

Development Model of Quality of Bureaucratic Tourism Service to Enhance Tourist Visit in Lake Toba Parapat North Sumatera

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Abstract: The purpose of this research was to analyze development model of quality of bureaucracy tourism service to enhance tourist visit in Lake Toba Parapat North Sumatera. The method of these research used by quantitative and qualitative research respondent of these research were 80 tourist which came and stayed in Lake Toba Parapat North Sumatera. The technique of data analysis used by descriptive statistic, data organization, reduction and data interpretation. The results showed that development model of quality of bureaucracy tourism service were tangibles, reliability, responsiveness assurance, empathy, safe, comfort and clean model while the degree of quality of bureaucracy tourism service in Lake Toba Parapat was enough.

Key words: Development model, quality of bureaucratic tourism services, touristm visits, responsiveness, technique

INTRODUCTION

In Act No. 10 of 2009 Tahun state that the purpose of tourism development is to promote economic growth, improve people's welfare, eliminate poverty, unemployment, preserving nature, environment and resources, to develop culture, raised the image of the nation, fostering patriotism, strengthen the identity and unity of the nation and strengthening the friendship between nations. This statement supported by Spillane (2003) that tourism has the potential to increase revenue, bring new jobs and reduce unemployment. So, it is important to increase tourism destination now on in the world especially Lake Toba Ptapar North Sumatera.

Although, many programs had been executed to enhance tourist visit in Lake Toba Parapat North Sumatera, in fact the tourist visit both foreign and domestic now on became decrease from 2014-2016 as shown in Table 1.

The decline of tourist visit both Foreign and domestic last 3 years, made the reasons why do these research by taking the title "Development Model of Bureaucratic Tourism Service Quality To Enhance Tourist Visit In Lake Toba Parapat North Sumatera".

Literature review: One of the functions of the bureaucracy is to provide a quality service in various sectors include the quality of bureaucratic tourist service in this regard. Therefore, research of the quality of bureaucratic tourism service to enhance tourist visit in

Table 1: Tourist Visits In Lake Toba Parapat North Sumatra 2014-2016

Tourist visit (years)	Domestic	Foreign	Total
2014	103.202	25.573	128.775
2015	99.731	17.120	116.851
September 2016	80.339	11.279	91.618

Office of Head of Girsang Sipangan Bolon Distric Lake Toba Parapat North Sumatera, 2016

Lake Toba Parapat North Sumtaera become important at this time. Kumorotomo (1996) stated that the quality of public services if efficient, effective, responsive and fair. While Tjiptono (1997) stated that the quality of service that was complianced with the demands, suitability for use, continuous improvement, free of damage, fulfilling the needs of customers since the beginning and at all times, do everything correctly since the beginning and something make customer happy.

Furthermore, Zeithaml *et al.* (1990) suggest five dimensions of quality service, namely include tourist service quality namely "Tangibles: appearance of physical facilities, equipment, personnel and communication materials; reliability: ability to perform the promised service dependably and accurately; responsiveness: willingness to help customers and provide prompt service; assurance: knowledge and courtesy of employees and their ability to convey trust and confidence; empathy caring, individualized attention the firm provides its customers". These theory used in this research.

MATERIALS AND METHODS

The research method were combination between quantitative and qualitative research method (Creswell, 1994). The respondent of these research were 80 tourists both domestic and Foreign which stayed in many hotel in Lake Toba Parapat North Sumatera from July to September 2016. Research informant of these research were head and bureaucratic of girsang sipangan bolon district, head and member of village official, religious leaders, public figure and society in Lake Toba Parapat North Sumatera. The technique of data analysis used by descriptive statistic, data organization, data reduction, data interpretation and made conclusions on the results of research.

RESULTS AND DISCUSSION

The quality of bureaucratic tourist service to enhance tourist visit in Lake Toba Parapat North Sumatera: Based on the results by the answers of instruments distributed to 80 respondents research. The quality of bureaucratic tourism service to enhance tourist visit in Lake Toba Parapat North Sumatera obtained the following Table 2.

Tendency level of bureaucratic tourism service quality to enhance tourist visit in Lake Toba Parapat North Sumatera: Based upon the instrument, the following table gave a summary of the tendency level of bureaucratic tourism services quality to enhance tourist visit in Lake Toba Parapat North Sumatera as follows. Based on Table 3, it could be stated that the tendency level of bureaucratic tourism service quality to enhance tourist visit in Lake Toba Parapat North Sumatera were enough level so that needs to enhance.

Development model of bureaucratic tourism service quality to enhance tourist visit in Lake Toba Parapat North Sumatera: Tourist visit both foreign and domestic tourist would be increased if the bureaucratic tourist service quality was getting better as well and vice versa excursions will decrease, if the quality of bureaucratic tourism services quality in Lake Toba Parapat North Sumatera none or less qualified.

Based on the results of research and Focus Group Discussion (FGD) were held with the head, bureaucratic apparatus, the head of the village, tourists, people and community leaders around Nor Lake Toba Parapat North Sumatera and the theory of bureaucratic tourism service

Table 2: The quality of bureaucratic tourism service to enhance tourist visit in Lake Toba Parapat North Sumatera Utara 2016

Questions	Respondent answers (%)				
	VO	O	S	N	SN
Did Lake Toba Parapat provided place of worship (mosque, church, other places of worship) for tourists?	8 (10%)	11 (13.75%)	20 (25%)	35 (43.75%)	6 (7.50%)
Did Lake Toba Parapat North Sumatera parapat provided an adequate road infrastructure?	3 (3.75%)	15 (18.75%)	30 (37.50%)	20 (25%)	12 (15%)
Did bureaucratic give good performance to serve tourists?	5 (6.25%)	20 (17.50%)	35 (43.75%)	12 (15%)	8 (10%)
Did bureaucratic has adequate tourism service skills?	4 (5%)	10 (12.50%)	32 (40%)	24 (30%)	10 (12.50%)
Did bureaucratic provide tourism services target right?	-	5 (6.25%)	30 (37.50%)	25 (32.50%)	20 (25%)
Did bureaucratic provide tourism services suitable with the promise or regulations?	-	10 (12.50%)	40 (50%)	16 (32.50%)	14 (17.50%)
Did bureaucratic provide tourism services fair with all tourists?	4 (5%)	10 (12.50%)	22 (27.50%)	24 (30%)	20 (25%)
Did bureaucratic provide satisfactory tourism services?	8 (10%)	8 (10%)	20 (25%)	26 (32.50%)	18 (22.50%)
Did bureaucratic provide tourism services immediately?	10 (12.50%)	16 (20%)	34 (42.50%)	15 (18.75%)	5 (6.25%)
Did bureaucratic provide clear tourism information such as banners, leaflets, web internet and others?	8 (10%)	20 (25%)	17 (21.25%)	17 (21.25%)	18 (22.50%)
Did bureaucratic provide tourism services quickly?	10 (12.50%)	20 (25%)	24 (30%)	16 (20%)	10 (12.50%)
Did bureaucratic provide tourism services proactive?	12 (15.00%)	14 (17.50%)	18 (22.50%)	24 (30%)	24 (30%)
Did bureaucratic providing tourism services friendly?	13 (16.25%)	16 (20%)	30 (37.50%)	14 (17.50%)	7 (8.75%)
Did bureaucratic provide tourism service guaranteed?	7 (8.75%)	12 (15%)	18 (22.50%)	23 (28.75%)	20 (25%)
Did bureaucracy provide clear information and rules about tourism?	10 (12.50%)	15 (18.75%)	24 (30%)	20 (25%)	11 (13.75%)
Did bureaucracy provide transparent Standard Operating Procedure (SOP) tourism?	2 (2.50%)	14 (17.50%)	24 (30%)	25 (31.25%)	15 (18.75%)
Did bureaucratic provide clear Minimum Service Standards (SPM) tourism?	-	14 (17.50%)	20 (25%)	30 (37.50%)	16 (20%)
Did bureaucratic provide sincere tourism services?	-	5 (6.25%)	30 (37.50%)	26 (32.50%)	19 (23.75%)
Did bureaucratic provide services specific for male, female, old and young people?	7 (8.75%)	14 (17.50%)	24 (30%)	20 (25%)	15 (18.75%)
Did bureaucratic understand the tour needs of tourists?	5 (6.25%)	15 (18.75%)	30 (37.50%)	20 (25%)	10 (12.50%)
Did bureaucratic have an extensive knowledge of the tourism?	4 (5%)	10 (12.50%)	26 (32.50%)	22 (27.50%)	18 (22.50%)
Did bureaucratic have a good communication skills with tourists?	10 (12.50%)	14 (17.50%)	30 (37.50%)	18 (22.50%)	8 (10%)

Research Result, 2016; VO; Very Often; O; Often; S; Sometimes; N; Never; SO; So Never

Table 3: The tendency level of bureaucratic tourism service quality to enhance tourist visit in Lake Toba Parapat North Sumatera, 2016

Range	F-absolut	F-relative (%)	Level
>100	30	37.50	Good
75-99	46	57.50	Enough
50-74	4	5.00	Less
<49	0	0.00	Low
Total	80	100.00	

quality these research concluded that the development model of bureaucratic tourism service quality to enhance tourist visit in lake toba parapat north sumatra that were the model of tangibles, reliability, responsiveness assurance, empathy, safe, comfort and clean.

CONCLUSION

The conclusion that could be expressed in respect of the results of this research were as follows:

- Development model of bureaucratic tourism services quality to enhance tourist visit in Lake Toba Parapat North Sumatera were the model of tangibles, reliability, responsiveness assurance, empathy, safe, comfort and clean
- The tendency level of bureaucracy tourism service quality were still enough level

RECOMMENDATIONS

The recommendations of these reseach based on the result and conclusions were as follows:

- Development model of bureaucratic tourism services quality to enhance tourist visit in lake toba parapat north sumatera were model of tangibles, reliability, responsiveness assurance, empathy, safe, comfort and clean must be implemented
- To implement the development model of bureaucratic tourism services quality to enhance tourist visit in Lake Toba Parapat North Sumatera were model of tangibles, reliability, responsiveness assurance, empathy, safe, comfort and clean need training and education for bureaucratic in lake toba Parapat North Sumatera continously

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