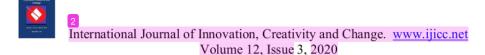# Key Differences between Customer Satisfaction and Tourist Attractions in Palembang City

by Sri Rahayua, Wani Fitriah Rita Irvianic, Rebky Ali Hakimd

Key Differences between Customer Satisfaction and Tourist Attractions in Palembang City

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The problem addressed in this study is the difference between customer satisfaction and tourist attractions in Palembang city. The sample were taken of 96 respondents using incidental sampling techniques. The primary data were collected using a questionnaire method. Qualitative and quantitative data analysis is used in this study. Analysis techniques of Kai Squared are used for data analysis. The results of research through testing Kai Squared ($X2$), shows that: 1) there is a difference in physical evidence on Ampera and BKB attractions (57%), Al-Qur'anAl-Akbar (73.3%) and JSC (33%); 2) there are differences in the reliability of Ampera and BKB attractions (57.3%), Al-Qur'anAl-Akbar (74.2%) and JSC (33%); 3) there is a difference in responsiveness in Ampera and BKB attractions (56.8%), Al-Qur'anAl-Akbar (73.3%) and JSC (32.8%); 4) there are differences in collateral for Ampera and BKB attractions (57%), Al-Qur'anAl-Akbar (73.5%) and JSC (32.8%); and 5) there is a difference in physical evidence on Ampera and BKB attractions (56.5%), Al-Qur'anAl-Akbar (73%) and JSC (32.8%).

Keywords: *Customer Satisfaction, Attractions, Tourism, the great Qur'an, tourism object*

Introduction

Marketing is a social process by which individuals or groups get what they need by creating and offering for exchanging products with others. Kotler (2009, p.138) defines satisfaction as someone's happy or disappointed feelings that arise after comparing the perceptions of the performance (results) of a service and its expectations. Customer satisfaction about how individuals, groups and organisations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires. Tourism is an essential source of income for a

country. With tourism, an area especially the local government where the object is located will get income from the income of each tourist attraction, because the activity of travelling for an individual can increase creative power, eliminate work saturation, relaxation, shopping, business, knowing the historical and cultural heritage of an ethnic individual, spiritual health and tourism. Tourism is a crucial sector because it is reasonable physical, socio-cultural, economic. Palembang is a city that has attractions ranging from history, culture, agriculture, and so on. Therefore, researchers are interested in conducting research in the tourism sector of Palembang to tourists visiting tourist objects in Palembang so they can know the attitudes of customers of tourist objects who feel satisfied or dissatisfied with the attractions that are being visited or that have been visited in several Palembang attractions so that they can make comparisons between attractions. Following are the results of interviews with tourists about attractions in the city of Palembang (Al-Mashhadani, 2019).

Table 1: Attractions selected from 20 respondents

No	Tourist attraction	Respondents
1	Ampera Bridge and Bneteng kuto Besak	15
2	Camaro Island	4
3	The Great Qur'an	9
4	Museum	3
5	Garden Site (archeology and siguntang)	3
6	Taman Puntikayu	7
7	Jakabaring Sport City	12

Source: Pre-research interview results-2018

Attractions took by the selection of respondents who chose, Ampera Bridge, Benteng Kuto Besak, Jakaring. So that customer satisfaction can be distinguished for the three most selected attractions from respondents. The research problem of this study is the difference in the level of satisfaction between visitors in Ampera bridge attractions, Benteng Kuto Besak, and the Great Qur'an, and Jaka Baring Sports City (Issaliyeva et al., 2018).

The study aims to determine the difference in visitors satisfaction of tourism object at Ampera Bridge and Benteng Kuto Besak, the great Qur'an and Jakabaring Sport City).
The research problems are addressed by using a square analysis that serves to find out the level of difference of each visitor to the tourist attractions of the Ampera Bridge, Benteng Kuto Besak, the great Qur'an, and Jakabaraing Sport city

Literature Review

Kotler (2009, p.138) defines satisfaction as someone's happy or disappointed feelings that arise after comparing the perceptions of the performance (results) of a service and its

expectations. The marketing concept of social marketing emphasises the importance of customer satisfaction in supporting the organisation's success to assess the performance of the product or service. Customer expectations are shaped through experience, information from acquaintances and advertisements.

According to Fandy Tjiptono (2018, p.76-77), factors used by consumers in evaluating satisfaction or dissatisfaction with manufacturing and services tend to be different. Meanwhile, in evaluating services that are *intangible, variable,* and *perishable*, consumers generally use several factors as follows:

1) physical evidence (*tangible*), including physical facilities, equipment, employees, and communication advice;
2) reliability (*reliability),* which is a service that promises immediate, accurate, accurate and satisfying;
3) responsiveness (*responsiveness)*, which is the desire of the staff and employees to assist customers and provide responsive service; and,
4) guarantee (*guarantee)*, covering knowledge, abilities, politeness, and trustworthiness.

Empathy includes the ease of making relationships, such as excellent communication and understanding customer needs.

Research Methods

This type of research that will be used in this research is Comparative comparing the existence of a variable or more on two or more different samples, or at different times. This study saw a difference in customer satisfaction of tourism objects in Palembang City Ampera Bridge/Kuto Besak Fortress, Akq Akbar and Jakabaring Sport City.

The data collection technique used in this study is the questionnaire method which contains questions about the indicators used.

Analysis of the data used in this research is quantitative analysis, which is an analytical method using numeric data or qualitative data that has been framed.

Results

a. *Validity Test*

Table 2: Validity test

Variable	Indicator	R_{count}			r_{tabel}	Information
		Ampera/ BKB	Al-Akbar	JSC		
Physical Proof (X₁)	V1.P1	0.980	0.939	0.953	0.3061	Valid
	V1.P2	0.982	0.957	0.980	0.3061	Valid
	V1.P3	0.914	0.911	0.964	0.3061	Valid
	V1.P4	0.972	0.933	0.976	0.3061	Valid
Reliability (X₂)	V2.P1	0.979	0.945	0.974	0.3061	Valid
	V2.P2	0.917	0.911	0.983	0.3061	Valid
	V2.P3	0.976	0.933	0.958	0.3061	Valid
	V2.P4	0.972	0.957	0.974	0.3061	Valid
	V2.P5	0.958	0.911	0.978	0.3061	Valid
	V2.P6	0.978	0.965	0.964	0.3061	Valid
Responsiveness (X₃)	V3.P1	0.966	0.915	0.944	0.3061	Valid
	V3.P2	0.981	0.962	0.981	0.3061	Valid
	V3.P3	0.980	0.945	0.956	0.3061	Valid
	V3.P4	0.978	0.934	0.980	0.3061	Valid
Guarantee (X₄)	V4.P1	0.980	0.959	0.962	0.3061	Valid
	V4.P2	0.942	0.917	0.948	0.3061	Valid
	V4.P3	0.980	0.934	0.983	0.3061	Valid
	V4.P4	0.981	0.959	0.966	0.3061	Valid
Empathy (X₅)	V5.P1	0.980	0.954	0.960	0.3061	Valid
	V5.P2	0.976	0.986	0.970	0.3061	Valid
	V5.P3	0.974	0.934	0.960	0.3061	Valid
	V5.P4	0.976	0.963	0.965	0.3061	Valid

Source: Based on SPSS Calculations, 2019

Based on the validity test in Table IV.1, all indicators used for each question in this study are said to be valid, because all indicators used have $r_{count} > r_{tables}$.

b. Reliability Test

With the following testing criteria:

Table 3: Reliability Test

Variable		Cronbach's Alpha	Reliability Standards	Information
Customer satisfaction	Ampera / BKB	.997	0.6	Reliable
	Al-Qur'an Akbar	.994	0.6	Reliable
	Jakabaring Sport City	.997	0.6	Reliable

Source: Based on SPSS Calculations, 2019

Based on the reliability test in Table IV.2, all indicators used in each item in this study are said to be reliable, because all indicators used have a value of > 0.6.

c. Kai Square Analysis

The square analysis is used to determine differences in customer satisfaction with Attraction in Palembang City Ampera/BKB Bridge, Al-Qur'an Al-Akbar and Jakabaring Sport City. Quadratic analysis in this study, using SPSS 22.0 for Windows with the following outputs:

Physical Proof

Table 4: Differences in Physical Evidence on Customer Satisfaction

		Var.1					
		Very Dissatisfied	Not satisfied	Neutral	Satisfied	Very satisfied	Total
Category	Ampera/ BKB	2	12	25	53	4	96
	Al-Qur'an Akbar	1	5	15	54	21	96
	Jakabaring SportCity	6	22	35	30	3	96
Total		9	39	75	137	28	288

Source: Based on SPSS Calculations, 2019

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.899 [a]	8	.000
Likelihood Ratio	53.548	8	.000
Linear-by-Linear Association	10.639	1	.001
N of Valid Cases	288		

Source: Based on SPSS Calculations, 2019

Table 4 shows the results of the calculation of the square of the output, as follows:

a) H_0 There is no difference in physical evidence on customer satisfaction.
H_1: There is a difference in physical evidence on customer satisfaction.
b) Rated $X^2_{count} = 53.899$
c) db = (3-1) (5-1) = 2 (4) = 8 (df same in Table IV.11) with error level $\alpha = 5\%$, the value of $X^2_{table} = 15.507$
d) H_0 is accepted if $X^2_0 \leq X^2 \alpha$
H_0 is rejected if $X^2_0 > X^2 \alpha$
e) Table IV.11 shows the value of X^2_{count} 53.899> X^2_{table} 15.507, then H_0 is rejected, meaning that there are differences in the physical evidence of customer satisfaction Attractions (Bridge Ampera/BKB, Al-Qur'an Al-Akbar, and Jakabaring Sport City).

Reliability

Table 5: Reliability

		Var.2					Total
		Very Dissatisfied	Not satisfied	Neutral	Satisfied	Very satisfied	
Category	Ampera / BKB	2	16	21	53	4	96
	Al-Qur'an Akbar	1	7	13	54	21	96
	Jakabaring SportCity	5	27	31	30	3	96
Total		8	50	65	137	28	288

Source: Based on SPSS Calculations, 2019

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.799 [a]	8	.000
Likelihood Ratio	52.537	8	.000
Linear-by-Linear Association	9.589	1	.002
N of Valid Cases	288		

Source: Based on SPSS Calculations, 2019

Table 5 shows the results of the calculation of the square of the output, as follows:

a) H_0: There is no difference in reliability to customer satisfaction.
H_1: There are differences in the reliability of customer satisfaction.
b) The value of $X^2 \text{arithmetic} = 52.799$
c) db = (3-1) (5-1) = 2 (4) = 8 (df same in Table IV.12) with error level $\alpha = 5\%$, the value of $X^2 \text{table} = 15.507$
d) H_0 is accepted if $X^2{}_0 \leq X^2 \alpha$
H_0 is rejected if $X^2{}_0 > X^2 \alpha$
e) Based on Table IV.12, shows the value of $X^2 \text{arithmetic}$ 52.799 $> X^2 \text{table}$ 15.507, then H_0 is rejected, meaning there is a difference in reliability of customer satisfaction Tourist Attraction in the City of Palembang Attractions Ampera Bridge/BKB, Al-Qur'an Al -Akbar and Jakabaring Sport City.

Differences in Responsiveness to Customer Satisfaction

Table 6: Differences in Responsiveness to Customer Satisfaction

		Var.3					Total
		Very Dissatisfied	Not satisfied	Neutral	Satisfied	Very satisfied	
Category	Ampera/ BKB	3	14	22	53	4	96
	Al-Qur'an Akbar	2	5	15	52	22	96
	Jakabaring SportCity	6	24	33	30	3	96
Total		11	43	70	135	29	288

Source: Based on SPSS Calculations, 2019

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.192 [a]	8	.000
Likelihood Ratio	53.024	8	.000
Linear-by-Linear Association	8.939	1	.003
N of Valid Cases	288		

Source: Based on SPSS Calculations, 2019

Table 6 shows the results of the calculation of the square of the output, as follows:

a) H_0: There is no difference in responsiveness to customer satisfaction.
H_1: There is a difference in responsiveness to customer satisfaction.
b) Rated $X^2_{count} = 53.192$
c) db = (3-1) (5-1) = 2 (4) = 8 (df same in Table IV.13) with error level $\alpha = 5\%$, the value of $X^2_{table} = 15.507$
d) H_0 is accepted if $X^2_0 \leq X^2 \alpha$
H_0 is rejected if $X^2_0 > X^2 \alpha$
e) Table IV.13 shows the value of X^2_{count} 53.192 > X^2_{table} 15.507, then H_0 is rejected, meaning that there are differences in responsiveness to customer satisfaction Attractions (Ampera Bridge and BKB, Al-Qur'an Al-Akbar and Jakabaring Sport City).

3) The difference in Guarantee of Customer Satisfaction

Table 7: Differences in Guarantee of Customer Satisfaction

		Var.4					
		Very Dissatisfied	Not satisfied	Neutral	Satisfied	Very satisfied	Total
Category	Ampera/ BKB	2	15	22	53	4	96
	Al-Qur'an Akbar	1	6	16	52	21	96
	Jakabaring SportCity	6	24	33	30	3	96
Total		9	45	71	135	28	288

Source: Based on SPSS Calculations, 2019

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.188 [a]	8	.000
Likelihood Ratio	50.788	8	.000
Linear-by-Linear Association	9.726	1	.002
N of Valid Cases	288		

Source: Based on SPSS Calculations, 2019

Table 7 shows the results of the calculation of the square of the output, as follows:

a) H_0: There is no difference in the guarantee of customer satisfaction.
H_1: There is a difference in customer satisfaction guarantee.
b) The value of $X^2_{arithmetic} = 51,188$
c) DB = (3-1) (5-1) = 2 (4) = 8 (df same in Table IV.13) with error level $\alpha = 5\%$, the value of $X^2_{table} = 15.507$
d) H_0 is accepted if $X^2_0 \leq X^2 \alpha$
H_0 is rejected if $X^2_0 > X^2 \alpha$
e) Table IV.14 shows the value of X^2_{count} 51.188 > X^2_{table} 15.507, then H_0 is rejected, meaning that there is a difference in a guarantee of customer satisfaction Tourist Attractions (Ampera Bridge and BKB, Al-Qur'an Al-Akbar and Jakabaring Sport City).

4) The difference in Empathy on Customer Satisfaction

Table 8: The difference in Empathy on Customer Satisfaction

		Var.5					Total
		Very Dissatisfied	Not satisfied	Neutral	Satisfied	Very satisfied	
Category	Ampera/ BKB	2	15	22	53	4	96
	Al-Qur'an Akbar	1	7	14	53	21	96
	Jakabaring SportCity	5	26	32	30	3	96
Total		8	48	68	136	28	288

Source: Based on SPSS Calculations, 2019

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.509 [a]	8	.000
Likelihood Ratio	51.000	8	.000
Linear-by-Linear Association	9.726	1	.002
N of Valid Cases	288		

Source: Based on SPSS Calculations, 2019

Table 8 shows the results of the calculation of the square of the output, as follows:

a) H_0: There is no difference in empathy for customer satisfaction.
H_1: There is a difference of empathy towards customer satisfaction.
b) Rated $X^2_{count} = 51.509$
c) DB = (3-1) (5-1) = 2 (4) = 8 (df same in Table IV.15) with error level $\alpha = 5\%$, the value of $X^2_{table} = 15.507$
d) H_0 is accepted if $X^2_0 \leq X^2\alpha$
H_0 is rejected if $X^2_0 > X^2\alpha$
e)Table IV.15 shows the value of X^2_{count} 51.509$> X^2_{table}$ 15.507, then H_0 is rejected, meaning that there are differences in empathy towards customer satisfaction Attractions (Ampera Bridge and BKB, Al-Qur'an Al-Akbar, Jakabaring Sport City).

Discussion

Differences in Physical Evidence on Customer Satisfaction

Based on the results of the square analysis, prove the hypothesis is accepted, meaning that there is a difference in physical evidence of customer satisfaction Tourist Objects in Palembang City (Ampera Bridge/BKB Tourism Object, Al-Qur'an Al-Akbar, and Jakabaring Sport City).

Table 9: Differences in Physical Evidence

No.	Indicator	Ampera/ BKB (1)	Al-Qur'an Al-Akbar (2)	JSC (3)	Difference Objects 1 & 2	Difference in Objects 1 & 3
1	Q1	55%	72%	34%	-17%	21%
2	P2	58%	73%	34%	-15%	24%
3	Q3	57%	74%	31%	-17%	26%
4	Q4	58%	74%	33%	-16%	25%

Total	228%	293%	132%	-65%	96%
Average	57%	73.3%	33%	-16.3%	24%

Source: Based on SPSS Calculations, 2019

When reviewed through Table 9, it appears that the level of conformity of each indicator of physical evidence between Ampera/BKB and Al-Qur'an Al-Akbar on average has a difference of -16.3%. Al-qur'an Al-Akbar is more satisfy visitors compared to Ampera/BKB. While the difference between Ampera/BKB and Jakabaring Sport City is 24%, Ampera/BKB is considered to be more satisfying than Jakabaring Sport City.

So this shows, more visitors are satisfied with the physical evidence available in the Al-Qur'an Al-Akbar Tourism Object, then the Ampera Bridge/BKB receives a reasonably high satisfaction rating, but Jakabaring Sport City receives a level of satisfaction that is still reasonably low. This proves that generally, the physical evidence that exists on these three objects has differences in terms of quality, the Al-Qur'an Al-Akbar is considered to have physical evidence that is far more satisfying than the other two objects, so that customer satisfaction becomes very high. Both in terms of tourist attraction facilities which are considered to be following national standards, physical facilities look beautiful, have an entire parking space and clean toilets, in addition to the equipment available at the tourist attraction are also considered to have national standard equipment. Compared to the Ampera Bridge/BKB and Jakabaring Sport City which is considered to be lacking in the aspects of the superiority of physical evidence, so the management of the Ampera Bridge/BKB Tourism object and especially Jakabaring Sport City is expected to improve the quality of physical evidence in order to satisfy the customer.

The Difference in Reliability to Customer Satisfaction

Based on the results of the square analysis, prove the hypothesis is accepted, meaning that there are differences in the reliability of customer satisfaction Tourist Objects in Palembang City (Ampera Bridge/BKB Tourism Object, Al-Qur'an Al-Akbar, and Jakabaring Sport City).

Table 10: Difference in Reliability

No.	Indicator	Ampera/ BKB (1)	Al-Qur'an Al-Akbar (2)	JSC (3)	Difference Objects 1 & 2	Difference in Objects 1 & 3
1	Q1	57%	75%	33%	-18%	24%
2	P2	58%	73%	31%	-15%	27%
3	Q3	57%	74%	33%	-17%	24%
4	Q4	58%	74%	35%	-16%	23%
5	Q5	57%	75%	33%	-18%	24%
6	Q6	57%	74%	33%	-17%	24%
Total		344%	445%	198%	-101%	146%
Average		57.3%	74.2%	33%	-16.8%	24.3%

Source: Based on SPSS Calculations, 2019

When viewed through Table 10, it appears that the level of appropriateness of each reliability indicator between Ampera/BKB and Al-Qur'an Al-Akbar on average has a difference of - 16.8%. Al-qur'an Al-Akbar is more satisfying visitors compared to Ampera/BKB. While the difference between Ampera/BKB and Jakabaring Sport City is 24.3%, then Ampera/BKB is considered to be more satisfying to visitors than Jakabaring Sport City.

The results show that there are more visitors are satisfied with the reliability of the Al-Qur'an Al-Akbar Tourism Object, then the Ampera Bridge/BKB receives a reasonably high satisfaction rating. However, Jakabaring Sport City receives a level of satisfaction that is still relatively low. This demonstrates that generally, the reliability that exists on these three objects has differences in terms of quality, the Al-Qur'an Al-Akbar is considered to have the reliability that is far more satisfying than the other two objects, so that customer satisfaction becomes very high. Both in terms of service that promises immediately because the concept of service can be directly enjoyed because it can be directly enjoyed with the eye, the service it provides is accurate because it is right on target according to the theme of the Holy Qur'an so that it satisfies the view, besides those tourists who can be satisfied because of the reliability of its services. Compared to the Ampera Bridge/BKB and Jakabaring Sport City which are considered to be lacking in aspects of the reliability advantages, so the management of the Ampera Bridge/BKB Tourism object and especially Jakabaring Sport City are expected to increase their reliability so that they can precisely and accurately match the theme to satisfy customers better.

Differences in Responsiveness to Customer Satisfaction

Based on the results of the square analysis, prove the hypothesis is accepted, meaning that there are differences in responsiveness to customer satisfaction Tourist Objects in Palembang City (Ampera Bridge/BKB Tourism Object, Al-Qur'an Al-Akbar, and Jakabaring Sport City).

Table 11: Differences in Responsiveness

No.	Indicator	Ampera / BKB (1)	Al-Qur'an Al-Akbar (2)	JSC (3)	Difference Objects 1 & 2	Difference in Objects 1 & 3
1	Q1	57%	73%	32%	-16%	25%
2	P2	58%	74%	34%	-16%	24%
3	Q3	56%	73%	34%	-17%	22%
4	Q4	56%	73%	31%	-17%	25%
Total		227%	293%	131%	-66%	96%
Average		56.8%	73.3%	32.8%	-16.5%	24%

Source: Based on SPSS Calculations, 2019

When reviewed through Table 11, it appears that the level of appropriateness of each indicator of responsiveness between Ampera/BKB and Al-Qur'an Al-Akbar on average has a difference of -16.5%. Al-qur'an Al-Akbar is more satisfy visitors compared to Ampera/BKB. While the difference between Ampera/BKB and Jakabaring Sport City is 24%, then Ampera/BKB is considered to be more satisfying than Jakabaring Sport City.

So this shows, more visitors are satisfied with the responsiveness that exists in Al-Qur'an Al-Akbar Tourism Object, then the Ampera Bridge/BKB receives a reasonably high satisfaction rating. However, Jakabaring Sport City gets a level of satisfaction that is still reasonably low. Proves that generally, the responsiveness that exists on these three objects has a difference in terms of quality, the great Al-Qur'an is considered to have responsiveness that is far more satisfying than the other two objects, so that customer satisfaction becomes very high. Both in terms of quality of service that is free from mistakes because the concept of the giant Al-Qur'an presented to tourists is right, the responsiveness of the management was quick in serving tourists, besides the services provided were very good since the first visit. Compared to the Ampera/BKB Bridge and Jakabaring Sport City which are considered to be lacking in aspects of the responsiveness of their responsiveness, so the management of the Ampera/BKB Bridge Tourism object and especially Jakabaring Sport City are expected to increase their responsiveness in order to satisfy customers.

Differences in Guarantee of Customer Satisfaction

Based on the results of the square analysis, prove the hypothesis is accepted, meaning that there are differences in the guarantee of customer satisfaction Tourist Objects in Palembang City (Ampera Bridge/BKB Tourism Object, Al-Qur'an Al-Akbar, and Jakabaring Sport City).

Table 12: Difference Guarantee

No.	Indicator	Ampera / BKB (1)	Al-Qur'an Al-Akbar (2)	JSC (3)	Difference Objects 1 & 2	Difference in Objects 1 & 3
1	Q1	55%	72%	32%	-17%	23%
2	P2	59%	75%	33%	-16%	26%
3	Q3	57%	74%	33%	-17%	24%
4	Q4	57%	73%	33%	-16%	24%
Total		228%	294%	131%	-66%	97%
Average		57%	73.5%	32.8%	-16.5%	24.3%

Source: Based on SPSS Calculations, 2019

When viewed through Table 12, it appears that the level of appropriateness of each guarantee indicator between Ampera/BKB and Al-Qur'an Al-Akbar on average has a difference of -16.5%. Al-qur'an Al-Akbar is more satisfying visitors compared to Ampera / BKB. While the difference between Ampera/BKB and Jakabaring Sport City is 24.3%, then Ampera/BKB is considered to be more satisfying to visitors than Jakabaring Sport City.

So this shows, more visitors are satisfied with the guarantees that exist in the Al-Qur'an Al-Akbar Tourism Object, then the Ampera Bridge/BKB receives a reasonably high satisfaction rating, but Jakabaring Sport City receives a relatively low level of satisfaction This proves that generally, the guarantees that exist on these three objects have differences in terms of quality, the Al-Qur'an Al-Akbar is considered to have a guarantee that is far more satisfying than the other two objects, so that customer satisfaction becomes very high. Both in terms of quality safety standards because it is proven that there is rarely the loss of a vehicle, unlike the other two objects, besides that there is a feeling of security and comfort when visiting the Al-Qur'an Al-Akbar because its religious value is very pervasive and reconciles the heart, and the image and its reputation are also trusted because the image of the sanctity of the Qur'an is so firmly attached to its object. Compared to the Ampera Bridge/BKB and Jakabaring Sport City, which are considered to be lacking in the aspects of the guarantee advantages that are less guaranteed,

so the management of the Ampera Bridge/BKB Tourism object and especially Jakabaring Sport City are expected to increase their guarantees so that they can better satisfy the customer.

The Difference in Empathy on Customer Satisfaction

Based on the results of the square analysis, prove the hypothesis is accepted, meaning that there is a difference in empathy for customer satisfaction Tourist Objects in Palembang City (Ampera Bridge/BKB Tourism Object, Al-Qur'an Al-Akbar, and Jakabaring Sport City).

Table 13: Difference in Empathy

No.	Indicator	Ampera / BKB (1)	Al-Qur'an Al-Akbar (2)	JSC (3)	Difference Objects 1 & 2	Difference in Objects 1 & 3
1	Q1	56%	73%	33%	-17%	23%
2	P2	56%	72%	31%	-16%	25%
3	Q3	57%	72%	33%	-15%	24%
4	Q4	57%	75%	34%	-18%	23%
Total		226%	292%	131%	-66%	95%
Average		56.5%	73%	32.8%	-16.5%	23.8%

Source: Based on SPSS Calculations, 2019

When viewed through Table 13, it appears that the level of appropriateness of each empathy indicator between Ampera / BKB and Al-Qur'an Al-Akbar on average has a difference of - 16.5%. Al-qur'an Al-Akbar is more satisfying visitors compared to Ampera/BKB. While the difference between Ampera/BKB and Jakabaring Sport City is 23.8%, then Ampera / BKB is considered to be more satisfying to visitors than Jakabaring Sport City.

So this shows, more visitors are satisfied with the empathy that exists in the Al-Qur'an Al-Akbar Tourism Object, then the Ampera Bridge / BKB received a reasonably high satisfaction rating, but Jakabaring Sport City gained a relatively low level of satisfaction. Proves that generally, the empathy that exists in these three objects has differences in terms of quality, the Al-Qur'an Al-Akbar is considered to have empathy that is far more satisfying than the other two objects, so that customer satisfaction becomes very high. Both in terms of attention to customer interest, because tourists who feel interested in going around can immediately ask for guidance from the management, the needs of tourists are very well understood because tourists are rarely disappointed after visiting the Al-Qur'an Al-Akbar. Compared to the Ampera Bridge / BKB and Jakabaring Sport City which is considered to be lacking in aspects of the empathy

advantage, so the management of the Ampera Bridge/BKB Tourism object and especially Jakabaring Sport City is expected to increase empathy to satisfy customers better

Conclusion

Based on the results of research and discussion, the following conclusions can be made. There are differences in customer satisfaction with Tourism Objects in Palembang City (Ampera Bridge/BKB Tourism Objects, Al-Qur'an Al-Akbar, and Jakabaring Sport City). The results of the quadratic analysis show that the hypothesis is accepted, meaning that there are differences in customer satisfaction (physical evidence, reliability, responsiveness, assurance, and empathy) towards Tourism Objects in Palembang City (Ampera Bridge/BKB Tourism Object, Al-Qur'an Al-Akbar, and Jakabaring Sport City).

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