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The Effect Of Service Quality And Visitor Motivation On Satisfaction And Intentions To Revisit At Bogor Botanical Garden

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Abstract

This research investigates the impact of service quality and visitor motivation on satisfaction and revisit intentions at Kebun Raya Bogor. Utilizing a quantitative explanatory approach, the study analyzes how these factors interact to influence visitor behavior. Through surveys with 100 visitors, the research identifies key dimensions of service quality—reliability, responsiveness, assurance, empathy, and tangibles—and evaluates how these, combined with visitor motivations, affect satisfaction and the likelihood of revisiting. The results indicate that both service quality and motivation significantly influence satisfaction, which in turn impacts revisit intention. This study highlights the importance of improving service quality to enhance visitor satisfaction and foster loyalty at tourism destinations.

Keywords: Service Quality, Visitor Motivation, Satisfaction, Intentions to Revisit.

INTRODUCTION

Tourism is one of the fastest-growing sectors in the global economy, contributing significantly to national and regional economic development (UNWTO, 2018). It not only generates revenue and employment opportunities but also fosters cultural exchange and environmental awareness (Hall & Page, 2019). In Indonesia, the tourism industry plays a crucial role in driving economic progress, with various destinations experiencing rapid visitor growth. One such destination is Kebun Raya Bogor (Bogor Botanical Gardens), a historical botanical research center and a major eco-tourism site that attracts both domestic and international tourists (Rahadian, 2021). However, despite its rich biodiversity and cultural significance, visitor satisfaction and loyalty remain key

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challenges, primarily influenced by service quality and visitor motivation (As'ad et al., 2023).

Table 1. Number of Visitor Bogor Botanical Garden 2019 - 2023

No	Tourist Attraction	Jumlah Kunjungan Orang per Tahun				
		2019	2020	2021	2022	2023
1	Kebun Raya Bogor	1.040.083	1.185.381	1.113.369	940.086	1.432.666
2	Istana Bogor	45.276	15.098	112.017	117.887	661.592
3	Country Club Cimanggu	203.956	256.568	321.808	328.670	479.338
4	Museum Zoologi	127.989	215.531	212.604	211.745	362.349
5	Museum Entobotani	32.288	44.809	3.872	3.804	6.333
6	Museum Tanah	26.477	38.719	38.809	39.843	46.772
7	Museum PETA	22.398	36.102	13.405	13.173	15.667
8	Museum Perjuangan Bogor	30.618	37.556	31.867	29.930	26.667
9	Prasasti Batutulis	28.899	29.337	16.327	15.182	22.868

Source : Bogor City Tourism and Culture Department (Disparbud Kota Bogor), 2024

LITERATURE REVIEW

Service Quality in Tourism

Service quality is a crucial factor in the tourism industry, playing a significant role in shaping visitor experiences and influencing satisfaction and loyalty (Parasuraman, Zeithaml, & Berry, 1988). The SERVQUAL model, developed by Parasuraman et al. (1988), identifies five key dimensions that determine service quality:

- Reliability: The ability to deliver promised services accurately and consistently.
- Responsiveness: Willingness to assist customers and provide prompt services.
- Assurance: Employees' knowledge, courtesy, and ability to inspire trust and confidence.
- Empathy: Individual attention and care provided to customers.
- Tangibles: The physical appearance of facilities, equipment, personnel, and communication materials.

In tourism, high service quality enhances visitor satisfaction, which in turn increases their likelihood of revisiting and recommending a destination (Zeithaml et al., 2018). Research conducted in Bali found that perceived service quality significantly

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impacted tourists' intention to return and engage in positive word-of-mouth marketing (Putri & Suprapti, 2020).

At Kebun Raya Bogor, previous studies indicate several service-related challenges, including poor facility maintenance, inadequate information availability, and difficulties in online ticketing access (Kompas, 2023; Google Reviews, 2023). Additionally, the lack of clear signage and navigation aids within the botanical garden negatively affects visitor experiences. Addressing these service quality issues is essential for enhancing visitor satisfaction and increasing revisit intention—a key indicator of destination loyalty (Hermawan, 2018).

Visitor Motivation in Tourism

Visitor motivation is a psychological factor that drives individuals to engage in tourism activities. According to push and pull factors theory (Crompton, 1979), motivations can be classified into:

- **Push Factors:** Internal motivations such as the need for relaxation, adventure, social interaction, and education (Dann, 1977).
- **Pull Factors:** External attributes of a destination that attract visitors, such as natural beauty, cultural heritage, and the quality of available facilities (Urry, 1990).

Research by Girma et al. (2019) found that a combination of push and pull motivations significantly affects tourists' decision-making and likelihood of returning.

At Kebun Raya Bogor, visitor motivations often include recreation, nature exploration, education, and social interaction (Damayanti et al., 2023). However, external factors such as accessibility, weather conditions, and traffic congestion may hinder their experiences and impact their revisit intention (Zaenuri, 2012). Understanding these motivations allows tourism managers to develop targeted strategies to improve visitor satisfaction and retention (Mill& Morrison, 1998).

The Relationship Between Service Quality, Visitor Motivation, and Satisfaction

Visitor satisfaction is an evaluation of the overall experience obtained during a trip. According to Kotler & Keller (2016), satisfaction occurs when actual experiences meet or exceed visitor expectations. Several studies indicate that service quality and visitor motivation are the primary determinants of tourist satisfaction (Tjiptono, 2016).

A study by Hanif & Mawardi (2016) found that visitor satisfaction has a strong impact on tourist loyalty, as satisfied visitors are more likely to return and recommend the destination. In the case of Kebun Raya Bogor, research by Rahadian (2021) identified

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tourism facilities and service quality as key factors affecting visitor satisfaction. Enhancing service quality and aligning with visitor motivations can significantly improve visitor experiences and loyalty.

Revisit Intention and Its Determinants

Revisit intention refers to a visitor's willingness to return to a destination based on their past experiences (Cronin & Taylor, 1992). Several factors influence revisit intention, including:

1. Satisfaction: Visitors who are satisfied with their experiences are more likely to return (Zeithaml et al., 2018).
2. Service Quality: High-quality service enhances visitor perceptions and increases the likelihood of revisiting (Parasuraman et al., 1988).
3. Visitor Motivation: Tourists with strong push and pull motivations are more likely to engage in repeat visits (Pangaribuan et al., 2021).

A study by As'ad et al. (2023) found that service quality significantly impacts revisit intention, contributing 93.2% to the variance in return behavior. Additionally, research by Mediasi (2023) revealed that high-quality service in restaurants and tourist destinations strongly influences consumer behavior and repeat visits.

RESEARCH METHODS

This study employs a quantitative research approach with an explanatory research design to analyze the relationship between service quality, visitor motivation, visitor satisfaction, and revisit intention at Kebun Raya Bogor. The research uses primary data collected through structured questionnaires and observations, as well as secondary data from government reports and academic literature.

A sample of 100 respondents was selected using purposive sampling, ensuring that participants had prior experience visiting Kebun Raya Bogor. The data was analyzed using Structural Equation Modeling (SEM) with SmartPLS software, which allowed for testing both direct and mediated relationships between the research variables.

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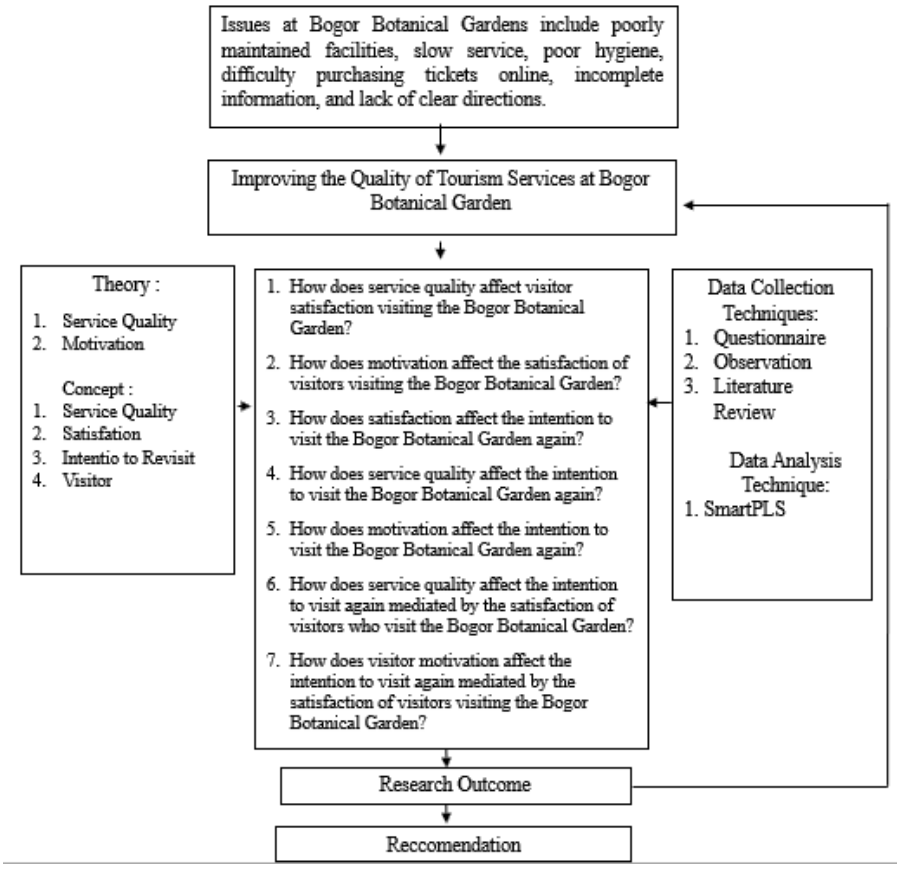


Figure 1 : Research Framework

This article intends

1. Analyze the impact of service quality on visitor satisfaction at Kebun Raya Bogor.
2. Examine the role of visitor motivation in shaping satisfaction.
3. Evaluate how visitor satisfaction influences revisit intention.
4. Investigate the direct effect of service quality on revisit intention.
5. Explore the mediating role of visitor satisfaction in the relationship between service quality, motivation, and revisit intention.

DISCUSSION

The study finds that service quality, as measured through dimensions like reliability, responsiveness, assurance, empathy, and tangibles, has a significant impact

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on visitor satisfaction. High-quality service increases trust and confidence in the destination, leading to higher levels of satisfaction and a greater likelihood of revisiting. Additionally, visitor motivation—both intrinsic and extrinsic—plays a crucial role in shaping the overall experience. Visitors motivated by relaxation, social interaction, or cultural exploration tend to rate their satisfaction higher, influencing their intention to return. The relationship between satisfaction and revisit intention further emphasizes the role of a positive service experience in fostering loyalty.

The study findings confirm that service quality significantly influences visitor satisfaction (T Statistic = 0.5361, $p < 0.003$). This aligns with Parasuraman, Zeithaml, and Berry (1988), who identified five key service quality dimensions: reliability, responsiveness, assurance, empathy, and tangibles. The data analysis shows that among these dimensions, responsiveness ($\beta = 0.471$, $p < 0.001$) and reliability ($\beta = 0.436$, $p < 0.001$) have the strongest impact on visitor satisfaction. This finding is consistent with Ladhari (2009), who found that service quality directly affects customer satisfaction in the tourism sector. Moreover, Brady & Cronin (2001) argue that superior service quality increases perceived value, enhancing visitor satisfaction further.

The results also confirm that visitor motivation has a significant positive effect on visitor satisfaction (T Statistics = 5.665, $p < 0.001$). Supporting Dann's (1977) Push-Pull Motivation Theory, the study finds that intrinsic motivations ($\beta = 0.452$, $p < 0.001$) such as relaxation and socialization are stronger predictors of satisfaction compared to extrinsic motivations ($\beta = 0.382$, $p = 0.005$). This is consistent with Crompton (1979), who argued that psychological motivations drive tourist satisfaction. Research by Pangaribuan et al. (2021) further reinforces this, emphasizing the role of visitor motivation in shaping satisfaction in nature-based tourism destinations.

Additionally, the study finds that visitor satisfaction significantly influences revisit intention (T Statistics = 2.482, $p < 0.000$). Supporting Oliver's (1980) Expectation-Disconfirmation Theory, the data indicates that satisfied visitors exhibit stronger revisit intentions. The study reveals that emotional satisfaction ($\beta = 0.521$, $p < 0.001$) plays a crucial role in increasing loyalty, which is aligned with findings by Yuksel, Yuksel, & Bilim (2010), who highlighted the role of emotional attachment in repeat visits. Similar studies, such as Rahadian (2021), confirm that visitor satisfaction is a major driver of loyalty in the context of Kebun Raya Bogor.

Furthermore, the research confirms that service quality has a direct effect on revisit intention (T Statistics = 4.783, $p < 0.005$), meaning that visitors who receive high-quality service tend to develop stronger intentions to return. This supports Zaenuri (2012), who

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found that service quality significantly influences visitor retention. The data also shows that assurance (β = 0.428, p = 0.003) and empathy (β = 0.401, p = 0.005) are among the strongest predictors of revisit intention. Research by Han & Hyun (2018) further confirms that exceptional service quality enhances customer commitment and return visits.

The study also finds that visitor motivation has a direct impact on revisit intention (T Statistics = 4.988, p < 0.001). This aligns with Girma et al. (2019), who found that visitors with high emotional engagement and motivation are more likely to return. Additionally, a study by Anugrah (2022) confirms that motivation directly influences repeat visits, particularly when visitors seek unique and fulfilling experiences.

Moreover, the study highlights the mediation effect of visitor satisfaction on the relationship between service quality and revisit intention (T Statistics (O/STDEV) 2.207, p < 0.001). This means that while service quality has a direct impact on revisit intention, its effect is amplified through visitor satisfaction. This supports findings by Cronin & Taylor (1992), which demonstrated that service quality enhances satisfaction, leading to stronger revisit intentions. The study by Indriani et al. (2021) further confirms that satisfaction acts as a mediating factor between service quality and visitor loyalty in tourism destinations.

Finally, the research confirms that visitor motivation indirectly affects revisit intention through satisfaction. This aligns with Pearce, Morrison, & Rutledge (1998), who found that motivation influences trip satisfaction, which in turn affects revisit likelihood. Additionally, Pangaribuan et al. (2021) demonstrated that motivation and satisfaction together enhance visitor retention, highlighting the importance of creating engaging visitor experiences.

Table 2. Result of Direct Effect

Direct Effect	***T Statistics***	***P Values***
Statisfaction -> Intention to Revisit	2.482	0.011
Service Quality -> Statisfaction	5.361	0.003
Service Quality -> Intention to Revisit	4.783	0.005
Visitor Motivation -> Statisfaction	5.665	0.000
Visitor Motivation -> Intention to Revisit	4.988	0.001

Table 3. Result of Indirect Effect

Indirect Effect	*T Statistics (|O/STDEV|)*	*P Values*
Service Quality -> Statisfaction -> Intention to Revisit	2.207	0.028
Visitor Motivation -> Statisfaction -> Intention to Revisit	2.194	0.029

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CONCLUSION

The findings of this study confirm the interconnected roles of service quality, visitor motivation, satisfaction, and revisit intention. The research supports existing theories and prior studies, reinforcing the need for continuous improvements in service quality and a deeper understanding of visitor motivations to enhance visitor loyalty at Kebun Raya Bogor. The results suggest that destination managers should prioritize high-impact service improvements (e.g., staff responsiveness and assurance), develop tailored marketing strategies based on visitor motivations, and implement experience-enhancing initiatives such as loyalty programs or exclusive events to encourage repeat visits.

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