EFFECT OF LOCATION, PRICE, FACILITIES , SERVICE QUALITY, AND *WORD OF MOUTH* ON VISITOR SATISFACTION AT THE KEBONAGUNG JEMBER BATH TOUR

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ABSTRACT

The aim of this research is to determine the partial and simultaneous influence between location, price, facilities , service quality, and *word of mouth* on visitor satisfaction at the Kebonagung Jember bathing tour . The analytical method used is multiple linear regression. The population in this study were all visitors to the Kebonagung bathing tourist attraction. The sampling technique is by using *purposive sampling*. The number of samples used was 60 respondents. The results of this research are Location, Price, Facilities *, Word of Mouth* has a significant effect on visitor satisfaction. Meanwhile, service quality does not have a significant effect on visitor satisfaction at the Kebonagung Jember bathing tour.

Keywords: location, price, facilities, service quality, *word of mouth* , visitor satisfaction, bathing tourism, Kebonagung Jember

INTRODUCTION

The tourism sector in modern times is certainly faced with various competitors who compete to meet public satisfaction. Apart from that, efforts are also needed to develop tourist attractions with increased potential attractiveness. According to Dwyer, *et a* (2020) stated that the development of the tourism economy globally and noted that the tourism sector shows a stable and increasing growth trend from year to year, in contrast to several other economic sectors which experience fluctuations. Telfer & Sharpely (2015) discuss how tourism can be the main driver of economic growth in developing countries, making tourist destinations economic centers that contribute to local development.

Visitor satisfaction is the level of satisfaction or happiness felt by visitors after using a product or service. This satisfaction is measured based on the extent to which visitors' expectations are met or exceeded by their experience. In the context of tourist attractions, visitor satisfaction reflects how well the facilities, services, and overall experience meet or exceed visitor expectations. Meanwhile, in the context of other business ventures, it is usually referred to as customer satisfaction. Giese & Cote, (2000) explain that consumer satisfaction is an emotional or cognitive response, which focuses on certain aspects (such as products, services, or consumption experiences) and occurs at certain times (for example after consumption, after choosing a product, or based on accumulated experience)

Kotler *et a* (2016) stated that location is defined as one of the important factors that influences consumer satisfaction. Location includes various aspects, such as accessibility, comfort and ease of reaching the place. Strategic and easily accessible locations can improve consumer experience, while locations that are difficult to reach or inconvenient can reduce satisfaction.
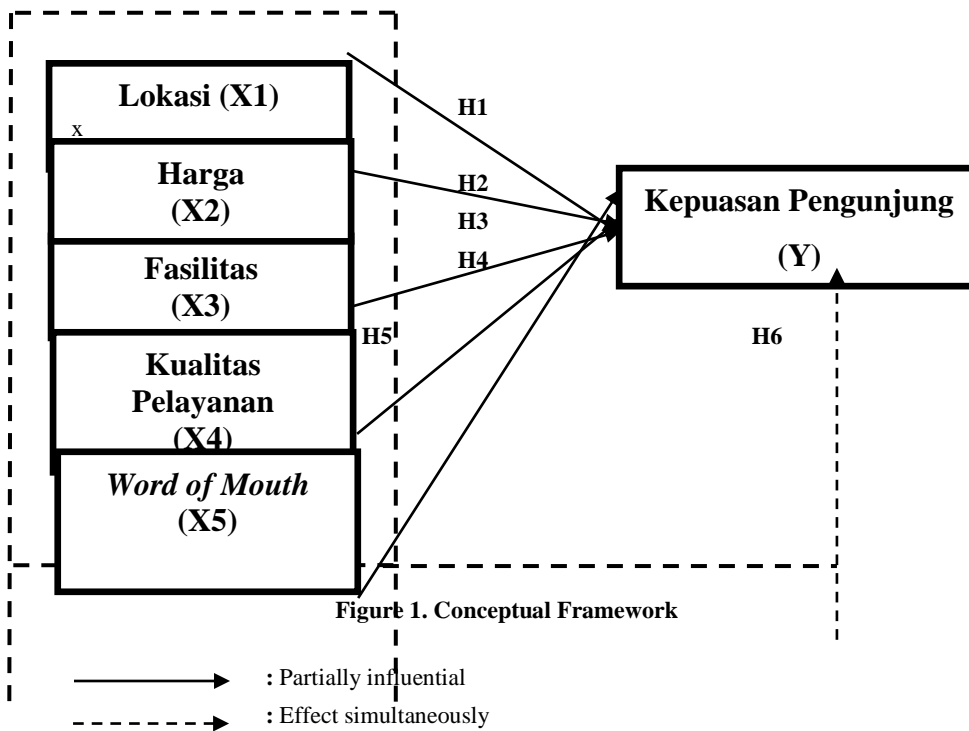
Price is defined as the amount of money consumers must pay to obtain a product or service (Kotler *et a* , 2016) . Price not only reflects the value paid by consumers but also influences the perception of product value, market position and company profits. Pricing involves various considerations, including production costs, market demand, competitors, and the company's marketing strategy. Price can also reflect product quality and can be used as a tool to attract certain market segments or to create a brand image.

Kotler *et a* (2016) define facilities as physical and infrastructure elements that support the delivery of products or services to consumers. These facilities include various aspects such as business location, store design, equipment used, and customer service facilities. Good facilities can improve the customer experience by making the purchasing process easier and more comfortable, as well as creating a positive image for the company .

According to Tjiptono (2014) Service quality is defined as the level of excellence achieved in providing services to customers and how well the service meets or exceeds customer expectations. Service quality involves various dimensions, such as reliability, responsiveness, assurance, empathy, and physical evidence. This emphasizes the importance of understanding and meeting customer needs and efforts to create a satisfying experience.

L i, P et al (2018) state that *Word of mouth* (WOM) is a process where information or recommendations about products or services are disseminated from one individual to another. This WOM can take the form of positive or negative recommendations and often occurs informally through personal interactions. In a marketing context, WOM is considered a very influential form of promotion because the information disseminated is considered more reliable by consumers compared to traditional advertising.

Kebonagung Jember bathing tourism is one of the bathing tourist destinations that offers natural beauty and the freshness of mountain water. Having an interesting historical story and adequate facilities, this place is the right choice to spend holiday time with family and friends. The bathing water at this tourist spot comes from the Watu Remuk spring, which according to Jember people's belief, the flow of this water never stops coming out. A very interesting phenomenon to study is the bathhouse which has been established since the 80s, and is still one of the bathing tourist destinations which is visited by many people, both local and from outside the region. Although we know that many new bathing places have emerged offering various trendy and contemporary facilities. Apart from that, the phenomenon of visitors from children to adults and even the elderly makes up the list of loyal visitors to this bath. Based on the phenomenon described above, the aim of this research is to determine the partial and simultaneous influence between locations, price, Facilities , service quality, and *word of mouth* on visitor satisfaction at the Kebonagung Jember bathing tour.**Conceptual Framework**

Figure 1. Conceptual Framework

→ : Partially influential

----→ : Effect simultaneously

Population and Sample

According to Sugiyono (2017) population is a generalized area consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population used in this research was all visitors to the Kebonagung bathing tour.

According to Sugiyono (2017) the sample is part of the population which is the source of data in research, where the population is part of the number of characteristics possessed by the population. The sampling method is by using non probability sampling with purposive sampling technique. Purposive is a sampling technique using several criteria. The criteria used in this research are:

1. Visitors who have visited at least 2 times.
2. Visitors who are at least 17 years old and over.

The reason why the above criteria were created is because visitors who visit at least twice are those who are at least familiar with the tourist spot, so their assessment will be more objective compared to visitors who have only come to the Kebonagung bathing tourist spot once. Then the criteria for visitors to be at least 17 years old is because 17 years old is the age that is considered an adult, who is able to answer or provide responses more objectively. The sample size used in this research is 10 times the number of variables (10x6), so the total sample is 60 respondents

Types of research

This research uses a type of quantitative research, namely research that uses objective measurements and mathematical analysis of data samples obtained through questionnaires to prove or test the hypotheses proposed in the research.

Data Types and Sources

The type of data used in this research is quantitative data. Quantitative data is data in the form of numbers or numeric. Data sources are anything that can provide information about related research. The data used in this research uses two types of data sources, namely primary data and secondary data. Primary Data is a data source that directly provides data to data collectors. Data was collected by the researcher himself directly from the first source or place where the research object was carried out through observation, interviews and questionnaires. Meanwhile, secondary data refers to data that has been collected and processed by another party before being used for additional analysis or research. This data is not collected directly from the original source by the researcher, but is obtained from previous research or data collection carried out by other individuals, organizations or institutions.

DATA ANALYSIS METHOD

1. Data Instrument Test

Data instrument testing is carried out by conducting Validity and Reliability Tests **.** According to Sugiyono (2017) the validity test is to determine the level of validity of the questionnaire instrument used in data collection. Meanwhile, reliability testing is the degree of consistency and stability of data or findings. Data that is not reliable cannot be processed further because it will produce biased conclusions.

2. Classic Assumption Test

The classical assumption test is carried out to ensure that the regression mode meets the basic assumptions, so that it can be used to test hypotheses. According to Ghozai (2018), to determine the accuracy of the mode, it is necessary to test several classical assumptions, namely, normality test, multicollinearity test, heteroschedasticity test and autocorrelation test.

3. Multiple Linear Regression Analysis

The analytical method used is multiple linear regression analysis. According to Sugiyono (2017), multiple linear regression analysis is a statistical analysis technique used to determine the influence of two or more independent (free) variables on one dependent (dependent) variable. The equation of multiple linear regression is as follows:

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4 + b_5 x_5 + e$$

Information :
Y: Visitor Satisfaction
a: Constant
$b_1.b_2.b_3.b_4.b_5$: Regression Coefficient
X_1 : location
X_2 : Price
X_3 : Facilities
X_4 : Service Quality
X_5: *Word of Mouth*
e: Error

4. Coefficient of Determination (R^2)

According to Ghozali (2016:97), the coefficient of determination (R^2) essentially measures how far the mode's ability is to explain variations in the dependent variable. A coefficient of determination value that is close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable. In general, it can be said that the coefficient of determination (R^2) is between $0 < R^2 < 1$

5. Hypothesis Testing

a. Parsian (t test)

The t test shows how much influence an independent variable has on the dependent variable with the criteria, if the calculated t value is < from t table and the significance level is > 0.05, then partially the independent variable has no effect on the dependent variable. Meanwhile, if the calculated t value is > than t table and the significance level is < 0.05, then the independent variable partially influences the dependent variable.

b. Simultaneously (*F test*)

This F test is carried out with the aim of showing whether each independent or independent variable entered into the mode has an overall impact on the dependent or dependent variable. If the calculated F value < F table and the significance level is > 0.05 then simultaneously all independent variables have no effect on the dependent variable . Meanwhile, if the calculated F value is > F table and the significance level is <0.05 then simultaneously all independent variables have effect on the dependent variable.

RESEARCH RESULTS AND DISCUSSION
Research result
Data Instrument Test
Validation Test

Table 1
Research Data Instrument Vaidity Test

Variable	Indicator	r-count	r-table	Information
Location	X1.1	0.734	0.254	Vaid
	X1.2	0.888	0.254	Valid
	X1.3	0.880	0.254	Valid
Price	X2.1	0.801	0.254	Valid
	X2.2	0.845	0.254	Valid
	X2.3	0.865	0.254	Valid
Facility	X3.1	0.762	0.254	Valid
	X3.2	0.833	0.254	Valid
	X3.3	0.38	0.254	Valid
	X3.4	0.833	0.254	Valid
Service quality	X4.1	0.820	0.254	Valid
	X4.2	0.883	0.254	Valid
	X4.3	0.734	0.254	Valid
Word of Mouth	X5.1	0.873	0.254	Valid
	X5.2	0.841	0.254	Valid
	X5.3	0.710	0.254	Valid
	X5.4	0.875	0.254	Valid

Based on the table above, it shows that the r-count for each indicator is > r-table so that all statements in the questionnaire are declared valid and suitable for use as a measuring tool.

Reliability Test

Table 2
Reliability of Research Data Instruments

Variable	*Cronbach Apha*	**Reiability Standards**	**Information**
Location	0.735	0.60	Reliable
Price	0.878	0.60	Reliable
Facility	0.788	0.60	Reliable
Service quality	0.707	0.60	Reliable
Word of Mouth	0.860	0.60	Reliable
Visitor Satisfaction	0.866	0.60	Reliable

Based on the table above, it shows that all variables have *a Cronbach Alpha* > 0.60 so that the items in each variable are suitable for use as measuring tools.

Classic assumption test

Table 3
Normality Test Results
One-Sample Komogorov-Smirnov Test

		Unstandardized Residuals
N		60
Normal Parameters [a, b]	Mean	0E-7
	Std. deviation	1.05694784
Most Extreme Differences	Absoute	,100
	Positive	075
	Negative	-100
Statistical Tests		,100
Asymp. Sig (2-tailed)		,202

a. Test distribution is Norma
b. Cacuated from data

Based on the table above, *the One-Sample Komogorov-Smirnov Test* obtained a significance value of 0.202 > 0.05, so it can be concluded that the residual value is normally distributed.

Table 4
Multicollinearity Test Results

Mode	Coinearity Statistics		Information
	VIF	Toerance	
Location	2,121	0.448	Multicollinearity does not occur
Price	2,225	0.582	Multicollinearity does not occur
Facility	2,328	0.380	Multicollinearity does not occur
Service quality	2,662	0.420	Multicollinearity does not occur
Word of Mouth	2,384	0.675	Multicollinearity does not occur

a. Dependent Variable: Visitor Satisfaction

Based on the table above, it shows that all variables have a Tolerance value ≥ 0.10 and a VIF value ≤ 10. It can be said that all independent variables in this study do not have multicollinearity.

Table 5
Heteroscedasticity Test Results
coefficients [a]

Mode	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constand)	,002	.102		,032	,878
location	-.004	,009	-.036	-.221	,725
Price	,010	.5	,318	1,563	,170
Facility	-.008	,008	-.260	-.340	,177
Service quality	-.004	,007	-.161	-.663	,433
Word of Mouth	,007	,008	,180	1,004	,225

a. Dependent Variable: ABS_RES

Based on the table above, it can be seen that all variables have a significance value of more than 0.05, therefore the variables Location, Price, Facilities, Service Quality and *Word of Mouth* are declared to have no heteroscedasticity.

Multiple Linear Regression Analysis

Table 6
Results of Multiple Linear Regression Analysis
coefficients [a]

Mode	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constand)	3,444	1004		1,998	,097
Location	,419	.028	.121	2,868	,036
Price	-.302	.101	-.002	2,039	,042
Facility	,283	,100	,280	2,290	,027
Service quality	,299	,098	,252	1,531	.133
Word of Mouth	,099	,112	.104	2,796	.041

b. Dependent Variable: Visitor Satisfaction

Based on the table above, the results of multiple linear regression are as follows:
Y = 3.444 + 0.419X1 – 0.302X2 + 0.283X3 +0.299X4 + 0.099X5

Equation above shows the direction of the relationship between the independent variable and the dependent variable partially, namely:
1. The a value of 3.444 is a constant or condition when the visitor satisfaction variable is before being influenced by the variables Location (X1), Price (X2), Facilities (X3), Service Quality (X4), and *Word of Mouth* (X5). If the independent variable does not exist then the visitor satisfaction variable has a positive value.
2. The Location regression coefficient value (X1) is positive, meaning that the better the location provided, the more visitor satisfaction will increase, assuming the variables Price (X2), Facilities (X3), Service Quality (X4), and *Word of Mouth* (X5) considered constant.
3. The value of the Price regression coefficient (X2) is negative, meaning that the higher the price given, the lower visitor satisfaction will be, assuming the variables Location (X1), Facilities (X3), Service Quality (X4), and *Word of Mouth* (X5) considered constant.
   4. The regression coefficient value of Facilities (X3) is positive meaning that the better the facilities provided, the more visitor satisfaction will increase assuming that the variables Location (X1), Price (X2), Service Quality (X4), and *Word of Mouth* (X5) are considered constant.
   5. The value of the Service Quality regression coefficient (X4) is positive, meaning that the better the quality of service provided, the more visitor satisfaction will increase assuming that the variables Location (X1), Price (X2), Facilities (X3), *Word of Mouth* (X5) are considered constant .
   6. *Word of Mouth* regression coefficient value (X5) is positive, meaning that the better *the Word of Mouth* provided, the more visitor satisfaction will increase, assuming the variables Location (X1), Price (X2), Facilities (X3), and Service Quality (X4) is considered constant.

Coefficient of Determination (R^2)
Table 7
Coefficient of Determination Test Results
Model Summary

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,654 [a]	,688	,568	1,001

a. Predictors: (Constant), Location, Price, Facilities, Service Quality, *Word of Mouth*
b. Dependent Variable: Visitor Satisfaction

Based on the table above, it can be concluded that the Adjusted R Square (Coefficient of Determination) value is 0.568. This means that the contribution of the independent variable (X) to the dependent variable (Y) of 56.8% can be explained by the variables Location (X1), Price (X2), Facilities (X3), Service Quality (X4), and *Word of Mouth* (X5) . Meanwhile, the remaining 43.2% is explained by other variables not included in this study.

Hypothesis
Partially (t test)

Table 8
t test results
coefficients [a]

Mode	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constand)	3,444	1004		1,998	,097
Location	,419	.028	.121	2,868	,036
Price	-.302	.101	-.002	2,039	,042
Facility	,283	,100	,280	2,290	,027
Service quality	,299	,098	,252	1,531	.133
Word of Mouth	,099	,112	.104	2,796	.041

a. Dependent Variable: Visitor Satisfaction

Table 9
Comparison of significance values and t test criteria

Variable	T count	T table	sign	Apha	Information
Location	2,868	1,674	,036	0.05	Significant
Price	2,039	1,674	,042	0.05	Significant
Facility	2,290	1,674	,027	0.05	Significant
Service quality	1,531	1,674	.133	0.05	Not significant
Word of Mouth	2,796	1,674	.041	0.05	Significant

Based on the table above, it can be concluded:
a. The calculated t value for the Location variable (X1) is 1.998, which means > from the t table 1.647, and the level of significance is 0.036, which means < 0.05. Thus, it can be concluded that location (X1) has a significant effect on visitor satisfaction.
b. The calculated t value of the Price variable (X2) is 2.868, which means > from the t table 1.647, and the level of significance is 0.042, which means < 0.05. Thus, it can be concluded that price (X2) has a significant effect on visitor satisfaction.
c. The calculated t value for the Facility variable (X3) is 2.039, which means > from the t table 1.647, and the level of significance is 0.027, which means < 0.05. Thus it can be concluded that Facilities (X3) have a significant effect on visitor satisfaction.
d. The calculated t value of the Service Quality variable (X4) is 1.531, which means < from the t table 1.647, and the level of significance is 0.133, which means > 0.05. Thus, it can be concluded that Service Quality (X4) has no significant effect on visitor satisfaction.
e. The calculated t value of *the Word of Mouth variable* (X5) is 2.796, which means > from the t table 1.647, and the level of significance is 0.041, which means <0.05. Thus, it can be concluded that *Word of Mouth* (X5) has a significant effect on visitor satisfaction.

Simultaneously (F Test)

Table 10
F Test Results
ANOVA

Mode		Sum of Squares	df	Mean square	F	Sig
1	Regression	41,700	5	8,142	6,888	<.001 [b]
	Residua	53,199	44	1,211		
	Total	94,899	49			

a. Dependent Variable: Visitor Satisfaction
b. Predictors: (Constant), Service Quality, Location, *Word of Mouth* , Price, Facilities

Based on the table above, it shows that the significance value of the F test is 0.001 < 0.05 so it can be concluded that Location (X1), Price (X2), Facilities (X3), Service Quality (X4), *Word of Mouth* (X5) simultaneously influence significant to Visitor Satisfaction (Y).

DISCUSSION

a. The Influence of Location (X1) on Visitor Satisfaction (Y) at the Kebonagung Jember Bathing Tour.

The location of the Kebonagung Jember Bathing Tour is quite strategic, not too far from the city center, and is in a highland area which allows visitors to get very fresh and clean air and water. This location is very likely to influence visitors from children to the elderly to choose the Kebonagung baths as their alternative tourist choice. So in this research the location variable has a significant effect on visitor satisfaction.

b. The Influence of Price (X2) on Visitor Satisfaction (Y) at the Kebonagung Jember Bathing Tour.

The entrance ticket price for the Kebonagung baths is quite cheap compared to other bathing tourist attractions, namely IDR 10,000 per person. Apart from being very affordable for the purchasing power of the people of Jember, this price is also very suitable for the condition of the swimming pool which is always clean. So in this research the price variable has a significant effect on visitor satisfaction.

c. The Influence of Facilities (X3) on Visitor Satisfaction (Y) at the Kebonagung Jember Bathing Tour.

The facilities at the Kebonagung bathing tour are quite adequate. The bathroom facilities available are sufficient to meet the needs of visitors. The children's play area and swimming pool are adjusted to the ages of the visitors, making it safe and comfortable for all ages. Thus, this research shows that the facility variable influences visitor satisfaction.

d. The Influence of Service Quality (X4) on Visitor Satisfaction (Y) at the Kebonagung Jember Bathing Tour

Based on the results of the analysis carried out, it shows that service quality does not have a significant effect on visitor satisfaction. It turns out that the quality of service at the Kebonagung baths is not a factor in why visitors choose the Kebonagung baths as a bathing tourism destination. They assume that the purpose of visiting the Kebonagung baths is swimming, so they don't care about the services provided. Whether the service in Kebonagung is good or not does not influence visitors in choosing it as a tourist destination.

e. The Influence of *Word of Mouth* (X5) on Visitor Satisfaction (Y) at the Kebonagung Jember Bathing Tour

Based on the results of the analysis carried out, it shows that *Word of Mouth* has a significant effect on visitor satisfaction. Most visitors get information from friends or relatives who have previously visited the Kebonagung baths. The information provided is always positive and recommends it as a comfortable bathing tourist destination that is worth visiting. Thus, people who get this information are curious to try and repeated visits to this bath.

CONCLUSION

1. Location partially has a significant effect on visitor satisfaction at the Kebonagung Jember bathing tourist spot.
2. Price partially has a significant effect on visitor satisfaction at the Kebonagung Jember bathing tourist spot.
3. Facilities partially have a significant effect on visitor satisfaction at the Kebonagung Jember bathing tourist attraction.
4. Service quality does not partially have a significant effect on visitor satisfaction at the Kebonagung Jember bathing tourist attraction.
5. *Word of Mouth* partially does not have a significant effect on visitor satisfaction at the Kebonagung Jember bathing tourist attraction.
6. Location, Price, Facilities, Service Quality, and *Word of Mouth* simultaneously influence visitor satisfaction at the Kebonagung Jember bathing tourist attraction.

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