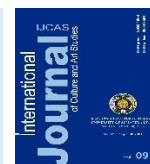




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The Effect of Service Quality and Location on Tourist Satisfaction in Denai Lama Tourism Village, Deli Serdang Regency

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ABSTRACT

This study aims to analyze the influence of service quality and location on tourist satisfaction in Denai Lama Tourism Village, Deli Serdang Regency. The background of this research is based on the importance of sustainable management of community-based tourist destinations in increasing the competitiveness and loyalty of tourists. This study employs a quantitative descriptive approach, utilizing a survey method with 80 tourists who visited Denai Lama Tourism Village. The results of the multiple linear regression analysis showed that the variables of service quality (X_1) and location (X_2) had a significant effect on tourist satisfaction (Y), accounting for 84.2% of the contribution. These findings confirm that friendly, fast, and communicative services, as well as strategic and easily accessible locations, are the dominant factors that affect the level of satisfaction among tourists. This research offers practical implications for tourism village managers to enhance service standards and location governance, thereby maintaining visitor loyalty and ensuring the sustainability of tourist destinations.

Keywords: Service Quality, Location, Tourist Satisfaction, Denai Lama Tourism Village



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1. Introduction

Indonesia boasts enormous tourism potential due to its natural wealth and rich cultural diversity. This potential not only serves as a source of national economic growth but also as a means of community empowerment through the development of community-based tourism. One concrete example is the Denai Lama Tourism Village in Deli Serdang Regency, North Sumatra, which stands out for its rural natural attractions, cultural traditions, and the friendliness of its residents.

However, the increase in tourist visits demands more professional management of tourist services and locations to provide a satisfying experience. In the context of the tourism industry, service quality is a crucial element influencing visitor perceptions, satisfaction, and loyalty (Tjiptono, 2011). Furthermore, strategic and accessible locations are also key determinants in tourists' decisions to choose a destination (Peter & Olson, 2014).

While numerous studies have examined the relationship between service quality and tourist satisfaction, research that simultaneously integrates these two variables in the context of tourist villages in North Sumatra is still limited. Therefore, this study seeks to fill this gap by examining the influence of service quality and location on tourist satisfaction in the Denai Lama Tourism Village. The results of this study are expected to provide theoretical contributions to the tourism literature, as well as practical benefits for tourism destination managers in enhancing sustainable competitiveness.

According to Ni Wayan Suwithi, a business management expert, service is the activity of serving or providing services that a person offers with all their abilities to other people in the context of relating, interacting, or socializing. Location has a significant influence on strategic marketing dimensions, such as flexibility, competitive positioning, demand management, and strategic focus. (Fitzsimmons, 1994) in

Tjiptono (2007:147). A location is said to be strategic if it is in the city center, has high population density, offers ease of access via public transportation, has smooth traffic, and the direction is not confusing to consumers. Definition: Another location is a decision made by the company regarding where its operations and staff will be located (Ratnasari and Aksa, 2011:55). According to Peter and Olson (2014:268), location refers to the place or establishment of a company's business premises. The location of service facilities is often a crucial factor influencing the success of a service, as it is closely related to the market and potential service providers.

Broadly speaking, there are two primary considerations regarding the location of service facilities (Tjiptono, 2011, p.190). In the study of geography, location is a crucial variable that can reveal various aspects about the phenomena being studied. Sumaatmadja (1988, p. 118) explains that the location of an object in space can define and provide further clarity on the relevant geographical objects or phenomena. According to Lupiyoadi, there are three types of interactions that influence the determination of the location of a service company/organization, namely:

1. Consumers come to service providers (companies/organizations); in this situation, location becomes very important. Companies should choose a location that is close to consumers, so that it can be easily reached, in other words, a strategic location.
2. Service providers come to consumers; in this context, the location is not so important. However, it requires marketers who are capable and qualified in conveying company/organization promotions.
3. Service providers and consumers often don't meet face-to-face; instead, they transact through various means, such as the online world or the internet, which has now become a global phenomenon. In this case, location becomes irrelevant as long as communication between both parties is carried out well.

According to Tjiptono (2012), consumer satisfaction is a person's feeling of pleasure or disappointment that arises when their perception of a product's performance (results) is compared to their expectations. According to Daryanto and Setyobudi (2014), consumer satisfaction is an emotional assessment of consumers after they use a product, where the expectations and needs of the consumers are fulfilled. According to Kotler and Keller (2012), consumer satisfaction is a person's feeling of pleasure or disappointment that results from comparing perceived product performance with their expectations. According to Manurung (2009), several aspects or characteristics of consumer satisfaction exist: expectations, performance, and comparison. According to Lupiyoadi (2001) and Irawan (2004), several factors can influence consumer satisfaction, including Quality of product, Quality of service, and emotional aspects. Tjiptono (2011:366) states that there is no single "best" measure of consumer satisfaction that is universally agreed upon. However, amidst the variety of ways to measure consumer satisfaction, there are six similar concepts regarding the object of measurement (overall customer satisfaction, Dimension satisfaction, consumer confirmation of expectation, repurchase intent, willingness to recommend and customer dissatisfaction). Satisfaction Measurement Method According to Kotler (Tjiptono, 2011, p. 366), four methods are widely used in measuring consumer satisfaction, namely system complaints, Ghost shopping, Lost customer analysis, and consumer satisfaction surveys. According to Kotler's theory in Suwardi's journal (2011), the key to retaining customers is customer satisfaction.

2. Method

This research was conducted in the tourist village of Denai Lama, Deli Serdang Regency, Sumatra North. The study will be conducted from April 2025 to June 2025. This type of research employs a quantitative descriptive approach, which involves visualizing the description of numbers that vary according to specific equations. Data used in the study: primary and secondary data. According to Ikhsan et al. (2014:105), a population is a generalized area consisting of a group of people, events, or things that have specific characteristics. The population is also the entire collection of elements related to what the researcher hopes to conclude. This is reinforced by Sugiyono (2017:80), who states that a population is a generalization area consisting of objects or subjects that have certain qualities and characteristics, which are determined by researchers to be studied and then conclusions drawn. The population studied in this research was tourists who visited the Old Denai tourist village. According to Ikhsan et al. (2014:106), a sample is a part of the population's number or characteristics and is carefully selected from that population. In line with Sugiyono's (2017:81) statement, a sample is a part of the number and characteristics of the target population. The research area is large enough that all members cannot be respondents; therefore, researchers conduct research by taking representative samples.

3. Results and Discussion

Denai Lama Tourism Village is the first tourism village in Deli Serdang Regency. Initiated by the Head of the Youth, Sports, Culture, and Tourism Office of Deli Serdang Regency, this tourism village was formed through collaboration with the village government. Residents and stakeholders are collaborating to create a new tourism image in Deli Serdang Regency. The Denai Lama Tourism Village was recently inaugurated on January 20, 2019; however, even before its inauguration, tourists had already begun to arrive. The Denai Lama Tourism Village was inaugurated by the Regent of Deli Serdang, Mr. H. Azhari Tambunan, and attended by local officials. This tourist village is managed by a Village-Owned Enterprise (BUMDES), with the construction of facilities and infrastructure funded by village funds and participation from BUMD. There is a Deli Regency Serdang. The purpose of its formation, Village Denai Tourism, is to advance the economy of the community around the coast of Labu Beach, as the interest of people visiting Labu Beach is decreasing due to the large number of new tourist spots. In addition, the aim of establishing this tourist village is to remind community visitors of their culture, and to encourage the people of Pantai Labu District to preserve their culture so that it is not lost to time.

To explore this tourist village, you can rent transportation provided by the management to visit the various tourist spots, including bicycles and odong-odong (traditional odong). In this tourist village, tourists can choose from a package for each spot or a three-spot package. Denai Lama Tourist Village offers several spots, including local wisdom-based tourism for education. A character that can be enjoyed at the Circle Studio and in traditional home food production in Hamlet II of Denai Lama Village, as well as at Paloh Naga Tourism, which offers the beauty of green rice fields (Nasution, 2019). Data analysis techniques in quantitative research are intended to answer questions formulated in problem statements or test the formulated hypotheses.

The data analysis technique used in this study is mediating variable regression analysis. The mediating or intervening variable is a variable that intervenes between two other variables, or between those located between the independent and dependent variables, so that the independent variable does not directly influence the change or emergence of the dependent variable. The data measurement scale used in this study employed a Likert scale range. The Likert scale used in this study is an ordinal scale containing five levels of answer preferences. The Likert scale is said to be ordinal because the statement “Very Agree” has a “higher” level or preference than “Agree,” and “Agree” is “higher” than “Undecided” (Ghozali, 2009). The five levels of preference for answers given in the questionnaire are as follows:

Table 1. Scale Table Likert

Very Agree	SS	Score = 5
Agree	S	Score = 4
Enough Agree	CS	Score = 3
No Agree	TS	Score = 2
Very Agree	STS	Score = 1

The subjects in the study were 80 respondents who visited tourist attractions located around Deli Serdang Regency, with the following classification:

- a. Number of respondents based on sex:

Table 2. Amount respondents based on type sex

Type sex	Amount	Presentation
Woman	47 Person	58.75 %
Man	33 Person	41.25 %
Total	80 Person	100 %

From the data above, it can be seen that the number of female respondents exceeds the number of male respondents, specifically 47 people, or 58.75%, while the number of male respondents is 33 people, or 41.25%.

b. Number of respondents based on age level:

Table 3. Number of respondents based on age level

Level Age	Amount	Presentation
21- 30	21	26, 30 %
31- 40	34	42.5 %
41- 50	15	18.7 %
≥ 50 Year	10	12.5 %
Total	80	100%

From the data above, it can be seen that the number of respondents aged 21-30 years was 21 people (26.30%). The age group of 31-40 years comprised 34 people (42.5%), the age group of 41-50 years had 15 people (18.7%), and respondents with an age above 50 years numbered 11 (12.5%).

c. Number of respondents based on the background of Education:

Table 4. Number of respondents based on the background of education

Level Education	Amount	Presentation
JUNIOR HIGH SCHOOL Equal	1	1.25 %
SENIOR HIGH SCHOOL Equal	29	36, 50 %
S1	35	43, 5 %
S2	12	15 %
S3	3	3.75 %
Total	80	100 %

From the data above, we can see the number of respondents based on their educational background, specifically: the number of respondents with a junior high school-equivalent educational background is 1 person (1.25%). The number of respondents with a background in high school education or equivalent is 29 persons (36%, 50%). The number of respondents with background education S1 was as many as 35 persons (43.5%). Amount Respondents with a background in education S2 as many as 12 people (15 %) and amount There were three respondents with a doctoral educational background (3.75%).

4. Conclusion

Service is significantly influential in visitor satisfaction. Matter is seen from the statistical test results, which showed a significant value of less than 0.05 and a t-count value greater than the t-table value. This means that the better the service provided by the tourism village management, the higher the level of satisfaction of visiting guests. The research instrument was deemed valid and reliable, ensuring that the data collection results can be trusted and support the conclusions drawn.

Improving service quality must be a top priority, particularly in terms of hospitality, speed of service, and communication skills with tourists. Regular training for tourism operators and village managers can improve service standards. The maintenance and development of tourist locations, including road access, environmental cleanliness, and the availability of public facilities (such as toilets, places of worship, and parking), must be continuously maintained and improved to ensure tourist comfort is maintained. Expansion of research to other variables, such as price, promotion, and cultural attractions, is recommended in the future to obtain a more comprehensive understanding of the factors influencing tourist satisfaction.

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