

## **FINAL REPORT**

# **LOCATION AND SERVICE QUALITY ON CUSTOMER LOYALTY AS A TOURIST ATTRACTION IN SOUTH SUMATERA**



**To fulfill one of the graduation requirements for the D-III English Study Program  
Politeknik Negeri Sriwijaya**

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**D-III ENGLISH STUDY PROGRAM  
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2025**

## **APPROVAL PAGE**

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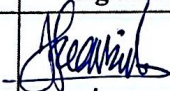
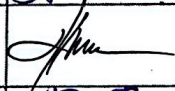
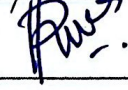



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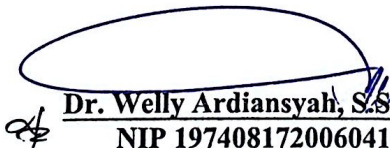
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## PLAGIARISM-FREE DECLARATION

I the undersigned,

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 11th July 2025



Chania Yasmin

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## **PREFACE**

First and foremost, the writer would like to express her sincere gratitude to Allah SWT for His infinite grace, which made this research possible. This research, entitled "Strategic Location and Service Quality on Customer Loyalty as a Tourist Attraction in South Sumatra," was created to fulfill one of the graduation requirements in the D-III English Study Program of Sriwijaya State Polytechnic.

The writer would like to thank all those who have provided moral and material support in completing this final report. The writer would also like to thank the sources who have allowed the author to obtain data and information related to this report. The writer realized that there may still be some errors in this research, which may be due to limited experience and knowledge. Therefore, the writer welcomes suggestions and criticisms to help improve the quality of this research. Finally, the writer hope this final report can be helpful for readers in finding information related to Boekit Gandus and valuable for students of the Department of Language and Tourism of Sriwijaya State Polytechnic.

**Chania Yasmin**

## **ABSTRACT**

This study investigates the influence of service quality and location on customer loyalty at the nature-based tourist destination Boekit Gandus. The research addresses the issue of limited road access and the site's less strategic location, which pose challenges for visitors. Using a qualitative approach, data were collected through observation and interviews involving tourists and staffs. The findings reveal that despite accessibility issues, visitors continue to return, showing strong loyalty driven primarily by high service quality. Key aspects such as responsiveness, personal attention, reliability, and professionalism significantly influence customer satisfaction and loyalty. These results align with the service quality theory by Parasuraman et al. (1988), confirming that excellent service can overcome physical location constraints. This study provides practical insights for tourism managers, suggesting that improving service quality is essential in maintaining visitor loyalty even when the location is not ideal. It is recommended that stakeholders focus on enhancing service delivery while gradually improving physical access to ensure long-term success.

**Keywords:** location, service quality, customers loyalty, nature tourism, Boekit Gandus

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