



# The Influence of Competitive Advantage and Service Quality towards Customer Satisfaction of Ranca Upas Tourism in Bandung City

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**Abstract.** Customer satisfaction at Wana Wisata Ranca Upas is still relatively low due to the inadequate facilities. This study aims to find out the influence of service quality and competitive advantage on customer satisfaction. The population in this research is travelers and as many as 110 respondents were taken as samples through the non-probability sampling method. The data were collected through distributing questionnaires to tourists who have visited Ranca Upas Eco-tourism. The data analysis technique used is descriptive and inferential analysis with double regression as hypothesis testing. The results of the study showed that there was a significant influence between service quality and competitive advantage on customer satisfaction. It is suggested that Wana Wisata Ranca Upas improve service quality and increase the competitive advantage to increase travelers' satisfaction.

**Keywords:** Competitive Advantage, Service Quality, Customer Satisfaction, Tourism, Ranca Upas.

## 1 Introduction

The tourism industry in Indonesia is experiencing rapid growth because people are now entering a new normal era. The tourism industry not only acts as an addition to the country's foreign exchange but also opens wide employment opportunities for various levels of society.

The area is a tourist attraction that attracts people, especially in West Java. Ranca Upas Ecotourism is on Jalan Raya Ciwidey Patenggang KM.11 Alam Endah, Ciwidey, Bandung Regency. A survey conducted by the Indonesian State Forestry Company (Perhutani) in 2021 showed an increase in the number of tourists every year. Especially in 2020-2021, there was a significant increase of 263,529 tourists. Even though the increase in tourists in 2020-2021 has experienced a large increase, it is very unfortunate because tourist satisfaction is still not optimal due to a lack of facilities and low quality of service. This is indicated by Google reviews from Wana Wisata Ranca Upas, which are still low. Visitor or tourist satisfaction is the stage where tourists' needs, desires, and expectations can be fulfilled, resulting in repeated purchases or continued

loyalty[1]. Satisfaction is also an emotional state; their post-purchase reaction can be anger, dissatisfaction, neutrality, excitement, or pleasure[2].

According to a previous study, customer satisfaction is very tightly related to service quality [3]. However, what sets this research apart from others is that it was conducted in the post-covid era of the tourist industry[4]. Therefore, this study aims to determine the effect of competitive advantage and service quality on customer satisfaction with a descriptive verification research method.

## **2 FRAMEWORK**

According to Kotler [5], satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the performance (or results) expected. If performance falls below expectations, the customer will be dissatisfied. Meanwhile, if the performance meets expectations, the customer will be satisfied. Kotler [6] further states that competitive advantage is gained by creating and delivering superior customer value by providing more benefits that match customers' expectations. In this case, Kotler concluded that competitive advantage is closely related to customer satisfaction.

Furthermore, Kotler [6] states, "Customer satisfaction is the outcome felt by buyers who have experienced a company performance that has fulfilled expectations". In line with Kotler, according to [7] service quality is a determining factor in customer evaluation, including customer satisfaction based on Kotler's statement regarding the components of expectations and perceived performance/results. Based on all the above statements by several experts, customer satisfaction is strongly influenced by competitive advantage and service quality.

## **3 METHODS**

This research uses quantitative data types because this research is obtained through data in numerical form for data processing. This research was conducted in May 2023 involving tourists from Wana Wisata Ranca Upas. The population in this study were tourists who had visited Ranca Upas tourism area. The data collection process is through the primary data source, namely through distributing questionnaires to 110 respondents from Google Forms. The tool used to analyze data is an application called SPSS with multiple regression analysis techniques.

## **4 RESULTS AND DISCUSSION**

#### 4.1 Characteristics Respondents

Based on the data collection results, 96% of the total respondents are women, and the rest 4% are men. The age range is between 20 and 50 years from various professions in Bandung.

#### 4.2 Validity Test

The test validity used in the study is the coefficient of Pearson's correlation. It is said to be valid if the significance value is  $<0.05$ , or it can also be seen from the  $r$  count value, which must be greater than the  $r$  table.  $R$  table is obtained from the  $df$  value where the  $df$  value is the number of respondents minus 1, or in this study; the  $df$  value is 110. The  $r$  table in this study is 0.186 and the question is considered valid if the  $r$  count is greater than 0.186.

#### 4.3 Reliability Test

Test reliability aims to measure the consistency of variables if they are reused in the future. The basis for decision-making in the reliability test is that a variable is said to be reliable if Cronbach's alpha value is  $> 0.6$ . The following are the results of the reliability test in the study.

**Table 1.** Reliability test results

Variable	Cronbach's Alpha	Information
Competitive Advantage (X1)	0.789	Reliable
Service Quality (X2)	0.943	Reliable
Customer Satisfaction (Y)	0.893	Reliable

Based on test reliability, it can be concluded that the whole variable used in this study is reliable or consistent if reused in the future because all variables in this study have a *Cronbach's alpha value*  $> 0.6$ .

#### 4.4 Normality test

The normality test used in this study is *the Kolmogorov-Smirnov test*. The basis for decision-making in the normality test is if *the p-value*  $> 0.5$ , which means residual data in this study are normally distributed. The following are the results of the normality test in this study

**Table 2.** Normality test

p-values	Information
0.200	Normal Distributed

Based on the normality test results using *the Kolmogorov-Smirnov*, the obtained *p-value* of  $0.200 > 0.05$ , which means that the residual data is distributed normally.

#### 4.5 Multicollinearity Test

Test multicollinearity can see on mark *tolerance*  $< 1$  or also can see the VIF value  $< 10$ . The following are the results of the multicollinearity test in the study.

**Table 3.** Multicollinearity test

Variable	tolerance	VIF	Information
Competitive Advantage (X1)	0.362	2,766	No multicollinearity
Service Quality (X2)	0.362	2,766	No multicollinearity

Based on the multicollinearity test, all independent variables in this study had a tolerance value of  $< 1$  or VIF  $< 10$ . This means that all independent variables in this study were free from multicollinearity.

##### - Multiple Regression Analysis

Multiple regression analysis aims to determine how much influence the independent variables have in predicting the dependent variable. The multiple regression equation in this study is

$$Y = 7.239 + 0.410 (X1) + 0.297 (X2) \quad (1)$$

The regression equation means that when there is no competitive advantage and service quality, customer satisfaction is 7.239. Next, every 1 increase in value for competitive advantage will increase 0.410 customer satisfaction. Next, every 1-point increase in service quality will increase customer satisfaction by 0.297. Based on this regression equation, it can also be concluded that the competitive advantage variable has a contribution that is bigger compared to quality service in model regression.

##### - Coefficient of Determination

The coefficient of determination can be seen from the value of *r square*, which is from 0 to 1 or 0% to 100%. The closer to 1 or 100% means that the independent variable can explain the dependent variable better. An *r square* of 0.677 or 67.7% was obtained. This means that the variance of competitive advantage and service quality can explain customer satisfaction by 67.7%.

#### 4.6 t-test

An independent variable influences the dependent variable if the *p-value*  $< 0.05$  or *t count*  $> t$  table. The *t* table value is obtained from the *df* value, where the *df* value is the number of respondents minus 1, or in this study; the *df* value is 110. Thus, the *df* value

= 110, and with a probability of 0.05, the t table value is 1.659. That is, if the t count > 1.659, the independent variable influences the dependent variable. The following are the results of the t-test in this study.

**Table 4. t-test results**

Variable	T count	p-values	Information
Competitive Advantage (X1)	3,248	0.002	There is influence
Service Quality (X2)	6,247	0.000	There is influence

The first is the independent competitive advantage variable, with a t-value of 3.248 > 1.659 or a *p-value* of 0.002 < 0.05. This means that in this study, H1 is accepted or has the conclusion that there is a significant positive influence of competitive advantage on customer satisfaction in Ranca Upas tourism.

#### 4.7 F Test

The independent variable is declared to affect the dependent variable simultaneously if the *p-value* < 0.05 or F count > F table. F table can be seen using the df1 value.

The following are the results of the F test in this study.

F count	<i>p-values</i>	Information
113,397	0.000	There is influence

Based on the F test, the p-value is 0.000 < 0.05 and the F count is 113.397 > 3.079. This means that in this study, competitive advantage and service quality simultaneously influence customer satisfaction in Ranca Upas tourism.

## DISCUSSION

Based on the results of analysis and also data processing using SPSS that has been carried out, the results showed that the coefficient value of competitive advantage and service quality on customer satisfaction was 0.677, and for the t-statistic test value was the independent competitive advantage variable, with the t value 3.248 > 1.659 and had a significance value of 0.002 < 0.05 because in this study the error rate was 5%. These results indicated that the variables of competitive advantage and service quality had a positive effect on customer satisfaction at Ranca Upas Ecotourism. This means that the higher the competitive advantage and quality service, the higher the customer

satisfaction when visiting Wana Wisata Ranca Upas. Conversely, if the competitive advantage and service quality decrease, customer satisfaction will also decrease.

The results of this study show that the customer satisfaction of Wana Wisata Ranca Upas tourists can be influenced by competitive advantage and service quality. The results obtained are also in line with the results of previous studies.

## CONCLUSION

The study results showed that competitive advantage and service quality positively and significantly affected customer satisfaction. This means that competitive advantage and quality service in Wana Tour Ranca Upas can increase customer satisfaction. Wana Wisata Ranca Upas must always improve and maintain tourism and service excellence, especially concerning complaints about existing facilities at Wana Wisata Ranca Upas. Therefore, companies must pay attention to and improve their competitive advantage and service quality so that tourists' expectations can be met and tourists will feel satisfied with the products and services provided.

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