

# International Journal Of Scientific Research And Management



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**IJSSRM Call for Paper**  
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## Optimizing Tour Guide Services for Visitor Satisfaction at the Jakarta National Monument

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**ABSTRACT** HOW TO CITE METRICS REFERENCES LICENSE

The Jakarta National Monument is an important tourist destination that requires quality tour guide services to increase visitor satisfaction. This research aims to analyze the influence of the quality of tour guide services on visitor satisfaction at the National Monument. The research method used is quantitative with a multiple regression approach. The research sample consisted of 150 respondents selected randomly. Data was collected through a questionnaire that measured five dimensions of tour guide services: reliability, responsiveness, assurance, empathy and concrete evidence, and visitor satisfaction. The regression analysis results show that all service dimensions significantly affect visitor satisfaction, with the most significant contribution coming from the dimensions of guarantee and reliability. Improving service quality in every dimension can improve visitors' tourism experience, which impacts their satisfaction. In conclusion, the quality of tour guide services greatly influences visitor satisfaction at the National Monument. Therefore, National Monument managers are advised to strengthen tour guide training and improve service quality in more prominent aspects, such as guide knowledge and responsiveness to visitor needs. This research contributes to developing better service strategies for historical tourism destinations in Indonesia.

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