



## The Influence of Service Quality, Facilities and Prices on Visitor Satisfaction at the Gajah Mungkur Reservoir Tourism Object, Wonogiri Regency

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**Abstract** Study This aim For knowing : Influence quality service to satisfaction visitors, Influence facility to satisfaction visitors , Influence price to satisfaction visitors , Influence quality services , facilities , and price to satisfaction visitors . Study This manifold quantitative with use type of primary data. Testing analysis data quality using test validity And test reliability . Technique analysis of the data used is multiple linear regression . Study This use purposive sampling method where samples taken is from consideration data certain Where generally customized with objective And problem study And sample in study This totaling 100 respondents who are visitors Object Tour Gajah Mungkur Reservoir Regency Wonogiri . Technique deep data collection study This with spread questionnaire with scale likert to respondents . Results study This in a way t test shows that each variable quality services , facilities , and price in a way Partial own influence positive And significant to satisfaction visitors Object Tour Gajah Mungkur Reservoir Regency Wonogiri . As well as, deep F test shows that variable quality services , facilities , and price in a way simultaneous own influence positive And significant to satisfaction visitors Object Tour Gajah Mungkur Reservoir Regency Wonogiri . Whereas results test coefficient determination  $R^2$  own mark *Adjusted R Square* is 70.2 % which means variable satisfaction visitors influenced by existing variables on study This And the remaining 29.8% is affected by other variables outside study This.

**Keywords:** Service Quality; Facilities; Price; Visitor Satisfaction

### 1. INTRODUCTION

Indonesia has great tourism potential and is an archipelagic country that has vast sources of wealth. This can be seen from the Indonesian tourism sector which continues to progress and develop very rapidly (Kemenparekraf / Baparekraf RI, 2023). Through the tourism industry, the country's economy can increase, such as foreign exchange, people's income, increased employment opportunities, business opportunities so that unemployment can be reduced and poverty and hunger can be eradicated in tourist destination areas (Armiyati et al., 2019).

The diversity of Indonesia's natural resource wealth includes the beauty of Indonesia's natural tourism, where almost all regions have natural tourist attractions. We need to know that today's society really needs a moment of rest after daily activities. More and more tourist destinations are emerging in various regions with their own charm and uniqueness, one of which is the tourist destination in Wonogiri Regency. Wonogiri Regency has quite good potential in the tourism sector and is large enough to be developed, with the presence of various tourist attractions, both natural and artificial tourism. One of them is the Gajah Mungkur Reservoir tourist attraction.

Gajah Mungkur Reservoir is one of the very popular tourist attractions in Wonogiri Regency. This place is a reservoir created by damming the flow of the Bengawan Solo River. The location is in Sendang Village, Wonogiri District, Wonogiri Regency, Central Java. During its construction, the Gajah Mungkur Reservoir was used to control floods, to irrigate rice fields, provide drinking water, and also produce hydroelectric electricity. As time goes by, this reservoir is also used as a tourist spot which can improve the economy of the surrounding community. Gajah Mungkur Reservoir is one of the well-known artificial tourist destinations and has become a typical icon of Wonogiri Regency (Febriana, 2016).

There are several problems in management to meet the satisfaction of tourist visitors at the Mungkur Gajah Reservoir tourism. Where, this tourism has not been carried out optimally because there is still a lack of maintenance in maintaining this tourist attraction, it has not been optimal in serving visitors, the infrastructure in this tourist attraction is also less than optimal. If visitors feel dissatisfied with this tourist attraction, the number of visitors will continue to decrease and this will have a negative impact on the economy of the surrounding community.

To increase the number of tourists, it is necessary to pay attention to factors that can satisfy consumers and make consumers interested in visiting again, so that the number of tourists visiting a tourist attraction will continue to increase from year to year. According to Kotler and Keller (2018) in (Darno & Yosepha, 2023) consumer satisfaction is a person's feeling of happiness or disappointment that arises from comparing the performance (results) of a product that is being considered against the performance (results) that consumers expect. The assessment of tourist satisfaction depends on what visitors perceive after using the goods or services, such as service quality, facilities and price.

According to Kotler (2019) in (Zikri & Harahap, 2022) defines service quality as a form of consumer assessment of the level of service received with the expected level of service, if the service received or felt is as expected, then the quality of service is perceived as good and satisfying . Service quality will play a role in providing a perception of whether the service provided has made a good impression on visitors or vice versa. Officer factors such as attitude and skills in conveying information are important factors that determine how good service can be delivered, so that it can influence visitor satisfaction.

According to Kotler in (Siregar & Elfikri, 2022) states that facilities are everything that is deliberately provided by service providers to be used and enjoyed by consumers with the aim of providing a maximum level of satisfaction. Facilities are anything that is physical equipment that is provided to support and make it easier for consumers to obtain comfort. If the facilities provided are adequate, then the completeness and availability of the facilities will

increase tourist satisfaction and interest in visiting the tourist attraction. The management of the Gajah Mungkur Wonogiri Reservoir has equipped it with various facilities. This is to ensure that all visitors receive good service and comfort. Some of the facilities provided include: public bathrooms, a place to relax, an animal park, a children's play area, an entertainment stage, a rabbit train, a place of worship, a vehicle parking area, apart from that there are also many various culinary delights and souvenirs.

According to Kotler and Armstrong in (Handayani & Syarifudin, 2022) the definition of price is the amount of money charged for a product (goods or services), or the amount of value that consumers must pay to get the benefits of the product. Price is one of the factors to determine the level of tourist satisfaction, not the price from an economic perspective but in terms of the benefits obtained by tourists. There are many different types of culinary delights starting at IDR 10,000. The entrance ticket to the Mungkur Gajah Reservoir is IDR 15,000 for weekdays. For Sundays and major holidays IDR 20,000. The parking fee is IDR 2,000 (motorcycle) and IDR 5,000 (car). If the price set at the tourist attraction is in accordance with what is expected, for example the location is attractive, clean, strategic and so on, then the visitor will have a level of satisfaction.

Based on the description above, the author feels it is important to conduct research to find out visitors' responses regarding the quality of service, facilities and prices offered. So the author took the title of this research, namely "**The Influence of Service Quality, Facilities and Prices on Visitor Satisfaction at Gajah Mungkur Reservoir Tourism, Wonogiri Regency**".

## **Literature Review**

### **1. Service quality**

According to Kotler (2019) in (Zikri & Harahap, 2022) defines service quality as a form of consumer assessment of the level of service received and the expected level of service. If the service received or felt is as expected, then the quality of service is perceived as good and satisfying.

### **2. Facilities**

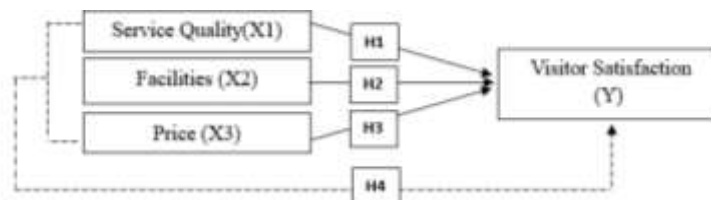
According to Kotler in (Siregar & Elfikri, 2022) states that facilities are everything that is deliberately provided by service providers to be used and enjoyed by consumers with the aim of providing a maximum level of satisfaction. Facilities are anything that is physical equipment that is provided to support and make it easier for consumers to obtain comfort.

### 3. Price

According to Kotler and Armstrong in (Handayani & Syarifudin, 2022) the definition of price is the amount of money charged for a product (goods or services), or the amount of value that consumers must pay to get the benefits of the product.

### 4. Visitor Satisfaction

According to Kotler and Keller (2018) in (Darno & Yosepha, 2023) consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of a product in mind against the expected performance (results). If performance is below expectations, customers are dissatisfied. If performance exceeds expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied.



**Figure 1. Framework of Thought**

**Hypothesis 1:** Service quality influences visitor satisfaction at Gajah Mungkur Reservoir tourism, Wonogiri Regency.

**Hypothesis 2:** Facilities influence visitor satisfaction at Gajah Mungkur Reservoir tourism, Wonogiri Regency.

**Hypothesis 3:** Prices influence visitor satisfaction at Gajah Mungkur Reservoir tourism, Wonogiri Regency.

**Hypothesis 4:** The quality of service, facilities and prices simultaneously influence visitor satisfaction at the Gajah Mungkur Reservoir Tourism, Wonogiri Regency.

## 2. RESEARCH METHODS

This research was conducted at the Gajah Mungkur Reservoir Tourism Object, Wonogiri Regency where the respondents were visitors to the Gajah Mungkur Reservoir Tourism Object. The sample in this research was 100 visitors. The sampling technique uses a purposive sampling method. The data analysis technique uses multiple linear regression and the data source used is primary, by distributing questionnaires to respondents. Multiple linear regression in this study was processed using SPSS 25.

### 3. RESULTS AND DISCUSSION

The primary data used in this research is in the form of a questionnaire that has been distributed to 100 respondents who are visiting or who have visited the Gajah Mungkur Wonogiri Reservoir tourist attraction. The data obtained are from selected respondents based on the considerations of the researcher. The research results from this data were then processed using SPSS 25, as follows:

#### 1. Data Analysis

##### a. Description of Respondent Characteristics

This research uses several characteristics to provide a clearer picture of respondents. Categorized by gender, age, residence, type of work and number of visits.

**Table 1. Gender Data**

Gender	Frequency	Percent
Male	39	39,0
Female	61	61,0
Total	100,0	100,0

Source: Primary Data Processing, 2024

**Table 2. Age Data**

Age	Frequency	Percent
<15 years	4	4,0
16-25 years	65	65,0
26-35 years	20	20,0
36-45 years	8	8,0
46-55 years	3	3,0
Total	100,0	100,0

Source: Primary Data Processing, 2024

**Table 3. Residence Data**

Residence	Frequency	Percent
Wonogiri Regency	69	69,0
Etc.	31	31,0
Total	100,0	100,0

Source: Primary Data Processing, 2024

**Table 4. Job Type Data**

Job Type	Frequency	Percent
Students	39	39,0
Businessman	10	10,0
Government Employees	5	5,0
Private Employees	31	31,0
Etc.	15	15,0
Total	100,0	100,0

Source: Primary Data Processing, 2024

**Table 5. Data on Number of Visits**

Number of Visits	Frequency	Percent
1 time	29	29,0
2-3 times	39	39,0
>3 times	32	32,0
Total	100,0	100,0

Source: Primary Data Processing, 2024

## b. Descriptive Statistical Analysis

**Table 6. Descriptive Statistical Test Results**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1	100	29	50	43.41	3.352
X2	100	33	50	43.64	3.529
X3	100	15	30	24.76	2.319
Y	100	17	29	26.04	1.684
Valid (listwise)	100				

Source: Primary Data Processing, 2024

Based on table 6 above, it shows the minimum value, maximum value, average and standard deviation of each variable. This value explains the actual range of the lowest respondent answer score and the highest respondent answer score based on the number of statements in each variable.

## c. Data Instrument Test

### 1) Validity Test

The results of the validity test in the table below show that all the influences of service quality, facilities and price variables are positive on visitor

satisfaction. This can be seen from the results of  $r_{count} > r_{table}$  which are positive. So according to the data processing results below, all indicators are valid.

**Table 7. Validity Test Results**

Variable	Items	r count	r table	Information
Service Quality (X1)	X1.1	0,610	0,196 6	Valid
	X1.2	0,667	0,196 6	Valid
	X1.3	0,589	0,196 6	Valid
	X1.4	0,669	0,196 6	Valid
	X1.5	0,489	0,196 6	Valid
	X1.6	0,413	0,196 6	Valid
	X1.7	0,569	0,196 6	Valid
	X1.8	0,639	0,196 6	Valid
	X1.9	0,489	0,196 6	Valid
	X1.10	0,554	0,196 6	Valid
Facilities (X2)	X2.1	0,323	0,196 6	Valid
	X2.2	0,565	0,196 6	Valid
	X2.3	0,571	0,196 6	Valid
	X2.4	0,400	0,196 6	Valid
	X2.5	0,568	0,196 6	Valid
	X2.6	0,543	0,196 6	Valid
	X2.7	0,653	0,196 6	Valid
	X2.8	0,650	0,196 6	Valid
	X2.9	0,337	0,196 6	Valid
	X2.10	0,443	0,196 6	Valid

Price (X3)	X3.1	0,637	0,196 6	Valid
	X3.2	0,569	0,196 6	Valid
	X3.3	0,706	0,196 6	Valid
	X3.4	0,713	0,196 6	Valid
	X3.5	0,726	0,196 6	Valid
	X3.6	0,596	0,196 6	Valid
Visitor Satisfaction (Y)	Y.1	0,601	0,196 6	Valid
	Y.2	0,675	0,196 6	Valid
	Y.3	0,702	0,196 6	Valid
	Y.4	0,612	0,196 6	Valid
	Y.5	0,715	0,196 6	Valid
	Y.6	0,768	0,196 6	Valid

Source: Primary Data Processing, 2024

## 2) Reliability Test

The results of the reliability test are used to determine whether the research questionnaire used to search for research variable data is reliable or not. The level of reliability of a variable can be seen from the results of the Cronbach's Alpha statistical test where a statement is considered reliable if it provides a Cronbach's Alpha value  $> 0.60$  (Ghozali, 2018).

**Table 8. Reliability Test Results**

Variable	Cronbach's Alpha	Information
Service Quality	0,770	Reliable
Facilities	0,686	Reliable
Price	0,733	Reliable
Visitor Satisfaction	0,762	Reliable

Source: Primary Data Processing, 2024



#### d. Classic Assumption Test

##### 1) Normality Test

Based on the results of the normality test, it shows a significance result of 0.200, meaning it is greater than 0.05 using the One Sample Kolmogorov Smirnov Test. So it can be stated that the data is normally distributed.

**Table 9. Normality Test Results**

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.90479659
Most Extreme Differences	Absolute	.046
	Positive	.039
	Negative	-.046
Test Statistic		.046
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Primary Data Processing, 2024

##### 2) Multicollinearity Test

Based on the results of the multicollinearity test, the VIF value for all independent variables is less than 10 and the tolerance value is greater than 0.1. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

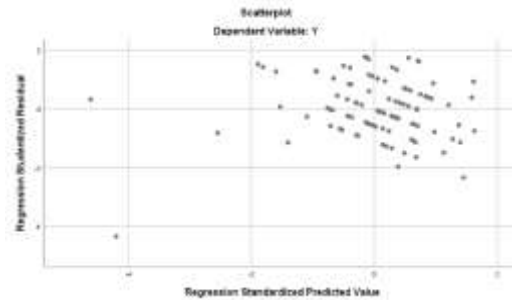
**Table 10. Multicollinearity Test Results**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
X1	.658	1.521
X2	.903	1.108
X3	.658	1.519
a. Dependent Variable: Y		

Source: Primary Data Processing, 2024

### 3) Heteroscedasticity Test

Based on the results of the heteroscedasticity test, it can be seen from the image below, it can be seen that the points do not form a particular pattern and the points are spread above and below the number 0 on the Y axis. So it can be concluded that heteroscedasticity does not occur in the regression model.



**Figure 2. Heteroscedasticity Test Results**

Source: Primary Data Processing, 2024

### e. Multiple Linear Regression Analysis

**Table 11. Multiple Linear Regression Test Results**

Model		Unstandardized Coefficients
		B
1	(Constant)	5.306
	X1	.299
	X2	.058
	X3	.211
a. Dependent Variable: Y		

Source: Primary Data Processing, 2024

Based on table 11 above, the results of the multiple linear regression test are stated as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 5,306 + 0,299 X_1 + 0,058 X_2 + 0,211 X_3 + e$$

Based on the regression equation above, it shows that:

1. The constant value  $\alpha$  is 5.306, meaning that if the variable values for service quality, facilities and price are constant or zero, then the visitor satisfaction variable remains at 5.306.
2. The coefficient value of the service quality variable is 0.299, meaning that if the value of the service quality variable is increased by one unit, it will increase the value of the visitor satisfaction variable by 0.299, so it can be stated that there is a positive relationship.

3. The coefficient value of the facility variable is 0.058, meaning that if the value of the facility variable is increased by one unit, it will increase the value of the visitor satisfaction variable by 0.058, so it can be stated that there is a positive relationship.
4. The coefficient value of the price variable is 0.211, meaning that if the value of the price variable is increased by one unit, it will increase the value of the visitor satisfaction variable by 0.211, so it can be stated that there is a positive relationship.

## f. Hypothesis Testing

### 1) t Test (Partial Test)

The t test was carried out to see the magnitude of the partial influence value of the independent variable on the dependent variable.

**Table 12. T Test Results**

	Model	t	Sig.
1	(Constant)	3.569	.001
	X1	8.804	.000
	X2	2.093	.039
	X3	4.307	.000
a. Dependent Variable: Y			

Source: Primary Data Processing, 2024

Based on the t test results above, it shows that:

- a. H1 is accepted, with a value of  $t_{\text{count}} > t_{\text{table}}$  ( $8.804 > 1.984$ ) and a Sig level. equal to  $0.000 < 0.05$ .
- b. H2 is accepted, with a value of  $t_{\text{count}} > t_{\text{table}}$  ( $2.093 > 1.984$ ) and a Sig level. equal to  $0.039 < 0.05$ .
- c. H3 is accepted, with a value of  $t_{\text{count}} > t_{\text{table}}$  ( $4.307 > 1.984$ ) and a Sig level. equal to  $0.000 < 0.05$ .

### 2) F Test (Simultaneous Test)

The F test is used to see the simultaneous influence of the independent variable on the dependent variable.

**Table 13. F Test Results**

Model		Mean Square	F	Sig.
1	Regression	66.551	78.829	.000 <sup>b</sup>
	Residual	.844		

Source: Primary Data Processing, 2024

Based on the results of the F test, it is obtained that  $F_{count} > F_{table}$  ( $78.829 > 2.699$ ) and the significance level is  $0.000 < 0.05$ . So it can be concluded that the independent variables, namely service quality, facilities and price, have a simultaneous influence on the dependent variable, namely visitor satisfaction.

### 3) Coefficient of Determination Test

**Table 14. Determination Coefficient Test Results (R2)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 <sup>a</sup>	.711	.702	.919

Source: Primary Data Processing, 2024

Based on the results of the coefficient of determination test (R2), the results obtained from the Adjusted R Square were 0.702. So it can be said that the dependent variable, namely Visitor Satisfaction, is influenced by 70.2% of the Service Quality, Facilities and Price variables, and the remaining 29.8% is influenced by other variables not examined by researchers in this study.

## 4. CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

- The t test (Partial) shows the results that each variable of service quality (X1), facilities (X2), and price (X3) has an effect on visitor satisfaction (Y) at the Gajah Mungkur Wonogiri Reservoir Tourism Object.
- The F test (Simultaneous) shows that Service Quality (X1), Facilities (X2), and Price (X3) simultaneously or together influence visitor satisfaction (Y) at the Gajah Mungkur Wonogiri Reservoir Tourism Object.
- The coefficient of determination test (R2) for the Adjusted R Square value obtained was 0.702. So it can be said that the dependent variable, namely Visitor Satisfaction, is influenced by 70.2% of the Service Quality, Facilities and Price variables, and the

remaining 29.8% is influenced by other variables not examined by researchers in this study.

### **Recommendations**

It is hoped that further research can further develop and refine this research so that it can provide even greater benefits. It is also hoped to add other variables that influence visitor satisfaction, such as product quality variables, in order to provide a broader picture of what is being researched.

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