PUBLIC TRUST IN SERVICE QUALITY AND TOURIST SATISFACTION

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ABSTRACT: *service quality in kampung wisata purbayan in jogjakarta. This research employs an explanatory associative type to understand the relationships between the variables. The study population consists of kampung wisata purbayan's visitors in jogjakarta with a non-probability sampling technique through convenience sampling, involving 150 respondents. Primary data was obtained from questionnaires measuring service quality, trust, and Tourist satisfaction. Data was collected using closed-ended questionnaires with an interval scale of 1-5, ranging from Strongly Disagree (STS) to Strongly Agree (SS). Data analysis was performed using Partial Least Square (PLS) version 4.*

The results of the study indicate that tourist satisfaction can be achieved through increased trust and service quality. The conclusions of this study support that: (1) service quality has a positive and significant effect on trust; (2) service quality has a positive and significant effect on tourist satisfaction; (3) trust has a positive and significant effect on tourist satisfaction.

Keywords: *service quality; trust; tourist satisfaction*

1. INTRODUCTION

Tourism is one of the economic sectors that continues to grow and contribute significantly to regional income, including in Yogyakarta. One of the tourist destinations that attracts attention is Purbayan Tourism Village. With its rich culture and tradition, Purbayan Tourism Village offers an authentic and unique tourism experience for visitors.

However, to continue to attract and maintain tourist interest, service quality is a very important factor. Good service quality not only affects the level of tourist satisfaction but also builds their trust in the tourist destination. Therefore, understanding the relationship between service quality, trust, and tourist satisfaction is important for tourist destination managers in formulating effective strategies.

Building public trust can be difficult in today's online situation where all services provided are app-based (Lapuente & Van de Walle, 2020). Consumer beliefs are all the knowledge possessed by consumers and all the conclusions made by consumers about objects, attributes and benefits (Rahman et al., 2021).

Many factors can increase public trust in a product or service. These factors include: customer satisfaction, product innovation, and organizational performance. (Fauzan Saputra & Antonio, 2021a). One of the most common elements used to assess service quality from the consumer's point of view is the service quality gap model (Prakash, 2019). This model measures the service quality gap from six dimensions namely. Tangible, responsiveness, reliability, empathy, assurance, and access. SERVQUAL model suggested by Parasuraman et al (1985) is a valid tool for measuring

service quality in various institutions including commercial or non-profit businesses, and government-owned organizations.

Research related to the role of trust in increasing customer satisfaction is still very limited and leaves some controversy including (Ata et al., 2021) stated that trust is one of the determinants of customer satisfaction. The results showed that trust has a positive and significant effect on online customer satisfaction (Rahmawaty et al., 2021). But this resulst different with (Sudaryana, 2020) which shows that trust has a positive but insignificant effect on customer satisfaction.

Then, research related to service quality on satisfaction also still leaves controversy. Service quality has a significant relationship in increasing public satisfaction (Herliani Putri Ratnaningsih et al., 2023), Meanwhile, the results of research showing that service quality does not have a significant effect on customer satisfaction (Kasinem, 2020). Service performance has a significant impact in shaping customer satisfaction (Khoi, 2019). An organization that succeeds in carrying out its duties and responsibilities effectively tends to build strong trust from the public. Consistent service quality, transparency, and the ability to meet people's expectations are key factors in building public satisfaction. Public trust not only affects perceptions of current performance, but also shapes expectations for the future. Organizations that can maintain high levels of performance and continuously commit to improving their services will be more likely to maintain and expand public trust over time.

Based on the controversy of previous research results related to the role of trust and service quality on tourist satisfaction, the problem formulation in this study is "Increasing tourist satisfaction through trust and service quality". The purpose of this study based on the description above is to analyze and determine the effect of service quality on trust and tourist satisfaction, and in the second part aims to analyze and determine the effect of trust on tourist satisfaction in Purbayan Tourism Village.

2. METHOD

The type of research used is associative explanatory research, which aims to determine the relationship between two or more variables (Sugiyono, 2012). In this study, the intended population is visitors / tourists of Purbayan Tourism Village. The sample is part of the population needed to represent the entire population (Ghozali, 2018). The use of this sampling design refers to the concept stated by Hair because the population size cannot be known with certainty. (Hair, 2021) suggests that a sample size that is too large can make it difficult to obtain an adequate measure of goodness of fit. Therefore, it is recommended that the minimum sample size is 5-10 observations for each parameter being estimated. Hair et all. (2020) state that the optimal sample size ranges from 100-200 respondents. So that in this study the number of statements was 15 multiplied by 10, resulting in a sample size of 150 tourists. The sampling technique uses non-probability sampling with convenience sampling technique (Hair, 2021). Non-probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to become a sample, while Convenience sampling is a technique in which samples are selected based on their availability, that is, samples are taken because they are easy to find at a certain place and time (Hair, 2021) The

choice of convenience sampling technique in this study is based on considerations of time and cost efficiency, making it easier for researchers in the data collection process..

The data collection method in this study was carried out in several ways as follows, including through a questionnaire, namely the data collection method carried out by handing over a questionnaire sheet containing a list of questions to the respondent "related to statements in the research variables, namely service quality, tourist satisfaction and trust. Measurement of this research variable was carried out using personal questionnaires (Personality Questionnaires). Data collection was carried out using a closed questionnaire. The statement interval in this study is a semantic scale of 1 - 5 with statement anchors Strongly Disagree (STS) to Strongly Agree (SS)." "Secondary data is data obtained indirectly related to the results of the study. The secondary data is obtained in the form of ": Journals and literature that are in accordance with the research variables so that they can support research."

The analysis in this case is carried out using non-statistical analysis to analyze qualitative data, namely by reading tables, graphs / figures based on the results of respondents' answers to research variables and then describing and interpreting them using Partial Least Square (PLS).

3. RESULT AND DISCUSSION

This study used 150 respondents as visitors at Purbayan Tourism Village. An overview of the characteristics of research respondents displayed with statistical data obtained through the distribution of questionnaires. Descriptions related to the respondents of this study can be explained in four characteristics, namely based on gender, age, and education. Most respondents had female gender, namely 115 respondents (76.7%), while respondents with male gender were 35 respondents (23.3%). Respondents were dominated at the age of 21-30 years, which shows that visitors have reached a higher level of personal and professional maturity so that they can understand and provide wiser information related to questions in the research questionnaire.

The characteristics of tourists who are respondents in this study can be explained based on the latest education dominated by the SMA / SMK level as many as 88 respondents (58.7%). These results indicate that respondents have a fairly high educational background so that they can understand and provide more rigid information related to questions in the research questionnaire.

Data analysis in this study was carried out using PLS (Partial Least Square) and the data was processed using the Smart PLS 4.1.0 program. According to Ghozali and Latan (2015: 7) the PLS measurement model consists of a measurement model (outer model), Goodness of fit (GoF) criteria and a structural model (inner model). PLS aims to test the predictive relationship between constructs by seeing if there is an influence or relationship between these constructs.

Testing the measurement model (outer model) shows how manifest or observed variables represent latent variables to be measured. Evaluation of the measurement model is carried out to test the validity and reliability of the model. Validity criteria are measured by convergent and discriminant validity, while construct reliability criteria are

measured by composite reliability, Average Variance Extracted (AVE), and Cronbach alpha.

Convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between the item score component score calculated using PLS. Individual reflexive measures are declared high if the loading factor value is more than 0.7 with the construction measured for confirmatory research and the loading factor value between 0.6 - 0.7 for exploratory research is still acceptable and the Average Variance Extracted (AVE) value must be greater than 0.5. However, according to Chin in Ghozali and Latan (2015: 74) for early stage research from the development of a measurement scale, a loading factor value of 0.5 - 0.6 is still considered sufficient with a t-statistic value of more than 1.96 or a p-value of less than 0.05.

Evaluation of convergent validity on each latent variable, can be presented in the outer loading value section which describes the strength of the indicator in explaining the latent variable. The results of the convergent validity test can be presented as follows:

Table 1 Results of Estimated Factor Loading Values

Indicator	*Outer Loading*	*t-statistics*	t-tabel ($\square$=5%)	*p value*
tangibility,	0.907	0.906	0.021	43.993
reliability,	0.885	0.885	0.020	44.615
responsiveness,	0.782	0.781	0.040	19.357
assurance,	0.830	0.828	0.032	26.324
emphaty	0.878	0.878	0.022	39.141
Competence,	0.894	0.892	0.025	35.261
Transparency,	0.860	0.858	0.026	33.092
Public interest,	0.864	0.863	0.029	29.996
Honesty	0.841	0.837	0.033	25.687
quality of tourist attractions,	0.890	0.889	0.027	33.077
quality of experience,	0.913	0.912	0.018	51.271
accessibility,	0.818	0.816	0.047	17.471
satisfaction with amenity,	0.847	0.845	0.032	26.781
satisfaction with accessibility;	0.876	0.873	0.027	32.314
price suitability.	0.898	0.897	0.022	40.510
quality of tourist attractions,	0.890	0.889	0.027	33.077

The table above shows that the loading factor of each indicator as a whole is found to be above 0.700 and significant at the 95% confidence level and the t-statistic of each indicator is above the t-table value (1.960). On the basis of these results, it can be stated that all variables are able to be explained well convergent or valid by their indicators. Based on the results of convergent validity testing on each variable, it can be said that all indicators used in this research model are declared valid, so they can be used as a measure for the variables used in this study.

For discriminant validity testing, it is done in three ways, namely: 1) see the Fornell Lacker Criterion which is known from the square root of average variance extracted (AVE) or the root of AVE, 2) see the Heterotrait-Monotrait Ratio (HTMT) value, and 3) check cross loading.

Fornell Lacker Criterion testing is testing the validity of indicators by comparing the root value of Average Variance Extract (AVE) with the correlation between constructs and other constructs.

Table 2 Fornell Lacker Criterion Value

	Visitor Satisfaction	*trust*	*Service Quality*
Visitor Satisfaction	**0.874**		
trust	0.633	**0.865**	
Service Quality	0.680	0.619	**0.858**

Notes: The bolded value is the root AVE value

This test is fulfilled if the AVE root is greater than the correlation between constructs and other constructs. The presentation of the results in Table 2 shows that the root AVE value is higher than the correlation value between other constructs. This shows that the constructs in the estimated model meet the criteria for high discriminant validity, meaning that the results of data analysis can be accepted because the value describing the relationship between constructs develops and the root AVE value has a value greater than the correlation value between constructs. This can mean that all constructs have good discriminant validity. Thus the research instrument used to measure all constructs or latent variables in this study has met the criteria for discriminant validity.

Validity testing using the Heterotrait-monotrait ratio (HTMT) criterion is done by looking at the HTMT matrix. The accepted HTMT criterion is below 0.9 which indicates an acceptable discriminant validity evaluation.

Table 3 Discriminant Validity Test Value with Heterotrait-monotrait ratio (HTMT) criteria

	Visitor Satisfaction	*trust*	*Service Quality*
Visitor Satisfaction			
trust	0.683		
Service Quality	0.732	0.683	

Source: Processed primary data (2024)

Table 3 shows that the values in the HTMT matrix are not more than 0.9. This means that the model shows that the evaluation of discriminant validity is acceptable. From the results of testing discriminant validity, it can be seen that the Heterotrait-Monotrait Ratio (HTMT) test requirements have been met so that all constructs in the estimated model meet good discriminant validity criteria, meaning that the results of data analysis can be accepted.

Analysis of cross loading is carried out to see the magnitude of the correlation between indicators and latent constructs. The following cross-loading table displays the results of the construct correlation analysis with its own indicators or with other indicators.

Table 4 Correlation Value of Constructs with Indicators (Cross Loading)

Indicator	Visitor Satisfaction	trust	Service Quality
tangibility,	**0.890**	0.651	0.666
reliability,	**0.913**	0.520	0.623
responsiveness,	**0.818**	0.455	0.500
assurance,	**0.847**	0.619	0.584
emphaty	**0.876**	0.525	0.562
Competence,	**0.898**	0.519	0.610
Transparency,	0.508	**0.894**	0.515
Public interest,	0.512	**0.860**	0.562
Honesty	0.524	**0.864**	0.517
quality of tourist attractions,	0.632	**0.841**	0.541
quality of experience,	0.625	0.488	**0.907**
accessibility,	0.567	0.586	**0.885**
satisfaction with amenity,	0.592	0.508	**0.782**
satisfaction with accessibility;	0.553	0.442	**0.830**
price suitability.	0.577	0.613	**0.878**

If the correlation value of the construct with its own indicators (bold) is greater than with other constructs, and if all the correlation values of the construct with its own indicators and other constructs show positive values, then the discrimination validity test is considered valid. All constructs in the estimated model meet the criteria for high discriminant validity, as shown by the data processing results displayed in the cross-loading table. On this basis, the results of data analysis can be accepted that the data has good discriminant validity.

The reliability test is carried out to prove the accuracy, consistency and accuracy of the instrument in measuring constructs. Reliable shows that the research indicators used are in accordance with the actual conditions of the research object. The measurement of the reliability test of a construct with reflexive indicators can be done with three methods, namely:

a. Composite Reliability. The indicators of a construct provide good results if they are able to provide a composite reliability value of more than 0.70.
b. Average Variance Extracted (AVE). The AVE criteria which are above 0.5 indicate that the indicators that make up the research variables are said to be reliable, so that they can be used in further analysis in the study.
c. Cronbach alpha. The Cronbach alpha score criterion of more than 0.70 means that the reliability of the construct under study is good (Ghozali, 2014).

The values of composite reliability, Cronbach's alpha, and AVE for each construct of this study are presented in full in the table below:

Table 5 Reliability Test Results

	Cronbach's Alpha	*Composite Reliability*	*Average Variance Extracted (AVE)*
Visitor Satisfaction	0.945	0.957	0.787
trust	0.845	0.906	0.763
Service Quality	0.937	0.952	0.799

Source: Processed primary data (2024)

The reliability test results of each structure are shown in the table above. The findings show that the AVE value of each construct is more than 0.5, the composite reliability value of each construct is more than 0.7, and the Cronbach alpha value of each construct is more than 0.7. Based on the reliability test results, it can be concluded that the instruments in each variable have high reliability.

In accordance with the results of testing convergent validity, discriminant validity, and reliability of this research variable, the conclusion that can be drawn is that the indicators used in measuring latent variables can all be declared as valid and reliable measuring indicators.

The Goodness of Fit (GoF) Criteria Test is used to evaluate structural models and measurement models. GoF testing is carried out to test the goodness of the structural model or inner model. Inner model assessment means evaluating the relationship between latent constructs through observing the results of the estimated road parameter coefficient and its significance level (Ghozali, 2011). In this study, the goodness of fit test of the structural model is evaluated by considering the R-square (R2) and Q2 (predictive relevance model). Q2 determines how well the model produces the observed value. The coefficient of determination (R2) of all endogenous variables determines Q2. The magnitude of Q2 has a value in the range from 0 to 1 and indicates that the closer to the value of 1 means the better the model is formed.

R square shows the amount of variation in endogenous variables that can be explained by other exogenous or endogenous variables in the model. The interpretation of R square according to Chin (1998) cited (Abdillah, W., & Hartono, 2015) is 0.19 (low influence), 0.33 (moderate influence), and 0.67 (high influence). The following results of the coefficient of determination (R2) of endogenous variables are presented in the following table

Table 6 R-Square Value

	R-square
Visitor Satisfaction	0.535
Trust	0.383

The coefficient of determination (R-square) of tourist satisfaction obtained from the model is 0.535, meaning that the Traveler Satisfaction variable can be explained 53.5% by the Service Quality and Trust variables. While the remaining 46.5% is influenced by other variables outside the study. The R square value (0.535) is in the range of values 0.33 - 0.67, meaning that the Service Quality and Trust variables have an influence on the Tourist Satisfaction variable in the moderate category.

The coefficient of determination (R-square) of Trust obtained from the model is 0.383, meaning that the Trust variable can be explained 53.5% by the Service Quality variable. While the remaining 61.7% is influenced by other variables outside the study. The R square value (0.383) is in the range of values 0.33 - 0.67, meaning that the Service Quality variable has an influence on the Trust variable in the moderate category.

The Q-Square (Q2) value is one of the tests in seeing the goodness of the structural model, which shows how well the observation value produced by the model and its parameter estimates. Q2> 0 indicates that the model has predictive relevance and if Q2 < 0 indicates that the model lacks predictive relevance. Q2 values of 0.02; 0.15; and 0.35 indicate weak, moderate and strong (Ghozali & Latan, 2015).

Table 7 Q-Square Statistical Value

	SSO	SSE	Q² (=1-SSE/SSO)
Visitor Satisfaction	720.000	437.789	0.392

The calculation of Q-square (Q2) resulted in a value of 0.392 which is greater than 0.35, meaning that the model has a strong predictive relevance in predicting the Tourist Satisfaction variable. This means that the structural model has good suitability or fit with the data. That is, the parameter estimation value produced by the model matches the observation value.

The last analysis in PLS is structural model analysis or inner model. In the structural model analysis, hypothesis testing can be carried out through the t statistical test (T Statistics). The test results can be seen from the structural model output on the significance of the loading factor which explains the effect of the Service Quality construct on tourist satisfaction through the mediation of trust as an intervening variable. In this case, data processing is used with the help of SmartPLS v4.1.0 software.

This section presents the results of the research hypothesis testing carried out in the previous chapter. To find out whether the hypothesis is accepted or not, you can compare t-count with t-table, assuming that t-count is greater than t-table. The t-table value for the 5% significance level is 1.96. The following table shows the results of the influence test between variables using Partial Least Square analysis.

Table 8 Path Coefficients Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Trust -> Visitor Satisfaction	0.344	0.345	0.094	3.649	0.000
Service Quality -> Visitor Satisfaction	0.468	0.464	0.093	5.002	0.000
Service Quality -> *Trust*	0.619	0.618	0.071	8.678	0.000

Source: Processed primary data (2024)

The first hypothesis test is carried out by looking at the coefficient estimate value (original sample estimate) of the effect of service quality on tourist satisfaction, namely 0.619. These results provide evidence that service quality has a positive influence on tourist satisfaction. The t-test results corroborate these findings, where it is known that the t-count (8.678) is more than the t-table (1.96) with p (0.000) smaller than 0.05. The conclusion of the test is that service quality positively and significantly affects tourist satisfaction. The results of previous research show that service quality predicts trust significantly (Alghfeli et al., 2020) which is supported by other research that the quality of public services provided increases citizen satisfaction and public trust in government (Lanin & Hermanto, 2019). Service quality is proven to have a significant influence in influencing public trust (Purnomo & Qomariah, 2019).

The second hypothesis test is carried out by looking at the coefficient estimate value (original sample estimate) of the effect of service quality on trust, which is 0.468. These results provide evidence that service quality has a positive influence on trust. The t-test results corroborate these findings, where it is known that the t-count (5.002) is more than the t-table (1.96) with p (0.000) smaller than 0.05. The conclusion of the test is that service quality positively and significantly affects trust. . This study supports previous findings which show that service quality has a significant effect on satisfaction (Alfaruki et al., 2023; Herliani Putri Ratnaningsih et al., 2023; Kurniawan & Purwanti Alwie, 2022; Rahmawati et al., 2022).

The third hypothesis test was carried out by looking at the coefficient estimate value (original sample estimate) of the effect of trust on tourist satisfaction, namely 0.344. These results provide evidence that trust has a positive effect on tourist satisfaction. The t-test results corroborate these findings, where it is known that the t-count (3.649) is more than the t-table (1.96) with p (0.000) smaller than 0.05. The conclusion of the test is that trust positively and significantly affects tourist satisfaction. This result means that if trust is getting better, then tourist satisfaction will tend to increase. Previous findings state the same thing that trust directly has a positive and significant effect on satisfaction (Alfaruki et al., 2023; Herliani Putri Ratnaningsih et al., 2023; Kasinem, 2020; Kurniawan & Purwanti Alwie, 2022).

Testing the indirect effect is carried out to see the effect given by an exogenous variable (service quality) to the endogenous variable (tourist satisfaction) through the intervening variable, namely the trust variable. To test the indirect effect, the Sobel Test is used, as shown in the following table.

Table 9 Test Results of Indirect Influence

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Service Quality -> *trust* -> visitor satisfaction	0.213	3.030	0.000

Source: Processed primary data (2024)

The mediating effect of trust in relation to the service quality variable on tourist satisfaction is known to be 0.213. The sobel test produces a t-count of 3.030 (t> 1.96) with p = 0.000 <0.05. The conclusion of the test is that trust becomes a mediator in the relationship between service quality and tourist satisfaction. When viewed from the magnitude of the effect, the indirect effect of 0.213 is smaller in value than the direct

effect of 0.468. This means that the effect of service quality on tourist satisfaction is more directly without going through trust.

4. CONCLUSION

The conclusion of this study shows that increasing tourist satisfaction in Purbayan Tourism Village can be achieved through increasing visitor trust and the quality of services provided. The results of the analysis show that service quality has a positive and significant effect on trust; service quality has a positive and significant effect on tourist satisfaction; and trust has a positive and significant effect on tourist satisfaction.

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