THE INFLUENCE OF SERVICE QUALITY ON THE IMAGE OF THE DESTINATION OF GARUT STATION

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ABSTRACT

This study aims to investigate the impact of service quality on destination image at Garut Station. Employing a descriptive and verification method with a quantitative approach, research utilized observational techniques and distributed questionnaires to 100 tourists at Garut Station, selected through accidental sampling. Collected data underwent analysis using Structural Equation Modeling-Partial Least Square (PLS-SEM) to assess the extent of service quality's influence on Garut Station's destination image. Findings reveal that service quality significantly contributes to enhancing Garut Station's destination image. These results have implications for informing strategic formulations by Garut Regency Government, Garut Cultural Tourism Office, and Garut Station management. Specifically, they underscore the importance of prioritizing excellent service quality to bolster and shape the station's destination image.

Keywords: Garut Station, Service Quality, Destination Image

INTRODUCTION

Current cultural changes support shifts in human behavior and needs, including travel patterns. Previously, tourism was seen as a secondary need after basic needs were met, but now it has become an integral part of everyday life. Busyness and the complexity of routines encourage people to seek escape by traveling to overcome fatigue and boredom. Therefore, development of the tourism sector needs to continue to be carried out to meet the community's recreational needs. Tourism service providers, both public and private, try to create a good destination image to attract the attention of tourists. Every region in Indonesia has a superior tourist destination, such as Garut Regency in West Java Province. Garut Regency's tourism potential, including cultural, religious and historical tourism, can be further developed to become a reliable attraction for tourists. The development of the tourism sector is an important part of efforts to build the image of Garut Regency's tourist destination, which has resulted in an increase in the number of tourist visits and the level of tourist loyalty. Destination image has a crucial role in tourism development strategies. A positive destination image will influence tourists' assessments as buyers or service recipients.

Furthermore, research conducted by Lee and Jeon (2016) in their study "The Influence of Destination Image on Tourists' Behavior Intention - The Case of Jeju Island" supports the notion that destination image significantly impacts tourists' behavior intentions. They found that a positive destination image contributes to higher levels of

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tourist satisfaction and loyalty. Similarly, in a study by Baloglu and McCleary (1999) titled "A Model of Destination Image Formation," it was established that destination image plays a pivotal role in shaping tourists' perceptions and evaluations, ultimately influencing their travel decisions and behaviors. These studies highlight the importance of destination image in tourism development strategies, reinforcing the significance of creating a positive and appealing image for tourist destinations like Garut Regency.

This assessment is based on the quality of results obtained by tourists from tourist attractions. Of course, tourists will feel satisfied with the development of tourist destinations which will have an impact on the image of tourist visiting areas or what is known as destination image. The good impact of destination image can be seen in the responses generated by tourists during their tour, and tourists really want to return to the same tourist destination.

This indicates that a positive image of a tourist attraction will produce positive or good outcomes. The destination image not only gets a positive response, but the destination image can also get a negative response (Utami et al., 2020). It can be seen that there are still some people who feel disappointed when they come there. Then there are also those who complain that they have too high expectations for this tourist destination (Demolingo, Wibowo and Polytechnic, 2023).

Service quality refers to the extent to which a service meets or exceeds the expectations and needs of customers or tourists. Good service quality will create a positive experience for tourists and fulfill tourists' expectations during the trip. When tourists receive good and satisfying service, they tend to feel happy, satisfied, and impressed. This is in accordance with previous research regarding the relationship between service quality and destination image. Lee et al. (2018) found that high service quality can help create a positive destination image. His research found that tourists who received high-quality service had a more positive view of the place. The results of research conducted by Llodrà-Riera et al. (2015) show that high service quality can increase visitors' positive opinions regarding the destination image and have an impact on tourist satisfaction.

Thus, the influence of service quality on destination image is very important to understand and study, because good service quality at a destination can have a direct impact on forming a positive image about that destination. This positive image can increase the attractiveness of the destination, generate more visitors and contribute to the tourism success of the destination. Garut Station (GRT) is located in Pakuwon, Garut City, Garut, Indonesia and is included in class II train stations. Its height reaches +717 meters and is part of the Bandung Operation Area II. Initially, this station functioned as the main station in Garut Regency which served passenger and goods transportation. Its function as part of the Cibatu-Cikajang route is to connect the Garut government area with the main route across southern Java. Along with the expansion of the railway line, this station was also expanded to include Cikajang.

Railway stations, as a mode of transportation that facilitates unimpeded land movement, are closely related to social and financial issues. Stations function as public spaces where customers and service providers can connect socially. Economically, the station not only functions as a place for passengers to get on and off and load and unload goods; they also play a strategic role in supporting regional development and the urban economy (Suprapto, Sutiarso and Wiratmi, 2021)

However, apart from being a tourism supporting facility and infrastructure, Garut Station is also worthy of being used as a tourist attraction in its own right, as has been said by Ridwan Kamil as Governor of West Java that this station will become a tourist destination or become an object that can be used for other purposes, one of which is become an object or photo or video spot for pre-wedding, filming, social media, Instagrammable objects and so on. Then it became a modern station and became a new icon of Garut (Infogarut, 2022).

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Figure 1 Spot Photo of Garut Station 1

Figure 2 Spot Photo of Garut Station 2

Apart from that, currently Garut Station can also be used as an educational tourist attraction for PAUD/TK children to learn about one of the land transportation methods, namely trains. So, educational tourism in Garut Regency has increased with the existence of Garut Station. However, even though Garut Station is now a tourist attraction, it cannot be denied that the destination image of Garut Station is not completely good. Because destination image problems do not only occur in tourist areas such as natural tourism, artificial tourism, cultural tourism, etc., but also in landmarks in an area such as Garut Regency.

Garut Station is one of the landmarks that people are currently interested in traveling to. Landmarks are characteristics of an area that allow visitors to easily identify the orientation of the area. A landmark is an image of a city that gives an impression of that city (Ii et al., 2018). In general, landmarks are signs that identify a location (Mulyandari, H., & Andi, 2019).

However, Garut Station did not only get a negative response. Positive responses shared by visitors on Google reviews state that Garut Station already has good facilities and infrastructure, friendly service and complete facilities. Then there were also those who said that Garut Station was clean, comfortable and good as a photo spot.

According to Qu et al. (2011) ; Muis et al. (2020) stated that the image of a destination can be divided into several dimensions, namely: Cognitive image which includes tourist experiences, tourist attractions, environmental conditions and surrounding infrastructure, available entertainment, and cultural traditions attached to the destination. Unique image which includes the natural environmental conditions, main attractions and local attractions that characterize the destination. Affective image which includes pleasant, stimulating, calm and attractive feelings that arise when someone is at that destination. These three dimensions of destination image must be present at Garut Station as one of the tourist attractions in Garut Regency.

Based on research (Syafira et al. (2022), although Garut Station has fulfilled tourists' needs for interesting places to visit, the integration of tourist attractions and Garut Baru Station is not enough because the available modes of transportation are very limited, especially only City Transport (angkot) or rental vehicles. Land use is also dominated by commercial and residential purposes, which is typical of a dense metropolitan context. In addition, there is no special design that regulates the area around the station, giving the impression of being chaotic and disorganized, as evidenced by the condition of the building which is quite congested. This will have an impact on the image of Garut Station in the future.

Seeing that there are complaints raised by visitors and there are still several problems, this is relevant to the service quality concept conveyed by Redita et al. (2017) that service quality influences tourist satisfaction, which means that if tourists feel satisfied, the image of the tourist destination will increase. However, the service provided to tourists is still not optimal. Then Redita et al. (2017) also added that service quality includes several components, namely, Tangible, which includes physical facilities such as infrastructure and equipment at tourist attractions, as well as employee appearance. Emphaty, empathy is also an important factor where employees must understand the desires and needs of visitors, and be able to create comfort for tourists (Astuti, 2018). Responsiveness (quick response), willingness and readiness to provide services to consumers who need them will have a significant impact on customer satisfaction (Astuti, 2018). Reliability is the ability to keep promises, be trusted, be accurate and consistent.

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Assurance (certainty) is the ability of employees to instill confidence and trust in promises made to customers (Astuti, 2018).

Several service quality components are driving the destination image of Garut Station which must be improved so that the destination image is good. The impact of a destination image that is not improved will result in the public or tourists not visiting Garut Station even though the station has been renovated and reactivated. Therefore, researchers see an opportunity that service quality can be a solution to improve the destination image of Garut Station.

Based on the results of the empirical gap and research gap regarding Garut Station, the researcher believes that the model offered will be part of the solution to the destination image problem of Garut Station. Therefore, researchers are interested in conducting research on "The Influence of Service Quality on the Destination Image of Garut Station". The aim of this research is to determine the description of service quality and destination image of Garut Station by station visitors and to find out whether there is an influence of service quality on the destination image of Garut Station.

LITERATURE REVIEW

Destination Image

Image is one of the factors that determines the success or failure of a business, especially the tourism industry. The way visitors view a tourist destination will be retained in their memory and influence their evaluation of that destination. The destination image used in this research is related to brand image theory which states that a brand can provide an image of a product that cannot be separated from the product itself, especially a tourist destination (Suwarduki et al., 2018). The term "destination image" refers to a person's mental representation of a location, consisting of knowledge, beliefs, sentiments, and general views. Tourist behavior cannot be separated from the important role of a destination image for two main reasons. First, image helps understand the decision-making process for selecting a destination. Second, image also influences tourist behavior after traveling, such as participation in activities, satisfaction ratings, and intention to return or recommend the destination (Chen & Tsai, 2007; Wulandari et al., 2020)

Crompton (1979); Mossberg & Kleppe (2005); Suhud et al. (2021) describe the image of a destination as a person's thoughts, ideas and perceptions about a place. An individual's total perception that produces an impression of a place is referred to as destination image (Phelps, 1986; Pike et al., 2019).

Tasci & Gartner (2007); Sitanggang et al. (2020), destination image is the perception that people have about a destination and includes various aspects such as natural beauty, friendliness of local residents, quality of infrastructure, and so on. The quality or attributes of a destination can be said to be promoted by good tourism promotion operations. Due to inadequate advertising operations, many locations fail to realize their tourism potential.

According to Keller (1993); Zia et al. (2021) brand awareness is necessary for image creation. Llodrà-Riera et al. (2015); Sari et al. (2020) found that content posted or shared by other social media users may have an impact on tourist destination image construction (Keller, 1993). In this case, brand awareness can strengthen the brand associations formed, which are intended to increase the perception of the brand image of a tourist destination (Ghafari et al., 2017).

The image of a destination can be the main motivator for tourists who visit certain tourist attractions, although the image is not always based on experience or facts. The assessment of the image of a destination by tourists can vary. In his research, Çoban (2012) stated that destination images include cognitive images and affective images. According to Lawson and Bovy (1977); Lopez (2011); Susanty (2020), a tourism location can have a different image for each individual or group, which includes objective facts, bias, imagination and emotional ideas held by them about the destination. The image of a tourist spot is very important in promoting it to stakeholders, especially

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tourists. Furthermore, Echtner and Ritchie (1993); J & Rahmawati (2015); Cookson & Stirk (2019), define destination image as the perception of potential tourists towards a destination.

Schwarz et al. (2014); Wibowo et al. (2016), the image of a place can influence tourists' decisions to visit, their behavior at the destination, as well as their level of satisfaction and memories of the experience; However, the representation of an area's image offered to tourists appears to be less important than the existence of that image in one's mind. According to Hsu, Cai & Li (2010); Praminingsih (2014) places image is an important factor in visiting a destination because a positive destination image will attract more tourists. Wibowo et al. (2016) stated that the image of a destination is formed from individual experiences, information, feelings and perceptions on the way to the destination as a whole experience, and is measured through visitor satisfaction with the places they visit

Qu et al. (2011) ; Muis et al. (2020) stated that the image of a destination can be divided into several dimensions, namely:

1) Cognitive image which includes tourist experiences, tourist attractions, environmental conditions and surrounding infrastructure, available entertainment, and cultural traditions attached to the destination.

2) Unique image which includes the natural environmental conditions, main attractions and local attractions that characterize the destination.

3) Affective image which includes pleasant, stimulating, calm and attractive feelings that arise when someone is at that destination.

Service Quality

Service quality is related to how to adjust customer interests and how to balance client desires (Tjiptono, 2007; Maramis et al, 2018). There are three factors, namely systems, technology and humans that influence service quality. Service quality is more difficult to imitate than product quality and price because the role of humans is very important. Nasution et al. (2018), stated that service quality must be in the good category so that tourist expectations can be met. Meanwhile, Mahendrayanti & Wardana (2021), explained that service quality is often a complaint made by consumers or visitors about the services provided by an agency.

According to Lubis & Andayani (2017), service quality is a reaction carried out by agencies to customers in order to meet customer needs, with the aim of increasing customer satisfaction with the quality of service delivered. According to Bayu (2018), the quality of service provided by service providers is considered satisfactory when the service provided exceeds consumer expectations. On the other hand, if the service provided is far below consumer expectations, then the service quality of the service provider is considered poor.

According to Tjiptono (2004); Bayu (2018), defines service quality as an effort to satisfy client desires by managing the required level of perfection. Service quality can be measured by comparing visitors' perceptions of the services they receive and their expectations of the services they desire or expect (expected service). This comparison makes it possible to evaluate the extent to which visitors' needs and expectations are met and determine whether the services provided meet the desired standards. When reality exceeds expectations, then the service is considered to be of good quality; However, if the reality is far from expectations, then the service is considered bad. On the other hand, when the reality matches expectations, the service is said to be satisfactory.

The distance between consumers' actual experience and their expectations of the service they receive can be used to measure service quality (Lupiyoadi, 2001; Prasetiyo et al., 2022). Quality is defined as the level of perfection that is expected and can be controlled to meet customer needs (Tjiptono, 2002; Krisdayanto & Haryono, 2019). This quality is dynamic and related to goods or services, people, processes and environments that can meet and exceed customer expectations (Tjiptono, 2002; Krisdayanto & Haryono, 2019). Quality can be interpreted as a measure of the relative superiority of a product or service, which includes aspects of design quality and conformity quality. Design quality determines product specifications, while conformity quality measures the extent to which a product

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meets predetermined standards or specifications. In addition, quality can also be linked to the ability to exceed customer expectations. (Tjiptono, 2002; Krisdayanto & Haryono, 2019).

According to Kotler (2000); Zamry & Nayan (2020), quality is a measure that describes the ability of a product or service to meet customer needs and expectations. Quality includes all characteristics or attributes of products or services that meet customer demands and expectations. In this context, customers are defined as people who come regularly to buy products or use the services offered, not just come once and never return. However, appreciating every new visitor by providing good and satisfying service is the key to creating loyal customers who will return to visit in the future. A high subjective value between one consumer and another is expressed as a quality product or service. These are what are commonly referred to as different dimensions of quality. In general, product or service quality will be achieved if all company or organization actions are directed at customer satisfaction.

Kotler (2000); Buchari Alma (2007); Nasution (2022), states that there are five factors that determine service quality, which is abbreviated as TERRA, namely:

1) Tangible (tangible), including the visual appearance of both facilities and employee appearance, equipment and other means of communication.

2) Empathy, the service provider's ability to understand and respond to individual customer needs with good attention and care.

3) Responsiveness, the service provider's ability to respond quickly to customer needs, requests or problems.

4) Reliability, the service provider's ability to provide services consistently, accurately and on time.

5) Assurance, customer confidence and trust in the service provider's ability to provide competent and reliable services.

METHODOLOGY

In this research, a quantitative research method is used which consists of two approaches, namely descriptive and verification. A descriptive approach is used to systematically, factually and accurately describe the relationship between service quality and the destination image of Garut Station. Meanwhile, the verification method was used to test the research hypothesis regarding the influence of the independent variable service quality on the dependent variable destination image of Garut Station.

The research population involved all tourists who had used trains and had visited Garut Station for the purpose of tourism, including tourists who had used the station facilities. The sampling technique was carried out using a non-probability method, especially accidental sampling, with a total of 100 respondents, determined using the lameshow formula. To collect data, researchers conducted literature studies, field studies with direct observation at Garut Station, and distributed questionnaires related to research. A 5 Likert scale was used in the questionnaire, and the data collected was analyzed using the PLS-SEM (Structural Equation Modeling-Partial Least Square) method.

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DISCUSSION

Descriptive Analysis

Table 2: Recapitulation of Service Quality Dimensions at Garut Station

No	Dimensi	Skor	Keterangan
1	Tangible	397	Good
2	Empathy	398	Good
3	Responsiveness	398	Good
4	Reliability	408	Good
5	Assurance	401	Good
	Average	**400**	**Good**

Source: Data Processing Results, 2023

Based on the results of the descriptive analysis in Table 2 above, it can be concluded that service quality at Garut Station has the "good" criteria, which means that the service provided by Garut Station is good. With the highest total score of the five dimensions, namely the reliability dimension with a score of 408, which means that the service provided at Garut Station is consistent regardless of the staff/employees providing the service. This means that different staff/employees continue to provide uniform services, without significant differences in terms of service quality or handling methods, thereby providing trust to visitors.

Table 3: Recapitulation of Garu Station Destination Image Dimensionst

No	Dimensionst	Skor	Information
1	*Cognitive Image*	421	Very good
2	*Unique Image*	427	Very good
3	*Affective Image*	410	good
	Average	**419**	**good**

Source: Data Processing Results, 2023

Based on the results of the descriptive analysis in Table 3 above, it can be concluded that the destination image of Garut Station has "good" criteria, meaning that the image of this station is formed through attractive tourist attractions, adequate facilities, maintained cleanliness, the beauty of old buildings, new building concepts. modern, and a pleasant atmosphere. So that Garut Station reflects a positive experience, uniqueness and emotional influence that gives a good impression to visitors.

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Verification Analysis
Outer Model Analysis
Convergent Validity

The convergent validity of the measurement model is evaluated through reflective indicators by considering the loading factors that measure the construct. Loading factor is a coefficient number that describes the extent of the relationship between indicators and latent variables. An indicator is considered valid if the resulting loading factor value is above 0.7. The loading factor results from this research are shown in Figure 4 below:
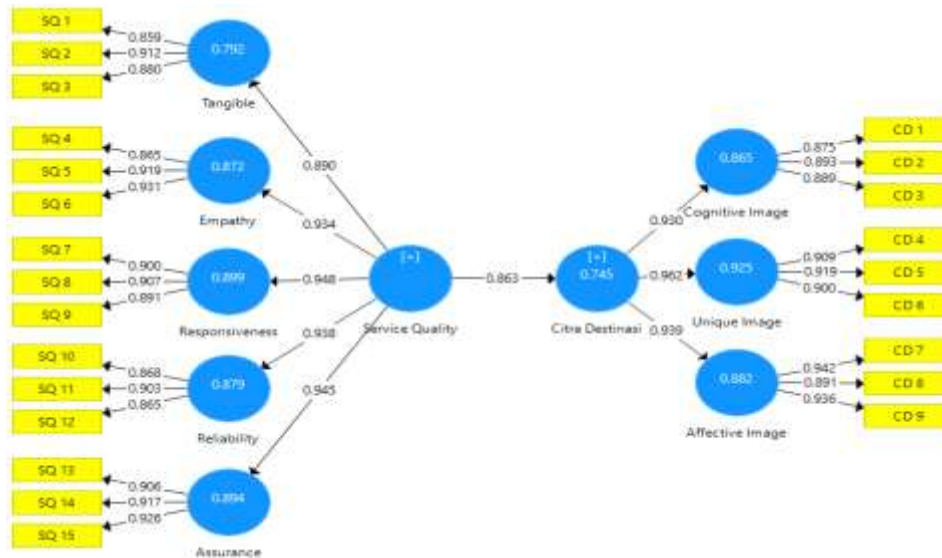

Figure 3 Loading factor

Figure 3 shows that all indicators have met the loading factor value requirements, namely 0.7. So it can be interpreted that the level of relationship between indicators and latent variables can be declared valid with convergent validity. So research can be accepted as measuring variables.

Discriminant Validity

The discriminant validity test is used to assess the extent to which the latent construct dimensions differ from the dimensions of other constructs. This study adopts the Fornell-Larcker approach, where the square root value of a latent construct dimension is expected to exceed the correlation value with other latent construct dimensions. The results of the analysis show that the discriminant validity test, using the Fornell-Larcker approach, shows a greater value for each dimension of the latent construct compared to the correlation between these dimensions.

With these results, it is concluded that the constructs used in the research have strong discriminant validity in the variable setting. Therefore, it can be stated that the instrument or questionnaire has good discriminant validity based on the Fornell-Larcker approach. Discriminant validity is also assessed through the Average Variance Extracted (AVE) for each indicator, with an AVE value above 0.5 as an indication of a good model. Data analysis shows that the AVE values for all variables exceed >0.5, in accordance with the PLS criteria, confirming that all variables meet good discriminant validity.

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Composite Reliability

Composite reliability is used to assess the reliability of indicator values for a variable. A variable is considered to have adequate composite reliability if its value exceeds 0.7. In this research, each variable shows a composite reliability value > 0.7, indicating that all variables involved in this research meet composite reliability standards.

Cronbach Alpha

To validate the results of reliability tests on composite reliability, attention can be focused on the Cronbach alpha value. An indicator is considered reliable if the Cronbach alpha value exceeds 0.6. The research results show that the Cronbach alpha value for each variable exceeds >0.6, indicating that each variable has met the Cronbach alpha value criteria. Therefore, it can be concluded that all variables in this study have a high level of reliability.

Evaluation of Structural Model (Inner Model)

R Square

The coefficient of determination or R Square has a role in predicting and assessing the extent of the contribution of variable X to variable Y. The R Square output results in this research are documented in Table 4 as follows:

Table 4 Nilai R *Square*

	R Square	*R Square Adjusted*
Destination Image (Y)	**0.745**	**0.742**

Source: SmartPLS Data Processing Results, 2023

Based on the results of data processing in Table 4 above, it can be seen that the R-Square value is 0.745, which means that the determination of the service quality variable on destination image has an influence of 74.5% and the remaining 25.5% is influenced by other variables outside the range of the variables studied.

Normed Fit Index (NFI)

The Normed Fit Index (NFI) model is used to measure the suitability of a model on the basis of comparison to the baseline or 0. The higher the NFI value in a model, the better the model.

Table 5 Hasil Model Fit NFI

	Saturated Model	*Estimated Model*
NFI	**0.811**	**0.811**

Source: SmartPLS Data Processing Results, 2023

Based on the table above, it shows that the NFI value obtained in this research is 0.811 or if the percentage is 81.1%. So it can be interpreted that the model in this study is good because the value is close to 1. Therefore, the model fit in this study is categorized as strong.

Q^2 predictive relevance

Q^2 predictive relevance is used to evaluate the quality of the observation values produced by the model and parameter estimates. If the Q^2 Square value > 0, this indicates that the model has predictive relevance; conversely, if the Q^2 Square value ≤ 0, then the model lacks predictive relevance. Table 6 below shows the results of the Q^2 square value:

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Table 6 Q² *predictive relevance*

	SSO	SSE	*Q² (=1-SSE/SSO)*
Citra Destinasi (Y)	900.000	423.514	0.529
Service Quality (X)	1500.000	1500.000	

Source: SmartPLS Data Processing Results, 2023

Based on Table 6 above, it can be seen that a Q² value > 0 means that the model has predictive relevance.

Path Coefficient Parameters (Path Coefficient) and T Statistics

Path coefficient is a value that is useful for indicating the direction of variable relationships, determining whether a hypothesis has a positive or negative direction. The structure of this research model can be seen in Figure 4, which explains the direction of the relationship between these variables:
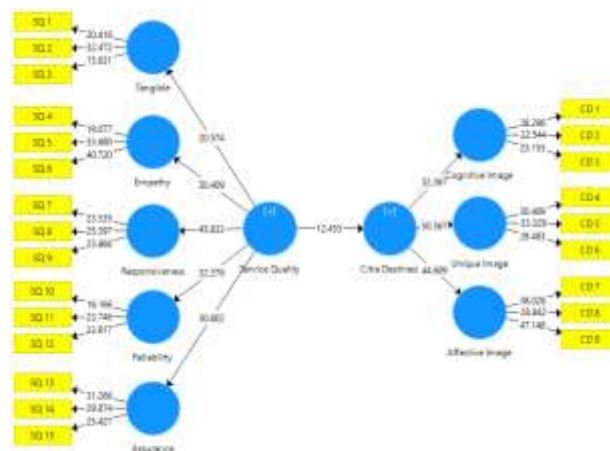

Figure 4 Path Coefficient

From the picture above, it is known that the t statistic value for the relationship between service quality and destination image is 12,453, with a PV value of 0.000 or <0.05. The path coefficient has a value range of -1 to 1, where a value of 0 to 1 indicates a positive relationship, and -1 to 0 indicates a negative relationship. With this explanation, it can be concluded that all variables in this study have positive path coefficient values, indicating that the strength of influence is greater as the path coefficient value increases from the independent variable to the dependent variable.

Overall, the results show that all variables in this model have a positive path coefficient, namely 0.863, indicating that the greater the path coefficient value on the independent variable, the stronger the influence on the dependent variable. Further information can be seen in Table 7:

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Table 7 Results of Inner Model Criteria Assessment

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Service Quality (X) -> Destination Image (Y)	**0.863**	**0.852**	**0.069**	**12.453**	**0.000**

Source: SmartPLS Data Processing Results, 2023

Based on the evaluation of model criteria and standards, through assessment of the path coefficient and t-test, if the P value <0.05, it can be concluded that the construct has strength or significance. Testing hypothesis 1 in the research shows rejection of H0 and acceptance of H1, which indicates that service quality has a significant influence on the destination image of Garut Station.

When visitors have a positive experience at Garut Station, they are more likely to have a positive view of the destination as a whole. A comfortable, efficient and pleasant experience at the station can shape their views about the overall quality of the destination. In addition, visitors who have a good experience at Garut Station tend to talk positively about the destination to others. These positive remarks can influence the views of potential tourists and contribute to the formation of a positive image about Garut.

This is in accordance with the opinion expressed by Zamry and Nayan (2020) stating that adequate service quality has a significant positive impact on the image of a destination, which can make tourists want to return to that destination. Based on this explanation, it can be interpreted that service quality, which consists of tangible dimensions, empathy, responsiveness, reliability and assurance, is important in forming the destination image of Garut Station. This is in line with the results of research from Ghafari et al. (2017) which states that service quality can influence the formation of a destination image through a mechanism called service-based experience. When tourists have a positive and satisfying experience with the services provided, they will form a positive image about the destination.

So based on the hypothesis which shows that service quality has a significant effect on destination image, this is an implication that good service quality can strengthen and form a positive destination image. In line with research conducted by Ghafari et al. (2017) stated that high service quality can increase tourist satisfaction and trigger positive reviews, recommendations and a positive influence on the destination image. A good reputation can influence tourists' perceptions and interest in choosing a destination.

These results are related to the hypothesis which tests whether service quality has a significant influence on the destination image of Garut Station. The test results show that the beta coefficient (original sample) value for service quality on destination image is 0.863. This finding is significant, because the p-value < 0.05, confirming the acceptance of hypothesis H1. Thus, it can be concluded that service quality has a significant influence on the destination image of Garut Station.

In short, this research found findings that show that service quality can improve the destination image of Garut Station. The findings of this study are in line with previous research conducted by Pike et al. (2019) which explains that there is a positive influence of service quality on destination image

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CONCLUSION AND RECOMMENDATION

Based on the results of the research, discussion and interpretation that the researcher described in the previous chapter regarding "The Influence of Service Quality on the Destination Image of Garut Station", the researcher drew the following conclusions:

Service quality at Garut Station is good, which is indicated by the high score obtained in the reliability dimension where the service provided at Garut Station is consistent regardless of the staff/employees providing the service. Both different staff/employees continue to provide uniform services, without significant differences in terms of service quality or handling methods, thus providing trust to visitors.

Destination Image Garut Station has a good image. It can be interpreted that the image of this station is formed through attractive tourist attractions, adequate facilities, maintained cleanliness, the beauty of old buildings, modern new building concepts, and a pleasant atmosphere. So that Garut Station reflects a positive experience, uniqueness and emotional influence that gives a good impression to visitors.

Service quality has a significant effect on the destination image of Garut Station. It can be interpreted that service quality is one of the factors to improve the image of a destination, especially the object of this research, namely Garut Station.

The suggestions that can be conveyed by researchers are as follows:

For Garut Station, because this research uses the service quality variable as an exogenous variable, the researchers suggest that they can improve the quality of services provided by providing services to tourists or visitors as fully as possible. It would be good for Garut Station to consider that service quality has a positive influence on the image of a destination or the image of a place. So it would be good for the company if it could pay attention to the factors that support service quality evenly and optimally so that it can have a positive impact on the image of the station destination among tourists or visitors.

If you want to research with the same dependent variable, you are expected to do more research, not only on service quality but also on tourist perceptions, tourism products and purchasing decisions, in order to get more varied research results. And it is hoped that future researchers will be able to examine each indicator in the appropriate dimensions so that they will get more specific results.

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