

The Influence of Tour Guide and Grooming Guide Services on Tourist Satisfaction at the Taman Mini Indonesia Indah Tourism Object Jakarta Indonesia

Swantari A^{a*}, Nurbaeti^b, Ingkadijaya R^c^{a,b,c}Trisakti Institute of Tourism, Indonesia

Article Info

Article History:

Received: 04, March, 2024**Accepted:** 12, April, 2024**Published:** 19, April, 2024

***Corresponding author:** Swantari A,
Trisakti Institute of Tourism, Indonesia;
DOI: <https://doi.org/10.36266/JTSHR/173>

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 Indah 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

Copyright: © 2024 Swantari A, et al. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Introduction

Taman Mini Indonesia Indah (TMII) is a tourist complex in Jakarta, Indonesia. Founded in 1975, TMII was built by the Indonesian Government under the leadership of President Soeharto as a project to introduce Indonesia's cultural diversity, customs, and natural beauty to people at home and abroad [1]. The main goal of developing TMII is to create a location where every province in Indonesia can be represented by its unique culture, architecture, and natural beauty. In this way, TMII is where visitors can experience various aspects of Indonesia's cultural richness without traveling abroad [2]. The TMII complex includes a variety of attractions and facilities, including parks displaying traditional architecture from all over Indonesia, museums exhibiting cultural and historical artifacts, and recreation and entertainment facilities such as theaters, rides, and sports arenas [3]. Besides that, TMII also organizes various cultural events, festivals, and national celebrations that present the diversity of Indonesian culture in a lively manner. As time goes by, TMII continues to develop and undergoes various renovations and additional facilities to enrich the visitor experience. Even though it has changed and developed since its initial construction, TMII remains one of the leading tourist destinations in Jakarta and Indonesia, attracting millions of visitors every year to experience this country's beauty and rich culture in one centralized location [4]. Tour guides have an irreplaceable role in bringing to life an enchanting tourist experience in a tourist destination full of cultural wonders, history, and stunning natural beauty [5]. As the front guard in presenting Indonesia's rich cultural and natural heritage to visitors, tour guides are not only a valuable source of information; they also act as travel leaders who guide, direct and ensure a smooth and memorable tourism experience for every guest who sets foot. In this complex [6] Equipped with in-depth knowledge about various attractions, impressive historical stories, and cultures closely intertwined with

TMII, these guides are responsible for bringing to life the authentic feel of every corner of TMII that they explore with tourists. Not only does it provide accurate and relevant information, but tour guides also have the responsibility to build an emotional connection between visitors and the places they visit, arouse their interest, and provide an unforgettable experience that will continue to adorn their memories long after the visit. With their intelligence, expertise, and dedication, tour guides at TMII are transformed into keepers of the flame who revive the spirit of adventure and pride in Indonesia's cultural and natural riches in the hearts of every visitor. However, the guide's role is more comprehensive than conveying information to visitors and includes more than that [7]. Guide grooming, which includes aspects such as a neat physical appearance, friendly attitude, and convincing communication skills, is not just an aspect of visual appearance but is also the main foundation for forming a strong first impression for every guest who visits a tourist destination [8]. When guides face visitors with a warm smile and friendly attitude, it creates a pleasant atmosphere. It directly influences how visitors perceive the quality of service and the overall experience at TMII. Clear and effective communication is also crucial in conveying the correct information to visitors, helping them better understand the cultural, historical, and natural beauty this tourist complex offers. Thus, guide grooming is essential to maintain professionalism and create an unforgettable experience for TMII visitors. Although the role of tour guides in enhancing tourists' experiences at TMII has been acknowledged, in-depth research on how their abilities, both in terms of information and care, specifically influence tourists' perceptions and satisfaction still needs to be improved. Currently, the focus of research is more often on general aspects of the tourist experience without dissecting in detail the role and influence of the guide. Therefore, there is a need to explore and fill out this research by investigating in more depth how guides directly influence tourists' perceptions and satisfaction at TMII. One of the unique

things about this research is its approach, which focuses on the specific role of tour guides in providing information and grooming and its impact on the tourist experience at TMII. By considering these two aspects simultaneously, this research provides a comprehensive insight into how guides can influence tourists' experiences holistically. In addition, this research also makes a practical contribution by offering strategies and recommendations that can be used to improve service quality and enrich the tourist experience at TMII, something that has yet to be fully explored in previous literature. Therefore, this research provides a valuable contribution to developing knowledge of tourist destination management and better tourism services.

Literature Review

Tour Guide

Tour guides have in-depth knowledge about specific tourist destinations and are tasked with guiding, directing, and providing information to tourists during their visit [9]. They play an important role in ensuring a satisfying tourism experience for visitors by conveying accurate and interesting information about the attractions, history, culture, and other aspects of their destinations. Tour guides also help organize travel itineraries, provide recommendations, and answer questions or requests from tourists [10].

Tour Guide Service Quality

Tour guides must have extensive and in-depth knowledge about their tourist destinations; they must be able to provide accurate, relevant, and exciting information to visitors. The attitude and behavior of a tour guide is critical in creating a pleasant experience for tourists. A friendly, professional guide can make visitors feel welcome and comfortable during their trip [11]. Apart from that, good communication skills are also a critical factor in the quality of tour guide services. Guides must be able to convey information clearly and effectively and communicate well with various types of tourists. Apart from that, suspicion, concern for individual needs, and the ability to handle unexpected situations are also part of a tour guide's quality of good service [12].

Guide Care

Tour guide grooming Refers to a series of efforts to improve the physical appearance, attitude, and communication skills of tour guides so that they become more professional, attractive, and effective in interacting with visitors. This includes maintaining a neat and professional physical appearance, such as dressing according to specific tourist standards or themes, taking care of personal appearance, and maintaining personal hygiene [13]. Apart from that, grooming also includes developing a friendly and professional attitude. Tour guides must be able to welcome visitors with a smile, an open attitude, and sincere affection to create a pleasant and comfortable atmosphere [14].

Tourist Satisfaction

Tourist satisfaction refers to the level of satisfaction or satisfaction felt by tourists after experiencing a trip or visit to a particular tourist destination. It covers various aspects of the tourist experience, including services, facilities, attractions, interactions with residents, food, accommodation, and so on [15]. Tourist satisfaction is not only related to material satisfaction, such as comfort and service quality. It also includes emotional and

psychological aspects, such as happiness, spiritual satisfaction, and a sense of connection with the destination or culture they visit [16]. Tourist satisfaction assessments are often based on their expectations before the trip, the experiences they have during the trip, and the weighting between expectations and reality [17]. If tourists feel that their expectations are met or exceeded, they will likely feel satisfied. Conversely, if their expectations are met or their experience is far from what they expected, they feel satisfied [18].

Research Method

This research uses a quantitative approach using multiple regression analysis methods via SPSS software. Meanwhile, it is also included in the descriptive research category. This research was conducted at Taman Mini Indonesia Indah, a popular tourist destination, and involved the entire population of visitors who visited Taman Mini Indonesia Indah. To achieve the sample objective, the study consisted of 100 randomly selected respondents using the Accidental Sampling technique. Research data was collected through a questionnaire with a Likert scale covering a range of values from 1 to 5. The data analysis process included testing validity, reliability, coefficient of determination, and hypothesis testing to understand the phenomenon under study comprehensively.

Result and Discussion

Table 1: Respondents by Gender.

Gender	Frequency	Percentage
Male	49	49%
Female	51	51%
	100	100%

Source: Processed data (2024)

Based on Table 1, most visitors to Taman Mini Indonesia Indah are women, reaching 51%, or around 51%, compared to male visitors, 49%, or around 49%. Factors influencing this phenomenon include women's interest in the arts and culture offered in these places. In addition, Taman Mini Indonesia Indah has many attractions and exhibitions that are more attractive to women. Another influencing factor is social norms, such as the tendency of women to visit tourist attractions with their family or friends. Additionally, there are differences in interests and preferences between the two genders. Taman Mini Indonesia Indah has many attractions and activities that are more attractive to female visitors.

Table 2: Respondents by Age.

Age	Frequency	Percentage
17-25 years old	20	20%
26-35 years old	54	54%
> 35 years old	26	26%
	100	100%

Source: Processed data (2024)

Table 2 shows that the average visitor to Taman Mini Indonesia Indah is a person aged 26 to 35, which makes up 54% of the total visitors. This may be because this age is often the age at which people have completed their education and entered this phase of life-a more independent one, where they have more time and resources to have fun.

Table 3: Respondents Based on Education.

Education	Frequency	Percentage
Middle School	15	15%
High School	38	38%
Bachelor	47	47%
	100	100%

Source: Processed data (2024)

Table 3 shows that most visitors to Taman Mini Indonesia Indah are people with higher education and a bachelor's degree, which reaches 47% or 47% of the total visitors. This is because people with higher education tend to be more interested in art, culture, and history, which are essential parts of Taman Mini Indonesia Indah. They are also better able to appreciate and understand its values.

Table 4: Respondents Based on Frequency of Visits.

Frequency of Visits	Frequency	Percentage
1 times	14	14%
2 – 5 times	39	39%
> 5 times	47	47%
	100	100%

Source: Processed data (2024)

Table 4 shows the dominance of visitors at Taman Mini Indonesia Indah who have visited more than five times and reached 47 people, or around 47% of the total visitors. Some causes of this dominance include visitor satisfaction from previous experiences, loyalty or membership programs that encourage frequent return visitors, and the possibility of increased geographic accessibility for those living nearby.

Table 5: Respondents Based on Domicile.

Domicilie	Frequency	Percentage
Jabodetabek	tim	49%
Luar Jabodetabek	51	51%
	100	100%

Source: Processed data (2024)

Table 5 shows that most visitors to Taman Mini Indonesia Indah come from outside the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, and Bekasi), reaching 51 people, or around 51% of the total visitors. This is due to its popularity as a cultural and historical

tourist destination that can attract visitors from various regions in Indonesia. Effective promotion through the tourism sector and various media has reached audiences outside Jabodetabek, increasing the number of visitors who can come. With the construction of public transportation infrastructure and new roads, access to Taman Mini Indonesia Indah has become more accessible for people outside the area. Other things also contribute to the increase in the number of tourists from abroad.

Table 6: Validity Test Results.

Variable	Quisioner	r-count	r-table
Item			
Tour Guide Services	X1.1	0,623	0.1966
	X1.2	0,671	0.1966
	X1.3	0,606	0.1966
	X1.4	0,614	0.1966
	X1.5	0,650	0.1966
Guide Grooming	X2.1	0,594	0.1966
	X2.2	0,573	0.1966
	X2.3	0,619	0.1966
	X2.4	0,722	0.1966
	X2.5	0, 626	0.1966
Tourist Satisfaction	Y1	0,731	0.1966
	Y2	0,579	0.1966
	Y3	0,595	0.1966
	Y4	0,523	0.1966
	Y5	0,603	0.1966

Source: Processed data (2024)

Table 6 shows the results of testing the validity of question items for each of the three variables. All questions in the third variable are valid because the calculated r value exceeds the r table value, which shows validity (0.1966).

Table 7: Normality Test.

	Tour Guide Services	Guide Grooming	Tourist Satisfaction
	100	100	100
Mean	3.2739	4.2782	3.7866
Std. Deviation	4.26018	5.16517	4.81658
Absolute	0.59	0.674	0.611
Positive	0.452	0.582	0.493
Negative	-0.311	-0.383	-0.324
Smirnov Z	2.932	3.205	3.008
Sig. (2-tailed)	0.377	0.455	0.362

Source: Processed data (2024)

The normality test results show that the data distribution of each variable is normal, as shown in table 7 with the Asymp value. Sig (2-tailed) is greater than 0.05.

Table 7: Multicollinearity Test.

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Tour Guide Services	0.378	4.152
Guide Grooming	0.264	3.67
Tourist Satisfaction	0.401	5.228

Source: Processed data (2024)

The results of the multicollinearity test, shown in the table above, show that there is no evidence of multicollinearity in the seven independent variables. The VIF value for each variable does not exceed 10, and the tolerance value for each variable is not less than 0.10.

Table 8: Autocorrelation Test.

Model	Durbin-Watson
1	1.998

Source: Processed data (2024)

With a significance level of $\alpha = 5\%$, number of observations $n = 100$, and number of independent variables $k = 2$, the Durbin Watson table shows the lower limit $dL = 1.633$ and the upper limit $dU = 1.998$. This value is between the upper limit of dU and the lower limit of $4-dU$, namely $1.715 < 1.998 < 2.285$. This shows that there is no indication of an autocorrelation problem.

Table 9: Reliability Test Results.

Variabel	Cronbach's Alpha	Nilai Alpha
Tour Guide Services	0,602	0,600
Guide Grooming	0,679	0,600
Tourist Satisfaction	641	0,600

Source: Processed data (2024)

The results of the reliability test for the third variable are shown in Table 9. Because the Cronbach's alpha value is greater than the alpha value (0.600), the third variable is considered reliable.

Tabel 10: Uji Parsial.

Model	Unstandardized Coefficients	Standardized Coefficients		t	Si g.
	B	Std. Error	Beta		
(Constant)	13.026	1.998		6.519	0
Tour Guide Services	4.013	0.967	0.603	4.15	0
Guide Grooming	2.072	0.384	0.279	5.395	0

Source: Processed data (2024)

Because the t-count value (4.150) is greater than the t-table (1.6938) and the significance value (0.00) is greater than 0.05, tour

guide services influence tourist satisfaction, while guide grooming also influences tourist satisfaction. , Because the t-count value (5.395) is greater than the t-table (1.6938) and the significance value (0.00) is greater than 0.05, as shown in Table 10.

Table 11: Simultaneous Test.

	Sum of Squares	df	Mean Squares	F	Si g
Regression	343.201	1	105.307	27.154	0
Residual	2615.274	98	99.688		
Total	1527.136	99			

Source: Processed data (2024)

Because the F-count value (27.154) is greater than the F-table (2.883), table 11 shows that tour guide services and guide grooming influence tourist satisfaction.

Table 12: Coefficient of determination.

R	R-Square	Adjusted R-Square	Std. Error of The Estimate
.561	0.662	0.636	0.55780927

Source: Processed data (2024)

Table 12 shows the Adjusted R-Square value, which shows that tour guide and grooming guide services can influence 63.6% of the tourist satisfaction variable. Other variables that have not been examined in this study influence 36.4% of the total.

The Influence of Tour Guide Services on Tourist Satisfaction

Tour guide services influence tourist satisfaction at Taman Mini Indonesia Indah because the t-count value (4.150) is greater than the t-table (1.6938), and the significance value (0.00) is more significant than 0.05. This is because tour guides act as resource persons who provide information about tourist attractions and as communication links between tourist destinations and visitors. Guides who are friendly, informative, and competent in explaining various aspects of culture, history, and attractions at Taman Mini Indonesia Indah can increase tourists' understanding and experience, creating a satisfying and memorable tourism experience. Research conducted by Hsu et Al [14] shows that tour guide services significantly influence tourist satisfaction because they act as guides, information providers, and facilitators in the tourist experience. Research conducted by [5] shows that competent guides can convey relevant and exciting information, guarantee tourists' safety and comfort, and provide a personalized experience according to individual needs and preferences. Positive interactions with guides increase tourists' sense of satisfaction and confidence in their destinations, directly influencing the overall level of satisfaction during the tour.

The Effect of Tour Guide Grooming On Tourist Satisfaction

Tour guide grooming influences tourist satisfaction at Taman Mini Indonesia Indah because the t-count value (5.395) is greater than the t-table (1.6938), and the significance value (0.00) is more significant than 0.05. This is because a neat, clean, and professional

appearance can create an initial positive impression that influences tourists' perceptions of the credibility and quality of the service they will receive. A well-dressed guide can increase tourists' self-confidence and strengthen interpersonal bonds, creating a pleasant environment and facilitating effective communication during the tour. In addition, good grooming also reflects a commitment to quality standards and professionalism, which overall can increase the level of trust and satisfaction of tourists regarding their experience at Taman Mini Indonesia Indah. Shakier & Hanafiah's [9] research shows that grooming tour guides significantly influences tourist satisfaction because they reflect professionalism, self-confidence, and an overall positive impression. A neat and clean appearance creates a good impression on tourists and increases their trust in the guide and the destination they visit. Research conducted by [19] shows that good grooming also reflects the guide's commitment to his work, which can influence tourists' perceptions of the quality of service they receive, directly influencing their overall satisfaction level during their trip.

Simultaneous Influence of Tour Guide Services and Tour Guide Grooming On Tourist Satisfaction

Tour guide services and tour guide grooming together influence tourist satisfaction at Taman Mini Indonesia Indah because the F-count value (27.154) is greater than the F-table (2.883), and the significance value (0.00) is more significant than 0.05. This is because good tour guide services at Taman Mini Indonesia Indah (TMII) include in-depth knowledge of local attractions and culture and involve aspects of neat and professional maintenance. This combination of expertise provides travelers with a holistic experience, enhancing the quality of their interactions with the destination. Well-groomed and friendly tour guides create a positive first impression on tourists, while informative and friendly service helps enrich their visiting experience. Thus, integration services and tour guide maintenance play an important role in increasing tourist satisfaction at TMII by creating effective relationships between tourists and destinations. Research conducted by Giri et al. [11] shows that friendly, informative, and professional tour guide services can help tourists feel well-directed during their trip, increase their understanding of the places they visit, and answer questions or needs. Research conducted by Eser & Cakici [19] shows that good grooming of tour guides conveys an impression of seriousness, cleanliness, and professionalism, which also contributes to tourists' positive impression of their overall experience. Tourist satisfaction can increase significantly with a good combination of quality service and a neat and professional appearance.

Conclusion

The service and care of tour guides at Taman Mini Indonesia Indah are interconnected and 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. Combining these two aspects satisfies the tourist experience by increasing their interaction with the destination, creating a memorable and satisfying relationship during their trip to TMII. Suggestions for

tour guides at Taman Mini Indonesia Indah are to improve communication skills, information membership, and knowledge through regular training. They must also emphasize a friendly attitude and professionalism when interacting with visitors and have in-depth knowledge of tourist attractions. Apart from that, a neat appearance is important to give visitors a positive impression, and responsibility for visitors' needs must also be considered. For tourists visiting Taman Mini Indonesia Indah, it is recommended to plan the trip well, communicate actively with the guide, comply with local rules and etiquette, give polite statements, and be prepared to walk and adapt to the varying weather conditions in the complex.

References

1. Wulandari AAA. Taman Mini Indonesia Indah Sebagai Bagian dari Fenomena Taman Budaya Dunia. *HUMANIORA*. 2012; 3: 455-464.
2. Amelia I, Mutiataru A and Santoso I. Analisis Sentimen Opini Publik Terhadap Pengambil Alihan TMII Oleh Pemerintah Dengan Algoritma Naïve Bayes. *IKRAITH-INFORMATIKA*. 2023; 7: 37-142.
3. Widiyanti and Fadila F. Studi Estetika Arsitektur Lanskap (Studi Kasus: Danau Archipelago di Taman Mini Indonesia Indah). *Jurnal Ilmiah Arjouna*. 2022; 7: 53-60.
4. Sebastian R, Negara IMK and Sudana IP. Analisis Kualitas Pelayanan Pada Anjungan DKI Jakarta Taman Mini Indonesia Indah *Jurnal IPTA*. 2013; 1: 8-11.
5. Satar NHBA, Halidin I and Yurieka AV. The Quality of Tour Guides on Tourists' Satisfaction in Malaysia Tourism Industry. *TOBA (Journal of Tourism, Hospitality and Destination)*. 2022; 1: 99-104.
6. Nejmeddin AI. Importance of Tour Guides in Increasing the Number of Tourists at a Tourist Destination. *Polytechnic Journal of Humanities and Social Sciences*. 2020; 1: 18-23.
7. Rini NA and Firdaus LA. Evaluation of Tour Guide Communication in Providing Guiding to Foreigners as Tourists. *International Journal of Travel, Hospitality and Events*. 2022; 1: 190-201.
8. Suryana MA. Systematic Literature Review of Tour Guide Performance. *Journal of Tourism Sustainability*. 2022; 2: 71-78.
9. Syakier WA and Hanafiah MH. Tour Guide Performances, Tourist Satisfaction and Behavioural Intentions: A Study on Tours in Kuala Lumpur City Centre. *Journal of Quality Assurance in Hospitality & Tourism*. 2021; 23:1-19.
10. Liu Y and Deng X. Study of the Tour Guide Interactive Quality's Impact on the Tourist Re-travelling Intention based on the Tourist's Perceived Value: A Case Study of Bali Travelling. *European Scientific Journal special edition*. 2017; 210-220.
11. Giri IMDS, Byomantara DGN and Agustina NW. The Effect of Service Quality of Local Tour Guides on Re-Visit Intention to Bali Butterfly Park. *J-TRUE: Journal of Travel and Leisure*. 2021; 1: 17-23.
12. Ranjbarian B and Pool JK. The Impact of Perceived Quality and Value on Tourists' Satisfaction and Intention to Revisit Nowshahr City of Iran. *Journal of Quality Assurance in Hospitality & Tourism*. 2015; 16: 103-117.
13. Laksana IPY and Rahmanu IWED. English Language Training and Guiding For the Community-Based Tourism Group in Peraan Village Tabanan. *JAM (Jurnal Abdi Masyarakat)*. 2023; 3: 36-46.

14. Hsu CHC, Chan A and Huang S. Tour Guide Performance and Tourist Satisfaction: a Study of the Package Tours in Shanghai. *Journal of Hospitality & Tourism Research*. 2009; 34: 3-33
15. Saayman M, Li G, Uysal M and Song H. Tourist satisfaction and subjective well-being: An index approach. *International Journal of Tourism Research*. 2018; 20: 1-21.
16. Pratama VBA. Study of Tourist Satisfaction to Experience Quality of Visit to Budapest, Hungary, as Cultural Heritage Destination. *Gadjah Mada Journal of Tourism Studies*. 2020; 3: 73-85.
17. Puh B. Destination Image and Tourism Satisfaction: The Case of a Mediterranean Destination. *Mediterranean Journal of Social Sciences*. 2014; 5: 538-544.
18. BAM N. Tourist Satisfaction: Relationship Analysis among Its Antecedents and Revisit Intention. *Advances in Hospitality and Tourism Research (AHTR) an International Journal of Akdeniz University Tourism Faculty*. 2020; 8: 30-47.
19. Eser S and Cakici AC. Does Physical Apperance of Tourist Guides Affect Tourist' Satisfaction. *Tourism Academic Journal*. 2021; 8: 297-308.