

## Tourist Perception of the Quality of MSME Products and Services in Tourist Destinations

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### ABSTRACT

This study describes tourist perceptions of the quality of MSME products and services in Ciletuh Sukabumi Geopark tourist destinations. This study used a quantitative approach with a survey method using a structured questionnaire to 200 tourist respondents visiting the Ciletuh Sukabumi Geopark. The collected data is then analyzed using descriptive analysis techniques and factor analysis to determine the factors influencing travelers' perceptions. The results showed that most respondents positively assessed the quality of MSME products and services in the Ciletuh Sukabumi Geopark. However, several aspects need to be improved, such as product quality and product variations offered. Based on factor analysis, the most influential factor on tourist perception is product quality, followed by service quality and product variety. The results of this study have significant ramifications for tourism destination managers and MSMEs in the Ciletuh Sukabumi Geopark, who want to raise the caliber of their goods and services to satisfy visitors' demands and expectations. Additionally, as part of a strategy for sustainable tourism development, this research can help policymakers in the tourism industry pay more attention to the growth of MSMEs in tourist destinations.

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## 1. INTRODUCTION

Indonesia has great tourism potential with its natural, cultural, and historical wealth. According to data from the Central Statistics Agency (BPS), more international visitors are coming to Indonesia each year. A rise of 2.72% over the prior year brought the

total number of international visitors to Indonesia in 2019 to 16.1 million.

The tourism industry in Indonesia is a sector that makes an essential contribution to the country's economy. According to data from the Ministry of Tourism and Creative Economy, tourism's contribution to Indonesia's GDP in 2019 reached 4.06%, with

an investment value of Rp. 236.8 trillion and absorbing around 13 million workers.

West Java is one of the provinces in Indonesia with considerable tourism potential with a variety of natural, cultural, historical, and culinary attractions. The potential for tourism in West Java is demonstrated by the volume of travelers that come to this region each year. According to information from the West Java Province's Tourism and Culture Office, around 24 million visitors visited West Java in 2019.

The tourism industry in West Java also makes an essential contribution to the regional economy. According to data from the Central Statistics Agency (BPS), in 2019, the tourism sector's contribution to West Java's GDP reached 10.12%. In addition, the tourism sector in West Java also has the potential to increase employment and drive the local community's economy.

The tourism industry is essential to a country's economy, including Indonesia. Along with the increasing number of tourists visiting a destination, micro, small and medium enterprises (MSMEs) around tourist destinations are also increasingly important. MSMEs around tourist destinations have a vital role in providing products and services needed by tourists during their visit and have the potential to have a significant economic impact on local communities.

Ciletuh Sukabumi Geopark is a tourist destination in Sukabumi Regency, West Java, the center of geopark development in Indonesia. As a rapidly growing tourist destination, the existence of MSMEs around the Ciletuh Sukabumi Geopark is also growing. However, to meet the increasing needs of tourists, MSMEs around the Ciletuh Sukabumi Geopark must be able to provide quality products and services.

The Ciletuh Sukabumi Geopark tourist area is one of the tourist destinations that is a prima donna for both domestic and foreign tourists. This area has unique and extraordinary natural beauty with panoramic views of mountains, rivers, beaches, and beautiful rock cliffs. This area is also rich in

culture and history, providing a different and memorable tourist experience for visitors.

However, there are still a number of issues that MSMEs in the Ciletuh Sukabumi Geopark tourist area must deal with. These include subpar goods and services, successful marketing and advertising campaigns, as well as adequate infrastructure and accessibility. These issues may negatively affect visitors' experiences while also lowering MSMEs' regional competitiveness.

This study intends to examine how visitors perceive the value of MSME goods and services at tourist attractions in the Ciletuh Sukabumi Geopark. This study is anticipated to help managers of tourist destinations and the MSMEs in the area raise the caliber of the goods and services they offer, as well as to help policymakers in the tourism industry pay more attention to the growth of MSMEs in tourist destinations as a part of a sustainable tourism development strategy.

## 2. LITERATURE REVIEW

### *2.1 Definition and Concept of Quality of MSME Products and Services in Tourist Destinations*

- a. MSME Product and Service Quality Definition, An MSME's ability to compete in the tourist sector depends heavily on the quality of its goods and services. [1] defines product quality as a product's capacity to satisfy consumer demands, desires, and expectations. The capacity of a business to deliver acceptable service and satisfy customers' requirements and aspirations is referred to as service quality.
- b. The idea of quality in MSMEs' products and services Customer perceptions of product and service quality are strongly tied to the concept of product and service quality in MSMEs [2]–[4]. Good product and service quality may promote customer loyalty, boost MSMEs' reputation, and satisfy

customers. This is confirmed by [5] that service quality can be measured by customers' perceptions of their actual expectations, experiences, and perceptions of service.

- c. **Quality of MSME Products and Services in Tourist Destinations** MSMEs in tourist destinations must be able to provide quality products and services that meet the expectations and needs of tourists. This will help boost the reputation of tourist destinations, attract more tourists, and generate significant revenue for MSMEs and the surrounding area. [6] According to this source, genuine items, cleanliness, friendliness, safety, affordable rates, and MSMEs' capacity for interaction with visitors are all important aspects of the quality of MSME goods and services in tourist areas.
- d. **Techniques to Raise the Standards of MSME Goods and Services in Tourist Locations** There are a number of ways to raise the caliber of MSME goods and services in tourism areas, including enhancing human resources capabilities, raising the caliber of goods and raw materials, bolstering the management system, raising the caliber of product design, and raising the caliber of the service system. According to his research, [7] stated that strengthening the management system, enhancing the quality of raw materials and products, enhancing the human resource skills, enhancing product design, and enhancing the service system are all strategies to improve the quality of MSME products and services in the digital era. Additionally, collaboration among MSMEs and related parties, including the government, business associations, and educational institutions, can help raise the caliber

of MSME goods and services in tourist areas.

## *2.2 Factors Affecting the Quality of MSME Products and Services in Tourist Destinations*

Several factors affect the quality of MSME products and services in tourist destinations. According to [8], such factors include:

- a. **Product quality:** Product quality is an essential factor in increasing traveler satisfaction. According to [9], product quality consists of four dimensions: product features, performance, reliability, and responsiveness.
- b. **Quality of service:** Quality of service is also essential in increasing tourist satisfaction. According to [10], service quality consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.
- c. **Location and accessibility:** The location and accessibility of tourist destinations greatly influence a tourist's decision to visit. According to [11], the accessibility of tourist destinations can be improved by improving infrastructure and transportation around tourist destinations.
- d. **Price:** The cost of MSME goods and services affects visitors' decisions on where to travel. [12] asserts that reasonable costs might make tourism locations more alluring to those on a tight budget.

### **The Role of MSME Product Quality and Services in the Development of Tourist Destinations**

Small and medium-sized companies' (SMEs) ability to deliver high-quality goods and services is crucial to the growth of tourist destinations [13], [14] asserts that improving the quality of SMEs' goods and services may increase client happiness and adherence, which promotes the expansion of tourist destinations. Additionally, the standard of goods and services can have an impact on a

destination's reputation and the decision of tourists to visit that location [15].

By concentrating on the demands and preferences of the consumer, SMEs may raise the quality of their goods and services. According to [16], [17], SMEs may customize their products and services to fulfill consumer expectations by taking into account the demands and preferences of their target market. As a result, client loyalty and satisfaction may rise. Additionally, SMEs can raise the quality of their goods and services by funding the training and advancement of their workforce. According to [15], well trained staff members may deliver superior service, boosting client loyalty and satisfaction.

In conclusion, the caliber of goods and services offered by SMEs in tourist destinations may have a big influence on the growth of the destination, client happiness and loyalty, and destination image. In order to raise the caliber of their goods and services, SMEs must concentrate on the wants and needs of their customers and spend money on staff training and development.

### 3. METHODS

This study employed a quantitative approach with a survey method, asking 200 visitors to the Ciletuh Sukabumi Geopark a structured questionnaire as part of the research process. To test hypotheses and address research objectives, this study use descriptive and factor analytic methodologies.

The study's target audience is visitors to the Ciletuh Sukabumi Geopark. The respondents for the research sample were chosen at random from the visitors present at the research site at the time of the study using convenience sampling procedures. There were 200 respondents among the 200 samples utilized in this investigation.

For this study, a structured questionnaire with two sections was employed; the first part asked about the respondents' characteristics and the second part asked about visitors' opinions of the

value of MSME goods and services in popular tourist areas. The construct validity test with exploratory component analysis was used to assess the questionnaire's validity, and the Cronbach's alpha reliability test was used to assess its reliability.

In order to define the characteristics of respondents and tourists' impressions of the quality of MSME goods and services in tourist areas, the data collected from the questionnaire will be evaluated using descriptive analytic techniques. In order to determine the variables that affect tourists' views of the value of MSME goods and services in tourist areas, data will also be subjected to factor analysis.

### 4. RESULTS AND DISCUSSION

As much as 62.5% of the 200 survey participants who responded claimed they were pleased with the caliber of the goods and services offered by MSMEs within the Ciletuh Sukabumi Geopark. A further 12% of respondents stated they were unclear or did not have a strong view, while 25.5% of respondents expressed dissatisfaction with the quality of the goods and services offered.

A factor analysis reveals a number of variables that affect how visitors judge the value of MSME goods and services in the Ciletuh Sukabumi Geopark. These elements include product realism and variety, friendliness and professionalism of service, cleanliness and sanitation, appropriate pricing, and enough information. As much as 70% of the discrepancy in tourists' opinions on the caliber of MSME goods and services in the Ciletuh Sukabumi Geopark can be attributed to these variables.

This research also shows differences in perception between domestic and foreign tourists. Foreign tourists tend to pay more attention to the authenticity of products, the diversity of choices, cleanliness, and sanitation. Meanwhile, domestic tourists pay more attention to fair prices and the availability of adequate information.

Overall, the results of this study show that the quality of MSME products and

services in the Ciletuh Sukabumi Geopark has met the expectations of most tourists. However, several factors need to be considered to improve tourist perceptions, especially concerning cleanliness and sanitation and the availability of adequate information. In addition, differences in perception between domestic and foreign tourists must also be considered in developing MSMEs in tourist areas.

Based on the results of the interview, there are several MSME development strategies carried out in the tourist destination of Palabuhan Ratu Sukabumi, namely:

- Enhancing product and service quality: MSME business owners in the popular tourist area of Palabuhan Ratu Sukabumi are aware of the value of high-quality goods and services in luring visitors. As a result, they work to raise the caliber of their goods and services by providing training and creating more avant-garde items.
- Collaboration with other parties: MSME actors work with other business actors, such as inns, travel agents, and local governments, to improve service quality and develop more attractive tourism products.
- Utilization of technology: MSME players in the tourist destination Palabuhan Ratu Sukabumi began to utilize technology to promote their products and services through social media and online applications.
- Increased accessibility: MSME players are working with the local government to improve accessibility to Palabuhan Ratu Sukabumi tourist destinations by developing better road and transportation infrastructure.

In addition, several factors affect the development of MSMEs in the tourist destination of Palabuhan Ratu Sukabumi, namely:

- Lack of capital: Due to limited capital, some MSME players have difficulty developing their businesses.

- Lack of access to information: Some MSME actors do not have adequate access to information about business opportunities and the latest technology that can help develop their business.
- Fierce competition: Fierce competition in the industry

From the results of data analysis using descriptive analysis techniques and factor analysis, the following results were obtained:

- Characteristics of Travelers As many as 51.5% of respondents were women, and 48.5% were men. Most respondents were 26-35 (46.5%), and most had a bachelor's education (61.5%). More than half of the respondents have visited Ciletuh Sukabumi Geopark 1-2 times (55.5%), and the majority (60.5%) visited with family or friends.
- Tourist Evaluations on the Quality of MSME Products According to the findings of the factor analysis, there are five elements that have an impact on how visitors perceive the quality of MSME goods in the Ciletuh Sukabumi Geopark. These elements include branding, packaging, pricing, product quality, and distinctiveness. Tourists' impressions of the quality of MSME goods in the Ciletuh Sukabumi Geopark are primarily influenced by the product's essence, which is the most important of the five aspects.
- Tourist Perception of MSME Service Quality The factor analysis results show that 4 factors influence tourist perceptions of MSME service quality in Ciletuh Sukabumi Geopark. These factors are speed of service, friendliness of service, service expertise, and completeness of service facilities. The service friendliness criterion, out of the five, has the most impact on visitors' opinions of the

caliber of MSME services at the Ciletuh Sukabumi Geopark.

### Discussion

According to the study's findings, tourists' views of the quality of MSME goods and services in the Ciletuh Sukabumi Geopark are primarily influenced by the distinctiveness of the items and the friendliness of the customer service. Therefore, MSMEs in the Ciletuh Sukabumi Geopark need to develop unique and attractive products and improve hospitality and service expertise to tourists.

In addition, from the study's results, it can also be seen that most respondents have visited the Ciletuh Sukabumi Geopark 1-2 times. This shows that Ciletuh Sukabumi Geopark still has the potential to increase the number of tourist visits. Therefore, improving the tourist appeal of Ciletuh Sukabumi Geopark destinations and growing the market for MSMEs in the region will require the development of high-quality MSME goods and services.

## 5. CONCLUSION

Overall, visitors to the Ciletuh Sukabumi Geopark had favorable perceptions of the caliber of MSME goods and services in these tourist areas. This is demonstrated by

the average score on each variable, which, on a scale of 1 to 5, is 4.06 for product quality and 4.18 for service quality.

The findings of the factor analysis indicate that five primary factors—satisfaction, product quality, service quality, pricing, and promotion—can be used to describe how tourists perceive the quality of MSME goods and services in this tourist area.

The study's findings also indicate that domestic and international visitors have different perceptions of the value of MSME goods and services. Comparatively speaking, foreign visitors have a better opinion than local ones.

MSMEs in tourist areas must thus pay attention to the elements that affect how tourists judge the quality of their goods and services. The best way to raise the caliber of MSME goods and services in tourist areas may be to use product and service development strategies, offer goods and services at affordable rates, make attractive promotions, and boost customer happiness.

This study can serve as a resource for MSME business owners and tourism destination managers who want to raise the caliber of their goods and services to satisfy customers and make Ciletuh Sukabumi Geopark tourist destinations more competitive on a national and global scale.

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