

Appendix 1. Research Instrument

RESEARCH INSTRUMENTS AN ANALYSIS OF TOURIST SATISFACTION WITH LANGUAGE PROFICIENCY AND SERVICE QUALITY OF TOUR GUIDES IN LOVINA

1. QUESTIONNAIRE

General information

1. Name :
2. Age :
3. Nationality :
4. Duration of visit :

Instructions:

Please rate the following statements based on your experience during the tour.

Scale: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

A. Tour Guide Language Proficiency

No	Statement	1	2	3	4	5
1	The tour guide used correct grammar and sentence structures.					
2	The vocabulary used was appropriate and easy to understand.					
3	The guide spoke smoothly without unnecessary pauses.					
4	The information was well-organized and easy to follow.					
5	The guide adapted their language based on the tourists' cultural backgrounds.					
6	The guide used polite and culturally appropriate expressions.					
7	The guide explained cultural and historical information clearly.					

8	The guide was engaging and made the tour interesting.					
9	The guide effectively explained concepts when tourists didn't understand.					
10	The guide used gestures or rephrased information when needed.					
11	The guide spoke confidently and with enthusiasm.					
12	The guide's voice was clear and easy to hear.					

B. Tour Guide Service Quality

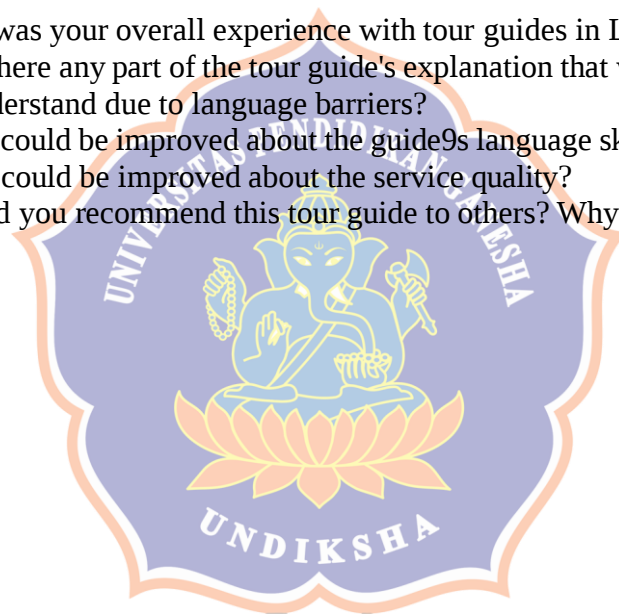
No	Statement	1	2	3	4	5
13	The tour started and ended as scheduled.					
14	The tour guide provided accurate information throughout the trip.					
15	I received all the services that were promised in the tour package.					
16	The tour guide responded quickly to questions or concerns.					
17	I was informed in advance about the timing and details of activities.					
18	The tour guide was polite and professional.					
19	I felt safe and comfortable during the tour.					
20	The guide paid attention to individual needs of the tourists.					
21	I felt the guide truly cared about my experience.					
22	The tour vehicle and equipment were clean and well-maintained.					

23	The guide was well-dressed and had a professional appearance.					
24	I am satisfied with the quality of service provided during the tour.					
25	I would recommend this tour guide/company to others.					

2. INTERVIEW

Please answer the questions based on your experience.

1. How was your overall experience with tour guides in Lovina?
2. Was there any part of the tour guide's explanation that was difficult for you to understand due to language barriers?
3. What could be improved about the guide's language skills?
4. What could be improved about the service quality?
5. Would you recommend this tour guide to others? Why or why not?



Appendix 1. Validation of Research Instrument

QUESTIONNAIRE INSTRUMENT VALIDATION FORMAT

Number of Statement	Expert Judgment*)			Note
	Relevant	Less Relevant	Not Relevant	
Tour Guide Language Proficiency				
1	√			
2	√			
3	√			
4	√			
5	√			
6	√			
7	√			
8	√			
9	√			
10	√			
11	√			
12	√			
Tour Guide Service Quality				
13	√			
14	√			
15	√			
16	√			
17	√			
18	√			
19	√			
20	√			
21	√			
22	√			
23	√			
24	√			
25	√			

INTERVIEW INSTRUMENT VALIDATION FORMAT

Number of Questions	Expert Judgment ^{*)}			Note
	Relevant	Less Relevant	Not Relevant	
1	√			
2	√			
3	√			
4	√			
5	√			

^{*)} The judgment results are carried out by giving a check mark in the appropriate column.

Singaraja, 31 May 2025

Validator



Dr. Rima Andriani Sari,
S.Pd., M.Hum.

QUESTIONNAIRE INSTRUMENT VALIDATION FORMAT

Number of Statement	Expert Judgment ^{*)}			Note
	Relevant	Less Relevant	Not Relevant	
Tour Guide Language Proficiency				
1	√			
2	√			
3	√			
4	√			
5	√			
6	√			
7	√			
8	√			
9	√			
10	√			
11	√			
12	√			
Tour Guide Service Quality				
13	√			
14	√			
15	√			
16	√			
17	√			
18	√			
19	√			
20	√			
21	√			
22	√			
23	√			
24	√			
25	√			

INTERVIEW INSTRUMENT VALIDATION FORMAT

Number of Questions	Expert Judgment ^{*)}			Note
	Relevant	Less Relevant	Not Relevant	
1	√			
2	√			
3	√			
4	√			
5	√			

^{*)} The judgment results are carried out by giving a check mark in the appropriate column.



Singaraja, 31 May 2025

Validator

Desak Ketut Meirawati,
S.Pd., M.Pd.

Appendix 2. Documentation







Videos and Audios

<https://drive.google.com/drive/folders/133cTmjBf4nN2vc0qJZ12QmWOowy65sQ->