

THE INFLUENCE OF SERVICE QUALITY, ENTRANCE TICKET PRICE, AND FACILITIES ON VISITOR SATISFACTION AT TIRTA CITAPEN SWIMMING POOL TOURISM, PURWADADI, SUBANG DISTRICT

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ABSTRACT

Based on the phenomena that occur, the increasing number of tours in Subang Regency, West Java, therefore there is a need for a strategy to survive, namely visitor satisfaction. This study aims to determine the effect of service quality, entrance ticket prices and facilities on tourist visitor satisfaction at the Tirta Citapen Swimming Pool, Purwadadi, Subang Regency. The population in this study is all visitors who have visited the Tirta Citapen Swimming Pool tour. The sample in this study were 80 respondents. Data analysis used in this study is multiple linear regression. The results of this study indicate that service quality, entrance ticket prices, and facilities have a positive and significant effect on visitor satisfaction. The influence of quality, service, price of admission, and facilities has an effect of 66.8 % . Shows that the three hypotheses are accepted, and together they have an influence on visitor satisfaction.

Keywords: Service Quality; Price of admission; Facility; Visitor Satisfaction

INTRODUCTION

Tourism is an important thing that is owned by a country. Through tourism the local government will get income from every tourist object that is located. A tourist object is a place that has its own charm which is sought for tourists to visit (Batubara & Hidayat, 2016). In Indonesia, each region shows superior tourism potentials in each region which aims to attract tourists to visit the area. West Java is one of the areas that can show tourism excellence in its area. Visitor satisfaction can be obtained if visitor needs can be met. According to William and Purba (2020) to fulfill visitors' requests to feel comfortable when using services, companies must provide quality service and supporting facilities that visitors can use directly.

Service quality is one of the important keys to the sustainability of tourism objects, good service quality can create visitor satisfaction. Quality of service, the price of admission is included in the factors that influence a visitor satisfaction. Another factor that influences satisfaction is the facility. Facilities are one of the main roles through which facilities will make visitors feel happy and comfortable.

Tirta Citapen Swimming Pool Tourism is one of the popular tourist attractions in Subang Regency. Established on October 1, 2003 and is located in Purwadadi District, Subang Regency. The Tirta Citapen Swimming Pool Tourism has advantages compared to other swimming pools in Subang Regency, these advantages are the main attraction for visitors. Currently, tourism in Subang, West Java, is growing very rapidly, making competition very tight. Maintaining the continuity of a business with a background that provides services in the form of tourism services so that it continues to exist and continues to be profitable, it is necessary to maintain the quality of services provided to customers. Today's tourists are quite critical in choosing to travel and the decision to visit tourist attractions. In general, arise due to an objective assessment or because of emotional encouragement.

Based on the results of observations, the problems that occur in the Tirta Citapen Swimming Pool tour are service quality that is less than optimal, such as employees who are less informative. Entrance ticket prices are quite competitive with other tourist attractions, and price changes often occur. Inadequate facilities such as insufficient parking space, poorly maintained toilets, and damaged photo spots make it difficult for visitors to capture the moment of their trip. Based on the phenomenon above, the authors are interested in conducting research with the title **"The Influence of Service Quality, Entrance Ticket Prices, and Facilities on Visitor Satisfaction at the Tirta Citapen Swimming Pool Tourism, Purwadadi, Subang Regency "**

THEORITICAL REVIEW

Visitor Satisfaction

Satisfaction is a response from someone that can be given by visitors so that visitors can compare the results of performance according to their expectations. If the results do not meet expectations, visitors will feel dissatisfied and vice versa if the results meet expectations, visitors will be satisfied. Customer satisfaction is a feeling that is felt based on a comparison between the impressions obtained on the performance of the company's products and their expectations. Philip Kotler (1997). Visitor satisfaction needs to be considered in order to retain and attract customers to use the company's products/services. Indicators to measure visitor satisfaction are:

- a) conformity with expectations
- b) Interest to visit again
- c) Willingness to recommend

Service quality

Quality of service is the performance of a company in carrying out periodic quality of processes, products and services provided by the company. There are five indicators that can affect service quality (Tjiptono, 2009), namely:

- a) Reliability
- b) Responsiveness
- c) Guarantee
- d) Empathy
- e) Physical evidence (*Tangible*)

Price of admission

Price according to Kotler and Armstrong (2013) is the amount of money spent on products or services, in other words, the amount of value exchanged by visitors through the benefits of using the products and services offered. Price indicators according to Kotler and Armstrong (2012), namely:

- a) Price suitability
- b) Price list
- c) Special discounted price
- d) Perceived price

Facility

Facilities are anything that can facilitate customers in carrying out activities and functions to add value to the products or services provided. According to Kotler (2009) facilities are real things provided by the company for the convenience of visitors. There are six indicators that affect facilities, namely as follows (Tjiptono, 2007), namely:

- a) Spatial
- b) Space planning
- c) Equipment/furniture
- d) Lighting
- e) Color
- f) The messages are conveyed graphically

HYPOTHESIS

H₁ : Service Quality has a significant and positive effect on visitor satisfaction at the Tirta Citapen Swimming Pool tour.

H₂ : Entrance ticket prices have a significant and positive effect on visitor satisfaction at the Tirta Citapen Swimming Pool tour.

H₃ : Facilities have a significant and positive effect on tourist visitor satisfaction at the Tirta Citapen Swimming Pool.

H₄ : Service Quality , Entrance Ticket Prices, Facilities simultaneously have a significant effect on visitor satisfaction at the Tirta Citapen Swimming Pool tour.

RESEARCH METHODS

This study uses data analysis, namely quantitative. Quantitative data is data in the form of numbers (Suliyanto, 2018). The data used is primary data using a questionnaire distributed to respondents as a data collection tool.

The population in this study is all visitors who have visited the Tirta Citapen Swimming Pool tour. The sample used in this study used a non- *probability sampling technique with a purposive sampling* approach . The sample of this research is 80 respondents who are visitors who have visited the Tirta Citapen Swimming Pool with certain criteria.

In this study, to measure the answers from the respondents regarding the statement items from the research variables, namely using the *Likert scale*. The test of this research instrument is the validity and reliability test, then the data analysis technique used is multiple linear regression test, t test (partial), F test (simultaneous), and the coefficient of determination (R^2).

RESULTS AND DISCUSSION

RESULTS

1. Validity Test Results

Table 1. Validity Test Results

Variable	No	R Count	Sig.	Ket.
Satisfaction Visitors	1	0.799	0.000	Valid
	2	0.868	0.000	Valid
	3	0.911	0.000	Valid
	4	0.873	0.000	Valid
Quality Service	1	0.885	0.000	Valid
	2	0.940	0.000	Valid
	3	0.817	0.000	Valid
	4	0.905	0.000	Valid
	5	0.853	0.000	Valid
Price of admission	1	0.814	0.000	Valid
	2	0.876	0.000	Valid
	3	0.846	0.000	Valid
	4	0.863	0.000	Valid
Facility	1	0.920	0.000	Valid
	2	0.777	0.000	Valid
	3	0.866	0.000	Valid
	4	0.855	0.000	Valid
	5	0.816	0.000	Valid
	6	0.865	0.000	Valid

Source: Processed data (2022)

The results show in table 1 that all statement items from each variable have fulfilled the validity requirements having a significance value < 0.05 and $r_{\text{count}} > r_{\text{table}} 0.361$. This means that all statement items are said to be valid. Based on these results, all statement items are used for further analysis.

2. Reliability Test Results

Table 2. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	Reliability Standards	Ket.
Visitor Satisfaction	0.883	0.60	Reliable
Service quality	0.919	0.60	Reliable
Price of admission	0.862	0.60	Reliable
Facility	0.923	0.60	Reliable

Source: Processed data (2022)

Table 2. Based on the results of the reliability test above, it can be seen that the values of all variable statement items of service quality (X_1), entrance ticket prices (X_2), and facilities (X_3), and visitor satisfaction (Y) are declared reliable for each variable because the *Cronbach's alpha value is* > 0.60 .

3. Results of Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Results

Variable	Regression Coefficient	t-count	Sig.	Conclusion
Service quality	0.404	6,190	0.000	Significant
Price of admission	0.235	2,461	0.016	Significant
Facility	0.213	3.025	0.003	Significant
Constant = -0.941				
$R^2 = 0.681$				
Adjust $R^2 = 0.668$				
F= 54.089 Sig. F = 0.000				

Source: Processed data (2022)

Based on table 3 of the results of the regression analysis, it can be stated that hypotheses 1, 2, 3, and 4 are acceptable because they have a significance value of < 0.05 . The Adjust value R^2 of 0.668 means that the three independent variables are considered to be able to explain the dependent variable, namely visitor satisfaction of 66.8% while the remaining 33.2% is influenced by other variables not used in this study. In general, the better the quality of service, the price of admission, and the facilities, the higher the visitor satisfaction.

Hypothesis Test Results

t test

Table 4. t test results (partial)

Variable	t count	t table	Sig	std. Sig
Service quality	6,190	1.66515	0.000	0.05
Price of admission	2,461	1.66515	0.016	0.05
Facility	3.025	1.66515	0.003	0.05

Source: Processed data (2022)

Based on tables 3 and 4 above, the results are as follows:

1. First Hypothesis (H_1)

The Service Quality variable (X_1) has a regression coefficient (b) of 0.404 which is positive, a significance of $0.000 < 0.05$ and $t_{hitung} 7.141 > 1.665$. It means that the first hypothesis "service quality has a positive and significant effect on visitor satisfaction at the Tirta Citapen Swimming Pool tour, Purwadadi, Subang Regency" is accepted.

2. Second Hypothesis (H_2)

The entrance ticket price variable (X_2) has a regression coefficient (b) of 0.235 which is positive, a significance of $0.016 < 0.05$ and $t_{hitung} 2.461 > 1.665$. This means that the second hypothesis "entrance ticket prices have a positive and significant effect on visitor satisfaction at the Tirta Citapen Swimming Pool tour, Purwadadi, Subang Regency" is accepted.

3. Third Hypothesis (H_3)

The facility variable (X_3) has a regression coefficient (b) of 0.213 which is positive, a significance of $0.003 < 0.05$, and $t_{hitung} 3.025 > 1.665$. It means that the third hypothesis "facilities have a positive and significant effect on visitor satisfaction at the Tirta Citapen Swimming Pool tour, Purwadadi, Subang Regency" is accepted.

F test

Table 5. F test results

Variable	F_{hitung}	F_{tabel}	Sig	Std. Sig
Service quality Price of admission Facility	54,089	2.72	0.000	0.05

Source: Processed data (2022)

Based on table 5 it can be seen that the value is $F_{hitung} 54.089 > 2.72 F_{tabel}$ with a significance $F 0.000 < 0.05$. It can be concluded that the fourth hypothesis "quality of service, price of admission, and facilities simultaneously have a significant effect on visitor satisfaction at the Tirta Citapen Swimming Pool, Purwadadi, Subang Regency " is accepted.

DISCUSSION

1) The Effect of Service Quality on Visitor Satisfaction

Based on the results of research that has been carried out, it is known that service quality has a positive and significant influence on visitor satisfaction. Evidenced by the service quality variable (X_1) has a regression coefficient value of 0.404 which is positive with a significance of $0.000 < 0.05$ and has t_{hitung} a value of $7.141 > 1.665$.

Based on the above results it can be concluded that the first hypothesis is accepted. Means the better the quality of service, visitor satisfaction is increasing. Implementing polite, responsive, informative and interesting services can affect the level of visitor satisfaction when traveling. The results of this study are in line with research conducted by Nasib (2017), Stella Alvianna (2017), Manurung & Suriono (2020) and Ratnawati & Pramitha Aulia (2018) which show that service quality has a positive and significant influence on visitor satisfaction.

2) The Effect of Entrance Ticket Prices on Visitor Satisfaction

Based on the results of research that has been carried out, it is known that the price of admission has a positive and significant effect on visitor satisfaction. Judging by the variable price of admission (X_2) has a regression coefficient value of 0.235 with a positive value with a significance of $0.016 < 0.05$ and has t_{hitung} a value of $2.461 > 1.665$.

Based on the above results it can be concluded that the second hypothesis is accepted. This means that the better and according to the price of admission, the visitor satisfaction increases. The price of admission offered is in accordance with visitor income or affordable and in accordance with benefits, so this can affect the level of visitor satisfaction. The results of this study are in line with research conducted by Stella Alvianna (2021), Ade Riadi (2019), Haditiya Putra & Muhammad Hilman Fikri (2021), Desi Kurnia Rahmawati (2017) and Esa Kartika Dwi Putri, Rice Haryati & Tifani Ratu Firdaus (2022) which shows that the price of admission has a positive and significant influence on visitor satisfaction.

3) The Influence of Facilities on Visitor Satisfaction

Based on the results of research that has been carried out, facilities have a positive and significant effect on visitor satisfaction. Seen by the facility variable (X_3) it has a regression coefficient value of 0.213 which is positive with a significance of $0.003 < 0.05$ and has a value t_{hitung} of $3.025 > 1.665$.

Based on the above results it can be concluded that the third hypothesis is accepted. This means that the better the facilities offered by the Tirta Citapen Swimming Pool tour, the visitor satisfaction will increase. The results of this study are in line with research that has been conducted by Muhammad Shaquel Farhan & Ira Meirina Chair (2021), Clara Lintang Sistiyo Andari (2017), Ratnawati & Pramitha Aulia (2020), Haditiya Putra & Muhammad Hilman Fikri (2021), Esi Kartika Dwi Putri, Rice Haryati & Tifani Ratu Firdaus (2022), and Sri Riski Handayani Edi Winata (2020) which show that facilities have a positive and significant influence on visitor satisfaction.

4) Quality of service, price of admission, and facilities simultaneously have a significant effect on visitor satisfaction at the Tirta Citapen Purwadadi swimming pool tour, Subang Regency. Judging from the value $F_{hitung} 54.089 > F_{tabel} 2.72$ and a significance of $0.000 < 0.05$, it can be said that the fourth hypothesis in this study is accepted.

CONCLUSION

The results of this study indicate that tourist objects are important in paying attention to tourism. Some of these important things include the quality of service, the price of admission, and the facilities offered by tourist attractions can affect the satisfaction of visitors who come. Suggestions for future researchers are to expand the range of respondents and research objects. The results of this study indicate 66.8 % the influence of the independent variable that affects the dependent variable, namely visitor satisfaction, so it is necessary to study further about other variables that can affect visitor satisfaction so as to present a complete research.

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