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REVITALISING SERVICE SYSTEM TO INCREASE REVISITING INTENTION IN THEMATIC URBAN TOURISM

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ABSTRACT

This research focused on service system in Farm House Susu Lembang and described existing service systems using service blueprint. To be able to describe the service system, then participant observation was conducted by visiting the Farm House Susu Lembang and conducting in-depth interview on other visitors. Based on the blueprint of the service system that exists at this time in the Farm House Susu Lembang, it was found a non-effective service, where tourists were often confused about the taken route to surround the entire area of Farm House Susu Lembang. The confusion about the apparent of route made some tourists have no sense of place and missed some spots in specific areas of Farm House Susu Lembang. So this research suggesting a new service system using the value blueprint, which could make it easier for tourists to explore the Farm House Susu Lembang.

Keywords: value blueprint, tourism, sense of place, service systems.

ABSTRAK

Penelitian ini berfokus pada sistem pelayanan di Farm House Susu Lembang, yang mana menggambarkan *service systems* dengan menggunakan *service blueprint*. Untuk dapat menggambarkan *service systems*, maka dilakukan observasi partisipan dengan mengunjungi Farm House Susu Lembang dan melakukan wawancara mendalam pada para pengunjung. Berdasarkan *blueprint* pada *service systems* yang ada saat ini di Farm House Susu Lembang ditemukan adanya ketidakefektifan, di mana wisatawan sering bingung dengan rute yang diambil untuk mengelilingi seluruh area Farm House Susu Lembang. Kebingungan tentang penampakan rute membuat beberapa wisatawan tidak mendapat pengalaman *sense of place* dan melewati beberapa spot di area tertentu Farm House Susu Lembang. Pada penelitian ini menyarankan sebuah *service systems* baru dengan menggunakan *value blueprint*, yang dapat memudahkan wisatawan untuk menjelajahi Farm House Susu Lembang.

Kata kunci: value blueprint, tourism, sense of place, service systems.

INTRODUCTION

The Covid-19 pandemic has greatly impacted the tourism sector throughout the

world, including Indonesia. The impact of this virus covers various aspects, ranging from social and economic aspects. The entry of Indonesia into the new normal era provides an opportunity for the Indonesian government and tourism to make a recovery in order to restore the economy (Anudya and Rahmawati, 2021).

Bandung is one of the cities that has become a tourist destination in Indonesia, which can attract tourists, especially domestic tourists. Bandung has a very diverse, interesting and unique choice of tourist destinations. The prices offered are also affordable by various groups of people, so that it can be enjoyed by anyone. This is what makes Bandung able to attract tourists to come to visit and have a vacation. Various kinds of tourist destinations in Bandung become a strong impetus for tourists to come to the city of Bandung which is a destination for traveling, one of the destination is Farm House Susu Lembang.

Farm House Susu Lembang is one of the sights in Bandung. Farm House offers several spots by beautiful scenery to take pictures like European-style home, gardens, artificial waterfalls, padlock of love, and the most famous one is the view of the "Hobbit House". The view of the Hobbit House is a small house that resembles house that described in infamous movie and novel with title *The Lord of the Rings*. Farm House Susu Lembang suitable as a family destination, because kids can feed and take pictures with various animals such as rabbits, goats, and sheep. Tourists can also take pictures while putting on traditional European costumes and buy typical of Europe and Indonesia handicrafts.

The number of tourists visiting the Farm House Susu Lembang does not guarantee the sustainability of that place if it is not

followed by improvements on provided service. This research attempted to describe existing service system in the Farm House to use a service blueprint. A "value blueprint" is used to identify where value creation occurs (Alter, 2013), with the hope, this value creation can be a differentiator and to deliver the service systems that effective. To be able to describe the service system, then conducted participant observation by visiting the Farm House Susu Lembang and conducting in-depth interviews on other visitors.

Based on participant observation and in-depth interviews were conducted, it was found a problem on existing service system. The visitors couldn't gain memorable experience and having problem deciding which route to explore due to confusing order of the place. This research suggesting a new service system using the value blueprint so that Lembang Susu Farm House could make a revitalise and improve service quality to attract more tourists to visit and to offer better sense of place than before as an effort to improve service quality. This is also agreed by the statement by Mandasari (2021) and Sartika *et al.* (2021), that consumer knowledge about service quality at a destination is one of the considerations for making a visit.

LITERATURE REVIEW

Service System

In tourism sector, tourists have their own expectation about something after they do some actions like communicate and plan, the expectation is the value that tourists want to get, and that is service.

Service involves two entities or more, which are the two entities created benefit together by exchanging competence. The different competence can created benefit for

each other, it is called value co-creation. Service system is the interacting that happens between one entity and another. The entity should exist in each service system. Each service system engages in three main activities that make up as service interaction (Spohrer *et.al.*, 2007):

1. Proposal: proposing a value co-creation interaction to another service system.
2. Agreement: agreeing to a proposal.
3. Realization: realizing the proposal.

Service system is set of resources which also serves as the resource. One service system related with other service system and created new service system. However, not all that new service system can be considered as one service system. It needs the role of operant resource to connect all service system value co-creation interaction. (Maglio *et al.*, 2009)

Sense of Place

Yi Fu Tuan (2001) states that people experienced a space directly by having room in which to move. By shifting from one place to another, people would acquire a sense of direction. These sense of direction then arranged to a sense of place where the experience from moving from one place to another create a sequences of memory. These memories are unique and particular as various place have different order and sequence. The relationship to how the sense of place affecting human experiences can be described through the interaction between human and places.

There are three dimensions of interaction between humans and places, namely cognitive, behavioral, and emotional aspects (Hashemnezhad, *et all*, 2013). Cognitive aspects of the interaction could be explained as spatial perception and how people identify the environmental elements

and navigate their way by using those elements. Behavioral aspects of the interaction could be found in the activities and functional relationship between people and their environment. Whiel emotional interaction with place leads to how people feel satisfaction and growing attachment to certain place (Altman and Low, 1992). This immense relationship then generate an attachment between individual and their enviroment components. In this regard, people obtain their perception by using their experiences as the main tools. This perception then leads to how they feel about certain place and the intention of revisiting the place.

Value Blueprint

“Value blueprints provide useful information for service design because they encourage the service designer to focus both on how the service provider facilitates value creation and on how the customer creates value” (Alter, 2013). This value blueprint can explain another entity’s role. The entities not only consumers and producers, but also can define the job of supplier. The all entities that involves can making value together. Value defined as “property of a service or thing summarizing its usefulness and importance to a particular person” (Alter, 2013). Consumers value is important thing that accepted by consumers while receiving services. In tourism destination, consumers value can find as cleanliness, beauty, and the convenience of explore that place. Farm House itself, already has cleanliness and beauty. In order to deliver all aspects of the consumers value, then offered a new service system, so that the consumers, or the tourists who visiting Farm House can conveniently explore all the spots.

METHODOLOGY

This paper would be conducted using qualitative approach. To find out the description of a service system that occurred at the Farm House, then it was conducted participant observation and in-depth interviews were conducted to other visitors. Participant observation here conducted to gain direct experience in order to describe the service system based on the experience involved directly into the visitors and got service from the Farm House. Participant observation was done by visiting Farm House three times.

Meanwhile interviews were conducted to know the experiences other people as a validation of participant observation. The interview were conducted with four friends and four of the visitors, which of all the existing eight people who first went to Farm House, and there were also already a few times to get there. The results of the interviews were used to describe the service blueprint based on the existing service system. Additionally it could also be known problems from these experiences.

RESULT AND DISCUSSION

Participant Observation

Based on first experience as a visitor in Farm House, it was felt that there was confusion at the decision to explore the Farm House. Once enter the gateway, there ticket guards asking how many visitors that enter the Farm House then the ticket guards mention total amount to pays. There was no ticket counter, the ticket guards only standing right before the parking area. After the ticket guards gives the tickets, then enter the parking area. In parking area there was parking guards to arrange for buses, cars, and motorcycles.

Right before the entrance, there are very long queues. They lined up to redeem their ticket with grilled sausage or fresh milk. Actually the visitors do not have to exchange their ticket before entrance the Farm House, they also can redeem their tickets after they come out. The visitors can eat their sausage or milk while surrounded Farm House.

After entrance board, there were no signs or clear the way pointing for the visitors. Additionally there was no clear direction for the direction of the desired photo spots. Farm House also did not provide a map location to facilitate the tourists to explore the Farm House. So after redeem the tickets, the observation continues to gift shop. The gift shop offers many kind of handicraft. Next the gift shop, there the toilets.

Besides the toilets, be found few café and restaurant. The café and restaurant offers beauty scenery. The visitors can choose where to sit in café and restaurant, inside café and restaurant offers the unique interior and outside the café and restaurant that offers a view of nature. While in the café and restaurant, seen some visitors wear European traditional costumes. Visitors can rent the European traditional costumes in specific counter in front of toilets. But that counter does not have a board that is not easily known.

Behind the redeem tickets counter are hidden path to the Hobbit House. Visitors can take photos there. After doing first participant observation with became a visitor Farm House, the service system that existed in the Farm House was as portrayed in **Figure 1**.

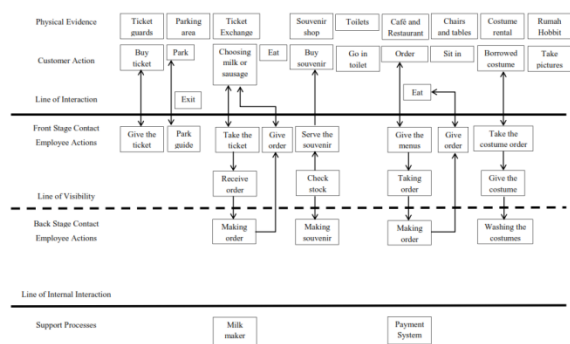


Figure 1 Service Blueprint in Farm House

In second experience doing participant observation, realized that missing a resting area. From the outside, that hall was only information desk with a receptionist. It turns out that behind that desk there much chair and table that the visitors can rest inside. This is known in second visit because of heavy rain and seeking place for shelter.

In third experience doing participant observation, a friend mentions that there padlock of love area in Farm House. After asking to few people, known that padlock area are threshold Farm House where the path to get there a little bit hidden and sectional.

In-depth Interview

In-depth interviews were conducted while doing third participant observation by interviewed four friends and four other visitors.

The vagueness was also felt by the other visitors. Some visitors even asked specific locations to others. Such "*Where is Hobbit House?*" or "*There is a padlock of love here?*" It became bad because the main interesting thing in Farm House was Hobbit House and padlock of love. These spots obscurity would make visitors disappointed if in the end they could not find the place. In fact Farm House itself was not a too broad

destination to discover everything in one visit.

"It's confusing. It is not clear to be going where". It was the response of the eighth participant of in-depth interviews. The Participant admitted to confusion when explored Farm House, moreover, the participant visited the Farm House at weekends when it was crowded.

After a visit the second participant observation, it was felt that some places have been missed and it is only realized after the second visit, namely skipped the gift shop and did not even know about the existence of the padlock of love. It was also felt by some of the participant. When asked whether they know all the specific location of the spots on their first visit, they answered no. *"I just knew the location of the padlock of love after the second visit. And it could be done because of that time it was more neat and my friend asked where the padlock of love."*

If a tourist did not seek information outside Farm House first, for example, through social media, about what spots provided, so the tourist could have missed some spots there. As in participant observation were first performed. It had also been experienced by a participant of in-depth interview. *"Is there really that place?"* It was an answer of some participants when asked about the padlock of love spot which was located bit hidden away.

"There are no directions, signboards, or map there". This was revealed by one participant of in-depth interviews. The experience felt by some in-depth interviews participants were their confusion on routes that were not made clear. Necessary create clear directions or maps so tourists would not miss some interesting spots.

Propose New Value Blueprint

The existing service blueprint that created based on experience while doing participant observation and conducted interviews with eight other visitors. This paper attempted to offer new service system using the value blueprint as illustrated in **Figure 2**.

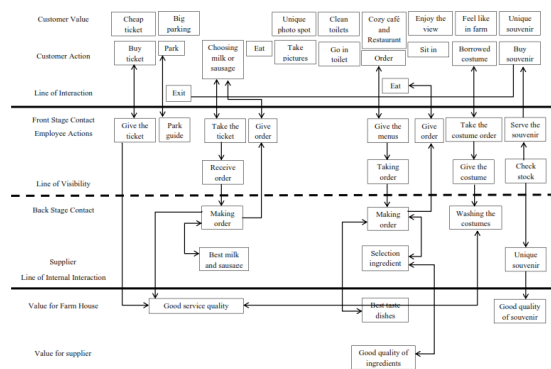


Figure 2 New Value Blueprint in Farm House

In **Figure 2**, a new system service that was by applying a clear route to tourists. A clear route can be applied by using directions is clear and complete, or septums that made so that tourists will not confused by passing the same area several times. By the application of the septum and the provision of a clear route are expected that no more tourists piled up only in one particular area and make it too crowded.

Service system that try offering is the provision of route from service ticket redemption. Where tourists can exchanges their tickets with grilled sausages or fresh milk. After they redeemed their ticket, they can enter the area of Hobbit House. In the Hobbit House area, there is not only Hobbit House, but also feeding place and take pictures with the animals that provided such as goats, sheep, and rabbits. In addition there are spots like photo Indian houses, prisons, and homes cowboy. After passing the Hobbit

House area, tourists can pass through an artificial waterfall and then move to the padlock of love area. Tourists can buy a padlock for then write their names and mount it in available places.

After that they can continue in the café and restaurant area, where to get there they will pass through a toilet, a few small shop and also rental costume to take pictures. Café and restaurant in the Farm House also offer a beautiful view. After that they can come out of the Farm House by passing the resting place and the gift shop to buy handicrafts as souvenirs.

The obvious difference on the **Figure 1** service blueprint is found on the route. On the **Figure 1**, the tourists can enter Farm House randomly as they wish, in which it will confuse them for passing the same spot several times and miss some hidden places.

CONCLUSION

This study aims to describe existing service systems using service blueprint in Farm House Susu Lembang. Following known the service system that already exist, find out an important problem that mention by all the in-depth participants, that is there was no clearly route to visitors. Visitors usually get confused and through the same place several times because of there was no board to inform certain area. A new service system using value blueprint is suggested to resolve that problem. This new service system contains implementation a clear route which is easier for visitors to explore all spots that provide in Farm House Susu Lembang. In addition, if Farm House Susu Lembang still wants to maintain the colonial concept with a modern style, it is necessary to select further details such as colors, materials, and textures (Fitriyanto, 2021).

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