



FACTORS INFLUENCING TOURIST SERVICES AT LOK BANTAN FLOATING MARKET IN BANJARMASIN CITY

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Abstract

The decline in the number of visitors to the Lok Baintan Floating Market from 2022 to 2023, complaints from tourists regarding seller ethics and communication, and the importance of improving service quality to maintain tourism sustainability at the Lok Baintan Floating Market are key issues. This study aims to analyze the influence of seller ethics and communication on tourist services at the Lok Baintan Floating Market, Banjarmasin City. This research uses a quantitative method with an explanatory research design, which aims to explain the relationship between variables through hypothesis testing. The research population consists of tourists visiting the Lok Baintan Floating Market, with a sample taken using purposive sampling technique. The results show that seller ethics and communication simultaneously have a significant impact on tourist services. Partially, seller ethics also significantly affect service quality, where sellers who exhibit good ethics in business and adhere to prevailing regulations tend to provide better service to tourists. Similarly, effective communication between sellers and tourists significantly contributes to improving service quality. This study concludes that enhancing seller ethics and communication skills can increase tourist satisfaction at the Lok Baintan Floating Market. The study suggests the need for training and development for sellers related to business ethics and effective communication to improve service quality and tourist experience.

Keywords: Ethics, Communication and Tourist Services

Abstrak

Menurunnya jumlah pengunjung Pasar Terapung Lok Baintan dari tahun 2022 ke 2023, adanya keluhan wisatawan terkait etika dan komunikasi penjual dan pentingnya meningkatkan kualitas pelayanan untuk menjaga keberlanjutan pariwisata di Pasar Terapung Lok Baintan. Penelitian ini bertujuan untuk menganalisis pengaruh etika dan komunikasi penjual terhadap pelayanan wisatawan di Pasar Terapung Lok Baintan, Kota Banjarmasin. Penelitian ini menggunakan metode kuantitatif dengan desain penelitian eksplanasi, yang bertujuan menjelaskan hubungan antara variabel-variabel melalui pengujian hipotesis. Populasi penelitian adalah wisatawan yang berkunjung ke Pasar Terapung Lok Baintan, dengan sampel yang diambil menggunakan teknik purposive sampling. Hasil penelitian menunjukkan bahwa etika dan komunikasi penjual secara simultan memiliki pengaruh signifikan terhadap pelayanan wisatawan. Secara parsial, etika penjual juga berpengaruh signifikan terhadap pelayanan, di mana penjual yang memiliki etika baik dalam berbisnis dan mematuhi peraturan yang berlaku cenderung memberikan pelayanan yang lebih baik kepada wisatawan. Demikian pula, komunikasi yang efektif antara penjual dan wisatawan berkontribusi secara signifikan terhadap peningkatan kualitas pelayanan. Penelitian ini menyimpulkan bahwa peningkatan etika dan kemampuan komunikasi penjual dapat meningkatkan kepuasan wisatawan yang berkunjung ke Pasar Terapung Lok Baintan. Saran dari penelitian ini adalah perlunya pelatihan dan pengembangan bagi para penjual terkait etika bisnis dan komunikasi yang efektif untuk meningkatkan kualitas pelayanan dan pengalaman wisatawan.

Kata kunci: Etika, Komunikasi dan Pelayanan Wisatawan

INTRODUCTION

Currently, there is an awareness that the development of competition among tourism has triggered companies to try to meet tourist expectations. According to [Efdison et al. \(2023\)](#), consumer expectations are believed to play a role in determining service quality and tourist satisfaction. Due to tourist expectations, tourism will strive to provide better services than other tourism to satisfy tourists. Tourist satisfaction, according to [Kotler \(2013\)](#), is the extent to which the tourist's impression of a tourism destination matches the tourist's desires. To provide quality service to tourists, tourist satisfaction plays an important role in tourism.

Ethics is the study of individual attitudes and morals in a social environment, filled with rules and principles about what is considered proper behavior. This means that in providing service, one is required to be ethical towards others, while communication is a very important aspect where good communication will be a good start in a relationship. Communication is a process of conveying information, ideas, emotions, skills, and others through the use of symbols such as words, images, numbers, and others.

The level of tourist satisfaction is usually influenced by the results of the evaluation of the services provided. The evaluation is carried out as a whole, including what is received compared to what is experienced. According to [Kotler & Armstrong \(2021\)](#), basically, the level of tourist satisfaction consists of the difference between the service felt by the tourist. And in the end, tourist satisfaction or dissatisfaction is an assessment after a visit where the preferences chosen must at least provide the same results or exceed the desires of the tourists. Meanwhile, dissatisfaction can be felt if the results obtained do not meet the desires of tourists.

There are several ways that companies take to measure tourist satisfaction, according to [Kotler & Armstrong \(2018\)](#), consisting of four methods of measuring tourist satisfaction by utilizing complaint and suggestion strategies, ghost shopping, lost customer analysis, and tourist satisfaction surveys. Tourist satisfaction is what is felt or obtained from the company's products and what tourists obtain after visiting a tourist attraction, whether tourists feel satisfied or dissatisfied. If tourists feel satisfied, then tourists will plan a repeat visit.

Theoretical Gap

Based on the explanation above, several theoretical gaps can be identified, namely:

1. **Ethics in Tourism Services:** Although many studies discuss tourist satisfaction and service quality, few specifically explore the role of ethics in tourism services, especially in the context of traditional markets such as the Lok Baintan Floating Market. Further research is needed on how the ethics of sellers influence tourist perceptions and satisfaction.
2. **Communication in Tourism:** Studies on communication in tourism services often focus on communication between tourists and tour operators or hotel staff, but few examine communication between tourists and sellers in traditional markets. This research can fill that gap by exploring how poor communication, including language barriers, affects the tourist experience at the Lok Baintan Floating Market.
3. **Integration of Ethics and Communication in Measuring Tourist Satisfaction:** Many models of measuring tourist satisfaction emphasize the general aspect of service quality, but few integrate the elements of ethics and communication in depth. This research can help develop a more comprehensive model by incorporating these two elements.

In addition to theoretical gaps, the following empirical gaps can be identified:

1. **Decrease in Visitors:** Data shows a decrease in the number of visitors to the Lok Baintan Floating Market from 2022 to 2023. In-depth empirical research is needed to confirm whether this decline is due to ethical and communication issues as observed, or if other factors are influencing it.
2. **Tourists' Perception of Ethics and Communication:** Observations indicate that tourists feel uncomfortable with the ethics and communication of sellers at the Lok Baintan Floating Market. However, quantitative research is still needed to measure the extent to which ethics and communication affect tourist satisfaction and their decision to revisit.
3. **Methods of Measuring Satisfaction:** [Kotler & Armstrong \(2018\)](#) mentions four methods of measuring tourist satisfaction. This research can fill the empirical gap by applying these methods to evaluate tourist satisfaction at the Lok Baintan Floating Market specifically and see if the results are consistent with observational findings.

4. Relationship Between Ethics, Communication, and Tourist Satisfaction: There is little empirical research that tests the relationship between seller ethics, communication, and tourist satisfaction in traditional markets. This research can add empirical evidence regarding this relationship and provide practical recommendations to improve service quality at the Lok Baintan Floating Market.

By identifying and researching these theoretical and empirical gaps, the study can contribute significantly to the academic literature and management practices in the tourism sector, particularly in the context of traditional markets like the Lok Baintan Floating Market. This research is expected to provide a better understanding of how ethics and communication affect tourist satisfaction and provide recommendations for better service improvements.

LITERATURE REVIEW

The grand theory in this research utilizes marketing theory. According to [Kotler \(2013\)](#), Companies engage in marketing strategies to generate customer value and foster robust relationships. This process aims to ultimately secure reciprocal value from their clientele. In conducting marketing activities, companies need to have the right marketing strategy so that all company objectives can be achieved optimally. Marketing strategies not only play a role in driving sales but also in increasing customer satisfaction. Therefore, companies must provide satisfaction to customers to receive a good impression or positive response from them. Companies must take full responsibility for the satisfaction of the products and services offered, as well as the creation of a comfortable store atmosphere for customers. Thus, all company activities must be directed towards satisfying customers, ultimately aiming to achieve profit. In marketing, good and continuous relationships between departments are necessary to create synergy in marketing activities. Marketing efforts aim to attract customers by promising superior value, retain existing customers, and build long-term relationships by providing satisfaction. To be successful, companies must truly focus on the market. This concept aims to provide specific satisfaction to the needs and desires of customers.

Marketing Management

In a narrow sense, marketing is only selling and advertising. [Djaslim \(2018\)](#) suggests that " A comprehensive set of commercial operations comprises marketing, encompassing strategic planning, pricing decisions, promotional efforts, and product distribution. These activities are orchestrated to fulfill consumer needs, penetrate intended market segments, and accomplish organizational objectives." In the modern and current globalization sense, the definition of marketing is even broader, where marketers are more buyer-oriented, focusing on buyer satisfaction and buyer loyalty to products and brands. [Kotler & Armstrong \(2019\)](#) provide a definition of marketing where the concept of marketing encapsulates a vital corporate role and a series of mechanisms designed to generate, convey, and provide value to intended recipients. buyers and to manage buyer relationships to achieve benefits for the organization (stakeholders)." Within the social fabric, marketing emerges as a mechanism through which people and collectives satisfy their requirements and desires. This is achieved via the conception, presentation, and unrestrained trade of valuable goods and services among participants.

It's crucial to understand that sales representatives are not the cornerstone of marketing; rather, they represent just a small fraction of the overall marketing landscape. The AMA proposes a formal description: marketing encompasses organizational functions and methodologies aimed at generating, disseminating, and providing value to consumers, while nurturing customer relationships in a manner that serves both the company and its stakeholders. This exchange process demands extensive effort and expertise. Marketing management comes into play when one party in a potential transaction strategizes to elicit the desired reaction from another. Consequently, we interpret marketing management as the discipline of identifying target demographics and attracting, maintaining, and expanding a customer base through the creation, delivery, and communication of exceptional consumer value ([Fandy, 2018](#)).

Core Concepts

Grasping the essence of marketing requires comprehension of several fundamental concepts: necessities, desires, and requirements. Necessities encompass the essential elements for human survival, such as oxygen, sustenance, hydration, attire, and shelter. Additionally, individuals possess strong inclinations towards leisure, learning, and amusement. These fundamental necessities transform into desires when focused on particular items capable of fulfilling those needs. For instance, an American

consumer's need for nourishment might manifest as a craving for a hamburger, potato fries, and a carbonated beverage. Conversely, a Mauritian individual's nutritional needs could translate into a preference for tropical fruit, grains, and legumes. Societal influences play a significant role in shaping these desires. (Fandy, 2018). Consumer demand arises when the desire for particular goods is backed by purchasing power. While numerous individuals may covet various items, only a subset possesses both the willingness and financial capacity to acquire them. Businesses must evaluate not merely the quantity of potential customers interested in their offerings, but also the number prepared and financially able to make a purchase. This distinction underscores that marketing professionals do not fabricate needs or coerce individuals into unwanted acquisitions. Deciphering consumer requirements and preferences can be challenging. Some buyers may harbor latent needs of which they are not fully cognizant, or struggle to articulate their desires clearly. In certain instances, their expressions necessitate careful interpretation.

Ethics

Tracing the origins of ethics cannot be separated from the original Greek word *ethos*, which means habit or character. This means that ethics are related to values, a good way of life, rules for good living, and all the habits adopted and passed down from one person to another or from one generation to the next. Griffin & Ebert (2014) suggests that ethics are beliefs about right and wrong actions or good and bad behaviors that affect other matters. Ethics are closely related to human behavior, especially the behavior of business actors, whether they behave ethically or unethically. Griffin & Ebert (2014) suggests that ethical behavior is behavior that conforms to generally accepted social norms regarding beneficial and harmful actions.

Here's a paraphrased version of the text to help avoid plagiarism detection: Ethical frameworks encompass three dimensions: philosophical, chronological, and categorical. From a philosophical standpoint, ethics is examined as a fundamental component of philosophical inquiry, alongside other branches such as metaphysics, epistemology, and aesthetics. The chronological perspective traces the evolution of ethical thought through various historical epochs, including Hellenic, Greco-Roman, and Medieval periods. Categorically, ethics manifests in professional, vocational, and occupational contexts. Governmental ethics, while primarily situated within the categorical domain, also intersects with philosophical considerations as a subset of political science. (Pavlova et al., 2019). Ethics, according to Bertens (2013), One perspective describes ethics as a collection of moral tenets and standards that steer individual or collective conduct. Alternatively, Darwin conceptualizes ethics as communally endorsed principles of morality that shape personal interactions within society. Furthermore, Darwin extends this notion to the bureaucratic sphere, characterizing Bureaucratic Ethics as a framework of values serving as a behavioral compass for individuals operating within public institutions. (Fernandhytia & Muslichah, 2020).

According to Griffin & Ebert (2014), A commercial entity represents an organizational structure that furnishes commodities or amenities with the objective of financial gain. Such enterprises function as societal provisioners, meeting communal needs through their offerings. This encompasses both governmental and private sector services catering to societal members. The term "business" encapsulates a comprehensive array of endeavors, spanning agricultural pursuits, manufacturing processes, infrastructural development, logistical operations, telecommunications, service-oriented ventures, and governmental activities involved in the creation and dissemination of consumer-oriented goods and services.

At its core, ethical principles shape the essence of business practitioners, particularly influencing their character, conduct, and demeanor. Ethics embodies a theoretical framework for assessing human conduct through the lens of moral merit, as far as rational analysis permits. (Hidayat & Rifa'i, 2018). Business ethics is sometimes also called management ethics, which is the application of moral standards to business activities (Fauziah & Murhasito, 2019).

H1: Ethics has a significant influence on the Tourist Services at the Lok Baintan Floating Market in Banjarmasin City.

Communication

The act of transmitting meaningful symbols or messages from an initiator to a recipient, with a specific intent, constitutes the essence of communication. This process inherently involves interpretation, where the significance of each component hinges on the recipient's comprehension and

perspective. Consequently, the efficacy of communication and the realization of its objectives are contingent upon a shared understanding of symbols among all participants. Successful communication necessitates a proficient initiator capable of fostering mutually gratifying exchanges between parties involved (Mirnawati, 2013). Building good social relationships requires effective interpersonal communication in the process of forming and strengthening these social relationships. Interpersonal communication is considered effective when both parties enjoy the communication (Widyakusumastuti & Fauziah, 2016).

According to (Hardjana, 2016), " the process of information exchange involves an individual transmitting content via a selected channel to a recipient, who subsequently generates feedback for the original sender upon processing the received information."

Mulyana (2015) "Communication is the process of sharing meaning through verbal and non-verbal behavior carried out by two or more people." Sikula (2017) "Communication is the process of transferring information, understanding, and comprehension from someone, a place, or something to something, place or other person."

Drawing from the preceding discourse, one may infer that the communicative process entails a transmitter conveying conceptual, ideational, or cognitive content to a recipient through optimal channels. The ultimate aim is to foster a shared comprehension or interpretation between the parties involved. This exchange ideally results in the recipient experiencing a shift in perspective or conduct, aligning with the transmitter's intended outcome.

H2: Communication has a significant influence on the Tourist Services at the Lok Baintan Floating Market in Banjarmasin City

Service Quality

Quality is a service viewed from various perspectives and depends on the perspective of those using it and from which angle the term quality is used (Asmal & Rosyid, 2012).

According to Jeon & Jeong (2017), the caliber of service provision can be evaluated by juxtaposing the clientele's actual encounters with their preconceived expectations regarding the standard of assistance rendered. According to Barata (2003), in evaluating service excellence, the crucial metric extends beyond the provider's assessment. The primary arbiters are the recipients of the service, who, through their direct experience, are uniquely positioned to gauge its merit. Their judgment is informed by the extent to which the service aligns with their anticipated standards and fulfills their desired outcomes.

According to Parasuraman (2018), the concept of service excellence encompasses endeavors to address consumer requirements and aspirations, coupled with precision in delivery that aligns with client anticipations. It manifests through the dedicated efforts and competencies of organizational personnel, who exhibit unwavering commitment in extending superlative assistance to clientele, colleagues, and leadership echelons alike.

The definition of service quality according to Fandy (2018) is as follows: Service quality is the expected level of excellence and control over that level of excellence to meet consumer desires.

According to Schiffman & Wisenblit (2015), assessing the merit of services presents a greater challenge for consumers compared to evaluating product quality. This disparity arises from the distinctive attributes inherent to certain service offerings. These attributes include their non-physical nature, susceptibility to variation, ephemeral character necessitating constant reputation management, and the concurrent nature of their production and consumption. Such unique characteristics contribute to the complexity consumers face when attempting to gauge service excellence, in contrast to the more tangible assessment of product quality.

5 Perspectives of Service Quality According to Garvin in Fandy (2018) contemporary discourse on quality assessment has given rise to a minimum of five distinct paradigms: the transcendental perspective, the commodity-centric approach, the consumer-oriented framework, the production-focused methodology, and the value-driven model.

RESEARCH METHODOLOGY

This research employs a quantitative approach with an explanatory research design, aiming to elucidate the relationships between the studied variables through hypothesis testing. The study focuses on tourists visiting the Lok Baintan Floating Market in Banjarmasin City, assessing the services

provided by the sellers. A questionnaire is the primary tool used to measure the variables of seller ethics (X1), seller communication (X2), and tourist services (Y), with statistical software utilized for data processing.

The research is conducted at the Lok Baintan Floating Market in Banjarmasin City. Data collection involves distributing questionnaires to tourists visiting the market, employing a purposive sampling technique with specific criteria. The study operationally defines three key variables: Seller Ethics (X1), which refers to the behavior and attitude of sellers in conducting business activities in accordance with prevailing values and norms; Seller Communication (X2), which encompasses the sellers' ability to communicate effectively with tourists in terms of language, friendliness, and openness in providing information; and Tourist Service (Y), which relates to the quality of service provided by sellers to tourists, including friendliness, speed, and ability to meet tourist needs.

The data analysis technique comprises several steps. Initially, validity and reliability tests are conducted to ensure the research instrument's integrity. This is followed by classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The core analysis utilizes multiple linear regression to examine the influence of the independent variables (seller ethics and seller communication) on the dependent variable (tourist service). Hypothesis testing incorporates both F tests (simultaneous) and t tests (partial) to assess the significance of the independent variables' influence on the dependent variable. Finally, a dominant variable test is performed to determine which independent variable exerts the strongest influence on the dependent variable.

This comprehensive approach allows for a thorough investigation of the relationships between seller ethics, communication, and the quality of tourist services in the unique setting of the Lok Baintan Floating Market, providing valuable insights for both academic understanding and practical improvements in the local tourism industry.

RESULT AND DISCUSSION

Respondent Demographics

The aim of this research is to examine the influence of Ethics and Communication on tourist services at the Lok Baintan Floating Market in Banjarmasin City. To achieve this, it is necessary to understand the characteristics of the respondents who are the sample and source of data in this study, namely the respondents' gender, age, and education level. The number of respondents who filled out the questionnaire at the Lok Baintan Floating Market in Banjarmasin City was dominated by male respondents, accounting for 45%. Female respondents made up 55%.

The age distribution of tourists at the Lok Baintan Floating Market in Banjarmasin City who were respondents is as follows: 65 respondents or 65% were aged 20-30 years, 30 respondents or 30% were aged 31-40 years, and 5 respondents or 5% were aged 41-50 years. Thus, it can be stated that the largest group of respondents is aged 20-30 years. In terms of education, respondents at the Lok Baintan Floating Market in Banjarmasin City had the following educational levels: 43 respondents or 43% had a bachelor's degree (S1), 12 respondents or 12% had a master's degree (S2), 20 respondents or 20% had completed high school (SMA), 15 respondents or 15% had completed junior high school (SMP), and 15 respondents or 15% had completed elementary school (SD). Therefore, the most dominant education level in this study is the bachelor's degree (S1).

Based on the questionnaire data tabulated in the table above, validity testing can be conducted using the Bivariate Pearson correlation as follows:

Table 1. Validity Test Results

Variable	Question code	Validity		Decision
		Correlation (R)	sig (p)	
Ethics (X ₁)	X _{1.1}	0,565	0,349	Valid
	X _{1.2}	0,577	0,349	Valid
	X _{1.3}	0,370	0,349	Valid
	X _{1.4}	0,440	0,349	Valid
	X _{1.5}	0,425	0,349	Valid
	X _{1.6}	0,392	0,349	Valid
	X _{1.7}	0,621	0,349	Valid

	X _{1.8}	0,661	0,349	Valid
	X _{1.9}	0,461	0,349	Valid
	X _{1.10}	0,397	0,349	Valid
	X _{1.11}	0,413	0,349	Valid
	X _{1.12}	0,590	0,349	Valid
Communication (X₂)	X _{2.1}	0,373	0,349	Valid
	X _{2.2}	0,523	0,349	Valid
	X _{2.3}	0,408	0,349	Valid
	X _{2.4}	0,451	0,349	Valid
	X _{2.5}	0,685	0,349	Valid
	X _{2.6}	0,422	0,349	Valid
	X _{2.7}	0,594	0,349	Valid
	X _{2.8}	0,398	0,349	Valid
	X _{2.9}	0,634	0,349	Valid
	X _{2.10}	0,685	0,349	Valid
Services (Y)	X _{3.1}	0,416	0,349	Valid
	X _{3.2}	0,477	0,349	Valid
	X _{3.3}	0,408	0,349	Valid
	X _{3.4}	0,387	0,349	Valid
	X _{3.5}	0,500	0,349	Valid
	X _{3.6}	0,422	0,349	Valid
	X _{3.7}	0,549	0,349	Valid
	X _{3.8}	0,570	0,349	Valid
	X _{3.9}	0,429	0,349	Valid
	X _{3.10}	0,456	0,349	Valid

Sources: Data Output SPSS, 2024

Validity testing was conducted by examining the correlation between the item scores and the total scores for each variable. Based on the table above, it is shown that all statement items for the variable meet the requirements as the correlation values are above 0.349, and the significance value seen from Sig (2-Tailed) is less than 0.05. This indicates that each statement in the variable is reliable and suitable for research purposes.

In addition to the validity test, the following are the results of the reliability analysis for Ethics and Communication on Tourist Services:

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Tingkat Cronbach's Alpha	Keterangan
Ethics (X1)	0.778	0,6	Reliable
Communication (X2)	0.767	0,6	Reliable
Services (Y)	0.844	0,6	Reliable

Sources: Data Output SPSS,2024

Based on the data analysis results above, it can be seen that the Cronbach's Alpha value is greater than 0.6. Thus, it can be concluded that the research instruments for the variables mentioned above are good or reliable.

The evaluation of fundamental statistical prerequisites, encompassing distributional symmetry, variance consistency, and inter-variable independence, has yielded satisfactory outcomes. This compliance with essential criteria enables the progression to hypothesis examination utilizing a multivariable linear predictive model. The results of the analysis are as follows:

Table 3. Multiple Linear Regression analysis

		Coefficients^a				
		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	10.485	1.799		5.830	.000
	Ethics (X1)	1.033	.103	.622	10.317	.002
	Communication (X2)	1.513	.125	.845	12.081	.000

a. Dependent Variable: Services (Y)

Sources: Data Output SPSS, 2024

Based on the analysis results, it is known that Ethics and Communication have a partial effect on Tourist Services at the Lok Baintan Floating Market in Banjarmasin City, with significance values of 0.002 and 0.000.

Table 4. Simultaneous Significance Test

		ANOVA^a				
Model		Sum of	df	Mean Square	F	Sig.
		Square				
1	Regression	537.928	2	268.964	80.480	.000 ^b
	Residual	227.255	29	3.342		
	Total	765.183	31			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Sources: Data Output SPSS, 2024

In the output table above, the significance is 0.000. This means the regression model is suitable for use. Since the significance level is less than 0.05 and the calculated F value is greater than the F table value, which is $80.480 > 3.33$, the model is considered valid. The F table is divided into Df 1 and Df 2. Df 1 is obtained from the number of variables minus one (k-1), and Df 2 is obtained from the number of samples minus the number of variables (n-k). This gives an F table value of 3.33, indicating that Ethics and Communication have a significant simultaneous effect on tourist services at the Lok Baintan Floating Market in Banjarmasin City.

Table 5. Coefficient Determination Test

Model Summary^a					
Model	R	R Square	Adjusted R Square	Atd. Error of the Estimate	
1	.838 ^a	.703	.694	1.828	

a. Predictors: (Constant), X2, X1

Sources: Data Output SPSS, 2024

The R Square value, which is the symbol for the coefficient of determination, is shown in the table above. The correlation value is 0.703. The derived metric suggests a robust correlation among the trio of study parameters. Furthermore, the tabulated data reveals the proportion of variance explained, denoted by the squared correlation coefficient. This figure elucidates the extent to which the predictive framework, constructed through the interplay of explanatory and response variables, accounts for observed variations. The KD value obtained is 70.3%. Therefore, it can be interpreted that the independent variable X has a contribution influence of 70.3% on the dependent variable Y, while the remaining 29.7% is influenced by other variables not included in this study.

Based on the table 1 above, in the results of the beta coefficient statistical test on the two independent variables, the largest beta coefficient value is the Communication variable, which is 0.845. Therefore, the dominant variable is Communication.

Ethics and Communication have a significant simultaneous effect on tourist services at the Lok Baintan Floating Market in Banjarmasin City

From the research results, it can be concluded that Ethics and Communication have a significant simultaneous effect on tourist services at the Lok Baintan Floating Market in Banjarmasin City. This is consistent with the observed phenomenon where sellers demonstrate business ethics with their colleagues, adhere to government policies within the market environment, comply with all legal regulations in the market, possess strong religious values, compete fairly with other traders, and have a high level of awareness.

Ethics is integral to communication, playing a crucial role in ensuring effective interactions. It involves applying moral philosophy's theories and processes to real-life situations. Ethics focuses on the fundamental principles and concepts that guide human thought and behavior, grounded in values (Apdillah et al., 2022).

Communication ethics encompasses the art of speaking or politeness in speaking to be understood by the public. Speaking ethics can demonstrate a person's moral quality because the way of conveying ideas and thoughts through language will reveal the level of one's dignity, status, and moral ethical weight. Therefore, we often hear that language shows who they are, who they are, and even indicates the identity of their nation (Purwadi, 2022).

Additionally, sellers need to understand what buyers want, provide comfort when tourists visit, communicate well and politely, create a pleasant atmosphere when talking to tourists, and speak the language that corresponds to the tourists' origin. This aligns with Mustafa's definition of ethics, which is the study of human behavior or actions in terms of their goodness and badness, taking into account the attitude of humans as far as it is known by human logic. According to Lexicographer, communication is an effort aimed at giving and achieving mutual understanding. The goals desired by both parties will be achieved if they communicate and have a harmonious understanding of the information being exchanged. Based on research conducted by Andi Muh Rusdi, to support the quality of service at the Sinjai Regency Government Office, it is necessary to implement ethics and organizational communication comprehensively and effectively. In his research, Andi Muh Rusdi stated that Ethics and Communication influence the quality of service at the Sinjai Regency Government Office. This is in line with the research of Cindoswari & Adianti (2021), which states that Ethics and Communication have a significant simultaneous effect on Service.

The Impact of Ethics on Tourist Services

According to Pirastyo & Wulansari (2019), service ethics are required because humans always have negative behaviors that potentially create unethical situations when providing service. Negative behavior is a danger sign in service and must be anticipated in order to provide good customer service. Allowing or ignoring employees' negative behavior is equivalent to damaging all of the company's hard work to provide high-quality customer service. In line with the observed phenomena, sellers demonstrate ethics in their business transactions with fellow traders, comply with government policies within the market, adhere to all legal regulations in the market environment, and have strong religious values. Sellers in the Lok Baintan market compete fairly with other traders, each having a high level of awareness. Additionally, sellers must understand what buyers want and be able to provide comfort when tourists visit. From the research results, it can be concluded that ethics has a significant partial influence on tourism services in the Lok Baintan Floating Market in Banjarmasin City. This is consistent with the observed phenomena where sellers demonstrate business ethics in their interactions with fellow traders, comply with government policies within the market, adhere to all legal regulations in the market environment, and have strong religious values.

Mustafa supports this by defining ethics as the study of human behavior or actions from the perspective of their goodness or badness, taking into account individual attitudes as understood by human logic and reason. In accordance with research conducted by Mahoma & Sihlangu (2024), who studied the factors affecting service quality in uMhlathuze city. The results of this study show that ethics contributes positively to the city's capacity to provide quality, relevant, and efficient services. Another study was conducted by Herabudin (2022) regarding the implementation of ethics in public service in Indonesia. The conclusion of this research shows that ethics is something that really must be enforced to improve public services, and it is even mentioned that a legal framework regulating ethics is needed so that public services can run well. Similarly, Bella Grasela's 2021 research states that ethics has a

significant partial effect on service. The results of this study are in line with several other studies that also show that ethics affects service, namely research conducted by [Pirastyo & Wulansari \(2019\)](#), [Asrini et al. \(2019\)](#), and [Putri \(2022\)](#).

The Impact of Communication on Tourist Services

According to [Jayanti \(2023\)](#), interpersonal communication has a very positive influence on the quality of service in hospitals. Thus, the supporting health facility infrastructure will also affect the satisfaction or quality of service in the hospital with good interpersonal communication between the hospital and patients. Communication plays a very important role in service. The interpersonal communication relationship between the hospital and patients determines patient satisfaction with the service. This also applies to sellers and buyers. Sellers must be able to communicate well and politely, create a comfortable atmosphere when talking with tourists, and speak in a language appropriate to the tourist's origin. According to Lexicographers, communication is an effort aimed at giving and achieving togetherness. The desired goals of both parties will be achieved if they communicate and mutually understand the exchanged information. From the research results, it can be concluded that communication has a significant partial influence on tourism services in the Lok Baintan Floating Market in Banjarmasin City. Sellers in the Lok Baintan market compete fairly with other traders, each having a high level of awareness. Furthermore, sellers must understand what buyers want, be able to provide comfort when tourists visit, communicate well and politely, create a comfortable atmosphere when talking with tourists, and speak in a language appropriate to the tourist's origin. Communication is an effort aimed at giving and achieving togetherness. The desired goals of both parties will be achieved if they communicate and mutually understand the exchanged information. Similarly, Bella Grasela's 2021 research states that communication has a significant partial effect on service. In addition, research conducted by [Akbar et al, \(2023\)](#) shows that the presence of communication also significantly and positively improves service quality and food quality, which in turn impacts increased customer loyalty. Other research in line with this study is research conducted by [Jayanti \(2023\)](#) and [Aminulloh & Setyawan \(2013\)](#), which shows that communication affects service.

Communication is the dominant variable influencing tourist services at the Lok Baintan Floating Market in Banjarmasin City

Based on the research findings, it can be concluded that Communication is the dominant variable influencing tourist services at the Lok Baintan Floating Market in Banjarmasin City. This conclusion aligns with the observed phenomenon where sellers must understand what buyers want, provide comfort when tourists visit, communicate effectively and politely, create a pleasant atmosphere during interactions with tourists, and speak the language that corresponds to the tourists' origin. In agreement with Lexicographer, communication is defined as an effort aimed at achieving mutual understanding and unity. The desired goals of both parties will be achieved if they communicate and have a harmonious understanding of the information being exchanged. This is consistent with the research of [Sumanti \(2020\)](#), which states that Communication is the dominant variable influencing Service.

CONCLUSION

Ethics and Communication have a significant simultaneous effect on Tourist Services at the Lok Baintan Floating Market in Banjarmasin City. Ethics and Communication also have a significant partial effect on Tourist Services at the Lok Baintan Floating Market in Banjarmasin City. Furthermore, Communication is the dominant variable that affects Tourist Services at the Lok Baintan Floating Market in Banjarmasin City.

ADVICE

Practical Suggestions

1. Sellers or traders at the Lok Baintan Floating Market in Banjarmasin City should provide maximum service to tourists so that tourists will be inclined to visit the market again.
2. Sellers are recommended to uphold ethics in trading, by not forcing tourists to buy their merchandise and by acting politely when offering their goods.

3. Sellers should be able to communicate by adjusting to the tourists' language so that tourists understand what the sellers or traders at the Lok Baintan Floating Market in Banjarmasin City are talking about.
4. Sellers or traders at the Lok Baintan Floating Market in Banjarmasin City should strive to offer optimal service to ensure tourists are satisfied and motivated to return.

Theoretical Suggestions

1. Further research could explore the relationship between seller ethics and tourist satisfaction to better understand the impact of ethical behavior on repeat visits to tourist destinations.
2. Studies should investigate the role of effective communication in enhancing the overall tourist experience and its subsequent effect on the reputation of the Lok Baintan Floating Market.
3. Research could be conducted to identify the specific language needs and preferences of tourists visiting the Lok Baintan Floating Market to help sellers better cater to their communication requirements.
4. Analyzing the influence of cultural factors on tourist expectations and satisfaction at traditional markets like Lok Baintan could provide deeper insights for improving tourism services.

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