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Analysis of the relationship between management and service quality in Tembi Tourism Village

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Abstract

Purpose - The purpose of this study is to analyze the impact of management unification on service quality and visitor satisfaction in Tembi Tourism Village, with a focus on improving hospitality services in rural tourism.

Methodology/Design/Approach - A mixed-methods approach (qualitative and quantitative) was used. The study combined surveys and descriptive analysis to understand the effects of management unification on service quality and visitor satisfaction. Data were collected via an online survey using Google Forms, targeting tourists visiting Tembi Tourism Village.

Finding - The study found that management unification significantly improved service quality and visitor satisfaction at Tembi Tourism Village. This led to an increase in tourist visits, suggesting that effective management coordination positively affects both service delivery and the overall tourist experience.

Originality/Value - This research highlights the importance of management unification in enhancing service quality and visitor satisfaction, particularly in rural tourism settings. The findings provide practical recommendations, such as regular evaluations and innovative policy implementations, to support continued growth and increased tourism visits to the destination.

Keywords: Tembi Tourism Village, rural tourism, hospitality, visitor satisfaction, management

Introduction

Tourism is an activity or journey undertaken by tourists for the purpose of enjoyment. Essentially, tourism involves visiting a tourist destination and temporarily staying there for a certain period of time. In the modern era, tourism serves as a means for people to fulfill their needs for both spiritual and physical recreation after engaging in daily activities, while having the resources to explore new areas, either domestically or internationally (Pitanatri, 2020). Tourism involves interactions between visitors and a specific area or place. This occurs when people from outside the region visit and spend time there. However, tourism does not include foreigners who stay permanently for training, long-term activities, or temporary paid work. It focuses on brief experiences involving visits, recreation, and cultural or environmental exploration (Bramana, 2018). Today, tourism has evolved into one of the strategic sectors in promoting economic growth, both locally and nationally. In Indonesia, this sector not only focuses on urban and coastal destinations but also extends to rural areas, which hold significant potential for community-based tourism or rural tourism.

Rural tourism is a form of tourism that involves interaction with nature, local culture, and the rural lifestyle. This type of tourism is rapidly growing as many people seek new spaces to escape the hustle and bustle of urban life (An, 2020). Rural tourism involves utilizing local culture and natural potential to boost social and economic benefits for communities, while preserving the environment (Andanda, 2021).

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A tangible example of rural-based tourism can be seen in Tembi Tourism Village, which offers a combination of culture, traditional arts, and the rural life experience to tourists. Tembi Tourism Village, located in Bantul, Indonesia, exemplifies a successful model of eco-tourism that emphasizes natural conservation, local culture preservation, and economic welfare improvement for the community. The village leverages its rich natural landscapes and cultural heritage to enhance visitor experiences while fostering sustainable practices among local residents (Iqram, 2024).

Service quality in the tourism industry is a critical factor influencing tourist satisfaction and behavior, directly impacting economic growth and destination choice (Park, 2019). This is also in line with, service is the process of interaction between tourism service providers and tourists, aimed at fulfilling the needs of tourists during their visit. This service encompasses various aspects, from the hospitality of staff and available facilities to the experiences offered by the tourist destination. High-quality service in the tourism sector is crucial for encouraging repeat visits (Ichsani, 2020).

Good and optimal service is a key pillar that can shape a positive impression for visitors, which ultimately contributes to their satisfaction. The tourism industry, particularly the hospitality sector, requires consistent, friendly, and responsive service in meeting the needs of visitors. Visitor satisfaction is greatly influenced by the quality of service they receive. Good service meets visitors' expectations, thereby increasing their level of satisfaction. Satisfied visitors are likely to return and recommend the destination, which positively impacts the destination's image (Oktaviani, 2019).

Management in the tourism industry refers to the process of managing resources, including human, financial, facilities, and infrastructure, with the goal of optimizing tourism potential. This management involves planning, organizing, implementing, and supervising various aspects of tourism to ensure effective, efficient, and sustainable development (Sari, 2024). Tourism management involves the planning, control, and supervision of tourism resources to optimize their economic and social benefits while ensuring sustainability. Effective management is essential to balance visitor satisfaction and resource preservation (Qita, 2022). However, like many other tourist destinations, Tembi Tourism Village is not without its managerial challenges. To date, the village has faced poor coordination among the parties managing tourism activities. The fragmented management system has led to miscommunication and inefficiency in decision-making and service delivery. As a result, the quality of service provided to visitors is often inconsistent and suboptimal, directly affecting visitor satisfaction. This issue remains one of the main obstacles in advancing Tembi Tourism Village as a leading destination.

Method

The method applied in this research is a mixed approach (qualitative and quantitative). A mixed approach, which includes both qualitative and quantitative data, is a research method that integrates these two types of data to produce more comprehensive and accurate findings (Machali, 2021). The mixed-methods approach is a research strategy that integrates elements from both qualitative and quantitative methods to achieve a more comprehensive understanding of a phenomenon. By combining these two methodologies, researchers can address the limitations of each approach, resulting in richer and more diverse data (Indrawan, 2021). Surveys are a research method used to explore a population by utilizing a sample, aiming to understand behaviors, characteristics, and to create descriptions and generalizations about that population (Hamdani, 2020). Also, A survey is a research method used to gather data from a specific sample to describe attitudes, opinions, or behaviors within a larger population. This method allows researchers to

draw conclusions and generalize findings based on the collected responses (Priatna, 2020). This research will collect comprehensive empirical data on tourists' perceptions of service quality before and after management unification. Data collection in the form of a survey was conducted on Wednesday, October 16, 2024. Data was obtained from 15 tourists visiting Tembi Tourism Village using Google Forms as the medium, with respondents aged between 18 and 30 years.

Result

Respondent Determination

This research involved respondents who were direct tourists visiting and staying at the intended destination, namely Tembi Tourism Village, using a form-filling method via the Google Forms platform. The targeted respondents were male and female tourists aged between 18 and 30 from various regions of Indonesia.

Table 1. Distribution of Respondents by Age and Gender

No	Tourist Name	Age	Man	Women
1	Ahmad Agus Jayadi	30 years	V	
2	Bangga Ardiansyah	25 years	V	
3	Wahyu Setiawan	18 years	V	
4	Ghinatul Marhamah Siregar	20 years		V
5	Muhammad Rafi Pradibtha	23 years	V	
6	Pratama Setia Budi	29 years	V	
7	Rizki Jaya Ramadhan	24 years	V	
8	Sigit Pramudya	28 years	V	
9	Fauzi Sahil	19 years	V	
10	Tiara Maharani Jaferna	23 years		V
11	Ahda Salsabilla	21 years		V
12	Evi Destika Sari	21 years		V
13	Farah Andika Putri	22 years		V
14	Amelia Nurul Hafidzah	22 years		V
15	Sevia Anggraini	27 years		V
Total			8 persons	7 persons

Based on Table 1, it shows that out of a total of 15 respondents, 8 individuals (53.33%) are male tourists, while the remaining 7 individuals (46.67%) are female tourists, with an age range of 18 to 30 years. This demographic will influence the tourists' perspectives on the services, facilities, and experiences obtained from the tourist destination that will be the subject of the research.

Tourist Satisfaction Level

Based on the diagram above, more than half, specifically 11 individuals, can be categorized as tourists who are dissatisfied with the services and facilities available in Tembi Tourism Village. This includes 10 individuals (66.7%) who feel dissatisfied and 1 individual (6.7%) who also feels dissatisfied. Meanwhile, the remaining 2 individuals (13.3%) feel satisfied, another 2 individuals (13.3%) feel neutral, and none feel very satisfied.

Service Quality and Tourism Destination Management

Based on the diagram above, more than half of the respondents are dissatisfied with the quality of service management in Tembi Tourism Village, with 9 individuals (60%) expressing dissatisfaction and 4 individuals (26.7%) feeling very dissatisfied. The remaining 2 individuals include 1 person who feels satisfied and another who feels neutral.

Alignment of Expectations with the Experiences Obtained

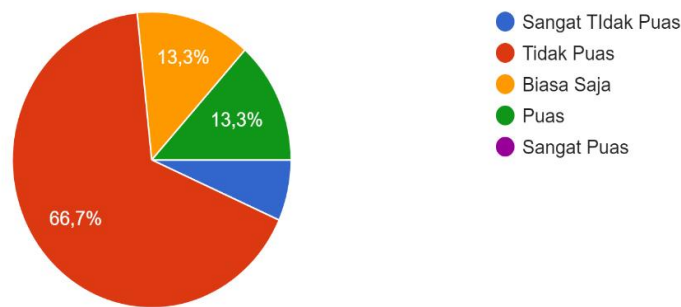
Based on the diagram above, we can see that the results are almost balanced between visitors who find alignment between their experiences and expectations, and those who feel that their expectations were not met. Specifically, 7 individuals (46.7%) feel that their experiences did not meet their expectations, 1 individual (6.7%) feels that their experiences were very unsatisfactory, 2 individuals (13.3%) feel neutral, and the remaining 5 individuals (33.3%) feel that their experiences align with their expectations.

Visitor Impressions When Visiting Tourist Destinations

Thus, we also obtain a perspective on the impressions of visitors when visiting this tourist destination, which can be measured from the results of the diagram above. More than half of the visitors, specifically 8 individuals (53.3%), had a negative impression of their visit to Tembi Tourism Village, while 2 individuals (13.3%) felt very dissatisfied, 3 individuals (20%) felt neutral, and the remaining 2 individuals (13.3%) felt somewhat satisfied, with none of the visitors feeling very satisfied.

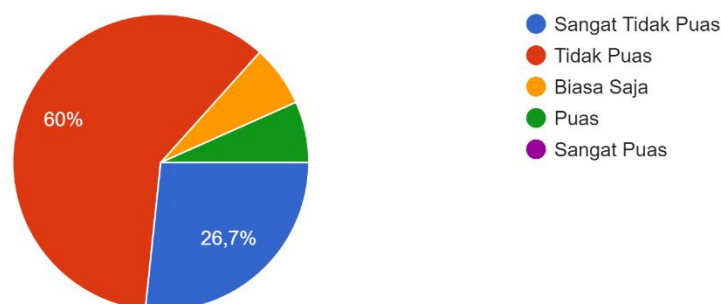
Seberapa puaskah pelayanan dan fasilitas di Desa Wisata Tembi?

15 jawaban

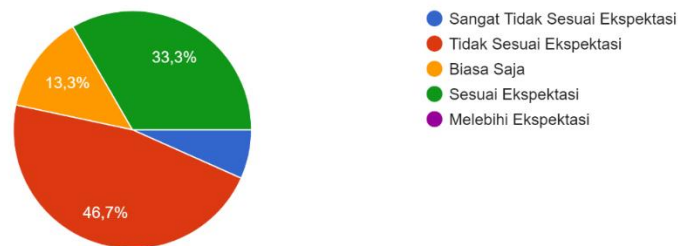


Bagaimana kualitas pelayanan management di Desa Wisata Tembi?

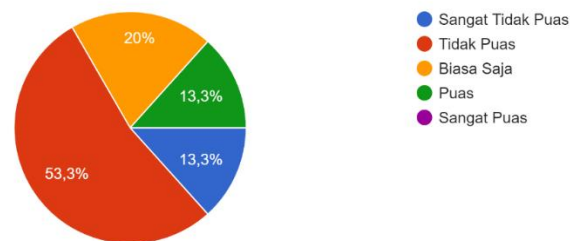
15 jawaban



Apakah anda mendapatkan pengalaman sesuai dengan yang diekspektasikan
15 jawaban



Bagaimana kesanmu saat mengunjungi Desa Wisata Tembi?
15 jawaban



In addition to the questions mentioned above, we also included several open-ended questions where respondents could provide more detailed answers in the form of sentences or brief responses, differing from the previous questions that only allowed for selection from a predetermined 5-point scale. Some of these questions are as follows:

Question 1:

What needs to be improved in Tembi Tourism Village?

No.	Answers
1	In my opinion, the service is lacking.
2	The facilities and management are inadequate.
3	Nothing
4	The service is very poor.
5	The management system is lacking and ineffective
6	The staff are not friendly
7	The staff are not cohesive, which often leads to misinformation.
8	I think the separation of management makes it difficult to ask questions in one place.
9	I believe the management needs to be improved.
10	There should be a unification of management to facilitate the management of homestays in Tembi Tourism Village.
11	The management needs to be enhanced.
12	The management
13	Management and facilities
14	The management of Tembi is not functioning well.
15	The management needs improvement.

Question 2:**How do you view the separation of management in Tembi Tourism Village?**

No.	Answers
1	In my opinion, it is ineffective because when I ask about the swimming pool, I am told to ask at the front desk.
2	It needs to be improved further.
3	Good
4	I find it ineffective because it complicates things.
5	I believe that for it to be more effective and efficient, management needs to be unified; differences in management complicate the system and the visitors.
6	If I want to ask about a homestay, I have to go to the appropriate management, and that makes it cumbersome for me as a visitor.
7	When management is separated, miscommunication often occurs.
8	I believe that if the management is unified, it will facilitate the management of homestays.
9	I would prefer if the management in Tembi Tourism Village were merged.
10	This becomes an issue because, in my opinion, the separation of management complicates the management of Tembi Tourism Village.
11	Management in Tembi is separate; it would be better if they worked together.
12	It is less effective as it requires visitors to ask each homestay separately.
13	The separated management in Tembi makes it less smooth; they need to cooperate more.
14	Tembi Village is less organized; management needs to be combined.
15	There is a lack of cooperation between homestays because the management is separate.

Question 3:**Would you recommend Tembi Tourism Village to friends/relatives after returning from this place?**

No.	Answers
1	yes
2	nope
3	not recommended
4	yes
5	Not recommended
6	I feel very dissatisfied with this tourism village and would not recommend it to my friends or relatives.
7	no
8	Not recommended
9	Not recommended
10	Yes, I'll recommend it
11	I will recommend it
12	yes
13	no
14	Not recommended
15	yes

Findings and Discussions**Research Findings on Tembi Tourism Village Management**

The survey results reveal various issues arising from the division of management in Tembi Tourism Village, which is split into three administrators based on area and ownership. This fragmentation not only decreases tourist satisfaction but also complicates access to available

facilities and services. To gain a clearer picture, we can review the survey results presented in several tables and relate them to the proposed solution: management unification.

1. Tourist Satisfaction with Services

The table shows that the majority of respondents, 66.7%, are dissatisfied with the services provided at Tembi Tourism Village. Only 13.3% feel satisfied, and no tourists feel very satisfied. This low satisfaction level reflects how the separate management system creates discomfort for tourists. Unifying management could be the main solution, allowing all facilities and services to be under one management system, enhancing overall tourist satisfaction.

2. Alignment of Expectations and Experiences

Another table shows that 46.7% of respondents feel their experiences did not meet their expectations. This indicates a significant gap between what tourists expect and what they actually experience. Unification of management would allow for a more consistent tourist experience, ensuring that facilities and services are managed centrally

3. Visitor Perception of Area Management

When asked about their views on the separation of management by area, the majority of respondents stated that this system is ineffective. Tourists find it cumbersome to interact with multiple managers for information or services, which detracts from their experience. Unifying management would streamline access to information and services from a single point.

4. Recommendation for Management Unification

The survey also shows that most tourists desire management unification, believing it would effectively address the challenges they faced during their visit. This would lead to a more efficient and transparent management system, reducing confusion when accessing facilities.

5. Impact of Management Unification on Repeat Visits and Recommendations

Interestingly, when respondents were asked if they would recommend Tembi Tourism Village to friends or relatives after their visit, only a small number said they would. The low recommendation rate reflects tourist dissatisfaction with the current management system. Management unification is expected to improve this situation by enhancing overall tourist satisfaction and experiences, leading to more recommendations and repeat visits.

Conclusion

This research examines the effectiveness of management in Tembi Tourism Village, which is currently divided into three parts based on region and ownership. The findings indicate that this management fragmentation leads to various issues negatively impacting service quality, tourist satisfaction, and the overall travel experience. The division of areas separating facilities, services, and homestays under different management creates discomfort for tourists, especially when they must move between managers just to access specific facilities or obtain necessary information. Survey data reveals that the majority of tourists feel dissatisfied with the services at Tembi Tourism Village and experience a mismatch between their expectations and the actual experiences during their visit. Inconsistent service quality, miscommunication among managers, and restricted access to facilities are some of the main challenges arising from the separated management system. This discomfort ultimately decreases tourists' intent to return or recommend the destination to others.

Based on the survey results and discussions, the unification of management in Tembi Tourism Village is considered a strategic and effective solution to address these issues. This unification would allow for an integrated and coordinated management system where all facilities, services, and homestays can be accessed evenly by tourists without the need to switch between managers. Additionally, this unification would enhance operational efficiency and communication among managers, thereby improving service quality and optimizing the tourist experience. With the unification of management, Tembi Tourism Village can boost its competitiveness in the tourism industry while providing a smoother and more satisfying travel experience for visitors. This change is also expected to encourage an increase in repeat visits and recommendations from tourists, strengthening the village's image as a professional and tourist-friendly destination. Overall, this research demonstrates that unifying management is the best step forward to advance Tembi Tourism Village and enhance the tourist experience. Thus, Tembi Tourism Village will be able to sustainably develop as a leading destination in Indonesia's rural tourism sector.

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Declaration**Ethics approval and consent to participate**

Not applicable.

Consent for publication

Not applicable.

Availability of data and materials

The data presented in this study may be obtained on request from the corresponding author.

Competing interests

The authors declare that they have no competing interests.

Author contributions

DBP conceptualization, methodology, validation, formal analysis. FAJ investigation, data curation, writing - original draft preparation, writing - review and editing, supervision, project administration. All authors have read and agreed to the published version of the manuscript.

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