



Application of service quality dimensions in fulfilling tourist satisfaction at Kaki Langit Tourism Village

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Abstract

Purpose - The purpose of this study is to analyze the quality of service at Kaki Langit Tourism Village in Yogyakarta. The study explores how service quality influences tourist satisfaction, destination image, and overall tourist experience.

Methodology/Design/Approach - The research uses a qualitative approach, with data collection techniques including interviews and observations to gather both written and oral data on service quality. The study focuses on five dimensions of service quality: tangible, reliability, responsiveness, assurance, and empathy.

Finding - The study finds that the service quality dimensions at Kaki Langit Tourism Village have been implemented but are still in the development stage. While efforts have been made to improve service quality, further follow-up and development are required to optimize the application of service quality and ensure the best possible experience for tourists.

Originality/Value - This research highlights the importance of continuous development and improvement in service quality to enhance tourist satisfaction in tourism villages. It provides valuable insights for further refining service quality practices at Kaki Langit Tourism Village to achieve optimal results.

Keywords tourist satisfaction, kaki langit, service quality

Introduction

A tourist attraction is a geographical area located in an administrative area supported by tourist facilities, public facilities, accessibility, attractions or tourist attractions, as well as community involvement related to and complementing the realization of tourism (Undang-Undang Nomor 10 Tahun 2009). In the context of sustainable tourism development, the provision of adequate tourism facilities and infrastructure as well as superior service quality is a determining factor in the success of a tourist destination. Village tourism, as a form of community-based tourism, is no exception. Kaki Langit Tourism Village, located in Cempuk Hamlet, Mangunan Village, Bantul Regency, Yogyakarta Special Region, is a concrete example of how service quality can differentiate and enhance the attractiveness of a destination. By optimizing the potential of nature and local culture, this village has succeeded in attracting tourists. However, to maintain its competitiveness, there needs to be a continuous effort to improve the quality of service, which includes environmental cleanliness, complete facilities, and community friendliness.

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Village tourism has evolved into one of the top choices for visitors looking for an authentic and unique experience (Kusuma & Salindri, 2022). Kaki Langit Tourism Village in Yogyakarta is one such tourist attraction. The village offers a variety of rich natural and cultural attractions, but to attract and retain tourists, the quality of services provided is a very crucial factor. Tourist satisfaction is not only influenced by service quality, but also by their perception of the destination and overall experience. Therefore, this study concentrates on evaluating various aspects of service quality provided at Kaki Langit Tourism Village by considering tourist satisfaction. Service quality is very important to be applied to be able to attract tourists who want to visit tourist attractions. Service quality refers to the quality provided by a tourist attraction that aims to meet the needs of tourists. Good service quality can increase tourist satisfaction and can create tourist loyalty or loyalty. This is needed by tourist attractions or companies in developing a business. Apart from that, it can also lead to the desire of tourists to make repeat purchases or return visits.

Based on the description above, Kaki Langit Tourism Village requires the implementation of service quality to attract tourists and meet the needs of tourists. Therefore, the purpose of this study is to analyze how each dimension of service quality is applied in Kaki Langit Tourism Village to meet tourist satisfaction. This research also aims to determine how each dimension is applied in the context of a tourist village and how it impacts the tourist experience. In addition, this research aims to provide suggestions for better service quality development and improvement in the future. This research is expected to provide a clear picture of the current condition as well as what steps need to be taken to improve service quality so that tourists are fully satisfied. This research is expected to provide useful information for tourism village managers, stakeholders, and all parties involved in the development of sustainable tourism in Indonesia, especially at Kaki Langit Tourism Village. Thus, this research is expected to help improve tourist services and satisfaction and encourage the growth of more sustainable and environmentally friendly tourism.

Method

The methodology used in this article is descriptive qualitative research. This approach was chosen because it aims to describe the phenomena that occur in Kaki Langit Tourism Village, Yogyakarta, especially related to the quality of services provided to tourists. Qualitative descriptive research allows researchers to collect narrative and in-depth data, so as to provide a better understanding of the experiences and perceptions of tourists towards the services received. The descriptive data is written or oral documented. The data collection techniques used are observation, interview, documentation. Research observations are at Kaki Langit Tourism Village, Yogyakarta Special Region with the aim of knowing the quality of service directly. The source or source of data in this study is one of the managers of the Kaki Langit Tourism Village. The theory used in this study is the theory according to Parasuraman that the dimensions of service quality are: tangible, reliability, responsiveness, assurance, empathy (Ternate & Ralahallo, 2020).

Findings and discussion

Study Area

Kaki Langit Tourism Village, located at Jalan Imogiri-Dlingo KM.5 Mangunan, Mangunan, Dlingo, Bantul, Yogyakarta Special Region 55783, is an interesting case study in community-based tourism development. By optimizing the potential of nature and local culture, this village has successfully integrated social, economic, and environmental aspects. Its strategic location in the hilly area allows visitors to enjoy stunning natural panoramas while learning the local wisdom of the surrounding community. Various educational tourism activities offered, such as handicraft training and traditional art performances, further enrich the tourism experience in this village. Its

existence in the middle of the hills has formed a unique landscape and become a special attraction for tourists. In addition to its natural beauty, the village is also rich in cultural values that are reflected in various daily community activities. Through a participatory approach, the local community is actively involved in the management of the tourism village, creating an authentic and friendly atmosphere.



Figure 1. Location of Kaki Langit Tourism Village
(Source : Google Maps 2024)

Service Quality Dimensions

Service quality in the development of tourist villages has an important role in fulfilling tourist satisfaction, destination image, and tourist experience. In the era of experience-based economy, service quality is the main differentiator between one company and another. Companies that are able to provide an exceptional customer experience will have a significant competitive advantage (Bernik, 2019). The quality of service applied in the Kaki Langit Tourism Village is in several dimensions as follows.

1. Tangible

The "tangible" dimension in service quality refers to all physical aspects that interact directly with consumers. It includes everything from interior and exterior design, equipment condition, employee appearance, to the quality of the materials used (Sasongko & Hartono, 2015). The quality of tangible services in the Kaki Langit Tourism Village is one of the important aspects in attracting and retaining visitors. Based on the research and information obtained, the results of the analysis regarding the quality of tangible services in Kaki Langit Village are as follows.

a) Physical Facilities

Kaki Langit Tourism Village offers a variety of facilities that are quite good, including comfortable lodging, parking areas, and places of worship. The comfortable lodging here is not a grand inn like a star-rated hotel, but designed by the simplicity of the local people. Homestays are provided in Kaki Langit Village, in the form of simple houses of local residents. This is done with the hope that tourists can feel like local residents, as well as so that tourists can blend directly with local residents and can feel the comfort and natural beauty of the Kaki Langit Tourism Village. By staying at the tourist lodge, tourists have the opportunity to interact directly with the local community. This allows them to get to know local customs more closely and find

alternative tourist destinations that are more authentic, such as traditional eateries recommended by the host (Adi Permadi & Retnowati, 2021). The parking area is widely available for tourist vehicles, both two-wheeled and four-wheeled, and even tourism buses. The parking lot is quite spacious to facilitate tourists when visiting coupled with guaranteed security in the Kaki Langit Tourism Village, tourists do not need to worry about security if they have entered the Village area. Prayer rooms are also available in Kaki Langit Village, for Muslims there is no need to be confused when traveling to Kaki Langit Village. Tourists can perform prayers here, which of course is also equipped with a clean and good ablution place.

b) Staff/Employee Appearance

The appearance of employees is one of the main points for a tourist destination as the identity of the tourist destination. Service ethics is a crucial aspect in building and maintaining a positive relationship between the company and its customers (Pirastyo & Karlina, 2019). Kaki Langit Tourism Village has employees who look neat and polite when serving tourists. Some employees also even use Javanese clothes and wear blangkon for men and on several occasions there are female employees who are on duty to use Javanese clothes complete with cepol or buns. This creates an impression of professionalism that is important in the tourism industry.

Kaki Langit Tourism Village has traditional souvenirs that are provided are the work of local residents and communities. Typical souvenirs of tourist villages that reflect the uniqueness and conditions of the local area, both in the form of handicrafts and traditional food (Erawati et al., 2023). Some of the souvenirs produced include: ashtrays, bowls, masks, frames, lampshades, keychains. In addition, these handmade souvenirs are also included in the forms of crafts created by the Kaki Langit community, such as furniture and other creative products. Buying souvenirs at the Kaki Langit Tourism Village is not only to get souvenirs, but also to help develop the economy of local residents.

The quality of tangible service at Kaki Langit Tourism Village is quite good with adequate facilities and professional staff appearance. However, to achieve a higher level of satisfaction, more attention needs to be paid to responsiveness and training for staff in order to provide better service to visitors. This increase will not only increase satisfaction but also contribute to the sustainability of the village economy through tourism.

2. Reliability

Reliability in its application includes the services provided in accordance with what is offered, both in timeliness, availability of services in accordance with the needs of tourists, and by maintaining consistency that must be maintained in service. Reliability is the company's ability to provide services in accordance with the promised accurately and reliably (Falevi, 2022). Reliability also includes the availability of accurate information regarding arranged or structured schedules, appropriate prices, and planned tourist routes, as well as notification to tourists in the event of a schedule change.

The reliability of the Kaki Langit Tourism Village can be seen from several aspects that have been published and documentation related to tourism development and management in the area. Some of the reliability shown by the Kaki Langit Tourism Village is as follows:

a) Kaki Langit Tourism Village has been designated as one of the best tourist villages in

Indonesia by the Ministry of Tourism and Creative Economy (Kemenparekraf) in 2021 (Kemenparekraf, 2023). This determination is based on the ability of tourism villages to operate the economy of the local community by opening tourism and other economic service businesses, as well as the existence of more than 400 new businesses that have grown since this tourism village has been active. In addition, Kaki Langit Tourism Village also received an official Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certificate, adding to its credibility and reliability as a good tourism destination. CHSE to ensure the comfort, safety, and health of tourists in traveling because various tourist activities and activities are inseparable from safety hazards and risks such as falls, slips, and accidents that can cause injuries to tourists (Kaharap et al., 2023). This is proof of the services provided in accordance with what is offered, and the availability of services in accordance with the needs of tourists and the consistency of the management made the Kaki Langit Tourism Village succeed in winning the award.

Kaki Langit Tourism Village uses the concept of community empowerment, with the people of Padukuhan Mangunan who are directly involved in the development and management of tourism activities. Community empowerment is the process of developing human resources or the community itself in the form of exploring personal abilities, creativity, competence, and thinking power as well as actions that are better than before (Afdhal et al., 2023). This shows a high level of community participation and a shared commitment to developing tourist villages. Although initially the road to Kaki Langit Tourism Village was still narrow and potholes, the local government has made infrastructure improvements to facilitate tourist access. These improvements include the construction of better roads and the improvement of public facilities. The sustainability and reliability of the Kaki Langit Tourism Village is also supported by the active participation of the community in various tourism programs and activities, ranging from tourism awareness socialization to tourism evaluation and training. All of this shows that the Kaki Langit Tourism Village has succeeded in developing local infrastructure, economy, and culture, as well as improving the quality of life of local residents.

3. Responsiveness

Tourism village responsiveness refers to the ability of tourism villages to respond and adapt to changes that occur, both internal and external changes (Ariwidyastuti et al., 2016). Several responsiveness indicators show how the manager of the Kaki Langit Tourism Village responds to the needs of tourists and the local community. In terms of ease of access, the manager of the Kaki Langit Tourism Village has made infrastructure improvements to make it easier for tourists to access. With improved transportation access, it has become better, but tourists must remain careful because access to the Kaki Langit Tourism Village is relatively uphill, so it is expected to remain cautious. The concept of community empowerment is highly emphasized in the development of the Kaki Langit Tourism Village. The people of Padukuhan Mangunan are directly involved in developing activity units such as lodging, food stalls, culinary markets, parking lots, outbound, etc. This participation is also reflected in the support and initiatives of the community in order to realize the charm of the sapta charm, including the creation of the charm sapta plangization, the environmental cleanliness movement, and the friendly and polite movement spearheaded by the weed youth.

The manager of the Kaki Langit Tourism Village is serious about improving the quality of services by attending human resource trainings to improve the quality of tourism management in the future. Routine evaluations are also carried out to improve the quality of service to tourists. This is so that tourists feel comfortable, the comfort of tourists who visit with the manager will create happiness for each other. Finding a solution quickly when tourists get a problem during tourism activities. Thus, the responsiveness of the managers of the Kaki Langit Tourism Village is shown through their ability to respond to the needs of tourists and the local community in an effective and sustainable way.

4. Assurance

Assurance in its application, namely the services provided have been arranged with adequate knowledge and skills to provide good service and provide services that apply 3S, namely polite, courteous and greetings (Hidayanti & Handayani, 2019). The services provided are accompanied by giving trust to tourists to feel safe, comfortable. Assurance, which includes the ability, politeness, trustworthiness of employees, and provides a sense of security to consumers. Apart from knowledge about tourism, Kaki Langit Tourism Village also provides services that have knowledge about the surrounding culture or customs. Assurance at Kaki Langit Tourism Village focuses on providing services that are ensured to have sufficient knowledge and skills to provide good service, such as:

- a) Knowledge and Skills: Services at Kaki Langit Tourism Village have been organized in such a way as to provide high-quality services. This includes knowledge of tourism and local culture relevant to the tourist destination. With knowledge and skills, employees can provide quality services (Temesvari et al., 2021).
- b) Implementation of 3S: Services at Kaki Langit Tourism Village also apply the '3S' principle, namely politeness, courtesy, and greetings. The implementation of 3S is not only limited to formal actions, but reflects an organizational culture that prioritizes hospitality and customer satisfaction (Faraeta et al., 2020). This means that staff serving tourists do things like greeting, answering questions in a friendly manner, and showing respect.
- c) Traveler Trust: This trust is built through consistent service quality, accuracy of information, and compliance with safety and health standards (Putra & Triwardhani, 2023). Another goal of Assurance is to make tourists feel safe and comfortable while in the tourist village. This is achieved by giving tourists confidence that they are in a place that is professional and cares about their needs.
- d) Local Cultural Knowledge: In addition, Kaki Langit Tourism Village also provides services that are knowledgeable about local culture or customs. This is useful for providing relevant information and adding value to the tourist experience for its guests.

5. Emphaty

Empathy, namely care, and personal attention given to customers. The essence of the empathy dimension is to show customers through the services provided that customers are special, and their needs can be understood (Yunus et al., 2016). This dimension is discussing understanding the needs of tourists. The services provided try to understand the needs or requests of tourists. Services are also personalized according to the needs and point of view of each tourist. Emphaty is also given if there are tourists who have special needs such as halal food, access for wheelchairs, the tourist village tries to accommodate the needs of these tourists. Emphaty at Kaki Langit Tourism Village focuses on the ability of staff to understand and meet the individual needs of each tourist, such as:

- a) **Understanding Individual Needs:** Staff at Kaki Langit Tourism Village try to understand the specific needs and requests of each traveler. For example, if there are tourists who have certain preferences such as halal food or accessibility facilities for people with disabilities, the tourist village will try to customize services according to their requests.
- b) **Service Customization:** Empathy also sees the importance of service personalization. Empathy in Service Quality is the service provider's ability to understand and respond to travelers' feelings, needs, and perspectives (Sinolah & Maslulo, 2019). Kaki Langit Tourism Village staff will customize services based on tourists' individual profiles, for example whether they are more interested in culture or family. This helps to increase travelers' comfort and satisfaction.
- c) **Specialist Services:** A quality service is one that is able to meet the needs of all customers, including those with special needs (Permadi et al., 2021). If there are tourists who have special needs such as halal food or accessibility for people with disabilities, the tourist village will try to adjust the service according to their requests. For example, if there are tourists who need halal food, then the tourist village will definitely provide halal food options for them.

Conclusion

An analysis of service quality at Kaki Langit Tourism Village shows that the village has successfully built a good reputation through various dimensions of service quality. Adequate physical facilities, professional staff appearance, and commitment to sustainability are some of the main strengths. However, there are still some areas that need to be improved. The responsiveness dimension can be strengthened by improving the speed of response to customer complaints and developing a more effective reporting system. In addition, to strengthen the assurance dimension, there needs to be more intensive training for staff on the products and services offered, as well as the development of more detailed standard operating procedures. Overall, Kaki Langit Tourism Village has great potential to become a superior tourist destination. By continuing to evaluate and improve, as well as actively involving the community in the development process, this tourist village can achieve its goal of becoming a sustainable tourist destination and providing satisfaction for tourists.

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Declaration

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Availability of data and materials

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Competing interests

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Author contributions

RW and SRM conceptualized the study and collected data. TKA analyzed improved the quality of the manuscript.

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