

THE EFFECT OF SERVICE INNOVATION AND AFFECTIVE SERVICES ON THE ACCESSIBILITY OF INFORMATION AND DECISIONS TO VISIT OF THE TOUR BOAT SERVICE USERS IN PESUT ETAM, SAMARINDA

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Abstract. This study aims to examine the effect of service innovation and Affective Services on the decision to visit with the accessibility of information as a mediating variable in the tourist boat service users in Pesut Etam, Samarinda. The approach used in this study is the quantitative approach. The sample used in this study were visitors of Pesut Etam, Samarinda with a total of 170 respondents. The research Data were obtained from the questionnaire and analyzed using SEM PLS analysis techniques with the help of the SmartPLS program. The results of this study indicate that service innovation directly or indirectly through the accessibility of information has a positive and significant effect on the decision to visit, the better the service innovation in tourist boat services in Pesut Etam tourism object, the better the accessibility of information and decisions of tourists using the services of the tourist boat, and vice versa the lack of service innovation will inhibit the accessibility of information which will further reduce the decision of tourists using the services of the tourist boat. The results of the second analysis in this study is that Affective Services can not directly affect the decision to visit but, are mediated by the accessibility of information, Affective Services can affect the decision to visit. This means that just good affective service is not enough to improve the decision to visit. Affective Services that exist can improve visiting decisions if the service can support the accessibility of information about the tourist ship services.

Keywords: service innovation; affective services; accessibility of information; decisions to visit.

I. INTRODUCTION

In today's competitive business world, it requires not only hard work but also smart work in attracting consumers to always use the goods and services produced. Especially in service companies that require a reliable strategy to win the competition to create their main goal, which is to increase sales to increase profits. Of course, the more competitors a service product has, the more it will influence consumers in making choices that are tailored to their needs. Many ways and ways and efforts to attract consumers and retain them. These methods include Service Innovation and Affective Services offered by service companies. Service innovation for companies, especially service companies, is very important because the nature of the service is not an item that can be owned in real terms and requires a long process in its production, so services have a dynamic nature and continuously changes from time to time, faster than companies that produce goods. At this time, a Service Innovation needs to be owned by a company. A company certainly runs with the hope of getting profit or profit, as well as maintaining the existence of its business. Thus, in the demand to win the business competition, a marketing strategy is needed for the products produced. Often consumers try to use a service and compare it with similar service products, of course, it will make the company think hard so that what it produces must have something better than its competitors.

According to [1] Service Innovation is an important part of the competition because it can bring advantages to companies through the creation of new ideas, new processes, and new products, or by improving current business conditions. These advantages can mean increases in efficiency, sales, and employment (labor) productivity. Meanwhile, according to [2] One of the most important processes in the effort to realize community welfare in public services is to carry out a Service Innovation breakthrough. Of course, just Service Innovation is not enough; it must be accompanied by other real action plans, not the least of which is Affective Services. Good affective service will certainly provide an attractive impetus to potential consumers in deciding to use a product or service. One of the steps taken by the consumer is to choose from several choices so that the consumer will have several choices before finally deciding which is the best, which is referred to as a purchasing decision. The role of information in the marketing sector is needed to achieve successful sales of goods and services. In other words, if a person has adequate information then it will have an impact on the level of knowledge of a product so it will also affect his decision to use the product. According to [3], the purchase decision is the consumer's final choice of several choices that exist. Various factors that consumers consider have not been moved to make a purchasing decision for a product or service, namely the trust factor.

Since the past, the Mahakam River has played a very important role in the life and activities of the people around it.

In these community activities, tourist destinations are a very good potential to attract tourists, along the course of the Mahakam River, in fact, many views can be seen and visited such as coastal culture, the sultanate palace, and limestone caves located in Mahakam Ulu Regency, the nature along the banks of the Mahakam river also has beauty and uniqueness that must be visited, which can ultimately be taken into consideration for the feasibility of leading tourist destinations. The Pesut Etam tour boat service business is one of the service industries in Samarinda City which continued to exist both before the Covid-19 pandemic and when the pandemic occurred. The existence of the Pesut Etam tour boat, of course, adds to the diversity of tourist attractions in Samarinda City which of course results in the circulation of money in society which is quite influential on the local economy. The main service product sold by the Pesut Etam tour boat service entrepreneur is the Mahakam river exploring. However, along with the growing demands for business competitiveness, the main service of this tour boat is not only offering river exploring but also accompanied by entertainment, educational facilities for the history of the Mahakam River, and food and beverage services. Consumers have higher expectations which not just river exploring, they also expect other things such as pleasant environmental conditions, politeness, and respect from the employees who serve them while on the tour boat. With the covid-19 pandemic at a vulnerable time in 2020 until the time this research was made in 2022, The tourism service industry around the world, including in the city of Samarinda, has also reduced visitors to tourist attractions such as the Mahakam Lantern Garden, the Pampang Cultural Village, and the Mahakam River. The Head of the East Kalimantan Provincial Tourism Office, Sri Wahyuni, said that various restrictions on activities such as temporarily closing tourist objects and other crowded places had hampered income, from MSME trading to hotel occupancy rates. However, when the PPKM (Implementation of Restrictions on Community Activities) rules were relaxed, the tourism industry in Samarinda City began to slowly improve and had a significant effect on the increase in the number of visitors to the Pesut Etam tour boats.

It can be seen in the table which informs that there was a significant increase when the Covid-19 pandemic began to decline and PPKM began to be relaxed by the Government. Thus, Tourist Ship Visitors have started to increase since November 2021 and have started to increase in May 2022. From this data, it can also be seen that the public interest both from within and outside the Samarinda City area is quite high to board this Tour Boat. Until now, the City of Edge has owned sea tourism boats, including Pesut Kita, Pesut Betong, Pesut Etam, Pesut Mahakam, and Patin Mahakam compared to 2017 which at that time only had 2 tour boats. Thus, by comparing these two things, it can be seen that the public interest both from within and outside the City of Samarinda is so great to be able to enjoy this Pesut Etam Tour Boat. The operational hours of the Pesut Etam Tour Boat are from 15.00 – 21.00 on Saturdays and Sundays (Regular) and on other national holidays with a total capacity of 150 passengers per ship. This means that there is a potential of up to 30,000

people in one month which has not been maximized. Along with the increasing use of increasingly high technology, good service innovation is needed to convince potential consumers to use a product or service. When studied further, to convince consumers to use an item or service, several factors that determine the user's decision, one of which is service innovation [4]. The better innovation, the faster consumers will decide to use an item or service. The differences in research are proved by [5] where innovation has no significant effect on consumer decisions to use an item or service. Therefore, from the studies of previous researchers, a research gap was found between service innovation and purchasing decisions or visiting goods and services. When the management of the Pesut Etam Tour Boat tries to provide Service Innovation and affective service to each of its customers which has an impact on good information accessibility, this will be able to make a visiting decision of consumers of the Pesut Etam Tour Boat. According to these things, it is interesting to conduct research entitled "The Effect of Service Innovation and Affective Services on The Accessibility of Information and Decision to Visit of the Pesut Etam Tourists Boat Users in Samarinda City".

Service innovation is defined as an effort to fulfill the company's desire for consumer needs which continues to increase and is adapted to the progress of the times to balance the expectations of service users of the Pesut Etam Tour Boat. Soft skills in the world of work are more about how to communicate and how to complete a job yourself. Soft skills are important besides soft skills. Soft skills include interpersonal skills and intrapersonal skills. Interpersonal skills are skills to establish relationships between people. Intrapersonal skills are skills for self-control and are often referred to as personality, personality, or character. Interpreted as an activity that occurs in direct interaction between a person and another person or machine physically by prioritizing feelings and emotions to satisfy Pesut Etam tour boat service users. It is defined as an activity of tracing and utilizing sources of information by potential visitors to the Pesut Etam tour boats. Interpreted as a process of participating directly in personal activities to get the desired product and make a decision to visit Pesut Etam tour boat service users.

II. RESEARCH METHODS

The population in this study were users of the Pesut Etam tour boat in the city of Samarinda. The sample size is taken using the Hair formula. The Hair formula is used because the population size is not known with certainty and suggests that the minimum sample size is 5 – 10 multiplied by the indicator of as many as 17 questions in the questionnaire multiplied by 10 ($17 \times 10 = 170$). Thus, through calculations based on this formula, the number of samples obtained from this study was 170 people who came from Pesut Etam Tour Boat Service Users. Data Analysis Techniques in this study were analyzed using the SEM PLS analysis technique which was carried out with the help of the SmartPLS program version 3 program. The reason for using the SEM PLS in this study is that the research model to be estimated is quite

complex because the model contains mediating and moderating variables, besides that the SEM PLS also does not require a minimum and a maximum number of samples, so it will be very good if the sample obtained is small, even though SEM PLS also works very well on large samples [6]. Apart from these two reasons, the reason is that the researcher wants to avoid bias in the analysis results caused by abnormal data. SEM PLS with SmartPLS is a robust analysis technique for data abnormality issues [6].

III. RESULTS AND DISCUSSION

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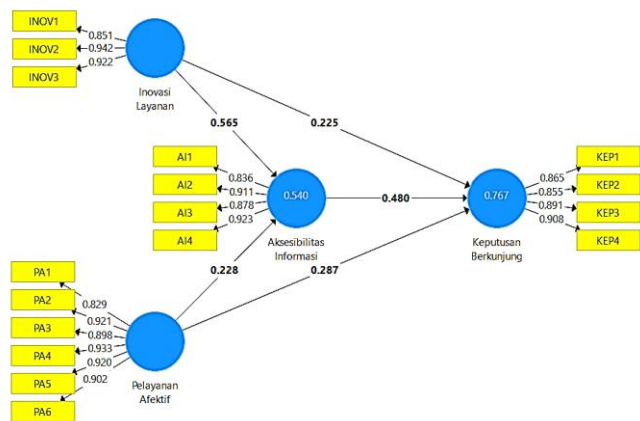


Figure 1. PLS Algorithm Model Estimation Results

The convergent validity test is carried out by looking at the loading factor value of each indicator against the construct. For confirmatory research, the loading factor limit used is 0.7, while for exploratory research the loading factor limit used is 0.6 and for development research, the loading factor limit used is 0.5. Because this research is a confirmatory study, the loading factor limit used is 0.7. M. Based on the estimation results of the PLS model in Figure 1, the result is that all indicators have a loading factor value above 0.7, so there are no indicators removed and the analysis can be continued at the next stage, namely the assessment of the AVE model value. The following is the loading factor value of all indicators and their construct AVE values in table 1.

Based on the results of the analysis in the table above, all indicators are valid in measuring their constructs, then assessed from the AVE value, all constructs also have an AVE value that exceeds 0.5, which means that all indicators in each construct meet the convergent validity criteria required. The analysis phase is continued at the discriminant validity testing stage.

Table 1. Loading Factor Value on Convergent Validity Test

| Construct | Indicator | Loading Factor | Validity |
|---------------------------|-----------|----------------|----------|
| Information Accessibility | AI1 | 0,865 | Valid |
| | AI2 | 0,855 | Valid |
| | AI3 | 0,893 | Valid |
| | AI4 | 0,906 | Valid |
| Innovation Services | INOV1 | 0,856 | Valid |
| | INOV2 | 0,940 | Valid |
| | INOV3 | 0,919 | Valid |
| Visit Decision | KEP1 | 0,841 | Valid |
| | KEP2 | 0,924 | Valid |
| | KEP3 | 0,898 | Valid |
| | KEP4 | 0,932 | Valid |
| Affective Service | PA1 | 0,854 | Valid |
| | PA2 | 0,917 | Valid |
| | PA3 | 0,912 | Valid |
| | PA4 | 0,923 | Valid |
| | PA5 | 0,873 | Valid |
| | PA6 | 0,852 | Valid |

Source: Processed Data (2022)

Construct reliability can be assessed from Cronbach's Alpha value and the Composite Reliability value of each construct. The recommended composite reliability and Cronbach's alpha values are more than 0.7, but in development research, because the loading factor limit used is low (0.5), low composite reliability and Cronbach's alpha values can still be accepted as long as the validity requirements converge and discriminant has been met.

Table 2. Composite Reliability

| Construct | Cronbach's Alpha | rho_A | Composite Reliability |
|-----------|------------------|-------|-----------------------|
| AI | 0.903 | 0.906 | 0.932 |
| INOV | 0.889 | 0.894 | 0.932 |
| KEP | 0.921 | 0.923 | 0.944 |
| PA | 0.947 | 0.952 | 0.958 |

Source: processed data (2022)

Based on the results of the analysis in table 2 above, the composite reliability and Cronbach's alpha values of all constructs have also exceeded 0.7. This indicates that all constructs have met the required reliability, so it can be concluded that all constructs are reliable.

The coefficient of determination shows the contribution of all exogenous to endogenous. The coefficient of determination can be seen from the value of R Square. This value ranges from 0 – 1 or can also be interpreted in the form of a percentage (0 – 100%). The greater the coefficient of determination, the greater the endogenous variance explained by the exogenous, while the small coefficient of determination indicates the low influence of exogenous on the endogenous, this is because there are still quite several factors outside of these exogenous that can affect the endogenous. The results of the analysis in the table show that the coefficient of determination of information accessibility is 64.9%, meaning that 64.9% of the variance of information accessibility is influenced by service innovation and affective services, while the remaining 35.1% of the variance of

information accessibility is influenced by other factors besides innovation outside affective services and services.

Table 3. Coefficient of Determination

| Construct | R Square | R Square Adjusted |
|-----------|----------|-------------------|
| AI | 0.653 | 0.649 |
| KEP | 0.698 | 0.693 |

Source: processed data (2022)

Furthermore, the coefficient of determination for visiting decisions is 0.693, this means that 69.3% of the variance of visiting decisions is influenced by information accessibility, service innovation, and affective services, while the remaining 30.7% of the variance of visiting decisions is influenced by other factors besides information accessibility outside the service innovation and affective service.

Table 4 Summary of Hypothesis Test Result

| No | Hypothesis | Result | Conclusion |
|----|---|--|--------------|
| 1 | Service innovation affects the accessibility of information | Path Coef = 0.601; T Statistics = 10.705 p-value = 0.000 | Accepted |
| 2 | Affective services affect the accessibility of information | Path Coef = 0.305; T Statistics = 5.121; p-value = 0.000 | Accepted |
| 3 | Service innovation influences the decision to visit | Path Coef = 0.317; T Statistics = 4.689; p-value = 0.000 | Accepted |
| 4 | Affective service influences the decision to visit | Path Coef = 0.031; T Statistics = 0.485; p-value = 0.628 | Not Accepted |
| 5 | Information accessibility affects the decision to visit | Path Coef = 0.548; T Statistics = 7.348; p-value = 0.000 | Accepted |

Hypothesis 1 in this study is proven and it is concluded that service innovation affects information accessibility. The results of the analysis in this study show that on the path that shows the influence of innovation services (INOV) on information accessibility (AI), a very significant p-value (0.000) is obtained with a T statistic of 10.705 and a positive path coefficient of 0.601 because the p-value < 0.05; T statistics > 1.96 and the path coefficient is positive, it is concluded that innovation services have a positive effect on information accessibility, the better the innovation services that exist on the Pesut Etam tour boat service in Samarinda city, the better the information accessibility, and vice versa, the lower the service innovation in Pesut Etam tour boat in Samarinda city the accessibility of information is also low.

Product service innovation is a source of company growth because these changes originate from the results of the company's evaluation of the quality of its products so that it remains able to keep abreast of consumer tastes and needs. According to [7] Companies must help the consumer movement through the stages of product acceptance so that product innovation is successful and consumers can be satisfied. Product service innovation can increase the added

value of products and can provide solutions to several needs that consumers need in one product or solutions for evaluating old products.

The results of this study are in line with the research result of [8] which shows that the importance of product innovation has an impact on consumers, especially customer satisfaction and loyalty as well as information disclosure. The better the product innovation, the greater the possibility for consumers to decide to buy a product. One way to win the competition is by innovating products [9]. According to [10] Product innovation affects customer loyalty. This means that product innovation will encourage customers to continue to use the product. Meanwhile, according to [11], Companies are required to carry out process innovations such as reengineering business processes, developing existing technologies, or creating new technologies that will increase efficiency or effectiveness in carrying out the production process, because the more efficient the production process, the lower costs will be. The results of this study are also in line with the results of previous studies that have been conducted by [12] who got the result that Innovation has a positive effect on information accessibility. Other research that also supports the results of this study is research [13] which shows that the accessibility of information will increase with the Application-Based Digital Library Innovation (Study on the iSumbar Mambaco Application).

Hypothesis 2 in this study is proven and it is concluded that affective services affect information accessibility. The results of the analysis in this study show that on the path that shows the effect of affective service (PA) on information accessibility (AI), a very significant p-value (0.000) is obtained with a T statistic of 5.121 and a positive path coefficient of 0.305 because the p-value < 0.05; T statistics > 1.96 and the path coefficient is positive, it is concluded that affective service has a positive effect on information accessibility, the better the affective service for Pesut Etam tour boat services in Samarinda city, the better information accessibility, and vice versa, the lower the affective service for Pesut Etam tour boat services in the city of Samarinda, the lower the accessibility of information. Service in the business world engaged in the service sector can no longer be denied that it plays a very important role as an inseparable part of Excellent Service. According to [14], a certifiable and qualified service is very much influenced by various aspects, namely how much support from human resources and the organization, and how the process of implementation is. Customers who get the widest possible access to information about a product will be satisfied with the goods or services they get, it is very likely that they will come back and make other purchases and will also recommend this company to their friends and family and its products. [15] revealed that they are unlikely to turn to the company's competitors. While theoretically according to [16] the purpose of public service is basically to satisfy the public with openness and easy access to information.

The results of this study are in line with the results of the study [17] which shows the result that Service Quality or Affective Service has a positive effect on Information

Disclosure or Information Accessibility. Hypothesis 3 in this study is proven and it is concluded that service innovation influences visiting decisions. The results of the analysis in this study indicate that on the path that shows the influence of Innovation Services (INOV) on Visit Decisions (KEP), a very significant p-value (0.000) is obtained with a T statistic of 4.689 and a positive path coefficient of 0.317 because the p-value < 0.05; T statistics > 1.96 and the path coefficient is positive, it is concluded that service innovation has a positive effect on tourists' decisions to use the services of the Pesut Etam tour boat, and vice versa. The lower service innovation of Pesut Etam Tour Boat in Samarinda City is the potential to reduce the visiting decisions in using the tourist boat service.

The results of this study are in line with the results of previous research conducted by [18];[19];[20];[21];[22] [23];[24];[25];[26];[27];[28];[29];[30];[31];[32];[33];[34];[35];[36];[37] which also shows the results that high service innovation can improve product purchasing decisions. Hypothesis 4 in this study was not proven and it was concluded that service innovation affects information accessibility. The results of the analysis in this study indicate that on the path that shows the effect of affective service (PA) on Visit Decision (KEP), a very significant p-value (0.628) is obtained with a T statistic of 0.485 and a positive path coefficient of 0.031 because the p-value > 0.05; The T statistic < 1.96 and the path coefficient is positive, so it can be concluded that affective services do not have a significant effect on visiting decisions, good affective services cannot always create high tourist decisions to use tour boat services. However, the results of this study succeeded in showing that even though affective services did not affect visiting decisions indirectly, the results of the indirect influence test showed that affective services could indirectly affect visiting decisions through information accessibility. The results of the indirect influence test show that the p-value of the indirect effect of affective services on visiting decisions through information accessibility is 0.000 with a T statistic of 4.166 and a positive path coefficient of 0.167 because the p-value obtained is < 0.05, T statistic > 1.96 and the path coefficient are positive, it is concluded that information accessibility can mediate the indirect effect of affective services on visiting decisions. Good affective service for tour boat services will increase information accessibility which in turn will increase tourists' decisions to use the tour boat services, and vice versa, poor affective service can reduce information accessibility which can further reduce tourists' decisions to use the tour boat services. In other words, to form high visiting decisions, just good affective services are not enough. For good affective services to increase visiting decisions, information accessibility must be good.

Hypothesis 5 in this study is proven and it is concluded that the accessibility of information affects the decision to visit. The results of the analysis in this study indicate that on the path that shows the influence of Information Accessibility (AI) on Visit Decisions (KEP), a very significant p-value (0.000) is obtained with a T statistic of 7.348 and a positive path coefficient of 0.547 because the p-value > 0.05; T statistics < 1.96 and the path coefficient is positive, it is

concluded that information accessibility has a positive and significant effect on visiting decisions, good information accessibility can increase tourists' decisions to use the tour boat services and vice versa, if the accessibility of information is not good enough, it can reduce the decision of the tourists to use the tour boat service. These findings are in line with the findings of researches by [38]; [39]; [40]; [41];[42]; [43]; [44]; [45]; [46]; [47]; [48]; [49]; [50]; [51]; [52]; [53] which shows that good quality information can improve the decision to purchase. Purchasing decisions are assumed to be visiting decisions so theories regarding purchasing decisions are also used in visiting decisions. The key process in consumer decision-making is the integration process in which knowledge is combined to evaluate two or more alternative behaviors and then select one. Of course, this also has a relationship with Information Accessibility because, with the convenience of information accessibility, visitors will be able to make a buying decision or a visiting decision. Based on previous research that was conducted by [54] get the result that the quality of information affects the decision to visit. Research with the same results was conducted by [47];[49].

IV. CONCLUSION

The conclusions obtained from the results of this study are as follows; (1) Innovation services have a positive effect on information accessibility, the better the innovation services available on Pesut Etam tour boat services in Samarinda city, the better information accessibility, and vice versa, the low innovation services on Pesut Etam tour boat services in Samarinda city, the lower also information accessibility; (2) Affective service has a positive effect on information accessibility, the better the affective service of Pesut Etam tour boat services in Samarinda city, the better information accessibility, and vice versa, the low affective service of Pesut Etam tour boat services in Samarinda city, the lower information accessibility; (3) Service innovation has a positive effect on the decision of tourists to use the services of the Pesut Etam tour boat, the better the innovation service provided by the Pesut Etam tour boat service in Samarinda city, the higher the decision of tourists to use the tour boat service, and vice versa the low service innovation service for the Pesut Etam tour boat Etam in the city of Samarinda has the potential to reduce tourists' decisions to use the tour boat services; (4) Affective services do not have a significant effect on visiting decisions, good affective services are not always able to create high tourist decisions to use tour boat services and (5) Information accessibility has a positive and significant effect on visiting decisions, a good accessibility of information can increase decisions of the tourist to use the tour boat service and vice versa, the low accessibility of information can reduce decisions of tourists to use the tour boat service.

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