

ANALYSIS OF THE INFLUENCE OF SERVICE AND PRICING STRATEGY ON TAMAN PINTAR VISITOR SATISFACTION

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ABSTRACT

This study examines and analyzes the effect of service quality and pricing strategies on visitor satisfaction at Taman Pintar Yogyakarta. This research is quantitative research. The population and sample in this study were visitors to Yogyakarta Smart Park. The sampling technique used purposive sampling and based on the Slovin formula obtained the number of respondents as many as ninety seven people. The data collection technique used a questionnaire distributed through the Google form and directly at Taman Pintar Yogyakarta which had been tested for validity and reliability. The analytical method used is multiple linear analysis with the SPSS-25 application tool. From the results of the multiple linear regression equation it is known that service quality and pricing strategy have a positive influence on visitor satisfaction at Taman Pintar Yogyakarta; Through the F test it is known that service quality and pricing strategy simultaneously have a significant influence on visitor satisfaction at Taman Pintar Yogyakarta; Through the t-test it is known that service quality partially has a positive and significant effect on visitor satisfaction at Taman Pintar Yogyakarta; Through the t-test it is known that the pricing strategy partially has a positive and significant effect on visitor satisfaction at Taman Pintar Yogyakarta. Through the R² test it is known that service quality and pricing strategy contribute fifty percent to visitor satisfaction at Taman Pintar Yogyakarta.

Keywords: *service quality; pricing strategies, satisfaction, tourism*

INTRODUCTION

Tourism is an activity supported by components of facilities and services prepared by the community and government (Muslim, 2016; Shukla & Shamurailatpam, 2024). In its development, tourism has become one of the main elements driving the economy and stimulating the presence of supporting industries (Abbasian et al., 2024; Sulistyo, Yudiandri, et al., 2022). This condition has an impact on accelerating economic growth through various sectors. Some evidence includes the emergence of tourist interest and the creation of offers to lift the regional economy and the local community. If we look at the positive data on tourist growth, its development can provide fresh air. This fact certainly needs to be responded to enthusiastically by policymakers and managers of the tourism sector. Data released by the Organization of Economic Cooperation Development (OECD) confirms that tourist behavior has changed along with the current trend (OECD, 2020, 2022). Most recently, presenting a memorable experience has become one of the main focuses that must be pursued.

Some time ago, various business sectors were hit hard by the presence of the pandemic. The tourism sector is one of the areas affected by this condition (A. et al., 2021; Fatmawati & Sulistyo, 2022). The restriction on people's movement is an additional factor that causes a decrease in the number of visits. This situation ultimately impacts the choice of tourist destinations that tourists will visit. Managers are faced with efforts to create innovative

strategies to solve the problems that arise (Sulistyo, Fatmawati, et al., 2022). Some managers believe the pandemic is a turning point for rearranging management strategies (Aburumman, 2020). However, some other managers with limitations view the pandemic as the end of everything (Abdullah & Ampauleng, 2024). Several studies have confirmed that creating new strategies is one option, for example, through technology (Bell & Ruhanen, 2016; Rogers, 1983). The pandemic has become a turning point in business management through the adoption of digital technology. In line with these conditions, the results of similar studies also emphasize the need to maximize the role of technology in management activities. Several areas, such as information dissemination, content creation, and payment activation, are examples of the application of digital-based technology. However, using technology is not the only strategy that can be done. In some cases, conventional strategies also need to be implemented, such as creating products, maintaining service quality, and determining the right pricing strategy (A. et al., 2021; Bashynska et al., 2019).

Yogyakarta, a region with abundant tourism potential, provides many opportunities. Various potentials range from natural tourism, modern tourism, culinary arts, and culture to educational tourism. The attractions that are owned are maximized to attract tourists. Not only that, but various memorable experiences are also the focus presented by the management (Sulistyo et al., 2023; Sulistyo, Fatmawati, et al., 2022). One of the educational-based attractions in Yogyakarta is the museum. The museum is perceived as a place that presents various historical attractions. Tourist interest in the museum can be seen from the various visit data. In its development, the museum offers historical value and tries to provide other offers. Various supporting products are presented to complement and support tourist visits. The management focuses on culinary centers, services, building architecture, and other attractive strategies. This strategy is expected to be able to change the perception that museums are not only identical to historical products.

Various museums in Yogyakarta that attract tourists include Taman Pintar. This museum is an educational-based tourist attraction that provides multiple props that visitors can also use. Through technology implementation, this museum contains education and an enjoyable experience (Djamil & Sulistyo, 2023). Visitors will interact directly to explore the various rides available. This museum is included in the science and technology category, which presents multiple scientific discoveries in the form of tools used in everyday life. This museum is located in the center of Yogyakarta and is managed by the UPT Management of Taman Budaya Yogyakarta. This museum is widely visited by students who are interested in technological developments. Seeing the high enthusiasm, managers need to strengthen their products or rides with other supporting strategies. Managers must develop strategic innovations supporting tourist visits through maximum service quality.

Several studies confirm that service quality has an impact on the level of satisfaction of service users (A. et al., 2021; Alves et al., 2019). The concept of understanding service is in the following areas: 1) if the service does not meet expectations, then the service user will be disappointed; 2) if the service meets expectations, then the service user will be satisfied; 3) if the service can exceed expectations, then the service user will tend to be loyal. Satisfaction ultimately impacts the emergence of repeat interactions, repeat purchases, and repeat transactions and the creation of word-of-mouth promotion strategies (Akdin, 2021). This situation undoubtedly allows business managers to create massive and efficient marketing

activities. The satisfaction felt by service users will encourage them to become marketing agents. Conversely, less than satisfactory service will impact the service provider's lousy image in consumers' minds (Syamsu et al., 2022). Thus, creating maximum service can be one of the keys to superior and sustainable business management.



Figure 1. Taman Pintar Museum

Service quality is not the only strategy that can be done in creating visitor satisfaction. Managers can use other strategies in the marketing activities carried out. Determining the right pricing strategy can be an additional strategy. Determining a pricing strategy is sometimes another indicator of stimulating tourist interest (Dominique-Ferreira & Antunes, 2019; Jobber & Shipley, 2012). Tourism sector managers can determine the pricing strategy based on their products and target markets. Several research results confirm that service providers need to consider the impact of pricing strategies. Determining prices that are too high will affect the potential for losing the market. Conversely, offering prices that are too low will potentially cause profits to be lost. The importance of pricing strategy makes this instrument able to generate direct profits compared to other marketing mix instruments (Kotler & Armstrong, 2018).

Given the importance of service quality and pricing strategy, managers must maximize these areas. As a value maximizer, creating visitor satisfaction is a goal that must be pursued. Visitors are unique individuals and sometimes difficult to predict. The maximum effort made by business managers can sometimes be perceived differently by service users as one of the tourism potentials in Yogyakarta; the existence of museums needs to be maintained. Even strategic innovation in each attraction will present a profitable distribution of tourists. This condition is fresh air for policymakers and tourism sector managers. Research on museum development strategies has been widely conducted but has not focused much on implementing marketing strategies. This study will provide new literature on creating visitor satisfaction through strategic innovation. This study will explain how service quality and pricing strategies impact visitor satisfaction.

LITERATURE REVIEW

Service Quality

This concept and understanding is interpreted as an organization's effort to meet consumer needs and desires and accurately deliver them in balancing customer expectations. According to (Parasuraman et al., 1984), service is defined as customer perception of the services they receive. In addition, the concept also states that service is an overall evaluation of the service function received by customers (technical quality) and how the service is delivered (functional quality). If the service received is to customer expectations, the quality of the service is considered good, and vice versa (Bharath & Sreedevi, 2021). If the quality of the service received is not what the customer expects, the quality of the service is perceived as bad. Furthermore, (Parasuraman et al., 1984) also present a service quality instrument consisting of five dimensions of service quality, namely:

1. Tangibles (observed), service quality in the form of the physical appearance of its facilities, supporting technology, and the appearance of its employees. The physical appearance of the organization will affect customer evaluation of the quality of service provided by the company.
2. Reliability: the company's ability and reliability to provide reliable services. Reliability shows how far the company provides services as promised accurately and precisely. This reliability is important for big problems because small problems are also important for customers when evaluating the company.
3. Responsiveness, in the ability to help and provide services quickly and accurately and respond to consumer desires. Responsiveness shows the willingness and commitment of the company to provide timely services. Responsiveness is not only about the speed of service provided but also the willingness of the company or employees to help customers.
4. Assurance, namely employees' ability, friendliness, and politeness in convincing consumer trust. The ability to create trust and confidence in customers, which includes knowledge, politeness, and the ability of employees to foster customer trust in the company.
5. Empathy, namely a firm but caring attitude from employees towards consumers. The communication skills of employees to explain well about the services provided by the company will have a good impact on customer evaluation

Pricing Strategy

Price is defined as a control factor that can be determined and used by business managers to understand the essence and determine the target market. Every business management should be able to decide on the appropriate price and provide optimal short- and long-term benefits (Dominique-Ferreira & Antunes, 2019; Ingenbleek & van der Lans, 2013). Mistakes in business management when setting prices can cause organizational difficulties. Not infrequently, wrong pricing steps can result in business management failure. Every decision related to price can be beneficial for both businesses and consumers.

Price is considered one of the most important elements in the marketing mix (Jobber & Shipley, 2012; Sulisty, 2021; Sulisty, Suhartapa, et al., 2022). Referring to competitive business competition, the right pricing strategy can be a determinant of a company's success

in attracting customers, increasing market share, and achieving financial goals. Pricing is not only determining the nominal value of a product or service but also a strategic process that considers various internal and external factors. Pricing strategy is an approach companies use to set the exchange rate (price) of products or services to meet certain business targets, such as increasing profits, expanding market share, or strengthening brand position (Akhter, 2009; Dominique-Ferreira & Antunes, 2019). This strategy is about determining the selling price and involves market analysis, consumer behavior, and product positioning in the competitive landscape.

The importance of pricing strategy lies in its impact on consumer perception. Price is not just about numbers but also a symbol of quality, prestige, or even a brand's honesty. For example, a price that is too low can give the impression of a cheap product, while a price that is too high can make potential customers switch to competitors. Through wise pricing, companies can control demand, manage production capacity, or manage stock efficiently. Given the highly elastic demand, price changes can majorly impact sales volume. In addition, pricing strategy plays a major role in creating customer loyalty. Fair and consistent pricing can increase trust and make customers feel valued (Ingenbleek & van der Lans, 2013; Jobber & Shipley, 2012). Structured discount programs or bundling prices can keep customers returning and extend the customer lifetime value. Price also functions as a response to competition. Companies can avoid price wars and maintain profitability through the right pricing strategy.

Satisfaction

Satisfaction is a response to the suitability between the promise of performance, and the results felt (Iso-Ahola, 1982; Utami & Darmawan, 2016). Service users hope that they can trust the organization's services. Organizational management initially only focused on human resources on the front lines who would deal with customers. This condition resulted in limited consumer communication when they wanted to express their opinions or needs. However, subsequent developments emphasized that modern organizational management needs to empower all human resources it has. This step is taken to respond to consumer needs that change rapidly.

Satisfaction Indicators define Customer satisfaction as a feeling of satisfaction or otherwise after comparing the reality and expectations received from a product or service (Kotler & Armstrong, 2018). The satisfaction indicators are: 1. Conformity of expectations between the performance of the product expected by the customer and that felt by the customer 2. Interest in Returning 3. Willingness to recommend to friends or family. Tourist satisfaction with tourist attractions is important in increasing tourist loyalty and making tourists return to tourist attractions. This theory must be analyzed to determine the factors influencing tourist satisfaction with tourist attractions to increase tourist loyalty. Organizations also need to use several channels to find out consumer responses (Kotler & Armstrong, 2018), including:

Survey Analysis

Service providers can conduct surveys or collect opinions from service product users. Business managers can provide various main themes of business advantages that are owned. Managers can use the results of the survey analysis to develop sustainability strategies. The

study's results provide an overview of how consumers perceive and assess the performance carried out. This effort can also be combined with giving awards to consumers for their contribution to the assessment provided.

Complaint and Suggestion System

Managers and service providers try to provide space for service users to offer suggestions. Sometimes, consumers have difficulty and hesitate to convey suggestions to managers. With this convenience, consumers feel appreciated and considered part of the management. Information provided by consumers becomes valuable capital for business management in the future. However, managers need to pay attention to their ability to respond. Consumers are indeed waiting for a quick response to the suggestions they convey.

"Ghost Buyers"

With the help of employees, managers can collect information from consumers who enjoy the service. Internal businesses can play the role of service users (consumers). If this context is museum management, then managers can play the role of visitors. Managers who act as visitors will seek and obtain as much information as possible from real visitors about their experiences. This effort can be done because consumers are unwilling to be open to service providers.

Analyzing Lost Consumers

Consumers are an important asset in business management that must be maintained. If, at some point, a business is abandoned by service users, then managers need to analyze this. The essence of marketing emphasizes that business management needs to find out the cause of the loss of consumers who were previously partners. Business managers need to know whether there was an error in the business relationship or something else. This situation directly manifests as a marketing strategy for building communication with consumers.



Figure 2. Efforts to Find Out Service Recipient Satisfaction

Hypothesis

In this study, the hypothesis is that service quality is suspected to affect visitor satisfaction at Taman Pintar Yogyakarta, and pricing strategy is suspected to impact visitor satisfaction at Taman Pintar Yogyakarta.

H1: Service quality (x1) has a positive effect on visitor satisfaction (Y)

H2: Pricing strategy (x2) has a positive impact on visitor satisfaction (Y)

H3: Service quality and pricing strategy simultaneously have a positive effect on visitor satisfaction.

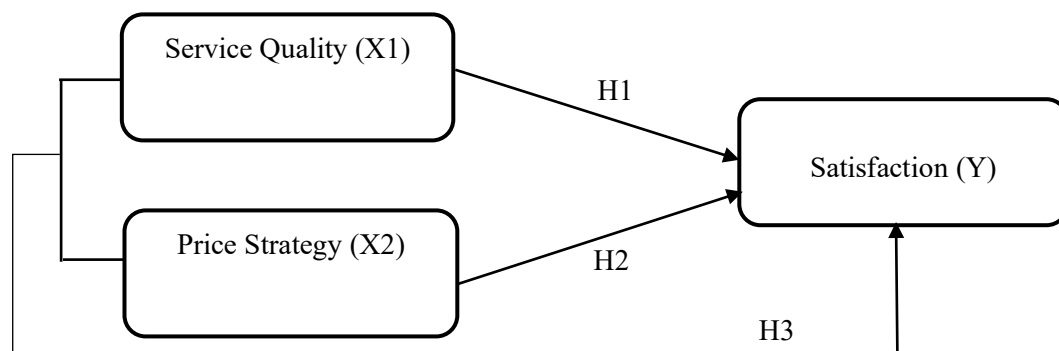


Figure 3. Research Framework

METHODS

This study uses a quantitative method to determine the influence between the variables used. The object of the study is the Taman Pintar Yogyakarta Museum, and data collection was carried out from March to April 2024. The population used in this study were all visitors to Taman Pintar Yogyakarta, and the sample collection technique used purposive sampling. The number of samples used based on the Slovin formula was 97 respondent. The instrument in this study is a questionnaire using a Likert scale with a score of 1 (Strongly Disagree) to a score of 5 (Strongly Agree), assuming the scale has the same interval. The instrument in this study used a questionnaire with three variables: service quality, pricing strategy, and visitor satisfaction. The data used is divided into two types: primary and secondary. Primary data was obtained from distributing questionnaires to visitors to Taman Pintar Yogyakarta and interviews with related sources. In contrast, secondary data sources were obtained from various sources of information that have been published, such as previous research and other literature relevant to this study. The data obtained was then processed using the SPSS 25 application, where the researcher conducted several tests to get the results of the analysis, namely: Validity and Reliability Test, Multiple Linear Regression Analysis, hypothesis testing consisting of the t-test (partial test) and F-test (simultaneous test), and R² Test (determination coefficient test).

RESULTS

Based on the study that has been carried out, the following are the results of multiple linear regression analysis.

Table 1. Results of Multiple Linear Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
1 (Constant)	6,627	2,466		2,688	0,009
X1 Total	0,498	0,094	0,404	5,321	0,000
X2 Total	0,595	0,094	0,479	6,308	0,000

Source: Primary Data, 2024

Based on the results of the analysis in the table above, the regression equation that occurs in this regression test is: $Y = 6.627 + 0.498X_1 + 0.595X_2$

From the equation above, the regression equation obtained is:

1. The service quality regression coefficient (b1) value = 0.498 indicates a positive (unidirectional) relationship between the service quality variable and visitor satisfaction at Taman Pintar Yogyakarta. This shows that the better the quality of service provided, the more visitor satisfaction will increase.
2. The pricing strategy regression coefficient (b2) value = 0.595 indicates a positive (unidirectional) relationship between the price strategy quality variable and visitor satisfaction at Taman Pintar Yogyakarta. This shows that the better the pricing strategy provided, the more visitor satisfaction will increase.

Hypothesis Test Results

F Test Results (Simultaneous)

Based on the data processing results, the following are the results of the F test (Simultaneous).

Table 2. F Test Results (Simultaneous)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	106,094	2	533,547	62,329
	Residual	804,659	94	8,560	
	Total	1871,753	96		

Source: Primary Data, 2024

The results of the F test (Simultaneous) in Table 2 show the F-count value of 62.329 with a significance level of 0.000 (<0.05). To find out the F-table value, the following calculations are needed: $df_1 = k$ (number of independent variables, namely 2) = 2; $df_2 = 97 - k - 1 = 94$, so that the F-table is 3.09. From the results of this F test, it is known that the F-count ($62.329 > F\text{-table}$ (3.09)), which means that H_0 is rejected and H_a is accepted. Based on these results, it can be concluded that simultaneously or together, service quality and pricing strategy affect visitor satisfaction at Taman Pintar Yogyakarta.

t-Test Results (Partial)

Based on the results of the data processing carried out, the following are the results of the t-test (Partial).

Table 3. t-Test Results (Partial)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
1 (Constant)	6,627	2,466		2,688	0,009

X1 Total	0,498	0,094	0,404	5,321	0,000
X2 Total	0,595	0,094	0,479	6,308	0,000

Source: Primary Data, 2024

Based on Table 3, the results shown are as follows: The effect of service quality on visitor satisfaction obtained a t-value of 5.321, and by applying a significance level of 5%, the t-table value obtained was 1.985. This shows that the t-value exceeds the t-table ($5.321 > 1.985$). Furthermore, it is also known that the value of the t significance is 0.00 and less than 0.05 ($0.00 < 0.05$). Thus, it can be concluded that H_0 is rejected and H_a is accepted, which means that the effect of service quality on visitor satisfaction at Taman Pintar Yogyakarta is positive and significant.

The impact of pricing strategy on visitor satisfaction obtained a t-value of 6.308, and by applying a significance level of 5%, the t-table value obtained was 1.985. This shows that the t-count value is more significant than t-table ($6.308 > 1.985$). Furthermore, it is also known that the value of the significance of t is 0.00 and less than 0.05 ($0.00 < 0.05$). Thus, it can be concluded that H_0 is rejected and H_a is accepted, which means that the influence of pricing strategy on visitor satisfaction at Taman Pintar Yogyakarta is positive and significant.

R2 Test Results (Coefficient of Determination)

Based on the analysis results and the data used, the following are the results of the R2 test (Coefficient of Determination). The results in the table below show that the coefficient of determination value indicated by R Square is 0.570. This suggests that the variation of the independent variables, namely service quality (X1) and pricing strategy (X2), contributes 0.570 or 57% to visitor satisfaction (Y) at Taman Pintar Yogyakarta. Furthermore, it can be seen that 43% of visitor satisfaction at Taman Pintar Yogyakarta is influenced by other variables or factors not included in this study.

Table 4. R2 Test Results (Coefficient of Determination)

Model Summary ^b				
model	R	R Square	Adjusted R Square	Std. Error Of the Estimate
1	.775 ^a	.570	.561	2.926

Source: Primary Data, 2024

DISCUSSION

The Influence of Service Quality on Visitor Satisfaction at Taman Pintar Yogyakarta Museum

Service quality measures the level of service provided to meet visitor expectations (Dominique-Ferreira & Antunes, 2019; Jobber & Shipley, 2012). In this study, the service that is the focus is the quality of the service supplied by officers at the Taman Pintar Yogyakarta Museum, which is included in the statement items on the questionnaire as a research instrument, namely: the alertness of officers in serving visitors, the ability of officers to provide services according to visitor needs, polite and friendly service, the ability of officers to create a sense of security, the ability of officers to provide information, and the use of uniforms and identification marks so that visitors easily recognize them (Kotler & Armstrong, 2018).

Based on the results of the data analysis, the service quality variable has a positive and significant effect on visitor satisfaction at Taman Pintar Yogyakarta. With the results of the t-test statistics (partial test), the hypothesis that states that "Service quality is suspected of having an effect on visitor satisfaction at Taman Pintar Yogyakarta" is proven. This situation indicates that the more optimal the quality of service provided by the Taman Pintar Yogyakarta museum, the more it will increase visitor satisfaction, both from officers who are alert in serving visitors, able to provide services according to visitor needs, polite and friendly service, able to create an atmosphere and sense of security, able to provide the information needed, and the use of uniforms and identification marks so that visitors easily recognize them. The results of this study indicate that the service quality variable has a positive and significant effect on the visitor satisfaction variable. In this study, service quality has the most critical influence on visitor satisfaction. This condition shows that service quality can stimulate visitors who become a reminder of a service. These efforts aim to attract visitors' attention so they are interested in visiting tourist attractions.

The Influence of Pricing Strategy on Visitor Satisfaction at the Taman Pintar Yogyakarta Museum

Management can attempt to understand price as the second control factor in determining the essence of pricing decisions. To determine the price, each organization has a different strategy for setting product prices (Dominique-Ferreira & Antunes, 2019; Ingenbleek & van der Lans, 2013). The pricing strategy used by the Taman Pintar Yogyakarta Museum is a penetration strategy. Penetration pricing is a pricing strategy that sets a low initial price so that it can obtain a large volume in a short time. In addition, with ticket prices that vary according to the rides visited, it can be an indication that Taman Pintar Yogyakarta also applies a price lining strategy, which is a pricing strategy applied when a company sells various types of products where the prices for each product line are different.

Based on the results of the data analysis, the pricing strategy variable has a positive and significant effect on visitor satisfaction at the Taman Pintar Yogyakarta Museum. With the results of the t-test statistics (partial test), the hypothesis stating that "Pricing Strategy is suspected of being able to influence visitor satisfaction at the Taman Pintar Yogyakarta Museum" is proven. In this study, pricing strategy has the highest influence on visitor satisfaction at the Taman Pintar Yogyakarta Museum. This indicates that the Taman Pintar Yogyakarta Museum's pricing strategy is suitable for satisfying visitors. Affordable ticket prices, varying ticket prices, suitability of ticket prices with attractions, suitability of ticket prices with visitor expectations, competitive prices with other similar tourist attractions, and cheaper ticket prices compared to other identical tourist attractions can create loyalty to the Taman Pintar Yogyakarta museum.

CONCLUSION

Taman Pintar Yogyakarta is a tourist attraction in the form of a science and technology museum in the Special Region of Yogyakarta Province. As a tourist attraction, of course, the quality of service and price provided by Taman Pintar Yogyakarta influence the satisfaction of tourists who visit Taman Pintar Yogyakarta. The research results and the multiple linear regression equation show that service quality and pricing strategy positively influence visitor

satisfaction at Taman Pintar Yogyakarta. This is known from the value of the service quality regression coefficient, which shows a positive (unidirectional) relationship between service quality and pricing strategy variables with visitor satisfaction at Taman Pintar Yogyakarta. Service quality and pricing strategy significantly influence visitor satisfaction at Taman Pintar Yogyakarta. Service quality partially positively and substantially affects visitor satisfaction at Taman Pintar Yogyakarta. These results indicate that the better the quality of service provided by Taman Pintar Yogyakarta, the higher the level of visitor satisfaction at Taman Pintar Yogyakarta.

Pricing strategy partially positively and significantly affects visitor satisfaction at Taman Pintar Yogyakarta. These results indicate that the better the pricing strategy set by Taman Pintar Yogyakarta, the higher the level of visitor satisfaction at Taman Pintar Yogyakarta. The determination coefficient test shows that service quality and pricing strategy contribute to visitor satisfaction at Taman Pintar Yogyakarta. In contrast, visitor satisfaction at Taman Pintar Yogyakarta is influenced by other factors not included in this study.

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