

The Influence of Servicescape on Travel Decisions with Customer Satisfaction as a Moderating Variable

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ABSTRACT

This quantitative study uses an explanatory approach emphasizing basic research to compile arguments systematically and according to applicable scientific rules. The data used in this study are primary data that researchers obtained from tourists to Java S Beach, Beaches in Bali, and Beaches in Lampung, totaling two hundred and eighty-five foreign and local tourists. The data obtained by researchers were analyzed using the smart PLS 4.0 analysis tool. The result in this article shows that all hypotheses in this study can be accepted and proven. In the first hypothesis, the Servicescape variable can have a positive relationship direction and a significant influence on Travel/Visit Decisions at a tourist attraction because the P-values are positive and below the 0.05 significance level, namely 0.013. This indicates that better Servicescape implementation at a tourist attraction can make tourists more comfortable and interested, and help them decide to visit. In the following hypothesis, the Customer Satisfaction variable can strengthen the influence of the Servicescape variable on Visit Decisions. The P-values are positive and below the 0.05 significance level, 0.000. Thus, it can be concluded that this article's first and second hypotheses are acceptable.

Keywords: Servicescape, Travel Decisions, Customer Satisfaction

Intrdouction

One of the characteristics of services is intangibility, which means it is intangible. Here, it is explained that services cannot be seen, felt, touched, heard, or smelled before the service is purchased, meaning that the first impression that will be felt by consumers when they come to buy a service is the physical evidence in the environment where the service is delivered. According to [1] Defines servicescape as the style, physical appearance, and other elements of experience encountered by consumers at the service delivery location. According to [2] That servicescape is the physical environment or facility where the service is produced, delivered, and consumed. According to [3] Argue that servicescape is a unified physical environment of a service company that influences the service user experience. Architectural design and related design elements are important components of a servicescape. According to [4] Servicescape is a physical environment in which service encounters occur and influences service users' perceptions of the servicescape and subsequently their internal and external responses.

According to [5] defines servicescape as all the physical facilities of an organization that can be another form of tangible communication Servicescape is a physical facility of an organization that is used to influence consumer feelings to be happy and positive Servicescape is an atmosphere designed with the aim of facilitating interactions between customers, sellers, or service officers according to expectations [6] In the context of workplaces and service centers, the atmosphere also has a significant impact on customer comfort Servicescape refers to the physical environment that is deliberately created to support the provision of services to consumers [7] All aspects of services and facilities are included in

this physical environment, including interior features such as layout, design, decoration, and equipment as well as external features such as information, views, and parking. The indicators of servicescape according to [7] include: 1) Ambient Conditions (surrounding conditions): Refers to environmental elements in services related to the five senses, which can influence a person's emotions, perceptions, and behavior and can change moods through factors such as music, aroma, color, lighting, air temperature, and noise levels. Ambient Condition Indicators include a Temperature b Air quality c Noise 2) Spatial Layout and Functionality: Refers to the creation of an aesthetic and usable environment that facilitates the provision and use of services. Indicators of spatial layout and functionality include: a. layout, b. equipment, and c. furniture. Spatial layout and functionality are designed to allow the efficient provision and use of services. 3) Signs, Symbols, and Artifacts: These are used in the service environment to help consumers quickly find what they are looking for. Indicators of Signs, Symbols, and Artifacts include: a Signs; b Personal artifacts; c Decorative style. These components guide and facilitate the customer experience in finding and obtaining what they want within the service environment.

In the concept of sharia tourism, Islam pays excellent attention to preserving nature and the environment. Well-managed tourist attractions that preserve nature can create a supportive atmosphere for continuing worship and spiritual reflection. Islam also emphasizes the importance of maintaining cleanliness in an environment, which applies to tourist attractions. Tourist attractions must be managed by maintaining cleanliness to create comfort and peace for visitors. Based on the explanation above, researchers believe that Servicescape can have a positive relationship direction and significantly influence Visiting Decisions. Visiting decisions can be equated with purchasing decisions, because deciding to buy a tourism product is the same as doing so in tourism. Visiting decisions According to [8] Purchasing decisions are the evaluation stage, where consumers evaluate preferences among selected brands and may also be influenced by the intention to buy the most preferred brand. Meanwhile, [9] Consumer decisions are motives or drives that arise toward something. Buyers make purchases due to needs and desires. The decision to visit is an action tourists take due to a perceived urge or motive that creates interest or drive to fulfill their needs and desires. [10]. According to [11] The decision to visit results from factors influencing the satisfaction of tourists visiting related attractions. According to [12] In the study (Hapsara & Ahmadi, 2022), there are several indicators to measure the decision to visit, including: 1) Visiting according to desires and needs, 2) Visiting after knowing consumer perceptions and reviews, and 3) Visiting because they want to try tourist facilities.

According to [13] Consumer decision-making is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. The decision to visit in this study is a concept equated with the purchase decision. According to [14] Consumer decision-making is a problem-solving process directed at a goal. Based on expert opinions, it can be concluded that the purchase decision is a problem-solving process experienced by consumers before purchasing. It involves a combination of knowledge and needs to evaluate alternatives to be selected or purchased after going through several stages. The decision to visit is based on the theoretical concept of buying decisions in products in the form of services, especially in the tourism sector. The basis of this assumption is the similarity of the processes and stages experienced by consumers or tourists when purchasing or visiting. Various factors of consideration and interaction processes influence every decision tourists make to see.

Every consumer will go through stages or processes when purchasing products that suit their desires. According to [5], decision making is problem-solving focused on consumer goals (consequences or expected values in the chain of means goals) that they want to achieve or fulfill. According to [6], there are five stages in the decision-making process. The five stages are: 1) Recognition: Problem. The first stage of the decision-making process is where the perception of the difference between ideal and actual conditions is formed. In this decision-making process, consumers recognize a problem or need. 2) Search for Various: Alternative Solutions. The second stage of the decision-making process is where consumers seek relevant information about various solutions that have the potential to solve external environmental problems or activate knowledge from memory. 3) Evaluation: Various Alternative Solutions. The third stage of the decision-making process is where consumers evaluate and assess various alternatives in terms of prominent beliefs about some relevant consequences and combine that knowledge to make a choice. 4) Purchase Decision The fourth stage of the decision-making process is where consumers purchase the selected alternative. 5) Post-Purchase Use and Re-Evaluation: Selected Alternatives. In the fifth stage of the decision-making process, consumers use the selected alternatives and re-evaluate them to determine their performance. Based on expert opinion, it can be concluded that tourists go through a series of processes in determining their decision to visit a tourist destination. These stages influence tourists' reasons for visiting tourist destinations. Influences from within tourists and external influences provided by business actors and the government can encourage tourists to visit.

Several previous studies [17], [18], and [19] show that the Servicescape variable can have a positive relationship direction and significantly influence tourists' Visiting Decisions. In contrast to these three

studies, [17], [18], and [19] this article adds the Customer Satisfaction variable as a moderating variable, which is believed to strengthen the influence of the Servicescape variable on Visiting Decisions.

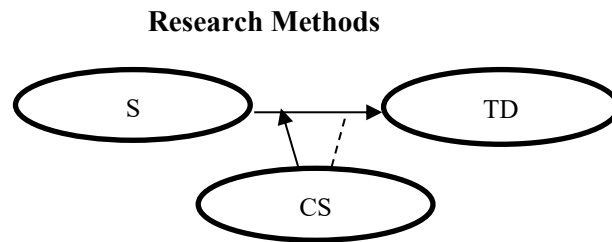


Figure 1. Model

Noted:

S: Servicescape

TD: Travel Decisions

CS: Customer Satisfaction

The first image presented above has a symbolic meaning if this study aims to analyze the influence of Servicescape on Travel Decisions. The research mentioned above is in line with several previous studies, namely [17], [18], and [19]. This quantitative study uses an explanatory approach emphasizing basic research to compile arguments systematically and according to applicable scientific rules. [20] & [21]The data used in this study are primary data that researchers obtained from two hundred and eighty-five foreign and local tourists who visited Java S Beach, beaches in Bali, and beaches in Lampung. [22]. The data obtained by researchers were analyzed using the smart PLS 4.0 analysis tool with the hypothesis below.

Hypothesis:

H1: The Influence of User Product Security on Purchasing Decisions

H2: Hedonic Browsing Can Moderate the Influence of User Product Security on Purchasing Decisions

Result And Discussion

Background Analysis

One of the characteristics of services is intangibility, which means it is intangible. Here, it is explained that services cannot be seen, felt, touched, heard, or smelled before the service is purchased, meaning that the first impression that will be felt by consumers when they come to buy a service is the physical evidence in the environment where the service is delivered. According to [1] Defines servicescape as the style, physical appearance, and other elements of experience encountered by consumers at the service delivery location. According to [2] That servicescape is the physical environment or facility where the service is produced, delivered, and consumed. According to [3] Argue that servicescape is a unified physical environment of a service company that influences the service user experience. Architectural design and related design elements are important components of a servicescape. According to [4] Servicescape is a physical environment in which service encounters occur. It influences service users' perceptions of the servicescape and, subsequently, their internal and external responses.

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There are several previous studies. [17]; [18] & [19] That shows that the Servicescape variable can have a positive relationship direction and significantly influence tourists' Visiting Decisions. In contrast to these three studies [17], [18] & [19]. This article adds the Customer Satisfaction variable as a moderating variable, which is believed to strengthen the influence of the Servicescape variable on Visiting Decisions.

Validity Test

The validity test stage is the first stage presented as a mandatory requirement to prove whether the data obtained by researchers from 285 domestic and foreign tourists is valid. The following are the results of the validity test in this article. [23].

Table 1. Validity Test

Variable	Question Item	Loading Factor
Serviceescape (X)	Serviceescape can influence travel decisions.	0.892
	Serviceescape can make tourist attractions more meaningful.	0.926
	Serviceescape can make tourist attractions more informative.	0.919
	Serviceescape can increase the number of tourists.	0.976
	The serviceescape can influence travel decisions.	0.918
Travel Decisions (Y)	Travel decisions can be influenced by tourist comfort.	0.925
	Travel decisions can be influenced by how informative a tourist attraction is.	0.941
	Travel decisions can be influenced by how meaningful a tourist attraction is.	0.944
Customer Satisfaction (Z)	Customer satisfaction can influence the serviceescape.	0.978
	Customer satisfaction can influence travel decisions.	0.982

Valid > 070

Reliability Test

Validity testing has been proven, and the data obtained from 285 respondents has been verified. All results indicate that the data is valid. The next stage is the reliability testing stage, which ensures the reliability of each variable used in this article. Based on this, the following are the reliability test results in this article. [24].

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Serviceescape	0.929	0.886	Reliable
Travel Decisions	0.963	0.925	Reliable
Customer Satisfaction	0.987	0.946	Reliable

Reliable > 070

Path Coefficient

The steps presented by the researcher at the very end aim to confirm the hypothesis in this study. In this study, there are two hypotheses: the Serviceescape variable can have a positive relationship and a significant influence on the Decision to Visit, and the Customer Satisfaction variable can strengthen the impact of the Serviceescape variable on the Travel Decision variable. [25]:

Table 3. Path Coefficient

	Variable	P-Values	Noted
Direct Influence	S->TD	0.013	Accepted
Indirect Influence	CS* S->TD	0.000	Accepted

Significant Level < 005

The results of the third table of Path Coefficients above indicate that all hypotheses in this study can be accepted and proven. In the first hypothesis, the Serviceescape variable can have a positive relationship direction and a significant influence on Travel/Visit Decisions at a tourist attraction because the P-values are positive and below the 0.05 significance level, namely 0.013. This indicates that better Serviceescape implementation at a tourist attraction can make tourists more comfortable and interested, and help them decide to visit. In the next hypothesis, the Customer Satisfaction variable can strengthen the influence of the Serviceescape variable on Visit Decisions. The P-values are positive and below the 0.05 significance level, 0.000. Thus, it can be concluded that this article's first and second hypotheses are acceptable.

Conclusion

The results of the third table of Path Coefficients above indicate that all hypotheses in this study can be accepted and proven. In the first hypothesis, the Serviceescape variable can have a positive relationship direction and a significant influence on Travel/Visit Decisions at a tourist attraction because the P-values are positive and below the 0.05 significance level, namely 0.013. This indicates that better Serviceescape implementation at a tourist attraction can make tourists more comfortable and interested, and help them decide to visit. In the next hypothesis, the Customer Satisfaction variable can strengthen

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