Analysis of the Influence of Service Quality and Destination Image on the Competitiveness of Beach and Island Tourism in Lampung Province

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Abstract

Lampung is one of the provinces that has beaches and islands that are still natural and have the potential to be introduced to the international realm; it's just that the management is still not optimal for the government and local residents, so that these tourist attractions become less attractive to tourists from outside. This study aims to determine the effect of service quality and the destination image of the Tourism Office on the competitiveness of beach and island tourism in Lampung Province. This research uses mixed methods, namely qualitative and quantitative (mixed method). This approach was chosen because it is considered capable of providing an in-depth and detailed understanding of the effect of service quality and the destination image of the Tourism Office on the competitiveness of beach tourism in Lampung Province. The results of this study indicate that there is a positive and significant effect of service quality on the competitiveness of beach and island tourism in Lampung Province. There is a positive and significant influence of destination image on the competitiveness of beach and island tourism in Lampung Province. Then, service quality and destination image together have a positive and significant effect on the competitiveness of beach and island tourism in Lampung Province.

Keywords: Service Quality, Destination Image, Tourism Competitiveness.

1. Introduction

Tourism is a service product offered by service companies with the aim of attracting customers to visit and enjoy the attractions offered (Alkemega, 2016). The tourism sector in Indonesia is placed as one of the economic sectors that is expected to be the main foreign exchange earner for a region or country (Cholik, 2017). This tourism sector also plays a very important role in advancing an area so that it invites various tourists to visit. So that an area

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can also be recognized by the wider community (Andini *et al.*, 2023). The tourism sector must be managed by experts so that these experts can explore the potential of tourist attractions and improve the quality of tourist attractions so as to increase tourism competitiveness, which brings large profits and income (Briandana *et al.*, 2018).

Lampung is one of the provinces that is the gateway to the island of Sumatra, which has many destinations to be used as tourist attractions. Lampung Province has many potential places and has good prospects to attract tourists. Lampung Province also still has many locations that are still natural, and there are still many plantation phenomena to be used as tourist attractions. With such conditions, it can be used as an asset for the income of local communities and the state (Cahyadi, 2018). Lampung also has a sea that is still natural and used as a place for tourism, but the management is still not optimal, so these tourism destinations are less attractive to tourists (Nurhasanah, 2018).

With the existence of service quality and destination image of beaches in Lampung Province that are still not optimal in terms of inadequate infrastructure, poor infrastructure, low safety and comfort of tourists, and management of beach tourism destinations that are not optimal, it is a factor causing quite low competitiveness of beach tourism in Lampung Province (Nurhasanah, 2018). The lack of interest in tourists visiting due to the limited number of tourist attractions with management that is still not optimal While many beautiful tourist destinations with the potential to be developed can even be said to be more interesting than beach tourism on the island of Bali, for example, Tanjung Setia Beach, Pahawang Island, Wayang Island, Legundi Island, Teluk Kiluan Beach, Gigi Hiu Beach, Tirtayasa Beach, Puri Gading Beach, Kalianda Resort, Mutun Beach, Sari Ringgung Beach, Duta Wisata Beach, and many others (Lestari *et al.*, 2019).

Based on this description, Lampung Province has many beach tourism sectors that need to be managed optimally in order to increase competitiveness both at the national and international levels. So that a study will be conducted to analyse "The Effect of Service Quality and Destination Image on the Competitiveness of Beach and Island Tourism in Lampung Province".

2. Literature review
Service Quality

According to Hardiyansyah (2011), public service quality is a dynamic condition related to products, services, people, processes, and the environment, where quality assessment is determined at the time of the provision of public services. In contrast to Etgar & Fuchs (2009) service quality is the level of difference between customers' wishes and reality. Tourism service quality has an influence on visitor satisfaction; good service quality tends to attract tourists to return to visit the tourist attractions (Kerdpitak, 2022). If the service provided is not in accordance with the visitorswishes, they will feel disappointed and not interested in coming back (Surahman *et al.*, 2020). Service quality has five dimensions, namely tangible (tangible), including physical facilities, equipment, employees, and means of communication (Malik & Verawati, 2016). Reliability, in this case, includes the ability to provide services accurately, promptly, and satisfactorily. Responsiveness is the desire of staff to help customers and provide services responsively. Assurance, which includes the knowledge, ability, politeness, and trustworthiness of the staff, is free from danger and risk. Empathy, including ease of

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establishing good communication relationships, personal attention, and understanding customer needs (Hardiyansyah, 2011).

Destination Image

A destination image is a picture or perception of a tourist destination and the impression that has been obtained by tourists after visiting a tourist destination (Latifah *et al.*, 2022). In contrast to the opinion of Barusman (2014), which states that image is a summary of the impression or perception of the company's external stakeholders, the image of a company will make the company more attractive and desirable for consumers. The representation of a tourist location determines what function it plays in the success of the destination. This is due to the fact that a tourism destination's reputation has a multifaceted impact on both the local population and visitors (Virgawenda *et al.*, 2016). Perceptions of the image of a tourist destination affect satisfaction and the intention to visit related locations in the future, which of course depend on the ability of the tourist destination to provide a positive experience while traveling (Zhang *et al.*, 2014). According to Qu *et al.*, (2011), the image of a tourist destination has two elements, namely cognitive image and affective image. Cognitive image is a customer assessment based on the difference between a set of perceived attribute combinations and a combination of actual attributes. In other words, the assessment is based on the difference between the ideal and the actual. Affective image is an assessment based more on feelings than on beliefs and knowledge about objects. Consumer researchers frequently believe that these emotions or feelings have a strong evaluative component, which includes a person's honest and complete evaluation of the attitude object (Romli *et al.*, 2019).

Tourism Competitiveness

The capacity of a company's business in an industry to deal with the varied circumstances it meets is known as competitiveness (Barusman & Rulian, 2020). A company's competitive advantage, or what we refer to as its competitive advantage, determines its level of competitiveness and primarily depends on the amount of comparable resources it possesses (Purnomo *et al.*, 2021). The concept of competitive advantage is a way for a company to strengthen its position in the face of competitors and be able to show differences with others (Roman *et al.*, 2020). According to Qomaruzzaman & Rachmawati (2018), competitiveness in the tourism sector is the capacity of tourism businesses to attract foreign and domestic visitors to certain tourist destinations.

By utilizing the internet, there will be an increase in the competitiveness of tourist destinations, which will make tourist destinations more attractive and increase the number of tourist visits. Barusman (2019) states that it has been approved that using information management and operational systems can increase visitor satisfaction and improve performance, especially in e-marketing. By utilizing the internet, there will be an increase in the competitiveness of tourist destinations, which will make tourist destinations more attractive and increase the number of tourist visits.

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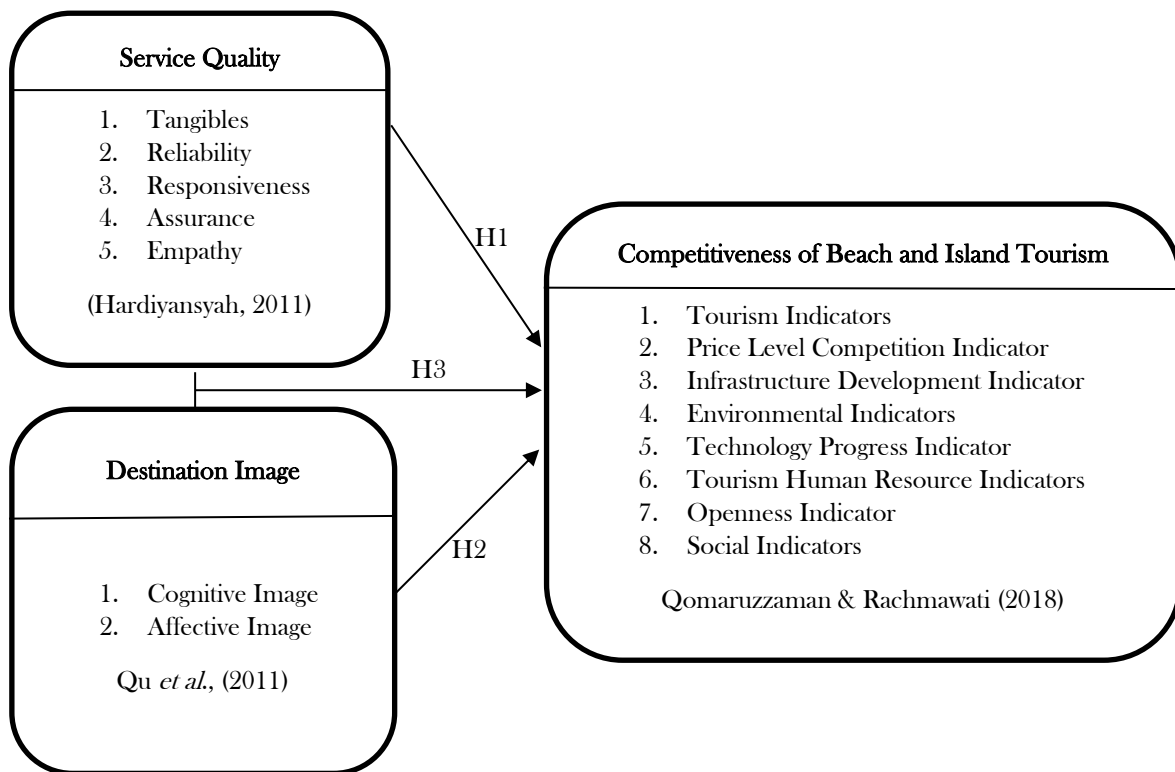
Research Framework

Figure 1. Framework

Hypothesis

1. There is an influence between Service Quality on the Competitiveness of Beach and Island Tourism in Lampung Province.
2. There is an influence between Destination Image of the Tourism Office on the Competitiveness of Beach and Island Tourism in Lampung Province.
3. There is an influence between Service Quality and Destination Image of the Tourism Office together on the Competitiveness of Beach and Island Tourism in Lampung Province.

3. Methodology

This research uses mixed methods, namely qualitative and quantitative (Mixed Method) and data collection techniques using questionnaires. This research was conducted at beach tourism destinations in Lampung Province and the Lampung Provincial Culture and Tourism Office. The population in this study was the Head of Service and Staff at the Lampung Provincial Culture and Tourism Office, Lampung Province Beach Tourism Managers, and Beach Tourism Visitors in Lampung Province. Purposive sampling was used in this study to select 100 respondents for the purpose of determining the research participants. The data processing technique in this study used SPSS for Windows. The following are the operational variables in this study:

Table 1. Operational Variables

No	Research Variables	Operational Definition	Indicator
1	Service Quality	The supremacy of a service is a universal factor or attitude that is related to service quality. In other words, it is the same as the general	a. Tangibles b. Reliability c. Responsiveness d. Assurance

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		attitude of individuals towards company performance.	e. Empathy
2	Destination Image	Image measurement is an essential tool for consumer analysis, as image is the reality on which consumers base their choices. Destination image plays a fundamental role in the success of a tourist destination.	a. Cognitive image b. Unique image c. Affective image
3	Competitiveness of Beach Tourism	Competitiveness means generating high income and employment opportunities and competing both domestically and internationally.	a. Tourism indicators b. Competition indicators price level c. Development indicators infrastructure d. Environmental indicators e. Technological progress indicators f. Tourism human resource indicators g. Openness indicator h. Social indicators

Source: Data Processed, 2023

4. Research Results and Discussion

Validity Testing

The SPSS program was used to test the validity of the data in this study, which is represented by the estimated r value, which can be observed from the corrected item total correlation. Question items are considered valid if the test category r counts r table, and vice versa. R table at n (30) = 0.361 in terms of numbers. The results obtained from data processing, as listed in the attachment, can be found in the table as follows:

Table 2. Service Quality Validity Test Results
Item-Total Statistics

Statement Item	R-Count	R-table	Description
Item_1	.791	0,361	Valid
Item_2	.768	0,361	Valid
Item_3	.551	0,361	Valid
Item_4	.601	0,361	Valid
Item_5	.768	0,361	Valid
Item_6	.565	0,361	Valid
Item_7	.791	0,361	Valid
Item_8	.700	0,361	Valid
Item_9	.565	0,361	Valid
Item_10	.561	0,361	Valid
Item_11	.431	0,361	Valid
Item_12	.791	0,361	Valid
Item_13	.700	0,361	Valid
Item_14	.565	0,361	Valid
Item_15	.497	0,361	Valid

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Item_16	.446	0,361	Valid
Item_17	.565	0,361	Valid
Item_18	.565	0,361	Valid
Item_19	.791	0,361	Valid
Item_20	.700	0,361	Valid
Item_21	.565	0,361	Valid
Item_22	.561	0,361	Valid
Item_23	.431	0,361	Valid
Item_24	.791	0,361	Valid
Item_25	.700	0,361	Valid
Item_26	.623	0,361	Valid
Item_27	.639	0,361	Valid
Item_28	.537	0,361	Valid
Item_29	.623	0,361	Valid
Item_30	.623	0,361	Valid
Item_31	.601	0,361	Valid
Item_32	.639	0,361	Valid
Item_33	.551	0,361	Valid
Item_34	.577	0,361	Valid
Item_35	.768	0,361	Valid

Source: Data Processed, 2023

Table 2 shows that the Corrected-Item Total Correlation value of the Service Quality (X1) variable statement is greater than 0.361, or r-count is greater than r-table. Thus, it can be said that each item of the statement is declared valid (in terms of what will be measured).

Table 3. Destination Image Validity Test Results
Item-Total Statistics

Statement	r-count	r-table	Description
Item_1	.690	0,361	Valid
Item_ 2	.578	0,361	Valid
Item_ 3	.658	0,361	Valid
Item_ 4	.664	0,361	Valid
Item_ 5	.719	0,361	Valid
Item_ 6	.420	0,361	Valid
Item_ 7	.488	0,361	Valid
Item_ 8	.719	0,361	Valid
Item_9	.719	0,361	Valid
Item_10	.690	0,361	Valid
Item_11	.578	0,361	Valid
Item_12	.658	0,361	Valid
Item_13	.690	0,361	Valid
Item_14	.578	0,361	Valid
Item_15	.658	0,361	Valid
Item_16	.664	0,361	Valid

Source: Data Processed, 2023

Based on table 3, it can be seen that the Corrected-Item Total Correlation value for the Destination Image (X2) variable statement is greater than 0.361, or it can be stated that r-

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count ≥ r-table. Thus, it is concluded that each statement item is declared valid (in accordance with what will be measured).

Table 4. Validity Test Results Competitiveness
Item-Total Statistics

Statement	r-count	r-table	Description
Item_1	.863	0,361	Valid
Item_ 2	.493	0,361	Valid
Item_ 3	.578	0,361	Valid
Item_ 4	.863	0,361	Valid
Item_ 5	.863	0,361	Valid
Item_ 6	.559	0,361	Valid
Item_ 7	.586	0,361	Valid
Item_ 8	.590	0,361	Valid
Item_9	.837	0,361	Valid
Item_10	.764	0,361	Valid
Item_11	.493	0,361	Valid
Item_12	.533	0,361	Valid
Item_13	.861	0,361	Valid
Item_14	.493	0,361	Valid
Item_15	.578	0,361	Valid
Item_16	.863	0,361	Valid
Item_17	.863	0,361	Valid
Item_18	.559	0,361	Valid
Item_19	.586	0,361	Valid
Item_20	.590	0,361	Valid
Item_21	.526	0,361	Valid
Item_22	.556	0,361	Valid
Item_23	.860	0,361	Valid
Item_24	.396	0,361	Valid
Item_25	.863	0,361	Valid
Item_26	.428	0,361	Valid
Item_27	.493	0,361	Valid
Item_28	.488	0,361	Valid
Item_29	.556	0,361	Valid
Item_10	.840	0,361	Valid

Source: Data Processed, 2023

Table 4 shows that the Corrected-Item Total Correlation value of the Competitiveness (Y) variable statement is greater than 0.361, or r-count is greater than r-table. Thus, it can be said that each statement item is approved as valid (in the sense of measuring what will be measured).

Reliability Test

Table 5. Instrument Reliability Test Results Reliability Statistics

Variable	Cronbach's Alpha	N of Items	Description
Service Quality (X1)	0,958	35	Reliabel
Destination Image (X2)	0,923	16	Reliabel
Daya Saing (Y)	0,961	30	Reliabel

Source: Data processed, 2023

Based on table 5, it is known that the Cronbach's Alpha value of the service quality variable (X1) is 0.958. Because the service quality variable (X1) has a Cronbach Alpha value of 0.958 ≥ 0.600, it can be concluded that the statement construct of the service quality variable (X1) is reliable. It is known that the Cronbach's Alpha value of the destination image variable

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(X2) is 0.923. Because the destination image variable (X2) has a Cronbach Alpha value of 0.923 ≥ 0.600, it can be concluded that the statement construct of the destination image variable (X2) is reliable. It is known that the Cronbach's Alpha value of the competitiveness variable (Y) is 0.961. Because the competitiveness variable (Y) has a Cronbach Alpha value of 0.961 greater than 0.600, it can be concluded that the statement construct of the competitiveness variable (Y) is reliable.

Multiple Linear Regression Analysis
T-Statistic Test

Table 6. t-Statistic Test Results

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	34.731	10.763		3.227	.002
Service Quality	.266	.089	.304	2.981	.004
Destination Image	.612	.195	.320	3.132	.002

a. Dependent Variable: Competitiveness
Source: Data processed, 2023

Based on the multiple linear regression equation in table 6, it can be interpreted that the constant value of 34,731 means that the competitiveness of beach and island tourism in Lampung Province will remain at 34,731 if there is no service quality and no destination image. The service quality regression coefficient is positive, meaning that service quality has a positive effect on the competitiveness of beach and island tourism in Lampung Province. If service quality increases, it is predicted that the competitiveness of beach and island tourism in Lampung Province will also increase. The destination image regression coefficient is positive, meaning that destination image has a positive effect on the competitiveness of coastal and island tourism in Lampung Province. If destination image increases, it is predicted that the competitiveness of coastal and island tourism in Lampung Province will increase. Partially, each variable in service quality and destination image has a positive and significant effect on the competitiveness of coastal and island tourism in Lampung Province.

F test
The following is a test of the overall influence (simultaneously) can be seen below:

Table 7. F Test Results

ANOVA[b]					
Model	Sum of Squares	DF	Mean Square	F	Sig.
1 Regresion	6705.936	2	3352.968	21.180	.000a
Residual	15356.254	97	158.312		
Amount	22062.190	99			

a. Predictors: (Constant), Destination Image, Service Quality
b.Dependent Variable: Competitiveness
Source: Data processed, 2023

Based on table 7, the value of F-count is 21.180 ≤ F-table 3.090 and the significance value is $0.000 \leq \alpha$ 0.05, so Ho is rejected and Ha is accepted, which means that service quality and destination image simultaneously affect the competitiveness of beach and island tourism

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in Lampung Province. This means that the better the service quality and destination image, the more the competitiveness of beach and island tourism in Lampung Province will increase.

R-Square Determination Test

Table 8. Coefficient of Determination R-Square
Model Summary

Model	R	R Square	Adjusted R Square	Std.Error of The Estimate
1	.551[a]	.304	.290	12.582

a. Predictors: (Constant), Destination Image, Service Quality
Source: Data processed, 2023

Based on table 8, the R-Square value is 0.551 = 0.303, which shows the influence of service quality and destination image on the competitiveness of beach and island tourism in Lampung Province by 30.3%, while the remaining 69.7% is influenced by other factors not identified or studied in this study.

5. Conclusions and Implication

Conclusion

Based on the results of the analysis and discussion, it can be concluded as follows:

1. There is a positive and significant effect of service quality on the competitiveness of beach and island tourism in Lampung Province. This means that if coastal and island tourism in Lampung Province wants to increase competitiveness, it can be achieved by improving service quality.

2. There is a positive and significant influence of destination image on the competitiveness of beach and island tourism in Lampung Province. This means that if the coastal and island tourism of Lampung Province wants to increase competitiveness, it can be achieved by maintaining the destination image so that it is even better in the eyes of tourists.

3. Service quality and destination image together have a positive and significant effect on the competitiveness of beach and island tourism in Lampung Province.

Implication

Based on the results of the analysis of the conclusions of this study, the authors have several implications, namely, that the results of the study found that tourists think service quality and destination image have a good influence on the competitiveness of beach and island tourism in Lampung Province. This means that the service quality felt by the visitors is comparable to the price offered and quite in accordance with their expectations. It is necessary for the government and stakeholders to maintain these two things and be able to improve service quality and destination image because the existing service quality and destination image have been accepted by the community or visitors, so stakeholders must be able to maintain and improve service quality so that the destination image attached to the minds of the community is not lost and continues to improve over time. Research on service quality, destination image, and tourism competitiveness needs to continue to be carried out using other variables as comparison material to add to the reference world of science because not always the existing theory is in line with the reality in the field.

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