



ORIGINAL ARTICLE

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# Tourist perceptions in the quality of sustainable tourism services in Lombok

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## Abstract

*Purpose* - The purpose of this study is to measure tourists' perceptions of the quality of sustainable tourism services in Lombok and analyze which dimensions of service quality most influence tourist satisfaction.

*Methodology/Design/Approach* - The study involves both domestic and foreign tourists, analyzing their perceptions of sustainable tourism services. It examines various dimensions of service quality, including environmental sustainability, local wisdom, and facilities, to understand their impact on tourist satisfaction.

*Finding* - The study found that tourists highly value environmental sustainability, local wisdom, and the quality of facilities. These factors significantly influence their satisfaction with sustainable tourism services in Lombok.

*Originality/Value* - This research provides valuable insights into how sustainable tourism practices, particularly those focused on environmental and cultural aspects, contribute to tourist satisfaction. It emphasizes the importance of incorporating local wisdom and quality facilities into sustainable tourism development to enhance the overall visitor experience in Lombok.

**Keywords:** Tourists, Service Quality, Sustainable Tourism, Lombok

## Introduction

Tourism is an important sector that plays a significant role in the Indonesian economy, especially in tourist destination areas such as Lombok. Lombok, with its alluring natural beauty, from white sandy beaches, green hills, to rich cultural life, has attracted tourists from various parts of the world. However, along with the increasing number of tourists, challenges also arise in maintaining environmental and social sustainability. Therefore, the concept of sustainable tourism becomes very relevant and urgent to be implemented. Sustainable tourism does not only pay attention to economic aspects, but also ensures the sustainability of ecology, culture and the welfare of local communities. Sustainable tourism is tourism that can create a balanced and harmonious relationship between the three elements of tourism, namely the quality of the tourist experience, the quality of tourism resources, and the quality of life of local communities (Ni Ketut Ratih Larasati & Dian Rahmawati, 2017).

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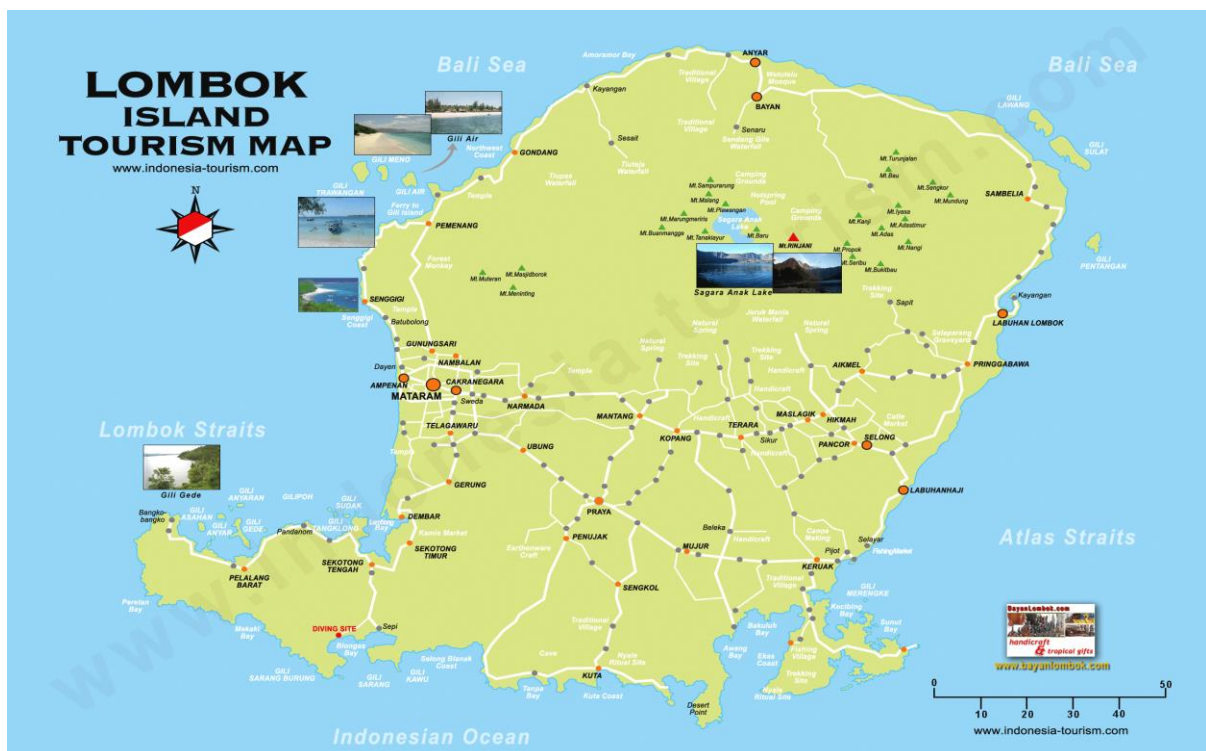
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Customer satisfaction is expected to affect loyalty, loyal customers can provide great benefits (I Nyoman Rinala, 2013). Lombok Island is part of West Nusa Tenggara Province which has great potential in the tourism sector because it offers a variety of destinations, ranging from natural tourism, artificial tourism, to beach tourism (Munir et al., 2019). Lombok is located to the east of Bali, separated by the Lombok Strait and the island is surrounded by the Java Sea to the north. Lombok is a popular tourist attraction because of its stunning natural beauty and unique local culture. This island has beautiful white sand beaches and world-famous surfing spots. Apart from that, Lombok is also famous for Gili Trawangan, Gili Air, and Gili Meno, small islands that offer the best snorkeling and diving, as well as authentic Sasak culture and local handicrafts which also add to the tourist attraction on the island of Lombok.



**Figure 1.** Map of Lombok Island  
Source: lombokleisuretour.com

Service quality is consumers' perception of the extent to which the service they receive is in accordance with the service they expect (Sudiarta et al., 2022). In this context, service quality becomes an important element that influences the tourist experience. The quality of sustainable tourism services covers various aspects, starting from community friendliness, infrastructure comfort, environmental sustainability, to offering local products that support local culture. Tourists, as the main consumers of tourism, have various perceptions regarding the services they receive. This perception will greatly influence the level of satisfaction, loyalty and intention to return to visit Lombok.

Tourists who receive quality service, both in terms of friendliness, ease of access, cleanliness, and attention to environmental sustainability, tend to have a positive perception of the destination. This positive perception will not only increase their satisfaction levels, but also encourage them to share positive experiences, both through online reviews and word of mouth. This indirectly helps promote the destination organically. On the other hand, poor service can reduce tourists' interest in returning to visit, which ultimately results in a decrease in tourism

income. Therefore, it is important to understand tourists' perceptions of the quality of tourism services in order to develop appropriate strategies for sustainable tourism.

Service quality that prioritizes sustainability principles plays an important role in preserving the environment and local culture. By providing services that support conservation efforts, such as reducing plastic use, promoting local products, and educating about the importance of preserving ecosystems, tourist destinations can attract tourist segments who care about environmental and social issues. Tourists who feel involved in environmentally friendly tourism activities tend to have a stronger emotional connection with the destination, thereby increasing their loyalty. Apart from that, good service also creates harmonious relationships between tourists and local communities, ensuring that the impact of tourism is not detrimental but instead supports the welfare of local communities. Thus, service quality not only influences the individual tourist experience, but also plays an important role in maintaining the long-term sustainability of the tourism sector in Lombok.

In July 2024, the number of foreign tourists arriving via Lombok International Airport (Bizam) reached 8,652 people, an increase of 25.52% compared to June 2024. The largest number of tourists came from the ASEAN region with 3,381 people, followed by European tourists with 3,339 people. as well as tourists from non-ASEAN Asia as many as 1,259 people.



**Figure 2.** Data of tourists visiting Lombok (June-July 2024)

Source: [lombokutarakab.bps.go.id](http://lombokutarakab.bps.go.id)

Based on the data that can be seen from the image above, the increase in the number of tourists in Lombok is expected to persist and continue to increase in the future. Efforts to maintain this momentum involve a variety of strategies. By maintaining the quality of the tourist experience, both domestic and foreign, Lombok can continue to attract travelers from various countries, including the ASEAN region, Europe and other parts of Asia. Moreover, the increase in the number of tourists is also expected to be in line with the principles of sustainable tourism which pay attention to environmental sustainability and the welfare of local communities (Siti Rizky Amanda, 2022). Good management and responsible tourism promotion will ensure that Lombok's natural and cultural ecosystems are maintained, so that this destination can be enjoyed by future generations. In this way, Lombok has not only grown as a popular tourist destination, but has also become a successful example of sustainable tourism that supports the regional economy and the environment in a sustainable manner.

Furthermore, the research was aimed at evaluating tourists' perceptions regarding the quality of sustainable tourism services in Lombok. The main focus of the research is on domestic and foreign tourists as respondents to understand how they assess various aspects of the

tourism services provided. By considering the preferences and expectations of both groups of tourists, this research provides an overview of the extent to which tourism services in Lombok are able to meet sustainability standards. In the analysis process, this research highlights important dimensions that influence tourist satisfaction. Some of the factors analyzed include the quality of infrastructure, friendliness of staff, cleanliness, security, and commitment to the environment. Each of these dimensions is analyzed based on the level of influence on the tourist experience in Lombok, especially in relation to environmental sustainability and the welfare of local communities. It is hoped that the research results will provide in-depth insight for stakeholders in the Lombok tourism sector. By understanding the aspects that are most important to tourists, both domestic and foreign, recommendations can be prepared to improve the quality of services in a more sustainable manner. It is hoped that this will strengthen Lombok's image as a tourist destination that is not only beautiful but also socially and environmentally responsible.

## **Method**

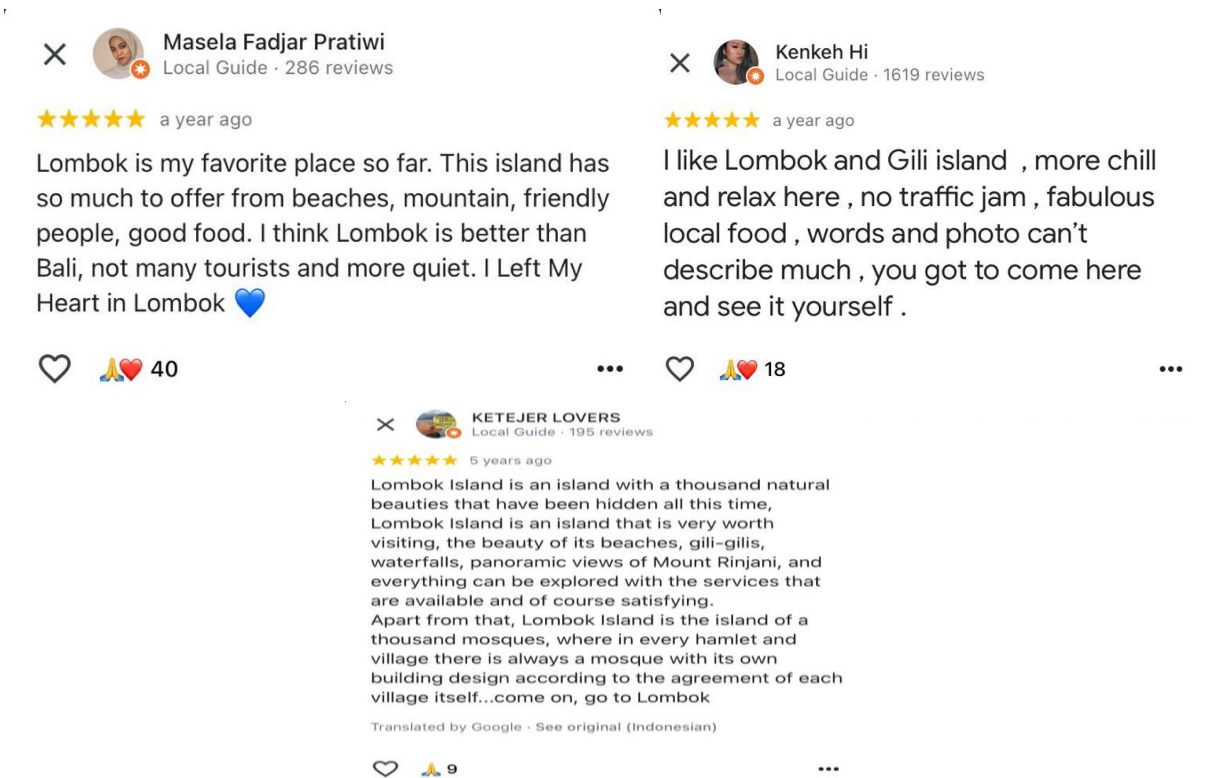
This research uses a qualitative descriptive approach. Descriptive research aims to describe the actual conditions of a phenomenon accurately, systematically and realistically according to the research object (Nugraha, 2021). The data source obtained in this research is a data source based on primary data. collect data through documentation, scientific articles and research reviews (Mahendra & Suryani, 2021). Data analysis techniques go through many stages starting from data collection then data synthesis. After the data is summarized, continue with presenting the data and finally drawing conclusions.

## **Findings and discussion**

### **Tourist Perception**

The tourism sector in Lombok plays an important role in encouraging the regional economy, especially through increasing the number of tourist visits, both domestic and foreign. Lombok's natural beauty, such as white sandy beaches, famous surfing spots, and rich and authentic local culture, make it one of the main destinations that continues to develop. However, along with the increase in tourists, challenges arise in maintaining tourism sustainability, especially in terms of preserving the environment and protecting the welfare of local communities. Therefore, it is very urgent to prioritize the implementation of sustainable tourism in every aspect of tourism development in Lombok. Most stakeholders in various tourist destinations around the world have adopted sustainable tourism as an approach that can be applied in tourist locations (Junaid, 2020).

This research seeks to evaluate tourists' perceptions of the quality of sustainable tourism services they receive during their visit to Lombok. As the main consumers, tourists have high expectations for various aspects of service, such as friendliness of the community, environmental cleanliness, safety and commitment to nature conservation (Hamdan et al., 2021). Tourists positive perceptions of service quality have a major impact on their level of satisfaction and loyalty (Cahyaditya & Permadi, 2024). Satisfied tourists will tend to have the intention to visit again, as well as recommend this destination to others, either directly or through reviews on online media. Quality of Service Tourism service quality is one of the standards that will be a comparison in achieving tourist satisfaction (Wirajaya, 2013). The results of tourist perceptions are assessed through reviews given by tourists when visiting Lombok in the review column on Google Maps, here are some positive reviews from tourists:



**Figure 3.** Review from Tourist  
Source: Google Maps

From these reviews, it can be judged that Lombok is a comfortable and beautiful place for tourists. Travelers see Lombok as a destination that actively seeks to preserve its nature. Visitors appreciate that areas such as Mount Rinjani National Park are well-managed, including regulations on the number of climbers being limited and strict waste management practices on hiking trails. In addition, efforts to protect coral reefs around Gili Trawangan and other marine areas demonstrate a commitment to tourism that does not damage ecosystems. Travelers often praise tourism initiatives in Lombok that prioritize the involvement and empowerment of local communities. They appreciate that many businesses, from homestays to restaurants, are run by locals, helping to improve their economy and standard of living. These initiatives also ensure that the economic benefits of tourism are spread fairly, helping to reduce inequality and maintain social sustainability (Harja & Dyah Mustika, 2023). Overall, travelers with positive perceptions of sustainable tourism in Lombok appreciate how the destination strives to balance tourism development with environmental and cultural preservation. Through innovative approaches and creative strategies that can support the improvement of service quality and tourist attraction (Anggara et al., 2024). They perceive that Lombok has made significant strides towards becoming a responsible tourism destination that cares about its long-term impacts.

## Discussion

The quality of services that support sustainability also provides advantages for Lombok as a destination in terms of promotion. Tourists who have a positive experience during their stay in Lombok are likely to share their experience through various channels, such as social media or

reviews on travel platforms. This helps build Lombok's reputation as an environmentally friendly and sustainable tourist destination. Conversely, if the service provided does not meet expectations, it can decrease tourists' interest in returning and negatively impact overall tourism revenue. Additionally, there are sustainable tourism principles that can be applied in its development process, such as:

### **Natural Resource Management**

Tourist areas often have natural resources such as flora, fauna, ecosystems, and unique local cultural phenomena that are highly diverse and potential attractions. These sustainable tourism potentials create opportunities for development through the utilization of natural and cultural attractions. However, it presents challenges in ensuring an integrated approach to utilization and sustainable management to prevent the deterioration or damage to these attractions. Therefore, managing tourism in a particular area requires identifying and understanding its potential, providing the best service to visitors to support the long-term sustainability of the destination.

### **Sustainable Infrastructure Development**

Sustainable infrastructure development refers to both physical and social construction that considers long-term impacts on the environment, economy, and society. In this context, infrastructure development is not only focused on providing facilities like roads, bridges, airports, and buildings but also on how these developments can minimize negative environmental impacts, reduce the use of non-renewable resources, and improve the long-term quality of life for the local community (Hizmi & Rusdy Wijaya, 2022). Sustainable infrastructure development also considers social and economic impacts, including accessibility, social equity, and energy efficiency.

### **Monitoring and Evaluation**

Monitoring and evaluation are processes used to oversee and assess the progress or outcomes of a project or program. Monitoring is the continuous collection of data to check whether the program is running according to plan in terms of time, cost, and resources (Sulistyo et al., 2023). Evaluation, on the other hand, is the assessment of results or impacts after a specific phase of the program or project has been completed. Evaluation enables organizations to understand the effectiveness of a program, determine whether objectives have been achieved, and identify what needs to be improved in the future. Both processes are essential to ensuring accountability, improving performance, and providing a foundation for future decision-making. Ideal tourism development will always show concern for environmental preservation, involving the government and local communities (Sukmadewi et al., 2019).

### **Accountability**

Accountability refers to the responsibility to report, explain, and ensure that all actions and decisions made in carrying out duties and functions can be accounted for to the relevant authorities, such as superiors, supervisory agencies, or the public. In the context of organizations or government, accountability includes transparency in resource use, achievement of results, and risk management (Putra et al., 2018). Accountability also means being ready to accept the consequences of decisions made, whether rewards for success or responsibility for failure. Accountability helps prevent misuse of authority and promotes public trust.



The perception of tourists can also be assessed through the reviews provided by visitors during their stay in Lombok, as shown in the review section on Google Maps, where several positive reviews have been given by tourists.

The importance of support from various stakeholders is also a key concern in the development of sustainable tourism in Lombok. Local governments, tourism industry players, and local communities must work together to create a tourism environment that supports natural conservation and the well-being of local communities (Ira & Muhamad, 2020). Steps such as reducing plastic use, promoting local products, and educating about the importance of protecting ecosystems must be consistently implemented (Handayani & Dedi, 2017). Thus, the quality of sustainable tourism services not only has a positive impact on tourists but also plays a crucial role in preserving Lombok's nature and culture for future generations.

Through this research, it is hoped that more sustainable tourism development strategies can be created in Lombok, with a focus on improving the quality of environmentally friendly services. Lombok has great potential to maintain its position as one of Indonesia's top tourist destinations while becoming a model of sustainable tourism that supports regional economic growth and the well-being of local communities. In this way, Lombok will not only be known as a beautiful tourist destination but also as a socially and environmentally responsible destination.

## **Conclusion**

The tourism sector in Lombok has a significant role in boosting the local economy, driven by the natural beauty and cultural richness that attracts tourists from within and outside the country. Improving the quality of service can be done by increasing the competence and knowledge of the actors in the tourism sector business actors in the field of tourism. This is done so that tourists feel comfortable and satisfied when visiting (Tjilen et al., 2023). However, the increasing number of tourists brings new challenges, especially in terms of preserving the environment and protecting the welfare of local communities. Therefore, the implementation of sustainable tourism becomes very important to maintain a balance between tourism growth and the sustainability of local ecosystems and cultures. By paying attention to economic, ecological, and socio-cultural aspects, tourism in Lombok can continue to grow without damaging the nature and culture that are its main attractions.

Service quality in Lombok tourism is also an important key in maintaining tourist loyalty. Tourists expect hospitality, cleanliness, safety, and commitment to environmental preservation when visiting. Positive perceptions of these services increase the level of tourist satisfaction, which encourages them to provide positive reviews and recommend Lombok as a sustainable tourism destination. Good management, including plastic reduction, local product promotion, and ecosystem education, can strengthen Lombok's image as an environmentally friendly destination. With the right strategy, Lombok has the potential to become a sustainable tourism model that not only supports the regional economy, but also preserves nature and culture for future generations.

## **Acknowledgment**

We would like thank to Hesti Purwaningrum, who shared about writing scientific articles.

## **Declaration**

### **Ethics approval and consent to participate**

Not applicable.

**Consent for publication**

Not applicable.

**Availability of data and materials**

Not applicable.

**Competing interests**

The authors declare that they have no competing interests.

**Author contributions**

EFPM conceptualization, methodology, validation, formal analysis. MLS 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.

**Funding**

Not applicable.

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Received: 07 November 2024

Accepted: 24 December 2024

Published online: 30 December 2024

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