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SERVICE INNOVATION OF NAKAZA TOUR ON CUSTOMER SATISFACTION

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Abstract

Purpose: This study aims to examine the effect of service innovation on customer satisfaction in the context of Nakaza Tour. Specifically, the research investigates how different aspects of service innovation such as digital technology usage, ease of access to information, and improvements in service delivery contribute to perceived service quality and ultimately affect customer satisfaction.
Research Methods: The study adopts a descriptive quantitative approach. Data were collected from 100 customers who had used Nakaza Tour services within the past six months, using structured questionnaires and interviews. The data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS software to measure both direct and indirect relationships among the variables: Service Innovation (independent), Service Quality (mediating), and Customer Satisfaction (dependent). The SERVQUAL model was applied to assess service quality dimensions, while the Innovation Diffusion Theory provided a theoretical basis for understanding customer adoption of service innovations.
Results and Discussion: The results indicate that service innovation has a significant positive impact on both service quality and customer satisfaction. Specifically, service innovations such as personalized travel packages, responsive online booking systems, and active communication via digital platforms significantly enhance service quality perceptions. Furthermore, service quality plays a mediating role in strengthening the impact of innovation on satisfaction. The SEM model explains 64% of the variance in customer satisfaction and reveals a total effect of 0.77 for service innovation.
Implications: These findings highlight the importance of continuous service innovation not only in attracting new customers but also in retaining existing ones through improved service quality. The study provides practical recommendations for travel businesses aiming to build long-term customer loyalty in an increasingly digital and competitive environment.

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INTRODUCTION

The tourism industry is growing rapidly along with the increasing public interest in travel, both domestically and internationally. Competition among travel service providers is becoming tighter, encouraging companies to continue innovating in providing the best services to attract and retain customers (Kotler & Keller, 2016). In this digital era, service innovation is not only a competitive advantage but also a necessity for companies to survive and grow (Tussyadiah, 2020).

Nakaza Tour is one of the companies engaged in tourism services that strives to present various innovations in its services. These innovations include easy access to information through digital platforms, improved service quality, and the provision of more flexible travel packages tailored to customer needs. With these innovations, customers are expected to have a more comfortable, safe, and enjoyable travel experience.



Picture 1. Logo Nakaza Tour
(Source: www.facebook.com/NakazaTour, 2025)

Service innovation is a strategic step taken by companies to create, develop, or improve services to better meet evolving customer needs. This can take the form of digital technology utilization, booking system improvements, service personalization, and optimizing communication with customers (Buhalis & Law, 2008. Many example for innovation such as, Virtual tourism has emerged as a form of digital tourism innovation that developed significantly during the Covid- 19 pandemic (Suheryadi, Noviadi, Wibowo, & Azzahra, 2023) or Traditional herbal medicine MSMEs require marketing strategies and product innovation to remain competitive in the local market (Suheryadi, Saputra, & Dilla, 2021). In the tourism industry, service innovation plays an important role in increasing operational efficiency, providing convenience for customers in planning trips, and creating a more memorable travel experience. Companies that continuously present service innovations will have stronger competitiveness and can build customer loyalty (Grönroos, 2007).

Customer satisfaction is a key factor in assessing the success of a company in providing services. Satisfaction arises when customer expectations of a service are met or even exceeded. In the tourism sector, customer satisfaction is influenced by various aspects, such as service quality, clarity of information, ease of access, competitive pricing, and the overall travel experience (Zeithaml, Bitner, & Gremler, 2018). High levels of satisfaction not only increase the likelihood of customers returning but also contribute to building a positive

company reputation through recommendations from satisfied customers.

The tourism industry continues to develop with technological advances and increasing customer expectations. Service innovation is a crucial factor in increasing the competitiveness of travel companies. Previous studies have highlighted how digital transformation and personalized services can improve customer experience (Buhalis & Law, 2008; Tussyadiah, 2020). However, further research is needed to understand to what extent service innovation directly contributes to customer satisfaction, especially in the context of travel agencies like Nakaza Tour.

To evaluate the service quality of Nakaza Tour, this study adopts the SERVQUAL model (Parasuraman, Zeithaml, & Berry, 1988), which includes five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions are used to analyze how service innovation contributes to the customer experience.

In addition, this study also refers to the Diffusion of Innovation Theory (Rogers, 2003) to understand how customers adopt service innovations. This theory includes five adoption stages: awareness, persuasion, decision, implementation, and confirmation. This approach helps identify factors that influence the acceptance of service innovations in the tourism industry.

This study aims to analyze the effect of service innovation on customer satisfaction at Nakaza Tour. By integrating the SERVQUAL model and the Diffusion of Innovation Theory, this research provides insights into optimal strategies to improve services in the tourism industry. Using a descriptive approach, this study also collects data from Nakaza Tour customers to understand how well the implemented innovations meet their expectations. The results of this research are expected to serve as a reference for Nakaza Tour and other companies in improving service quality and maintaining customer loyalty amid increasing competition.

METHODS

This study employs a descriptive quantitative approach to analyze the impact of service innovation by Nakaza Tour on customer satisfaction levels. The model used in this study is Structural Equation Modeling (SEM), processed using SmartPLS software (Hair, Hult, Ringle, & Sarstedt, 2017).

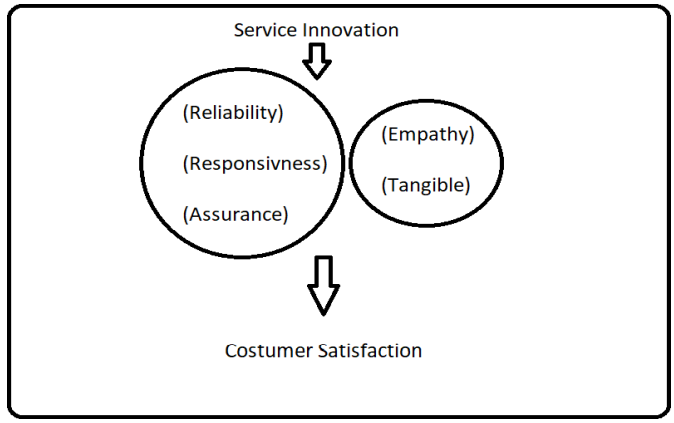
The variables in this study consist of:

- Service Innovation (SI) as the exogenous variable
- Service Quality (SQ) as the mediating variable
- Customer Satisfaction (CS) as the endogenous variable

Service quality is measured using the SERVQUAL model (Parasuraman et al., 1988), which includes five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Although the Diffusion of Innovation Theory (Rogers, 2003) is also referenced in this study, the adoption stages are not directly measured in the questionnaire and only serve as a supporting conceptual framework.

The sample comprises 100 Nakaza Tour customers who used the services within the last six months. Data were collected using a 5-point Likert scale questionnaire and tested for validity and reliability (Ghozali & Latan, 2015). A conceptual framework diagram illustrates the relationship between service innovation, service quality based on SERVQUAL, and how innovation is received and affects customer satisfaction.

Conceptual Framework Diagram



Picture 2. Service Innovation Diagram
(Source: Data Primary, 2025)

Service Innovation is the independent variable to be analyzed for its impact on customer satisfaction. The SERVQUAL Model (Parasuraman et al., 1988) is used to measure service quality through five key dimensions:

- Reliability → The consistency of service delivery according to customer expectations.
- Responsiveness → The speed and readiness in handling customer requests.
- Assurance → The competence and trustworthiness provided by the service provider.
- Empathy → The care and attention the company gives to its customers.
- Tangibles → The physical facilities and technology used to support the service.

The Diffusion of Innovation Theory (Rogers, 2003) is incorporated as a factor explaining how customers adopt service innovations, which ultimately contributes to Customer Satisfaction as the dependent variable. This diagram illustrates the relationship between service innovation, service quality based on the SERVQUAL model, and how innovation adoption influences customer satisfaction.

RESULTS AND DISCUSSION

Respondent Profile the respondents in this study consist of customers who used Nakaza Tour services within the past six months. The majority of respondents were aged 14 years and above, with an average travel frequency of 1.42 times using Nakaza Tour services.

Table 1. Respondent Characteristics

No.	Variable	Category	Percentage
1.	Age	14 years	4%
		15 years	52%
		16 years	44%

2.	Gender	Male	47%
		Female	53%
3.	Travel Frequency	1 time	59%
		2 times	40%

(Source: Primary Data, 2025)

Ease of Access to Information

Survey results indicate that customers find Nakaza Tour's service information easy to access:

- Service information is clear and easy to find: 85%
- Innovation-related information is easy to find: 84%

These results suggest that Nakaza Tour provides transparent and accessible information, whether through travel guides, tour leader explanations, or digital channels.

Improvement in Service Quality

Overall service quality is rated highly by customers, particularly in the following areas:

- Service reliability in delivering promised offerings: 88%
- Staff responsiveness to complaints and requests: 85%
- Safety and comfort during travel: 87%

This combination of reliable and responsive service contributes positively to the overall travel experience.

Use of Digital Technology in Service Innovation

Nakaza Tour has implemented several technology-based innovations such as drone cameras, mini-games, quizzes, giveaways, and videography contests. The questionnaire results show that customers are fairly aware of and interested in these innovations:

- Customer awareness of Nakaza Tour's service innovations: 86%
- Customer interest in trying the innovations: 84%

Although these innovations have been recognized by customers, the scores are still in the "fairly good" category, indicating room for improvement through increased promotion and interactive digital engagement.

Contribution to Customer Satisfaction

In terms of the relationship between service innovation and customer satisfaction, the survey reveals:

- Customers feel satisfied with the service innovations: 80%
- Innovations provide significant benefits to the travel experience: 78%
- Nakaza Tour's innovations are perceived as superior compared to competitors: 69%

While innovations positively impact satisfaction, customers still perceive Nakaza Tour's innovations as not fully superior to those of competitors. Therefore, enhancement in innovation implementation and marketing strategies is necessary to create a more significant impact on customer satisfaction and loyalty.

Sumary of Tabulated Data Analysis

Table 2. Summary of Service Innovation and Customer Satisfaction

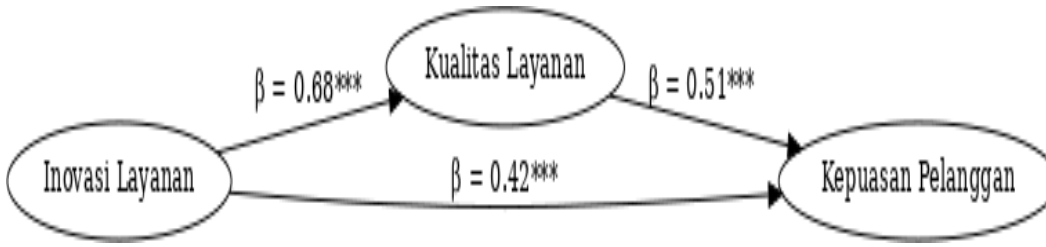
No.	Evaluated Aspect	Percentage
1.	Service information is clear and easy to find	85%
2.	Innovation-related information is easy to find	84%
3.	Service reliability in fulfilling promises	88%

4.	Staff responsiveness to complaints and requests	85%
5.	Safety and comfort during the trip	87%
6.	Customer awareness of service innovations	86%
7.	Customer interest in trying service innovations	84%
8.	Satisfaction with service innovations	80%
9.	Benefits of innovation to the travel experience	78%
10.	Nakaza Tour's innovation perceived as better than competitors	69%

(Source: Primary Data, 2025)

The SEM analysis using SmartPLS produced the following structural model results:

- Service Innovation → Service Quality (β = 0.68, p < 0.001)
- Service Innovation → Customer Satisfaction (β = 0.42, p < 0.001)
- Service Quality → Customer Satisfaction (β = 0.51, p < 0.001)



Picture 3. Structural model
(Source: Primary Data, 2025)

The model explains 64% of the variability in Customer Satisfaction and 46% in Service Quality. The total effect of service innovation on customer satisfaction reaches 0.77. These findings indicate that service innovation, both directly and through service quality, significantly contributes to customer satisfaction (Hair et al., 2017).

Table 3. Outer Model Results Validity and reliability test results for each construct

Construct	Cronbach's Alpha	Composite	Reliability	Status
Service Innovation	0.88	0.91	0.64	Valid & Reliable
Service Quality	0.85	0.89	0.61	Valid & Reliable
Customer Satisfaction	0.87	0.91	0.66	Valid & Reliable

(Source: Primary Data, 2025)

Table 4. Inner Model Results Path coefficient estimation

Path	Coefficient Conclusion	t-Statistic		p-Value
Service Innovation → Service Quality	0.68	9.21	0.000	Significant
Service Innovation → Satisfaction	0.42	4.83	0.000	Significant

Service Quality → Satisfaction	0.51	6.79	0.000	Significant

(Source: Primary Data, 2025)

Interpretation The findings suggest that Nakaza Tour's service innovations, such as easier access to information and use of digital technology, enhance the perception of service quality, which in turn increases customer satisfaction. This aligns with the SERVQUAL theory, which emphasizes that service quality is a key determinant of customer satisfaction (Parasuraman et al., 1988). The total effect of innovation on satisfaction (0.77) emphasizes the importance of continuous innovation in maintaining a company's competitiveness in the tourism sector (Kotler & Keller, 2016).

CONCLUSION

Service innovation by Nakaza Tour has a significant positive effect on both service quality and customer satisfaction. First, service quality acts as a mediating variable, strengthening the relationship between innovation and satisfaction. Second, The SEM model explains 64% of the variance in customer satisfaction. Third, the total effect of innovation on satisfaction is 0.77.

Practical Suggestions

- Enhance digital technology integration (responsive booking systems, informative mobile apps).
- Regularly train staff to be responsive and empathetic.
- Personalize travel packages based on customer preferences.
- Improve two-way communication through social media and real-time feedback systems.

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