Abstract: Tourist destination information is an important element in tourism promotion and marketing. The need for tourism facilities that can respond to problems related to the availability of tourism information and at the same time play a role in tourism promotion and marketing activities of a tourist destination requires the presence of a Tourism Information Center/TIC. Tourist Information Center (TIC) activities are service activities with the core being the delivery of tourist information. This research is exploring the three previous research conducted by Brady Cronin (2001), Gronroos (2000), and King (1987), which aims to investigate the optimization of TIC services. Sampling in this study was 175 respondents. Data processing uses SPSS and Structural Equation Modeling (SEM) AMOS 24. Service users were predominantly male, with an age range of 26-35 years, and the majority of undergraduate education, occupational status was dominated by private employees. While natural wonders become the main choice of tourists and the length of stay between 8-14 days. The main purpose of tourists visiting the TIC to get tourism information and transportation information. Whereas the tourist objects most favored by tourists are natural wonders and adventure wonders. Furthermore, the results of TIC service analysis show that physical environment quality, interaction quality, outcome quality affect service user satisfaction, while E-Technology quality does not affect service user satisfaction.

Keyword: e-technology, interaction quality, outcome quality, physical environment quality, SEM

In understanding tourism destination marketing, the first thing that must be understood is meant by tourism marketing as part of general marketing. Tourism marketing is a system and coordination implemented as a policy for companies engaged in tourism, both private and government, in the scope of local, regional, national, and international to be able to achieve tourist satisfaction by
obtaining tourist satisfaction reasonable profit. (Yoeti, 1996). So, tourism marketing will essentially be oriented to the efforts made to attract more tourists to come, stay longer, and spend more money in a tourist destination. The series of activities was concluded by several economists as tourism marketing and tourism marketing is more specifically oriented to services to tourists.

According to Lovelock and Wirtz (2011), Services are activities offered in establishing relationships/interactions from one party to another. Whereas according to Kotler and Keller (2009) service is any action or activity that can be offered by one party to another party which is intangible and does not result in any ownership. Parasuraman (2001), stated that the concept of service quality is a complex understanding of the concept of quality (quality surprise), the concept of satisfaction (satisfactory quality), or the concept of not quality (unacceptable quality). Khasif and Erdogan (2009), the result showed that there are three main dimensions in the provision of services. The three main dimensions consist of interaction quality, physical environment quality, and outcome quality which have a positive and significant impact on satisfaction.

The need for tourism facilities that can respond to problems related to the availability of tourism information and at the same time play a role in tourism promotion and marketing activities of a tourist destination requires the presence of a Tourism Information Center / TIC. Tourism Information Center / TIC as a tourism-oriented information center provides detailed information on a destination. The existence of TIC becomes important for a tourist destination because TIC serves as a medium for exchanging information between guests (tourists) with hosts (resource persons/hosts) and between tourists, TIC presents comparative data between tourist destinations to see the extent of positioning of the tourist destination at the level local and regional, as well as TIC, serves as a means of public relations to introduce a tourist destination in an area with complete and comprehensive information so that a complete understanding of a destination occurs. It is hoped that the presence of this TIC can contribute more to the accelerated development of the tourism sector formulated by the current government.

Currently, several countries are developing Smart tourism in the development of tourism. Smart tourism is defined briefly as an integrated ICT tourism platform. The platform integrates the role of information technology in providing efficient information and services for tourists. Smart tourism includes several destinations, first creating a database related to tourism resources, supported by the development of the Internet of Things and Cloud Computing which focuses on improving tourism through identification and monitoring. Second, advancing tourist destination areas with tourism industry innovation for tourism promotion, enhancing tourism services, and tourism management. Third, expand the scale of the tourism industry with a real-time information platform, integrating tourism service providers and the role of local communities. TIC is expected to take part in the implementation of smart tourism.

In terms of its management, the tourist information service facilities of the TIC of Soekarno Hatta Airport have been professionally and modernly managed in accordance with the concept of ISO 14785. The location of the TIC is at the entrance of the Domestic and International terminal three, Soekarno Hatta Airport. During this time the number of tourists visiting TIC has increased significantly from 2017 to 19,968 tourists to 41,832 tourists in 2018. The number of visits in 2017 and 2018 is shown in Figure 1.

Based on the background description of the problem and the research questions above, the research objectives are to identify and analyze the characteristics of service users at the Soekarno-Hatta Airport Tourist Information Center (TIC) Jakarta. Analyzing the influence of the quality of the physical environment on the level of service satisfaction at the Tourist Information Center (TIC) of Jakarta’s Soekarno Hatta Airport. Analyzing the effect of interaction quality on the level of service satisfaction at the Tourist Information Center (TIC) of Jakarta’s Soekarno Hatta Airport. Analyzing the effect of yield quality on the level of service satisfaction at the Tourist Information Center (TIC) of
The role of the Tourist Information Center (TIC) of Soekarno Hatta Airport in Jakarta’s Soekarno Hatta Airport. Analyzing the effect of E-Technology service quality on the level of service satisfaction at the Tourist Information Center (TIC) of Jakarta’s Soekarno Hatta Airport. The results of this study can provide benefits in making policies related to improving information services at TIC and can be used as a reference to improve services and improve the TIC bargaining position of Soekarno Hatta Airport. The results of this study can provide benefits to do benchmarking with other TICs so that it will provide added value and improvement in the future.

METHOD

This study examines and explores the special topic of the Role of The Tourist Information Center (TIC) Soekarno Hatta Airport on the choice of tourist destinations based on tourist characteristics and services. The sampling method uses accidental sampling, namely by giving a questionnaire in the form of a questionnaire to each tourist who visits the TIC International and Domestic booths of Soekarno Hatta Airport during the period December 2019-January 2020.

According to the UNWTO (2015), tourism is a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Given the information-intensity of tourism and the resulting high dependence on information and communication technologies (ICTs) (Law et al. 2014; Koo et al. 2015; Werthner and Klein 1999; Benckendorff et al. 2014), it is not surprising to see the concept of “smart” being applied to phenomena that encompass tourism. The term smart tourism was first mentioned at a meeting of the United Nations World Tourism Organization (UNWTO) in 2009. Besides, the concept of smart tourism was also put forward by the Organization for Smart Tourism in the United Kingdom in 2011 (Li et al., 2016). Some developed Asian countries such as South Korea, China, and Taiwan are very enthusiastic to implement smart tourism to increase the selling value of the tourism industry (Gretzel et al., 2015; Wang et al., 2013).

TIC is present by providing special facilities for tourist information about the local area, tourist attractions, festivals, and services (Mill, 2000).

According to Hair et al. (2010), the number of samples is at least 5 times the number of indicators. Hair et al. (2010), also suggested that suitable sample sizes ranged from 100-200 respondents. In this study, the number of variables studied was 35, so the number of samples taken was 175 respondents.

The analytical method of this research uses two models of analytical approach namely: descriptive...
analysis, Factor Analysis and Crosstab Analysis with Chi-Square Test, and AMOS 24 Structural Equation Modeling (SEM) analysis. Analysis using SEM AMOS 24 was carried out in three stages, namely, Outer Model Analysis, Inner Model Analysis, and Hypothesis Testing. According to Ghozali (2017), SEM AMOS aims to test predictive relationships by looking at whether there is a relationship or influence between these constructs. The research model is shown in Figure 2.

Validity test

A validity test is used to measure the validity or validity of a questionnaire. According to Ghozali (2017), the questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire. All questions generally support a certain group of variables and a validity test is performed on each question item. Validity testing is done using the help of IBM SPSS Statistics for Windows Version 23 software with the technique used Product Moment Pearson with the formula:

\[
 r_{xy} = \frac{\sum_{i=1}^{n} (X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum_{i=1}^{n} (X_i - \bar{X})^2 \cdot \sum_{i=1}^{n} (Y_i - \bar{Y})^2}}
\]

Information:
- \( r = \) Validity coefficient sought (r count),
- \( n = \) Number of respondents,
- \( x = \) Score variable (respondent’s answer),
- \( y = \) Total score of the variable for nth respondent

Reliability Test

According to Ghozali (2017), the reliability test is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if someone’s answer to the question is consistent or stable from time to time. In this study, the data reliability test is by using the method of internal consistency reliability which uses the Cronbach Alpha test to identify how well the items in the questionnaire relate to one another.

A constructor variable is declared reliable if it gives a Cronbach Alpha value  > 0.70 (Ghozali, 2017). The Cronbach Alpha formula used is as follows:

\[
 r_{ii} = [\frac{k}{(k-1)}] \left[ 1 - \frac{\sum b^2}{\sigma^2_t} \right]
\]
The role of the Tourist Information Center (TIC) of Soekarno Hatta Airport in

Information:
- $r_{11}$ = alpha reliability coefficient,
- $k$ = number of question items,
- $\sum b^2 \sigma$ = number of item variants
- $t$'s = total variance.

Furthermore, hypothesis testing SEM is done by looking at the probability value and the T statistic with the hypothesis acceptance criteria is $T$ statistic > $T$ table. Based on this framework, the research hypothesis is formulated as follows:

H1: Physical environment quality influences the satisfaction of service users (tourists) visiting the Tourist Information Center (TIC) of Soekarno Hatta Airport in Jakarta;

H2: Interaction quality affects the satisfaction of service users (tourists) visiting the Tourist Information Center (TIC) of Soekarno Hatta Airport in Jakarta;

H3: Outcome quality affects the satisfaction of service users (tourists) visiting the Tourist Information Center (TIC) of Soekarno Hatta Airport in Jakarta;

H4: E-Technology quality affects the satisfaction of service users (tourists) visiting the Tourist Information Center (TIC) of Soekarno Hatta Airport in Jakarta;

RESULTS

TIC Indonesia has an important role in providing tourism information. The role consists of sensation seducing, confirmation convincing, attraction assisting, and navigation.

Figure 3  The role of the Indonesian Tourist Information Center (TIC)

To optimize the quality of its services, the Indonesian Tourist Information Center (TIC) must be able to maintain and improve the quality of its services to tourists. So that the Indonesian Tourist Information Center (TIC) can produce a good reputation in providing Indonesian tourism information services. In the marketing mix.

Characteristics of Respondents

The tourist group is dominated by men and comes from the millennial group. When viewed from the percentage of visits, this millennial generation almost reached 70.29% of all respondents who came. The level of tourist arrivals to TIC Indonesia is dominated by foreign tourists with a visitor rate of 60.57 percent and total local tourist arrivals reaching 39.43 percent. Some 60.57 percent of foreign tourist arrivals were dominated by Asian tourists, reaching 24.57 and Europe reaching 25.71 percent. Asian tourists generally come from China, Arabia, and Southeast Asian countries. While European tourists are generally dominated by tourists from Britain and Germany.

The education level of the respondents indicated that the greatest percentage was found at the Bachelor’s level of education, reaching 79.43 per-
cent and post-graduate reaching 15.43 percent who came from various work backgrounds. The type of work of private employees occupies the highest number, with a value of 56.57 percent. Data on the frequency of foreign tourist visits to Indonesia shows that 55.66 percent only visited for the first time, 28.30 percent had visited 2-3 times, and 16.04 percent had visited more than 3 times. Furthermore, the frequency of tourist visits to the TIC booth shows the number of 90.86 percent for the first time visiting TIC. This shows the tendency that TIC will always receive more new tourist arrivals.

Tourists visiting accompanied by who becomes an interesting discussion. Traveling with family and friends is the top choice for tourists, with the number reaching 73.14 percent of all respondents. This group of tourists usually comes in groups with their husbands, wives, and children or extended families. Tourists visit the TIC booth with a variety of purposes to get information. Based on research findings, it shows that transportation information is most needed (53.14 percent) and subsequently Tourism information is 52.57 percent. The results of data processing on tourism which is most favored by tourists show that Natural Wonders reaches the highest score of 82.86 percent. Natural Wonders’s experience describes natural attractions such as marine and marine, mountains, and green areas. Identical to the favorite tour, the tour to be visited is dominated by Natural Wonders with a value of 38.60 percent.

Regarding the length of tourist visits data obtained that 36 percent of respondents on average visited for 7-14 days, while 34.86 percent of tourists visited for 7 days. TIC Indonesia is also very instrumental in convincing these tourists so that they will stay even longer.

The Relationship Between The Significance of Respondent Characteristic Variables

Several variables of respondent characteristics have been tested for significance using SPSS program crosstab analysis to see the relationship between variables. Research to determine whether there is a relationship between variable 1 and variable 2. H1: there is a relationship between variable 1 and variable 2. Ho: there is no relationship between variable 1 and variable 2. Decision ≤ 0.05 Asymp. Sig. (2-sided) then H1 is accepted and Ho is rejected. If ≥ 0.05 Asymp. Sig. (2-sided) then Ho is accepted and H1 is rejected. From several crosstab tests that have been carried out, several variables have a significant relationship.

Age Group and Education Level (Asymptotic Significance (2 sides) 0.003)

The calculation results show that the age range of 15-25 years is estimated by the level of undergraduate education, as well as for the age range of 26-35 years, 36-45 years, 46-55 years, and 56-65 years. While in the age range of 66 years and over is dominated by the level of post-graduate education. In general, the level of education can be determined. The higher the age, the data obtained that decreased the level of Bachelor’s education and increase in the level of Post-graduate education. The higher a person’s education, the more important their information needs are for tourism information.

Age Group and Occupational Status (Asymptotic Significance (2 sides) Totaling 0.000)

The results of this study prove that this study has a relationship with the employment status chosen by respondents. Overall dominance of employment status as a private employee occupies the highest position of 56.6%, in the age range of 26-35 years and 36-45 years, 46-55 years, and 56-65 years. While in the age range of 66 years and over is dominated by the level of post-graduate education. In general, the level of education can be determined. The higher the age, the data obtained that decreased the level of Bachelor’s education and increase in the level of Post-graduate education. The higher a person’s education, the more important their information needs are for tourism information.

Age Group and Country of Origin (Asymptotic Significance (2 sides) of 0.034)

The results of this study indicate that this study shows a significant relationship with the country of origin of tourists. Country of origin of tourists in general by local, European and American tourists. When compared between the ages ranges the results are obtained in the following: In the age range
The role of the Tourist Information Center (TIC) of Soekarno Hatta Airport in

the choice. Meanwhile, Asian, European, and African tourists tend to choose adventure and natural tourism information. Therefore TIC must prepare this complete Adventure and natural information along with the offer of supporting information both in the form of event activities and supporting tourist destination information around the main tourism destinations. All tourists who come to Indonesia tend to choose these two objects because now Indonesia has an advantage when compared to other countries in the world.

Country of Origin and Travel Partner (Asymptotic Significance (2 sided) of 0.005)

There is a significant relationship between country of origin and partners in traveling. For local tourists, more trips with family. As for Asian, European, African, and Australian tourists, they travel with friends. American tourists tend to travel independently. Overall the tendency of tourists to visit Indonesia with family and friends (reaching 71.1%). Thus the TIC gets input on typical tourists by country and strategic steps to offer information.

Country of Origin and Info On TIC (Asymptotic Significance (2 sided) of 0.018)

There is a significant relationship between country of origin and information needed by tourists. In general, almost 80% of respondents chose tourism and transportation as the main choice of information needed at TIC. Local tourists tend to focus on tourism information needs, while Asian and African tourists tend to need tourism and transportation information, European and American tourists tend to prefer information about transportation only. The main choice of tourism and transportation information is the choice of tourists that must be provided in full by TIC. Info on tourism and transportation to tourist attractions become info that must always be updated and detailed.

Country of Origin and Tourism is Favored as a Tourist Destination (Asymptotic Significance (2 sided) of 0.003)

There is a significant relationship between country of origin and favored tourism. Local, American, and Australian tourists choose natural tourism as their choice. Meanwhile, Asian, European, and African tourists tend to choose adventure and natural tourism information. Therefore TIC must prepare this complete Adventure and natural information along with the offer of supporting information both in the form of event activities and supporting tourist destination information around the main tourism destinations. All tourists who come to Indonesia tend to choose these two objects because now Indonesia has an advantage when compared to other countries in the world.

Country of Origin and Duration of Visits (Asymptotic Significance (2 sided) of 0.000)

There is a significant relationship between country of origin and length of visit. Local, African, and Australian tourists visit between 4-7 days, Asian, European, and American tourists mostly in the range of 8-14 days. They need a special strategy to attract tourists from various countries so they can travel longer. Efforts to increase the length of these tourist visits are also a special concern of the Ministry of Tourism by offering various activities and facilities that make tourists comfortable with the objects they visit.

Employment Status and Length of Visit (Asymptotic Significance (2 sided) of 0.010)

There is a significant relationship between work status and length of visit. The majority of students visit 8-14 days, civil servants / BUMN for 7 days, entrepreneurs for 8-14 days, pensioners over 8 days, private employees 4-7 days, housewives 4-7 days, others 8-14 days. Based on data on the characteristics of tourists the number of visitors is dominated by private employees. This segment should be a priority segment to be given special promotions according to their characteristics so that the visit is longer. Because the longer the duration of the visit will increase the overall tourism sector income.

Structural Equation Modeling (SEM) Analysis

The structural equation engineering model used in this study uses the Maximum Likelihood (ML) estimation method, this method is an estimation method that is often used for data analysis using
covariance-based structural equation modeling (SEM) AMOS 24.0.

Model Estimation

The first step in analyzing SEM is by describing the initial model estimation through a path diagram of causality relationships between constructs and their indicators. The constructs studied were variables of physical service quality, interaction quality, service quality, and E-Technology service quality. As the initial research model that has been prepared.

Analysis of The Relationship of Indicators With Latent Variables

The validity level of the indicator’s relationship with its latent variable is based on factor loading resulting from data processing from Standardized Regression Weights. To test the validity of each indicator, the value of indicator loadings must reach values above 0.70 (Ghozali, 2017). Based on calculation data, it was shown that 3 indicators have values below 0.7. The results of the evaluation of the goodness of fit model that illustrates the suitability of the overall model (overall model fit), obtained the value of chi-square, significance probability, GFI, AGFI, CFI, TLI, and CMIN / DF are still less than the set critical value standards. Thus overall the model used based on the validity test is still possible to be improved, so that the next step is to do the re-verification to obtain a better model.

Model Specification

To get an estimate and a good overall model fit, a research model needs to be performed. The first step that must be done is to do a valid test to see the factor loading based on the second Standardized Regression Weights table. In testing the validity of the second indicator the results are obtained that the indicator loadings of all indicators already have values above 0.70 so that the indicator loadings are declared valid. All indicators have a valid relationship with the variable. Therefore, the second overall indicator model will reflect more valid results.

Furthermore, to complete the process of re-specification, a reliability test is performed in this case composite reliability (CR), convergent validity / average variance extracted (AVE), and discriminant. The calculation results for the three components are shown in Table 1.

<table>
<thead>
<tr>
<th>Variable</th>
<th>CR</th>
<th>AVE</th>
<th>Discriminant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Physical Environment</td>
<td>0.960</td>
<td>0.777</td>
<td>0.881</td>
</tr>
<tr>
<td>Quality of Interaction</td>
<td>0.944</td>
<td>0.678</td>
<td>0.823</td>
</tr>
<tr>
<td>Quality of Results</td>
<td>0.963</td>
<td>0.763</td>
<td>0.873</td>
</tr>
<tr>
<td>Quality of E-Technology Services</td>
<td>0.952</td>
<td>0.834</td>
<td>0.913</td>
</tr>
<tr>
<td>Service User Satisfaction</td>
<td>0.911</td>
<td>0.772</td>
<td>0.879</td>
</tr>
</tbody>
</table>

Overall Model Match Analysis

The overall model compatibility test is performed to see how well the resulting model describes the actual conditions. Data processing is done by using the Maximum Likelihood method. Based on the results of the model fit test after re-verification in Figure 3, it shows that the model has fulfilled eight critical values, only the AGFI value is close to the Marginal Fit value. Thus, overall the model is acceptable and significant. The following are the results of GOF models that have been tested overall model fit as shown in Table 2.
The role of the Tourist Information Center (TIC) of Soekarno Hatta Airport in

Coefficient of Determination (R-Square Value)

Analysis of the influence of determinants in SEM AMOS analysis is used to determine the contribution of exogenous variables to endogenous variables based on the adjusted R square value. The coefficient of determination (R2) essentially measures how far the model’s ability to explain endogenous variations (Ghozali 2017). The calculation of the R-squared value of the variable Service User Satisfaction shows a value of 0.800, meaning 80.0% of the variations that exist related to the level of satisfaction of TIC service users can be explained by variables Physical Environment Quality, Interaction Quality, Results from Quality and Service Quality E-Technology while the remaining 20.0% is explained by other variables outside the variables used in this study. The re-specification of the research model is shown in figure 4.

Hypothesis Testing

The model of the results of the study shows the overall hypothesis test has been received. The accepted hypothesis explains that exogenous variables affect endogenous variables. Provisions for making a hypothesis decision are accepted or rejected based on the significance value. If the significance is smaller or equal to 0.05 (d < 0.05) then the hypothesis is accepted.

Table 2  Overall Results of The Goodness of Fit Model Reflect The Research Model

<table>
<thead>
<tr>
<th>Measurement of Goodness Of Fit</th>
<th>Measurement of Match</th>
<th>Result of measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>The goodness of Fit Index (GFI)</td>
<td>≥0.90</td>
<td>0.80 - &lt; 0.90</td>
</tr>
<tr>
<td>Root Mean Square Error (RMSEA)</td>
<td>≤0.08</td>
<td></td>
</tr>
<tr>
<td>Relative Chi-Square (χ²/df)</td>
<td>&lt; 2.0</td>
<td>2.00 - 3.00</td>
</tr>
<tr>
<td>Comparative Fit Index (CFI)</td>
<td>≥0.90</td>
<td>0.80 - &lt; 0.90</td>
</tr>
<tr>
<td>Incremental Fit Index (IFI)</td>
<td>≥0.90</td>
<td>0.80 - &lt; 0.90</td>
</tr>
<tr>
<td>Normal Fit Index (NFI)</td>
<td>≥0.90</td>
<td>0.80 - &lt; 0.90</td>
</tr>
<tr>
<td>Tucker-Lewis Index (TLI)</td>
<td>≥0.90</td>
<td>0.80 - &lt; 0.90</td>
</tr>
<tr>
<td>Related Fit Index (RFI)</td>
<td>≥0.90</td>
<td>0.80 - &lt; 0.90</td>
</tr>
<tr>
<td>Adjusted Goodness of Fit Index (AGFI)</td>
<td>≥0.90</td>
<td>0.80 - &lt; 0.90</td>
</tr>
</tbody>
</table>

Source: Primary Data Processing (2020)

Figure 4  Respecification of the research model
Based on the table above, it can be seen from the 4 hypotheses proposed that there are three that are significant/supported, the other one is insignificant / not supported. The indication of a hypothesis is supported or not can be seen from the critical value and p-value. Furthermore, where the limit for CR / t arithmetic is ± 1.96 and the p-value limit is ≤ 0.05.

This study shows that the three factors will significantly influence the level of tourist satisfaction, while one factor does not provide a significant level of influence on tourist satisfaction. This means that if there is an increase in the quality of physical services, the quality of Frontline interaction, and the quality of service results, it will be very significant to increase tourist satisfaction. While the current E-technology services, if the quality is improved, it will not necessarily increase or affect the satisfaction felt by tourists.

**DISCUSSION**

**Providing Tourist Information**

The main task of the Soekarno Hatta Airport TIC is to convey tourist information in full to the tourists, especially those covering tourist destinations and their derivatives. This tourist information is conveyed to tourists verbally. Frontliners as communicators must have good communication skills. The correct and correct information is a top priority to maintain its reputation.

As a good conveyor of information, the TIC frontline always tries to provide the right and correct information. The submission of this information has to do with the ability to communicate the TIC frontline. Communication skills have been specifically educated by the Soekarno Hatta Airport TIC before they do their job. Each frontline is directed at a minimum to master two International languages with English as the main language.

So far, the TIC of Soekarno Hatta Airport has the latest information sources for the best information services. The main source of information comes directly from the Ministry of tourism. Books and verbal information facilities are supplied directly from the ministry periodically. So that all events will always be fully and continuously informed. TIC Soekarno Hatta Airport as a tourist information center also provides print media as a promotional medium. The print media are not only from the Ministry of Tourism but also from several private institutions related to tourism businesses. The average print media is selected by tourists and has a relatively faster circulation due to better appearance, more attractive, and very informative content.

Front liner officers often use discussion systems to develop their insights. This is mainly related to information on tourist destinations and transportation information to get there. This is a major concern because so far, these two pieces of information in the field are always sought after by tourists.

Data collection conducted by the TIC frontline has been done in two ways, namely by asking tourists directly and filling out the comments form. When viewed from the two methods of extracting data, asking tourists directly is a way to get deeper data on tourists. When the TIC frontline asks about the

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship Variable</th>
<th>Estimate</th>
<th>CR/t⟩_{hitung}</th>
<th>P-value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁</td>
<td>Quality of Physical Environment → Service User Satisfaction</td>
<td>0.263</td>
<td>2.278</td>
<td>0.023</td>
<td>Significant</td>
</tr>
<tr>
<td>H₂</td>
<td>Quality of Interaction → Service User Satisfaction</td>
<td>0.327</td>
<td>3.826</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>H₃</td>
<td>Quality of Results → Service User Satisfaction</td>
<td>0.353</td>
<td>3.095</td>
<td>0.002</td>
<td>Significant</td>
</tr>
<tr>
<td>H₄</td>
<td>Quality of E-Technology Services → Service User Satisfaction</td>
<td>0.023</td>
<td>0.412</td>
<td>0.680</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>
The role of the Tourist Information Center (TIC) of Soekarno Hatta Airport in providing information that tourists want, the staff will get data about the needs and desires of tourists, tourist favorite areas, and the character of tourists.

**Effect of the Role of TIC on Service Satisfaction**

Based on AMOS 2.4 calculation results, it is known that the role of TIC of Soekarno Hatta Airport on tourist service satisfaction has an influence of 80% determined by the quality of the physical environment, the influence of frontline interactions, the results of TIC services, and E Technology services, while 20% is from other factors. There are characteristics of information and service actors that influence the role of TIC on tourist satisfaction. The nature of the information referred to is relevant, useful, and timely information. Whereas service providers are the professional and quality attitude which is the key. Overall satisfaction is someone’s feeling of pleasure or disappointment resulting from the perceived performance of the product or results to expectations. (Kotler and Keller, 2008).

Parasuraman (2001) three levels of service quality concepts, namely: 1. Quality (quality surprise), if the reality of the service received exceeds the service expected by the customer. 2. Satisfactory (satisfactory quality), if the reality of the service received is the same as the service expected by the customer. 3. Unacceptable quality, if it turns out the reality of the service received is lower than what the customer expected. The TIC Frontliner always asks tourist needs. This question raises a reaction to tourists to say the information they need. So that the TIC Frontliner Officer can know what to do so that the information is in accordance with the interests of tourists. Relevant information makes the information useful because the delivery is on target. Submission of information on time means that information is given when tourists have not made a tour decision. Information about these attractions becomes useful for tourists to be used as a reference for a vacation because it has not been visited. The usefulness of the information that has been conveyed by Frontliner TIC officers will lead to tourists making decisions on trips. Besides TIC, other factors can influence tourist decisions in travel. Another factor is the benefits of travel, the experience of others, learning information materials, and discussions with friends. These factors are quoted from the theory of Mathieson and Wall (1982) in Pitana (2005).

**Relationship Influence of TIC Services To Tourist Satisfaction**

The results showed that the quality of services provided by the Soekarno Hatta Airport TIC was quite good according to tourists. This can be shown from the responses of respondents to the five dimensions of service quality, namely, the physical environment, the quality of the interaction of frontline personnel, the quality of the results of services provided, and the E-technology services provided. Of the four dimensions, there is only one dimension that must be further improved in quality, namely the E Technology Service dimension. Based on the analysis, physical evidence is the dimension that has the lowest percentage and less significant effect on the satisfaction of tourists who visit. This means that if the current E technology services are improved, it has not necessarily given an increased effect on satisfaction to tourists. This is supported by observations of researchers who see and feel directly, that there are some deficiencies in the development of E-technology. Besides that, for information on E-technology, TIC is still rooted in PT. Angkasa Pura II is the airport manager. This causes limited tourist information from the airport manager and cannot yet be adjusted to the IT strategy that should be owned by the Soekarno Hatta airport TIC.

In general, the results of the study can be explained in the description below:

**Quality of The Physical Environment and Service User Satisfaction**

The physical environment is one of the elements that must be utilized by the organization to create a sense of comfort, peace, and can improve good work results to improve overall organizational performance. Based on this study the results obtained that there is a significant relationship between the qualities of the physical environment with service user satisfaction. With the increasing quality of the physical environment, the level of tourist satisfaction also increases.
The quality of the physical environment is largely determined by the dimensions of servicescape and tourist security services during a visit to the TIC. The condition of the TIC layout is the best in the service area, service flow that facilitates service users Frontliner (FL) understanding of the importance of structuring the service area, and order in the service area has been going well. Besides the factor that tourists feel safe while at TIC, the TIC service area is felt comfortable and a good Frontline (FL) understanding of the importance of security in TIC services is a pretty good assessment in tourists' minds. This is consistent with the concept of satisfaction which is the customer's perception of physical facilities (Rys et al., 1987) and also that the quality of the surrounding environment is in the service area (Brady and Cronin, 2001).

The design and layout of service facilities at domestic and international TIC booths are closely related to the formation of the perception of tourists as customers. These findings also indicate that perceptions formed by interactions between customers and service facilities significantly influence the quality of TIC information services for tourists. It is proven that the highest value of the indicator is obtained from the tourists' assessment of Frontline officers' understanding of the importance of structuring service areas. Travelers assume frontline officers have enough knowledge and ability to provide services that are convenient for them.

Research on the TIC accessibility and flexibility attributes, some respondents suggested that the TIC logo outside the room was less visible and not large enough. We need to adjust the layout of the TIC logo that is easily seen remotely. Whereas the current location of the TIC booth is considered to be strategic and comfortable because it joins other strategic facilities.

**Quality of Interaction and User Satisfaction of services**

Quality is a dynamic condition that affects products, services, people, processes, and environments that meet and exceed expectations (Tjiptono, 2008). Better service quality will improve the quality of a company for consumers. Based on the results of the study, the variable quality of interaction occupies the highest position that affects the satisfaction of TIC tourists. This is undeniable because the tourism information business is always closely linked in the form of direct contact between tourists and Frontline officers.

Interactions are identified as face to face between employees and consumers (Hartline and Ferrell 1996). Brady and Cronin (2001), explained that the quality of interaction is built by the behavior of service providers that support the formation of good perception from consumers. In this study, the focus is on Frontline attitudes and behavior, ways of communicating, and frontliner flexibility towards tourist information needs.

Indicators for this variable indicate that tourists judge that Frontline officers have provided the best service. However, there is the lowest achievement score, which is an indicator of seriousness in working. Although it is still considered good by tourists, this indicator must continue to be improved in the future. Because sincerity Frontline service will determine the quality of interaction and have a direct impact on tourist satisfaction. Besides, the results of this study also showed that tourists were satisfied with the attitudes and behavior, and communication carried out by Frontline officers at this time. Frontline is considered to be able to communicate well. This trusted and satisfying service will bring a...
The role of the Tourist Information Center (TIC) of Soekarno Hatta Airport in

deep impression to tourists and will increase overall tourist satisfaction with TIC.

Quality of Results and User Satisfaction of services

The quality of results is the result of service transactions (Gronroos, 1990). The results are obtained by the customer when the service process is completed (Brady and Cronin, 2001). The dimensions of service outcome quality are related to Professional and Skill indicators, Reliability and Trustworthiness, Understanding, Recovery, and Reputation and Credibility.

Professional and Skill Indicators related to well-scheduled services to tourists, and that TIC can provide solutions to tourist problems quickly, and TIC has provided services according to tourists’ expectations. Indicators of Reliability and Trustworthiness related to TIC facilities have provided convenience in service, and have an impact on increasing tourist confidence in the institution. While Understanding Indicators related to tourist needs for information have all been answered at TIC. Recovery related complaints/complaints received a response from the TIC. And finally the description of the Reputation and Credibility indicators that TIC’s reputation and credibility are trusted.

The results showed that the quality of service results had a significant effect on overall service satisfaction. The higher the quality of the results of the services provided, the more satisfaction of tourists who come to TIC will increase. This is also in line with the theory and research conducted by Brady and Cronin (2001). Based on the indicator of the quality of the results obtained the highest value is the indicator that the TIC provides services according to tourist expectations with a value of 0.903. This means that tourists assess TIC has been able to provide services in accordance with tourist expectations. This factor is a professional and skill factor. So that the TIC institution is perceived to have professionalism in its services and frontline have the skills in accordance with tourist expectations.

While the smallest indicator in this variable is found in the indicators of reputation and credibility, with a value of 0.840. It was concluded that if the TIC would improve the results quality variable, the first indicator that must be considered is related to reputation and credibility and finally, professional and skills.

Quality of E-Technology Services and User Satisfaction of Services

One way to improve the tourism or tourism industry is to take advantage of advances in information and communication technology (such as the internet of things, cloud computing, big data, and artificial intelligence). “Smartness” is not only always related to technological progress, but also closely related to interconnection, synchronization, and the use of various technologies simultaneously (Höjer and Wangel, 2015).

Based on the results of the study, the quality of E-Technology services did not significantly influence TIC tourist satisfaction. This means that the increasing quality of E-Technology services does not necessarily directly influence the satisfaction of tourist services in the current conditions. This should be suspected because of the provision of TIC, E-technology services are felt to be still not optimal. So far, the TIC booth only provides technology facilities in the form of a display in a standing directory that includes only 10 leading destinations. Tourism programs that appear in the standing directory only include 5 wonders with each of its advantages. Besides that, the Virtual Reality facilities that are available have not been periodically updated for several major tourism objects. Apps system as a modern means of tourism has also not been presented optimally. Available Apps are still joining Apps PT. Angkasa Pura 3 which is related to general tourism information and limited content. This has strengthened the allegation that TIC E-technology services have gotten less than optimal results so that when the research was conducted it did not significantly influence tourist satisfaction. In the era of smart tourism in addition to direct tourism information services, the Apps application should ideally be a well-available device. Thus TIC in the future must prepare Apps devices independently and professionally.
To improve the bargaining position of the institution and improve its main services, several steps can be taken based on the characteristics of tourists. TIC Information Content must be concise and appropriate for goals that are easily understood by graduates and private sector workers and millennial age. TIC provides focus information on tourism and transportation information. Information related to natural and Adventure wonders is made in detail and detail because it is the strength of Indonesia’s tourism today. The duration of the visit, especially tourists who work as private employees, should be increased by providing attractive packages to them.

Based on the results of SEM analysis consisting of the relationship between variables and factor load (coefficients) previously described, it can be seen that the indicator variables and exogenous latent variables have a close relationship with the satisfaction variables except for the E-Technology service variable. Overall, all variables that make up the model must be considered by TIC management because each has a role and relationship to service satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Tourists are dominated by men with an age range of 26-35 years, and the majority of undergraduate education, occupation status is dominated by private employees. While natural wonders become the main choice of tourists, and the average visit between 8-14 days; There is a significant correlation between respondents’ characteristic variables, namely: age group and education level, age group and occupational status, age group and country of origin, country of origin and travel partner, country of origin and TIC info, country of origin and tourism favored as tourist destinations, origin country, and length of visits, employment status, and length of visit.

There is a significant relationship between the quality of the physical environment, the quality of interactions, the quality of results to the level of service satisfaction at the Tourist Information Center (TIC) of Soekarno Hatta Airport in Jakarta; As for the quality of E-Technology services, there is no significant relationship to the level of service satisfaction at the Tourist Information Center (TIC) of Soekarno Hatta Airport in Jakarta. It should be suspected that the E-technology services that have been provided by TIC have not been optimally felt by tourists, so this is a recommendation for management for a time that will improve the quality of E-Technology services so that in the future it can have a positive effect on services TIC is in tune with the launch of Smart tourism made by the government.

Recommendations

Based on the study conclusions, here are the suggestions that can be recommended: The need to improve E-technology services through the expansion of strategic partnership networks with operators and parties engaged in the tourism sector IT by presenting mobile Apps facilities that support the current era of smart tourism. Besides, it is also necessary to continuously improve the quality of TIC services, especially the quality of the information content, human resources, and supporting facilities. At present, it is deemed necessary to increase the number of human resources given the potential for the development of TIC and the range of services in the future.

Researchers can examine the significance of the relationship between variables Education and length of stay, age groups and traveled, age groups and tourist info, age groups and travel partners, and then review the research object by discussing other variables needed to be explored specifically related to the development of E-Technology services that are still not optimal. Besides that, it is necessary to research the development of TIC internal information technology systems that integrate with social media more broadly.

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