

Importance-Performance Analysis (IPA) of the Service Quality Dimensions at Poli Tour & Travel.

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Abstract. This research was conducted at Politour & Travel, headquartered in Bandar Lampung, Lampung Province. The purpose of this article is to discuss the assessment of tourism products offered by Politour & Travel as well as the level of service quality provided to tourists, based on their expectations and the reality observed in the field. The study was conducted on 17 respondents who were considered representatives of institutions that have previously used Politour & Travel tour packages. This study uses the Importance Performance Analysis (IPA) approach. The service quality at Politour & Travel is grouped into 5 attributes: Tangibles, Empathy, Responsiveness, Reliability, and Assurance. These 5 attributes are further divided into 23 aspects overall. Then, the average score for each service attribute is plotted on an IPA graph, which consists of four priority quadrants based on importance and performance levels. The main results indicate that the attributes show there are 5 aspects that should be prioritized for service improvement and 9 aspects that need to be maintained in terms of service quality, as they are deemed satisfactory by consumers who have used Politour & Travel services.

Keywords: IPA, Quality, Service.

INTRODUCTION

A teaching factory in vocational education serves as an effective learning medium to bridge students directly with the industry. Politeknik Negeri Lampung, one of the state polytechnics with a vocational education background in Indonesia, operates several teaching factories to support its curriculum. One of the functioning teaching factories is Poli Tour & Travel, which operates as a tourism business bureau serving travelers at Politeknik Negeri Lampung.

The Agroedutourism tour package is the most popular product offered by Poli Tour & Travel. This package also creates opportunities for Politeknik Negeri Lampung to introduce itself to a broader audience.

As previously mentioned, the most popular tourism product from the Teaching Factory Poli Tour & Travel is the Agroedutourism tour package. From 2022 to March 2024, this package has been purchased by 17 schools from Bandar Lampung and its surrounding areas. There are five key dimensions of service quality that can be provided to tourists: tangibles, reliability, responsiveness, assurance, and empathy. This study aims to assess how important these aspects are to tourists and their level of satisfaction with the services provided by Poli Tour & Travel.

To date, no research has been conducted to assess the service quality of Poli Tour & Travel's Teaching Factory, making this study a significant opportunity to provide valuable insights. The research findings can serve as a reference and evaluation tool for improving service quality for consumers. This study on the Importance-Performance Analysis (IPA) of Service Quality Dimensions at Poli Tour & Travel will examine (1) the type of tourism services provided to consumers and (2) the level of importance and satisfaction consumers attribute to the service quality dimensions offered by Poli Tour & Travel.

According to Parasuraman, as cited by [1], service quality consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions help assess how consumers or tourists evaluate the quality of service provided by a tourism bureau.

This research is essential for Poli Tour & Travel's Teaching Factory to identify which aspects have met tourists' expectations and which have not, thereby enabling future improvements in service quality. Additionally, the results align with the goal of enhancing the quality of learning in the D3 Tourism Program, which is closely integrated with the operations of the Teaching Factory Poli Tour & Travel.

METHODS

The research will be conducted at the Teaching Factory Poli Tour & Travel, Politeknik Negeri Lampung. The study is planned to take place over seven months, starting from May and ending in December 2024. The allocated time covers data collection, data processing, and the reporting of research findings. Two types of data will be collected for this study: primary data and secondary data. Primary data will be obtained from questionnaires distributed to customers who have used the services of Poli Tour & Travel, while secondary data will be gathered through desk research. Primary data will consist of information regarding customer expectations and their experiences with the service quality dimensions of Poli Tour & Travel, whereas secondary data will include online information and literature studies.

The data analysis in this research employs a mixed-method approach, which integrates both quantitative and qualitative methods. This mixed-method approach will follow a sequential explanatory strategy [2]. Mixed-method research involves collecting, analyzing, and combining both quantitative and qualitative methods within a study or series of studies to gain a deeper understanding of the research problem.

Research variables are essentially any elements determined by the researcher for investigation to obtain relevant information, from which conclusions can be drawn. The variables for this study are presented in the form of a table.

To assess public perceptions of tourism aspects at the Teaching Factory Poli Tour & Travel, this study utilizes the Importance-Performance Analysis (IPA) technique. This technique helps determine the gap between public expectations and the actual conditions, both at the time of the study and during data collection [3]. The initial output of this analysis measures the alignment between expectations and reality, which is then visualized through a performance grid. Once the alignment levels are identified, the results are further mapped into a Cartesian diagram to classify the aspects into four quadrants—highlighting which aspects should be prioritized for development and which have lower importance for future improvement.

Table 1. Operationalization of Research Variables

No	Variabel	Dimensi	Indikator	Perolehan Data
1	<i>Tangible</i>	1. Physical Appearance 2. Equipment 3. Facility Conditions	Rating Scale 1 - 5	Questionnaire and Interviews
2	<i>Empathy</i>	1. Employee Sensitivity 2. Attention to Consumers	Rating Scale 1 - 5	Questionnaire and Interviews
3	<i>Responsive</i>	1. Understanding Consumer Needs 2. Speed of Handling Consumer Complaints	Rating Scale 1 - 5	Questionnaire and Interviews
4	<i>Reliability</i>	1. Professionalism 2. Consistency	Rating Scale 1 - 5	Questionnaire and Interviews

5	Assurance	1. Service According to What Is Offered	Rating Scale 1 - 5	Questionnaire and Interviews
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RESULTS AND DISCUSSION

GENERAL DESCRIPTION OF THE RESEARCH LOCATION

The Teaching Factory Poli Tour & Travel is located at Politeknik Negeri Lampung. As outlined in the introductory chapter of this study, the tour packages offered by the Teaching Factory Poli Tour & Travel utilize resources within the vicinity of Politeknik Negeri Lampung. The institution is strategically located, with convenient access from both the city center and Radin Intan II Airport. Politeknik Negeri Lampung is situated on Jalan Sukarno-Hatta, a vital road that forms part of the Sumatra highway network and the urban routes of Bandar Lampung.

As a vocational higher education institution with an agricultural focus, Politeknik Negeri Lampung offers significant potential for agro-tourism attractions and supporting activities, particularly for children. The campus, with its extensive agricultural, plantation, fishery, and livestock facilities, serves as a valuable asset for Poli Tour & Travel in offering its Agroedutourism tour package.

As a tourism bureau rooted in the education sector, Poli Tour & Travel provides travel packages that emphasize educational elements. Some of the main products offered to tourists include the Agroedutourism tour package, gathering and fun games packages, and flight ticketing services for the academic community of Politeknik Negeri Lampung. The Agroedutourism tour package is among the most popular products, offering tourists the opportunity to experience the attractions within Politeknik Negeri Lampung while emphasizing knowledge in the agro sector. This tour package also creates opportunities for Politeknik Negeri Lampung to introduce itself to a broader audience.



TEACHING FACTORY TOUR PACKAGES BY POLI TOUR & TRAVEL

As a tourism bureau originating from the education sector, Poli Tour & Travel offers travel packages that emphasize educational elements. Some of the main products offered to tourists include the Agroedutourism tour package, gathering and fun games packages, and flight ticketing services for the academic community of Politeknik Negeri Lampung.

The Agroedutourism tour package is one of the most popular products among tourists, providing an opportunity for visitors to experience the attractions within Politeknik Negeri Lampung while focusing on agro-based knowledge. This package also creates opportunities for Politeknik Negeri Lampung to introduce itself to a wider audience. Agrotourism (or agritourism) is a form of tourism that combines agriculture with recreational activities, providing visitors with experiences related to farming, rural life, and environmental education [4].

Gathering Package

INCLUDES:

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- Games Equipment
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Min. 35 Pax

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- Memanen Sayuran
- Memberi Makan Ternak
- Menangkap Ikan
- Membuat Roti
- Naik Odong-odong
- Camping

FASILITAS TERSEDIA DI DALAM PAKET

- Pemandu Wisata
- Dokumentasi
- P3K
- Permainan (games)

FASILITAS TERSEDIA DI LUAR PAKET

- Atraksi Naik Gajah/Rakit Bambu
- Atraksi Rubber Band/Payung
- Makanan Ringan (snack)
- Pengeluaran Pribadi

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INFO PEMESANAN / RESERVASI

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+62 812-7507-7173 (Anwani)
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+62 837-8932-9671 (Shelly)
politourtravel@polinela@gmail.com

FIGURE 1. Paket wisata yang ditawarkan Poli Tour & Travel

DIMENSIONS OF SERVICE IN THE TEACHING FACTORY OF POLI TOUR & TRAVEL

According to Parasuraman, as cited by [1] service quality consists of five aspects or measurement dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These service quality dimensions are used to assess how consumers or tourists evaluate the quality of services provided by a tourism bureau.

There are five research variables used to assess the quality of services delivered by the Teaching Factory Poli Tour & Travel team to tourists. The following are the details of the service dimensions for tourists:

Tangibles

This variable focuses on aspects that tourists can physically perceive. It is closely related to the physical appearance dimension, including the presentation of the Poli Tour & Travel team and the condition of equipment and supplies used to support tourism activities. It also considers the state of equipment and facilities that influence the smooth operation of tourism activities.

Empathy

This variable examines the soft skills of the Poli Tour & Travel team, particularly regarding their sensitivity toward tourists and their ability to behave appropriately in predetermined locations. It emphasizes how well the staff understands and responds to the needs of tourists on a personal level [5].

Responsiveness

This variable emphasizes the importance of understanding and meeting tourists' needs during the implementation of the Agroedutourism tour package. It also evaluates the speed and efficiency with which Poli Tour & Travel addresses and resolves tourists' complaints.

Reliability

This dimension assesses tourists' perceptions of the alignment between their expectations and the reality of the services provided, particularly regarding the professionalism and consistency of the Poli Tour & Travel team in delivering services.

Assurance

This dimension evaluates whether the services provided during the implementation of the Agroedutourism tour package align with the facilities and features promised as part of the package.

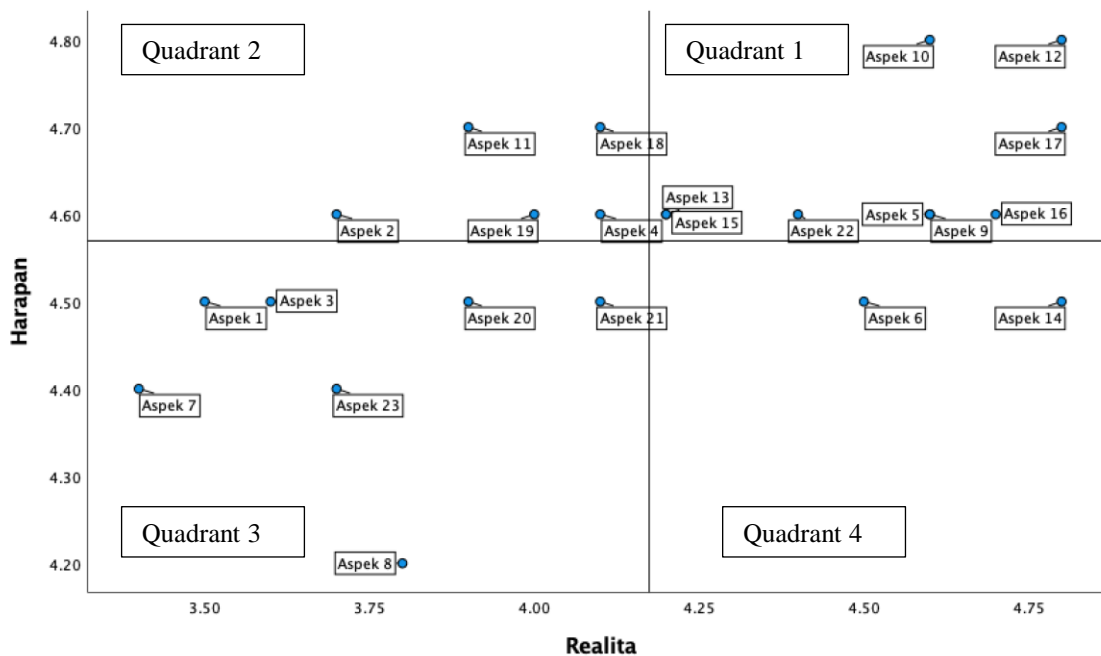
IMPORTANCE-PERFORMANCE ANALYSIS OF SERVICE QUALITY DIMENSIONS IN THE TEACHING FACTORY OF POLI TOUR & TRAVEL

The consumers of the tour packages offered by Poli Tour & Travel, which predominantly consist of kindergarten students represented by their accompanying teachers, certainly have perspectives regarding the dimensions of service provided in the implementation of the tour packages. Consumer perceptions of the current quality of service and their expectations regarding that quality are important aspects to consider. To assess the quality of the service dimensions provided by Poli Tour & Travel, we will examine 23 service aspects divided into the following 5 service variables :

Aspek.	Variabel
	A. Variabel Tengible
	A1. Physical Appearance
1	The physical appearance of the location for the Poli Tour & Travel tour packages is attractive and comfortable.
2	The location for the tour packages is clean from trash.
3	The condition of the roads and gathering places at each attraction.
	A2. Equipment
4	The condition of the equipment used in the tourism activities.
5	The safety of the equipment used in the tourism activities.
6	The completeness of the equipment used in the tourism activities.
	A3. Facility Conditions
7	The availability of facilities that can support tourist activities.
8	The condition of the facilities that can support tourist activities.
	B. Variabel Emphaty
	B1. Employee Sensitivity
9	The ease for tourists to contact the Poli Tour & Travel team.
10	The team's responsiveness while accompanying tourists during the tour activities.
	B2. Attention to Consumers
11	The Poli Tour & Travel team regularly inquires about tourists' needs and promptly assists when needed.
12	The friendliness of the Poli Tour & Travel team in welcoming tourists.
	C. Variabel Responsive
	C1. Understanding Employee Needs
13	The sensitivity of the Poli Tour & Travel team in recognizing employee needs.
14	The ability of the Poli Tour & Travel team to provide what tourists require.
	C2. Speed of Handling Consumer Complaints
15	The handling of consumer complaints by the Poli Tour & Travel team.
16	The provision of solutions for issues that arise by the Poli Tour & Travel team.
	D. Variabel Reliability
	D1. Professionalism
17	The appearance of the Poli Tour & Travel team when interacting with tourists.
18	The clarity of the language used by the Poli Tour & Travel team.
19	The clarity of the information provided by the Poli Tour & Travel team.

Aspek.	Variabel
	D2. Consistency
20	The consistency of implementing regulations during tourism activities by the Poli Tour & Travel team.
21	Punctuality in the execution of Poli Tour & Travel tour packages.
	E. Variabel Assurance
	Service According to What Is Offered
22	The alignment of activities with the promoted tour packages.
23	The guarantee of tour activities if any package does not proceed.

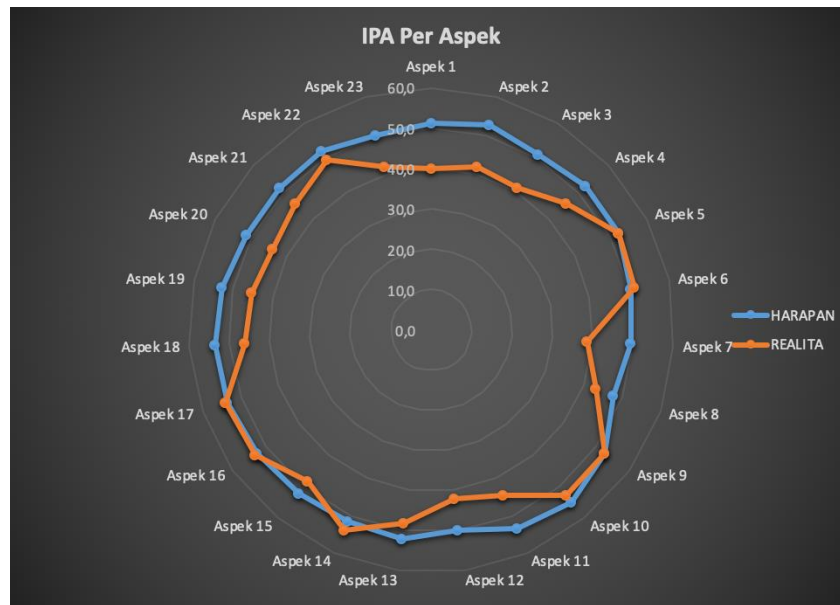
Based on the results of the research conducted with a sample of 17 respondents representing each school that utilizes the Poli Tour & Travel tour packages, an index score was found as shown in the following figure:



Based on the 23 aspects used to assess the service quality of Poli Tour & Travel mentioned above, five aspects (2, 4, 11, 18, 19) were found in quadrant 2, which indicates a high level of expectations, but in reality, these aspects do not meet those expectations. Poli Tour & Travel is expected to improve service quality for the aspects that fall into this quadrant. This is because these aspects are essentially desired to be fulfilled maximally by tourists.

Additionally, there are nine aspects (5, 9, 10, 12, 13, 15, 16, 17, 22) of service that fall into quadrant 1, which depicts a direct correlation between customer satisfaction and the expectations desired by tourists with the services provided during implementation.

Furthermore, it was found that there are 7 aspects (1, 3, 7, 8, 20, 21, 23) of service quality located in quadrant 3. The aspects in this quadrant have a low quality of service when viewed from both the level of expectations and the reality of implementation. Meanwhile, there are only 2 aspects that fall into quadrant 4 (6 & 14), which is characterized by low expectations but a relatively high quality of service provided during the implementation of the tour packages.



CONCLUSIONS

Based on the results of the research conducted, the tour packages offered by Poli Tour & Travel mainly consist of agro-edutourism activities, which are the best-selling tour packages. These packages offer tourists the opportunity to enjoy attractions at Politeknik Negeri Lampung that emphasize knowledge in the field of agriculture. In addition, from the perspective of service quality provided by Poli Tour & Travel, five aspects were identified that need to be improved to meet the expectations of tourists using Poli Tour & Travel services.

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