

# Influence of Tourism Product and Service Quality on Consumer Satisfaction

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## ARTICLE INFO

**Key words:**  
 Consumer Satisfaction  
 Service Quality  
 Tourism Product Quality

**Kata Kunci:**  
 Kepuasan Pelanggan,  
 Kualitas Layanan,  
 Kualitas Produk Wisata..

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## ABSTRACT

This study examines the influence of educational tourism product quality and service quality on consumer satisfaction at PT Ekowisata Kreatif Indonesia. Superior products with unique advantages can attract consumer interest, driven by internal motivation to purchase. Understanding product and service quality is essential for tour providers to meet consumer needs and create satisfaction. Using a quantitative approach, the research involved 100 respondents determined through the Slovin formula and selected via simple random sampling. Data analysis employed the Partial Least Square (PLS) method with SmartPLS software, covering measurement models, structural models, and hypothesis testing. Findings revealed that both product quality and service quality significantly affect consumer satisfaction, with service quality showing the strongest influence. This indicates that consumers are highly satisfied with the services offered during educational tours. Overall, the study highlights that maintaining high product and service quality is crucial in enhancing consumer satisfaction within the tourism industry.

## SARI PATI

*Penelitian ini bertujuan menganalisis pengaruh kualitas produk wisata edukasi dan kualitas layanan terhadap kepuasan konsumen di PT Ekowisata Kreatif Indonesia. Produk dengan keunggulan khusus mampu menarik minat konsumen, yang muncul dari dorongan internal untuk membeli. Memahami kualitas produk dan pelayanan penting bagi penyedia wisata agar dapat memenuhi kebutuhan serta menciptakan kepuasan. Penelitian menggunakan pendekatan kuantitatif dengan 100 responden yang ditentukan melalui rumus Slovin dan dipilih menggunakan teknik simple random sampling. Analisis data dilakukan dengan metode Partial Least Square (PLS) menggunakan SmartPLS, melalui tahap model pengukuran, model struktural, dan uji hipotesis. Hasil menunjukkan kualitas produk dan pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen, dengan kualitas pelayanan memiliki pengaruh paling dominan. Temuan ini menegaskan pentingnya kualitas produk dan pelayanan dalam meningkatkan kepuasan konsumen.*

## INTRODUCTION

In recent years, tourism has become a service sector experiencing continuous growth. With its abundant tourism assets, Indonesia has great potential to attract visitors from around the world, thereby boosting the national economy. Tourism is a complex service sector, encompassing various aspects such as organizing tourist travel from departure, during their stay at destinations, until returning to their place of origin (Lumanauw, 2020). Industry players actively compete to provide and offer the best services to consumers.

Indonesia's tourism potential is not limited to recreation but can also be developed to support education. In accordance with Law No. 10 of 2009 on Tourism, which states that the tourism industry must contribute to improving community welfare, the development of education in tourism should be accompanied by the formulation of future directions and concepts. One alternative approach is educational tourism. The increasing number of educational trips has intensified competition in the travel industry. Therefore, tourism businesses must understand and meet consumer needs and expectations by offering superior-quality products. Products that demonstrate uniqueness and advantages compared to competitors have strong potential to attract consumer interest, which arises from internal motivation and leads to purchase intention.

In Bogor, there is a company focusing on travel services and tourism activities, namely Ekotifa Travel & Consultant. Since its establishment in 2018 under the legal name PT Ekowisata Kreatif Indonesia, the company has committed to actively serving as a consultant and operator in planning, development, management, marketing, and operations in ecotourism and sustainable tourism. PT Ekowisata Kreatif Indonesia offers various educational tourism products designed to provide deep and interactive learning experiences, such as (1) Live-in Program, (2) Youth Research Camp, (3) Local Genius Program, (4) Road to Campus Program, and (5) Indoestrip.

Tourism products have distinctive characteristics that differentiate them from general goods or services. They consist of physical elements and supporting services designed to meet consumer needs throughout the travel experience, and are considered adequate if they deliver overall satisfaction. Service quality is also crucial, reflecting how well providers deliver their products or services, including accuracy, speed, and attentiveness. High-quality service plays a key role in determining consumer satisfaction, as better service leads to higher satisfaction (Rika Widianita, 2023). Consumer satisfaction occurs after purchasing, using, or receiving information about a product. Satisfied consumers are likely to attract new customers by sharing positive experiences.

## METHODS

A descriptive quantitative approach was employed as the method in this study. The research focused on the tourism travel industry, specifically PT Ekowisata Kreatif Indonesia, with the subjects being individual and group consumers who had participated in the company's tourism programs. The study utilized two independent variables, namely tourism product quality (X1) and service quality (X2), while the dependent variable analyzed was consumer satisfaction (Y).

Data were collected through three methods: questionnaires, literature review, and direct observation. The data consisted of primary data obtained directly from respondents via questionnaires and secondary data gathered from various written sources such as books, journals, and other documents. The sample size was determined using the Slovin formula, resulting in 100 respondents. Sampling was conducted using a probability sampling approach, specifically simple random sampling, targeting consumers who had used educational tourism services at PT Ekowisata Kreatif Indonesia. Data analysis applied descriptive analysis with a Likert scale, while data processing was carried out using the Partial Least Square (PLS) method with the assistance of SmartPLS

software. The evaluation was conducted through the measurement model (outer model), structural model (inner model), and hypothesis testing based on predetermined criteria (Duryadi, 2021).

## RESULTS AND DISCUSSION

In this section, it is explained the results of research and at the same time is given the The characteristics of respondents based on gender show that there were 47 male respondents (44.8%) and 58 female respondents (55.2%). Thus, according to the research data, the majority of respondents were female. Based on age, most respondents were 16 years old, with the status of high school students, totaling 41 individuals (39.1%). Meanwhile, 34 respondents (32.5%) were 15 years old, 20 respondents (19.1%) were 17 years old, and 10 respondents (9.8%) were above 17 years old.

Regarding the level of service usage, in the past year, 76 respondents (72.4%) were first-time users of Ekotifa Travel & Consultant services. Meanwhile, 25 respondents (23.8%) had used the services 1–3 times, and 4 respondents (3.8%) had used them more than 3 times. Therefore, out of 105 respondents in this study, the majority were first-time participants in educational tourism programs at PT Ekowisata Kreatif Indonesia.

Based on the type of educational tourism program attended, most respondents joined the **Live-in Program** with 40 participants (38.1%), followed by the **Local Genius Program** with 23 participants (21.9%), the **Youth Research Camp** with 7 participants (6.7%), the **Road to Campus Program** with 14 participants (13.3%), and the **Indoestrip Program** with 21 participants (20%).

Here are the results of the descriptive analysis conducted to measure the extent to which the quality of educational tourism products and

service quality influence consumer satisfaction at PT Ekowisata Kreatif Indonesia. The analysis was carried out by calculating the mean values of respondents' responses for each research variable, as follows:

1. **Tourism Product Quality** : Overall mean score: **4.24** (very high).
  - Indicators:
    - Offered destinations: **4.31** (very high).
    - Supporting facilities and infrastructure: **4.13** (high, lowest score).
    - Accessibility of tourist locations: **4.15** (high).
    - Activities at tourist locations: **4.36** (very high, highest score).
2. **Service Quality** : Overall mean score: **4.27** (very high).
  - Indicators:
    - Reliability: **4.30** (very high).
    - Tangibles: **4.25** (very high).
    - Responsiveness: **4.22** (high, lowest score).
    - Assurance: **4.31** (very high, highest score).
    - Empathy: **4.25** (very high).
3. **Consumer Satisfaction** : Overall mean score: **4.27** (very high).
  - Indicators:
    - Expectation conformity: **4.30** (very high, highest score).
    - Intention to revisit/re-purchase: **4.27** (very high).
    - Willingness to recommend: **4.25** (very high, lowest score).

These findings indicate that both product quality and service quality are perceived at very high levels, strongly contributing to consumer satisfaction.

There are test results as follow:

**Outer Model**

**Convergent Validity**

Based on the results of data processing in the table 1, it can be concluded that the loading value or the correlation between the construct and the variable demonstrates good validity. This is indicated by all indicators in each construct having loading factor values greater than 0.70, which means that each indicator is valid in measuring the intended construct.

**Discriminant Validity**

The table 2 presents the results of the cross-loading values, showing that all cross-loading values for each indicator are greater than 0.70. This indicates that discriminant validity has been achieved, as each indicator has a higher loading value on its own variable compared to its correlation with other variables.

**Table 1. Loading Factor Value**

Variable	Indicator	Loading Value	Description
Product Quality (X1)	KPW1	0,795	Valid
	KPW2	0,769	Valid
	KPW3	0,824	Valid
	KPW4	0,773	Valid
Service Quality (X2)	KP1	0,753	Valid
	KP2	0,795	Valid
	KP3	0,703	Valid
	KP4	0,764	Valid
	KP5	0,750	Valid
Consumer Satisfaction (Y)	KK1	0,832	Valid
	KK2	0,805	Valid
	KK3	0,845	Valid

**Table 2. Cross Loading Value**

	Consumer Satisfaction (Y)	Service Quality (X2)	Product Quality (X1)
KK1	0.832	0.568	0.615
KK2	0.805	0.533	0.486
KK3	0.845	0.566	0.458
KP1	0.458	0.753	0.447
KP2	0.496	0.795	0.553
KP3	0.409	0.703	0.441
KP4	0.595	0.764	0.613
KP5	0.538	0.750	0.524
KPW1	0.472	0.557	0.795
KPW2	0.430	0.557	0.769
KPW3	0.553	0.577	0.824
KPW4	0.528	0.503	0.773

**Table 3. AVE Value**

	Average (AVE)	Varaince	Extracted	Description
Customer Satisfaction (Y)	0.685			Valid
Service Quality (X2)	0.568			Valid
Product Quality (X1)	0.625			Valid

It can be seen from the table 3 that the Average Variance Extracted (AVE) values for each variable have exceeded 0.50, which is the recommended minimum threshold. The tourism product quality variable has an AVE value of 0.625, service quality has 0.568, and consumer satisfaction has 0.685. Thus, all of these variables are declared to have adequately met the requirements of discriminant validity.

#### **Composite Reliability**

In the table 4, it can be seen that the composite reliability value for the tourism product quality variable is 0.869, the value for service quality is 0.868, and the consumer satisfaction variable

obtained a value of 0.867. All three variables exceed the threshold of  $>0.70$ ; therefore, it can be concluded that all variables meet the reliability criteria, indicating that each variable is considered reliable.

#### **Cronbach's Alpha**

The table 5 shows that the Cronbach's Alpha value for the tourism product quality variable is 0.800, the service quality variable is 0.811, and the consumer satisfaction variable is 0.771. Thus, it can be concluded that all variables have Cronbach's Alpha values greater than 0.70, indicating that all variables possess good reliability and are considered reliable.

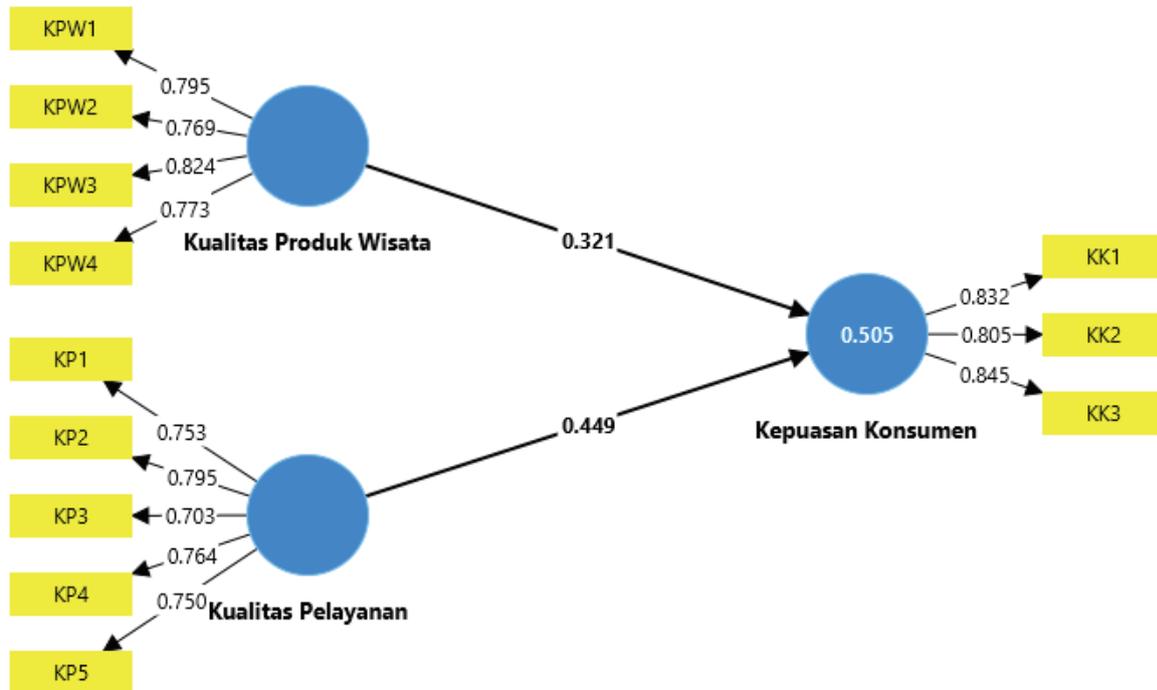
**Table 4. Composite Reliability Value**

	Composite (rho_a)	reliability	Composite (rho_c)	reliability	Description
Customer Satisfaction (Y)	0.774		0.867		Reliabel
Service Quality (X2)	0.818		0.868		Reliabel
Product Quality (X1)	0.806		0.869		Reliabel

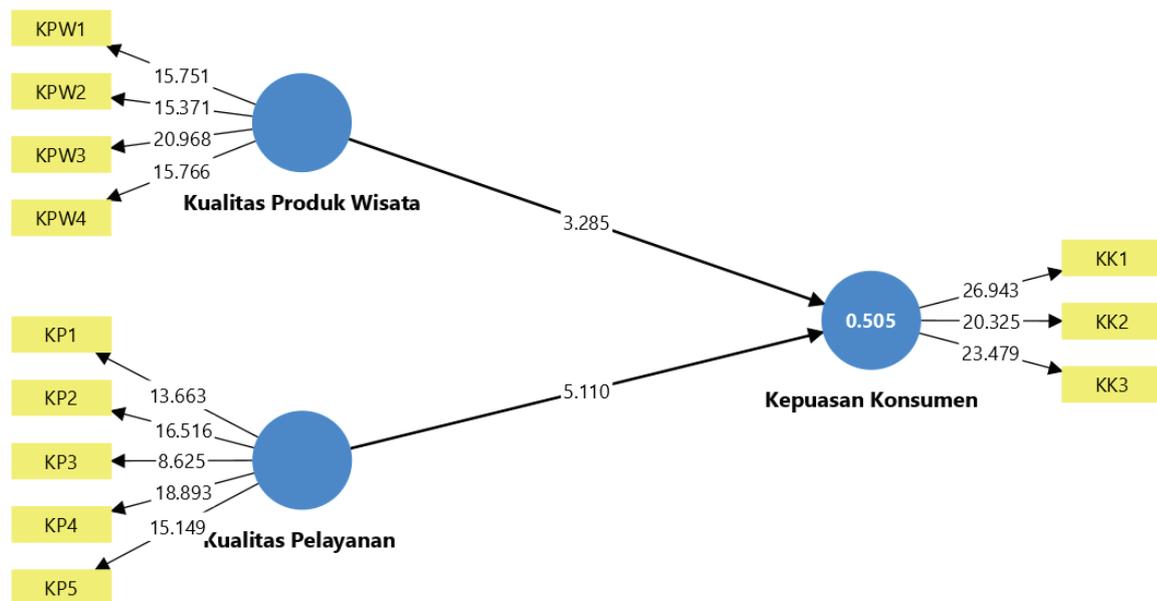
**Table 5. Cronbach's Alpha Value**

	Composite (rho_a)	reliability	Composite (rho_c)	reliability	Description
Customer Satisfaction (Y)	0.774		0.867		Reliabel
Service Quality (X2)	0.818		0.868		Reliabel
Product Quality (X1)	0.806		0.869		Reliabel

**Structural Model (Inner Model)**



**Hypothesis Testing**



The testing aims to examine the hypotheses, which include two hypotheses as follows:

H1: There is a positive influence of Tourism Product Quality on Consumer Satisfaction.

H2: There is a positive influence of Service Quality on Consumer Satisfaction.

From the table 6, it can be seen that the results of the hypothesis testing show that H1 and H2 exceed the value of 1.96 in the t-statistic section; therefore, the hypotheses are accepted. The following is an explanation of the hypothesis testing results presented in Table 4.18, which aims to determine the effect of each independent variable on the dependent variable.

#### Hypothesis Test 1

Ho1: There is no positive influence of tourism product quality on consumer satisfaction. Ha1: There is a positive influence of tourism product quality on consumer satisfaction.

#### Hypothesis Test 2

Ho2: There is no positive influence of service quality on consumer satisfaction. Ha2: There is a positive influence of service quality on consumer satisfaction.

Based on the hypothesis testing results presented in the table above, it is shown that tourism product quality affects consumer satisfaction with a t-statistic value of 3.285, which is above the threshold of >1.96, and a p-value of 0.001, which is smaller than 0.05. This indicates that Ho1 is rejected and Ha1 is accepted, so it can be concluded that the direct influence of tourism product quality on consumer

satisfaction is positive and significant. Meanwhile, the t-statistic value of the influence of service quality on consumer satisfaction is 5.110, which is greater than 1.96, with a p-value of 0.000, which is smaller than 0.05. This indicates that Ho2 is rejected and Ha2 is accepted, so it can be concluded that the direct influence of service quality on consumer satisfaction is positive and significant.

The results of hypothesis testing show that there is a positive and significant partial influence between tourism product quality and service quality on consumer satisfaction at PT Ekowisata Kreatif Indonesia. However, the variable with the stronger influence is service quality.

The first hypothesis demonstrates that if the quality of tourism products in an educational trip increases, consumer satisfaction will also increase. This is because the tourism products offered by PT Ekowisata Kreatif Indonesia encompass various aspects such as activities tailored to the theme and objectives of the educational program, activities that are beneficial and broaden knowledge, activities that provide practical experiences aligned with daily life, interactive and engaging delivery methods, supporting learning facilities such as educational tools, comfort and safety during the trip, supporting facilities such as adequate transportation and comfortable accommodation, and ease of accessibility to the educational tourism program location with safe and well-maintained roads. Therefore, by providing enjoyable, informative, and memorable tourism experiences, consumers will feel more satisfied as their expectations are fulfilled. This result is consistent with previous findings

**Table 6. Hypothesis Testing Results**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Description
Service Quality -> Customer Satisfaction	0.449	0.456	0.088	5.110	0.000	Positive and Significant
Product Quality -> Customer Satisfaction	0.321	0.322	0.098	3.285	0.001	Positive and Significant

(Nugraha & DS, 2020), which stated that tourism product quality has a positive and significant effect on consumer satisfaction, as the attractiveness and uniqueness of tourism products enhance the visiting experience and strengthen consumer satisfaction.

The second hypothesis shows that when service quality improves, consumer satisfaction also increases. This is because the service quality provided by PT Ekowisata Kreatif Indonesia includes various aspects such as professional service delivery, responsiveness and friendliness, professional tour leaders/tutors, handling complaints or special requests from consumers, proper implementation of standard operating procedures (SOPs) for each tourism product to ensure comfort and safety, and maintaining a neat and attractive appearance during the trip. This aligns with previous research (Khairunnisa, 2023), which stated that if a travel agency can provide optimal service and offer products that meet consumer needs, it will result in a high level of consumer satisfaction. Service quality becomes the most dominant factor influencing customer satisfaction, as positive consumer perceptions are formed from the very beginning through the service experience provided.

## CONCLUSION

Based on the results of the tested data analysis, it can be concluded that partially, the quality of tourism products and service quality have a

significant influence on consumer satisfaction at PT Ekowisata Kreatif Indonesia. It is evident that consumers receive good service with enjoyable and memorable trips that meet their expectations, thereby creating satisfaction. Among the variables, service quality is the most influential factor affecting consumer satisfaction at PT Ekowisata Kreatif Indonesia.

Therefore, the quality of tourism products is categorized as fairly good based on the research. The company is expected to continuously collaborate with managers of educational tourism sites or destinations to improve supporting facilities, particularly public amenities such as toilets, ensuring they are clean, proper, and comfortable for consumers. The company also needs to directly verify accommodations before use and ensure that the information provided to consumers matches reality. Delivering honest and transparent information regarding facilities, locations, and accommodation conditions is crucial to building consumer trust and satisfaction.

For future researchers, it is recommended to employ different research methods or variables. Using interviews as a research method can provide more detailed information and direct feedback from consumers, which can help the company enhance its services and tourism products more effectively. ■

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