

IS THE TOUR GUIDE'S COMPETENCY IMPORTANT TO INCREASE TOURIST SATISFACTION?

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Abstract

As frontline workers who interact with tourists, tour guides play an essential role in improving the travel experience and creating tourist satisfaction. Consequently, tour guides must possess professional competence to perform their duties effectively. This research aims to analyze the influence of tour guides' competence on tourist satisfaction at the Jakarta History Museum, a prominent tourist attraction and historical tourism asset in Jakarta. The study employed a survey method involving 100 tourists of the Jakarta History Museum who had utilized the services of tour guides as respondents. The data analysis was conducted using multiple linear regressions. The results indicated that the competence of tour guides had a positive and significant impact on tourist satisfaction. Although knowledge alone did not significantly contribute to tourist satisfaction, the professional skills and attitudes of the tour guides had a notable positive effect. The competence of tour guides accounted for 47.748% of the variation in tourist satisfaction. Therefore, enhancing the competence of tour guides is essential to ensuring tourist satisfaction.

Keywords: tour guide, knowledge, skill, attitude

A. INTRODUCTION

In the tourism industry context, tourist satisfaction is a critical factor that becomes the focal point for tourism service providers. Tourist satisfaction serves as a leading indicator of a destination's performance and is a crucial point of differentiation. Satisfied tourists are likely to exhibit positive future behaviors, such as revisiting the destination, engaging in word-of-mouth promotion, or recommending the destination's products and services to others (Sarra et al., 2015). Therefore, assuring tourist satisfaction is crucial for the sustained success of a destination, as it generates economic benefits for various stakeholders, including the tourism industry and the local community. (Al-Okaily, 2021; Chang, 2014; Wang, 2016).

A tour guide service is a key factor influencing tourist satisfaction at destinations (Hwang & Lee, 2019). Tour guides accompany tourists and provide information about points of interest (Jumail, 2017). They are considered representatives or ambassadors of the destination (Raboti, 2010). As frontline workers directly interact with tourists, tour guides assume a vital role in enriching the tourist experience. They lead tourist activities by offering essential services, including guiding and ensuring tourists' enjoyment. Tour guides not only meet tourists' physical and psychological needs but also address issues that arise during tours (Tsaour & Teng, 2017). According to (Saraiva & Anjos, 2019), tour guides must possess the ability to convey factual information, furnish intercultural interpretation and communication, contextualize information, act as mediators between tourists and local communities, and preserve natural and environmental assets through monitoring and managing visitor behavior. They act as translators, storytellers, and reliable intercultural communicators (Saraiva & Anjos, 2019), significantly influencing the success of tourist activities and tourist satisfaction. This perspective supports the notion that frontline staff services more influence tourist satisfaction than management (Bowie & Chang, 2005). Empirical studies show that the competence of tour guides significantly affects tourist satisfaction (Chang, 2014; Huang et al., 2010; Lin et al., 2017; Syakier & Hanafiah, 2021).

A tour guide must possess three key attributes to effectively perform their duties: knowledge, skills, and professional attitudes (Hwang & Lee, 2019; Lin et al., 2017; Pereira, 2015). They should have extensive

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knowledge of tourist attractions, tourism in general, local culture, and tourism techniques. Essential skills include communication proficiency, understanding and responding to tourists' needs, and language fluency. Additionally, tour guides should exhibit honesty, emotional management, optimism, and humor. (Ninpradith et al., 2018) added that to ensure tourist satisfaction, a tour guide must also possess strong attributes and ethics.

Tourist satisfaction regarding the services a tour guide provides refers to the evaluation of the guide's ability to explain and interpret information related to the visited destinations and the quality of services provided (e.g., comments, interpretations). The competence of tour guides in delivering quality services is crucial for the success of the tour operators they represent and for enhancing the destination's image. Thus, tour guides play a significant role in sustaining the travel agency business and the tourism sector as a whole (Al-Okaily, 2021; Bowie & Chang, 2005; Pereira, 2015; Tsaour & Teng, 2017).

A tour guide is recognized as a professional who leads visitors in their chosen language and includes interpretation of the cultural and natural heritage of a region. This role typically requires a specific area qualification, which is issued or recognized by the relevant authorities (WFTGA, 2003). Given their crucial role in ensuring tourist satisfaction, tour guides must possess professional competencies, including the personal ability to mobilize and express the knowledge, skills, attitudes, and values requisite for proficient and efficient performance (Saraiva & Anjos, 2019). During tour operations, tour guides serve as the primary source of information for tourists (Syakier & Hanafiah, 2021), necessitating a thorough understanding of the destinations or attractions being introduced. This knowledge encompasses geographical location, natural conditions, history, customs, social context, and other relevant information. Tour guides must also possess various skills to fulfill their roles and ensure tourist satisfaction. These skills include communication proficiency, body language, gestures, eye contact, vocal attributes (such as volume, intonation, and articulation), vocabulary, listening abilities, foreign language proficiency, and other capabilities that enhance the tourist experience (Brigitha et al., 2018). When tour guides provide high-quality service, they meet tourists' expectations, thereby increasing tourist satisfaction. Furthermore, their skills and knowledge effectively bridge the gap between tourists, travelers, and travel agents (Ninpradith et al., 2018). Additionally, the attitudes displayed by tour guides, such as optimism and honesty, significantly influence tourist satisfaction.

Although numerous empirical studies highlight the positive impact of tour guides' competence on tourist satisfaction, some studies present contrasting findings. For instance, (Kuo et al., 2018) report a significant negative asymmetric influence of tour guides' knowledge and problem-solving skills on tourist satisfaction. This incongruity is further substantiated by prior research, which suggests that knowledge lacks a significant impact on tourist satisfaction (Brigitha et al., 2018). Conversely, skills contribute positively to tourist satisfaction.

This research focuses on the Jakarta Historical Museum. According to data from the Statistics Agency of DKI Jakarta Province (BPS DKI Jakarta, 2020), the Jakarta Historical Museum is a prominent tourist attraction and a vital historical tourism asset in Jakarta. The objective of the study is to validate the impact of tour guides' proficiency on tourist satisfaction and to offer recommendations to the Jakarta Government for enhancing tourism satisfaction.

Knowledge is a key dimension of competence that tour guides must possess to provide high-quality service and ensure tourist satisfaction (Ninpradith et al., 2018). Tour guides are required to possess the professional expertise necessary for the effective transmission of information regarding tourist destinations (Tsaour & Teng, 2017). Empirical research indicates that the knowledge possessed by tour guides positively contributes to tourist satisfaction (Pereira, 2015).

H1. Tour guides' knowledge contributes positively to tourist satisfaction

Tour guides are responsible for guiding tourists throughout the trip, facilitating their needs, mastering communication skills, managing time, ensuring safety, and solving problems. Tour guides skilled in these areas can provide quality services that positively impact tourist satisfaction (Ninpradith et al., 2018). Skills are defined as the capacity to perform both physical and mental tasks. (Yuniarsih & Suwatno, 2008). According to (Lin et al., 2017), these skills include communication proficiency, managing urgent situations, fluency in

foreign languages, understanding guests' wishes, and meeting their needs. Skills, as a dimension of competence, also play a significant role in contributing to tourist satisfaction (Hwang & Lee, 2019; Pereira, 2015).

H2. Tour guides' skills contribute positively to tourist satisfaction

The principal duty of tour guides is to accompany tourists and ensure they have an enjoyable travel experience. Therefore, tour guides must exhibit a positive and professional attitude while guiding tourists. A positive and professional attitude is a key attribute of a competent tour guide (Lin et al., 2017). Attitude refers to a predisposition to act toward an object in a particular environment based on one's perception of that object (Sunaryo, 2002). Tour guides should embody honesty, emotional stability, optimism, and a sense of humor (Hwang & Lee, 2019). Several studies indicate that tour guides' attitudes positively affect tourist satisfaction (Chang, 2014; Huang et al., 2010; Lin et al., 2017).

H3. Tour guides' attitudes positively contribute to tourist satisfaction

Previous research has demonstrated that the competence of tour guides, encompassing knowledge, skills, and attitudes, contributes positively to tourist satisfaction (Chang, 2014; Lin et al., 2017a; Syakier & Hanafiah, 2021)

H4. The competence of tour guides positively affects the tourists' satisfaction.

B. RESEARCH METHOD

The research endeavors to examine the impact of tour guides' competence, encompassing the dimensions of knowledge, skills, and attitudes, on tourist satisfaction. The study employs descriptive methods with a quantitative approach, utilizing questionnaires adapted from previous studies of (Huang et al., 2010; Lin et al., 2017) for data collection. The validity and reliability of the instruments are tested using the Pearson product-moment formula to compare r values and r tables, while reliability tests employ Cronbach's alpha values with a critical threshold of 0.60. The validity test results indicate that all items on the knowledge, attitude, and tourist satisfaction variables are valid, whereas two items on the skill variables are invalid. Reliability test results show alpha values for all variables exceeding 0.7. The population for this study consists of tourists who have visited the Jakarta Historical Museum over the past five years, totaling 2,672,180 visitors. The sample size was calculated utilizing Slovin's formula with a 10% margin of error, leading to the selection of 100 respondents. The purposive sampling technique was employed, targeting tourists who used tour guide services at the Jakarta Historical Museum. Data analysis was executed through multiple linear regression employing SPSS software version 22.

C. RESULTS AND ANALYSIS

Profile of respondent

Table 1.
Profile of Respondent

Criteria	n	%
Gender	Male	19
	Female	81
Age	< 17	0
	17 - 22	75
	> 22	25
Occupation	Students	65
	Employees	22
	Others	13

Source: Authors

The quantity of female visitors exceeds that of male visitors. . Although male visitors tend to show greater interest in factors such as learning objectives, intrinsic motivation, and museum architecture, female visitors demonstrate a higher overall interest in visiting museums (Nguyen, 2021). The largest group of visitors comprises students, reflecting the museum's role as an educational tourist destination to learn about the history of Jakarta.

Classical assumption tests were conducted to determine whether there were issues with classical assumptions in the linear regression model. These tests included assessments for normality, heteroskedasticity, multicollinearity, and linearity. The normality test employed the Kolmogorov-Smirnov test with the Monte Carlo method to verify if the residual values were normally distributed. The normality test resulted in a value of sig.0.221 or > 0.05, signifying that the data were normally distributed.

Table 2.
 One-Sample Kolmogorov-Smirnov Normality Test

			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		4.49879055
Most Extreme Differences	Absolute		.104
	Positive		.104
	Negative		-.086
Test Statistic			.104
Asymp. Sig. (2-tailed)			.010 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.221 ^d
	99% Confidence Interval	Lower Bound	.210
		Upper Bound	.231

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 2000000.

In the multiple linear regression analysis, no correlation was observed among the independent variables. The multicollinearity test was performed to confirm the lack of correlation among independent variables, considering Variance Inflation Factor (VIF) values below 10 and tolerance values exceeding 0.1. The test results indicated that the tolerance values exceeded 0.1, and the VIF values were below 10, confirming the absence of correlation among the independent variables.

Table 3. Test of Multicollinearity

Variable	Tolerance	VIF	Result
X1 Knowledge	.415	2.41	No multicollinearity
X2 Skills	.349	2.86	No multicollinearity
X3 Attitude	.379	2.63	No multicollinearity

Source: Authors

The purpose of the heteroskedasticity tests was to ascertain whether there were variations from one residual to another. The results of the heteroskedasticity test, as indicated by the scatterplot, revealed

that the points were dispersed without any discernible pattern both below and above the zero line, indicating the absence of multicollinearity.

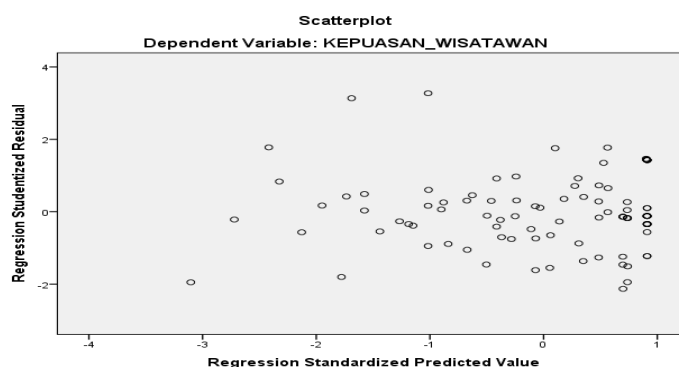


Fig 2. Scatterplot of Heteroskedasticity Test
 Source: authors

The purpose of conducting the linearity test was to evaluate the linear association between the independent and dependent variables. The test outcomes revealed that the deviation from the linearity value surpassed 0.05, implying the existence of a linear relationship between the independent and dependent variables.

Table 4.
 Test of Linearity

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
KEPUASAN_WISATAWAN * PENGETAHUAN	Between Groups	(Combined)	1481.429	10	148.143	5.606	.000
		Linearity	1064.960	1	1064.960	40.300	.000
		Deviation from Linearity	416.469	9	46.274	1.751	.089
	Within Groups		2351.881	89	26.426		
	Total		3833.310	99			
KEPUASAN_WISATAWAN * KETRAMPILAN	Between Groups	(Combined)	1696.638	11	154.240	6.352	.000
		Linearity	1544.012	1	1544.012	63.591	.000
		Deviation from Linearity	152.626	10	15.263	.629	.786
	Within Groups		2136.672	88	24.280		
	Total		3833.310	99			
KEPUASAN_WISATAWAN * SIKAP	Between Groups	(Combined)	1946.521	10	194.652	9.182	.000
		Linearity	1663.878	1	1663.878	78.485	.000
		Deviation from Linearity	282.643	9	31.405	1.481	.167
	Within Groups		1886.789	89	21.200		
	Total		3833.310	99			

The regression model equation outlined the following:
 The constant value, recorded at 12.130, signifies that in the absence of any impact from tour guides' competence, the level of tourist satisfaction would be 12.130 when the scores of all independent variables were zero;

The regression coefficients demonstrated positivity, signifying a favorable influence of the independent variables on the dependent variable;

The regression coefficient about knowledge was noted as (+) 0.009, implying that a one-unit augmentation in knowledge resulted in a 0.009 elevation in tourist satisfaction while keeping the values of other independent variables constant;

The regression coefficient corresponding to skill was observed positively at 0.735. A unitary augmentation in tourist skills led to a 0.735 increment in tourist satisfaction, under the condition that other independent variables remained constant;

The regression coefficient for attitude was positive at 0.911. This indicates that a 1 unit increase in attitude led to a 0.911 increase in tourist satisfaction while holding other independent variables constant.

The t-test was conducted to analyze the partial test hypothesis regarding the impact of each independent variable (X1, X2, and X3) on Y:

H_a = Independent variables (knowledge, skills, attitudes) partially affect tourists' satisfaction.

H₀ =Independent variable (knowledge, skills, attitudes) has no partial effect on tourist satisfaction.

Partial testing is conducted by comparing t-values with the critical value from the t-table. The t-value for the knowledge variable was 0.032, which is less than the critical value of 1.98, and the significance value of 0.974 is greater than 0.05, indicating acceptance of H₀. Consequently, the results demonstrate that the knowledge variable has no partial effect on tourist satisfaction. Conversely, the t-value for the skill variable was 2.534, exceeding 1.98, with a significance value of 0.013, less than 0.05. Therefore, H₀ is rejected, and H_a is accepted, suggesting that the skill variable has a partial and significant effect on tourist satisfaction. Similarly, the t-value for the attitude variable was 3.477, surpassing 1.98, with a significance value of 0.001, lower than 0.05. Consequently, H₀ is rejected, and H_a is accepted, indicating that like the skill variable, the attitude of tour guides influences tourist satisfaction.

Table 5.
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.130	4.842		2.505	.014
	Knowledge	.009	.269	.004	.032	.974
	Skills	.735	.290	.317	2.534	.013
	Attitude	.911	.262	.417	3.477	.001

a. Dependent Variable: Tourist_Satisfaction

Source: authors

Researchers conducted the F-test to examine the combined impact of independent variables on tourist satisfaction, as specified by the following hypotheses:

Ha = independent variables (knowledge, skills, attitudes) have a simultaneous influence on tourist satisfaction

H0 = independent variables (knowledge, skills, attitudes) do not have a simultaneous effect on tourist satisfaction

This test involves comparing the calculated F-value with the critical F-table value or evaluating the significance values. The test results revealed an F-value of 29.221, which exceeds the F-table value of 2.699, and a significance value of 0.000, which is less than 0.05. Therefore, H0 is rejected, and Ha is accepted. These findings indicate that the variables of knowledge, skills, and attitudes of tour guides collectively influence tourist satisfaction.

Table 6. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1829.637	3	609.879	29.221	.000 ^b
	Residual	2003.673	96	20.872		
	Total	3833.310	99			

a. Dependent Variable: KEPUASAN_WISATAWAN

b. Predictors: (Constant), SIKAP, PENGETAHUAN, KETRAMPILAN

Source: authors

Researchers computed the coefficient of determination to assess the extent to which the model elucidates the variance in its dependent variable, as denoted by the adjusted R². A higher R² value suggests a stronger influence of independent variables (knowledge, skills, and attitudes) on tourist satisfaction simultaneously. The results of the test indicated a coefficient of determination of 0.477, equivalent to 47.7%. This finding indicates that the independent variables accounted for 46.1% of the variability in the dependent variable, while the remaining 53.9% was influenced by other factors not incorporated into the research model.

Table 7. Table R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691 ^a	.477	.461	4.56854

Predictors: (Constant), sikap, pengetahuan, ketrampilan

Source: Authors

Partial correlation analysis was utilized to ascertain the relationship between two variables while controlling for the influence of another variable. Correlation values range from 0 to (+/-) 1, with a value nearing 1 indicating a progressively robust correlation and a positive or negative value indicating the direction of the relationship (either unidirectional or inverse). Guidelines for interpreting correlation coefficients are as follows: 0.00 - 0.199 (very weak); 0.20 - 0.399 (weak); 0.40 - 0.599 (moderate); 0.60 - 0.799 (strong); 0.80 - 1.00 (very strong) (Sugiyono, 2012).

Table 8. Partial Correlation & Determination Coefficient

Variable	Partial category	Determination	R table	Conclusion

			Coefficient (%)		
Knowledge	0.003	Very weak	0.0009	0,198	Not significant
Skill	0.250	Weak	6.7081	0,198	Significant
Attitude	0.334	Weak	11.156	0,198	Significant
Tourist satisfaction	0.691	Strong	47.748	0,198	Significant

Source: Authors

In addition to captivating tourist attractions, the presence of professional and competent tour guides plays a significant role in augmenting tourist satisfaction. Tour guides' proficiency in elucidating tourist attractions and accompanying travelers during their activities contributes to an engaging travel experience. Data analysis revealed predominantly positive responses from respondents regarding tour guides' competence in terms of knowledge, skills, and attitudes. Furthermore, the findings indicated that tour guides' competence collectively influences tourist satisfaction at the Jakarta History Museum, with their contribution amounting to 47.748% and falling within the strong correlation category. These findings align with previous studies (Chang, 2014; Lin et al., 2017; Syakier & Hanafiah, 2021), which underscored the impact of tour guide competency on service quality and tourist satisfaction. The pivotal role of tour guides lies in facilitating memorable travel experiences by establishing connections between tourists and the attractions they visit.

The findings indicated that the knowledge possessed by the Jakarta Historical Museum did not significantly impact tourist satisfaction. These results corroborate previous research conducted on tourists visiting the Bunaken tourist spots. These results support previous research on tourists in Bunaken tourist spots (Brigitha et al., 2018). The Jakarta Historical Museum boasts a substantial collection, with approximately 23,500 historical items, comprising original objects and replicas, depicting Jakarta's historical evolution. However, only 500 of these collections are publicly displayed and arranged chronologically according to their historical periods. The detailed information provided for each displayed collection is deemed sufficient for visitors to comprehend the uniqueness and historical significance of the artifacts exhibited.

Different outcomes were observed concerning the skills and attitudes of tour guides, which demonstrated a partial yet significant positive impact on tourist satisfaction. These findings are consistent with prior research (Hwang & Lee, 2019), which elucidated the favorable influence of skill and attitude variables on the satisfaction levels of Korean tourists. A proficient tour guide possesses the expertise to execute their responsibilities effectively, thereby delivering high-quality services and enhancing tourist satisfaction. The majority of tour guides at the Jakarta Historical Museum boast over five years of experience, enabling them to exhibit professional skills and attitudes during their guided tours. Professionalism is evident through their adeptness in communicating fluently in both Indonesian and foreign languages utilized by tourists, as well as their attentiveness to addressing tourist inquiries and requirements. They adeptly and professionally accompany tourists as they explore and interpret the museum's collections.

The proficiency of tour guides in elucidating tourist satisfaction was determined to be 47.748%, indicating a relatively high and significant contribution towards influencing tourist satisfaction. Therefore, it is imperative to consistently enhance the competence of tour guides to ensure continual satisfaction among tourists, achieved through training initiatives and tour guide certification programs. The

heightened competence of professional tour guides enhances the appeal and competitiveness of the Jakarta Historical Museum. Furnishing comprehensive information regarding the museum's collection is essential for fostering robust tourist satisfaction.

D. CONCLUSION

Tour guides serve as frontline representatives who directly engage with tourists, thus playing a pivotal role in enhancing the overall travel experience and ensuring tourist satisfaction. Tour guides must possess professional competencies, encompassing knowledge, skills, and attitudes, to effectively fulfill their duties. The findings revealed that the competence of tour guides at the Jakarta Historical Museum, inclusive of knowledge, skills, and attitudes, collectively exerts a positive and significant impact on tourist satisfaction. While knowledge alone does not directly influence tourist satisfaction, both skills and attitudes significantly contribute to enhancing it. The cumulative effect of tour guides' competency in elucidating tourist satisfaction amounted to 47.748%, indicating a robust correlation. Consequently, there is a continuous need for management to enhance tour guides' competence to uphold the competitiveness of the Jakarta Historical Museum.

This study substantiates prior research indicating that tour guides' competency positively influences and contributes to tourist satisfaction. Tour guides play a vital role in elevating tourist satisfaction levels and fostering growth within the tourism sector. The higher the level of tour guide competence, the greater the level of tourist satisfaction attained. In practice, museum management and government entities must bolster tour guides' competency through various initiatives, including training programs, assessments, and certification processes. A small number of respondents limits the study and focuses solely on the Jakarta History Museum. Consequently, the findings cannot be generalized to represent tourists' satisfaction regarding the competence of tour guides in other museums throughout Jakarta. Further research is necessary to examine the impact of tour guide competence on visitor satisfaction in other museums within the city.

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