

Importance-Performance Analysis (IPA) on the Service Quality of Suroboyo Trans Semanggi Bus in Indonesia

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Abstract. The goal of this study was to use the Importance-Performance Analysis (IPA) technique to assess the service quality of Suroboyo Trans Semanggi Bus, with Servqual as the research dimension. This study used a cross-sectional design to investigate the connection between the independent and dependent variables by collecting data at the same time (point time approach). We used questionnaires distributed offline and online to obtain responses from respondents. The study results indicate that two attributes must be the main concern for managers to prioritize their performance improvement. The two attributes are friendly service and ease of access. In terms of accessibility, the government and related authorities must provide comfortable and representative bus stops. Furthermore, interconnection between transportation modes that can be linked to bus services must be examined in order for bus services to be integrated with other mass transportation services.

Keywords: Transportation, IPA, Service quality

1 Introduction

Transportation is one of the social needs that may enable everyone travel large distances or get to their destination quickly. [1]. Along with more sophisticated improvements, citizens demand improved transportation services, particularly public transportation. Public transportation is a group travel system that provides passenger transportation to the general public through an operational schedule management system on established routes with tariff rates or prices for each journey [2]. The problem of traffic congestion is part of the transportation problem, where the need for movement is too great compared to the available transportation infrastructure [3]. According to statistics from the Central Statistics Agency, the number of motorized vehicles in Indonesia reached 136.13 million units in 2020. This figure was derived from 115.02 million motorbikes, 15.79 million passenger automobiles, and 233,261 buses [4]. East Java has the most motorized vehicles, with 22 million units (16.14%). Motorcycles accounted for 19.35 million units, passenger vehicles accounted for 1.88 million, trucks accounted for 732.67 thousand, and buses accounted for 35.3 thousand [5].

Surabaya is one of the cities in East Java that provides a significant number of motorized vehicles, which is growing year after year. This is also the motivation for the Surabaya Government's decision to construct public/mass transit infrastructure as an alternative to reducing car density. The ratio of private automobiles to mass transportation is predicted to fall

from 75 percent compared to 25 percent to 50 percent versus 50 percent as public/mass transportation develops [6]. Surabaya's government announced a public/mass transportation development scheme dubbed "Suroboyo Bus" in 2018. Surabaya's government created a mode of transportation scheme. Suroboyo Bus is a land transportation option that is distinct from bus transit in general. Some of the differences in the Suroboyo Bus transportation mode include the current bus fleet design, an integrated system with a traffic control system where the traffic signal turns green if this bus passes, and a payment mechanism that employs plastic waste in the form of bottled beverages. In 2018, the "Suroboyo Bus" was identified as one kind of public/mass transportation development [7].

The Suroboyo Bus intends not only to pique the attention of the people of Surabaya in switching to public transportation, but also to minimize existing plastic trash. Although the Suroboyo Bus's goal is admirable, particularly in terms of environmental protection, the payment method that relies on plastic bottle trash has sparked a number of debates. In addition to service issues, such as bus arrival timetables that do not correspond to the scheduled hours and bus routes or routes that are still limited [7], the problem of the purpose and legal protection of this form of transportation is also questioned, as are associated approaches connected to the goals stated because there has been no additional research and thought about waste management from Suroboyo Bus. The Suroboyo Bus is an official vehicle that should not be used in public or in

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the community at large. The Suroboyo Bus policy analysis and development have not been carried out in order to accomplish its aims since it has not examined and evaluated the real goals to be attained, planning is still weak, and there is no legal umbrella. Using red plates for public transportation and planning for the Suroboyo Bus plastic bottle waste management site, which eventually leads to rubbish accumulation [8].

Surabaya's government attempted to create different adjustments, leaving from some of the flaws observed in the Suroboyo Bus transit method. Significant improvements in public transportation services, as well as improved public acknowledgement of service levels, are urgently required. Furthermore, assessing the public's reaction to any policy changes from public transportation systems in the early phases of their growth is critical [9].

It was agreed on a new transportation program called Buy The Service, which is incorporated in the Teman Bus transportation service, through a memorandum of understanding (MoU) with the Directorate General of Land Transportation of the Ministry of Transportation. The Trans Semanggi Suroboyo initiative was launched on December 29, 2021. The Trans Semanggi Suroboyo differs from the Suroboyo Bus in that payments may be made using e-money, and the route is longer than the Suroboyo Bus. The following corridors are served by 104 modes: corridor 1 (Purabaya Bus Station-to Tanjung Perak Via Darmo); corridor 2 (Jl. Raya Lidah Wetan-Karang Menjangan-ITS); corridor 3 (Purabaya Bus Station-Kenejeran via Merr); corridor 4 (Gelora Bung Tomo-UNESA-Mastrip); corridor 5 (Benwowo Bus Station-Tunjungan); corridor 6 (Term (Purabaya Bus Station-UNAIR campus C).

Based on this condition, we are interested in examining the service quality of the Trans Semanggi Suroboyo Bus. This is determined using an Importance-Performance Analysis (IPA). Data were gathered using a number of ways, including study-related literature studies, observation studies on research items, and questionnaire distribution to Trans Semanggi Suroboyo Bus passengers or users.

2 Research Methods

The survey approach was used in this quantitative descriptive study. By studying the sample, the survey approach was chosen because it may offer a quantitative description of trends, attitudes, and views of the public regarding variables [10, 11].

This study employs a cross-sectional design, which is used to investigate the connection between the independent variable and the dependent variable by collecting data and information (point time approach). At the same time, it means that each subject is only observed once, and the subject variable is observed at the moment of observation. Data is collected through distributing questionnaires.

2.1 Questionnaire Survey and Data Collection

This study included both offline and online questionnaires. The development of the questionnaire is based on the Service Quality Theory (Servqual) [12], which is divided into five dimensions: tangibles, dependability, responsiveness, certainty, and empathy. A nonprobability sample design was employed. The researcher chooses the sample with the expectation that each member of the population is unknown. Purposive sampling was utilized, which involves sampling based on certain traits. The number of samples is determined by referring to Ferdinand [13], where the number of variable indicators is multiplied by 5 to 10. The number of variable indicators in this study is known to be 10, resulting in a computation of $10 \times 10 = 100$. The 100 samples or respondents are then rounded to 150 to facilitate the study process, both in terms of data validity verification and data processing. To determine the sample, the researchers used the following criteria:

1. People who have used Trans Semanggi Suroboyo bus transportation services;
2. People who are currently using Trans Semanggi Suroboyo bus transportation services, both those waiting at the bus stop/shelter and those utilizing the service on the bus.

The total number of questionnaires collected is 153, with 67 respondents filling out the questionnaire offline and 86 respondents completing it out online through Google Form.

2.2 Importance-Performance Analysis (IPA)

Quadrant analysis or Importance Performance Analysis (IPA) is a descriptive analysis technique that is used to identify what important performance factors must be shown by an organization in meeting the satisfaction of service users/consumers. IPA is a method that allows easy assessment of the difference between the importance and performance of any service. In this study, IPA is used to examine the importance and performance of the service quality Suroboyo's Trans Semanggi Bus [14]. In general, the quadrant diagram model can be shown in Figure 1.

The interpretation of each quadrant in Figure 1 can be explained as follows:

- a. Quadrant I (Maintain Achievement)
This quadrant shows that the factors that are considered important by consumers have been implemented properly and can satisfy consumers, so the obligation of service providers must maintain their performance.
- b. Quadrant II (Top Priority)
This quadrant shows the factors that are considered to affect customer satisfaction and include service elements that are considered very important for consumers. However, service providers have not implemented it in accordance with the wishes of consumers, causing disappointment or dissatisfaction. Variables in this quadrant need to be taken seriously.
- c. Quadrant III (Low Priority)

This quadrant shows the factors that are considered less important by consumers and the implementation by service providers is mediocre. Variables included in this quadrant do not need to be questioned even though they do not satisfy consumers because consumers do not consider them very important

d. Quadrant IV (Excessive)

This quadrant shows factors that are considered less important by consumers but have been carried out very well by service providers

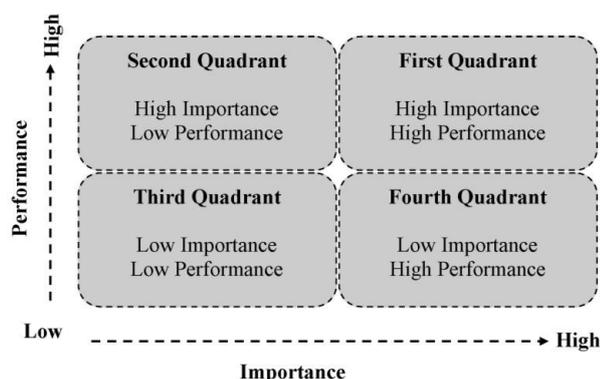


Fig. 1. IPA Standard Chart [15]

2.3 Statistical Analysis

2.3.1 Normality Test

The normality test of the data was carried out by statistical analysis. This test is carried out by entering the average reality and expectations of each statement contained in the questionnaire. This test is carried out to determine whether the data used is normally distributed or not so that the next statistical test can be determined. The test used to determine whether the data is normally distributed or not is by using Kolmogorov-Smirnov for large samples (more than 50 respondents) or Shapiro-Wilk for small samples (less than 50 respondents). If the significance value is > 0.05, then the data is normally distributed (parametric data) and can be analyzed using paired t-test. If the significance value is < 0.05, then the data is not normally distributed (non-parametric data) and can be analyzed using the Wilcoxon test.

2.3.2 Wilcoxon Test

This test is conducted to determine whether there is a significant difference or not from the reality and expectations studied so that it can be determined whether Ho is rejected or accepted. If the results obtained are significant differences, then Ho is rejected, but if the differences are not significant, then Ho is accepted. The paired t-test was carried out if the two data being compared were normally distributed or the Wilcoxon test if at least one of the comparisons was not normally distributed, it could be from reality and expectations.

2.3.3 Gap Analysis and Conformity Level (CLi)

The level of consumer satisfaction is explained by using gap analysis. This analysis compares the mean between expectations and the reality received by

consumers from the service dimensions, namely reliability responsiveness, assurance, empathy, and tangible. The highest satisfaction occurs when the reality exceeds expectations, namely when the service provided is maximum (4) while the minimum expectation is (1). The formula for calculating the gap is:

$$\text{Gap} = \text{Performance} - \text{Importance}$$

As for the level of conformity (Tki) between Expectations and Reality, the following formulation can be used:

$$Tki = (\text{Performance}/\text{Importance}) \times 100\%$$

Gap Score shows the gap between performance and importance (Parasuraman et al., 1985). This indicates that there is a mismatch between the customer's expectations and the perceived reality. If the gap score is positive (+) indicates that reality can meet customer expectations, otherwise if the gap score is negative (-) indicates that customer expectations have not been met [12].

3. Results and Discussion

3.1 Result

153 respondents were obtained from the results of the survey, which was conducted both offline and online. Table 1 shows the demographics of participants based on their complete attributes.

Table 1. Respondents' demographic characteristics

Characteristics	Number of Respondents	Percentage (%)
Gender		
Man	52	34
Woman	101	66
Age		
Less than 19 years old	2	1,3
19-24 years old	90	58,8
25-40 years old	48	31,4
41-56 years old	7	4,6
57-75 years old	6	3,9
Domicile		
Surabaya	148	96,7
Out of town	5	3,3
Education		
Elementary/junior high/high school/equivalent	71	46,3
Diploma	16	10,5
S1/Bachelor	63	41,2
S2/Master	3	2
Work		
Student	64	41,8
Civil servant	3	2

Characteristics	Number of Respondents	Percentage (%)
Private employees	50	32,7
Entrepreneurs	13	8,5
Houswife	1	0,7
Other	22	14,3

3.1.1 Normality Test

The normalcy assumption was tested prior to data processing as a prerequisite for testing the mean difference between expectations and reality. The following is the hypothesis:

H_0 : The data follows the normal distribution.

H_1 : The data does not conform to the normal distribution.

Table 2. One-Sample Kolmogorov-Smirnov Test

		Importance	Performance
N		153	153
Normal Parameters ^{a,b}	Mean	4,6098	4,1039
	Std. Deviation	0,55402	0,50847
Most Extreme Differences	Absolute	0,255	0,085
	Positive	0,241	0,078
	Negative	-0,255	-0,085
Test Statistic		0,255	0,085
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

With a significance value of 5%, Table 2 shows that the asymptotic value, or p-value, is less than 0.05, implying that the hypothesis testing results are rejected H_0 , indicating that the data does not follow a normal distribution.

3.1.2 Wilcoxon Test

In addition to the paired t test, the Wilcoxon test is another method of assessing two paired samples. If the sample has a normal distribution, a parametric statistical test strategy using a paired sample t test may be employed; if the assumption of normality is not satisfied, the Wilcoxon test can be utilized. The normality test results indicated that the survey data did not fit the assumption of a normal distribution, hence the nonparametric Wilcoxon sign test was used.

Table 5. Mean of importance and performance dimensions for Suroboyo Trans Semanggi Bus

Dimensions	Mean Performance	Mean Importance	Gap
Tangible	4,090	4,610	-0,52
Reliability	4,060	4,660	-0,61
Responsiveness	4,200	4,580	-0,38
Assurance	4,010	4,570	-0,56
Empathy	4,210	4,620	-0,41
Grand Mean	4,120	4,610	-0,49

Tab 3. Ranks

		N	Mean Rank	Sum of Ranks
Performance-Importance	Negative Ranks	130 ^a	72,68	9448,50
	Positive Ranks	10 ^b	42,15	421,50
	Ties	13 ^c		
	Total	153		

a. Performance < Importance

b. Performance > Importance

c. Performance = Importance

Table 4. Test Statistic^a

	Kenyataan - Harapan
Z	-9.404 ^b
Asymp. Sig. (2-tailed)	0,000

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

The Asymp results were obtained based on the Wilcoxon test results obtained using SPSS for Mac 2 6. Sig. (2-tailed) 0.05 can be so stated With the following hypothesis, reject H_0 :

H_0 : There is no difference between the value of hope and reality.

H_1 : There is a difference between the value of hope and reality.

As a result, it is feasible to conclude that there is a significant gap between expectations and reality about the service quality of Suroboyo's Trans Semanggi Bus.

3.1.3 Gap Analysis and Conformity Level (CLi)

According to the results of the Gap Score calculation in table 5, all dimensions are negative, indicating that the service performance values were not up to customer expectations. The dimension with the greatest gap value is reliability, with a score of -0.61, followed by assurance, with a score of -0.56, and tangible, with a score of -0.52.

As for the conformance level (CLi) of the five dimensions, table 5 shows that the responsiveness dimension has the best CLi score with 92.72%, followed by the empathy dimension with 91.15 % and the tangible dimension with 88.67 %

Table 6. Conformance Level (CLi)

Dimensions	CLi (%)
Tangible	88,67
Reliability	87,17
Responsiveness	92,72
Assurance	87,56
Empathy	91,15

Table 7. Mean performance and importance scores for Suroboyo Trans Semanggi Bus service quality attributes

Dimensions	Atributes	Mean Performance	Mean Importance	Gap	CLi (%)
Tangible	Ease of access	4,026	4,627	-0,60	87,01
	Facilities and infrastructure	4,156	4,601	-0,44	90,34
Reliability	Facility maintenance	4,294	4,660	-0,36	92,14
	Friendly service	3,836	4,666	-0,83	82,21
Responsiveness	Officer alertness	4,045	4,575	-0,52	88,42
	Service as needed	4,248	4,581	-0,33	92,72
Assurance	Operational schedule conformity	3,751	4,568	-0,81	82,11
	Route suitability	4,261	4,581	-0,32	93,01
Empathy	Wholehearted service	4,163	4,607	-0,44	90,35
	Attentive service	4,254	4,627	-0,37	91,94

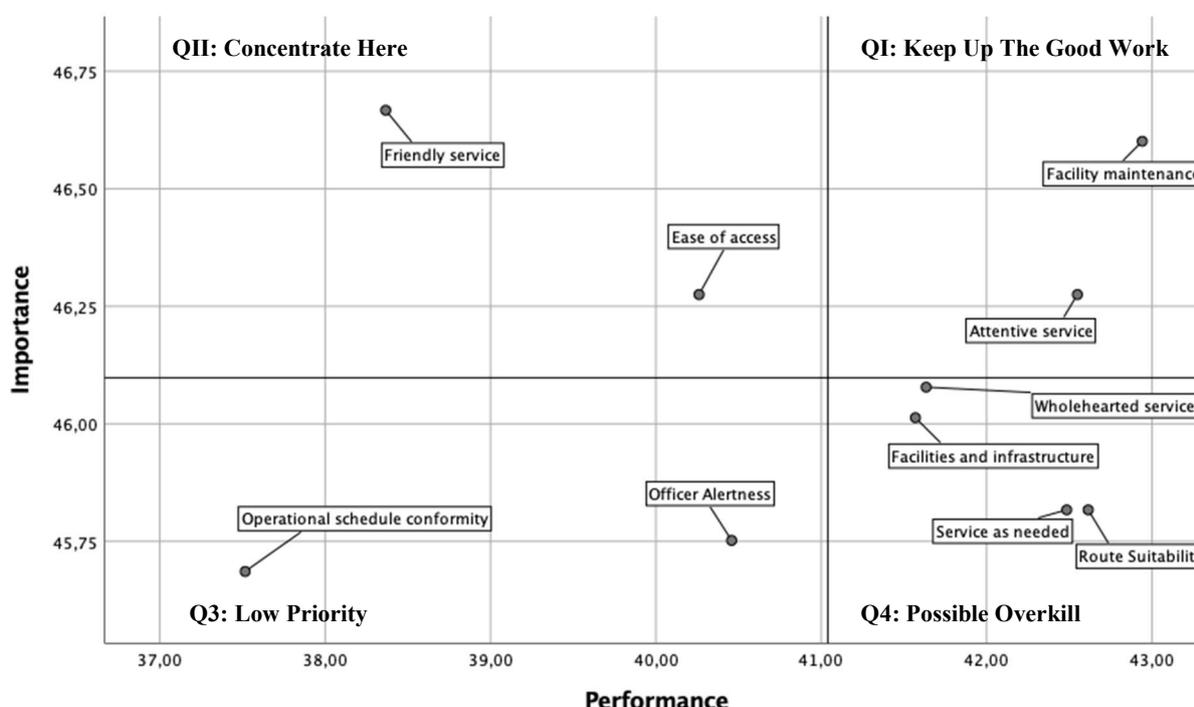


Fig. 2. Importance-Performance Analysis (IPA) On The Service Quality Of Suroboyo Trans Semanggi Bus

The aspects that must be improved are assurance and reliability, because these two dimensions have the lowest value among the others. Table 7 explains in detail the service components that consumers are concerned about.

Table 7 shows that all gaps for Suroboyo Trans Semanggi Bus's service quality criteria have negative values. The attribute with the greatest gap score is friendly service, which has a -0.83 gap score. This demonstrates that the service standards for pleasant officers are still far from what Trans Semanggi Suroboyo Bus passengers anticipate. The second aspect that requires attention is operational schedule conformance, which has a gap score of -0.81. Although the gap score for this feature is considerable, Trans Semanggi Suroboyo Bus customers do not consider it significant, with a mean importance of 4.56. When compared to the other qualities, this attribute has the

lowest mean importance value. Meanwhile, the facility maintenance characteristic has the greatest mean performance, with an average score of 4.29.

Table 7 shows the CLi value for each characteristic. The service as needed indicator receives the highest score, with a CLi value of 92.72 percent. This demonstrates that the Trans Semanggi Suroboyo Bus transportation service has catered to the requirements of the community. The advent of the Trans Semanggi Suroboyo Bus offers citizens a more diverse choice of public transportation.

3.2 Discussion

Based on the interpretation of each quadrant as explained in Figure 1, the results of the computation of the mean importance and performance for each attribute in Table 7 are shown in a Cartesian diagram, as shown

in Figure 2. According to the Cartesian diagram visualization, the connection between the importance and performance indicators that respondents have rated, attentive service and facility maintenance qualities are in quadrant I. Attributes in quadrant I are important for competitive advantage, and the destination should keep up the current performance of the attributes [16]. These are characteristics that are important to users and have been appropriately applied to satisfy customers. Several factors have become more important when it comes to quality of service, while others have become less critical [17]. The manager of Trans Semanggi Suroboyo Bus is responsible for maintaining high performance. So far, it's been operational.

While in quadrant II, two attributes of the service quality of the Trans Semanggi Suroboyo Bus were found, which include friendly service and ease of access. Respondents perceived these to be performing rather well but rated their importance below the average [18]. This shows that there are two factors that need to be prioritized for improvement and improved performance because they are considered urgent and have become the main thing by the respondents. Based on observations at the research site, the ease of accessing this service is indeed one of the drawbacks. The lack of integration of bus travel routes with other public transportation modes makes it difficult for passengers to be able to reach this transportation service.

Meanwhile, in quadrant III, there are attributes for operational schedule conformity and officer alertness, which means that these two attributes do not need to be questioned and are in line with the expectations of service users, so that they will not be the focus of attention in further service improvements. From the respondent's perspective, quite a lot of attributes are included in quadrant IV that show user satisfaction with the services provided. Attributes that fall into quadrant IV include facilities and infrastructure, service as needed, route suitability, and service as needed.

4. Conclusion

Public transportation is one of the alternatives to breaking the congestion that occurs in big cities. The presence of the Suroboyo Bus has not been able to meet the community's need for adequate public transportation [7]. Suroboyo Trans Semanggi Bus's presence is expected to give options and alternatives for people in Surabaya to use public transportation.

Through a survey conducted on 153 respondents, it can be seen that most of the users of the Trans Semanggi Suroboyo Bus transportation service are satisfied with the performance of the bus. Through Importance-Performance Analysis, it can be seen that most of the research attributes are in quadrant IV, which indicates that the services provided are quite good and satisfactory.

In this study, we focus on the Trans Semanggi Suroboyo Bus transportation mode, which uses the Buy the Service payment method via e-money card. The research focus is more focused on how the quality of the services provided to the customer's needs for mass

transportation services. Through the data collection and review process of the processed data, several facts were found. Respondents prioritized several attributes, such as ease of access and friendly service. This has the consequence that the government and relevant authorities must provide comfortable and representative bus stops. Besides that, connectivity between transportation modes that can be connected to bus services must also be considered so that bus services can be integrated with other mass transportation services.

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