



THE INFLUENCE OF IMPLEMENTATION OF SAPTA PESONA POLICIES ON THE QUALITY OF COMMUNITY TOURISM SERVICES AT TIGA RAS SIMALUNGUN NORTH SUMATERA

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ABSTRACT

The purpose of the research was to analyse the influence of the implementation of Sapta Pesona policy on The quality of community tourism service at Tiga Ras Simalungun North Sumatera. The method of research used combination between quantitative and qualitative method. The research samples were the community around tourism site Tiga Ras Simalungun North Sumatera as much as 110 head of family. The data collected by library research includes documentation study and field research by giving question are, observation and interview. Data analyzed by Product Moment from Pearson and Multiple Regression Analysis. The research concluded that there was positive and significant influence between the implementation of Sapta Pesonapolicy on the quality of community tourism service at Tiga Ras Simalungun North Sumatera. This research recommends the need to enhance communication, disposition, resources and bureaucratic structure of Sapta Pesona so that the quality of community tourism

Key words: Sapta Pesona, Community Tourism Service, and Implementation of Sapta Pesona Policies.

Cite this Article: Erika Revida, Hadriana Marhaeni Munthe, Asimayanti Silvania S Siahhan and Sukarman Purba, The Influence of Implementation of Sapta Pesona Policies On The Quality of Community Tourism Services at TIGA RAS Simalungun North Sumatera, International Journal of Civil Engineering and Technology (IJCIET), 10 (1), 2019, pp. 412–419.

<http://www.iaeme.com/IJCIET/issues.asp?JType=IJCIET&VType=10&IType=1>

1. INTRODUCTION

Tourism sector today is not only the consumption of the high class people, but also now become the needs of the middle, and lower class. This is because of the progress of development and also the advancement of science and technology as well as tourism marketing so that people can easily enjoy the tourism sector. Besides the phenomenon of tourism sector now on become a profitable sectors to increase and to enhance the community income and the government local revenue.

Based on the Law number 10 of 2009¹⁾ stated that tourism is all activities and affairs that have to do with planning, arrangement, implementation and supervision of tourism whether conducted by government, private party, and society. Yoeti (1996)²⁾ defined that tourism as a temporary travel organized from one place to another with the intent not to try business or earn a living in the place visited but merely just to enjoy the journey in order sightseeing and recreation or fulfilling desire.

Furthermore in the Law of tourism number 10 of 2009 describes the purpose of tourism development is to enhance economic growth, improve people's welfare, eliminate poverty, overcome unemployment, conserve nature, environment and resources, promote culture, lift the image of the nation, strengthen the identity and unity of the nation, and strengthen friendship among nations. The importance of the role of the tourism sector for the life of the people in the village and in the city so that the quality needs to be improved

According to Tjiptono (1997)³⁾ the quality of service used compliance with requirements/demands, suitability for use, continuous improvement/refinement, free from damage/defect, fulfillment of customer needs from the beginning and every time and do everything right from the beginning. *Sapta Pesona* is one of the policies for people to improve the quality of tourism services. Thus the implementation of the *Sapta Pesona* policy was defined as communication, resources, disposition and bureaucratic structure of *Sapta Pesona*, while the quality of community tourism services was defined by a compliance with requirements, suitability for use, continuous improvement, free from damage from the beginning and every time and do everything right in accordance with the needs of the tourist.

2. METHOD

The research method used combination between quantitative and qualitative research (Creswell, 2012)⁴⁾. Sample of the research were 110 head of family (KK) at Tiga Ras Simalungun North Sumatera. Data collection technique used library research through literature and documentation study, while field research done by sharing questionnaire, observation and interview. Data analysis technique used product moment and multiple linear regression analysis after test of validity and reliability done.

3. RESULT AND DISSCUSSION

Sapta Pesona policies was a policies that has been long established by the government since 1991 with the Decree of the Minister of Tourism, Post and Telecommunications number KM.5/UM.209/MPPT-89⁵⁾ concerning guidelines for the Implementation of *Sapta Pesona*.

Actually, the purpose of *Sapta Pesona* policies is to enhance the number of tourist visits at every tourist site. *Sapta Pesona* Policies consists of 7 (seven) elements that must be done by the public that are security, orderliness, cleanliness, coolness, beauty, hospitality and memories. Security is a condition of tourist sites that generate a sense of calm, free of fear and anxiety among tourists. Thus the security is a condition of tourist site that avoid the various threats both physical and non-physical also that tourists feel comfort in doing tourism activities. Order, reflects the existence of discipline, regularity and provide convenience for tourist to do tourism activities, and participate in maintaining the environment, realize the culture queuing, obedient rules, and orderly, neat and smooth at Tiga Ras Simalungun North Sumatera. Hygiene is a tourist service that reflects clean, healthy and provide comfort situations for tourists, positive minded, clean life, people not throw garbage carelessly, keep the cleanliness of tourist sites, tourism environment, free of pollution, providing hygienic food, clean clothes and neat. Furthermore, the coolness of the tourist site is the coolness and shade, among others, marked by the existence of trees are regular and beautiful, doing reforestation in tourist site so that the location looks shady, avoid barren and dry, causing the feeling of comfort and tourists stay long at the tourist site. The beauty is reflected by the state of beautiful panoramic atmosphere and attractive to eye, giving a sense of awe and good impression for tourists. Hospitality is a positive attitude of the community on the tourists who marked by the familiar atmosphere, open and the attitude of receiving tourists well, willing to help, responsive to the needs of tourists, being a good host, willing to provide good information about customs spontaneously, respect to tourist, displaying a genuine smile, not expecting reward for services out of stipulation. Furthermore, the memories is an interesting impression on tourist visits such as the uniqueness of local wisdom, souvenirs and foods presented by the local community in tourist site to be a souvenir and memories for tourists.

According to Edward III (1984)⁶⁾ the implementation of policy will be implemented well through 4 factors namely communication, resources, disposition and bureaucratic structure. Thus the implementation of *Sapta Pesona* policies will be able running well by the communication, resources, disposition and bureaucracy structure *Sapta Pesona*. Communication is the delivery of a message from one person to another consistently and clearly about the policies of *Sapta Pesona* namely security, order, cleanliness, coolness, beauty, hospitality and memories continuously. Resources are all the information, material, equipment, facilities, money, and people. Disposition is a positive attitude and support of people will enlarge to success the implementation of *Sapta Pesona* policies. Bureaucracy structure includes Standard Operational Procedure (SOP) and fragmentation of *Sapta Pesona* policies.

Based on the results of research, conducted on 110 heads of family, the description of variable of Implementation of *Sapta Pesona* Policies (X) Policies and the quality of tourism community service (Y) presented in table 1 as follow.

Table 1 Summary of Descriptive Statistics of Research Data

Description	Implementation of <i>Sapta Pesona</i> Policies (X)	Quality of Community Tourism Service (Y)
N	110	110
Mean	127,15	135,26
Median	127	134
Mode	122	132
Deviation Standard	7,332	13,024
Variance	53,765	169,627
Range	32	62

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Description	Implementation of <i>Sapta Pesona</i> Policies(X)	Quality of Community Tourism Service (Y)
Minimum	112	102
Maximum	144	164
Sum	13987	14879
Ideal Score Minimum	32	40
Ideal Score Maksimum	160	200
Ideal Mean	96	120
Ideal Deviation Standard	21,333	26,666

For the variable of Implementation of *Sapta Pesona* Policies (X), from 110 samples head of family, the minimum score was 112 and the maximum score was 144, the score range was 32, the average value was 127,15, the median value was 127 and the Modus was 122 , Standard deviation of 7.33, Ideal Idea 96, and Ideal Deviation Standard 21,333. Based on these data then the criteria tendency level of the research variables then in the following table presented the tendency level of Sapta Pesona Policies Implementation as follows.

Table 2. Trend Level of The Implementation of Sapta Pesona Policies (X)

Class	Class Interval	Frequency of Observation	Frequency of Relative (%)	Category
1	130 - Highest Score	79	71,82	Good
2	97 - 129	31	28,18	Moderate
3	64 - 96	-	-	Less
4	Lowest Score – 63	-	-	Low
Total		100	100,00*	

Based on table 2 above it can be seen that there were as many as 79 samples (78,822%) stated that the Implementation of *Sapta Pesona* Policies in good category, there were 31 samples (28.18%) stated that the Implementation of *Sapta Pesona* Policies in moderate category. Thus it can be concluded that the Implementation of Sapta Pesona Policies in good category.

For the variable of quality of community tourism service (Y), from the data of 110 samples, the minimum score was 112 and maximum score was 144, the score range was 32, the average value was 127,15, median value 127 or 125 and 122, Deviation Standard of 7.33, Ideal Idea 96, and Ideal Deviation Standard 21,333. Furthermore, the trend level of the Quality of Community Tourism Services (Y) shown in table 3 as follow.

Table 3. Trend Level of The Quality of Community Tourism Service (Y)

Class	Class Interval	Frequensi of Observation	Frequency of Relative (%)	Category
1	162 - Highest Score	2	1,81	Good
2	121 - 161	93	84,55	Moderate
3	80 - 120	15	13,64	Less
4	Lower Score - 79	-	-	Low
Total		100	100,00*	

According to table 3 above it can be seen that there were as many as 2 samples (1.81%) provided quality services in good category, there were 93 samples (84.55%) provide quality tourism services in moderate category, and there were as many as 15 samples (13.64%) provide quality services in the less category. Thus it can be concluded that the Quality of

Community Tourism Services at Tiga Ras Simalungun North Sumatera was in the moderate category.

Hypothesis testing was done after test of requirement analysis that were Normality Test and linearity test for every research variable. The result of the analysis showed that the data of each research variable were normally distributed and the relationship between the two research variables showed the linear relationship. After all the requirements already done, then multiple regression analysis can be done. The results of calculating simple regression equation were shown in the following table.

Table 4. Coefficient of Regression Equation $\hat{Y} = -14,52+1,17X$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-14.524	16.293		
	Sapta Pesona Policies	1.178	.128	.663	9.209 .000

Dependent variabel: Quality of Community Tourism Service

The result of analysis showed that the influence between research variables was expressed by regression equation $\hat{Y} = -14,52 + 1,17X$. It means that the improvement of the variable of Service Quality of the Community Tourism will increase the variable of Implementation of *Sapta Pesona* Policies, or every increase of one score of Quality of Community Tourism Service followed by improvement of 1.17 score of Implementation of *Sapta Pesona* Policies at constant -14,52.

Next, the research hypothesis stated that there was a positive and significant influence between the Implementation of *Sapta Pesona* Policies on the Quality of Community Tourism Services at Tiga Ras Simalungun Sumatera Utara. The following table 5 showed that the results of hypothesis testing as follows.

Table 5. ANAVA Significance test of regression equation $\hat{Y} = -14,52 + 1,17X$

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	8132.343	1	8132.343	84.802	.000 ^a
	Residual	10357.011	108	95.898		
	Total	18489.355	109			

a. Predictors: (Constant), Implementation of Sapta Pesona Policies
 b. Dependent Variabel: Quality of Community Tourism Service

Table 5 reveals that the result of regression coefficient significance test was very significant because the value of $F_{count} = 84,80$ was bigger than $F_{table} = 8,96$ at $\alpha = 0,01$. Based on the calculation results obtained correlation coefficient $r_{yx} = 0.663$. When compared with r_{table} value at $\alpha = 0,05$ equal to 0,159 and at $\alpha = 0,01$ equal to 0,210. This shows that $r_{count} > r_{table}$ or $0.663 > 0.210$. To know the significance of correlation coefficient done by t_{tes} . The result of t_{test} was obtained t_{count} of 9,21, when compared to t_{table} value at $\alpha = 0,01$ obtained 2,36, hence $t_{count} > t_{table}$ or $9,21 > 2,36$ so it could be concluded that the correlation coefficient was meaningful. Thus, the research hypothesis could be accepted, or it could be concluded that the Implementation of *Sapta Pesona* Policies had a positive and significant influence on the Quality of Community Tourism Services at Tiga Ras Simalungun North Sumatera.

Furthermore, the amount of contribution of Implementation of *Sapta Pesona* Policy variable (X) on the Quality of Community Tourism Service (Y) was shown from the large of coefficient of determination. The coefficient of determination could be calculated by $r_{xy}^2 = (0.663)^2 \times 100\% = 43.95\%$. It means that there were 56.05% of the variation of the Quality

of Community Tourism Service (Y) can be explained by the variation of Implementation of *Sapta Pesona* Policies (X), and the remaining 56.05% was determined by other variables not covered by the research.

Next, to know the factors that more influential than the indicator of Implementation of the *Sapta Pesona* policies on the quality of community tourism services, done by calculating the influence of each indicator of the Implementation of *Sapta Pesona* Policies on the quality of community tourism services could seen in table 6 below.

Table 6. Summary of Descriptive Analysis Indicators of Sapta Pesona Policies

		Communication	Disposition	Resources	Bureaucratic Structure	Quality of Community Tourism Service
N	Valid	110	110	110	110	110
Mean		31.46	32.07	31.93	31.69	135.26
Median		32.00	32.00	32.00	32.00	134.00
Mode		32	32	33	30 ^a	132
Std. Deviation		2.901	3.082	2.914	2.508	13.024
Variance		8.416	9.499	8.490	6.289	169.627
Range		12	12	13	11	62
Minimum		24	26	24	26	102
Maximum		36	38	37	37	164
Sum		3461	3528	3512	3486	14879
a. Multiple modes exist. The smallest value was shown						

To know the influence of indicators of Implementation of *Sapta Pesona* policy which had a strongest influence on the Quality of Tourism Service at Tiga Ras Simalungun North Sumatera done by multiple regression analysis. Based on the calculation of the four indicators of Implementation *Sapta Pesona* policy, the largest contribution to enhance implementation of *Sapta Pesona* policy was communication indicator accompanied by the disposition, the resources and the lowest contribution was bureaucratic structure. It was acceptable for common sense, because with communication especially by socialization of *Sapta Pesona* Policy continuously will make the memory of society and inherent in everyday life and will tend to implement *Sapta Pesona* than vice versa. The second indicator was disposition. Disposition is a positive attitude and support for *Sapta Pesona* policies. Positive attitudes and support of community tend to encourage positive behavior so that the quality of tourism services will be increase. Next, resources was the third indicator that plays a role to implement *Sapta Pesona* policy. With sufficient and significant resources will help community to implement *Sapta Pesona* policy, otherwise without sufficient resources both physical and nonphysical will slow down and will not even be able to implement the *Sapta Pesona* policy. The fourth indicator was bureaucratic structure such as standard operational procedures and fragmentation about *Sapta Pesona*. For more clearly the calculation results could be seen in figure 1 below.

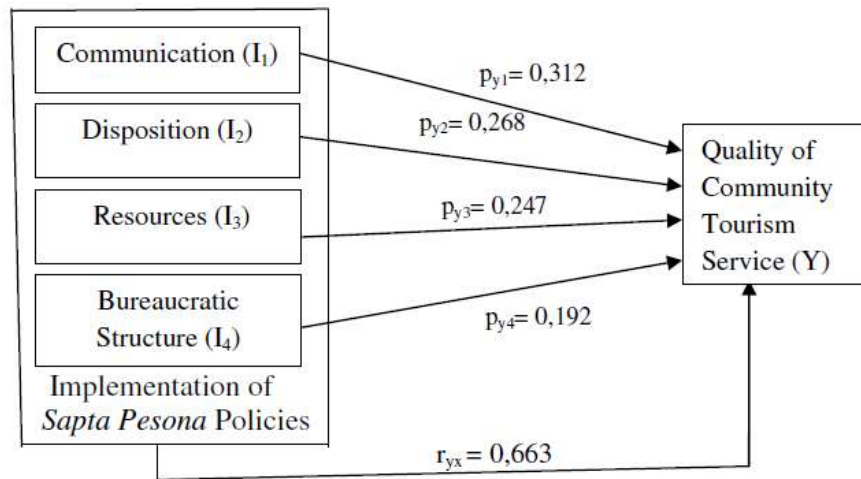


Figure 1. The Empirical Causal Relation I_1 , I_2 , I_3 , dan I_4 On The Quality of Community Tourism Service (Y)

To know the magnitude of the influence of each indicator of implementaion *Sapta Pesona* Policy on the Quality of Community Tourism Services was shown in table 7 below.

Table 7 Multiple Regression Equations $\hat{Y} = - 12,07 + 1,40X_1 + 1,13X_2 + 1,10X_3 + 0,99X_4$

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-12.070	17.469		-.691	.491
	Communication _i	1.400	.357	.312	3.925	.000
	Disposition	1.134	.343	.268	3.302	.001
	Resources	1.106	.355	.247	3.113	.002
	Bureaucratic Structure	.997	.403	.192	2.476	.015

a. Dependent Variable : Quality of Community Tourism Service

From table 7 it seen that the magnitude of the influence of Communications indicators on the Quality of Community Tourism Services amounted to 0.312, the effect of Disposition on the Quality of Community Tourism Services of 0.268, the influence of Resources to the Quality of Community Tourism Services of 0.247, and the influence of the Bureaucracy Structure on the Quality of Community Tourism Services of 0.192. The direct contribution of each indicator of Implementation of *Sapta Pesona* Policy on the Quality of Community Tourism Service was presented in table 8 below.

Table 8. Summary of Direct Contribution of Every Implementation Indicator of *Sapta Pesona's* Policy on Quality of Community Tourism Services

Indicators	Amount of Influence	Amount of Donations Directly	Rangking
Communication	0,312	$(0,166)^2 \times 100 \% = 9,73 \%$	1
Disposition	0,268	$(0,268)^2 \times 100 \% = 7,18 \%$	2
Resources	0,247	$(0,247)^2 \times 100 \% = 6,10 \%$	3
Bureaucratic Structure	0,192	$(0,192)^2 \times 100 \% = 3,69 \%$	4

From the result of the research above, it could be seen from the four indicators of *Sapta Pesona* Policy variable found that the most strong factor to enhance the quality of Community Tourism Service was communication factor, followed by Disposition, Resources, and the last indicator was Bureaucratic Structure.

4. CONCLUSIONS

There was Influence between the Implementation of Sapta Pesona Policies on the Quality of Community Tourism Service at Tiga Ras Simalungun Sumatera Utara. The results show that the implementation of the Sapta Pesona Policy was in a good categorized. The Quality of community tourism service at Tiga Ras Simalungun North Sumatera was in the sufficient category. The strongest influence of indicator of Implementation Sapta Pesona policies was communication followed by disposition, resources and the lowest contribution was bureaucratic structure. According to the conclusion of the research, there were some suggestions recommended as follows : It was necessary to enhance the quality of the implementation of Sapta Pesona policy starting from the quality of communication, resources, disposition, and bureaucratic structure so that the quality of community tourism service will be increase at Tiga Ras Simalungun North Sumatera. It needs to increase the quality of Sapta Pesona policies namely security, orderliness, cleanliness, coolness, beauty, hospitality and memories so that the amount of tourist visit will be increase. It needs to enhance the quality of community tourism services by improvement the quality of attractions, amenity, aksesibility, and anciliary I n tourist site Tiga Ras Simalungun North Sumatera. It needs to involve the role of religious leaders, public figures, educational leaders in providing communication day by day about the importance of the implementation of Sapta Pesona policy at Tiga Ras Simalungun North Sumatera.

ACKNOWLEDGEMENT

The research was funded by the Universitas Sumatera Utara 2018 Number : 2590 / UN5.1.R / PPM / 2018 dated March 16th 2018. Therefore I said thank you to the honor of the Rector of USU, Chairman of the Institute for Research and Community Service USU and his staff.

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