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Determination of Tourism Sector Service Management through Consumer Satisfaction: Analysis of Service Quality and Consumer Trust

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Abstract: This study aims to analyze the influence of service quality and consumer trust on service management in Indonesia's tourism sector, with consumer satisfaction serving as a mediating variable. The study employs a descriptive qualitative approach using the Literature Review method. Data were collected reputable scientific articles indexed in national databases (SINTA) and international databases, including Scopus, Web of Science, Emerald, and Elsevier. The analysis process consisted of data reduction, data presentation, and conclusion drawing to develop a comprehensive conceptual framework. The findings reveal that service quality has a significant influence on consumer satisfaction and service management. Consumer trust also positively affects consumer satisfaction and service management. Furthermore, consumer satisfaction plays a crucial role in enhancing tourism service management. The study confirms that consumer satisfaction mediates the relationship between service quality and service management, as well as between consumer trust and service management. These results indicate that both technical aspects of service delivery and relational factors such as trust are essential determinants of effective tourism service management. This study contributes to the development of an integrative tourism service management model by combining service quality, consumer trust, and consumer satisfaction into a unified framework. The proposed model provides both theoretical insights and practical implications for improving service performance and competitiveness in the tourism industry.

Keywords: Service Quality, Consumer Trust, Consumer Satisfaction, Service Management, Tourism Industry

INTRODUCTION

The tourism sector is one of the main pillars of the Indonesian economy, contributing significantly to the national Gross Domestic Product (GDP), employment, and foreign exchange earnings. According to data from the Ministry of Tourism and Creative Economy (Kemenparekraf), the contribution of the Indonesian tourism sector to GDP reached 5.2% in

2019, then plummeted to 2.1% due to the impact of the COVID-19 pandemic in 2020, and gradually recovered to 3.8% in 2022 and 4.4% in 2023 (Kemenparekraf & BPS, 2023). The World Travel and Tourism Council (WTTC) projects that Indonesia's total tourism contribution to the economy could reach USD 72.6 billion by 2033, making Indonesia one of the fastest-growing tourism destinations in Southeast Asia (Biro Informasi Parekraf, 2025).

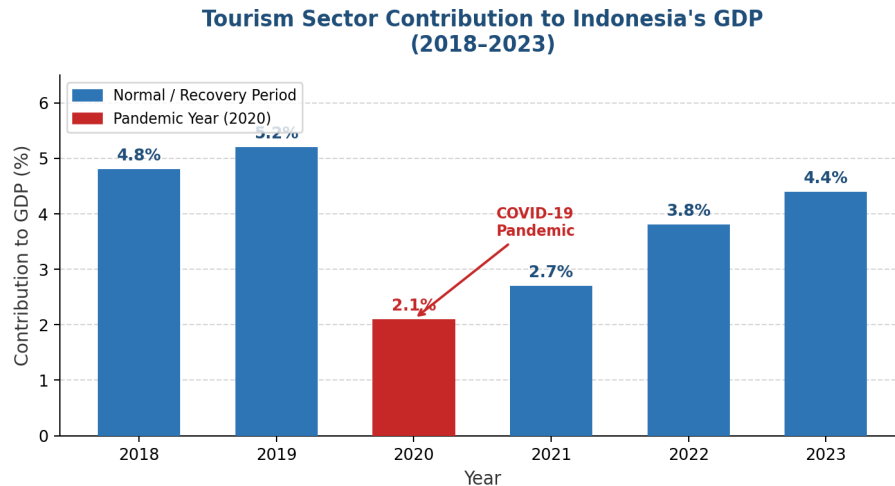


Figure 1. Contribution of the Tourism Sector to Indonesia's GDP (2018–2023)

Source: Ministry of Tourism and Creative Economy & Statistics Indonesia, 2023

Indonesia's tourism recovery is also reflected in the trend of foreign tourist visits. After peaking at 16.11 million in 2019, the number of foreign tourists plummeted to just 1.56 million in 2021. With improved pandemic management and the easing of international travel restrictions, foreign tourist visits rebounded to 5.89 million in 2022 and 11.68 million in 2023 (BPS, 2023). This positive recovery trend also provides strategic momentum to improve the quality of national tourism service management (Prasetyo et al., 2021).



Figure 2. Foreign Tourist Visits to Indonesia (2018–2023)

Source: Central Statistics Agency (BPS) & Ministry of Tourism and Creative Economy, 2023

However, despite this enormous potential, Indonesia's tourism industry still faces serious challenges related to the competitiveness of service quality. The Global Tourism Competitiveness Index (TTCI) published by the World Economic Forum (WEF) ranked Indonesia 32nd out of 117 countries in 2021, still lagging behind ASEAN countries such as Singapore (ranked 1st) and Thailand (ranked 36th). This position is primarily influenced by

suboptimal tourism service infrastructure and human resource quality (World Economic Forum, 2021).

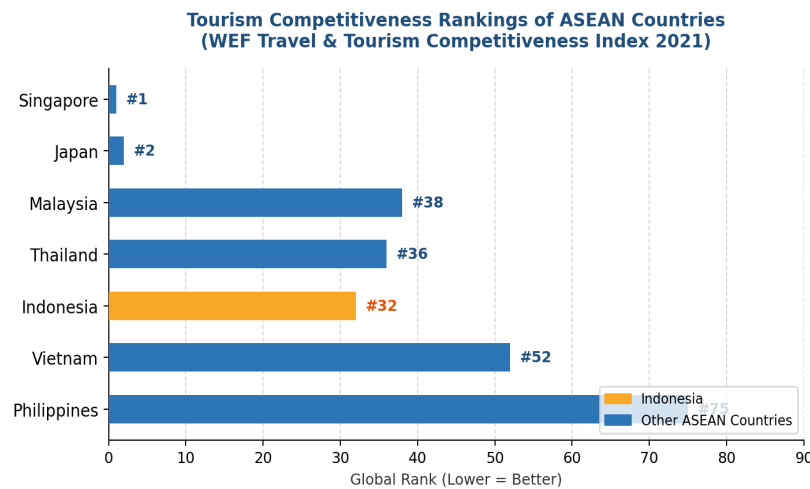


Figure 3. ASEAN Country Tourism Competitiveness Ranking (WEF TTCI 2021)

Source: World Economic Forum, Travel & Tourism Competitiveness Report 2021

Service quality and consumer trust have been proven to be the two most dominant factors determining tourist satisfaction. A 2023 survey by the Ministry of Tourism and Creative Economy showed that 67.4% of foreign tourists stated service quality as the main factor in their satisfaction with their visit to Indonesia, followed by destination safety (61.2%), cleanliness and sanitation (58.9%), accessibility (55.3%), trust in destination management (52.7%), price and value for money (49.8%), and tourist attractions (44.1%). This data confirms that service quality and consumer trust, the two main variables in this study, dominate the determinants of tourist satisfaction (Sedana et al., 2024).

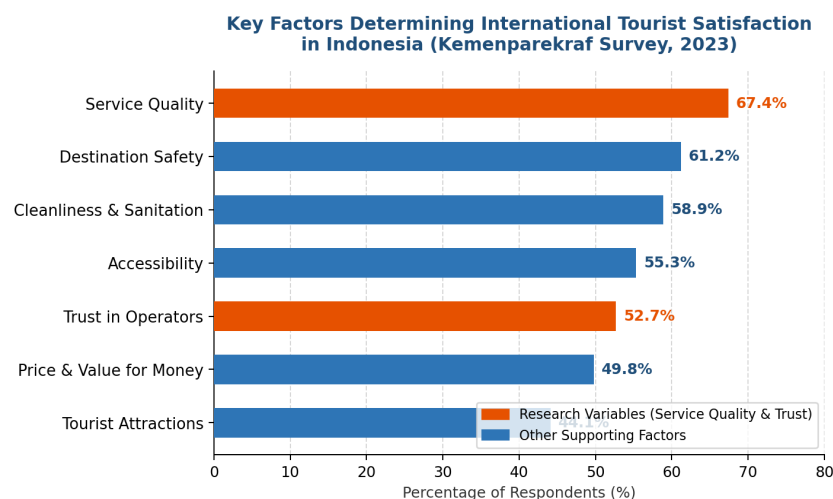


Figure 4. Determinants of International Tourist Satisfaction in Indonesia

Source: Ministry of Tourism & Creative Economy (Kemenparekraf), 2023 Tourist Satisfaction Survey

Consumer satisfaction in the tourism context plays a strategic mediating role between service quality and consumer trust, and improved service management. Satisfied tourists are more likely to provide positive reviews, recommend destinations to others, and have higher revisit intentions, which directly encourages destination managers to continuously improve their service management standards. Statistics Indonesia (BPS) (2023) noted that the satisfaction level of domestic tourists reached 73.8% of total survey respondents, but this figure

still needs to be improved to maintain national tourism competitiveness amidst increasingly intense regional competition.

Practically, this study provides evidence-based strategic recommendations that can be implemented by various stakeholders. For tourism destination managers and hotel/resort management, this research provides operational guidance for improving the three dimensions of service quality (reliability, responsiveness, and assurance) and building consumer trust through integrity, competence, and benevolence. For the Ministry of Tourism and Creative Economy and regional tourism offices, this research provides a scientific basis for formulating tourism human resource development policies, service standardization, and tourism destination manager certification programs. For academics and researchers, the resulting conceptual model can serve as a framework for further empirical research using quantitative methods in various Indonesian tourist destinations.

A gap in this research is that most existing studies focus on a single tourist attraction or specific destination type (such as hotels, tourist villages, or amusement parks), thus limiting the generalizability of the findings to the entire Indonesian tourism sector.

The urgency of this research is given by several strategic developments in Indonesia. The government is currently implementing a major tourism development agenda through the Super Priority Tourism Destination (DPSP) program, which encompasses five leading areas: Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang. This program demands significant and standardized improvements in service management quality, making a scientific understanding of the determinants of service management crucial to the success of this national program.

The novelty of this study lies in the development of a comprehensive tourism service management framework that integrates service quality, consumer trust, and consumer satisfaction into a unified conceptual model. Previous studies have generally examined the relationships between service quality and consumer satisfaction or between consumer trust and consumer satisfaction separately, while limited research has analyzed the combined influence of these variables on service management. This study introduces consumer satisfaction as a mediating variable that explains how service quality and consumer trust are translated into effective service management outcomes. Furthermore, the study synthesizes scientific evidence from reputable national and international publications through a Literature Review, providing a broader and more holistic understanding of the determinants of service management in Indonesia's tourism sector. Another innovative aspect of this research is the development of an integrative model that simultaneously links service quality, consumer trust, consumer satisfaction, and service management within a single framework. The model also incorporates three key dimensions technical (service quality), relational (consumer trust), and experiential (consumer satisfaction) to explain service management effectiveness. Therefore, this study contributes theoretically by enriching the tourism management literature and provides a conceptual foundation for future empirical research, particularly within the context of Indonesia's tourism industry.

METHOD

This study employs a descriptive qualitative approach using the Literature Review method. This approach was selected to comprehensively explore, analyze, and synthesize existing knowledge regarding service management in Indonesia's tourism sector. Through the review of relevant scholarly literature, the study seeks to identify patterns, relationships, and key factors influencing service management performance. The descriptive qualitative method enables a deeper understanding of complex interactions among variables, including service quality, consumer trust, and consumer satisfaction. By integrating findings from various scientific perspectives and research contexts, the study provides a holistic conceptual overview

of tourism service management. Furthermore, the SLR method ensures a systematic, transparent, and rigorous process for collecting, evaluating, and synthesizing evidence from previous studies, thereby enhancing the reliability and validity of the study's conclusions (Susanto et al., 2024).

The Literature Review method was applied to systematically identify, evaluate, and synthesize research findings related to service quality, consumer trust, consumer satisfaction, and service management within the tourism sector. This method was selected because it offers a structured, transparent, and objective approach to reviewing existing literature. Compared with conventional literature reviews, literature review provides a more rigorous and reproducible synthesis process, reducing potential bias in study selection and analysis. As a result, the method strengthens the scientific evidence supporting the development of propositions and conceptual models, while enhancing the reliability and validity of the study's findings and conclusions (Susanto et al., 2024).

The study utilized secondary data obtained from article reputable scientific articles. Sources included international journals indexed in Scopus, Web of Science (WoS), Elsevier (ScienceDirect), Emerald Insight, Sage Publications, EBSCO, and Copernicus, as well as national journals indexed by SINTA. A systematic literature search was conducted using keywords aligned with the research variables, including service management, service quality, consumer trust, consumer satisfaction, and Indonesian tourism, in both English and Indonesian. To improve the comprehensiveness and accuracy of the search process, the Publish or Perish (PoP) application was employed to identify, expand, and filter relevant studies based on publication year, citation metrics, and overall relevance to the research objectives (Zulfikar et al., 2024).

The data analysis process is carried out through three main stages that are descriptive-interpretive in nature: (1) Data reduction, namely the process of filtering and selecting information that is relevant to the research focus and eliminating data that does not match the scope of the study; (2) Data presentation, which is done by compiling information in the form of descriptive narratives, comparative tables, and synthesis matrices to systematically identify patterns of relationships between variables; and (3) Drawing conclusions, which is done through a comprehensive process of interpretation and synthesis of findings from all literature to produce a comprehensive conceptual model and research hypothesis (Renggo & Kom, 2022). To ensure the validity and reliability of the results, source triangulation is carried out by comparing and confirming findings from various diverse literatures, (Renggo & Kom, 2022).

RESULTS AND DISCUSSION

Results

Based on the problem formulation above, the results obtained from this literature study are as follows:

Service Management

Service management is a series of processes of planning, organizing, implementing, and controlling service activities carried out by an organization to meet the needs, expectations, and satisfaction of consumers effectively and efficiently. Service management not only focuses on delivering services to customers, but also includes the management of human resources, operational standards, technology, and monitoring systems to ensure consistent service quality (Peranginangin, 2025).

Indicators or dimensions contained in the service management variable include: 1) Service Planning: Service planning is the organization's ability to design service standards, procedures, and strategies that are in accordance with consumer needs; 2) Service Implementation: Service implementation shows how services are provided to consumers in

accordance with established standards; 3) Service Control and Evaluation: Service control and evaluation are the company's efforts to monitor, measure, and improve service quality on an ongoing basis. Evaluation is carried out to ensure that the services provided have met consumer expectations (Indriani, 2023).

The service management variables are relevant to previous research conducted by: (Novitasari & Nasir, 2023), (Sumiyarsih & Prihatnawan, 2024).

Customer Satisfaction

Consumer satisfaction is the level of pleasure or disappointment that arises after consumers compare the performance of a product or service they receive with their previous expectations. If the perceived performance meets or exceeds expectations, consumers will be satisfied; if the performance falls below expectations, consumers will be dissatisfied (Sunerlan et al., 2023).

Indicators or dimensions contained in the consumer satisfaction variable include: 1) Conformity to Expectations: Consumers feel satisfied when the service received matches or exceeds their expectations before using the service. The higher the level of conformity, the higher the consumer satisfaction; 2) Satisfaction with Service Experience: This indicator measures the level of consumer satisfaction with the overall experience during receiving the service, from the beginning to the end of the process; 3) Intention to Reuse: Satisfied consumers tend to have a desire to use the same product or service again in the future (Taning et al., 2022).

The consumer satisfaction variable is relevant to previous research conducted by: (Sedana et al., 2024), (Riadi et al., 2023).

Quality of Service

Service quality is the ability of an organization or service provider to provide services that meet or exceed customer expectations. Service quality reflects the level of service excellence perceived by customers through various aspects, such as reliability, responsiveness, assurance, empathy, and physical evidence of service (F. A. Prakoso, 2022).

Indicators or dimensions contained in the service quality variable include: 1) Reliability: The company's ability to provide services that are accurate, consistent, and in accordance with promises made to customers; 2) Responsiveness: The willingness and ability of employees to help customers and provide services quickly and accurately; 3) Assurance: The knowledge, competence, politeness, and ability of employees to provide a sense of security and trust to consumers during the service process (Riadi et al., 2023).

The service quality variable is relevant to previous research conducted by: (Sumiyarsih & Prihatnawan, 2024), (Yandi et al., 2023).

Consumer Trust

Consumer trust is a customer's belief in a company's ability, integrity, and commitment to providing reliable products or services that meet their promises. Trust is built through positive experiences, a company's reputation, consistent service quality, and a sense of security in transactions (Rane et al., 2023).

Indicators or dimensions contained in the consumer trust variable include: 1) Integrity: Consumer perception that the company is honest, transparent, and trustworthy in carrying out its business activities; 2) Competence: The company's ability to provide quality products or services according to consumer needs and expectations; 3) Benevolence: Consumer belief that the company sincerely cares and wants to provide benefits to consumers, not just seeking profit alone (Lova, 2022).

The digital consumer trust variable is relevant to previous research conducted by: (Natali et al., 2025), (Yuliamir et al., 2023)

Previous Research

Based on the findings above and previous research, the research discussion is formulated as follows:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Result	Similarities with this study	Differences with this research	Hypothesis
1	(Milala & Fakhri, 2022)	Promotion and Service Quality Variables Influence Customer Satisfaction at the Gundaling Peak Tourist Attraction in Karo Regency	The similarity with this research is in the independent variable of Service Quality and the dependent variable of Customer Satisfaction	The difference with this research is in the independent variable, namely promotion	H1
2	(Sedana et al., 2024)	The variables of service quality and consumer trust influence tourist satisfaction at Puri Sabina Bed and Breakfast Jimbaran Bali	The similarity with this research is in the independent variable Consumer Trust and the dependent variable Tourist Satisfaction	There are research objects conducted at Puri Sabina Bed and Breakfast Jimbaran Bali	H2
3	(F. A. Prakoso, 2022)	Word of Mouth, Price and Service Quality Variables Influence Service Management at Ragunan Zoo	The similarity with this research is in the independent variable Service Quality and the dependent variable Service Management	There are research objects carried out at Ragunan Wildlife Park	H3
4	(Sanjaya et al., 2025)	CRM and Consumer Trust Variables Influence Service Management and Tourist Loyalty at Puri Saron Seminyak Bali	The similarity with this research is in the independent variable Consumer Trust and the dependent variable Service Management	There is a research object carried out at Puri Saron Seminyak Bali	H4
5	(D. Prakoso & Tanjung, 2025)	The variables of service quality, facilities and consumer satisfaction have an influence on service management and intention to revisit the Commercial Bizpark Hotel	The similarity with this research is in the independent variable Consumer Satisfaction and the dependent variable Service Management.	There are research objects carried out at the Commercial Bizpark Hotel	H5

Discussion

Based on the problem formulation, research objectives and previous research results above, the discussion in the research that focuses on the tourism sector in Indonesia is as follows:

1. The Influence of Service Quality on Consumer Satisfaction in the Tourism Sector in Indonesia

Based on a literature review and relevant previous research, it is known that service quality influences customer satisfaction in the Indonesian tourism sector.

To improve customer satisfaction in the Indonesian tourism sector, tourism managers and stakeholders must consider three key indicators of service quality: 1) Reliability: Ensure that what is advertised on social media or through online travel agents (OTAs) accurately reflects the reality on the ground (hotel room facilities, attraction operating hours, or ticket prices); 2) Responsiveness: Provide a responsive information center or hotline to assist tourists who get lost or experience problems; 3) Assurance: Ensure tour guides are officially licensed and have in-depth knowledge of the destination to ensure the information provided is valid.

If tourism managers and stakeholders are able to consistently address or implement these three service quality indicators, it will positively impact customer satisfaction in the Indonesian tourism sector, including: 1) Matched expectations: Tourists arrive with expectations (usually formed from photos/videos on social media). When they arrive at a destination and find clean facilities, responsive staff, and fair prices, the experience will meet or exceed their

expectations. 2) Satisfaction with the service experience: The implementation of reliable and safe service makes the consumer's journey feel smooth and less stressful; 3) Intention to Repurchase: Travelers who feel safe, served quickly, and receive what was promised will automatically add the destination to their next vacation plan.

The results of this study align with previous research conducted by (Milala & Fakhri, 2022), (Wijaya & Sujana, 2020), which states that there is an influence between service quality and consumer satisfaction in the tourism sector in Indonesia.

2. The Influence of Consumer Trust on Consumer Satisfaction in the Tourism Sector in Indonesia

Based on a literature review and relevant previous research, it is known that consumer trust influences consumer satisfaction in the tourism sector in Indonesia.

To improve consumer satisfaction in the tourism sector in Indonesia, tourism managers and stakeholders must pay attention to or improve three key indicators of consumer trust: 1) Integrity: Implement ticket digitization and display transparent and clear price lists for food, souvenirs, and equipment rentals in strategic areas; 2) Competence: Conduct regular safety and maintenance audits on all physical infrastructure, from restroom cleanliness to the suitability of attractions; 3) Benevolence: Provide a simple and fair refund or rescheduling system in the event of cancellations due to force majeure, such as bad weather.

If tourism managers and stakeholders are able to continuously pay attention to or improve these three indicators of consumer trust, it will positively impact consumer satisfaction in the tourism sector in Indonesia. These include: 1) Matching Expectations: When tourism managers demonstrate integrity by providing facilities consistent with advertised photos and honest pricing, tourists' expectations will be fully met. 2) Satisfaction with the service experience: With the management's competence in maintaining safety and good service, tourists will feel relaxed, safe, and appreciated throughout their trip to the destination; 3) Intention to revisit: A trusted destination (free from extortion, safe, and professional) will make tourists feel confident to return in the future, even bringing their families or recommending it voluntarily (word of mouth).

The results of this study are in line with previous research conducted by (Sedana et al., 2024), which states that there is an influence between consumer trust and consumer satisfaction in the tourism sector in Indonesia.

3. The Influence of Service Quality on Service Management in the Tourism Sector in Indonesia

Based on a literature review and relevant previous research, it is known that service quality influences service management in the tourism sector in Indonesia.

To improve service management in the tourism sector in Indonesia, tourism managers and stakeholders must pay attention to three key indicators of service quality: 1) Reliability: Managers must address critical points that often lead to unreliable services, such as slow digital payment systems or delayed equipment maintenance; 2) Responsiveness: Management must consider whether field staff demonstrate a high level of initiative or tend to passively await instructions from superiors when problems arise; 3) Assurance: Provide regular training on service ethics, mastery of local historical/cultural information, and emergency response simulations (K3/occupational safety).

If tourism managers and stakeholders are able to consistently address or implement these three service quality indicators, it will positively impact service management in the tourism sector in Indonesia, including: 1) Service planning: Demands for reliability and safety assurance mean that management can no longer create haphazard business plans. Future destination plans are now based on concrete data on quality standards, projections of maximum

visitor capacity, and risk mitigation planning (disaster evacuation plans or handling queue surges); 2) Service implementation: Field service implementation has become more structured, organized, and has a clear behavioral guideline (service blueprint) for each division; 3) Service control and evaluation: Reliability, responsiveness, and assurance in the eyes of tourists will automatically require managers to comprehensively reorganize their planning, implementation, and internal service control systems for the sustainability of tourism destinations.

The results of this study align with previous research conducted by (Ichsan & Setiadi, 2022), (F. A. Prakoso, 2022), which states that there is an influence between service quality and service management in the tourism sector in Indonesia.

4. The Influence of Consumer Trust on Service Management in the Tourism Sector in Indonesia

Based on a literature review and relevant previous research, it is known that consumer trust influences service management in the tourism sector in Indonesia.

To improve service management in the tourism sector in Indonesia, tourism managers and stakeholders must pay attention to three key indicators of consumer trust: 1) Integrity: Tourism managers must maintain honesty, transparency, and consistency in providing information regarding tourist destinations, prices, facilities, security, and the services offered; 2) Competence: Managers need to improve the capabilities and professionalism of human resources through training, certification, and service skills development; 3) Benevolence: Managers must demonstrate concern for the needs, comfort, safety, and satisfaction of tourists.

If tourism managers and stakeholders are able to consistently address or implement these three indicators of consumer trust, it will positively impact service management in the tourism sector in Indonesia. These include: 1) Service planning: Good planning will help create consistent and high-quality service; 2) Service implementation: Service implementation must prioritize the comfort, safety, and convenience of tourists while enjoying the destination. 3) Service control and evaluation: Effective evaluation will help improve service quality and maintain long-term tourist trust.

The results of this study align with previous research conducted by (Sanjaya et al., 2025), which states that there is an influence between consumer trust and service management in the tourism sector in Indonesia.

5. The Influence of Consumer Satisfaction on Service Management in the Tourism Sector in Indonesia

Based on a literature review and relevant previous research, it is known that customer satisfaction influences service management in the tourism sector in Indonesia.

To improve service management in the tourism sector in Indonesia, tourism managers and stakeholders must pay attention to three key indicators of customer satisfaction: 1) Conformity to expectations: Tourism managers need to ensure that the services, facilities, information, and tourism experiences provided meet or even exceed tourist expectations; 2) Satisfaction with the service experience: Managers need to create a pleasant, safe, comfortable, and memorable tourism experience for tourists; 3) Repurchase intention: Managers need to build long-term relationships with tourists through continuous service quality improvement, loyalty programs, effective communication, and product and attraction innovation.

If tourism managers and stakeholders are able to consistently address or implement these three indicators of customer satisfaction, it will positively impact service management in the tourism sector in Indonesia, including: 1) Service planning: High customer satisfaction will provide valuable input for managers in developing more effective service plans; 2) Service implementation: Quality service implementation will create positive experiences for tourists, increase loyalty, and strengthen the competitiveness of tourist destinations. 3) Service control

and evaluation: With effective control and evaluation, service quality can be continuously improved, thereby maintaining long-term tourist satisfaction.

The results of this study align with previous research conducted by (D. Prakoso & Tanjung, 2025), which states that there is an influence between consumer satisfaction and service management in the tourism sector in Indonesia.

6. The Influence of Service Quality on Service Management through Consumer Satisfaction in the Tourism Sector in Indonesia

Based on a literature review and relevant previous research, it is known that service quality influences service management through customer satisfaction in the tourism sector in Indonesia.

To improve service management in the tourism sector in Indonesia, tourism managers and stakeholders in Indonesia must consider six key indicators of service quality and customer satisfaction, including: 1) Reliability: Tourism managers must be able to provide consistent, accurate services that meet the promises made to tourists; 2) Responsiveness: Managers need to provide fast, responsive, and solution-oriented service to tourists' needs and complaints; 3) Assurance: Managers must be able to provide a sense of security, comfort, and trust to tourists through staff competence, destination security, service transparency, and certainty of service procedures; 4) Matching Expectations: Managers need to ensure that all services and facilities provided meet tourists' expectations; 5) Satisfaction with the Service Experience: Managers must create a positive tourist experience through friendly service, adequate facilities, a comfortable environment, and attractive tourist attractions. 6) Repurchase intention: Managers need to build tourist loyalty by maintaining continuous service quality, innovating tourism products, providing memorable experiences, and building good communication with tourists.

If tourism managers and stakeholders in Indonesia are able to consistently address these six indicators of service quality and customer satisfaction, this will positively impact service management in the Indonesian tourism sector, including: 1) Service planning: Planning based on tourist needs will increase the effectiveness of tourism destination management; 2) Service implementation: Optimal service implementation will enhance positive tourist experiences and strengthen the image of the tourism destination; 3) Service control and evaluation: The results of this evaluation can be used to identify weaknesses, address deficiencies, and develop strategies for continuous service improvement.

The results of this study align with previous research conducted by (Riadi et al., 2023), which states that there is an influence between service quality and service management through consumer satisfaction in the tourism sector in Indonesia.

7. The Influence of Consumer Trust on Service Management through Consumer Satisfaction in the Tourism Sector in Indonesia

Based on a literature review and relevant previous research, it is known that consumer trust influences service management through customer satisfaction in the tourism sector in Indonesia.

To improve service management in the tourism sector in Indonesia, tourism managers and stakeholders in Indonesia must pay attention to six key indicators of consumer trust and customer satisfaction: 1) Integrity: Tourism managers must maintain honesty, openness, and consistency in providing information about tourist destinations, facilities, prices, security, and services offered; 2) Competence: Managers need to improve the capabilities and professionalism of human resources through training, certification, and service skills development; 3) Benevolence: Managers must demonstrate concern for tourist needs, comfort, safety, and satisfaction; 4) Matching Expectations: Managers need to ensure that the services provided meet tourist expectations; 5) Satisfaction with the Service Experience: Managers

must be able to create a pleasant, comfortable, safe, and memorable tourist experience; 6) Repurchase Intention: Managers need to build tourist loyalty by consistently maintaining service quality, implementing service innovation, and building good relationships with tourists.

If tourism managers and stakeholders in Indonesia are able to consistently address these six indicators of consumer trust and satisfaction, this will positively impact service management in the Indonesian tourism sector, including: 1) Service planning: Planning based on tourist aspirations will improve the overall quality of destination management; 2) Service implementation: Quality service will strengthen tourist satisfaction and enhance the reputation of the destination; 3) Service control and evaluation: Service control and evaluation will become more accurate, measurable, and oriented towards tourist needs.

The results of this study align with previous research conducted by (B. C. Santoso et al., 2024), (Wijayanthi et al., 2025), which states that there is an influence between consumer trust and service management through consumer satisfaction in the tourism sector in Indonesia.

Conceptual Framework

The conceptual framework is determined based on the formulation of the problem, research objectives and previous research that is relevant to the discussion of this literature research:

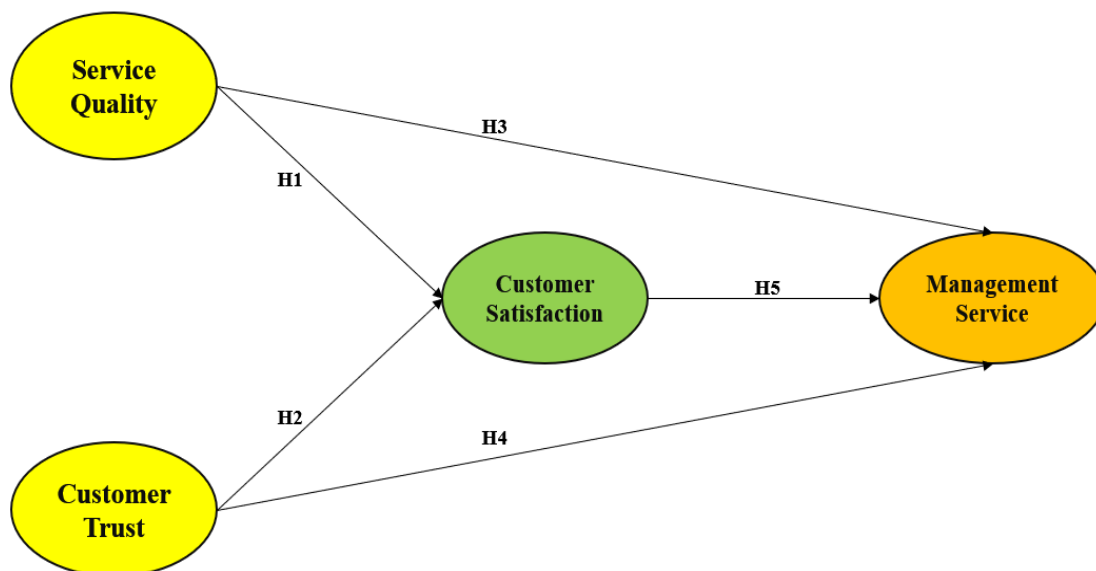


Figure 5. Conceptual Framework

Source: Author, 2026

Based on Figure 2 above, service quality and consumer trust influence service management through consumer satisfaction in the tourism sector in Indonesia. However, in addition to the variables of service quality, consumer trust, and consumer satisfaction that influence service management, there are other variables that influence it, including:

- 1) Destination Image: (Fahmi et al., 2022), (Junaedi et al., 2025), (Hapsara & Ahmadi, 2022), (Sulistiyafani & Sastrawan, 2021).
- 2) Tourism Service Innovation: (Roellyanti, 2023), (F. Santoso et al., 2024), (Putri et al., 2025).
- 3) Tourism Infrastructure: (Ardiansyah & Julianto, 2023), (Sinarta et al., 2021), (Wawa et al., 2025).

CONCLUSION

Based on the research objectives, problem formulation, findings, and discussion, this literature review concludes that service quality, consumer trust, and consumer satisfaction are important determinants of service management performance in Indonesia's tourism sector. The synthesis of findings from the reviewed literature demonstrates that service quality has a positive influence on consumer satisfaction. High-quality services, reflected through reliability, responsiveness, assurance, empathy, and tangible aspects, contribute significantly to improving tourists' overall experiences and satisfaction levels. Likewise, consumer trust positively affects consumer satisfaction, indicating that tourists who perceive tourism service providers as reliable, honest, and competent are more likely to report favorable experiences.

The review also confirms that service quality directly influences service management. Organizations that consistently deliver high-quality services tend to achieve better service management outcomes, including operational effectiveness, customer retention, and organizational performance. Similarly, consumer trust contributes positively to service management by strengthening long-term relationships between service providers and customers. Furthermore, consumer satisfaction has been identified as a significant factor influencing service management, suggesting that satisfied customers enhance organizational reputation, encourage repeat visits, and support sustainable business growth.

In addition to these direct relationships, the findings reveal important mediating effects. Consumer satisfaction serves as a mediator between service quality and service management, meaning that improvements in service quality enhance service management performance through increased customer satisfaction. Likewise, consumer satisfaction mediates the relationship between consumer trust and service management. This finding highlights the strategic role of customer satisfaction in transforming positive customer perceptions into tangible service management outcomes. Therefore, tourism organizations should prioritize both service excellence and trust-building initiatives to strengthen customer satisfaction and achieve sustainable service management performance.

Based on these findings, future studies are encouraged to empirically test the proposed conceptual framework using quantitative research methods. Specifically, Structural Equation Modeling (SEM) and Partial Least Squares Structural Equation Modeling (PLS-SEM) are recommended to verify the relationships identified in this study and measure the magnitude and statistical significance of each effect. Empirical validation would provide stronger evidence for theory development and offer practical insights that can be directly utilized by tourism managers and policymakers in designing effective service improvement strategies.

Despite its contributions, this study has several limitations. First, the review was limited to scientific articles, which may not fully represent the entire body of literature related to tourism service management. Second, restricted access to certain subscription-based articles published in highly reputable international journals may have affected the comprehensiveness of the review. Future research should expand the number of articles analyzed and incorporate a broader range of databases to enhance the robustness and generalizability of the findings.

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