How Satisfied Is The Samarinda Community With Parking Services

Ade Risna Sari (a.risna.sari@fisip.untan.ac.id)
Universitas Tanjungpura

Abstract

The study is concerned with public satisfaction with alternate parking options accessible near the Samarinda Wisatadi Object. Because of the high number of visitors or visitors of the Tourist Objects who come to the tourist spot without knowing the actual number, the population of this study is uncertain. As a result, the sample was tallied using the lemeshow formula, yielding at least 88 responses. The research method employed is quantitative, with data collected using questionnaires and supplemented with interview results. Simple regression algorithms are utilized for data analysis. The research findings indicate that the full hypothesis has been accepted because the test results are both positive and significant.

Keywords: Parking Services, Public Satisfaction, Tourist Places, Alternative Parking

Introduction

The City Center (Mesra Indah Mall) in Samarinda is one of the most interesting places to visit due to the abundance of parking. Every tourist attraction in Samarinda has uneven terrain and parking capacity.

According to the preliminary survey results, the parking service for visitors to the Visitamasih Object has to be enhanced. Essentially, the main issue is a lack of parking spaces, although the solution to this problem is still not optimal. The Object Visitahanya regulates parking based on the parking lot it owns, whereas outside parking is not maintained as part of the tourist site's responsibilities. This issue should be addressed immediately because all visitors to the tourism destination have a right to safety and comfort.

He's parked his car. When there is an emergency in visitors who require quick treatment, the impact of unmanaged parking management can have an influence on health services.

According to Sari's opinion (2022), the real condition is related to the factors affecting the parking service, which states that the implementation of the parking is influenced by several factors such as awareness factors, rules factors, organizational factors, income factors, skills factors, and means factors.

Parking on Visat Objects is one of the public service issues that must be constantly rectified. The government assumes complete responsibility for public service, which in this case is a tourism destination for the general public or all people who come to the tourist site. Sari (2023) explains that service is unseen but so important that if it is not correctly watched, it has a significant impact on public satisfaction.

Quality of service encourages the community, or in this case, visitors or visitors to Tourist Objects, to acquire first-rate service from the agency that offers it. Good service requires the agency to carefully grasp the expectations of visitors or guests, as well as their parking comfort and safety needs.

Service is strongly tied to how to deliver satisfaction to the community; a quality service may provide satisfaction in accordance with the community's expectations from the tourist site. Sari (2023) explains that in order to give

Public satisfaction in the delivery of public services must be professional, incorporating the concepts of openness, accountability, conditionality, participation, rights security, and balance.

The public will be satisfied with the service provided in accordance with the service principles. Public satisfaction will be attained if the service supplied is capable of making people pleased up to a particular point, which is the limit of happiness. The concordance between what is expected and what is obtained might be referred to as public satisfaction. (Sari, 2022).

The purpose of this study is to determine how happy the public is with the parking service. As a result, being able to answer whether the service provided has satisfied the principle of service that can deliver service in accordance with societal standards. The researchers took uniform samples of tourist attractions in order to obtain uniform data on the state of Visatayang Objects with adequate and inadequate parking. The ramifications could include public service issues, in that this research will allow stakeholders to evaluate the standards of parking services both visibly and intangibly.

The importance of this research is to tell the parties involved about how public satisfaction with parking services at tourist destinations nowadays can be seen in comparison to insufficient parking space. This study varies from past studies in that it will investigate the level of satisfaction of the general public who is a tourist or visitor to an object placed in the

Samarinda. Each indication employed in this study is based on a theoretical foundation that has been adapted to meet the research needs of particular parking services in the Object Visatayang, which are obviously distinct from parking services elsewhere.

According to Sari, quality of required service and quality of service is an endeavor to match the public's requirements and wishes as well as customer expectations. (Yusuf, 2023). The quality of service influences consumer decision-making.

Consumer satisfaction is described by Philip Kotler and Kevin Lane Keller (2019:177) as the joy or disappointment that arises from comparing the results of a product of what is thought of with the anticipation.

In this situation, the visitor who visits the Object of Visit may hope that the service is not only about treatment but also about other services such as parking, which will determine whether he is happy or not. According to Sari (2022), if the consumer is satisfied, the provider and the beneficiary of the service can establish a harmonious relationship.

Methods

This is a quantitative study in which data is gathered through questionnaires. The interview results are utilized to supplement the questionnaire data. According to Kushendar (2022), quantitative research is based on the concept of postpositivism and is thus applied in the study of natural, particular, clear, and detailed objects.

The population of this study is unknown precisely because of the number of visits or tourists who travel to tourist places that are less accessible by the researchers, and the sample is determined using the lemeshow formula, as follows:

$$n = \frac{Za \times P \times QQ}{d^2}$$

$$n = \frac{1.88^2 \times 0.5 \times 0.5}{0.1^2}$$

$$n = 88.04$$

We obtained the minimum number of samples in this study from the method above, which is as many as 97 respondents is a community that visits tourist sites to guide or become a visitor on 16 tourist sites that are utilized as a sample of study.

Simple linear regression analysis approaches are used for data analysis. The causal association of one free variable with one bound variable is the foundation of a simple linear regression analysis technique. This test will generate data to determine the significance of the free variable's partial role against the bound variable, so that the other free variables can be said to be constant, while the determination coefficient is used to calculate measurements in order to determine the compatibility of the assumption value or line of regression on the data used as a sample in this study

Results and Discussion

The data processing findings in regression analysis are carried out in this study's results in order to calculate the average estimate and also the value of the bound variable based on the values of the free variable in this study. In this study, the simple linear regression test is predicated on a functional or causal link between a free variable and one of the bound variables:

Table 1 shows the results of the coefficient computation.

Model	Unstandarduuzed Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1. (Constant)	26.324	5.994	634	6.458	000
2. Parking Service	564	086		9.265	000

a. Dependent Variable: Public Satisfaction

Source: SPSS data processing ver.23

The regression equation may be calculated using the data in Table 1 and is as follows:

2) The free variable regression coefficient is 0.564, which means that for every 1% increase in the value of the parking service variable, the value of the public satisfaction variable rises by 0.564. The regression factor can also be explained by the data, which shows that the positive value of free to bound variables indicates that the direction of influence of free variables on bound variables is positive. In other words, as a free variable, the satisfaction of the public who visits or becomes a visitor in the Mesra Indah Mall has a positive influence on the quality of parking service. Following the data processing aimed at testing partially or commonly referred to as Test-T, the next data processing is to analyze the determination coefficient to be able to know the square correlation of the free variable against the bound variable and also to know how great the value of the influence of free variables, i.e. the parking service on the tourist spot, against the binding variable, which is public satisfaction, as follows:

Table 2 shows the results of the determination tests.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.193ᵃ	.439	.407	4.23640

a. Predictors: (Constant), Parking Service
b. Dependent Variable: Public Satisfaction

According to the table above, the determination coefficient is 43.9% for a R Square value of 0.439. This suggests that the parking service variable influenced 43.9% of the public satisfaction variable, whereas the presentation was influenced by other factors not explored in this study. Based on the responses of respondents to this study, the overall outcome of the respondent's decision against each questionnaire item was pretty steady. This can be seen in the number of responses given by respondents with agreed values to the parking services accessible in the Samarinda Territory, which impacts the satisfaction of the public who visits or becomes a visitor in the Samarinda Tourist Site. As a result, the parking service hypothesis has a favorable and considerable impact on public satisfaction.

According to further data from interviews with tourist sites and visitors driving both two- and four-wheeled private vehicles, they are nevertheless pleased to have an area or a road shoulder as an alternative to parking their vehicles since they really need it. They feel supported, despite their lack of confidence in the safety and comfort of their vehicle parks. guests or guests who park their vehicles hope that this alternative, if unofficial, parking will continue as long as the government is unable to offer appropriate parking space.

Conclusion

The researchers can draw the conclusion that the Service has a positive and significant influence on the satisfaction of people who visit or become visitors in the Samarinda region based on the results of research and discussion on the analysis of public satisfaction with parking services at the Tourist

Places in Samarinda. The regression coefficient or T count for the parking service variable is 9.275, which is greater than the T table of 1.660, and indicates that parking service has an influence on the satisfaction of the public who visits or becomes a visitor in the Samarinda tourist area, and is significant at the level 0,000, because 0.05, then Ho is rejected and Ha is accepted.

References

Aditya Wardhana, S. E., MM, M. S., Budiastuti, E., Novianti Br Gultom, M. M., Acai Sudirman, S. E., Julyanthry, S. E., ... & Amruddin, S. (2022). *Perilaku Konsumen (Teori dan Implementasi).* Media Sains Indonesia.

Retnaningrum, E., Widyatiningtyas, R., Sari, A. R., Sapulete, H., Solissa, E. M., & Sujana, I. G. (2023). Teacher's Paradigm in Interpreting the Birth of the Merdeka Curriculum Policy. *Journal of Education Research*, *4*(2), 435-442.

Risna, I. S. B. H. A., Aditya, S. D. K. J. A., & Faizah, W. L. S. A. (2022). Analisis Hubungan Stres Kerja, Kompensasi Langsung dan Komitmen Organisasi pada Perusahaan Distribusi Peralatan Kesehatan Nasional. *Jurnal Kewarganegaraan*, *6*(3).

Risna, I. S. B. H. A., Aditya, S. D. K. J. A., & Faizah, W. L. S. A. (2022). Analisis Hubungan Stres Kerja, Kompensasi Langsung dan Komitmen Organisasi pada Perusahaan Distribusi Peralatan Kesehatan Nasional. *Jurnal Kewarganegaraan*, *6*(3).

Sabil, S., Jenita, J., Sari, A. R., Lazoo, F. C., Sunariyanto, S., & Wijayanto, G. (2022). Human Resources Performance Management and Organizational Culture Development in Improving Creative Economics in the Tourism Sector. *Multicultural Education*, *8*(03), 1-12.

Sari, A. R. (2021). *Implementasi Kebijakan Kurikulum K-13*. Penerbit NEM.

Sari, A. R. (2023). The Impact of Good Governance on the Quality of Public Management Decision Making. *Journal of Contemporary Administration and Management (ADMAN)*, *1*(2), 39-46.

Sari, A. R., Hamid, A., Utami, R. A., Amalia, M., Sipayung, B., Widiatno, M. W., & Musofiana, I. (2023). *Tindak Pidana Dalam KUHP*. Global Eksekutif Teknologi.

Sari, A. R., Lidyah, R., Kristanti, D., & Agusman, Y. (2023). SOCIAL MARKETING PROJECT PEMASARAN PRODUK UMKM PENJAHIT RUMAHAN MELALUI MEDIA SOSIAL DAN MARKETPLACE. *Jurnal Pengabdian West Science*, *2*(02), 179-184.

Satriadi, S., Almaududi Ausat, A. M., Heryadi, D. Y., Widjaja, W., & Sari, A. R. (2022). Determinants of Entrepreneurial Intention: A Study on Indonesian Students. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi dan Organisasi*, *29*(3), 3.

Subagja, A. D., Ausat, A. M. A., Sari, A. R., Wanof, M. I., & Suherlan, S. (2023). Improving Customer Service Quality in MSMEs through the Use of ChatGPT. *Jurnal Minfo Polgan*, *12*(2), 380-386.

Suhardjono, S., Cakranegara, P. A., Sari, A. R., Gugat, R. M. D., & Mayasari, N. (2022). Analysis of Internet Utilization for the Community in Terms of Rural and Urban Conditions in the Province of Indonesia. *Jurnal Mantik*, *6*(3), 2954-2961.

Taufik, Y., Sari, A. R., Zakhra, A., Ayesha, I., Siregar, A. P., Kusnadi, I. H., & Tannady, H. (2022). Peran Social Media Marketing dan Brand Awareness Terhadap Purchase Intention Produk Es Teh Indonesia. *Jurnal Kewarganegaraan*, *6*(2), 5234-5240.

Wahab, A., Sari, A. R., Zuana, M. M. M., Luturmas, Y., & Kuncoro, B. (2022). Penguatan Pendidikan Karakter Melalui Literasi Digital Sebagai Strategi Dalam Menuju Pembelajaran Imersif Era 4.0. *Jurnal Pendidikan dan Konseling (JPDK)*, *4*(5), 4644-4653.

Wikansari, R., Ausat, A. M. A., Al Hidayat, R., Mustoip, S., & Sari, A. R. (2023, June). Business Psychology Analysis of Consumer Purchasing Factors: A Literature Review. In *ICEMBA 2022: Proceedings of the International Conference on Economic, Management, Business and Accounting, ICEMBA 2022, 17 December 2022, Tanjungpinang, Riau Islands, Indonesia* (Vol. 6). European Alliance for Innovation.