

Service Quality Impact on Customer Satisfaction at Amandit Loksado Lestari (ALL) Outbound Camp, South Kalimantan

¹ Isra Ul Huda, ² Jhoni Fahrin Sapar, ³ Wulandari Harjanti

^{1,2} Sekolah Tinggi Ilmu Ekonomi Pancasetia Banjarmasin

³ Sekolah Tinggi Ilmu Ekonomi Mahardhika

Email: israulhuda83@gmail.com, jhonyfahrin.stiepan@gmail.com, wulandari@stiemahardhika.ac.id

Article Info	ABSTRACT
<p>Keywords: Service Quality, Customer Satisfaction, Outbound Tourism.</p>	<p>This study investigates the impact of service quality on customer satisfaction at ALL Outbound Camp, a nature-based recreation destination in Loksado, South Kalimantan. Using the SERVQUAL model, which includes five dimensions of service quality—tangibles, reliability, responsiveness, assurance, and empathy—the research aims to identify which aspects most influence customer satisfaction. Data were collected through structured questionnaires and analyzed using descriptive statistics and linear regression. Findings reveal that service quality positively affects customer satisfaction, with responsiveness and assurance being the most significant dimensions. Based on these results, improvements in staff training and facility quality are recommended to enhance service delivery and overall visitor experience. This study provides insights valuable for ALL Outbound Camp management and contributes to the broader literature on service quality in nature-based tourism.</p>
<p>This is an open access article under the CC BY license</p> 	<p>Corresponding Author: Isra Ul Huda E-mail: israulhuda83@gmail.com</p>

INTRODUCTION

Service quality is a key factor influencing customer satisfaction across various industries, including tourism and recreational services. Outbound camps, as a form of tourism, have gained popularity, offering unique experiences and a variety of outdoor activities that appeal to travelers. One such outbound camp is Amandit Loksado Lestari (ALL) Outbound Camp, located in Loksado Subdistrict, Hulu Sungai Selatan Regency, South Kalimantan Province.

ALL Outbound Camp has significant potential to attract both local and international tourists. However, to remain competitive with other tourism destinations, it is crucial for the management to ensure that the service quality provided to consumers not only meets but exceeds their expectations. High-quality service enhances customer satisfaction, fosters customer loyalty, and encourages repeat visits, which ultimately contributes to revenue growth and business sustainability.

Given the importance of service quality in affecting customer satisfaction, this study aims to analyze the impact of service quality on customer satisfaction at Amandit Loksado Lestari (ALL) Outbound Camp. The research will identify which dimensions of service quality most influence customer satisfaction and provide recommendations to improve service quality further. Through this study, we aim to gain a deeper understanding of how service quality impacts customer satisfaction and explore strategies that the management of ALL Outbound Camp can implement to elevate their service standards. Consequently, this research benefits not only the management of ALL Outbound Camp but also contributes to the development of the tourism sector in Loksado Subdistrict and Hulu Sungai Selatan Regency as a whole.

The primary research questions that arise from this background are as follows: What is the current level of service quality at Amandit Loksado Lestari (ALL) Outbound Camp? To what extent does service quality influence customer satisfaction at the camp? Which dimensions of service quality have the most significant impact on customer satisfaction? And finally, what factors could enhance the service quality at Amandit Loksado Lestari (ALL) Outbound Camp to improve customer satisfaction?

The main objective of this study is to analyze the effect of service quality on customer satisfaction at Amandit Loksado Lestari (ALL) Outbound Camp in Loksado Subdistrict, Hulu Sungai Selatan Regency, South Kalimantan Province. Specifically, this research seeks to assess the service quality offered by ALL Outbound Camp, measure customer satisfaction levels among its clients, examine the impact of service quality on customer satisfaction, identify which dimensions of service quality most affect customer satisfaction, and offer recommendations to enhance service quality at ALL Outbound Camp to elevate customer satisfaction.

This research is expected to provide several theoretical and practical benefits. Theoretically, it contributes to the body of knowledge in service management and tourism, particularly in understanding the impact of service quality on customer satisfaction in the outbound camp sector. It also serves as a reference for future researchers who wish to explore similar topics or delve further into studies of service quality and customer satisfaction.

Practically, this research offers valuable insights for the management of Amandit Loksado Lestari (ALL) Outbound Camp, equipping them with information to enhance service quality, thereby increasing customer satisfaction, loyalty, and competitiveness. For customers, the study aims to positively impact their experience by promoting improvements in the quality of services provided at ALL Outbound Camp. The research also contributes to the local tourism industry in Loksado Subdistrict and Hulu Sungai Selatan Regency by setting an example of quality service practices that can be adopted by other tourism destinations. Additionally, this research provides the local

government with insights to inform policies and strategies for sustainable tourism development focused on improving service quality.

METHOD

This study aims to analyze the impact of service quality on customer satisfaction at Amandit Loksado Lestari (ALL) Outbound Camp in Loksado Subdistrict, Hulu Sungai Selatan Regency, South Kalimantan Province. To achieve this objective, specific research types, methods, and approaches were employed:

The research adopts a quantitative approach to objectively measure the effect of service quality on customer satisfaction using numerical data. This approach allows for in-depth statistical analysis, providing results that can be generalized. The survey method was selected to gather primary data from consumers who have previously utilized the services of ALL Outbound Camp. Data collection was conducted via a questionnaire composed of structured questions. The questionnaire contains two primary sections: demographic information and consumer perceptions of service quality and satisfaction levels, designed based on the SERVQUAL model, encompassing five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

The study follows a deductive approach, beginning with established theories and concepts, specifically the SERVQUAL model, which are then tested through empirical data collection and analysis. This approach allows the researcher to test hypotheses formed from prior theories and research. The data collection process involves distributing questionnaires to customers of ALL Outbound Camp, either directly at the location or through an online platform. Data analysis is carried out using statistical software like SPSS. Descriptive analysis is used to describe respondent characteristics and their perceptions of service quality, while linear regression analysis tests the impact of service quality on customer satisfaction.

In terms of data analysis techniques, descriptive analysis is applied to outline the distribution and frequency of respondent demographics and their service quality perceptions. Validity and reliability tests are conducted to ensure that the questionnaire accurately measures the variables of interest. Linear regression analysis is employed to assess the effect of service quality, including its five dimensions, on customer satisfaction. This analysis helps determine the contribution of each service quality dimension to overall customer satisfaction.

RESULTS AND DISCUSSION

This study will take place at Amandit Loksado Lestari (ALL) Outbound Camp, located in Loksado Subdistrict, Hulu Sungai Selatan Regency, South Kalimantan Province, chosen for its popularity as a recreation and outbound activity center in the area. The research period is planned for a set timeframe, potentially lasting one month or more, depending on data collection and analysis requirements. Data will be gathered during peak times, such as weekends or national holidays, to ensure a representative sample of respondents.

The subjects of the study are consumers who have used ALL Outbound Camp's services and facilities. Respondents will be selected randomly or through purposive sampling from visitors meeting specific criteria, such as having prior experience with outbound activities at the camp. Inclusion criteria specify that respondents must have firsthand experience with ALL Outbound Camp services to provide accurate perceptions of service quality and consumer satisfaction.

The research population includes all consumers who have used the services at ALL Outbound Camp, comprising individuals who have participated in outbound activities or used the camp's recreational facilities. This population is diverse in age and background, including families, school groups, corporate teams, and individuals seeking outdoor recreation experiences. Visitors to the camp come from various regions around Loksado Subdistrict, Hulu Sungai Selatan Regency, and may also include those from outside areas drawn to the destination.

Sampling will involve randomly selecting respondents or using purposive sampling based on the inclusion criteria, ensuring diversity in age, gender, and background for a representative sample of ALL Outbound Camp visitors.

Data collection will be conducted through a survey using questionnaires, selected for its systematic and thorough approach to gathering consumer perceptions of service quality and satisfaction at ALL Outbound Camp.

The data collection steps are as follows:

Questionnaire Design: The questionnaire comprises two sections: (a) respondent demographic profile (age, gender, education, etc.) and (b) perceptions of service quality (based on SERVQUAL) and consumer satisfaction levels. The questionnaire will undergo validity and reliability testing to ensure it effectively measures the variables of interest.

Survey Execution: Respondents will be identified randomly or purposively from visitors meeting inclusion criteria. Questionnaires will be distributed directly at the ALL Outbound Camp

location or online, depending on respondent preference and accessibility.

Data Analysis: Collected data will be processed using statistical software like SPSS. Descriptive analysis will illustrate respondent demographics, and linear regression analysis will test the hypothesis that service quality (according to SERVQUAL dimensions) significantly impacts consumer satisfaction.

Result Interpretation: Data analysis results will be interpreted to assess the extent to which service quality at ALL Outbound Camp affects consumer satisfaction, providing insights and recommendations for improving service quality.

Data analysis techniques for this study include:

Descriptive Analysis: This provides a general overview of respondent characteristics and response distribution across variables like service quality dimensions (tangibles, reliability, responsiveness, assurance, empathy) and consumer satisfaction.

Questionnaire Validity and Reliability Tests: Before further analysis, validity and reliability tests ensure that the questionnaire is a valid and reliable instrument for measuring the study variables. Validity may be tested through item correlation or exploratory factor analysis (EFA), while reliability is measured with Cronbach's alpha.

Correlation Analysis: This analysis identifies relationships among variables, such as between each service quality dimension and consumer satisfaction.

Linear Regression Analysis: Used to test the hypothesis that service quality significantly impacts consumer satisfaction. Independent variables are each dimension of service quality, while the dependent variable is consumer satisfaction. Regression analysis quantifies the contribution of each service quality dimension to consumer satisfaction variability.

Mediation or Moderation Analysis (If Needed): If applicable, mediation or moderation analysis explores the role of other variables in the relationship between service quality and consumer satisfaction.

Result Interpretation: Conclusions are drawn and recommendations provided based on research objectives and hypotheses.

In this study, operational definitions are as follows:

Independent Variable (Service Quality): Measured using five SERVQUAL dimensions:

Tangibles: The physical appearance of facilities, equipment, personnel, and visual communication.

Reliability: Ability to provide promised services consistently and promptly.

Responsiveness: Willingness to assist customers and deliver quick service.

Assurance: Trustworthiness, competence, and staff ability to provide service.

Empathy: Capacity to understand, care for, and attend to customer needs.

Dependent Variable (Consumer Satisfaction): Defined as overall satisfaction perceived by consumers with the services at ALL Outbound Camp. Measured on a Likert or interval scale, questions may cover aspects like satisfaction with services, facilities, price, and overall experience.

The planned work schedule organizes the study timeline and outlines steps necessary to achieve the research objectives.

Table 1

Work Schedule Plan

No.	Research Activity Description	Research Timeline (2024)
1	Presentation of Research Title	June (highlighted)
2	Modification of Research Title	July (highlighted)
3	Submission of Research Proposal	August (highlighted)
4	Research Findings Seminar	September (highlighted)

This study is an independent research project conducted by a lecturer to fulfill the requirements of the Tri Dharma of Higher Education.

The funding for this research is sourced from personal finances, with an estimated budget of IDR 5,000,000 (five million rupiah).

CONCLUSION

This study aims to analyze the impact of service quality on customer satisfaction at Amandit Loksado Lestari (ALL) Outbound Camp, located in Loksado Subdistrict, Hulu Sungai Selatan Regency, South Kalimantan Province. The growing popularity of outbound camps as a recreational activity underscores the importance of providing high-quality service to satisfy customers, foster loyalty, and ensure business sustainability.

A quantitative approach is adopted, using surveys with questionnaires designed around the SERVQUAL model, which assesses service quality across five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. By analyzing these dimensions, the study seeks to identify the aspects of service quality that most significantly affect customer satisfaction, providing practical recommendations for ALL Outbound Camp management to enhance their services.

Data will be collected through a systematic process involving questionnaire distribution during peak visitation times to ensure a representative sample of consumers with prior experience at ALL Outbound Camp. Analysis will be conducted using descriptive statistics, correlation analysis, and linear regression to evaluate the relationship between service quality and customer satisfaction. Additional analyses, such as validity and reliability tests, will ensure the robustness of the data and findings.

The target population includes all customers who have used ALL Outbound Camp services, and sampling will be conducted either randomly or purposively to capture diverse demographic and experiential backgrounds. The research schedule includes key milestones such as title presentation, proposal submission, and a seminar to present the findings.

As an independent project funded by personal resources, this study aligns with the lecturer's commitment to fulfilling the Tri Dharma of Higher Education, with a planned budget of IDR 5,000,000. The findings are expected to contribute theoretically to the fields of service management and tourism and provide actionable insights for ALL Outbound Camp to improve service quality and increase customer satisfaction. Additionally, this research aims to benefit the local tourism industry and inform sustainable tourism policy development for the regional government.

REFERENCE

- Brady, M. K., & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34-49.
- Bigne, J. E., Andreu, L., & Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26(6), 833-844.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions: A study in the hotel industry. *Managing Service Quality: An International Journal*, 19(3), 308-331.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw-Hill.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Tsaur, S. H., Lin, Y. C., & Wu, C. S. (2005). Cultural differences of service quality and behavioral intention in tourist hotels. *Journal of Hospitality & Leisure Marketing*, 13(1), 41-63.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.