AJPDIS GLOBAL RESEARCH NETWORK

AMERICAN Journal of Public Diplomacy and International Studies
Volume 02, Issue 01, 2024 ISSN (E):2993-2157

Analysis of the Quality of Internal Government Supervisory Officials' Services Towards the Development of Tourist Villages in South Minahasa Regency, North Sulawesi Province

Fransje Hendra Pandeynuwu
Master of Management Study Program, Faculty of Economics and Business
Sam Ratulang University, Indonesia

S.L.H.V Joyce Lapian
Master of Management Study Program, Faculty of Economics and Business
Sam Ratulang University, Indonesia

Willem JF AlfaTumbuan
Master of Management Study Program, Faculty of Economics and Business
Sam Ratulang University, Indonesia

Abstract: This research focuses on analyzing the quality of services provided by the Government's Internal Supervision Apparatus for the Development of Tourism Villages in South Minahasa Regency. In this analysis, a framework of five service quality dimensions will be used to understand the service quality of internal supervisory officers including reliability, responsiveness, assurance, empathy and physical evidence. This research aims to determine the influence of reliability, responsiveness, assurance, empathy and physical evidence on the development of tourist villages in South Minahasa Regency. The population in this study was a tourist village in South Minahasa Regency. The sample used was 34 respondents. The research instrument used a questionnaire and was processed using the SPSS 27 program, with the method used being multiple linear regression analysis. The results of the research statistically provide the conclusion that the reliability, assurance, empathy and physical evidence of Government Internal Supervisory Apparatus together influence the development of tourist villages in South Minahasa Regency. However, partially, the responsiveness of the Government Internal Supervisory Apparatus has no influence on the development of tourist villages in South Minahasa Regency.

Keywords: Service Quality, Reliability, Responsiveness, Guarantee, Empathy, Physical Evidence, Tourism Villages

INTRODUCTION

Background

Tourism has an important role in encouraging economic activity, improving Indonesia's image, improving people's welfare, and providing expanded employment opportunities. This role is demonstrated, among other things, by the contribution of tourism in the country's foreign exchange receipts generated by foreign tourist visits, added value to GRDP, and employment. Tourism can be developed through the tourism village sector. A tourist village is a regional development concept that makes villages a tourist destination.

The development of tourist villages in South Minahasa Regency has great potential to improve the local economy, maintain culture and traditions, and improve the quality of life of the community. However, the success of developing a tourist village does not only depend on promotion and investment aspects alone. The quality of internal supervision provided by government officials to the development process also has a crucial role in ensuring smooth, transparent and sustainable results. This research will focus on analyzing the quality of services provided by the government's internal supervision apparatus for the development of tourist villages in South Minahasa Regency.

In this analysis, a framework of five dimensions of service quality will be used to understand the service quality of internal supervisory officers. These five dimensions include Tangibles (Physical Evidence), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Guarantee), and Emphaty (Empathy).

Research purposes

This research aims to:

1. To analyze the influence of reliability, responsiveness, assurance, empathy and physical evidence of Government Internal Supervisory Apparatus simultaneously influencing the development of tourist villages.
2. To analyze the influence of the reliability of the Government's Internal Supervisory Apparatus on the development of tourist villages.
3. To analyze the influence of the responsiveness of the Government's Internal Supervisory Apparatus on the development of tourist villages.
4. To analyze the influence of guarantees from the Government's Internal Supervisory Apparatus on the development of tourist villages.
5. To analyze the influence of empathy from the Government's Internal Supervisory Apparatus on the development of tourist villages.
6. To analyze the influence of physical evidence from the Government's Internal Supervisory Apparatus on the development of tourist villages.

LITERATURE REVIEW

Theoretical basis

According to Kotler and Keller (2017:6), marketing management is a target market to attract, retain and increase consumers by creating and providing good sales quality.

Quality of Service

Quoted in Abdulsani (2021), service quality is the government's effort to create satisfaction for service users. If service users are satisfied with the services they have received, it can be concluded that the government has provided services in accordance with the government's duties. The quality of public services provided by the government must pay attention to the satisfaction of service recipients.

Dimensions of Reliability (Reliability)

The Reliability Dimension is the ability of the service unit to provide the promised service correctly.

Dimensions of Responsiveness (Responsiveness)

Responsiveness dimension, namely the willingness to help consumers take responsibility for the quality of the services provided.

Assurance Dimension (Guarantee)

The Assurance (Guarantee) dimension consists of indicators of guaranteeing timely service, guaranteeing legality in service and guaranteeing cost certainty in service.

Emphaty Dimension (Empathy)

The Empathy dimension consists of indicators of prioritizing the interests of customer applicants, serving with a friendly attitude, serving with a polite attitude, serving without discrimination and serving and respecting every customer.

Tangible Dimensions (Physical Evidence)

Tangible Dimensions (Physical Evidence), namely physical facilities, equipment, personnel and communication, consisting of indicators of the appearance of officers/apparatus in serving customers, comfort of the place of service, ease of service process, discipline of officers/apparatus in carrying out services, ease of customer access in requests. service, use of tools in service,

Government Internal Monitoring Apparatus (APIP)

Quoted in the Indonesian Government Internal Audit Standards (SAIPI), the Government Internal Audit Apparatus is a government agency formed with the task of carrying out internal supervision within the central government and/or regional government.

Tourism Village

In Sinta's research (2022), a tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village, whether from socio-economic, socio-cultural, customs, daily life, has unique building architecture and spatial structure, or unique economic activities. and is attractive and has the potential to develop various tourism components such as village attractions, accommodation, food and drink and other tourism needs.

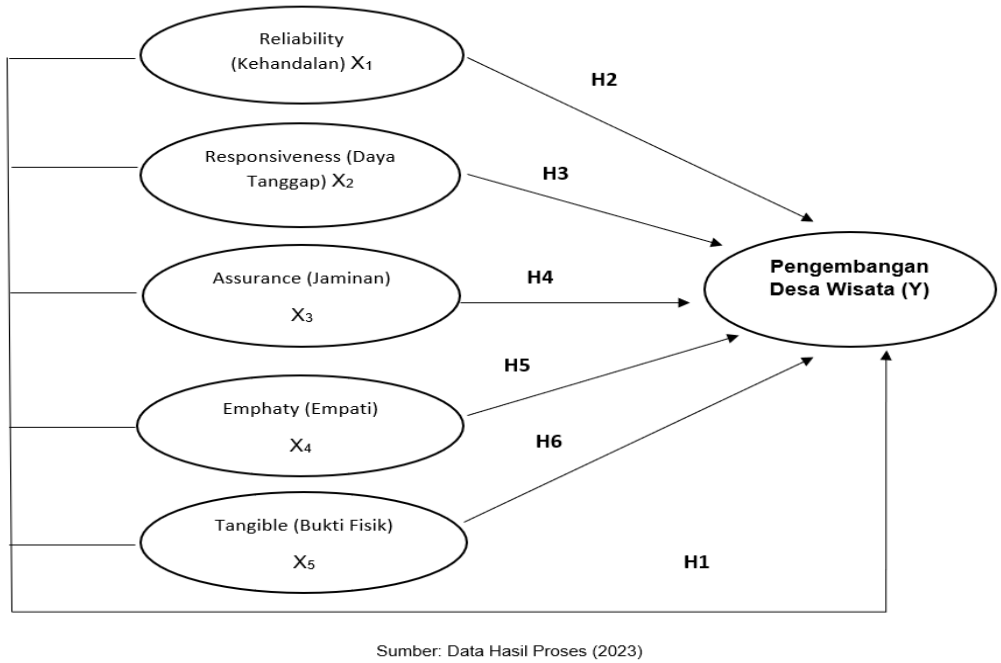
Previous Research

Research from Larasati (2022) with the research title The Influence of Facilities and Service Quality on Tourist Satisfaction in the Wanurejo Tourism Village, Magelang Regency. The results of the multiple linear regression analysis test show a significant F value, with a determination correlation value R^2 of 0.255. This shows that all facilities and services have a real influence on tourist satisfaction together with a close relationship of 25.5%. This shows that to increase tourist satisfaction it is necessary to improve good and comfortable facilities and good service for tourists.

Research from Tandafatu and Rangga (2022) with the research title The Influence of Service Quality on Visitor Loyalty in Tourism Villages. The sample used has a sampling limit of 100 respondents. Partial and simultaneous research results show that physical evidence, reliability, responsiveness, assurance and attention influence visitor loyalty.

Research from Rumagit, Tumbuan and Lintong (2022) with the research title The Influence of Ease of Use, Service Quality, and Promotion on Purchasing Decisions Using Go-Food Services in Manado City. This research uses a quantitative approach, where the sample size is 100 respondents. Based on the results of the t test, ease of use and promotion have a negative and significant effect on purchasing decisions, while service quality has a positive and significant effect on purchasing decisions. And based on the F test, ease of use, service quality and promotion together influence purchasing decisions.

Research Model



Sumber: Data Hasil Proses (2023)

Figure I. Research Model

Hypothesis

H1: It is suspected that the Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Guarantee) and Emphaty (Empathy) and Tangible (Physical Evidence) of Government Internal Supervisory Officials simultaneously influence the development of tourist villages

H2: It is suspected that the Reliability of Government Internal Supervisory Officials has a significant influence on the development of tourist villages

H3: It is suspected that the Responsiveness of Government Internal Supervisory Officials has a significant influence on the development of tourist villages

H4: It is suspected that the Assurance (Guarantee) of the Government's Internal Supervisory Officials has a significant influence on the development of tourist villages

H5: It is suspected that the Government's Internal Supervisory Officials' empathy has a significant influence on the development of tourist villages

H6: It is suspected that Tangible (Physical Evidence) Government Internal Supervisory Officials have a significant influence on the development of tourist villages

RESEARCH METHODOLOGY

Types of research

This research was conducted to analyze the quality of service of the government's internal monitoring apparatus for tourism village development. This research uses a quantitative approach because the data used to analyze the relationship between variables will be expressed on a numerical scale or numbers (Kuncoro, 2011).

Location and Research Objects

The location of this research is in the Tourism Village of South Minahasa Regency and the object of research is the Village Old Law. This research was conducted from October - November 2023.

Method of collecting data

The data collection method used in this research is using questionnaires and observation.

Research Population and Sample

In this research, the population is all tourist villages, totaling 87 tourist village destinations spread across 17 sub-districts in South Minahasa Regency. The sample in this research was 34 Village Old Laws taken from each sub-district in South Minahasa Regency.

Data analysis technique

Multiple Linear Regression Analysis was used to determine the influence of the independent variables reliability, responsiveness, assurance, empathy, and tangibles on the dependent variable development of tourist villages. The multiple linear regression formula is as follows:

$$\mathbf{Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \varepsilon}$$

RESEARCH RESULTS AND DISCUSSION

The results of the validity and reliability test on the Reliability variable (X1) using SPSS 20 can be seen in table 1.

Table 1. Reliability Test Results for Reliability Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
,854	5

Source: SPSS Data Processing Results (2023)

Table 2. Validity Test Results of Reliability Variables

Correlations							
		X1_1	X1_2	X1_3	X1_4	X1_5	X1
X1_1	Pearson Correlation	1	,546**	,490**	,543**	,779**	,842**
	Sig. (2-tailed)		,001	,003	,001	,000	,000
	N	34	34	34	34	34	34
X1_2	Pearson Correlation	,546**	1	,502**	,539**	,546**	,796**
	Sig. (2-tailed)	,001		,002	,001	,001	,000
	N	34	34	34	34	34	34
X1_3	Pearson Correlation	,490**	,502**	1	,530**	.376*	,723**
	Sig. (2-tailed)	,003	,002		,001	.028	,000
	N	34	34	34	34	34	34
X1_4	Pearson Correlation	,543**	,539**	,530**	1	,543**	,797**
	Sig. (2-tailed)	,001	,001	,001		,001	,000
	N	34	34	34	34	34	34
X1_5	Pearson Correlation	,779**	,546**	.376*	,543**	1	,815**
	Sig. (2-tailed)	,000	,001	.028	,001		,000
	N	34	34	34	34	34	34
X1	Pearson Correlation	,842**	,796**	,723**	,797**	,815**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	34	34	34	34	34	34
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Source: SPSS Data Processing Results (2023)

Based on the results of validity and reliability tests for statements 1 to 5, variable X1 has a correlation value above 0.30 and Cronbach alpha 0.854. Thus, for each instrument item the statement on variable X1 is declared reliable and valid.

Validity and reliability test results on the Responsiveness variable (X_2) using SPSS 27 can be seen in tables 3 and 4

Table 3. Variable Reliability Test Results*Responsiveness*

Reliability Statistics	
Cronbach's Alpha	N of Items
,704	5

Source: SPSS Data Processing Results (2023)

Table 4. Validity Test Results of the Responsiveness Variable

Correlations							
		X2_1	X2_2	X2_3	X2_4	X2_5	X2
X2_1	Pearson Correlation	1	.406*	,429*	.383*	,280	,729**
	Sig. (2-tailed)		.017	.011	,025	.109	,000
	N	34	34	34	34	34	34
X2_2	Pearson Correlation	.406*	1	,225	,477**	,256	,628**
	Sig. (2-tailed)	.017		,200	,004	.143	,000
	N	34	34	34	34	34	34
X2_3	Pearson Correlation	,429*	,225	1	,468**	,196	,768**
	Sig. (2-tailed)	.011	,200		,005	,266	,000
	N	34	34	34	34	34	34
X2_4	Pearson Correlation	.383*	,477**	,468**	1	,513**	,770**
	Sig. (2-tailed)	,025	,004	,005		,002	,000
	N	34	34	34	34	34	34
X2_5	Pearson Correlation	,280	,256	,196	,513**	1	,561**
	Sig. (2-tailed)	.109	.143	,266	,002		,001
	N	34	34	34	34	34	34
X2	Pearson Correlation	,729**	,628**	,768**	,770**	,561**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,001	
	N	34	34	34	34	34	34
*. Correlation is significant at the 0.05 level (2-tailed).							
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: SPSS Data Processing Results (2023)

Based on the results of validity and reliability tests for statements 1 to 5, variable X2 has a correlation value above 0.30 and Cronbach alpha 0.704. Thus, for each instrument item the statement on variable X2 is declared reliable and valid.

Validity and reliability test results on the Assurance variable (X_3) using SPSS 27 can be seen in tables 5 and 6.

Table 5. Variable Reliability Test Results*Assurance*

Reliability Statistics	
Cronbach's Alpha	N of Items
,804	5

Source: SPSS Data Processing Results (2023)

Table 6. Validity Test Results of Assurance Variables

Correlations							
		X3_1	X3_2	X3_3	X3_4	X3_5	X3
X3_1	Pearson Correlation	1	.346*	,558**	,612**	,462**	,771**
	Sig. (2-tailed)		,045	,001	,000	,006	,000
	N	34	34	34	34	34	34

X3_2	Pearson Correlation	.346*	1	.446**	,489**	,369*	,729**
	Sig. (2-tailed)	,045		,008	,003	,032	,000
	N	34	34	34	34	34	34
X3_3	Pearson Correlation	,558**	.446**	1	,571**	,317	,765**
	Sig. (2-tailed)	,001	,008		,000	,068	,000
	N	34	34	34	34	34	34
X3_4	Pearson Correlation	,612**	,489**	,571**	1	.505**	,819**
	Sig. (2-tailed)	,000	,003	,000		,002	,000
	N	34	34	34	34	34	34
X3_5	Pearson Correlation	,462**	,369*	,317	.505**	1	,699**
	Sig. (2-tailed)	,006	,032	,068	,002		,000
	N	34	34	34	34	34	34
X3	Pearson Correlation	,771**	,729**	,765**	,819**	,699**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	34	34	34	34	34	34
*. Correlation is significant at the 0.05 level (2-tailed).							
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: SPSS Data Processing Results (2023)

Based on the results of validity and reliability tests for statements 1 to 5, variable X3 has a correlation value above 0.30 and Cronbach alpha 0.804. Thus, for each instrument item the statement on variable X3 is declared reliable and valid.

Validity and reliability test results on the Emphaty variable (X_4) using SPSS 27 can be seen in tables 7 and 8.

Table 7. Reliability Test Results for the Empathy Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
,821	5

Source: SPSS Data Processing Results (2023)

Table 8. Validity Test Results for the Empathy Variable

Correlations							
		X4_1	X4_2	X4_3	X4_4	X4_5	X4
X4_1	Pearson Correlation	1	,686**	.478**	.436**	,399*	,791**
	Sig. (2-tailed)		,000	,004	,010	.019	,000
	N	34	34	34	34	34	34
X4_2	Pearson Correlation	,686**	1	,616**	.431*	.423*	.811**
	Sig. (2-tailed)	,000		,000	.011	.013	,000
	N	34	34	34	34	34	34
X4_3	Pearson Correlation	.478**	,616**	1	,572**	,541**	,830**
	Sig. (2-tailed)	,004	,000		,000	,001	,000
	N	34	34	34	34	34	34
X4_4	Pearson Correlation	.436**	.431*	,572**	1	,301	,697**
	Sig. (2-tailed)	,010	.011	,000		,083	,000
	N	34	34	34	34	34	34
X4_5	Pearson Correlation	,399*	.423*	,541**	,301	1	,710**
	Sig. (2-tailed)	.019	.013	,001	,083		,000
	N	34	34	34	34	34	34
X4	Pearson Correlation	,791**	.811**	,830**	,697**	,710**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	34	34	34	34	34	34

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Data Processing Results (2023)

Based on the results of validity and reliability tests for statements 1 to 5, variable X4 has a correlation value above 0.30 and Cronbach alpha 0.821. Thus, for each instrument item the statement on variable X4 is declared reliable and valid.

Validity and reliability test results on Tangible variables (X_5) using SPSS 27 can be seen in tables 9 and 10.

Table 9. Variable Reliability Test Results*Tangibles*

Reliability Statistics	
Cronbach's Alpha	N of Items
,847	5

Source: SPSS Data Processing Results (2023)

Table 10. Tangible Variable Validity Test Results

Correlations							
		X5_1	X5_2	X5_3	X5_4	X5_5	X5
X5_1	Pearson Correlation	1	,580**	.437**	.405*	.442**	,719**
	Sig. (2-tailed)		,000	,010	.018	,009	,000
	N	34	34	34	34	34	34
X5_2	Pearson Correlation	,580**	1	.371*	,660**	.414*	,800**
	Sig. (2-tailed)	,000		.031	,000	,015	,000
	N	34	34	34	34	34	34
X5_3	Pearson Correlation	.437**	.371*	1	,659**	,721**	,772**
	Sig. (2-tailed)	,010	.031		,000	,000	,000
	N	34	34	34	34	34	34
X5_4	Pearson Correlation	.405*	,660**	,659**	1	,700**	,870**
	Sig. (2-tailed)	.018	,000	,000		,000	,000
	N	34	34	34	34	34	34
X5_5	Pearson Correlation	.442**	.414*	,721**	,700**	1	.803**
	Sig. (2-tailed)	,009	,015	,000	,000		,000
	N	34	34	34	34	34	34
X5	Pearson Correlation	,719**	,800**	,772**	,870**	.803**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	34	34	34	34	34	34
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Source: SPSS Data Processing Results (2023)

Based on the results of validity and reliability tests for statements 1 to 5, variable X5 has a correlation value above 0.30 and Cronbach alpha 0.847. Thus, for each instrument item the statement on variable X5 is declared reliable and valid.

The results of validity and reliability tests were also carried out on each statement contained in the Tourism Village Development (Y) variable as presented in Tables 11 and 12.

Table 11.Reliability Test Results for Tourism Village Development Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
,766	5

Source: SPSS Data Processing Results (2023)

Table 12. Validity Test Results for Tourism Village Development Variables

Correlations							
		Y1_1	Y1_2	Y1_3	Y1_4	Y1_5	Y
Y1_1	Pearson Correlation	1	,690**	,235	,469**	.341*	,789**
	Sig. (2-tailed)		,000	,180	,005	,048	,000
	N	34	34	34	34	34	34
Y1_2	Pearson Correlation	,690**	1	.402*	,440**	,440**	,849**
	Sig. (2-tailed)	,000		.018	,009	,009	,000
	N	34	34	34	34	34	34
Y1_3	Pearson Correlation	,235	.402*	1	,226	.375*	,588**
	Sig. (2-tailed)	,180	.018		,200	,029	,000
	N	34	34	34	34	34	34
Y1_4	Pearson Correlation	,469**	,440**	,226	1	,265	,671**
	Sig. (2-tailed)	,005	,009	,200		.131	,000
	N	34	34	34	34	34	34
Y1_5	Pearson Correlation	.341*	,440**	.375*	,265	1	,670**
	Sig. (2-tailed)	,048	,009	,029	.131		,000
	N	34	34	34	34	34	34
Y	Pearson Correlation	,789**	,849**	,588**	,671**	,670**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	34	34	34	34	34	34
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Source: SPSS Data Processing Results (2023)

Based on the results of validity and reliability tests for statements 1 to 5, variable Y has a correlation value above 0.30 and Cronbach alpha 0.847. Thus, for each instrument item the statement on variable Y is declared reliable and valid.

Multiple Linear Regression Analysis

The use of multiple linear regression provides results as presented in Table 13 so that the coefficients for the regression equation from the data studied can be known.

Table 13. Regression Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,676	2,743		3,527	,001
	X1	,573	,207	,639	2,768	,010
	X2	-.156	,271	-.165	-.575	,570
	X3	,743	,270	,724	2,752	,010
	X4	,457	,214	,510	2,137	.041
	X5	,376	,169	,463	2,224	,034
a. Dependent Variable: Y1						

Source: SPSS Data Processing Results (2023)

When put into the research equation, this becomes:

$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \varepsilon$

$Y = 9{,}676 + 0.573\ X1 - 0.156\varepsilon$

The value of the Reliability variable or b1 is positive (0.573). The regression coefficient value b1 shows that the Reliability variable has a positive and directional relationship to the Tourism Village Development variable statistically. This means that if Reliability increases by 1 score

unit from the previous condition, then the Development of Tourism Villages in South Minahasa Regency will also increase by 0.573 score units.

The value of the Responsiveness variable or b2 is negative (-0.156). The regression coefficient value b2 shows that the Responsiveness variable has a negative relationship with the Tourism Village Development variable in South Minahasa Regency. This is because not all Government Internal Supervisory Apparatus in South Minahasa Regency respond quickly and swiftly in carrying out their service duties to meet the needs of the community.

The value of the Assurance variable or b3 is positive (0.743). The regression coefficient value b3 shows that the Assurance variable has a positive and directional relationship to the Tourism Village Development variable statistically. This means that if Assurance increases by 1 score unit from the previous condition, then Tourism Village Development in South Minahasa Regency will also increase by 0.743 score units.

The value of the variable Emphaty or b4 is positive (0.457). The regression coefficient value b4 shows that the Emphaty variable has a positive and directional relationship to the Tourism Village Development variable statistically. This means that if Emphaty increases by 1 score unit from the previous condition, then Tourism Village Development in South Minahasa Regency will also increase by 0.457 score units.

The value of the Tangible variable or b5 is positive (0.376). The regression coefficient value b5 shows that the Tangible variable has a positive and directional relationship to the Tourism Village Development variable statistically. This means that if Tangible increases by 1 score unit from the previous condition, then the Development of Tourism Villages in South Minahasa Regency will also increase by 0.376 score units.

Hypothesis Testing (t Test)

To see the effect of each independent variable on the dependent variable, it is necessary to carry out a t-test. The results of the t-test in this study can be seen in Table 14.

Table 14. T test

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9,676	2,743		3,527	,001		
	X1	,573	,207	,639	2,768	,010	,283	3,531
	X2	-.156	,271	-.165	-.575	,570	,183	5,452
	X3	,743	,270	,724	2,752	,010	,218	4,578
	X4	,457	,214	,510	2,137	.041	,265	3,767
	X5	,376	,169	,463	2,224	,034	,349	2,867
a. Dependent Variable: Y								

Source: SPSS Data Processing Results (2023)

In Table 14, the t test results for the Reliability variable (X1) are known. The calculated value of variable X1 is 2.768. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value of tcount > ttable is obtained, thus H2 is accepted or in other words the Reliability variable (X1) has an influence on the Development of Tourism Villages in South Minahasa Regency.

For the Responsiveness variable (X2). The calculated value of the variable X2 is -0.575. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value obtained is tcount < ttable, thus H3 is rejected, or in other words the Responsiveness variable (X2) has no effect on the Development of Tourism Villages in South Minahasa Regency.

For the Assurance variable (X3). The calculated value of variable X3 is 2.137. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value of tcount > ttable is obtained, thus H4 is accepted, or in other words the Assurance variable (X3) has an influence on the Development of Tourism Villages in South Minahasa Regency.

For the Emphaty variable (X4). The calculated value of variable X4 is 2.137. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value of tcount > ttable is obtained, thus H5 is accepted, or in other words the Emphaty variable (X4) has an influence on the Development of Tourism Villages in South Minahasa Regency.

For Tangible variables (X5). The calculated value of variable X4 is 2.224. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value of tcount > ttable is obtained, thus H6 is accepted, or in other words the Tangible variable (X5) has an influence on the Development of Tourism Villages in South Minahasa Regency.

Hypothesis Testing (F Test)

This simultaneous test (F test) was carried out to determine whether the independent variables, namely Reliability (X1), Responsiveness (X2), Assurance (X3), Emphaty (X4), and Tangible (X5), together had an effect on the dependent variable, namely Development Tourist Village (Y). To find out the F value$_{count}$then it can be seen in Table 15.

Table 15. F Test

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	69,095	5	13,819	4,889	.002b
	Residual	79,140	28	2,826		
	Total	148,235	33			
a. Dependent Variable: Y						
b. Predictors: (Constant), X5, X1, X4, X3, X2						

Source: SPSS Data Processing Results (2023)

Based on Table 15, the Fcount value = 4.889. This figure is greater than Ftable = 2.55 on the levelα = 0.05. Thus it can be concluded thatHo is rejected and Ha is accepted. This means that Reliability (X1), Responsiveness (X2), Assurance (X3), Emphaty (X4), and Tangible (X5) simultaneously influence Tourism Village Development (Y).

Coefficient of Determination (R2)

To find out the magnitude of the R Square value or coefficient of determination value, a summary model table from the SPSS data processing results in Table 16 is used.

Table 16. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473a	,224	,086	1.01311
a. Predictors: (Constant), X5, X1, X4, X3, X2				

Source: SPSS Data Processing Results (2023)

Based on the SPSS model summary output results table, it can be seen that the coefficient of determination or R2 value is 0.086 or 8.6%. This figure means that 8.6% of Tourism Village Development in South Minahasa Regency can be explained by the variables Reliability (X1), Responsiveness (X2), Assurance (X3), Emphaty (X4), and Tangible (X5). Meanwhile, the remainder (100% - 8.6% = 91.4%) was caused by other factors outside this test.

Discussion

Based on the research results, it is partially known that the Reliability, Assurance, Emphaty and Tangible variables each have an influence on Tourism Village Development, while the Responsiveness variable has no influence on Tourism Village Development. And simultaneously, the variables Reliability, Responsiveness, Assurance, Emphaty, and Tangible have an influence on Tourism Village Development

In this research, the calculated value of the Reliability variable (X1) is 2.768. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value of tcount > ttable is obtained, thus H2 is accepted or in other words the Reliability variable (X1) has an influence on the Development of Tourism Villages in South Minahasa Regency.

This means that the Government Internal Supervisory Apparatus has reliability, accuracy, clear service standards and has the ability to use technology so that the development process takes place without obstacles and is in accordance with development objectives. This research is empirically supported by previous research from Rohman (2019) with the research title Perceptions of Quality of Prambanan Temple Visitors (Comparative Study of Local and International Tourists). Based on the results of research conducted, the Reliability variable has a positive effect on tourist visitor satisfaction.

Different from the Reliability variable, the Responsiveness variable (X2). The calculated value of the variable X2 is -0.575. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value obtained is tcount < ttable, thus H3 is rejected, or in other words partially, the Responsiveness variable (X2) has no effect on the Development of Tourism Villages in South Minahasa Regency.

This means that not all Government Internal Supervisory Apparatus in South Minahasa Regency carry out services according to the predetermined time, and employees are not able to respond quickly, swiftly and precisely due to the limited ability of employees in serving so that in carrying out service tasks and the process of developing tourist villages in South Minahasa Regency is still not optimal. This is empirically supported by previous research, namely research from Poerwarini (2020) entitled Service Quality of Tourist Destinations in Sampang Regency. This research shows that the service quality for the Responsiveness variable still does not meet visitors' expectations, this is proven by the negative gap value.

The calculated value for the Assurance variable (X3) is 2.137. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value of tcount > ttable is obtained, thus H4 is accepted, or in other words, the Assurance variable (X3) partially influences the development of tourist villages in South Minahasa Regency.

This means that the Government Internal Supervisory Apparatus provides guarantees, legality and certainty in services for the tourism village development process. This is empirically supported by previous research from Marga, et al (2022) with the research title Service Quality on Tourist Satisfaction in the Aik Nyet Nature Tourism Area, West Lombok Regency. From the partial test results, it is hoped that tourism actors can maintain service quality for the guarantee variable because this variable has a significant influence on tourist satisfaction and in the future this variable must be a priority in increasing tourist satisfaction.

The t-count value of the Emphaty variable (X4) is 2.137. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value of tcount > ttable is obtained, thus H5 is accepted, or in other words, the Emphaty variable (X4) partially influences the development of tourist villages in South Minahasa Regency.

This means that the Government Internal Supervisory Apparatus in South Minahasa Regency, in carrying out their duties, always serves with a friendly attitude, politeness, and does not discriminate (discriminate) in the service process for developing tourist villages. This is empirically supported by previous research, namely Alyani, et al (2022) with the research title The Influence of Service Quality and Tourist Attractions on Visitor Satisfaction in the Alamendah Tourism Village. The results of the research state that service quality in the Emphaty dimension has a positive effect on Visitor Satisfaction in the Alamendah Tourism Village.

The calculated value of the Tangible variable (X5) is 2.224. With a 5% confidence level in the degrees of freedom (N-2) = 34 – 2 = 32, it can be seen that the ttable value is 2.036. Based on the results of the regression output above, the value of tcount > ttable is obtained, thus H6 is accepted, or in other words, the Tangible variable (X5) partially influences the development of tourist villages in South Minahasa Regency.

This means that the Government Internal Supervisory Apparatus has good service and is supported by adequate facilities and infrastructure and in line with tourists' expectations so that it can improve the image and trust in the development of tourist villages in South Minahasa Regency. This is empirically supported by previous research from Tandafatu and Rangga (2022) with the research title The Influence of Service Quality on Visitor Loyalty in Tourist Villages. The research results partially show that physical evidence influences visitor loyalty.

The results of the joint test statistical test (F Test) on the variables Reliability, Responsiveness, Assurance, Emphaty and Tangible on Tourism Village Development obtained the number Fcount = 4.889 > Ftable = 2.55. This means that together, Reliability, Responsiveness, Assurance, Emphaty, and Tangible influence the development of tourist villages in South Minahasa Regency. The data processing results for R Square are 0.086 or 8.6%. This figure means that 8.6% of Tourism Village Development in South Minahasa Regency can be explained by the variables Reliability, Responsiveness, Assurance, Emphaty, and Tangible. Meanwhile, the remainder (100% - 8.6% = 91.4%) was caused by other factors outside this test.

CLOSING

Conclusion

This research aims to determine the influence of Reliability, Responsiveness, Assurance, Emphaty and Tangible on Tourism Village Development. In this research, the object of research is the Village Old Law in South Minahasa Regency with a population of 87 and a sample of 34 respondents was taken representing each sub-district in South Minahasa Regency.

Based on the results of the research and discussion, several conclusions can be drawn as follows.

1. It is known that partially the Reliability variable (X1) has an influence on Tourism Village Development (Y). This means that the Government Internal Supervisory Apparatus has reliability, accuracy, clear service standards and has the ability to use technology so that the development process takes place without obstacles and is in accordance with development objectives.
2. Partially, the Responsiveness variable (X2) has no effect on Tourism Village Development (Y). This means that not all Government Internal Supervisory Apparatus in South Minahasa Regency respond quickly and swiftly in carrying out service tasks in the process of developing tourist villages in South Minahasa Regency.
3. Partially, the Assurance variable (X3) influences Tourism Village Development (Y). This means that the Government Internal Supervisory Apparatus provides guarantees regarding timeliness, legality and certainty in services for the tourism village development process.
4. Partially, the Emphaty variable (X4) influences Tourism Village Development (Y). This means that the Government Internal Supervisory Apparatus in South Minahasa Regency, in carrying out their duties, always serves with a friendly attitude, politeness, and does not discriminate (discriminate) in the service process for developing tourist villages.

5. Partially, the Tangible variable (X5) influences Tourism Village Development (Y). This means that the Government Internal Supervisory Apparatus has good service and is supported by adequate facilities and infrastructure and in line with tourists' expectations so that it can improve the image and trust in the development of tourist villages in South Minahasa Regency.
6. The results of the joint test statistical test (F Test) on the variables Reliability, Responsiveness, Assurance, Emphaty and Tangible on Tourism Village Development obtained the number Fcount = 4.889 > Ftable = 2.55. This means that together, Reliability, Responsiveness, Assurance, Emphaty, and Tangible influence the development of tourist villages in South Minahasa Regency.

Suggestion

Based on the research results, several suggestions can be put forward as follows.

1. South Minahasa Regency Government Internal Supervisory Officials are expected to be able to improve services by responding to public complaints quickly, alertly and with patience in carrying out their duties.
2. The government is expected to be more optimal in exploring the potential of Tourism Villages in South Minahasa Regency so that initially South Minahasa Regency was included in the first category, namely Startup Tourism Villages, can be developed into Developing Tourism Villages.
3. To develop the potential of a Tourism Village, facilities such as homestays and road access must be improved so that they can provide comfort and convenience for every visitor (tourist), thereby increasing income for the area and being able to become a productive asset that can improve economic welfare.
4. For further research, we can consider or add other variables that are thought to influence the development of tourist villages.

BIBLIOGRAPHY

1. Association of Indonesian Government Internal Auditors (AAIPI). (2021) Regulation Number: PER-01/AAIPI/DPN/2021 Concerning Indonesian Government Internal Audit Standards
2. Abdulsani. (2021). Analysis of the Quality of Public Services at the Central Bangka Regional General Hospital. Bestari Journal Vol. 1 No. 2, March 2021, P.38-52
3. Alyani, Annisa. (2022). The Influence of Service Quality and Tourist Attractions on Visitor Satisfaction in the Alamendah Tourism Village. Journal of Management and Tourism Volume 1 Number 2, October 2022
4. Basuki, M. (2016). The Influence of the Role of Government Internal Supervisory Apparatus on Employee Performance, Work Motivation as a Mediator (Study of Kudus Regency Government Civil Servants)
5. D. Soepono., CDP Makawoka., SS, R. Loindong. (2022). Tourist Attraction, Destination Image and Electronic Word of Mouth (E-WOM) on the Decision to Visit the Kenzo Beach Tourist Attraction, Kombi Village. EMBA Journal Vol. 10 No. July 3, 2022
6. God, Chriswardana. (2019). The Influence of Service Quality on the Destination Image of Ketingan Tourism Village with Electronic Word of Mouth as a Mediating Variable. Bina Sarana Informatics University
7. Hardiyansyah. (2011). Quality of Public Services Concept, Dimensions, Indicators and Implementation. Yogyakarta: Gava Media
8. I Gusti Agung Febrianto. (2023). The Influence of Service Quality on the Satisfaction of

Tourists Staying at Taro Tourism Village Homestay. Journal of Culinary, Hospitality, Digital & Creative Arts and Events Vol 1 Number 1 June 2023

9. Juniarti, Dwi. (2020). Measuring Service Quality at the Tenggir Park Tourist Attraction in Ngargoyoso District Using the Servqual Method. Faculty of Engineering, Muhammadiyah University of Surakarta.
10. Kotler, Philip. (2008). Principles Of Marketing 12th Edition. Marketing Principles (12th Ed). Linguists: Sabran, Bob. Jakarta: Erlangga.
11. Kotler, Philip and Lane Keller. (2017). Marketing Management, 15th Edition New Jersey: Pearson Pretice Hall, Inc
12. LISintya., SLHVJLapian., MMKaruntu. (2018). The Influence of Price and Service Quality on Customer Satisfaction of Go-Jek Online Transportation Services for Feb Unsrat Manado Students. EMBA Journal Vol.6 No.3 July 2018, Page. 1778 – 1787
13. Larasati, DA (2022). The Influence of Facilities and Service Quality on Tourist Satisfaction in the Wanurejo Tourism Village, Magelang Regency. Gemawisata Tourism Scientific Journal Vol 18 No. 3
14. Lubis and Andayani. (2017). The Influence of Service Quality on PT Customer Satisfaction. Sucofindo Batam. Journal of Business Administration Vol 1, No 2, September 2017.
15. Marga, et al. (2022).The Influence of Service Quality on Tourist Satisfaction in the Aik Nyet Natural Tourism Area, West Lombok Regency. Journal of Responsible Tourism Vol. 2 No. 2, November 2022.
16. Novita. (2019). The Influence of Service Quality on Community Satisfaction in Pujon Kidul Educational Tourism, Malang Regency. Journal of Social and Political Sciences Vol. 8 No. 2 (2019)
17. Pantiyasa, W. (2020). Evaluation of Management of Kaba-Kaba Tourism Village, Kediri District, Tabanan Regency. Hospitality Management Scientific Journal
18. South Minahasa Regent Regulation Number 5 of 2022 concerning Position, Organizational Structure, Duties and Functions and Work Procedures of Regional Apparatus
19. Government Regulation Number 60 of 2008 concerning Government Internal Control Systems
20. Poerwani, R. (2020). Service Quality of Tourist Destinations in Sampang Regency
21. Rumagit, MF, Tumbuan, WJA, & Lintong, DCA (2022). The Influence of Ease of Use, Service Quality, and Promotion on Purchasing Decisions Using Go-Food Services in Manado City. EMBA Journal: Journal of Management, Economics, and Business Vol. 10 No.4 October 2022, Pg. 2176-2185
22. Sadono, S. (2004). Macroeconomics, Introductory Theory, PT Raja Grafindo Persada, Jakarta.
23. Sprott, A. (2022). Community Empowerment Through Tourism Village Development (Research in Bangunjiwo Kapanewon Kasihan Village, Bantul Regency, Special Region of Yogyakarta)
24. Soebagyo. (2012). Tourism Development Strategy in Indonesia. Liquidity Research Journal Vol 1 No 2, July-December 2012, Jakarta: FE Pancasila.
25. Supriatna, Agus. (2020). Community Empowerment Strategy Through Tourism Village Development in Rawabogo Village, Ciwidey District, Bandung Regency, West Java Province. Journal of Regional Government in Indonesia.
26. Tandafatu and Rangga. (2022). The Influence of Service Quality on Visitor Loyalty in Tourism Villages. Journal Of Management And Business (Jomb)