
Abstract

This research aims to determine the effect of tour guide services and guide grooming on tourist satisfaction at the Taman Mini Indonesia Indah tourist attraction. This type of research uses a quantitative approach with multiple regression analysis methods in the descriptive research category. This research involved the entire population of visitors who visited Taman Mini Indonesia Indah. To achieve the sample objective, the research comprised 100 respondents selected by Accidental Sampling, with a Likert scale covering a range of values from 1 to 5. The partial research results show that tour guide services and guide grooming significantly affect tourist satisfaction at the Taman Mini Indonesia tourist attraction. The service and care of tourist drivers at Taman Mini Indonesia Indah mutually influence visitor satisfaction. Friendly, informative, and well-groomed guides provide information about the destination and create an initial positive impression that improves visitors' perception of service quality.

Keywords: Tour guide services; Guide grooming; Tourist satisfaction

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