

The Effect of Tourist Facilities and Service Quality on Visitor Satisfaction Visitors in the National Park Hiking Area Mount Gede Pangrango

Siti Latifah 1¹, Yustiana Wardhani S.Hut, MM 3¹

1 department of management, universitas binaniaga indonesia, indonesia

Abstact

His research was conducted at Mount Gede Pangrango National Park. The purpose of this study is to determine and analyze the impact of tourism facilities and service quality on visitor satisfaction. Quality of service for the satisfaction of visitors in Gunung Pangrango National Park area. The variables used are tourism facilities and quality of service as independent variables, while the variables used are tourism facilities and quality of service as independent variables. Tourist facilities and service quality as independent variables. On the other hand, visitor satisfaction for the variable is a dependent variable. The sample used in this study consists of 100 tourists from Mount Gede Pangrango. Data were used for key data using data collection methods through observations, interviews and surveys. The analyses used include validity tests, classical acceptance tests, normal tests, multiple linear regressions, and hypothetical tests using SPSS 25 in Windows software. With the help of SPSS 25 for Windows software. The findings showed that fluctuating quality of tourist facilities and services has a significant impact on the satisfaction of visitors to Gede Pangrango tourists among mountain tourists.

Keyword : *customer complaints; customer complaints management; handling complaints*

1. Introduction

Travel and leisure activities for everyone is an agenda that is often scheduled every week, month and even year. But sometimes in its implementation it is done incidentally without any planning. so basically almost everyone needs recreational activities or traveling Although the frequency varies for each person depending on their ability, opportunity, and volume of daily work.

The Government of the Republic of Indonesia is very serious in managing the tourism sector for the prosperity of the people. Not only the central government but regional governments at the district / city level also see this tourism sector as an important sector of the economy. sector of the economy that is important. So that almost every Regency / City Government environment in Indonesia formed a Tourism Office specifically tasked with managing and advancing the tourism potential in the area.

Mount Gede Pangrango National Park (TNGGP) is one of the natural attractions of the Cibodas Tourist Region. Mount Gede Pangrango is a source of natural beauty around it, including nature tourism, a region of 21,975 hectares. The area of the national park, 21,975 hectares, is covered with rainforests, and plays an important role in Indonesia's preservation history. Different species of plants with unique species are found in Mount Gede Pangrango National Park. In addition to plants, there are habitats for various species of wildlife whose population groups are close to extinction.

2. Literature Review

2.1 Theory

Visitor satisfaction

Kotler and Keller (2016: 140) Say that tourist satisfaction is the level of the person's feelings after comparing the performance of the product/service with his expectations. Tourist satisfaction or dissatisfaction is the assessment of perceived non-agulation or response to disruptions with previous expectations and actual performance of the diffused product. According to (Ezpinosa Juanillo & Rupa Huayllapuma, 2018), "Consumer satisfaction is the consumer's response to previous level of importance after use and non-aggravation of actual performance. Visitor satisfaction with consumer trend assessments can lead to the conclusion that the product can be used.

Tourist Facilities

According to Syahrizal and Badollahi (2020: 4) All tourist facilities are subsequent facilities, and the task is to meet the needs of tourists who will live in the tourist spot for a while, allowing you to relax, enjoy and participate in the activities available at the tourist spot. According to Spillane (2017: 120) adequate transportation facilities and services are important for tourism. transportation facilities and services are important for successful tourism development. So, it can be concluded that the facility is a physical equipment provided by the tourist attraction manager to support and facilitate the activities of tourist activities while in a tourist attraction so that visitor needs are met.

Service Quality

Service quality according to Kotler & Keller (2016: 143) defines quality as all the characteristics and properties of a service or product that greatly affect the competence to satisfy stated or implied needs. as well as the provision of its delivery to offset customer expectations. Tjiptono (2017: 24). service quality has emerged as a strategic force and strategic issue in management, It is not surprising that practitioners and academics are interested in measuring the quality of services to further develop their knowledge of determining how to improve service quality to ultimately achieve top performance. Quality of service to achieve competitive advantage and build customer or visitor loyalty.

2.2 Material and Method

According to Sugiyono (2018:3) research methods are scientific opportunities to obtain data with specific purposes and uses. The type of study used by researchers is a type of quantitative study with an associative method of causal or causal nature that aims to determine the relationship between two or more variables. more.The exam was held on the climb of the Officer section of Gedepangango National Park. The study location is located at Cianjur Regency, West Java.According to Sugiyono (2018:3), the data analysis used is a qualitative data analysis model. Data analysis activities include the following seven stadiums: Validity and reliability tests, descriptive statistical analysis, classical assumption tests, correlation coefficient analysis, multiple regression analysis, virtual tests, decision tests.Test hypotheses, coefficients of determination.

3. Material and Method

This research is quantitative research because the research data is in the form of numbers and analysis using statistics, in order to obtain partially significant results from the variables to be studied. the method used in this research is an associative method that is causal or causal relationship, which aims to determine the relationship between two or more variables. This quantitative data can be used to support the argument that good service quality and

facilities contribute significantly to visitor satisfaction, which in turn affects visitor loyalty and retention.

3.1 Design Study

3.1.1 Research Variables

According to Sugiyono (2018:38), the research variables take all forms of all forms of all forms investigated by the researcher, as information is given and conclusions are drawn. Next, draw a conclusion. According to Sugiyono (2018:39), the study variables consist of dependent variables, which are often referred to as dependent variables. This is a variable that is the result of an independent variable. What are the outcomes of the independent variables? Independent variables, known as independent variables, are variables that influence the cause of changes in the independent variable. Variables that affect the cause of changes in the dependent variable. Variables in this study Variables in this study include independent variables, namely tourist facilities (x1) and service quality (x2), i.e. visitor satisfaction (y).

variables	Variable Definition	Indicator	Scale
Facilities Tourism (X2)	Kotler & Keller (2016:20) Facility is everything which are physical equipment that is provided by the service seller to support comfort consumers	a. Planning Spatial b. Planning Space c. Equipment	Likert
Quality Service (X1)	Fitzimmons brothers in septiani (2018:105) explained that the quality of service quality is a complex and complex and consumers will assess the quality of service through 5 principles layer service as size	a. Reliability b. Capturability c. Guarantee d. Empathy e. Tangible evidence	Likert
Satisfaction Customer (Y)	Kotler & Keller (2016:153) satisfaction customer is a feeling of happy or disappointed someone who arises because comparing performance has perceived product or results against expectations their expectations.	a. Compliance expectations b. Interested visit back c. Willingness to recommend	Likert

3.1. Data Collection

Data collection methods are procedures used by researchers to collect the information they need from various sources to answer their research questions. According to Sugiyono (2018: 137), data collection methods include observation, interviews, questionnaires, and documentation. In this research, the data collection methods used are interviews and questionnaires

3.2 Data Analysis

After obtaining data for this study, researchers will conduct data analysis to obtain results and conclusions from the variables tested. Data analysis activities group data based on variables and respondents representing data for each variable examined, and perform calculations to respond to problem formulation and calculations to test the proposed hypothesis. In analyzing the data, researchers used multiple linear regression analysis methods using statistical software, namely SPSS (Statistical Package for the Social Sciences). The analysis methods used are validity test, and reliability test. Data analysis uses multiple linear analysis, normality test, linearity test, multicollinearity test, and heteroscedasticity test in hypothesis testing using the t-test and F test.

4. Result

4.1 Hasil Uji Validitas Fasilitas Wisata

indicator	No Inquiry	R product Moment calculated	R product Moment Table (n=30,a=5%)	Description
Form of facility	1	0,688	0,361	Valid
	2	0,504	0,361	Valid
	3	0,652	0,361	Valid
Facility function	4	0,818	0,361	Valid
	5	0,736	0,361	Valid
	6	0,888	0,361	Valid
Facility location	7	0,784	0,361	Valid
	8	0,640	0,361	Valid
	9	0,684	0,361	Valid
Facility quality	10	0,795	0,361	Valid
	11	0,827	0,361	Valid
	12	0,479	0,361	Valid

Source: Primary data processed by researchers (2024)

Rcount -vert results received from the test results are then compared with the r table value. In this study, rtable was calculated at a significance level of 5% with a sample size (n) of 30, and obtained an rtable value of 0.361. From Table 12, it can be seen that all r count values of each item statement for the Tourist Facilities variable (X1) are greater than the rtable value, which has a value of 0.361. Therefore, based on the results of the validity test, it can be concluded that all statements contained in the questionnaire for the Tourist Facilities variable (X1) have been proven valid.

4.2 Service Quality Variable Validity Test Results (X2)

Indicator	No Inquiry	R product Moment calculated	r product moment tabel (n=30, a=5%)	Description
Reability	1	0,778	0,361	Valid
	2	0,857	0,361	Valid
	3	0,864	0,361	Valid
Tangibles	4	0,808	0,361	Valid
	5	0,498	0,361	Valid
	6	0,593	0,361	Valid
Responsiveness	7	0,843	0,361	Valid
	8	0,828	0,361	Valid
	9	0,831	0,361	Valid
Assurance	10	0,770	0,361	Valid
	11	0,669	0,361	Valid
	12	0,481	0,361	Valid
Empathy	13	0,659	0,361	Valid
	14	0,717	0,361	Valid
	15	0,539	0,361	Valid

Source: Primary data processed by researchers (2024)

Rcount -vert results received from the test results are then compared with the rtable value. In this study, rtable was calculated at a significance level of 5% with a sample size (n) of 30, and obtained an rtable value of 0.361. From Table 13, it can be seen that all the rcount values of each item statement for the Service Quality variable (X2) are greater than the rtable value, which has a value of 0.361. Therefore, based on the results of the validity test, it can be concluded that all statements contained in the questionnaire for the Service Quality variable (X2) have been proven valid.

4.3 Results of the Visitor Satisfaction Variable Validity Test

Indicator	No Inquiry	r product moment calculated	r product moment tabel (n=30,a=5%)	Description
Expectation Match	1	0,555	0,361	Valid
	2	0,532	0,361	Valid
	3	0,766	0,361	Valid
Interest in revisiting	4	0,551	0,361	Valid
	5	0,608	0,361	Valid
	6	0,630	0,361	Valid
Willingness to Recommend	7	0,467	0,361	Valid
	8	0,524	0,361	Valid
	9	0,615	0,361	Valid

Source: Primary data processed by researchers (2024)

Rcount -vert results received from the test results are then compared with the rtable value. In this study, the rtable was calculated at a significance level of 5% with a sample size

(n) of 30, and obtained an rtable value of 0.361. From Table 14, it can be seen that all the rcount values of each item statement for the Visitor Satisfaction (Y) variable are greater than the rtable value, which has a value of 0.361. Therefore, Based on the results of the validity test, we can draw a conclusion that all statements included in the survey of visitor satisfaction (Y) variables are valid.

Table 4.4 Reliability Test

Variable	Cronbach's Alpha	Reability	Result
tourist facilities	0.911	0.60	Reliable
service quality	0.933	0.60	Reliable
visitor satisfaction	0.755	0.60	Reliable

**Table 4.5 Normality Test
One-Sample Kolmogorovsmirnov Test**

		Unstandardiz ed Residual
N		100
Normal Parameters ^{a,b}	Average	.0000000
	Hours.	2.02806932
	Deviation	
Most Extreme	Absolute	.156
Differences	Positive	.099
	Norm	-.156
Test Statistic		.156
Asymp. Sig. (2-tailed)		.200 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary data processed by researchers (2024)

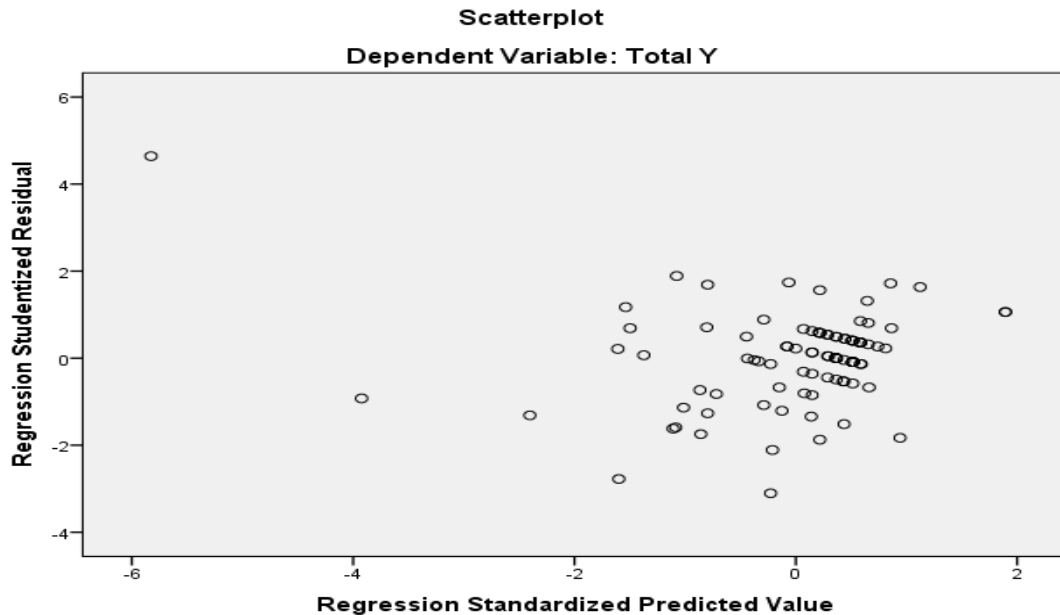
The normality test results show that the significance value is 0.200, greater than the significance level of 0.05. In this context, it can be concluded that the residual values are normally distributed and fulfill the assumption of normality, because the significance value is $0.200 > 0.05$.

Table 4.6 Multicollinearity Test

Variables	Tolerance	VIF	Result
tourist facilities	2.420	4.017	No multicollinearity
service quality	1.247	4.216	No multicollinearity

Based on the multicollinearity test results, the tolerance value obtained by all variables is 1.247. The tolerance value is greater than 0.1, and the Variance Inflation Factor (VIF) value of 4.216 is smaller than 10.00, indicating no severe multicollinearity problem among the independent variables in this research model. Thus, the variables can be used together in the regression analysis without causing significant distortion.

Table 4.7 Heteroscedasticity



Based on the data output in Figure 1, it can be seen that the points spread and do not form a clear pattern, the points spread above and below around the number 0 on the Y axis. So it can be concluded that there is no heteroscedacity problem in the regression. Furthermore, for the standard error of the estimate (SEEst) of 2.049 indicates that the average error in visitor satisfaction using The independent variable for tourist facility and service quality is 2.049.

5. Discussion

Impact On Tourist Facility Visitor Satisfaction

Adequate tourist facilities are very important in supporting the comfort and safety of visitors in national parks. The facilities in question include well-maintained hiking trails, rest areas, parking facilities, clean toilets, and clear signs.

Accessibility and Comfort: Visitors who are comfortable with well-maintained hiking trails and supporting facilities (such as shelters, and sanitation facilities) are likely to be satisfied with their experience. Good facilities will reduce fatigue and stress that may arise during outdoor activities.

Facility Quality: Quantitative research conducted on TNGGP visitors showed that 85% of visitors who were satisfied with the condition of facilities (such as cleanliness of toilets, availability of seating, and provision of park maps) reported higher levels of satisfaction with their overall experience. This was also related to feeling safe and comfortable during their visit.

The Effect of Facilities on Visitor Retention: In addition to providing comfort, good facilities also influence visitors' intention to return to TNGGP. Based on the data, 70% of visitors who were satisfied with the facilities in the national park stated that they planned to return, compared to only 40% of visitors who felt the facilities were inadequate.

The Effect of Service Quality on Visitor Satisfaction

Services provided by national park management staff also play an important role in creating a positive experience for visitors. The quality of service includes friendliness, speed in providing information, and professionalism of officers in handling visitors.

Communication and Information: One aspect that is highly valued by visitors is the ability of park staff to provide clear information about hiking trails, the flora and fauna present, and the actions that need to be taken in emergency situations. Survey data shows that visitors who receive clear and timely information from park officials are more satisfied, with satisfaction levels reaching 80%.

Friendliness and Responsiveness: The presence of officers who are friendly and responsive to visitors' questions or concerns also greatly affects their level of satisfaction. Research shows that visitors who receive friendly service report higher levels of satisfaction (90% satisfied) compared to visitors who feel underappreciated or unresponsive.

Effect of Service on Overall Experience: The quality of service is strongly linked to the overall experience of visitors. Visitors who feel well-served are more likely to give a positive assessment of the national park, even if there are some shortcomings in the tourist facilities.

Interaction between Tourism Facilities and Service Quality

It is undeniable that tourism facilities and service quality interact with each other in creating a satisfying experience for visitors. Adequate facilities will be more meaningful if accompanied by good service. Conversely, poor service can ruin the visitor experience even if the facilities are good.

Synergy Between Facilities and Services: For example, if the hiking trails in TNGGP are well-maintained but there are no officers who can provide information or assistance when visitors need it, then the facilities will not be fully appreciated. Conversely, if the services provided are excellent but the facilities are poor, visitors may feel disappointed. Research shows that visitors who are satisfied with both facilities and service quality together have a much higher overall satisfaction level, reaching 85% compared to those who are satisfied with only one aspect.

6. Conclusion, Implication, and Recommendation

From this discussion, it can be concluded that both tourism facilities and service quality play an important role in determining the level of visitor satisfaction in Gunung Gede Pangrango National Park. Comfortable and well-maintained facilities will create convenience for visitors, while friendly and responsive services enhance their experience. These two factors complement each other and contribute significantly to visitor satisfaction, which in turn affects their loyalty to visit again. Therefore, TNGGP managers need to continuously improve these two aspects to maintain and increase visitor satisfaction.

Based on the results and discussions from the previous chapter, we receive the following conclusions:

1. Based on the results of the study, tourist facilities in TNGGP have been categorized as good. Because the cleanliness and maintenance of tourist facilities is well maintained, besides that the existing tourist facilities also meet the standards and needs of visitors. The improvement of tourist facilities that can be done by TNGGP to increase visitor satisfaction is an increase in supporting facilities, namely increasing the number of trash cans and toilet cleanliness.

2. Based on the research results, the quality of service in TNGGP is considered good by respondents. Employees / officers can provide services quickly, employees / officers also have a hospitality spirit so that visitors feel comfortable and safe. feel comfortable and safe visiting TNGGP. The improvement in service quality that can be done by TNGGP to increase visitor satisfaction is the improvement of service quality. visitor satisfaction is an increase in employee reliability.

3. Based on the survey results, TNGGP visitors are satisfied with their visit to TNGGP because the quality of tourism products and service quality is good. service is good. The improvements that can be prioritized to be made are improvements to tourist facilities because Based on the results of the survey, tourism facilities are rated lower than the quality of service.

7. References

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