



Travel Management In Meeting Tourist Satisfaction Kota Lama Semarang

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Abstract

This study aims to fulfill tourist satisfaction through quality travel management. This research is a qualitative research. The location of this research is in the Kota Lama of Semarang. While the informants in this study were tourists from the Kota Lama of Semarang. Based on the results of the discussion that has been presented, it is known that travel services in the Kota Lama of Semarang are quite helpful for tourists. The travel management used is structured and directed, such as notification of information on every tourist spot visited and good communication with tourists. Good service providers can increase tourist satisfaction, build a good reputation, and drive the growth of the tourism industry as a whole. The focus of this research is the way the travel tour in serving the tourists who are being combined.

Keywords: *Management of Travel, Tourist Satisfaction, Tourist, Literature Review, Kota Lama*

Abstract

Penelitian ini bertujuan untuk memenuhi kepuasan wisatawan melalui manajemen perjalanan yang berkualitas. Penelitian ini merupakan penelitian kualitatif. Lokasi penelitian ini berada di Kota Lama Semarang. Sedangkan informan dalam penelitian ini adalah wisatawan dari Kota Lama Semarang. Berdasarkan hasil pembahasan yang telah dipaparkan, diketahui bahwa jasa travel di Kota Lama Semarang cukup membantu para wisatawan. Manajemen perjalanan yang digunakan terstruktur dan terarah seperti pemberitahuan informasi setiap tempat wisata yang dikunjungi dan komunikasi yang baik dengan wisatawan. Penyedia layanan yang baik dapat meningkatkan kepuasan wisatawan, membangun reputasi yang baik, dan mendorong pertumbuhan industri pariwisata secara keseluruhan. Fokus penelitian ini adalah bagaimana travel tour dalam melayani wisatawan yang menggunakan jasanya.

Kata kunci: Pengelolaan Perjalanan Wisata, Kepuasan Wisatawan, Wisatawan, Tinjauan Pustaka, Kota Tua

INTRODUCTION

Tourism is a sector that has a growing economic influence throughout the world, including Indonesia (Jannah et al., 2020; Yakup & Haryanto, 2021). In the era of globalization and technological advances, tourists have higher needs and expectations for travel services, including in the field of travel management. As a service-based industry, tourist satisfaction is a very important thing to pay attention to.

Travel management has a very important role in increasing tourist satisfaction (Fadillah, 2019; Noviyanti, 2017; Sulasmi et al., 2021; Yudi Sungkono, 2018). In practice, travel management is responsible for providing travel services that are safe, comfortable and enjoyable for tourists. In addition, travel management must also be able to provide friendly and professional service to tourists, both in arranging trips, reservations, and during the trip.

Meanwhile, poor service will reduce tourist satisfaction. Kotler's expert opinion explains that tourist satisfaction will increase if tourists get their needs according to their expectations or expectations (Dwiki & Hidayat, 2017), of course, in the form of complete and quality service. The results of the study found that tourist satisfaction can be managed by increasing maximum service and being able to become a tourist attraction (Jannah, 2021; Noviyanti, 2017; Rahma & Askriyandoko, 2020; Widyaningrum, 2020).

In increasing tourist satisfaction, travel management must be able to anticipate the needs and expectations of tourists by providing the best service and different from competitors (Tjiptono in Noviyanti, 2017). This can be done by optimizing technology, such as creating easy-to-use applications and implementing the latest technology in reservation systems. In addition, travel management can also provide a different and interesting experience by providing various attractive travel packages,

with popular tourist destinations or by holding special events such as culinary tours or festival events.

The Kota Lama of Semarang has several tours that have an attraction for tourists. Some tourist attractions that have become the target of tourists are sites and many building heritages with various architectural styles originating from the Middle Ages, Baroque, Indische architecture, and modern architectural styles (Yuliati, 2019). Semarang city tourism trips need to be carried out optimal travel management in order to provide experience and provide satisfaction for tourists.

Travel in Indonesian can be interpreted as a journey. The field of tourism brings up travel as a process of traveling (Dewi, 2017; Putri Maghfira & Farid, 2016; Sulasmi et al., 2021). In other words, tourism is someone traveling to a certain place with a tourist destination. This indicates that travel can be associated with tourism destinations. The management relationship with travel contributes optimally in carrying out travel activities. Thus, travel management will produce a good experience for tourists and provide a satisfaction effect for tourists.

The previous research that became the reference was research conducted by Palupiningtyas & Yulianto (2018) with the title *Tourist Satisfaction: An Overview of Attractions, Activities, Amenities and Accessibility at Taman Nusa Bali*. This research shows that to increase tourist satisfaction, it is necessary to increase all tourism components in order to increase tourist satisfaction in the following period. The next research is by (Baptista et al., 2020) entitled *The Mediating Effect of Tourist Satisfaction among Pull and Push Factors on Tourists' Behavioral Intentions*. This study has the objective of knowing the role of the mediating effect of tourist satisfaction on the relationship between push and pull factors and tourist

behavioral intentions and obtains the result that tourist satisfaction significantly mediates the relationship between pull factors and tourist behavioral intentions, while tourist satisfaction does not significantly mediate the relationship between driving factors and tourist behavioral intentions. Meanwhile, research conducted by Arismayanti et al., (2022) entitled *Tourist Satisfaction Patterns and Index for Travel Companions While Traveling in Bali* focuses more on tourist satisfaction with the tour guides who accompany them. Tourists who come to visit are expected to get an experience that matches their expectations. A good experience will leave good memories and create a positive image of a tourist destination. Tourists in the future will not only revisit these tourist destinations, but will provide recommendations to friends, family and other potential tourists, both directly and in media reviews. This study aims to determine the satisfaction of tourists in the Kota Lama of Semarang in using a travel manager.

THEORETICAL REVIEW

Tourist Satisfaction

Tourist satisfaction is the level of one's feelings after comparing perceived performance/results with expectations (Palupiningtyas & Yulianto, 2018). Tourist satisfaction is something that is the hope of companies, especially in the hospitality sector. Satisfaction is obtained when the needs and desires of tourists are met, while human desires and needs are always changing and have no limits. Tourist satisfaction or dissatisfaction is the response of tourists to evaluations of perceived discrepancies or disconfirmations between prior expectations (or other performance norms) and actual perceived product performance. Whereas Tjiptono (2015) revealed that guest satisfaction is a after-purchase evaluation in which the chosen alternative at least gives the

same results or exceeds tourist expectations, while dissatisfaction arises when the results obtained do not meet tourist expectations.

A loyal guest is not measured by how much he buys, but by how often he makes repeated purchases, including here recommending others to buy (Kotler, 2015). The characteristics of tourists who are satisfied as being loyal, word of mouth communication, and the company are the main considerations when buying other brands (Palupiningtyas & Yulianto, 2018; Sentanu *et al.*, 2023). Tourists can feel satisfaction when the tourist attractions that tourists visit meet the expectations and expectations of tourists well and can leave a good experience (Alvianna & Alviandra, 2020; Ryanda & Wulansari, 2021). Marpaung (2019) argues that this satisfaction is related to a comparison between what tourists expect and what is felt when visiting these tourist attractions. According to Sugiarti & Fikri (2021), customer satisfaction, including tourists, can be defined as a comparison between consumer expectations and the actual experience of tourists when using a product or service. This is in line with the opinion of Kotler and Keller in Ester et al. (2020) if the experience felt by tourists equals or even exceeds expectations, they will feel satisfied. However, if the experience is not in accordance with the expectations that tourists have, then tourists will feel disappointed.

Travel Management

At this time, traveling is one of the needs that must be met, especially for residents of developed countries. Tourism is an activity, service and product from the tourism industry that is able to create a travel experience for tourists (Fanggidae & R. Bere, 2020). Travel tourism is a journey in tourism that is deliberately prepared with the aim of communicating and as a liaison between

people with the aim of satisfaction or entertainment (Arismayanti et al., 2022).

The increase in the number of tourist visits cannot be separated from the Government's policy, security, attractiveness of tourist areas as tourist destinations and equally important is the role of the General Travel Bureau which always promotes tourist areas and takes new steps to create new tour packages that attract tourists. as much. Besides that, also by providing the best possible service to tourists because service is the main key to the success of a travel agency.

To provide service and satisfaction to tourists cannot be done haphazardly, but must be carried out through the implementation of management functions, namely travel management in the form of careful planning, organization and good implementation as well as controlled supervision (Suindrawan & Wirateja, 2017). Travel management is a system or plan of a trip provided by individuals or travel agents with the aim of facilitating their trip (Arismayanti et al., 2022).

RESEARCH METHOD

Research types

This study employed qualitative research methods as the foundational approach to investigate the dynamics of heritage tourism, focusing on the Kota Lama of Semarang. Qualitative research is a research method rooted in the post-positivism philosophy, which emphasizes the understanding of complex phenomena through an in-depth exploration of context, perspectives, and meanings.

Location and Time of Research

The location of this research is located in the Kota Lama of Semarang. The choice of this location holds immense importance as it represents a microcosm of heritage tourism, offering a rich tapestry of cultural, historical,

and architectural elements that are integral to the research's objectives.

The research was conducted during the months of April and March 2023. This timing was carefully chosen to align with the peak tourist season in the region.

Informant

In this research focused on exploring heritage towns, particularly the Kota Lama of Semarang, our primary informants are the visitors or tourists who have experienced this historical and culturally rich destination. These informants play a pivotal role in providing valuable insights into the dynamics of tourist satisfaction and travel management within the context of the Kota Lama of Semarang.

Visitor Profiles: To gain a comprehensive understanding of tourist satisfaction, we consider the diverse profiles of our informants. This includes tourists from various demographics, such as domestic and international travelers, individuals and families, cultural enthusiasts, history buffs, and those seeking unique travel experiences.

1. Experience Evaluation: The informants are instrumental in evaluating their experiences within the Kota Lama of Semarang. Through interviews, surveys, and on-site observations, we aim to capture their perceptions of the heritage sites, the quality of travel services, and the overall atmosphere of the destination.
2. Feedback on Services: Informants' feedback is crucial in assessing the effectiveness of travel management in the Kota Lama of Semarang. We inquire about their interactions with tour guides, the availability of information, ease of navigation, and any challenges they may have encountered during their visit.
3. Satisfaction Levels: By engaging with our informants, we seek to measure their levels of satisfaction with various aspects of their

visit, including the accessibility of heritage sites, the preservation of historical landmarks, the authenticity of cultural experiences, and the quality of accommodations and dining options.

4. Expectations vs. Reality: Our research delves into whether tourists' expectations were met or exceeded during their visit to the Kota Lama of Semarang. Understanding the alignment between preconceived notions and actual experiences is crucial in gauging satisfaction.

Data Collection Techniques

Data collection techniques carried out in this study using interview techniques, and document analysis. Interviews were conducted with tourists from Kota Lama Semarang. Some of the documents that were analyzed were archives about the Kota Lama of Semarang and supporting journals with research themes.

RESULTS AND DISCUSSION

Results

Effective travel management is one of the key factors in creating a satisfying experience for tourists. Good travel management does not

only involve planning and organizing trips, but also paying attention to important aspects such as control, evaluation and product development. In this context, travel management has an influence on tourist satisfaction. An overview of the concept related to the influence on tourist satisfaction presented in Figure 1.

Based on Figure 1 above, it can be seen that travel management or travel plans include controls that aim to manage tourist trips, while evaluation is given with the aim of re-analyzing travel plans or programs for tourist satisfaction which will then produce a satisfying travel agency product. . Evaluation in travel planning is given to the tourists themselves who will then provide travel experiences to tourists and tourist satisfaction.

One of the direct impacts of good travel management is easy access and efficient planning. When tourists can easily get information about available tourist destinations, transportation, accommodations, and activities, they can better plan their trips. This will provide confidence and reduce uncertainty that may be experienced by tourists. In this context, effective travel management can provide initial satisfaction for tourists before tourists travel.

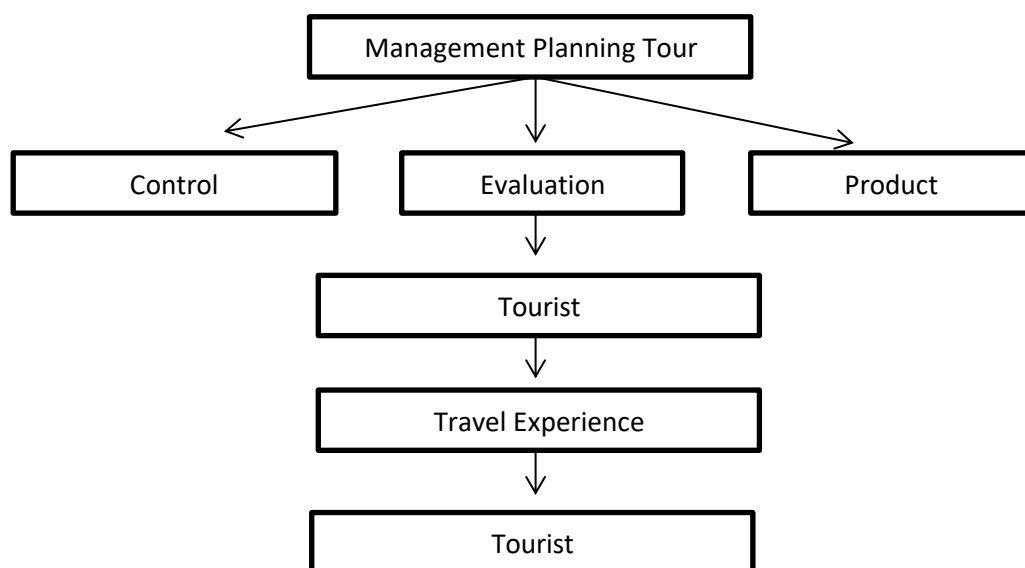


Figure 1. Schematic of the Travel Management Concept on Tourism Satisfaction

When conducting interviews related to planning to 2 visitors, the results of the interviews can be presented as follows:

Visitor 1 reveals:

"Planning has been carried out before touring to Kota Lama of Semarang by searching for information using a smartphone. Planning can make us better prepared to travel in the city of Semarang. Planning has been carried out before touring to Kota Lama, Semarang by searching for information using a smartphone. Planning can make us better prepared for traveling in Semarang."

Visitor 2 reveals:

"My friends and I planned to take a vacation yesterday in the Kota Lama of Semarang, I used a tour service. So, my plan is to look for travel agency services on the internet. In this case, I did a brief question and answer regarding the tour to be visited and what packages were offered. In addition, the need is also an important thing to ask the service. So delicious, simple and practical when traveling. My friends and I planned to have a vacation yesterday in the Kota Lama of Semarang, I used travel services. So, my plan was to look for travel agency services on the internet. In this case, I did a brief question and answer regarding the tour to be visited and the package what is served. In addition, needs are also an important thing to ask the service. It's that good, simple and practical when traveling.)"

Good travel management also contributes to the quality of services provided to tourists. In the tourism industry, tourist satisfaction is strongly influenced by the experiences experienced during the trip. With effective travel management, travelers can experience a smooth and organized process from arrival to departure. When tourists are treated well, have pleasant experiences, and the needs of tourists on tours can be properly met, tourists will tend to feel satisfied and may recommend destinations and travel service providers to others. This was also felt by one of the visitors when interviewed, as follows:

"The existence of services for tourism makes it easier for me, who at first did not know the terrain of tourist attractions. Anyway, thank you and I got a lot of experience. I am satisfied with my experience traveling in the Kota Lama of Semarang." Said one of the visitors.

Another aspect of travel management that influences tourist satisfaction is the effective control and handling of problems. During a trip, sometimes problems and unexpected situations may arise, such as flight delays, accommodation cancellations, or plans changes. In this case, it is important for service providers to have good control capabilities and the ability to deal with problems quickly and efficiently. When tourists see that service providers can solve problems well and provide satisfactory solutions, they will feel valued and have a positive perception of the travel management that is carried out. One of the tourist visitors revealed the following:

"Once, there was a problem related to vehicle delays. At that time I called the service I use. That the car that will be loaded has a punctured tire so it takes time to fix it. The service provided information that there was a delay in pickup. And begged his willingness to wait." Said one of the visitors.

Trip evaluation is also an important component in travel management which has an impact on tourist satisfaction. After tourists return, tourists can provide feedback about their experiences to travel service providers. This evaluation is important to identify areas for improvement and ensure a better trip in the future. When travelers see that their input is valued, it can be used to improve the experiences of other travelers. Tourists will feel that in their management the service provider listens and cares about the needs and preferences of tourists. This can increase tourist satisfaction because they feel that their contribution has a positive and sustainable impact.

"Yes, at that time we finished using his services, I was asked to fill out a form as a comment on the use of travel services. At that

time I gave an assessment and some comments. The comments were not so fatal, because everything seemed to have been coordinated, so my comments at that time more or less maintained and improved the services of this trip," said a visitor.

In addition, effective travel management also plays a role in product development and innovation. The tourism industry is constantly evolving and facing changing tourist trends and preferences. Through good travel management, service providers can keep abreast of developments and present products and services that are relevant and attractive to tourists. By paying attention to the needs of tourists and offering unique and interesting experiences, travel management can contribute to tourist satisfaction.

"Yes, there is, if related to this at that time, I was offered the price I got, it was a promo price to get a discounted price. Because I don't really know the management, I'm grateful because there is a discount and classified according to our expectations and expectations at that time. In addition, there are other offers such as outbound and providing a meeting place if you want to be taken. But at that time, we didn't need it, so we didn't take it. We just need to take a walk and need an explanation, yes, a kind of gate to guide us on our way and in the places we visit." Said one of the visitors. "I am satisfied with the travel services provided. In my opinion, it's easier and if there are questions I can ask the travel guide. My experience using services is more practical, and easy. For the price as long as it's not excessive and according to layman's calculations like accommodation if alone it's more reasonable. I don't have a problem. In fact, I personally feel the ease and responsiveness and speed in obtaining information when using this travel service." Said one of the visitors.

In an effort to increase tourist satisfaction, travel management must also pay attention to factors such as competitive prices, fast and responsive service, and provide clear and accurate information related to the travel services provided. By paying attention to all of these things, travel management can

increase tourist satisfaction, expand market share, and maintain tourist loyalty.

Discussion

Management is defined as a regulatory step in carrying out activities both for personal and business needs. In business, management is a strategy used to learn more about the needs and characteristics of tourists in developing closer relationships with tourists (Hakim et al., 2019). Meanwhile, management can be defined as a science and art of planning, organizing, directing, coordinating, and controlling people and goods, to achieve certain goals that have been set (Fadillah, 2019). In business needs, management can be a strategy in marketing, sales, and service. Of course, the desire of business people is to seek profit and tourist satisfaction for the product or service from the seller.

Tour packages are made based on careful planning and consideration so that they are truly attractive to tourists. So that travel management provides a really good and interesting tour package which is the result of planning that has been carefully prepared. Planning a tour package is carried out by a tour planner or a person who knows a lot about aspects of the world of travel in general and tourism in particular. A tour planner is someone who is all round and masters aspects of travel and tourism as a whole both regarding objects and events, the facilities to be used up to the calculation of costs to determine the price of the tour to be sold and for certain tours what the conditions are.

As the function of travel management is as an organizer as well as an intermediary, in implementing tour packages that have been made in order to provide good service, it is necessary to cooperate with several companies which are the tourism industry as suppliers. This needs to be organized in advance with the supplier, in the sense that there needs to be prior communication and if necessary make an agreement that specifically regulates the work relationship to be carried out. The tourism industry companies referred to here are: transportation companies, hotels,

bars and restaurants, arts groups, tourist objects and travel agents. With the existence of an agreement, the working relationship between one company and another company can be understood; thus clear the rights and obligations of each (Suindrawan & Wirateja, 2017). In order for a travel package to run well in the sense that it can provide satisfaction to tourists, knowledge, skills and abilities are needed to mobilize people in various places, various companies involved in implementing the travel package.

Management can function as an evaluation step in finding problems and overcoming these incidents. Iriantara in Sulasmi et al. (2021), describes crisis management based on how to deal with crises (crisis bargaining and negotiation), making decisions during a crisis (crisis decision making), and monitoring crisis developments (crisis dynamics). Management is responsible for finding solutions to emerging crises using possible crisis management strategies. Proper management can make the activities carried out become effective and efficient (Sakti et al., 2019).

Yudi Sungkono (2018) explains travel tourism as a business managed by operational management. Travel business or travel or the term travel tour where tourist attractions can be arranged beforehand to be sold to a person or community who wishes to buy a travel package that is accommodated or made in advance. travel management must also pay attention to other factors such as competitive prices, fast and responsive service, and provide clear and accurate information related to the travel services provided.

Customer or tourist satisfaction is an important element, especially for tourist attractions in understanding consumer interest and response in reusing products and services. Wachyuni & Wiweka (2020) Satisfaction can retain tourists to use certain products or services. Forms of satisfaction can be grouped, among others: Re-purchase; word of mouth; brand image; Product Quality; Price; Service Quality; Emotional Factors.

Re-purchase (Repeat purchase) refers to the act of tourists buying back products or

services from a brand or company. This indicates tourist satisfaction with previous experiences with the brand and tourist confidence in the quality of the product or service provided. Repurchase is an important indicator of business success because it shows customer loyalty and has a positive impact on long-term sales.

Word of mouth (Voice of mouth refers to the process by which consumers share a traveler's experience of a product or service with others in the form of everyday conversation. This is one of the most effective forms of marketing because it is based on personal recommendations from trusted people. Word of mouth mouth can affect brand perception and consumer purchasing decisions.

Brand Image (Brand image) is an image or perception that is formed in the minds of consumers about a brand. This includes the associations associated with the brand, including brand values, product attributes, reputation and previous traveler experiences. Brand image plays an important role in building brand awareness, influencing consumer preferences, and forming tourist loyalty.

Product Quality (Product quality) refers to the level of excellence or satisfaction provided by a product or service to consumers. Product quality includes aspects such as reliability, durability, performance, innovation, and compliance with consumer expectations. Good product quality can affect tourist satisfaction, brand image, and repurchase intentions.

Price refers to the amount of money that must be paid by consumers to buy a product or service. Prices can affect consumer perceptions of product quality and value. Some consumers may associate higher prices with better quality, while others may seek the best value for tourists' money. The right price can affect brand attractiveness and consumer purchasing decisions.

Service Quality (Service quality) refers to consumer satisfaction with the tourist experience in interacting with service

providers. This involves aspects such as responsiveness, reliability, speed, problem solving, and tourist satisfaction. High service quality can provide a number of benefits.

Emotional Factors (Emotional factors) are factors related to one's lifestyle. Emotions are turbulent feelings that have a direct effect on customer satisfaction. This factor is believed to play an important role in determining customer satisfaction, especially in the service sector.

Tourists can feel satisfaction when the tourist attractions that tourists visit meet the expectations and expectations of tourists well and can leave a good experience (Alvianna & Alviandra, 2020; Ryanda & Wulansari, 2021). Marpaung (2019) argues that this satisfaction is related to the comparison between what is expected by tourists and what is felt when visiting the tourist attractions. According to Sugiarti & Fikri (2021), customer satisfaction, including tourists, can be defined as a comparison between consumer expectations and tourists' actual experiences when using a product or service. This is in line with the opinion of Kotler and Keller in Esther et al. (2020) if the experience felt by tourists equals or even exceeds expectations, then they will feel satisfied. However, if the experience is not in accordance with the expectations that tourists have, then tourists will feel disappointed.

In addition, according Handayani et al. (2019); Fanggidae & R. Bere (2020) effective and efficient tourism management, namely being able to approach the needs of tourists. Confirmed tourist needs can be 3 elements that have a significant influence on tourism product development, namely: (1) Tourist Attraction, referring to features or objects that attract tourists' attention. This can be natural beauty, historical sites, distinctive culture, or unique experiences offered by tourist destinations. By having an attractive attraction, tourists will feel interested in visiting the place and have a satisfying experience; (2) Accessibility, including easy access and transportation to tourist destinations. Factors such as road infrastructure, airports, public transport links,

and accessibility for persons with disabilities can affect the ease of travel for tourists. If tourist destinations are easy to reach and transportation is available well, tourists will feel more motivated to visit these places; (3) The facilities provided at tourist destinations also play an important role in creating tourist satisfaction. These facilities include: accommodation, restaurants, public toilets, parking areas, information centers, and other services that can increase the comfort and satisfaction of tourists during their visit. The existence of adequate facilities will help tourists carry out tourism activities comfortably. tourists will feel more motivated to visit the place; (3) The facilities provided at tourist destinations also play an important role in creating tourist satisfaction. These facilities include: accommodation, restaurants, public toilets, parking areas, information centers, and other services that can increase the comfort and satisfaction of tourists during their visit. The existence of adequate facilities will help tourists carry out tourism activities comfortably. tourists will feel more motivated to visit the place; (3) The facilities provided at tourist destinations also play an important role in creating tourist satisfaction. These facilities include: accommodation, restaurants, public toilets, parking areas, information centers, and other services that can increase the comfort and satisfaction of tourists during their visit. The existence of adequate facilities will help tourists carry out tourism activities comfortably.

By paying attention to and meeting the needs of tourists, including providing attractive tourist attractions, paying attention to easy accessibility, and providing adequate facilities, managers can create a pleasant and satisfying environment for tourists. This will contribute to increasing tourist satisfaction, enhancing the destination's reputation, and encouraging tourists to return or recommend the destination to others. Cooper inside Mulyana & Er Meytha Gayatri (2022); Alvianna et al. (2020); Alvianna & Alviandra (2020). You can also add satisfaction by

beautifying the 4A of tourist attraction, namely attractions, accessibility, (amenities) of tourism facilities, and public institutions/facilities (ancillaries).

CONCLUSSION AND RECOMMENDATION

Conclussion

Effective travel management has a significant influence on tourist satisfaction. From good planning, easy access, high service quality, effective problem control and handling, to product evaluation and development, all these aspects contribute to a satisfying tourist experience. By implementing good travel management practices, service providers can increase tourist satisfaction, build a good reputation, and drive the growth of the tourism industry as a whole. The travel management used is structured and directed, such as notification of information on every tourist spot visited and good communication with tourists. Good service providers can increase tourist satisfaction, build a good reputation, and drive the growth of the tourism industry as a whole.

Future Recommendation

This research have certain limitations that warrant careful consideration. One of the primary limitations lies in the extent of data collection, which was not conducted as comprehensively as desired. The data collection process is a critical aspect of any research endeavor, and in this case, it may not have covered all the dimensions and nuances necessary for a thorough analysis. This limitation may have resulted in a potential gap in our understanding of the subject matter.

Additionally, another notable constraint is the limited number of informants who participated in this study. While these informants provided valuable insights, their number was restricted. Consequently, the

findings may not fully encapsulate the diversity of perspectives and experiences that exist within the context of the research.

To address these limitations and to enhance the robustness of future research in this domain, it is imperative to expand the pool of informants. By including a more diverse and representative group of participants, researchers can attain a more holistic understanding of the topic under investigation. This expanded informant base will not only provide richer and more nuanced data but also enable researchers to draw more accurate and generalizable conclusions.

Therefore, in future research endeavors, it is strongly recommended to employ a more extensive and systematic data collection approach, potentially involving a larger and more diverse set of informants. This will aid in obtaining results that are not only more satisfactory but also more comprehensive, thereby contributing to a more robust body of knowledge in this field. Furthermore, such an approach will help ensure that the findings and insights garnered can be applied with greater confidence to inform decision-making, policy development, and the overall advancement of the subject matter.

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