visit so that they will return to visit. Policy makers, both private and government, need to pay attention to important aspects in managing tourist destinations, such as access to public facilities such as transportation, places of worship and other facilities needed by visitors.

WT Strategy: *Educate tourism managers to improve the quality of visitor services*

Improving service quality through training for employees and improving the tourism management system. Professional management makes tourists confident in the quality of service provided.

4. CONCLUSION

Based on the results and discussion, the conclusion of this research shows that tourist reviews after visiting tourist attractions are strong social evidence that can significantly influence potential tourists' decisions. Genuine traveler reviews on tourism sites will instill confidence in potential travelers and help reduce concerns about service quality, thereby increasing trust in the brand. The strategy for developing Indonesian tourism through improving the quality of visitor services consists of the SO strategy through tourism promotion by offering quality visitor services, the WO strategy by developing a consumer touchpoint concept to attract tourists, the ST strategy through collaboration with tourism stakeholders to support consumer touchpoint tourism, and the WT strategy by educating tourism managers to improve the quality of visitor services. Several consumer touchpoint concepts to improve service quality such as improving aspects including reliability, responsiveness, assurance, empathy and tangibles.

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