

# **TOURISTS' PERCEPTIONS TOWARD THE SERVICE QUALITY OF TOURIST INFORMATION CENTER IN TORAJA**

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The aim of this research is to know the level of tourists perception toward the service quality of tourist information center (TIC) in Toraja.

This research was conducted in Toraja. The data sources were primary source and secondary source. The writer used snowball technique to choose the sample. The data was analysed by using quantitative method. Library research and field research were used to collect the data. In the field research, data was collected by using questionnaires distributed to the tourists who were trying the product in Tourist Information Center in Toraja.

Based on the data analysed, shown that out of 20 variables, there are 9 variables that makes tourist felt very satisfied. There are 7 variable exist on the level satisfied and there are 4 variables in the level satisfied enough.

The result of this research is the level of tourists ' perception toward the service quality of tourist information center in Toraja is generally satisfied.

Key: Tourists' Perception, Service Quality

## **A. INTRODUCTION**

Tourism is one of the global cultural phenomenon that can be seen as a system. Tourism consists of three components, namely tourists, geographical elements and tourism industry. Tourist is an element or component that very important because tourism is essentially a human experience, something that is enjoyed, anticipated and remembered throughout human life. Geography elements include: the market or areas that can drive

interest for sightseeing, tourist destination and a transit area of an route / trip. The third element is related to the tourism industry about the business or businesses and organizations that regulate the tourism product. Three elements that is mentioned above are connected each other as the whole system of tourism, (Ardika. 2007: 29). MENPARPOSTEL No.: KM. 98 / PW.102 / MPPT-87, stated that Tourist object is all the things that exist in the Tourist destination which interest people to visit that places. The places can be called as a tourist destination if they have at least :

1. There is something interesting to see.
2. There is something interesting and unique to buy.
3. There is something/ aktivitas to do.

In Law No. 10, 2009 about tourism stated that "tourism is a wide range of tourist activities and supported a wide range of facilities and services that is provided by the public, entrepreneurs, governments, and local governments ". Based on that defenition that tourism requires a wide range of services of all the components. To serve the needs of tourists, tourism should provide various facilities such as principal tourism, tourism complementary facilities and facilities supporting which include: accommodation, restaurants, tourist transport, tourist areas, and travel agency.

Toraja tourism development is not only determined by means accommodation, transportation, and good infrastructure, but also by social services such as Tourist Information Centers (TICs). In Toraja, there are many Tourist Information Centers (TICs) that should provide all information to tourists, but their roles have received less attention. Everyday a lot of tourists who are looking for general information and place come to the TICs.

Information has become one of the important needs for the community. Information cited by B. Davis in Moekijat (1991; 9) is the data that is processed into a form that important for the recipient become a very real value or can be felt in the current decisions or for the next decisions. While according to Burch, and the Strater (in Moekijat 1991: 9) states "Information is the collection or processing of data to provide knowledge / explanation".

Information services greatly affect the public's assessment and service users, which in turn encourages remain subdued image or name of companies and increase the number of costumers. There are five elements that is needed in

serving tourists, namely : the fast, accurate, safe, hospitality, and comfortable (Endar Sugiarto, 2002). In serving the customer is also required their communication skills. The key to make an effective communication in serving is trying to understand and take action to satisfy customer desires. In addition, it is needed the maximum effort that is capable given by service personnel to get the expectations and needs so that the customer satisfaction is achieved or that is called excellent service.

The level of tourist satisfaction can be measured by complaints faced by the TICs in Toraja from Tourist in using such facilities. The complaints were seen among others such as a lack of comfort, the physical condition of the small TICs, less politely from the TICs officer when they greet the tourists, as well as the lack of neatness officer in work. From the description of the background above, in order to be able to examine more in based on the view point of the quality of services and satisfaction of tourists.

Based on the problem statement above, the objective of the research is to find out the level of tourists satisfaction toward the service quality of tourist information centers in Toraja.

This research is expected to produce thoughts which can be contribute to improve the tourism, especially factors that influence the tourists satisfaction toward the service quality of Tourists Information Centers ( TICs) in Toraja. For government, it can be use as a basic to determine the rules related to conditions that should be followed by the manager of TICs to gratified their costumers. For the tourism industry especially TICs, it can be use as a basic to pay attention on tourists satisfaction, especially about service quality. For educational, the result of the research can be use as a reference for the next empirical research.

## **B. REVIEW RELATED LITERATURE**

What is tourism? One of the oldest conceptual definitions of tourism was given by two pioneers of tourism research, Hunziker and Krapf (1942: 211), who defined tourism as 'being a sum of relations and phenomena resulting from travel and stay of non residents, in so far a stay does not lead to permanent residence and is not connected with any permanent or temporary earning activity'. For a considerable time this definition was generally accepted including by the AIEST (Association Internationale d'Experts Scientifiques du Tourisme) although it had more than one shortcoming. For example, a stay in a hospital could be

considered to be tourism, and a business trip would be excluded as being related to an earning activity. Moreover, under this definition non-residents were identified with foreigners in other words, domestic tourism was totally excluded.

The AIEST discussed the definition once again on the occasion of the annual congress in Cardiff in 1981. This congress accepted the following definition:

- a. The entirety of interrelations and phenomena which result from people travelling to and stopping at places which are neither their main continuous domiciles nor place of work either for leisure or in the context of business activities or study.
- b. A clearer definition can be found at the British Tourism Society, which in 1979 adopted a definition based upon the work of Burkart and Medlik (1974 : 130) Tourism is deemed to include any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations. Within this definition we can identify the inclusion of those activities that are involved in the stay or visit to the destination. There is no insistence on overnight stays or foreign visits, and it allows for domestic as well as day visits (Gilbert, 1990).

Tourist information is the tourist information center that provide information to tourists about location, attractions, lodging, entertainment centers, maps and everything about tourism in the area. Usually the tourist information centers are located at airports, places travel or managed by the government or private.

Law No. 10, 2009 about tourism in article 14, paragraph 1 states that tourism businesses include, among others: a tourist attraction, the area of tourism, transport services travel, travel services, food and beverage services, provision accommodation, organizing entertainment and recreation activities, organizing meetings, incentive travel, conferences and exhibitions, tourism information services, tourism consulting services, tour guide services, water tourism, and spa. In ministerial decree tourism, post and telecommunications numbers: KM.10/ PW.102 / MPPT-93 on the provision of business travel agency and travel agents, sales outlets or sales counter is a business unit bureau tourist trips only do a certain part of the activities office center.

One important factor that is contained in an attempt TICs is labor force. With a reliable workforce, TICs can improve the quality of service that ultimately benefits will flow rating. By Therefore, TICs officers must meet the following criteria :

- a) Must be proficient in English, because all correspondence conducted in English.
- b) Good performance. With neatness can grow confidence and authority of officer. The effort of TICs focus on the beliefs of others.
- c) Have high discipline, good discipline and working time. If slight delay occurs it will cause problems.
- d) Friendly, flexible and not rigid because the function of TICs is provide services. If the TICs services in rigid or less flexible, tourists do not want to use that services.
- e) Accurate, carefully, and not sloppy. In the work should minimize error.
- f) Having the knowledge and insight of tourism. Knowledge and insight tourism is very important to support the work so as to provide timely and accurate information. In addition, officers need to apply the motto PLEASE TICs, which is stands for:

P = Posture presence, poise (good posture)

L = Look and listen (continuously observe and hear)

E = Expression (expression fun)

A = Appearance (appearance polite)

S = Speech and smiles (speak clearly and smile friendly)

E = Eagerness to serve (excited serve)

From the explanation above the writer conclude that tourist information centre hold very important role in tourism, so people who works in TICs should give the best services to the tourist.

#### **a. Tourists Satisfaction**

Satisfaction is the level of one's feelings after comparing performance/ results are perceived with expectations (Oliver in I Gusti, 2012: 16). Customer satisfaction is a matter that became the company's expectations particularly in the field of hospitality. Obtained when the needs and satisfaction customer desires are met, while human wants and needs always changing and there are no limits. Satisfaction or dissatisfaction of customers is customer response to evaluation of nonconformities / diskofirmasi perceived between prior expectations (Or other performance norms) and the actual performance of the product

is perceived. While according to Engel (in I Gusti, 2012: 16) reveals that satisfaction an after-purchase customer evaluation in which the chosen alternative at least give a result equal to or exceed customer expectations, whereas dissatisfaction arises when the results do not meet customer expectations. From understanding the experts can be interpreted that the satisfaction rating is a comparison between the performance of the products produced by performance perceived by tourists. If it is below expectation, tourists not satisfied. If performance meets expectations, satisfied travelers. If the performance exceeds expectations, tourists very satisfied or pleased.

There are several methods that can be used every company in measure or monitor their customer satisfaction (in I Gusti, 2012:17), namely (1) The system of complaints and targets Every company needs to provide customer-oriented the widest possible opportunity for its customers to submit suggestions, opinions, and their complaints. Media that can used among other suggestions and complaints boxes, comment cards, providing a dedicated phone line and (2) The customer satisfaction survey. Surveys can be done with a questionnaire, by post, telephone or personal interview. Through the survey, the company will acquire response and feedback directly from customers and it also gives a positive sign that companies put attention to customers. Satisfaction measurement customers through this method can be done in various ways among others:

- 1) Directly Reported Satisfaction. One measurement is done directly through questions, such as the phrase "how satisfied are you against PT services. X in the following scale: very satisfied, satisfied, less dissatisfied, very dissatisfied.
- 2) Derived Dissatisfaction. To questions related to two main things, namely the magnitude of the expectations of customers towards specific attributes and magnitude performance they feel.
- 3) Problem Analysis Customers. Who made respondents were asked to revealed two main points. First, the problems they face relating to the offers from the company. Second, suggestions for improvement.
- 4) Importance Performance Analysis. The company asked me-ranking various elements (attributes) of offers based on the degree of importance of each of these elements. It also prompted me-ranking how well performance Companies in each element / attribute is.

- 5) Ghost Shopping. The company told certain people in the company specific or his own company to act as buyers / potential customers and competitors products company. Ghost shopper will report its findings the strengths and weaknesses of the company's products and competitors.
- 6) Lost Customer Analysis. Companies are trying to contact customers who have stop buying, which is expected is the obtaining of information about the causes of it. Information obtained would be very beneficial for the company in decision.

Several strategies can be combined to achieve and improve customer satisfaction, including (in I Gusti, 2012:19):

- 1) Relationship Marketing Strategy.

In this strategy, the relationship between the service provider and the transaction Continuous customer, does not end after the sale is completed. In other words, forged a long-term partnership with customers continuously so that it can be expected reset businesses (repead business).

- 2) Superior Customer Service Strategy.

Companies that define this strategy seeks to offer better service than its competitors. Make it happen required huge funds, human resource capacity and effort persistent. Companies with superior service will make a profit and a growth rate that is greater than its competitors that provide inferior services

- 3) Unconditional Guarantess / Extraordinary Guarantees Strategy.

Improve customer satisfaction, the company can design a certain guarantees to provide good after-sales service. Warranty or guarantee is designed to alleviate damages consumer, in this case the customer is not satisfied with a product or services that have been paid. The main function of the warranty is reduce the risk of loss of customers before and after purchase of services, as well as forcing the company concerned to provide the best and achieve customer loyalty.

#### **b. Service Quality**

Service is any action or activity that can be offered by a party to another that is essentially intangible and does not causing ownership to something, which can be associated with a physical product or not (Kotler and Armstrong, 1996). According to

Kotler (In I Gusti, 2012: 21), the service is any act or action that can be offered by one party to another party who is essentially intangible and does not generate ownership of something. Production services can related to the physical product or not. According to Zeithaml and Bitner (in I Gusti , 2012: 21), the service is a economic activity whose output is not a product consumed together with production time and provide added value (enjoyment, entertainment, relaxed, healthy) are intangible.

From some of the definition above, it means that the service is everything intangible, which can be offered to find the needs of consumers, the service does not have shape or form, but services can be felt and enjoyed.

Kotler (in Arief, 2007: 117) defines the quality is the overall characteristics and properties of a product or service that affects the its ability to satisfy stated or implied needs. According to Goetsh and David (in Arief, 2007: 117) that the quality is a dynamic condition related to products, services, amnesia, processes, and environments that meet and exceed expectations.

From the definition above, it means that the quality is total feature and characteristics of the product or service that has the ability to satisfy the human needs. Quality of service is defined as the delivery of services that exceed the level of customer expectations.

### **c. Theory of Service Quality**

According to Hunt (in I Gusti, 2012: 44), quality of service is suitability of use of the product (fitness for use) to meet the needs and customer satisfaction. Suitability of use is based on five characteristics The main are:

- a. Technology, the strength and durability.
- b. Psychologically, that is the image of taste or status.
- c. Time, namely reliability.
- d. Contractual, namely the guarantee.
- e. Ethics, namely manners, friendly and honest.

The suitability of using the product is if the product can be use for a long time durability, the products that is used will improve the image or the status of consumers who wear them, the product is not easily damaged, the quality assurance and in



accordance with ethical when use it. Especially for the services, needed service to customers, which can be fun or satisfying the customer. Referring to the ministry, then the level of good service quality will always be seen and measured from the consumer side as well as satisfaction with the fulfillment of a service receipt.

According to Lovelock (in Arief, 2007: 132), the concept of quality of service others can be expressed as follows :

- 1) Information, Process a quality service where starting from supplements information on products and services required by the customer. A costumer will ask the seller about what, how, how much, to whom, where obtained, and how long to obtain goods and services he wanted.
- 2) Consultation, After obtaining the information desired, the customer usually will make a decision, which is to buy or not to buy. In the process This disconnect is often necessary parties can be invited consult, both related to technical issues, administration, price up quality of goods or services and benefits.
- 3) Ordertaking, Convictions obtained will accompany the customer through consultation on action to order the desired product. Assessment buyer at the point This emphasis on quality of service that refers to the ease charging. Application or administration of ordering goods or services uncomplicated, flexible, low cost and light weight requirements.
- 4) Hospitality, Customers who dealt directly into the transaction would give assessment of the friendly and courteous attitude of the employees.
- 5) Caretaking, Variations of background different will demand services different also.
- 6) Exception, Some customers sometimes want exceptions quality service, for example, how and in what way the company serves claims of customers that come suddenly.
- 7) Billing, Seven critical points are in the administration of payments. Goodwill buyers to complete the transaction is often thwarted at this point. That is, the seller should pay attention to matters relating to the administration of payments, whether it involves checklists transaction form, payment mechanisms, to the accuracy of counting bills.
- 8) Payment, At the end of the services to be provided based payment facility customer desires. Can be either self-service payment as the use of coins in a pay phone. Then by

bank transfer, via credit card, direct debit on the customer's account at the bank until the bill to the house.

Meanwhile, according to Parasuraman-Zeithaml-Berry, the indicators measure customer satisfaction lies in the five dimensions of service quality as follows (Arief, 2007: 135):

- 1) Quality of care in the form of infrastructure companies, computerized administration, structuring brochures, etc. (tangibles).
- 2) The ability and reliability to provide a reliable service (Reliability).
- 3) The ability to help provide services accurately and quickly and responsive to the wishes of the customer (responsiveness).
- 4) The ability to assure customer confidence (assurance).
- 5) Assertion but the attention to the customer (empathy).

From that statement, it is assumed that the quality of service the TICs will work well if the quality of services performed supported by a firm attitude and attention attendant in addition to other aspect.

### **C. RESEARCH METHOD**

This research has been conducted in Toraja, especially in the place which easy to find tourists in the regencies Tana Toraja and Toraja Utara.

Primary data of this research is collected from tourists who visits Toraja by giving them the questionnaire. The secondary source of this research has taken from the library by reading some books, thesis, and search information from worldwide net which relevant with this title.

#### **a. Population and Sampel**

The population of this research is the tourists ( Foreign) who visits Toraja when the writer does this research. The writer applied snowball technique to choose the sample. There were 25 respondents.

#### **b. Research Instrument**

This research requires an instrument, and the instrument of this research is questionnaire. There are twenty variables that include in this questionnaire.

Table 3.1

The Dimension and Variables of Tourist Satisfaction Toward the Service Quality of Tourist Information Centers in Toraja

Level of Tourist Satisfaction	<b>The Dimention of Service Quality</b>	<b>Variable</b>	<b>Code</b>
	<i>Tangibility</i>	Counter of the Tourist Information Centers	X1
		Communication facilities of the TIC	X2
		The physical appearance of TIC staff	X3
		The neatness of brochure and map in TIC	X4
	<i>Reliability</i>	Reliability of the information needed	X5
		Punctuality of the services	X6
		Avoid the mistake when serving to the guest	X7
	<i>Responsiveness</i>	Respect to the guest	X8
		Professional when handling service	X9
		The ability of giving clear and understandable Information	X10
		The ability of TIC staff handling your needs	X11
		The TIC staff performance when served to the guest	X12
		The TIC staff body language	X13
	<i>Assurance</i>	Knowledge the information of the place that will be Visited	X14
		Language mastery of the TIC staff	X15
		The neatness of the TIC staff	X16
		Insurance of self safety while being in TIC	X17
	<i>Emphaty</i>	Calling the guest's name	X18
		The attention of TIC staff to the guest	X19
The friendliness of the TIC staff to the guest		X20	

Sources: Parasuraman (in Gusti Ayu, 2012)

The definition of all the variables that is used in this research can be seen below:

- 1) *Tangibility* is the dimension that is used in the service of TICs in the form of things that have a direct form or can be easily seen by the eye.
- 2) *Reliability* is the dimension of service in TICs such as capability in providing services.
- 3) *Responsiveness* is the dimension of service on the TICs with regard to responsiveness, alertness, discipline, and speed in providing services.
- 4) *Assurance* is the dimension of the provision of services guarantee to tourists such as security, safety, for getting services on TICs.
- 5) *Empathy* is the dimension of the TICs associated services with empathy, attention, willingness to help tourists who are in serving.
- 6) Counter (X1), physical condition to provide services for tourists.
- 7) Communication facility (X2), the physical condition of all types of media communication that is used both by tourists and by the TICs such as telephone, internet, website, those enabling the travelers to communicate easily.
- 8) Appearance of the officer (X3), physical appearance officers who working in providing services for tourists.
- 9) Brochure (X4), the completeness of the information presented in the brochure that is offered on TICs.
- 10) Provide appropriate information (X5), the ability of officers in TICs to provide information to tourists.
- 11) Timely Service (X6), the ability to serve the tourists in a timely manner.
- 12) Avoiding mistakes (X7), the ability of TICs in serve tourists by avoiding the trouble.
- 13) Appreciate Travelers (X8), respect to tourists in providing service.
- 14) It appears professional in providing services (X9), services administered professionally by all parties on TICs.
- 15) Fast and Efficient Services (X10), is capable of providing services quickly, accurately and efficiently.
- 16) Helping tourists with deft (X11), can provide assistance to travelers with deft, no hesitation and no strings attached.
- 17) The attitude at the time of serving tourists (X12), can perform service good attitude (not always stand idly by, do not serve while sitting, and so on).

- 18) Using body language (X13), capable of using body language well.
- 19) Knowledge wide tics officer (X14), ensures that the knowledge granted in accordance with the needs of travelers.
- 20) The language used is clear and easy to understand (X15), in providing services using language that can clearly and understood by tourists.
- 21) Honest and clean in serving (X16), honest attitude in serving tourists.
- 22) Security (X17), gives a sense of security at the time of getting services.
- 23) Calling traveler name (X18), a friendly attitude to tourists.
- 24) Paying attention to the demand of tourists (X19), attitude give attention to the needs of tourists.
- 25) Smiling in serving (X20), a sincere attitude in providing services to tourists.

**c. Data Collection**

In this technique, the writer collected and read some books or other printed materials, thesis, and search information from worldwide to provide references which can help this research go.

The questionnaire is used in collecting data in this field research. This technique used to supply the data are needed in this research which are not cover by the technique previously (library research).

In the field the writer did some steps below:

- 1) Went to the tourist object.
- 2) When met the tourist, first of all the writer made a short conversation and then asking them whether they used tourist information center or not.
- 3) When the tourist said that they used it, the writer gave them a questionnaire and took picture with them.
- 4) When they said no, the writer tried to find another tourist who used the tourist information center.
- 5) Short interview to support the questionnaire.

**d. Data Analysis**

The writer analysed the level of tourist satisfaction toward the service quality of tourist information centers in Toraja by some steps below :

- 1) Determining the weight for each option by using Likert Scale

<b>WEIGHT</b>	<b>OPTION</b>
5	Very Satisfied
4	Satisfied
3	Satisfied Enough
2	Less Satisfied
1	Not Satisfied

- 2) Calculate scores for each item statement by multiplying the weight value of the number of frequency (number of respondents and each alternative answers in each item statement).
- 3) The lowest value and the highest value. In this case the lowest score = number of respondents (25 respondents). While the highest value is lowest value multiplied by the weight of the highest value that is  $25 \times 5 = 125$ . Thus, the lowest score is 25 and the highest is 125.
- 4) Due to the alternative answers there are five options (according to the Likert scale), then the assessment category should also be five, for the next step is to determine the distance interval from the lowest value to highest value to be obtained five assessment categories. The distance interval can be calculated as follows:  $\text{Interval} = 125 - 25 / 5 = 20$ . It can be seen on the table below:

<b>Score</b>	<b>Category</b>
81-100	Very Satisfied
61-80	Satisfied
41-60	Satisfied Enough
21-40	Less Satisfied
0-20	Not Satisfied

- 5) For percentage, the writer used the formula below:

$$P = \frac{f}{n} \times 100\%$$

Note : P = Percentage

f = Frequency

n = Total of Respondents

#### **D. RESULT AND DISCUSSION**

In the first part in this chapter had shown findings. This section discussed the finding to answer the problem statement in the first chapter about the level of tourist satisfaction toward the service quality of Tourist Information Centers in Toraja.

In general, the level of tourist satisfaction toward the services quality of TICs in Toraja is on the level satisfied. Based on the analysis of the level of tourist satisfaction of the TICs (*see table 4.2.22*) there are some variables namely : Reability of information needed (X5), Avoid mistake when serving the guest (X7), Respect to guest (X8), Knowledge about the information of the place that will be visited(X14), Knowledge of the guest name (X18), The attention of the TICs staff to the guest (X18), and the friendliness of the TIC staff to guest (X19) are exist at the level very satisfied.

Eventhough all the variables above exist at the very satisfied level, from the results of direct observation in the field and some comment from three respondents who felt satisfied enough (*see table 4.2.6*) that knowledge ot the TICs staff is not widely enough so that the service that is provided is not prime. For example when one of the tourist asking the history of a tourist object, because officers do not have the experience and knowledge about it, tourists do not get the accurate information. TICs officers in providing information must be clear and precise.

There are 9 variables that exist at level satisfied such as : The Counter, The neatness of brochure and map in TIC, Punctuality of the services, Professional when handling service, the ability of giving clear and understandable information, The ability of TIC staff handling tourist needs, body language, the neatness, and the Insurance. In this case, all the variable that mention previously give the positive value to the tourist, however there are many things that still need to get the attention by the TICs staff to maintain their qualityn in serving the tourist.

In the other side, there are 4 variables that still exist at the satisfied enough level. They are Communication Facilities, The physical appearance of the TICs staff, the performance when serving, and the language mastery. One of the ways to increase the quality of tourist information is the capable staff who could speak in English beacuse all the corresspondence will be done in English, and also have good performance because with neatness can grow confidence and authority of officer. The effort of TICs focus on the beliefs

of others. Then TICs need to improve the quality of service and quality of the building and completeness to give high satisfaction to the tourist.

## **E. CONCLUSION**

Based on the result of this study, the writer concludes the level of tourist satisfaction toward the service quality of the tourist information centers that analysed through twenty variables is generally exist at satisfied level with category as follows :

1. Variable Reability of information needed (X5), Avoid mistake when serving the guest (X7), Respect to guest (X8), Knowledge about the information of the place that will be visited(X14), Knowledge of the guest name (X18), The attention of the TICs staff to the guest (X18), and the friendliness of the TIC staff to guest (X19) are exist at the level very satisfied.
2. The Counter of Tourist information Center (X1), The neatness of brochure and map in TIC (X4), Punctuality of the services (X6), Professional when handling service (X8), the ability of giving clear and understandable information (X10), The ability of TIC staff handling the tourist needs (X11), the TIC staff body language (X13), the neatness of the TICs Staff, and the Insurance (X13) are exist at satisfied level.
3. Communication Facilities (X2), The physical appearance of the TICs staff (X3), the performance when serving (X12), and language mastery of the TICs staff (X15) are at the level satisfied enough

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**APPENDIX. Research Instrument**

Please give your opinion by marking with an (X) your opinion about factors that affected your satisfaction when experiencing Tourist Information Counters Service in Toraja

**Not Satisfied (1), Less Satisfied (2) , Satisfied Enough (3 ), Satisfied (4) Very Satisfied (5).**

No	DESCRIPTION	Degree of Satisfaction				
		1	2	3	4	5
	<b>TANGIBILITY</b>					
1	Counter of the Tourist Information Counters (TIC)					
2	Communication facilities of the TIC					
3	The physical appearance of TIC staff					
4	The neatness of brochure and map in TIC					
	<b>RELIABILITY</b>					
5	Reliability of the information needed					
6	Punctuality of the services					
7	Avoid the mistake when serving to the guest					
	<b>RESPONSIVENESS</b>					
8	Respect to the guest					
9	Professional when handling service					
10	The ability of giving clear and understandable Information					
11	The ability of TIC staff handling your needs					
12	The TIC staff performance when served to the guest					
13	The TIC staff body language					
	<b>ASSURANCE</b>					
14	Knowledge the information of the place that will be Visited					
15	Language mastery of the TIC staff					
16	The neatness of the TIC staff					
17	Insurance of self safety while being in TIC					
	<b>EMPATHY</b>					
18	Knowledge of the guest's name					
19	The attention of TIC staff to the guest					
20	The friendliness of the TIC staff to the guest					