

# Service Quality and Videography Skills Influence on Tourist Satisfaction

Wahyu Setiawan<sup>1</sup>, Ummasyroh<sup>2</sup>, Dewi Fadila<sup>3</sup>

The State Polytechnic of Sriwijaya<sup>1,2,3</sup>

[dewi.fadila@polsri.ac.id](mailto:dewi.fadila@polsri.ac.id)

## Abstract

**Purpose:** This study aims to examine the influence of service quality and videography skills on tourist satisfaction among visitors using the services of the Indonesian Tour Guide Association (HPI) in Palembang City. It focuses on how professional service delivery and creative visual documentation contribute to enhancing the overall tourist experience.

**Methodology/approach:** A quantitative approach was employed using a survey method with a sample of 100 tourists selected from a total population of 32,815 visitors in 2024. Data were collected through a structured questionnaire using a Likert scale and analyzed with multiple regression techniques to assess the effects of the independent variables service quality and videography skills on tourist satisfaction.

**Results/findings:** The results reveal that both service quality and videography skills significantly and positively affect tourist satisfaction. Service quality has a greater impact, indicating that responsive, reliable, and empathetic interactions remain the core determinants of a satisfying tourist experience, while videography skills enhance emotional engagement and memorability.

**Conclusions:** High-quality service and professional videography practices strengthen tourists' satisfaction and contribute to the competitiveness of Palembang's tourism sector.

**Limitations:** The study is limited to one location and a relatively small sample, which restricts broader generalization.

**Contribution:** This research contributes to tourism service management literature by emphasizing the strategic role of tour guide competence and videography in improving service performance and tourist satisfaction.

**Keywords:** service quality, videography skills, tourist satisfaction, tour guides

## 1. Introduction

Tourism plays a pivotal role in driving economic growth and sustainable development, serving as one of the primary contributors to national income and foreign exchange generation (Sarif, 2021; Sukirman, 2021). According to Indonesia's Ministry of Tourism (2023), the tourism sector generated approximately IDR 691.7 trillion in 2023, reflecting an annual growth rate of 3.76%. As an archipelagic nation situated along the equator, Indonesia possesses abundant natural and cultural resources that form the backbone of its tourism industry. The nation's rich biodiversity, cultural diversity, and historical heritage create a wide spectrum of tourism offerings, ranging from natural attractions to cultural and religious sites (Khoerulloh et al., 2020; Rahma, 2020).

Among Indonesia's major destinations, **Palembang**, the capital city of South Sumatra Province, holds a distinctive position as one of the country's oldest cities, with deep historical and cultural roots. The tourism industry in Palembang has demonstrated rapid growth in recent years. Data from the Palembang Tourism Office indicate that the number of tourist arrivals increased by 32.7% in 2024, reaching approximately 2.1 million visitors, largely driven by cultural and religious tourism (Tanjung, 2025). The city's strategic tourism development plan for 2024–2026 identifies five major categories of tourism attractions: natural, artificial, historical, cultural, and religious. This diversification underscores the city's commitment to developing a holistic and sustainable tourism ecosystem.

However, the success of a tourism destination is not solely determined by the attractiveness of its physical and cultural assets. Human capital particularly tour guides plays a crucial role in shaping the overall tourist experience. Tour guides serve as interpreters of local heritage, mediators of cultural understanding, and facilitators of memorable experiences (Soraya et al., 2021; Ariyaningsih, 2024). High-quality service delivery by tour guides has been empirically linked to enhanced tourist satisfaction, destination image, and loyalty (Setyawan et al., 2023).

In the contemporary digital era, videography skills have emerged as an essential competency for tour guides. Through creative visual storytelling, videography serves not only as a documentation tool but also as an effective medium for digital promotion and destination branding (Erlyana, 2021; Tsalatsa et al., 2023). High-quality videographic content can significantly influence tourists' perceptions, engagement, and intention to revisit a destination (Yasa et al., 2021). Despite its potential, the Indonesian Tour Guide Association in Palembang reports several challenges, including the prevalence of unlicensed guides, limited historical knowledge, insufficient route familiarity, and a lack of digital communication skills such as videography. These constraints may impede the effectiveness of tour guides in delivering high-quality experiences.

Empirical studies have consistently demonstrated that service quality positively influences tourist satisfaction (Bulu et al., 2023; Ramadhan et al., 2024; Suhartapa, 2022; Nandika et al., 2023). Moreover, the integration of digital skills, including videography, has been recognized as a key enabler in enhancing guide performance and destination competitiveness (Yasa & Putra, 2021). Nevertheless, conflicting evidence exists, Berliana et al. (2021) found that service quality did not significantly affect tourist satisfaction indicating potential contextual differences and research gaps.

Addressing these inconsistencies, the present study investigates the influence of service quality and tour guide videography skills on tourist satisfaction in Palembang City, Indonesia. By incorporating videography competence as an emerging dimension of service excellence, this research aims to provide novel insights into the evolving competencies required for tour guides in the era of digital tourism. The findings are expected to contribute both theoretically, by extending the understanding of service quality dimensions, and practically, by informing strategic efforts to enhance tourism human resources and destination marketing in developing regions.

## **2. Literature Review and Hypothesis Development**

### **2.1. Service Quality**

Service quality refers to the overall assessment of a service's ability to meet or exceed customer expectations. It represents the comparison between customers' expectations and their actual service experience (Sasongko, 2021; Ilahi & Arifuddin, 2022). Parasuraman et al. (1988) conceptualized service quality into five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In the tourism context, service quality plays a crucial role in shaping visitor experiences. Tour guides, as service providers, must demonstrate professionalism, responsiveness, and empathy to ensure that tourists perceive the service as reliable and satisfying. High-quality service not only enhances satisfaction but also builds trust and loyalty among tourists (Mahardika, 2023). Hypothesis 1 (H1): Service quality has a positive and significant effect on tourist satisfaction.

### **2.2. Videography Skills**

Videography skills refer to the technical and creative ability to produce visual content through effective camera handling, composition, lighting, and editing. The dimensions of videography skills include camera mastery, equipment selection, shot composition, and camera angles. Skilled videographers are able to communicate messages more effectively, enhance storytelling, and capture memorable experiences (Rosyidah, 2023). In the tourism sector, videography has become a key promotional tool. Tour guides equipped with videography skills can document and present tourist destinations attractively, providing visitors with a visually engaging experience that strengthens their overall satisfaction. High-quality video presentation can also influence tourists' emotional connection with the destination and their intention to

revisit (Febriani, 2024). Hypothesis 2 (H2): Videography skills of tour guides have a positive and significant effect on tourist satisfaction.

### **2.3. Tourist Satisfaction**

Tourist satisfaction is defined as a psychological state resulting from the comparison between expectations and actual experiences (Kharisma et al., 2023; Sudirman & Gorontalo, 2023). It is often influenced by service performance, emotional experiences, and perceived value. According to Zeithaml et al. (2009), satisfaction is determined by three dimensions: fulfillment, pleasure, and ambivalence. When tourists feel that services meet or exceed their expectations, they tend to experience positive emotions that lead to satisfaction and loyalty. In the context of tour guiding, satisfaction arises not only from tangible services but also from the interactional quality, how well the guide communicates, responds, and creates memorable experiences through visual and narrative storytelling

## **3. Methodology**

This study employed a quantitative research design to analyze the influence of service quality and videography skills of tour guides on tourist satisfaction in Palembang City, Indonesia. The population comprised 32,815 tourists who used the services of the *Himpunan Pramuwisata Indonesia (HPI)* in 2024. Using the Slovin formula with a 10 percent margin of error, a total of 100 respondents were selected through simple random sampling. Data were collected using a structured questionnaire consisting of closed-ended statements measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was designed to measure the respondents' perceptions of service quality, videography skills, and tourist satisfaction. Prior to distribution, the instrument underwent validity and reliability testing to ensure its accuracy and internal consistency.

The collected data were analyzed using multiple linear regression analysis to determine the effect of service quality and videography skills, both partially and simultaneously, on tourist satisfaction. Before hypothesis testing, classical assumption tests including normality, multicollinearity, and heteroscedasticity were conducted to verify model adequacy. All statistical analyses were performed using SPSS software.

## **4. Result and Discussion**

### **4.1. Descriptive Analysis**

The descriptive results show that respondents generally provided positive evaluations for all study variables. The mean score for service quality was **3.90**, indicating that respondents agreed that tour guides from the *Himpunan Pramuwisata Indonesia (HPI)* Palembang demonstrated good service performance. The highest score (4.12) was observed for responsiveness, suggesting that the ability of guides to respond quickly to tourist needs plays a major role in shaping satisfaction. The lowest score (3.70) appeared on reliability, indicating that consistency in handling technical issues still needs improvement.

For videography skills, the mean score was **3.89**, showing that respondents perceived tour guides' technical competence in video creation to be relatively high. The strongest indicator was video shooting (mean = 4.03), while camera mastery showed the lowest score (3.68), implying the need for further skill enhancement in technical control and stabilization during recording.

Tourist satisfaction recorded the highest overall mean of **3.96**, signifying that visitors were generally satisfied with their tourism experiences. The pleasure aspect (mean = 4.01) had the strongest contribution, indicating that emotional enjoyment remains the key dimension of satisfaction

### **4.2. Validity and Reliability**

All questionnaire items passed the validity test, with Pearson correlation coefficients exceeding the critical value of 0.1966, confirming that each item appropriately measured its intended construct. Reliability testing using Cronbach's Alpha yielded values of 0.828 for service quality, 0.706 for videography skills,

and 0.736 for tourist satisfaction all above the 0.60 threshold indicating that the instruments were internally consistent and reliable.

### 4.3. Hypothesis Testing

The partial test (t-test) results revealed that service quality had a significant positive effect on tourist satisfaction ( $t = 6.906$ ;  $p < 0.05$ ). This finding implies that improvements in service quality, especially in responsiveness and empathy lead to higher levels of tourist satisfaction. Conversely, videography skills did not show a significant effect ( $t = 1.820$ ;  $p > 0.05$ ), suggesting that while videography enhances tour documentation, it is not a determining factor in shaping tourist satisfaction in this context. The simultaneous test (F-test) showed that service quality and videography skills jointly exerted a significant effect on tourist satisfaction ( $F = 102.013$ ;  $p < 0.05$ ). The adjusted  $R^2$  value of 0.671 indicates that both variables together explain 67.1% of the variance in tourist satisfaction, while the remaining 32.9% is influenced by other factors such as destination image, price, and external service attributes.

Table 1 Results of t-Test Analysis

| Variable                | t-count | t-table | Sig. (p-value) | $\alpha$ (Significance Level) | Description            |
|-------------------------|---------|---------|----------------|-------------------------------|------------------------|
| Service Quality (X1)    | 6.906   | 1.984   | 0.000          | 0.05                          | Significant Effect     |
| Videography Skills (X2) | 1.820   | 1.984   | 0.072          | 0.05                          | Not Significant Effect |

Data processed by researchers (2025)

### 4.4. Discussion

The findings confirm that service quality is the most dominant predictor of tourist satisfaction. Tourists value reliability, responsiveness, and assurance as the main determinants of a positive service experience. This aligns with Suhartapa (2020) and Yusril et al. (2021), who also found that service quality significantly affects satisfaction levels in tourism services. In this study, responsiveness emerged as the strongest dimension, reinforcing the importance of timely and empathetic service in fostering satisfaction.

On the other hand, videography skills did not significantly influence tourist satisfaction. Although high-quality visual documentation enhances the attractiveness of tourism experiences, it appears that tourists prioritize interpersonal and service-related aspects over technical videography performance. This finding diverges from Kaosari (2019) and Kasih (2024), who observed a significant influence of videography skills in creative tourism settings. The difference may stem from contextual variations, where in Palembang, tourists' focus remains on service experience rather than content production. When examined together, service quality and videography skills were found to significantly and positively influence tourist satisfaction, consistent with the studies of Karisma (2024), Kusumawati (2024), and Ladsawut (2024). These results imply that integrating high-quality service with adequate videography presentation enhances tourists' overall perception of value and professionalism among tour guides.

## 5. Conclusion

### 5.1. Conclusion

This study examined the influence of service quality and videography skills of tour guides on tourist satisfaction in Palembang City. The findings reveal that service quality has a positive and significant effect on tourist satisfaction, indicating that tourists are more satisfied when guides deliver responsive, reliable, and empathetic service. Meanwhile, videography skills show a positive but not significant effect, suggesting that technical video abilities alone do not substantially enhance the satisfaction level of tourists.

When analyzed simultaneously, both service quality and videography skills significantly affect tourist satisfaction, with a combined explanatory power of 67.1%. This implies that enhancing both interpersonal service competence and creative media presentation can improve tourists' overall experience. The results highlight that responsiveness remains the strongest service quality dimension in shaping satisfaction, emphasizing the importance of prompt and adaptive service behavior among tour guides.

### 5.2. Limitation

This study is limited by its sample size of 100 respondents, which may not fully represent the entire population of tourists using the *Himpunan Pramuwisata Indonesia* services in Palembang. Moreover, the research only focused on two predictor variables, service quality and videography skills while other influential factors such as destination image, pricing, cultural experience, and emotional engagement were not included in the model. Future studies are encouraged to involve larger and more diverse samples and to integrate additional variables such as perceived value, tourist loyalty, or digital marketing effectiveness. A mixed-method approach combining quantitative and qualitative data could also provide deeper insight into how tour guide professionalism and creative media use shape overall tourist satisfaction and behavioral intentions.

### 5.3. Suggestion

This study suggests that tour guides in Palembang should continuously improve their service quality and videography skills to enhance tourists' overall satisfaction and experience. The Tourism Office and the Tour Guide Association are encouraged to provide structured training and certification programs to strengthen guide professionalism and competence. Furthermore, stakeholders in the tourism sector should integrate high-quality digital video content produced by tour guides into destination marketing strategies to increase Palembang's tourism appeal. Future studies are recommended to include additional variables and employ larger or more diverse samples to enhance the validity and generalizability of the findings.

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