

Visitor Perception Related to the Quality of Service in Todo Tourism Village

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Abstract:- This study's objective is to examine how guests perceive the level of service at Todo Tourism Village. A quantitative descriptive strategy is employed in this investigation. Using a random procedure, a sample of one hundred respondents was obtained. A questionnaire is used in the data collection process. The study's findings indicate that visitor satisfaction is in the high range in terms of tangibles, empathy, responsiveness, assurance, and reliability, meaning that many visitors feel secure and at ease and intend to return to Todo Tourism Village.

Keywords:- *Tangibles; Empathy; Responsiveness; Reliability; Assurance.*

I. INTRODUCTION

Developments in the world of tourism today have a considerable contribution to economic growth in a country in the contemporary globalization age, including Indonesia. The involvement of tourism in economic growth can be measured from foreign exchange receipts, job creation, and business and infrastructure development. An area's potential for tourism can be a great opportunity for both the growth of the tourism industry and the local economy, so efforts should be made to improve service quality, protect the tourism environment, and provide infrastructure and facilities to support the industry. So that special attention is needed in enhancing the standard of service, protecting the tourism environment, and supplying infrastructure and facilities to support the growth of tourism in general. In addition to recreation, nowadays tourism activities are more oriented towards natural tourism or back to nature, this is due to the atmosphere of the tourist environment that is different from the routine of tourists in general and the public's concern for conservation and preservation of nature is increasing. Meanwhile, tourists are people who do tourism. One of the tourist attractions visited by tourists is the tourist village (Koranti, 2017)

Tourism Village is a concept of local economy-based village development and development that aims to close the gap between urban and rural areas and raise the level of living for residents in a village.

In order to qualify as a tourist destination, a tourist town must have a variety of lodging options, attractions, and auxiliary services packaged within a pattern of community life that complies with all relevant laws and customs. The village community is utilized as an active subject, where the environment is used, and the appearance of nature is just one of the tourist village's benefits where the community lives and the surrounding circumstances are used as tourist destinations (Nuryanti, 2016). The social life of the community takes part so that it is not enough to display the visual of the village, but the community is required to actively participate. Existence of a tourist village is expected to improve the quality and quantity of life along with the environment.

The development of tourist villages includes many aspects such as nature-based tourism, culture, customs, sustainable development, business development, creative economy, and one of the tourist villages known as cultural-based tourist attractions is Todo Tourism Village.

Todo Tourism Village is one of the villages known for its traditional villages which is one of the tourist attractions in Manggarai Regency. The reason is because this village was the center of the government of the Manggarai kingdom in the past. The characteristic of Kampung Todo is Niang Todo, which is a traditional house resembling a round stilt house with a cone-shaped palm roof. In addition to the uniqueness of its buildings and culture, this traditional village is famous for one of its typical heirlooms, namely drums. The drum in the Niang Todo traditional house is not an ordinary drum, but a drum made of human skin. On the other hand, Todo Village has an interesting landscape such as rocky fences, grassy land and beautiful scenery.

However, the quality of service and facilities in Todo Tourism Village is still minimal, the importance of the quality of tour guide service and the ability to provide information will be factors that affect tourists to continue to visit Todo Tourism Village. Service quality is a need for tourists that must be provided according to the wishes and accuracy of the delivery so that tourists feel satisfied. The quality of the services rendered by tour guides to visitors can ascertain the visitors' level of satisfaction. Therefore, the purpose of this study is to examine how visitors perceive Wisata Todo Village's degree of service quality.

II. LITERATURE REVIEW

A. Previous Research

The following are some previous studies that discuss visitor perception related to service quality.

Table 1. Prior Studies

No	Name and Years	Research techniques	Research Results
1.	Hidayat dkk, (2024)	Quantitative descriptive	According to the study's findings, the Qween Tourist Park in Bengkulu City's Betungan Village, experiences a considerable decline in visitor satisfaction when it comes to facilities. This is indicated by a significance value of $0.000 < 0.05$. The t-count value and employee service have a major impact on satisfaction of guests in Bengkulu City's Qween Tourism Park in Betungan Village. The significance value of $0.000 < 0.05$ indicates this. A change in the consumer satisfaction variable could be explained by employee facilities and services by 76.2%, with other factors outside the model accounting for the remaining 23.8%. Menurut Al Hidayat et al. 2024.
2	Juniari (2021)	Quantitative descriptive	The study's findings demonstrated that visitors had a very positive perception 4.31 of the caliber of food and beverage offerings at homestays in Undisan Village. Reliability was rated as having the highest score (4.40), which is considered very good, out of the five service dimensions. The physical evidence component, on the other hand, scored the lowest 4.18 in he good group. The dimensions of empathy, certainty, and responsiveness, on the other hand, all scored 4.32, placing them in the very good group. June 2021.
3	Dai, dkk (2022)	Quantitative descriptive	The quantitative descriptive approach method is employed in this investigation. With a sample size of 85 responders, the sample was taken accidentally. The validity test of tourist perception is $<0.05=0.05$, and data analysis is done using the Likert scale. Data collection is done using observation sheets and questionnaires. Additionally, using the multivariate regression method, the quality of service and hypothesis test yielded a Cronbach's alpha result of 0.708, with a value of 0.000. Thus, it can be said that tourists have an impact on how The perception of the service's quality exists. (Dai et al., 2022).
4	Suandari, dkk (2023)	Quantitative	The study's findings demonstrate that traveler perceptions of places with local knowledge and their propensity to return are affected favorably and greatly by these characteristics. The impression of a place with insider knowledge and the inclination to come back are favorably and strongly influenced by the caliber of services rendered. In a similar vein, the impression that a location exudes local expertise has a positive and significant effect on the urge to revisit. Next, the perception of a place with local knowledge might partially mitigate the impact of the destination's features and service quality on the intention to return.
5	Barus, dkk (2024)	Associative quantitative	Based on the study's findings, it was determined that while the factors of certainty, responsiveness, and tangible proof did not significantly affect visitor pleasure, the variables of empathy and reliability did. Visitor satisfaction is significantly impacted by the variables of responsiveness, assurance, empathy, tangible evidence, and reliability all at the same time. (Barus and Mary, 2024)

B. Theoretical Studies

The identification of ideas that provide the framework for the research technique, or conversely, a theory or frame of reference used to investigate a subject, is known as theoretical study. According to Sumantri (1978:316), the fundamental method of problem resolution involves applying scientific information as the foundation for reasoning when analyzing problems in order to obtain trustworthy solutions. use scientific theories as a tool to solve issues in this instance. Therefore, in this study there are several theories that are presented as a reference for existing problems. The theories are as follows:

➤ Perception

Perception is one of the determining factors for the success of a tourism accommodation. According to Ermawati and Delima (2016), perception is a process in which a person chooses, receives, organizes, and interprets information

obtained from the surrounding environment. Schiffman and Wisenblit (2019) added that a person's perception or view can be different from another person's due to differences in each other's needs, values, and expectations. Walgito in Rengkung (2020) emphasizes that Many things can impact an individual's perception.. The first factor is the object.

That is, something that becomes a stimulus, which comes from inside and outside the recipient. The next factor is receptors, namely the senses, nerves, and nerve arrangement centers that receive the stimulus. While the last factor is attention, which is the first and main step related to the conditions needed by the recipient to be able to receive the existing stimulus.

➤ Service Quality

For the business to thrive and maintain the confidence of its clientele, it is imperative that it provide the highest caliber of service. Customer satisfaction can lead to a number of positive outcomes for a firm, such as a harmonious connection with its clients, recurring business from clients until client loyalty is established, and word-of-mouth referrals that grow the clientele. According to Arianto (2018:83), meeting customer expectations in a timely manner while focusing on meeting requests and requirements can be considered a key component of service quality. The company's quality standards apply to all services provided to a client while they are under employment with the organization. According to Kotler and Keller (2016:143), a product or service's quality is determined by how well it satisfies a need and how full its features are. The activity or deed of an individual or organization is what Kasmir (2017:47) defines as the quality of service with the intention of satisfying clients or staff. In the meantime, service quality is crucial for businesses, according to Aria and Atik (2018:16), since it influences customer happiness, which will increase if high-quality services are offered.

Parasuraman in Lupiyoadi (2006:182) identifies five dimensions of service quality, which are as follows:

- Company's tangibles, or physical proof, are its means of proving its existence to outside parties. The idea is that the business's physical assets and infrastructure, as well as the state of the neighborhood serve as concrete proof of the services rendered.

- The capacity of the business Reliability is the ability to perform the promised service accurately and consistently.
- Being responsive means having a clear informational distribution system, being willing to assist, and giving clients prompt, suitable service.
- The expertise, politeness, and capacity of staff members to cultivate client faith in the business is known as assurance, or assurance and certainty. It is made up of a number of elements, such as competence, security, communication, credibility, and etiquette.
- Showing genuine, individualized, or personal attention to clients Effortlessly grasping their necessities is the essence of empathy. Companies need to understand, for instance, what each individual consumer wants in terms of the product or service's physical shape and appropriate distribution.

➤ Tourist Village

A tourist village is a community or community made up of people who live in a small area and have the ability to interact directly with one another under management. They also have the awareness to work together to play a role based on their individual skills and abilities to empower the potential in a way that will promote the growth and development of tourism in their area.

C. Thinking framework

Below is a picture related to the frame of mind in this study.

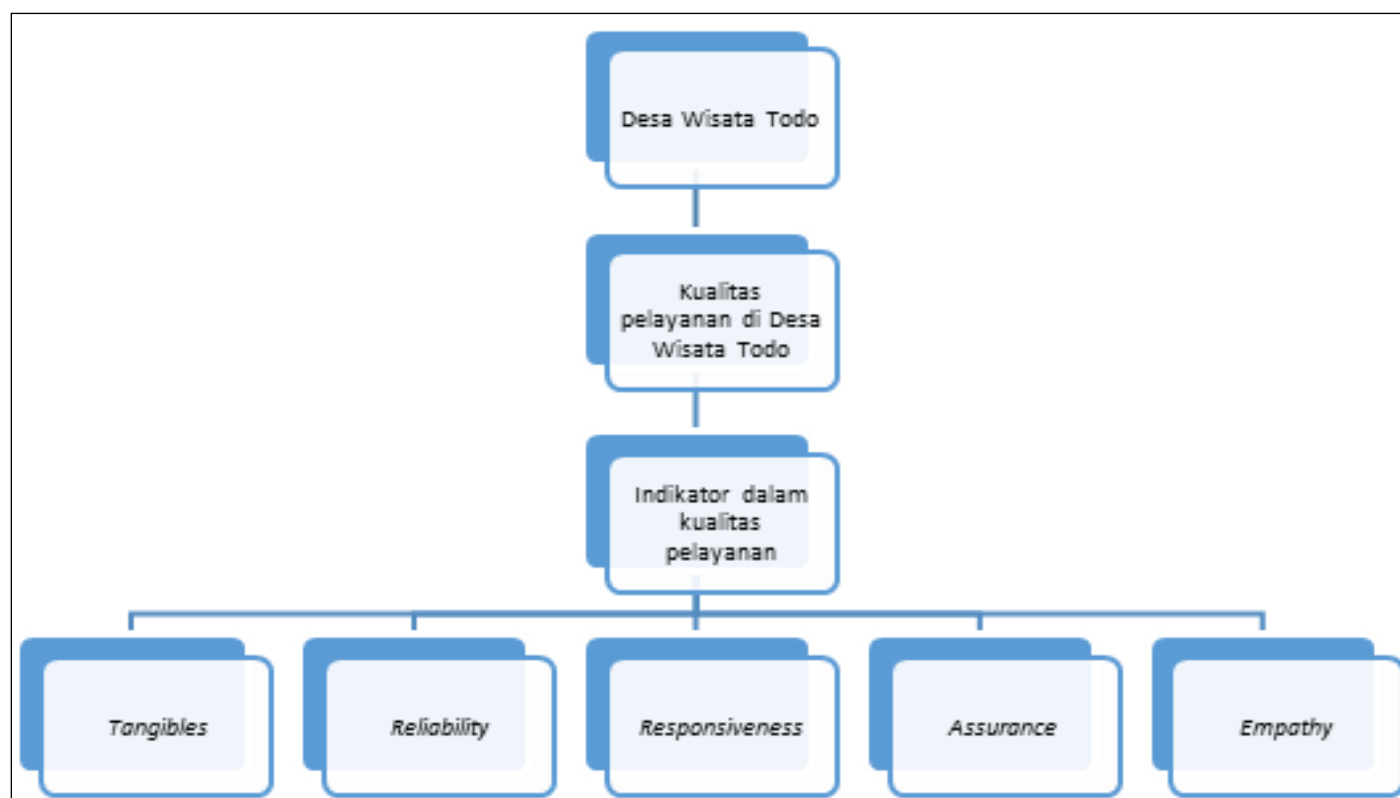


Fig 1. Thinking Framework

D. Operational Definition

Quality of services Companies now have to provide the highest level of service in order to continue to exist and win over customers' trust. A firm's relationship with its consumers can become harmonious when customer satisfaction is created. Additionally, customers will continue to buy from the company until they develop customer loyalty, and this will result in recommendations from word of mouth that grow the business. As stated by Arianto (2018:83). In order to achieve customer expectations, service quality can be understood as emphasizing both timeliness and compliance with needs and standards. All services rendered by the business to a client while they are employed by it are considered to be of a high quality According Kotler and Keller (2016:143) define quality as "the entirety of a product's or service's features that can meet a need.". As stated by K asmir (2017:47). The level of service excellence.

Parasuraman states in Lupiyoadi (2006:182), there are five aspects of service quality, which are as follows

- Tangibles, or tangible proof, the capacity of a business to establish its legitimacy with third parties. The concept is that the business's physical assets and infrastructure, along with the state of the neighborhood, act as verifiable evidence of the goods and services provided
- The capacity of the business to precisely and consistently deliver the promised service is known as reliability.
- Being responsive means having the desire to assist clients and giving them prompt, suitable service along with clear information delivery.
- The expertise, politeness, and capacity of staff members to cultivate client faith in the business is known as assurance, or assurance and certainty. It is made up of various parts, such as security, credibility, and communication
- Empathy is the ability to genuinely and personally attend to customers by making an effort to comprehend their needs. Companies need to understand, for instance, what each individual consumer wants in terms of the product or service's physical shape and appropriate distribution.

III. RESEARCH METHODOLOGY

This research was conducted in Todo Village. Todo Village is a traditional traditional village that still maintains its local wisdom or its original form in Manggarai. Todo Tourism Village has been recognized as a tourist village since 2012. Todo Village, Manggarai Regency, East Nusa Tenggara, North Satarmese District. The researcher conducted research in Todo Village because he wanted to improve the way of service or reception of guests when visiting the village Todo Tourism. This location is very supportive in providing the needs needed by researchers such as the completeness of data, information and comparative research subjects in helping to launch the research carried out. The distribution of questionnaires served as the study's method of data collecting, to tourists who visit Todo Tourism Village. The study's population consists of visitors to Todo Tourism Village. Purposive

sampling is used in the sampling procedure The formula used by the researcher was the Rao formula.

$$n = \frac{Z^2}{4 (moe)^2}$$

$$n = \frac{1,96^2}{4 (0,1)^2}$$

$$n = 96$$

Information:

n = Number of samples, to determine the sample.

Z = 1.96, which is the 95% confidence level needed to determine the sample.

Moe = Margin of error, or the highest amount of error that is acceptable; often, 10%

It is evident from the preceding method that 96 samples total, rounded to 100 respondents

Responses from respondents were measured using a likert scale in giving weight to the assessment. In this study, the assessment consisted of very poor, bad, adequate, good and very good. The assessment is weighted as follows :

- For the Very bad answer, it's the weight of the respondent's bad responses is 1.
- For bad answers, it's the weight of their positive answers is 2.
- For the answer, it is enough to give a quality of 3.
- Good responses carry a weight of 4.
- For the answer Very good, it is given a weight of 5.

Furthermore, the scores from the answers to the questions will be summed according to the variable dimensions so that tourists' perceptions of the quality of service in Sangeh can be known. In accordance with the categories given, namely (1) for the lowest score and (5) for the highest score. After that, the formula can be used to create the respondent's response as follows:

$$F1 \times 1 \text{ plus } F2 \times 2 \text{ plus } F3 \times 4 \text{ plus } F4 \times 4 + F5 \times 5)$$

where F is the frequency of responses from the respondents. Subsequently, determine the index value by dividing the total value of the indicator by the entire number of scales utilized. Lastly, applying the three box approach in conjunction with the range value criterion. Ferdinand (2012) states that there are three categories under which the three box approach falls.

Low = 10,00–40,00;

Medium = 40,01–70,00;

High = 70,01–100

IV. RESULTS AND DISCUSSION

A. General Research

Object Todo Tourism Village is one of the villages known for its traditional villages which is one of the tourist attractions in Manggarai Regency. The reason is because this village was the center of the government of the Manggarai kingdom in the past. The characteristic of Kampung Todo is Niang Todo, which is a traditional house resembling a round stilt house with a cone-shaped palm roof. In addition to the uniqueness of its buildings and culture, this traditional village is famous for one of its typical heirlooms, namely drums. The drum in the Niang Todo traditional house is not an

ordinary drum, but a drum made of human skin. On the other hand, Todo Village has an interesting landscape such as rocky fences, grassy land and beautiful scenery. The location of Todo Village is located in Todo Village, Manggarai Regency, East Nusa Tenggara, North Satarmese District. The number of visitors in Todo Tourism Village in 2023 will reach 4,790 visitors with details of The 2,181 Foreigners Todo Tourism Village Manager is managed by a local organization of 28 people who are taken from each family and take turns every day to guard the entrance post of Todo Tourism Village as well as serve as tour guides when there are tourists visiting Todo Tourism Village.



Fig 2. Todo Tourism Village

In this Todo Tourism Village, there are facilities that can be said to be quite decent to meet the needs of visitors, such as a large parking area, a waiting place for both travel drivers and visitors who want to sit and relax. Toilets are also available at the entrance of Todo Tourism Village and there are also homestays and restaurants that sell food around the entrance of Todo Tourism Village.



Fig 3. Todo Tourist Village from the side

B. Research Results

➤ Validity Test Results

The following are the findings of the study conducted to ascertain how guests in Todo Tourism Village, North Satar

Mese District, Manggarai Regency, perceived the quality of the services provided:

The following is presented data on the results of the validity test;

Table 2. Validity Test Results

VALIDITY TEST RESULTS			
TANGIBLES INDICATOR			
Statment	R Count	R Table	Decision
1	0,855	0,197	Valid
2	0,895	0,197	Valid
EMPATHY INDICATORS			
Statment	R Count	R Table	Decision
1	0,840	0,197	Valid
2	0,858	0,197	Valid
3	0,843	0,197	Valid
RESPONSIVNESS INDICATORS			
Statment	R Count	R Table	Decision
1	0,794	0,197	Valid
2	0,864	0,197	Valid
3	0,872	0,197	Valid
RELIABILITY INDICATORS			
Statement	R Count	R Table	Decision

1	0,901	0,197	Valid
2	0,862	0,197	Valid
ASSURANCE INDICATORS			
Statement	R Count	R Table	Decision
1	0,866	0,197	Valid
2	0,796	0,197	Valid
3	0,784	0,197	Valid

Based on the table above, all statements are declared valid. Because r calculates more than tables.

➤ *Overview of Respondent Profile*

Based on the characteristics of visitors who visit Todo Tourism Village, it is presented in the table below:

Table 3. Respondent Profile

Criterion	
By Gender	
Man	42%
Woman	58%
Total	100%
By Age	
Generation Z (11-26 Years)	60%
Millennial Generation (27-42 Years)	35%
Generation X (43-58 years old)	5%
Total	100%
By Job	
Students/Students	32%
Private Employees	14%
Government employees	3%
Entrepreneur	46%
Honorary staff	1%
Doesn't work	4%
Total	100%
Based om education level	
Senior high school	55%
3 year diploma	5%
Diploma 4/Strata 1	39%
Pascasarjana (Strata2/Strata3)	1%
Total	100%
Based on incoce	
Less than Rp. 182,95 USD	84%
182,95 USD- 304,58 USD	5%
More than 304,58 USD	11%
Total	100%
Based on visits	
1 Time	42%
2 Time	31%
More than 2 times	27%
Total	100%

To find out the characteristics of tourists who visit Todo Tourism Village, it is seen from 100 tourists who were met using the Accidental Sampling method or by chance. Based on gender, dominated by female visitors 58% and male 42%, based on age, dominated by 60% of the millennial generation (27–42 years old), 35% of generation X (43–58 years old), and generation Z (aged 11–26) 5%, based on occupation, dominated by entrepreneurs/self-employed with details of 46%, students/students 32%, private employees 14%, civil servants 3%, honerers 1% who do not work 4%. Based on the level of education, it is dominated by 55% students, Diploma 1V/S1 39%, Diploma 3 5%, Strata 2.3 1%. Based on income, it is dominated by visitors who earn less than (Rp. 3,000,000) with a percentage of 84% More than (11% - 5%; Rp. 5,000,000 - Rp. 3,000,000). Meanwhile, based on the number of visits, it is dominated by visitors who visit 1 time with presents.

➤ *Service Quality Level in terms of Tangibles*

Based on the tangibles indicators that visit Todo Tourism Village, it can be presented with the table below:

Table 4. Service Quality Level in terms of Tangibles

TANGIBLES INDICATOR								
Statment	Alternative Answer					Total Score	Index	Decision
	1	2	3	4	5			
1	0	0	10	49	41	431	86%	Tinggi
2	0	1	15	41	44	431	86%	Tinggi

Considering the outcomes of the preceding table, the cleanliness and neatness of the tour guides were assessed in the good category by 49 respondents (49%) while for the appearance of the tour guides were assessed in the very good category by 44 respondents (44%) but there were respondents who answered the category of 10 respondents (10%) and there were also respondents who answered the bad category of 1 respondent (1%) based on the average and the index was still declared high.

➤ *Level of Service Quality in terms of Empathy*

Based on the empathy indicators that visit Todo Tourism Village, it can be presented with the table below:

Table 5. Level of Service Quality in terms of Empathy

EMPATHY INDICATORS								
Statment	Alternative Answer					Total Score	Index	Decision
	1	2	3	4	5			
1	0	2	12	49	37	421	84%	High
2	0	1	10	40	49	437	87%	High
3	0	0	12	39	49	437	87%	High

Considering the results of the table above, the tour guide was able to understand the needs of tourists was assessed in the good category as many as 49 respondents (49%). For the results of the tour guide providing clear information to tourists was rated in the very good category as many as 49 respondents (49%) The ability of tour guides to communicate with tourists was assessed in the very good category as many as 49 respondents (49%) but there were respondents who answered the bad category 2 respondents (2%). The bad category is 1 respondent (1%) and the fair category is 12 respondents (12%) based on the average and the index is still declared high.

➤ *Level of Service Quality in Terms of Responsiveness*

Based on the responsiveness indicators that visit Todo Tourism Village, it can be presented with the table below:

Table 6. Level of Service Quality in terms of Responsiveness

RESPONSIVENESS INDICATORS								
Statment	Alternative Answer					Total Scor	Indeks	Decision
	1	2	3	4	5			
1	0	1	6	46	47	439	88%	High
2	0	0	12	44	44	432	86%	High
3	0	0	11	50	39	428	86%	High

Considering the aforementioned outcomes, the attitude of tour guides when tourists need help is assessed in the very good category as many as 47 respondents (47%) but there are respondents who answered the bad category of 1 respondent (1%) based on the average and the index is still declared high. For the results of the alertness of tour guides in handling tourist complaints, 44 respondents (44%) were assessed in the very good category, but there were respondents who answered the category of 11 respondents (11%) based on the average and the index was still declared high. As for the alertness of tour guides in providing

solutions to tourist complaints, it was assessed in the good category as many as 50 respondents (50%), but there were respondents who answered the category of only 11 respondents (11%) based on the average and the index was still declared high.

➤ *Level of Service Quality in terms of Reliability*

Based on the reliability indicators that visit Todo Tourism Village, it can be presented with the table below:

Table 7. Level of Service Quality in terms of Reliability

RELIABILITY INDICATORS								
Statment	Alternative Answer					Total Scor	Index	Decision
	1	2	3	4	5			
1	1	0	10	46	43	430	86%	High
2	0	0	7	40	53	446	89%	High

Based on the results above, the ability of tour guides to provide comfort in assistance services was assessed in the good category as many as 46 respondents (46%) but there were respondents who answered the very bad category of 1 respondent (1%) based on the average and the index was still declared high. For the results of the hospitality of tour guides in providing services, 53 respondents (53%) were assessed in the very good category, but there were respondents who answered the categor of enough 7 respondents (7%) based on the average and the index was still declared high.

➤ *Service Quality Level in terms of Insurance*

Based on the assurance indicators that visit Todo Tourism Village, it can be presented with the table below:

Table 8. Service Quality Level in Terms of Insurance

ASSURANCE INDICATORS								
Pernyataan	Alternative Answer					Total Scor	Indeks	Decision
	1	2	3	4	5			
1	0	0	11	52	37	426	85%	High
2	0	0	19	50	31	412	82%	High
3	0	0	9	43	48	439	88%	High

Considering the aforementioned outcomes, the level of tourist confidence in tour guides was assessed in the good category by 52 respondents (52%) but there were respondents who answered the sufficient category of 11 respondents (11%) based on the average and the index was still declared high. For the results of language comprehension and mastery, 50 respondents (50%) were assessed in the good category, but there were respondents who answered the category sufficiently, 19 respondents (19%) based on the average and the index was still high. Meanwhile, the results of the politeness of tour guides in providing services were assessed in the very good category of 48 respondents (48%), but there were respondents who answered the category of only 9 respondents (9%) based on the average and the index was still declared high

C. Discussion

➤ *Tangibles (physical proof)*

Tangibles The ability of a business to prove its existence to outside parties is known as (physical evidence). What is intended is that the physical facilities and infrastructure of the business, as well as the condition of the surrounding environment, should all be considered, in the Todo Tourism Village The cleanliness and neatness of the tour guides are considered very high with an index of 86% and the appearance of tour guides with an index of 86%.

➤ *Empaty*

Empathy is the ability to genuinely pay attention to each individual customers by trying to understand their wishes. Judging from empathy, the indicator of tour guides being able to understand the needs of tourists got a score of 84%, the indicator of tour guides providing clear information to tourists scored 87% and the indicator of the ability of tour guides to communicate with tourists got a score of 87% with a high category.

➤ *Responsivness*

Responsiveness is a readiness to assist and offer clients prompt, suitable assistance while disseminating clear information. Judging from the existing Responsiveness or responsiveness, among others, the attitude of tour attendants when tourists need assistance with a score of 86%, the alertness of tour guides in handling tourist complaints with a score of 84%, the alertness of tour guides in providing solutions to tourist complaints with a score of 84% with categories tall.

➤ *Reliability*

The capacity of the business to deliver the promised service precisely and consistently is known as reliability. in terms of existing Reliability or Reliability, among others, regarding, the ability of tour guides to provide service comfort with a score of 86%, the hospitality of tour guides in providing service with a score of 89% in the high category.

➤ *Assurance*

The knowledge, politeness, and capacity of company personnel to cultivate client faith in the business is assurance, or assurance and certainty. It is made up of a number of elements, such as competence, security, communication, credibility, and etiquette.. In terms of existing Assurance or Assurance, among others, tourists trust tour guides with a score of 85%, understanding and mastery of the language with a score of 82%, politeness of tour guides in providing services with a score of 88% with a high category.

V. SUMMARY

Considering the findings of the studies that have been done regarding visitor perceptions related to the quality of service in Todo Tourism Village, which consists of reliability, responsiveness, guarantee, empathy and physical evidence of satisfaction visiting Todo Tourism Village, the following conclusions were obtained: first, related to tangibles (physical evidence) with a high average score on the satisfaction of visiting in Todo Tourism Village. This is supported by the neatness and appearance of the tour guides in Todo village is very good. Second, related to empathy (empathy) with a high average score on the satisfaction of visiting Todo Tourism Village, this is characterized by Todo village tour guides being able to understand the needs of tourists and also provide accurate information related to Todo Tourism Village. . This is supported by the neatness and appearance of the tour guides in Todo village is very good. Second, related to empathy (empathy) with a high average score on the satisfaction of visiting Todo Tourism Village, this is characterized by Todo village tour guides being able to understand the needs of tourists and also provide accurate information related to Todo Tourism Village. Third, related to responsiveness, it has a high average value on the satisfaction of visiting Todo Tourism Village, characterized by the attitude and alertness of tour guides in fulfilling and with the tour guides for tourist needs and also provide accurate information related to the Todo tourist village. Third, related to responsiveness, it has a high average value for satisfaction with visiting Todo Tourism Village, characterized by the attitude and alertness of tour guides in meeting and handling all tourist needs. Fourth, related to reliability (reliability) has a high average value on satisfaction of visiting Todo Tourism Village, this is characterized by the hospitality provided by the tour guides, so that tourists feel comfortable and safe while visiting Todo Tourism Village. Fifth, related to assurance with a high average score on the satisfaction of visiting Todo Tourism Village, this is marked by the readiness of the tour guides during the tourist's visit. Based on the conclusions that have been described, the suggestions that can be conveyed, especially for tour guides in Todo tourism village to continue to maintain and improve the quality of tour guide services in Todo tourism village, so that many tourists feel comfortable, safe and the intention of tourists to revisit Todo Tourism Village is very high.

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