

THE INFLUENCE OF FACILITIES AND SERVICE QUALITY ON VISITOR SATISFACTION AT SARI ATER HOT SPRING AS A WELLNESS TOURISM DESTINATION

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Abstract. This study aims to analyze the effect of facilities and service quality on visitor satisfaction at Sari Ater Hot Spring as a wellness tourism destination. A quantitative approach with a survey design was employed, using questionnaires distributed to visitors. The data were analyzed through descriptive statistics, classical assumption tests, and multiple linear regression. The results show that both facilities and service quality have positive and significant effects on visitor satisfaction, both partially and simultaneously. Facilities, including condition, completeness, and design, contribute to visitor comfort, while service quality, reflected in responsiveness, reliability, and courtesy, enhances visitor experience. The coefficient of determination indicates that these variables explain a substantial proportion of satisfaction, although other factors also play a role. Overall, improving facilities and service quality is essential for increasing visitor satisfaction and maintaining competitiveness in the tourism industry, particularly in wellness tourism destinations.

Keywords: Facilities, Service Quality, Visitor Satisfaction, Wellness Tourism, Regression Analysis

I. INTRODUCTION

Indonesia's economic growth is largely driven by the tourism industry. In addition to being a primary source of income, this sector contributes to community welfare, creates employment opportunities, and enhances the country's international reputation. Various indicators, including its contribution to employment and global income, demonstrate that the tourism industry has developed into a highly profitable sector with a very promising future. One of Indonesia's main and continuously growing sources of foreign exchange is tourism [1].

The tourism industry is defined as a collection of interrelated tourism businesses that produce goods and services to fulfill the needs of tourists during their travel activities [2]. With its continuous growth and contribution to regional income, regional development, investment, job creation, and national business development, Indonesia's tourism industry has become increasingly important [3]. Given that many Indonesians depend on tourism for their livelihood, this sector plays a highly significant role, particularly in rural and expansive areas where tourism serves as a key driver of community welfare improvement. Indonesia's natural beauty also makes it home to many popular tourist destinations.

According to Priambudi et al. (2021), attractions play a crucial role in tourism as they serve as the main factor that draws visitors to a destination [4]. Attractions are unique

features that are not easily found elsewhere, encouraging tourists to experience and enjoy a specific place. Therefore, tourists are attracted to distinctive and unique offerings. Special interest tourism is one of the growing forms of tourism in Indonesia with significant development potential. Currently, many destinations offer tourism packages tailored to specific interests, such as wellness tourism, which is highly sought after by travelers. This form of tourism emphasizes experiences that promote both mental and physical well-being in addition to entertainment and recreation.

One of the destinations that promotes the concept of wellness tourism is Sari Ater Hot Spring, located in Subang Regency, West Java Province. Visitors come to Sari Ater Hot Spring for both recreational and therapeutic purposes. These treatments include care for various conditions such as rheumatism, paralysis, nerve disorders, and skin diseases. Maintaining optimal operations and visitor satisfaction at Sari Ater Hot Spring requires the provision of high-quality facilities and services. The first impression for tourists is strongly influenced by the available facilities. Good and well-managed facilities increase visitor satisfaction, while inadequate facilities may lead to dissatisfaction.

Facilities available in tourist destinations are an integral part of service quality for visitors. The quality of facilities and services provided determines the level of visitor satisfaction [5]. It is expected that satisfied visitors will return to the destination. Tourism facilities—such as physical location,

accessibility, cleanliness, and comfort—along with service quality aspects such as reliability, responsiveness, assurance, and empathy, have been shown to significantly influence visitor satisfaction [6]. Based on visitation data for Sari Ater Hot Spring from 2020 to 2025, there has been fluctuation in visitor numbers, with a decline observed in recent years. After reaching a peak in 2022, visitor numbers decreased significantly in 2023 and declined again in 2025. This indicates that tourist visits to Sari Ater Hot Spring have not been stable, suggesting potential issues related to facilities and service quality experienced by visitors.

Previous research conducted by Dea Ayu Larasati (2022) shows that facilities and service quality have a positive and significant effect on tourist satisfaction in Wanurejo Tourism Village, Magelang Regency [7]. Similarly, research by Ayu Setiyowati et al. (2024) found that service quality and facilities significantly influence tourist satisfaction at the Gua Jeruk tourist destination in Sumenep [8]. However, there is still limited research specifically focusing on hot spring destinations in Indonesia or wellness tourism, particularly at Sari Ater Hot Spring. Unlike conventional tourism objects (such as swimming pools with emphasis on water clarity and comfort), hot spring tourism integrates recreation, relaxation, and natural experiences, requiring different facility standards. Based on preliminary observations prior to the study, visitors reported several facility-related issues at Sari Ater Hot Spring, such as a prayer room (musholla) that is too small, public toilets located at considerable distances and lacking cleanliness, and insufficient human resources circulating in certain areas, causing visitors to have difficulty locating toilets and other facilities.

Therefore, research on the influence of facilities and service quality on visitor satisfaction at Sari Ater Hot Spring is essential to identify both strengths and weaknesses. The findings are expected to serve as a basis for developing optimal destination management strategies and enhancing tourism competitiveness, particularly in the Ciater area, West Java.

II. RESEARCH METHODS

This study uses a quantitative approach with a survey design to examine the effect of facilities and service quality on visitor satisfaction at Sari Ater Hot Spring. Data were collected using questionnaires distributed online to visitors who had previously visited during a certain period. This approach is used to obtain an overview of visitors' perceptions of facilities and service quality based on the SERVQUAL concept [9]. This method was chosen because it is able to describe field conditions objectively through numerical data that can be statistically analyzed.

The population of this study consists of all visitors of Sari Ater Hot Spring, while the sample is selected representatively to represent the population. The data used are primary data obtained directly from respondents through questionnaires. The variables in this study consist of facilities, service quality, and visitor satisfaction, which are measured using a Likert scale. Furthermore, the collected data are analyzed using statistical techniques, including validity and reliability tests to ensure the research instrument's appropriateness, classical

assumption tests to ensure model feasibility, and multiple linear regression analysis to determine the relationships among variables and draw research conclusions.

III. RESULT AND DISCUSSION

Results of Descriptive Statistical Analysis of Facility Variable (X_1)

The results of the descriptive statistical analysis of the Facility variable (X_1) show that, in general, respondents gave a positive assessment of the facilities available at Sari Ater Hot Spring. This variable consists of three main indicators, namely facility condition, facility completeness, and design. Based on the data processing results, all indicators are in the good category with a variable mean value of 3.54, which falls into the high category. This indicates that the available facilities have been able to provide comfort for visitors, although there are still several aspects that need improvement.

In the facility condition indicator, item $X_{1.1.1}$ obtained a mean value of 3.62, $X_{1.1.2}$ was 3.61, $X_{1.1.3}$ was 3.64, and $X_{1.1.4}$ was 3.42. This indicator shows that toilet conditions, cleanliness, and prayer room facilities are considered quite good by visitors, especially the cleanliness and comfort of the prayer room, which obtained the highest score. In the facility completeness indicator, item $X_{1.2.1}$ has a mean value of 3.51 and $X_{1.2.2}$ is 3.63, indicating that the availability of trash bins and bathrooms is adequate. Meanwhile, in the facility design indicator, item $X_{1.3.1}$ obtained a value of 3.39, $X_{1.3.2}$ was 3.55, and $X_{1.3.3}$ was 3.53, indicating that the design and layout of facilities are fairly good but still need improvement, especially in design comfort.

Overall, the highest scoring indicators are facility condition and facility completeness with an average value of 3.57, indicating a fairly good level of respondent satisfaction with cleanliness, feasibility, and availability of facilities. Meanwhile, the facility design indicator obtained an average value of 3.49, which is still in the good category but relatively lower than the other indicators. Specifically, the highest item score is $X_{1.1.3}$ with a value of 3.64, showing satisfaction with the cleanliness and comfort of the prayer room, while the lowest value is found in item $X_{1.1.4}$ with a value of 3.42, indicating that there are still shortcomings in the capacity of the prayer room. Overall, the Facility variable (X_1) with a mean value of 3.54 is in the good category and shows that the facilities at Sari Ater Hot Spring support visitor comfort, although several improvements are still needed.

Results of Descriptive Statistical Analysis of Service Quality Variable (X_2)

The results of the descriptive statistical analysis of the Service Quality variable (X_2) show that, in general, respondents gave a positive assessment of the services provided at Sari Ater Hot Spring. This variable consists of four indicators, namely courtesy, security, reliability, and tangible. Based on the data processing results, all indicators are in the good category with a variable mean value of 3.59, which falls into the high category. This indicates that service quality has been able to meet visitor expectations and provide a satisfying experience.

In the courtesy indicator, item X_{2.1.1} obtained a mean value of 3.64 and X_{2.1.2} was 3.53, indicating that staff are considered friendly, polite, and able to provide clear information. In the security indicator, item X_{2.2.1} obtained a mean value of 3.72 and X_{2.2.2} was 3.50, indicating that staff are responsive in handling complaints and have good service capabilities. Furthermore, in the reliability indicator, item X_{2.3.1} obtained a value of 3.69 and X_{2.3.2} was 3.57, indicating that staff are responsive and have neat and polite appearance.

Meanwhile, in the tangible indicator, item X_{2.4} obtained a mean value of 3.51, indicating that the neatness of the ticketing and service area is considered good by visitors. Overall, the highest average indicator is reliability with a value of 3.63, showing that service dependability is the main strength. The lowest value is found in tangible, although it is still in the good category. Overall, the Service Quality variable (X₂) with a mean value of 3.59 is in the good category, indicating that services at Sari Ater Hot Spring are running well but still have room for improvement to become more optimal.

Results of Descriptive Statistical Analysis of Visitor Satisfaction Variable (Y)

The results of the descriptive statistical analysis of the Visitor Satisfaction variable (Y) show that, in general, respondents gave a positive assessment of their experience at Sari Ater Hot Spring. This variable consists of three indicators, namely fulfilled visitor expectations, service quality, and recommendation to others. Based on the data processing results, all indicators are in the high category with a variable mean value of 3.64, indicating that visitors are generally satisfied with their experience.

In the fulfilled expectations indicator, item Y_{1.1} obtained a mean value of 3.67 and Y_{1.2} was 3.71, indicating that facilities and services are considered to meet visitor expectations and needs. In the service quality indicator, item Y_{2.1} obtained a value of 3.65 and Y_{2.2} was 3.57, indicating that visitors feel comfortable and have a fairly satisfying experience during their visit. Meanwhile, in the recommendation to others indicator, item Y_{3.1} obtained a value of 3.57 and Y_{3.2} was 3.67, indicating that visitors tend to recommend and intend to revisit in the future.

Overall, the highest scoring indicator is fulfilled expectations with a value of 3.69, showing that the suitability of facilities and services with visitor expectations is the main factor of satisfaction. The service quality indicator obtained an average value of 3.61, indicating that visitors feel satisfied and comfortable, while the recommendation indicator obtained a value of 3.62, indicating visitor loyalty. Overall, the Visitor Satisfaction variable (Y) with a mean value of 3.64 is in the high category, indicating that visitors are satisfied with the experience provided by Sari Ater Hot Spring.

Normality Test

The normality test aims to determine whether the dependent variable, independent variables, or both in the regression model are normally distributed. In this study, the normality test was conducted using the Kolmogorov-Smirnov (K-S) method with the criterion that data are normally distributed if the significance value is greater than 0.05 [10]. In addition, the Monte Carlo exact test method with a 95% confidence level was also used, where the data are considered normal if the Sig. value is greater than 0.05 [11]. The results of the normality test are presented in Table 1.

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		196
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	3.38429084
Most Extreme Differences	Absolute	0.047
	Positive	0.036
	Negative	-0.047
Test Statistic ^c		0.047
Asymp. Sig. (2-tailed) ^d		0.200 ^e
Monte Carlo Sig. (2-tailed) ^e	Sig.	0.355
	95% Confidence Interval	
	Lower Bound	0.342
	Upper Bound	0.367

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 303130861.

Based on the calculation results, the significance value of 0.200 is greater than 0.05. The alternative normality test using Monte Carlo shows a Sig. (2-tailed) value of 0.355, which is also greater than 0.05. Therefore, it can be concluded that the residual data are normally distributed. This indicates that the normality assumption is fulfilled and the regression model used meets the requirements for further testing.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation among independent variables in the regression model. This test is conducted by examining the tolerance value and Variance Inflation Factor (VIF), where tolerance measures the variability of independent variables that is not explained by other independent variables. A low tolerance value indicates a high VIF value, which may suggest multicollinearity. The criteria used are if tolerance ≤ 0.10 or VIF ≥ 10 , then multicollinearity occurs; conversely, if tolerance ≥ 0.10 or VIF ≤ 10 , then no multicollinearity occurs [11]. The results of the multicollinearity test are shown in Table 2.

Table 2. Multicollinearity Test Results

Variable	Collinearity Statistics		Multicollinearity
	Tolerance	VIF	
FACILITIES (X ₁)	0.730	1.370	No
SERVICE QUALITY (X ₂)	0.730	1.370	No

Based on Table 2, the tolerance value for the Facility variable (X₁) is 0.730 and for Service Quality (X₂) is 0.730. These results indicate that both independent variables have tolerance values greater than 0.10, meaning that there is no multicollinearity. Furthermore, the VIF value for Facility (X₁)

is 1.370 and for Service Quality (X_2) is 1.370. Since both values are less than 10, it can be concluded that there is no multicollinearity. Thus, the assumption of no multicollinearity is fulfilled.

Heteroscedasticity Test (Glejser Method)

The heteroscedasticity test aims to determine whether there is an inequality of variance from one observation to another in the regression model. If the variance of residuals remains constant, it is called homoscedasticity; otherwise, it is called heteroscedasticity. A good regression model is one that does not exhibit heteroscedasticity. In this study, the Glejser test was used by regressing the absolute residual values on the independent variables. There is no heteroscedasticity if the significance value is greater than 0.05 (Sig. > 0.05). The results of the heteroscedasticity test are shown in Table 3.

Table 3. Heteroscedasticity Test Results

Variable	Sig.	Heteroscedasticity
FACILITIES (X1)	0.090	No
SERVICE QUALITY (X2)	0.079	No

Based on Table 3, the significance value for the Facility variable (X_1) is 0.090 and for Service Quality (X_2) is 0.079. These results indicate that both independent variables have significance values greater than 0.05, meaning that there is no heteroscedasticity problem in the model.

Multiple Linear Regression Analysis

This analysis is used to determine the magnitude of the influence of independent variables, namely Facility (X_1) and Service Quality (X_2), on the dependent variable Visitor Satisfaction (Y), using SPSS version 25. The regression model results are presented in Table 4.

Table 4. Summary of Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3,373	1,559		2,397	0,018
Facilities	0,332	0,049	0,433	6,737	0,000
Service Quality	0,298	0,062	0,307	4,776	0,000

Dependent Variable: Y ; F Hitung: 69,622 ; Sign. F: 0,000 ; db regression 2 ; db residual 193 ; R-squared: 0,419

The regression equation in this study is used to determine the relationship between the Facility variable (X_1) and Service Quality (X_2) on Visitor Satisfaction (Y). Based on the analysis results, the equation obtained is $Y = 3.373 + 0.332X_1 + 0.298X_2$. The constant value of 3.373 indicates that if the facility and service quality variables are zero, visitor satisfaction remains at 3.373. This reflects a baseline level of satisfaction experienced by visitors.

Furthermore, the Facility variable (X_1) has a coefficient of 0.332 with a significance value of 0.000, indicating a positive and significant effect on visitor satisfaction. This means that every increase in facilities will increase visitor satisfaction by 0.332. Similarly, the Service Quality variable (X_2) has a coefficient of 0.298 with a significance value of 0.000, indicating that service quality also has a positive and significant effect on visitor satisfaction. Thus, improvements in facilities and service quality simultaneously will increase visitor satisfaction at Sari Ater Hot Spring.

Simultaneous Test (F-test)

The F-test is used to test the regression coefficients simultaneously. This test is conducted to determine the effect of all independent variables in the model together on the dependent variable [10]. The testing criteria state that the result is significant if Sig. < 0.05 or Fcount > Ftable. If this condition is met, H_0 is rejected and H_a is accepted; otherwise, H_0 is accepted and H_a is rejected. The F-test calculation results are shown in Table 5.

Table 5. F-Test Results

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1611.358	2	805.679	69.622
	Residual	2233.418	193	11.572	
	Total	3844.776	195		

a. Dependent Variable: KEPUASAN PENGUNJUNG (Y)

b. Predictors: (Constant), KUALITAS PELAYANAN (X2), FASILITAS (X1)

Based on the F-test results, the significance value obtained is 0.000, which is smaller than 0.05. In addition, the Fcount value of 69.622 is greater than the Ftable value of 3.04. This indicates that the regression model is significant. Therefore, it can be concluded that the Facility variable (X_1) and Service Quality (X_2) simultaneously have a significant effect on Visitor Satisfaction (Y) at Sari Ater Hot Spring. This result also indicates that the research hypothesis stating a simultaneous effect between facilities and service quality on visitor satisfaction is accepted.

Partial Test (t-test)

The t-test is used to determine the effect of each independent variable partially on the dependent variable. The test is conducted by comparing the tcount value with the ttable value or by examining the significance value, where if Sig. < 0.05, the independent variable has a significant effect on the dependent variable. Based on the calculation, the ttable value obtained is 1.972 at a 5% significance level with certain degrees of freedom. This value is used as the basis for decision-making in testing the effect of facilities and service quality on visitor satisfaction partially.

Table 6. t-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.373	1.559	2.397	0.018
	FASILITAS (X1)	0.332	0.049	0.433	6.737
	KUALITAS PELAYANAN (X2)	0.298	0.062	0.307	4.776

a. Dependent Variable: KEPUASAN PENGUNJUNG (Y)

The results of the t-test show that the Facility variable (X_1) has a significant effect on Visitor Satisfaction (Y). This is evidenced by a significance value of 0.000, which is smaller than 0.05, and a tcount value of 6.737, which is greater than the ttable value of 1.972. Thus, H_01 is rejected and H_{a1} is accepted, meaning that there is a positive and significant effect of facilities on visitor satisfaction at Sari Ater Hot Spring.

Furthermore, the Service Quality variable (X_2) also shows a significant effect on Visitor Satisfaction (Y). This is indicated by a significance value of 0.000, which is smaller than 0.05, and a tcount value of 4.776, which is greater than the ttable value of 1.972. Therefore, H_02 is rejected and H_{a2} is accepted. Based on these results, it can be concluded that both facilities and service quality partially have a significant effect on visitor satisfaction at Sari Ater Hot Spring.

If the results of the F-test and t-test are presented in graphical form, the relationship and magnitude of the effects in each test can be seen in Figure 1.

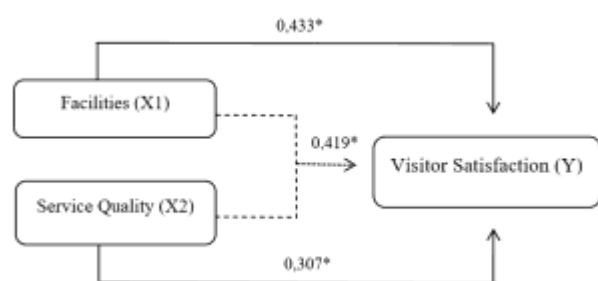


Figure 1. Results of t-Test and F-Test

Coefficient of Determination (R^2)

According to Sugiyono (2022, p. 224), the coefficient of determination (R^2) is used to determine the percentage contribution of independent variables simultaneously to the dependent variable [10]. The R-square value is considered good if it is above 0.5, as it ranges from 0 to 1. In this study, the coefficient of determination (R^2) is used to determine the contribution of Facility (X_1) and Service Quality (X_2) to Visitor Satisfaction (Y). The results are shown in Table 7.

Table 7. Coefficient of Determination

Model Summary ^a					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.647 ^a	0.419	0.413	3.40178	1.820
a. Predictors: (Constant), KUALITAS PELAYANAN (X2), FASILITAS (X1)					
b. Dependent Variable: KEPUASAN PENGUNJUNG (Y)					

Based on the analysis results in Table 7, the R^2 value is 0.419. This indicates that 39.5% of Visitor Satisfaction (Y) is influenced by the independent variables, namely Facility (X_1) and Service Quality (X_2), while the remaining 60.5% is influenced by other variables not examined in this study. In addition to the coefficient of determination, another important coefficient is the correlation coefficient.

The correlation coefficient (R) indicates the strength of the relationship between the independent variables Facility (X_1) and Service Quality (X_2). The R value shown in Table 4.15 is

0.647, which indicates a strong relationship between the variables.

The Effect of Facilities on Visitor Satisfaction

Based on the research results, respondents agreed with the statements given regarding the Facilities variable on Visitor Satisfaction. The completeness and condition of facilities significantly influence the increase in visitor satisfaction. Based on the research results and Partial Test (t-test) calculations, it can be seen that the Facilities variable (X_1) affects visitor satisfaction. From the calculation results, it is obtained that the t-value is 6.737, which indicates that the t-table value is 1.972 ($6.737 > 1.972$) with a significance level of 0.000 and α of 0.05 ($0.000 < 0.05$). Thus, H_01 is rejected and H_{a1} is accepted. Therefore, it can be concluded that there is an effect of facilities on visitor satisfaction, where if the needs and expectations of visitors at Sari Ater Hot Spring as a wellness tourism destination are improved in accordance with visitor expectations, then the level of visitor satisfaction will also increase. These results also indicate that there is a positive and significant effect between facilities and visitor satisfaction. This means that the better the facilities provided, in terms of completeness, cleanliness, and comfort, the higher the level of satisfaction felt by visitors at Sari Ater Hot Spring. This study is in line with the research by Galuh Numizama (2025) entitled "The Effect of Facilities and Service Quality on Visitor Satisfaction at Sine Beach, Tulungagung." Facilities have a positive and significant effect on visitor satisfaction [12]. This is also supported by research by Larasati (2022). These results are further supported by the quality of infrastructure and facilities in a service, which can improve user comfort and perceived outcomes [7]. These findings support the author's research results, where facilities are proven to have an influence on visitor satisfaction.

The Effect of Service Quality on Visitor Satisfaction

Based on the research results, respondents agreed with the statements given regarding the Service Quality variable on Visitor Satisfaction. Good service quality greatly influences visitor satisfaction. From the research results and calculations, it can be seen that service quality significantly affects visitor satisfaction. From the calculation results, it is obtained that the t-value is 4.776, which indicates that the t-table value is 1.972 ($4.776 > 1.972$) with a significance level of 0.000 and α of 0.05 ($0.000 < 0.05$). Thus, H_02 is rejected and H_{a2} is accepted. Based on this research, it can be concluded that service quality affects visitor satisfaction. If service quality at Sari Ater Hot Spring is improved, visitor satisfaction will also increase. These results indicate that service quality has a positive and significant effect on visitor satisfaction. This means that if service quality is good, then visitor satisfaction will also increase. This implies that service speed, friendliness, accuracy, and the ability to meet visitor needs all influence visitor satisfaction at Sari Ater Hot Spring. This study is in line with the research by Rekawati Suyatno & Maria Agatha Sri Widyanti Hastuti (2022) entitled "The Effect of Facilities and Service Quality on Visitor Satisfaction at Jurang Senggani Tourism (Buper), Sendang District," and research by Dedy & Alfandi (2022), which shows that service quality

has a positive and significant effect on visitor satisfaction, as evidenced by the value of $t\text{-count} > t\text{-table}$ [13; 14]. Thus, it can be concluded that the results of this study are consistent and aligned with previous studies, both in the context of tourism and service industries in general, confirming that improvements in service quality have a positive impact on visitor satisfaction.

The Effect of Facilities and Service Quality on Visitor Satisfaction

Based on the research results, respondents agreed with the statements given regarding the variables of Facilities and Service Quality on Visitor Satisfaction. This is because the significance values for both variables are very small, namely 0.000, which is less than 0.05. In addition, the $t\text{-count}$ values for facilities and service quality are also greater than the $t\text{-table}$ value, namely 6.737 and 4.776, which are greater than 1.972. This indicates that both variables have a positive and significant effect on visitor satisfaction. Thus, the third hypothesis stating that facilities and service quality have no effect on visitor satisfaction can be rejected. Conversely, the alternative hypothesis stating that facilities and service quality influence visitor satisfaction can be accepted. This means that facilities and service quality partially affect visitor satisfaction.

Conceptually, the results of this study indicate that the better the facilities provided and the higher the quality of service delivered, the higher the level of visitor satisfaction. Adequate, complete, and well-designed facilities can provide comfort and a positive experience for visitors. Meanwhile, good service quality, including aspects of reliability, responsiveness, assurance, empathy, and tangibles, can strengthen visitors' positive perceptions of a tourist destination. These findings are also supported by the regression coefficient values, which show that facilities have an effect of 0.332 and service quality has an effect of 0.298 on visitor satisfaction. This confirms that both variables make a real contribution to increasing visitor satisfaction, with facilities having a relatively more dominant influence compared to service quality.

These findings are consistent with previous studies stating that facilities and service quality are important factors in determining visitor satisfaction. Previous research shows that complete and well-maintained facilities can enhance tourist comfort, while excellent service quality can create a pleasant experience that encourages satisfaction and visitor loyalty. Furthermore, when associated with the coefficient of determination value of 0.419, it can be interpreted that facilities and service quality together are able to explain 41.9% of the variation in visitor satisfaction. The remaining percentage is influenced by other factors outside the research model, such as price, location, and travel experience. This indicates that both variables have a fairly strong role in shaping visitor satisfaction. Therefore, it can be emphasized that improving the quality of facilities and services is a very important strategy for tourism destination managers, particularly in increasing visitor satisfaction. Efforts to improve and develop these two aspects are expected to

provide a more optimal experience and encourage an increase in the number of visits in the future.

IV. CONCLUSIONS

Based on the research results, it can be concluded that facilities and service quality have a significant effect on visitor satisfaction at Sari Ater Hot Spring, both partially and simultaneously. Well-maintained, complete, and properly designed facilities enhance visitor comfort, while friendly, responsive, and informative service quality creates a satisfying experience. Together, these two variables complement each other in improving visitor satisfaction, indicating that satisfaction is influenced not only by a single factor but by the combination of adequate facilities and high-quality service.

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