



Article Type: Research Paper

Assessing Visitor Satisfaction and Service Quality at Impos Beach: A 2022 Study in North Lombok Regency

Rizal Pratama, Ida Nyoman Tri Darma Putra, Muhammad Azizurrohman

Abstract: This research explores the vital aspect of service quality in tourism development, focusing on Impos Beach located in Medana Village, Tanjung District, North Lombok Regency. With the aim of assessing visitor satisfaction, this quantitative descriptive study seeks to evaluate the quality of service at Impos Beach, a prominent tourist attraction in North Lombok Regency. The research employs a multi-method approach, utilizing questionnaires, interviews, observations, and documentation for data collection. A random sampling technique was used, resulting in 115 respondents out of a population of 28,800 visitors. Data analysis involved frequency analysis and average calculations. The collective results, derived from the assessment of five service quality variables comprising 14 question indicators, yielded an overall satisfaction score of 3.74, categorizing visitor satisfaction as 'satisfied.' This study offers valuable insights into the quality of service at Impos Beach, with implications for tourism management and development in the region. However, the study's limitations must be considered when interpreting the findings.

Keywords: visitor, satisfaction, service quality

JEL Classification: O14, L83, Z32, R53



AFFILIATION:

^{1,2,3} Tourism Department, Sekolah Tinggi Pariwisata Mataram, Indonesia

CORRESPONDENCE:

rizalpratama123@gmail.com

THIS ARTICLE IS AVAILABLE IN:

<https://pkp.stpmataram.com/index.php/ATS/index>

DOI: [10.47492/ats.v1i3.25](https://doi.org/10.47492/ats.v1i3.25)

CITATION:

Pratama, R., Putra, I, N, T, D., Azizurrohman, M. (2023). Assessing Visitor Satisfaction and Service Quality at Impos Beach: A 2022 Study in North Lombok Regency. *Advances in Tourism Studies*, 1(3), p.95-102.



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)

Introduction

Impos Beach, nestled in the picturesque North Lombok region, has experienced a remarkable transformation in recent years, solidifying its status as a prominent and sought-after tourism destination. The statistics speak volumes: in the year 2022 alone, an impressive 28,800 visitors were drawn to its pristine shores, marking a substantial upswing from the 2021 figures of 19,200 visitors. This dramatic surge in visitor numbers underscores the growing allure and appeal of Impos Beach as a travel destination.

This transformation is a testament to the collective efforts of various stakeholders, including the dedicated local community (Hadiono & Noor Santi, 2020), represented by the Pokdarwis 'Sejahtera' of Medana Village, the enterprising Impos Beach traders union, and the proactive village and Regency governments. Together, they embarked on a visionary journey of beach development and management, steering Impos Beach from its previous status as a neglected shoreline to its current standing as a thriving and vibrant tourist hotspot. The official opening of Impos Beach in 2015 heralded a new chapter in its evolution, marked by the introduction of amenities and improved accessibility that had hitherto been absent or overlooked.

Nevertheless, amidst these momentous developments, the quality of service provided to the beach's ever-increasing number of visitors has emerged as a paramount concern in the realm of tourism destination development. Surprisingly, despite the remarkable strides in enhancing Impos Beach, there exists a notable void in terms of empirical data pertaining to visitors' perceptions of service quality at this coastal gem (Aini et al., 2021; Apriani et al., 2021; Fathurrahman et al., 2023). It is within this context that this research takes shape, driven by the fundamental objective of filling this void and offering insights into the level of visitor satisfaction with the quality of service at Impos Beach.

Beyond this overarching goal, our research endeavors to delve into a multifaceted exploration, encompassing specific objectives. These objectives are carefully designed to provide a comprehensive understanding of the visitor experience at Impos Beach and to offer actionable insights for continued improvement.

The significance of this study extends beyond the immediate scope of Impos Beach. It stands as a guiding beacon, illuminating the path for community involvement in the ongoing development of this cherished destination. Moreover, it serves as an invaluable resource for a wide array of stakeholders, from local authorities and tourism operators to researchers eager to explore the potential of this locale further. In alignment with contemporary research on service quality in tourism, as delineated by Parasuraman et al. (2005); Rafiq et al. (2012); Ranaweera & Neely (2003); Santos (2003), our study employs a framework that encompasses vital variables, including reliability, direct evidence, responsiveness, assurance, and empathy, all of which exert a profound influence on shaping visitor satisfaction and the overall tourist experience at such destinations. This research, therefore, seeks to not only enrich our understanding of Impos Beach but also contribute to the broader body of knowledge related to the intricacies of service quality in tourism development.

Research Method

The research is conducted at Impos Beach, located in Medana Village, Tanjung District, North Lombok Regency. Employing a quantitative descriptive approach, the study aims to analyze visitors' opinions on service quality at Impos Beach and draw meaningful conclusions from the analysis. The independent variable is service quality, while visitor satisfaction serves as the dependent variable. Operational variables include entrance fees, food prices, accessibility, parking facilities, cleanliness, arrangement, scenery, amenities, complaint handling, information clarity, security, officer attitudes, ease of contact, and officer care. To ensure representativeness, a random sampling technique is used, selecting 115 respondents from the population of visitors to Impos Beach in 2022 (Abu-Bader & Jones, 2021). The questionnaire is rigorously designed, pre-tested, and assessed for validity and reliability. Data collection involves field surveys, interviews, and observations, complemented by secondary data from previous studies and theories. Advanced statistical techniques, such as correlation and regression analysis, supplement frequency analysis and average calculations. Ethical considerations, including informed consent and privacy protection, are strictly adhered to. The final report transparently details the methodology, including sampling, questionnaire design, and data analysis, while addressing limitations and offering suggestions for future research in the field.

Result and Discussion

The research subjects' characteristics included gender, age, occupation, and regional origin. In terms of gender, the majority of respondents were male, totaling 71, while female respondents numbered 44. Most visitors to Impos Beach fell within the age group of 15-24 years, constituting 95 respondents, while those aged 25-32 years accounted for 20 respondents.

Among the occupations represented, students were the most common with 71 respondents, while teachers were the least common, comprising only 4 out of the total of 115 respondents. In terms of regional origin, the majority of respondents hailed from Gangga District, with 90 respondents, followed by Tanjung District with 17 respondents, and Mataram with 7 respondents. The smallest group consisted of respondents from outside the region, with just 1 respondent.

The following section presents the processed results of respondents' answers using SPSS and subsequently analyzes the average counts to determine the level of visitor satisfaction.

Table 1. Satisfaction level table

Variables	Indicator	Average value	Interpretation
Reliability (X1)	X1.1	3,93	Satisfied
	X1.2	3,70	Satisfied
Tangible (X2)	X2.1	3,62	Satisfied
	X2.2	4,05	Satisfied
	X2.3	3,68	Satisfied
	X2.4	3,90	Satisfied
	X2.5	4,13	Satisfied
	X2.6	3,82	Satisfied
	X2.7	3,75	Satisfied
Responsivness (X3)	X3.1	3,52	Satisfied
	X3.2	3,57	Satisfied
Assurance (X4)	X4.1	3,52	Satisfied
	X4.2	3,57	Satisfied
Empathy (X5)	X5.1	3,63	Satisfied
	X5.2	3,73	Satisfied
Total		52,37/14 = 3,74	Satisfied

Source: Processed Research Results, 2023

In indicator (X1.1), concerning the entrance fee to the tourist attraction, visitors express satisfaction with the entrance fee at Impos Beach, which is calculated at IDR 2,000 for two-wheeled vehicles and IDR 5,000 for four-wheeled vehicles. Meanwhile, in indicator (X1.2), regarding food prices, visitors are generally content. This suggests that food prices at Impos Beach align with visitors' budgets; however, some respondents express slight dissatisfaction due to minor price differences compared to other locations. Food prices at Impos Beach range from IDR 5,000 to IDR 20,000.

For indicator (X2.1), focusing on ease of access to the tourist attraction, visitors are generally satisfied. The road leading to Impos Beach is in relatively good condition, as it is traversed by a district road. However, some respondents express dissatisfaction with the road's condition within the Impos Beach area, which remains unpaved, resulting in reduced vehicle speed.

In indicator (X2.2), which pertains to the visitor parking area, visitors report high levels of satisfaction. This indicator receives the second-highest rating, following the indicator related to the beauty and scenery of the tourist attraction. This reflects the presence of a spacious and adequate parking area at Impos Beach to accommodate vehicles even during peak visitor periods. Notably, previous research by Alfatiyah (2020); Fuad & Aid (2019); Ing

& Yanuardi (2019) also highlighted the parking facility as a key contributor to visitor satisfaction.

Indicator (X2.3), focusing on cleanliness within the tourist attraction, indicates that visitor satisfaction falls within the "satisfied" category. The management has provided facilities such as trash cans to promote cleanliness, although some litter may still be present due to a lack of awareness among visitors regarding cleanliness maintenance.

Indicator (X2.4), concerning the arrangement and tidiness of the tourist attraction's layout, elicits satisfaction from visitors. This suggests that Impos Beach employs an intriguing management concept, including distinct areas for food and beverage stalls that cater to visitors' preferences. In the northern area, visitors can savor traditional cuisine, while in the southern area, they can indulge in international fare and beverages.

In indicator (X2.5), related to the beauty and scenery of the tourist attraction, visitors express high levels of satisfaction. This indicator receives the highest satisfaction rating among all indicators. It underscores Impos Beach's breathtaking natural beauty, including mesmerizing sunset views and a welcoming ambiance created by the various shops, contributing to visitors' overall enjoyment.

Indicator (X2.6), which addresses facilities and infrastructure supporting the tourist attraction, indicates visitor satisfaction. Impos Beach boasts comprehensive facilities and infrastructure, including places of worship, ample parking, restroom facilities, garbage bins, information centers, and a variety of stalls or shops. These amenities are essential for sustaining tourism at Impos Beach.

For indicator (X3.1), pertaining to the prompt and appropriate handling of visitor complaints, visitors express satisfaction. This indicates effective complaint resolution by the staff in addressing visitor concerns. In contrast, indicator (X3.2), which focuses on providing necessary information to visitors, also garners satisfaction. Visitors report clear information delivery, with staff using various channels such as verbal communication, social media, and informational signage.

In indicator (X4.1), addressing visitor safety and tranquility within the tourist attraction area, satisfaction is observed, affirming that the management ensures visitors' safety and peace of mind effectively. The absence of reported cases of loss, such as personal belongings or vehicles, at Impos Beach supports this assessment. For indicator (X4.2), examining the attitude of staff (friendliness, politeness, and humility), visitor satisfaction is evident, indicating a high level of hospitality provided by the management. Staff members are noted for their warm interactions and helpful demeanor, although some visitors may perceive this as standard.

Indicator (X5.1), which evaluates the ease of contacting tourist attraction officers, shows visitor satisfaction. The presence of officers on-site facilitates convenient communication, ensuring visitors can easily reach out to them when needed. Lastly, in indicator (X5.2), assessing whether officers exhibit a sense of care in supervising and assisting visitors, satisfaction prevails, underscoring the staff's dedication to their responsibilities and visitors' well-being.

The results of the current study at Impos Beach align with and build upon the findings of previous research conducted by Alfatiyah (2020), Fuad & Aid (2019), and Ing & Yanuardi (2019), shedding light on various aspects that contribute to visitor satisfaction at this popular tourist destination.

Entrance fees at Impos Beach, as revealed in the current study, are a source of visitor contentment. This echoes the sentiment observed by Alfatiyah (2020), who also found that

visitors were generally satisfied with the affordability of the entrance fee. This consistency in findings underscores the importance of reasonable entrance fees in shaping positive visitor experiences (Alfatiyah, 2020).

Similarly, the pricing of food at Impos Beach, a crucial factor in visitor satisfaction, aligns with the observations made by Moon & Han (2019) and Rehman et al. (2023). The current study indicates that visitors find the food prices accommodating to their budgets, which is in harmony with the assessment of Fuad & Aid (2019), emphasizing that reasonable food pricing contributes to overall satisfaction.

In terms of ease of access, the present study identifies some visitor dissatisfaction related to road conditions within the Impos Beach area. This aspect was not explicitly mentioned in previous research. However, Hasanah (2019) highlighted the importance of road conditions in visitor satisfaction, emphasizing the need for well-maintained routes to the attraction.

Cleanliness at Impos Beach, as found in the current study, generally meets visitor expectations, although there is some litter due to visitor behavior. This resonates with the observations of Ing & Lasarudin et al. (2022), who noted that while cleanliness was rated positively, there were still areas for improvement, possibly indicating the persistence of litter issues despite management efforts.

The arrangement and tidiness of the tourist attraction's layout, as evaluated in the current study, elicit satisfaction among visitors. This echoes the findings of Tzortzi (2007), who highlighted the positive impact of well-organized layouts on visitor experiences.

The beauty and scenery of Impos Beach, consistently receiving the highest satisfaction rating in the current study, corroborate the observations made by previous research. All three earlier studies, including Febriyana et al. (2020) Rahim et al. (2022); Wang et al. (2023), underscore the breathtaking natural beauty and ambiance of the location as a key factor driving visitor satisfaction.

Overall, the results from these indicators collectively reflect visitor perceptions of various aspects of their experience at Impos Beach, guiding future service development and improvement efforts.

The assessment of visitor satisfaction and service quality at Impos Beach yields valuable insights into the tourism experience at this burgeoning destination in North Lombok. The findings, derived from a comprehensive evaluation of various service quality indicators, offer a nuanced understanding of visitors' perceptions and preferences, paving the way for informed decision-making and targeted improvements in tourism management.

The satisfaction expressed by visitors with the entrance fee structure at Impos Beach is noteworthy. Charging IDR 2,000 for two-wheeled vehicles and IDR 5,000 for four-wheeled vehicles appears to align well with visitors' expectations. This fee structure likely contributes to a sense of affordability and accessibility, enhancing the overall attractiveness of Impos Beach as a destination. However, the slight dissatisfaction expressed by some visitors regarding food prices indicates the need for ongoing attention to price competitiveness. While most visitors find the food prices reasonable, acknowledging the market context and potential price disparities with other locations can be crucial in maintaining visitor satisfaction.

Visitors' satisfaction with the ease of access to Impos Beach suggests that the road conditions, primarily facilitated by the presence of a district road, are largely favorable. However, it's important to address the concerns voiced by some respondents regarding the condition of internal roads within the Impos Beach area, which remain unpaved. These concerns should be carefully considered to ensure a seamless and safe visitor experience. The high satisfaction level with the visitor parking area is commendable and underscores the

significance of ample and well-organized parking facilities in enhancing visitor convenience and satisfaction.

The satisfaction with cleanliness at Impos Beach, as indicated by the presence of trash cans and the overall tidiness of the area, reflects positively on the management's efforts to maintain a clean environment. However, the persistence of some litter highlights the need for visitor education and awareness campaigns to foster a culture of cleanliness. The satisfaction expressed regarding the arrangement and tidiness of the location is an encouraging sign of Impos Beach's appealing management concept, which caters to diverse visitor preferences, particularly in food and beverage choices.

The highest level of satisfaction is observed in the "beauty and scenery" indicator, underscoring the natural allure of Impos Beach. Visitors' delight in the breathtaking beauty, including captivating sunset views and the inviting atmosphere created by local shops, underscores the intrinsic appeal of the destination. This indicator's high rating emphasizes the importance of preserving and enhancing the natural and aesthetic elements that make Impos Beach unique.

Impos Beach's comprehensive facilities and infrastructure, encompassing places of worship, extensive parking, restroom facilities, information centers, and a variety of stalls, receive high marks from visitors. These amenities play a pivotal role in ensuring visitor comfort and convenience, contributing significantly to the sustainability of tourism at Impos Beach.

Visitors' satisfaction with the handling of complaints and the provision of information reflects positively on the responsiveness and communication skills of the management and staff. Effective complaint resolution and clear information dissemination are crucial components of a positive visitor experience, and these results indicate that Impos Beach has succeeded in this regard.

Visitors express overall satisfaction with safety measures and the attitude of officers at Impos Beach. The absence of reported losses and the high regard for the hospitality of staff members are testament to the efforts of the management and staff in maintaining a secure and welcoming environment. Visitors also appreciate the ease of contacting officers on-site, facilitating efficient communication and assistance.

In conclusion, this research provides valuable insights into visitor satisfaction and service quality at Impos Beach. While the majority of indicators reflect high levels of satisfaction, it's important to address areas of slight dissatisfaction, such as food prices and road conditions. These findings serve as a foundation for strategic decision-making and targeted improvements to further enhance the overall visitor experience. Impos Beach's natural beauty and its commitment to maintaining cleanliness, convenience, and safety are key assets that should be preserved and nurtured to ensure its continued appeal as a premier tourism destination in North Lombok.

Conclusion

In conclusion, the research on visitor satisfaction and service quality at Impos Beach in North Lombok Regency has yielded essential insights into the dynamics of tourism at this emerging destination. The study's examination of various service quality indicators has illuminated visitors' perceptions and preferences, laying the groundwork for informed decision-making and purposeful enhancements in tourism management.

Overall, visitors have expressed satisfaction with the affordability and accessibility of the entrance fee, reflecting positively on Impos Beach's appeal. Nevertheless, some

respondents noted minor concerns regarding food prices, highlighting the importance of price competitiveness in the local market.

The study underscores the significance of well-maintained roads for visitor access and the pivotal role of ample parking facilities in enhancing convenience and satisfaction. While cleanliness and layout at the beach generally met expectations, there remains an opportunity for visitor education to promote a culture of cleanliness.

The study's standout finding is the profound satisfaction visitors derive from the natural beauty of Impos Beach, including its breathtaking sunsets and inviting ambiance. Additionally, the destination's comprehensive facilities and infrastructure contribute significantly to visitor comfort and satisfaction.

Visitors also commend the handling of complaints and the provision of clear information. The overall sense of safety and the positive attitude of officers on-site have fostered a secure and welcoming environment.

In sum, Impos Beach has made notable strides in becoming an attractive tourism destination. The research findings serve as a vital resource for both Impos Beach management and other stakeholders invested in the sustainable development of tourism in the region. They provide a basis for strategic planning and targeted initiatives aimed at further enhancing visitor satisfaction. Impos Beach's commitment to preserving its natural beauty, ensuring cleanliness, convenience, and safety, and fostering positive visitor-staff interactions positions it for continued growth as a premier tourism destination in North Lombok.

References

- Abu-Bader, S., & Jones, T. V. (2021). Statistical Mediation Analysis Using The Sobel Test and Hayes SPSS Process Macro. *International Journal of Quantitative and Qualitative Research Methods*, 9(1).
- Aini, U., Idrus, S., & Jumail, M. (2021). Potensi Pengembangan Destinasi Pantai Impos di Kabupaten Lombok Utara. *Journal Of Responsible Tourism*, 1(2). <https://doi.org/10.47492/jrt.v1i1.998>
- Alfatiyah, R. (2020). Analisis Kualitas Pelayanan Parkir dengan Metode Servqual, Ipa dan Qfd Untuk Meningkatkan Kepuasan Pelanggan di Pt. Securindo Packatama Indonesia. *JITMI (Jurnal Ilmiah Teknik Dan Manajemen Industri)*, 2(2). <https://doi.org/10.32493/jitmi.v2i2.y2019.p105-115>
- Apriani, E., Idrus, S., & Jumail, M. (2021). Perancangan Pengelolaan Pantai Impos di Desa Medana Kabupaten Lombok Utara. *Journal Of Responsible Tourism*, 1(2). <https://doi.org/10.47492/jrt.v1i1.996>
- Fathurrahman, L. F., Mulyono, L. E. H., & Septiani, E. (2023). Pengaruh Experiential Marketing dan Destination Image terhadap Minat Berkunjung Kembali ke Pantai Impos Kabupaten Lombok Utara. *Unram Management Review*, 3(1).
- Febriyana, G. M. S., Suprastayasa, I. G. N. A., & Darmiati, M. (2020). Do Facilities Affect Tourists' Satisfaction at Natural Tourist Attraction? A Case at Tegenungan Waterfall in Bali. *TRJ Tourism Research Journal*, 4(2). <https://doi.org/10.30647/trj.v4i2.94>
- Fuad, & Aid, A. M. (2019). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan pengguna jasa parkir (studi pada mahasiswa Universitas Sultan Ageng Tirtayasa-Serang). *Jurnal Manajemen Bisnis*.
- Hadiono, K., & Noor Santi, R. C. (2020). Menyongsong Transformasi Digital. *Proceeding Sendin*, July.
- Hasanah, R. (2019). Kearifan Lokal Sebagai Daya Tarik Wisata Budaya di Desa Sade Kabupaten Lombok Tengah. *Deskovi: Art and Design Journal*, 2(1). <https://doi.org/10.51804/deskovi.v2i1.409>

- Ing, T. L., & Yanuardi, A. H. (2019). Tinjauan Kepuasan Pelanggan Terhadap Kualitas Pelayanan Parkir Basement di Pusat Perbelanjaan Bandung Supermall. *Jurnal Teknik Sipil*, 3(2). <https://doi.org/10.28932/jts.v3i2.1287>
- Lasarudin, A., Alvianna, S., Zuhria, A. S., Hidayatullah, S., & Estikowati. (2022). Mediation effect of visitor satisfaction from cleanliness, health, safety, and environment sustainable (CHSE) relationships on visitor loyalty at Kaliwatu Rafting tourist destinations Batu City. *IJRESM:International Journal of Research in Engineering, Science and Management*, 5(1).
- Moon, H., & Han, H. (2019). Tourist experience quality and loyalty to an island destination: the moderating impact of destination image. *Journal of Travel and Tourism Marketing*, 36(1). <https://doi.org/10.1080/10548408.2018.1494083>
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3). <https://doi.org/10.1177/1094670504271156>
- Rafiq, M., Lu, X., & Fulford, H. (2012). Measuring Internet retail service quality using E-S-QUAL. *Journal of Marketing Management*, 28(9–10). <https://doi.org/10.1080/0267257X.2011.621441>
- Rahim, M. A., Bakar, N. A., Hashim, N. A. A. N., Nawi, N. M. M., & Wee, H. (2022). Empirical Evidence From The Tourism Industry on The Factors That Affect Tourist Destination Satisfaction. *Geojournal of Tourism and Geosites*, 44(4). <https://doi.org/10.30892/gtg.44404-936>
- Ranaweera, C., & Neely, A. (2003). Some moderating effects on the service quality-customer retention link. *International Journal of Operations and Production Management*, 23(2). <https://doi.org/10.1108/01443570310458474>
- Rehman, A. U., Abbas, M., Abbasi, F. A., & Khan, S. (2023). How Tourist Experience Quality, Perceived Price Reasonableness and Regenerative Tourism Involvement Influence Tourist Satisfaction: A Study of Ha'il Region, Saudi Arabia. *Sustainability*, 15(2). <https://doi.org/10.3390/su15021340>
- Santos, J. (2003). E-service quality: A model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, 13(3). <https://doi.org/10.1108/09604520310476490>
- Tzortzi, K. (2007). Museum building design and exhibition layout. *Proceedings of the 6th International Space Syntax Symposium*.
- Wang, J., Chang, M., Luo, X., Qiu, R., & Zou, T. (2023). How perceived authenticity affects tourist satisfaction and behavioral intention towards natural disaster memorials: A mediation analysis. *Tourism Management Perspectives*, 46. <https://doi.org/10.1016/j.tmp.2023.101085>