



Influence of Service Quality And Facilities on Visitor Satisfaction (New Royal Adventure Visitor Case Study)

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ABSTRACT

This study aims to determine the effect of: (1) Service Quality, (2) Facilities, on New Royal Adventure visitor satisfaction either partially or simultaneously. This type of research is quantitative using primary data types. Testing the analysis of data quality using validity and reliability tests. This study used a purposive sampling method where the samples taken were from certain consideration data which were generally adapted to the objectives and research problems and the sample in this study totaled 100 respondents who were visitors to New Royal Adventure. Data collection techniques in this study by distributing questionnaires with a Likert scale and directly with the respondents. The results of this study by means of the t test show that the variables of service quality and facilities have a positive and significant influence on New Royal Adventure visitor satisfaction. Also, the F test shows that the variables of service quality and facilities have a positive and significant influence on New Royal Adventure visitor satisfaction. While the results of the R² coefficient test have an Adjusted R Square value of 52,1%, which means that the variable visitor satisfaction is influenced by the variables contained in this research and the remaining 47,9% is influenced by other variables outside of this study such as destination image, tourist loyalty, and product quality

INTRODUCTION

Republic of Indonesia Law No. 10 2009 concerning Tourism which encourages each region to manage regional assets owned as a source of income for the region. One of the regional assets that can be developed and managed by the region is the tourism sector. The tourism sector is defined as a set of business fields that produce various services or goods needed by those who travel tourism. Through the tourism sector, the country's economy can increase such as state apparatus, people's income, job opportunities, business opportunities so that it can reduce response.

Tourism is developing as a promising business prospect by offering tourist objects as a means of meeting tourist needs and satisfaction. This sector is very important for companies to pay attention to the factors that can affect the satisfaction of company visitors in order to increase profits and be able to maintain competition. The types of businesses related to tourism such as cafes, hotels, restaurants, recreation areas and others. With this business, it can play an important role in businesses that support the types of tourism that are currently developing.

One of the developing tourist attractions is the New Royal Adventure recreational park. Which is a tourist destination with a water recreation park located in Sukoharjo, Central Java. There are many choices of pools that New Royal Adventure Sukoharjo offers for visiting tourists. Starting from current pools, semi-Olympic pools, water slides and other rides that are no less amazing. In addition, New Royal Adventure also offers supporting facilities in the form of parking areas, toilets, rinse rooms, changing lockers, tire and swim suit rentals, a food court, and others. New Royal Adventure visitors range from children to adults, individual or group visitors. The area of New Royal Adventure is 1 hectare and accommodates up to 1,200 visitors.

From year to year, this destination has certainly experienced growth, both in terms of operations and in terms of marketing. When viewed from an operational perspective, New Royal Adventure experiences such as the services and facilities provided can affect the satisfaction of visitors who visit the place. With the services provided through employees who are able to convey information that is easy for visitors to receive. As well as the existence of good and complete facilities, can support these destinations operate. Of these two factors, of course, a factor to consider in improving the company's operations.

According to Ibrahim & Thawil, (2019) Service quality is a series of special forms of a service that can provide satisfaction of the needs and wants of the community (Prabowo et al., 2023) In this case service provider companies require direct interaction between customers and business actors, employee factors such as attitudes and skills in conveying information are important things that make a difference in how to serve well..

According to Kotler (2002:45) in Listyawati, (2020) Facilities are anything that is deliberately provided by service providers, to be used and enjoyed by visitors with the aim of providing maximum satisfaction. Facilities can be in the form of a building arising because of the main attraction which is the primary facility.. (Widodo et al., 2023).

Visitor facilities are buildings outside of primary facilities that are used to meet the needs of tourists while at tourist sites. (Iskandar, 2018) One of them is New Royal Adventure which is known as a water tour that is visited by many tourists because it has various kinds of rides. Tourists who visit range from local people to those from outside Sukoharjo, this place can also be used as a family gathering place so it is suitable for family holidays. New Royal Adventure's address is at Jl. Raya Telukan No.KM 08, Telukan Village, Grogol District, Sukoharjo Regency, Central Java Province. The location of this tour is quite close if it is reached from the Sukoharjo national square, the operating hours of the tour that apply at New Royal Adventure. Operates every day from Monday to Sunday at 08.00 – 18.00 WIB. Visitor satisfaction is an emotional response or a response that reflects the expectations it builds. If the results achieved from a product or service can reach or exceed expectations, it can be said that the customer is satisfied. But in building and maintaining visitor satisfaction is not easy. If the results achieved cannot meet visitor expectations, it means that visitor satisfaction has not been achieved, from this response it can be taken into consideration for the company to make improvements in optimizing visitor satisfaction. Based on the description above, the authors feel it is important to conduct research to find out visitors' responses regarding "The quality of services and facilities offered by New Royal Adventure in achieving visitor satisfaction".

LITERATURE REVIEW

a. **Marketing Management**

Marketing management is always related to meeting all customer needs, marketing management tries to always understand consumer activities, create, communicate, provide value and satisfaction to consumers. (Yusuf, 2022).

b. **Service**

According to Phillip Kotler and Keller in (Simatupang, 2019), a service is an action or performance offered by one party to another on an intangible principle and its production may or may not be related to a physical product.

c. **Consumer Satisfaction**

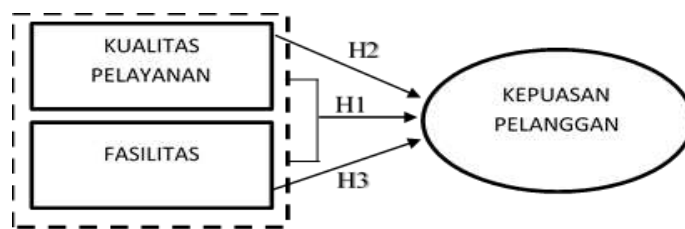
According to Phillip Kotler in (Millah, 2020), consumer satisfaction is a person's feeling of pleasure that arises after comparing perceptions or impressions of employee performance or the results obtained from a product.

d. **Service Quality**

According to (Ismanto & Munzir, 2020) quality of service is a quality application as a characteristic of product appearance or performance which is a major part of the company's strategy in order to achieve sustainable excellence, both as a market leader or as a strategy to continue to grow and develop.

e. **Facility**

According to (Wardani, 2020), facilities are anything that can make it easier and expedite to carry out a business and are the facilities and infrastructure needed to carry out or expedite an activity,



Picture 1. Conceptual Framework

Hypothesis

H1: there is an influence of Service Quality and Facilities together on New Royal Adventure visitor satisfaction.

H2: Service Quality has a positive effect on New Royal Adventure visitor satisfaction.

H3: Facilities have a positive effect on visitor satisfaction at New Royal Adventure.

METHODOLOGY

This research was conducted at the New Royal Adventure tourist attraction where the respondents were visitors to the New Royal Adventure. The sample in this study was 100 visitors. The sampling technique used purposive sampling method. The data analysis technique uses multiple linear regression and the data source used is primary, by distributing questionnaires directly to respondents. Multiple linear regression in this study was processed using SPSS version 25.

RESULT AND DISCUSSION

The primary data used in this study was in the form of questionnaires which had been distributed to 100 New Royal Adventure visitors. The data obtained are selected respondents based on the consideration of the researcher according to the goals and problems. The results of the research are then processed using SPSS version 25, as follows:

- a. The effect of service quality and quality of facilities on visitor satisfaction. Based on the output results of SPSS version 25, it was found that $F_{table} = k: n - k = F_{table} = 3.09$, which means that $F_{count} > F_{table}$ $54.916 > 3.09$ and the significance level is $p\text{-value} < 0.05$ ($0.000 < 0.05$) it can be concluded that the independent variable has an influence on the dependent variable and the linear regression model is suitable for further research analysis and is appropriate for explaining service quality and visitor quality and the dependent variable is visitor satisfaction.

From the results of the data analysis above, it is explained that the New Royal Adventure tourist attraction which pays attention to the quality of service and quality of facilities is able to influence the satisfaction of visitors who come.

H1 = Quality of Service and Quality of Facilities Affect Visitor Satisfaction

- b. The effect of service quality on visitor satisfaction. Based on the results of multiple regression analysis, it shows that the variable service quality has an effect on visitor satisfaction. This can also be seen from the partial test (t test) which shows that there is an influence between service quality variables on

visitor satisfaction of $t_{count} > t_{table}$ ($4.462 > 1.985$) and a significant value of $0.000 < 0.05$, then H1 is accepted. From the results of the data analysis above, the quality of service provided at the New Royal Adventure tourist attraction through employees, as well as paying attention to cleanliness, responds well to visitors (good attitude) so that what is conveyed to visitors can be conveyed properly and be able to provide a sense of comfort and safe for visitors. The results of this study are in line with research (Maryati & Husda, 2020)), which shows that service quality has an effect on visitor satisfaction.

H2 = Service Quality Affects Visitor Satisfaction

c. Effect of Facility Quality on Visitor Satisfaction

Based on the results of multiple regression analysis, it shows that the variable quality of facilities has an effect on visitor satisfaction. This can also be seen from the partial test (t test) which shows that there is an influence between the variable quality of facilities on visitor satisfaction of $t_{count} > t_{table}$ ($4.157 > 1.985$) and a significant value of $0.000 < 0.05$, then H1 is accepted. From the results of the data analysis above, it can be seen that with adequate facilities such as parking lots, prayer rooms, bathrooms, trash cans, signboards and so on, as well as being seen from an overview of the locations that can be reached by visitors, it can give a sense of satisfaction to visitors who come to the New Royal Adventure tourist attraction. The results of this study are in line with research (Maryati & Husda, 2020), which shows that the quality of facilities affects visitor satisfaction.

H3 = Quality of Facilities Has an Effect on Visitor Satisfaction

CONCLUSION AND RECOMMENDATION

1. Conclusion

- a. Partial test (t test) shows the results that Service Quality (X1) and Facilities (X2) have an effect on Visitor Satisfaction (Y) at New Royal Adventure.
- b. Simultaneous Test (F Test) shows that the results of Service Quality (X1) and Facilities (X2) have an effect on Visitor Satisfaction (Y) at New Royal Adventure.
- c. The coefficient of determination test (R²) shows that the variable Visitor Satisfaction (Y) at New Royal Adventure is influenced by the Quality of Service (X1) and Facilities (X2) variable of 52.1% and the remaining 47.9% Visitor Satisfaction is influenced by other variables which in this study were not included.

2. Recommendation

a. Recommendations for Further Researchers

In future researchers it is suggested to add other variables that affect visitor satisfaction such as destination image variables and product quality variables. It is intended that research can be more useful for the company being studied.

b. Recommendations for Company Managers

According to visitors, the quality of services and facilities offered by New Royal Adventure is high. This can be seen from the average score of each variable of service quality and facilities which is relatively high. In increasing visitor satisfaction there are several suggestions that can be

considered for the company

1) Regarding Service Quality

Based on the research results, the service quality variable has a positive and significant effect on visitor satisfaction, therefore New Royal Adventure is expected that the company can maintain good service quality items, namely Reability, Responsiveness, Assurance, Tangibles, Empathy. It is hoped that the New Royal Adventure company will further improve the quality of service so that it can create a better service quality and can better serve New Royal Adventure visitors.

2) Regarding Facilities

From the research results, the quality variable has a positive and significant effect on visitor satisfaction. Therefore, it is hoped that the company can maintain good facilities, namely special planning, space planning, equipment, lighting and color, graphic messages. Should be maintained and improved.

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