

Enhancing Visitor Satisfaction in Tourism Destinations: The Effects of Attractions, Facilities, and Service Quality

Sarmila

sarmila@gmail.com

Article Info

Article History:

Published: September 30, 2026

Vol 01 , Issue 02, 2026

Abstract

This study investigates the effects of tourist attractions, facilities, and service quality on visitor satisfaction at tourism destinations. A quantitative approach was applied using questionnaires distributed to 50 respondents selected through purposive sampling. Data were analyzed using validity and reliability tests, multiple linear regression, and hypothesis testing with t-tests and F-tests. The results show that tourist attractions significantly influence visitor satisfaction, while facilities have no significant partial effect. Service quality significantly affects visitor satisfaction. Simultaneously, tourist attractions, facilities, and service quality significantly influence visitor satisfaction. These findings indicate that visitor satisfaction is associated with the attractiveness of experiences and the quality of services provided, while the availability of facilities alone does not necessarily determine satisfaction. The findings provide implications for destination managers to improve visitor experiences and satisfaction.

Keywords

Tourist Attractions; Facilities; Service Quality; Visitor Satisfaction; Tourism Destinations.

1. Introduction

Indonesia has great tourism potential through the diversity of natural resources, such as mountains, hills, and archipelagos. In the increasingly diverse competition among destinations, the success of tourism is not only determined by the ability to attract tourists but also by the ability to create experiences that meet visitors' expectations (Luekveerawattana, 2025). Satisfaction refers to the feeling of pleasure or disappointment resulting from comparing perceived performance with expectations (Barusman & Rulian, 2020). Juliana et al. (2023) add that tourist satisfaction is an overall assessment of the quality of a destination based on treatment, service, and experience during the visit. Satisfaction becomes important because it can encourage repeat visits, loyalty, word-of-mouth recommendations, and good relationships between managers and visitors (Hossain et al., 2024).

Visitor satisfaction is related to various components of the tourism experience, including attractions, facilities, and service quality. Attractions are the main draw that encourages tourists to visit (Kleynhans, 2026), while facilities support comfort and the fulfillment of needs during their stay at the destination (Nopriana et al., 2024). Service quality also plays a role in meeting visitors' expectations through the level of service excellence provided (Damanik & Yusuf,

2022). Empirically, Nopriana et al. (2024) reported that tourist attractions and facilities positively and significantly influence tourist satisfaction, while Singh et al. (2023) demonstrated a positive association between service quality and customer satisfaction. However, Acharya et al. (2023) found that tourists are not fully satisfied with the attractions, facilities, and service quality, indicating that the relationship between destination components and satisfaction still needs to be examined in different contexts.

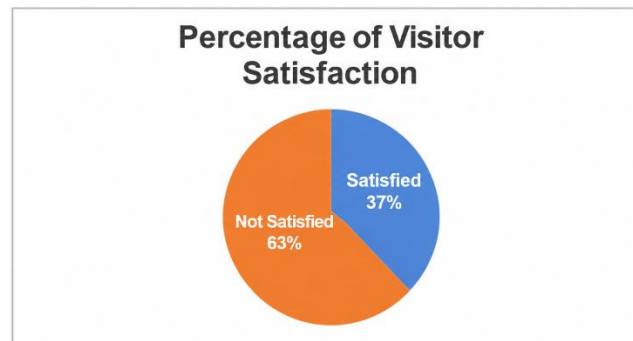


Figure 1. Visitor Satisfaction Percentage

Source: Data Processed, 2026

The results of the pre-research involving 30 visitors show that 63% of respondents are dissatisfied and 37% are satisfied, indicating an issue with satisfaction that needs further investigation. This condition reinforces the need to identify the contributions of attractions, facilities, and service quality to visitor satisfaction. Although previous research has examined the relationship between destination components and tourist satisfaction, evidence regarding the influence of these three factors both partially and simultaneously still needs to be strengthened in different destination contexts. Therefore, this study seeks to examine the effects of attractions, facilities, and service quality on visitor satisfaction and provide empirical evidence as input for tourism destination management.

2. Literature Review

2.1 Tourist Attractions

Tourist attractions constitute a key component of tourism as they encourage tourists to visit (Putri et al., 2021). Martaleni et al. (2021) state that attractions are the main motivation for tourists, while Manrai et al. (2020) view them as the primary factor in attracting tourists and as a tourism resource. Attractions can be in the form of natural, cultural, or man-made attractions, such as natural scenery, cultural wealth, amusement rides, and other forms of entertainment (Andari et al., 2020).

Attractive and diverse attractions can create a positive experience for tourists. Kristinae et al. (2025) found that tourist attractions have a positive impact on consumer satisfaction, while Ismadi & Suwitho (2024) showed a positive and significant influence of tourist attractions on tourist satisfaction. These findings

indicate that the appeal of the experiences offered is one of the important aspects in shaping visitor satisfaction.

2.2 Tourism Facilities

Facilities are everything that can facilitate and smooth the execution of an activity (Xu et al., 2019). In tourism, facilities encompass infrastructure and amenities that support the needs of tourists, such as roads, electricity, clean water, telecommunications, and various service equipment (Apriyanti et al., 2024). Simanihuruk et al. (2019) state that tourist facilities function to meet the needs of tourists so they can enjoy tourist activities comfortably, while Achmad et al. (2023) categorize them as facilities that support the sustainability of tourism activities and services.

The availability of adequate facilities can support comfort and the tourism experience. Bahar et al. (2020) found that facilities have a positive impact on consumer satisfaction, while Arevin (2024) showed a significant influence of the quality of tourist facilities on visitor satisfaction. Biswas et al. (2020) also found that destination components, including amenities or facilities, significantly affect visitor satisfaction.

2.3 Service Quality

Service quality refers to efforts to fulfill consumer needs and desires while ensuring accurate delivery in accordance with their expectations (Barusman et al., 2020). Chiang & Trimi (2020) define quality as product or service characteristics that influence its ability to satisfy consumer needs, whereas Hasibuan & Setyanugraha (2021) describe it as the expected level of excellence and the ability to maintain it. Setiono & Hidayat (2022), identify five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy.

Service quality forms part of the tourist experience and can shape destination evaluations. Singh et al. (2023) found a positive relationship between service quality and customer satisfaction. Similarly, Bungatang & Reynel (2021) stated that service quality that fulfills customer expectations can generate satisfaction.

2.4 Visitor Satisfaction

Satisfaction is an assessment of perceived performance compared to expectations (Barusman & Rulian, 2020). Brill et al. (2019) explain that satisfaction is formed when performance meets expectations, while Schiebler et al. (2026) view satisfaction as a function of the difference between perceived performance and expectations. In tourism, Juliana et al. (2023) describe tourist satisfaction as an overall evaluation of destination quality based on the treatment, services, and experiences encountered during the visit.

Measuring satisfaction can include the alignment of expectations, interest in repeat visits, willingness to recommend, and dissatisfaction (Karagianni et al., 2025). This study uses repeat visits and willingness to recommend as indicators of satisfaction. Satisfaction is important for the sustainability of tourism businesses because it can encourage repeat visits, loyalty, and word-of-mouth recommendations.

2.5 Conceptual Framework and Hypotheses

Based on theoretical foundations and previous studies, attractions, facilities, and service quality are positioned as independent variables that are expected to influence visitor satisfaction as the dependent variable.

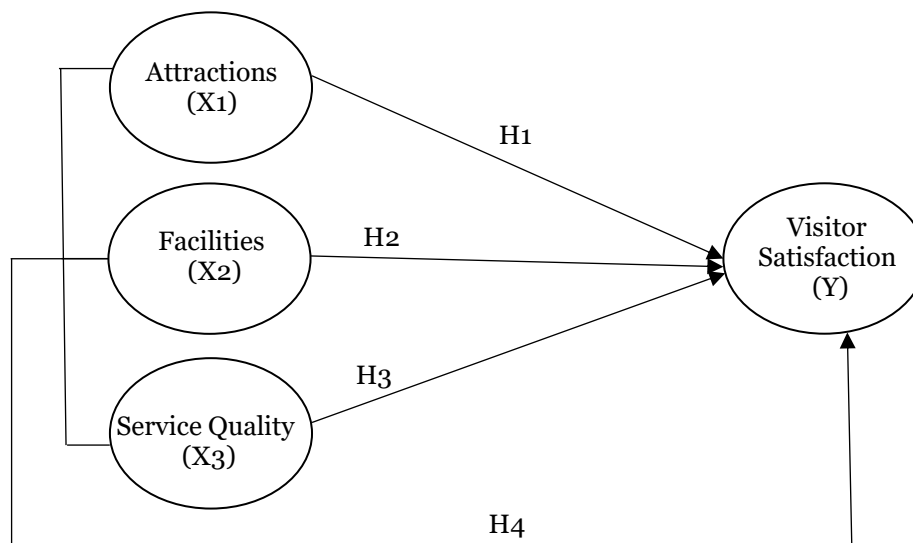


Figure 2. Research Framework

Source: Data Processed, 2026

The research hypotheses are formulated as follows:

H1: Attractions have an impact on visitor satisfaction.

H2: Facilities have an impact on visitor satisfaction.

H3: Service quality has an impact on visitor satisfaction.

H4: Attractions, facilities, and service quality simultaneously have an impact on visitor satisfaction.

3. Method

3.1 Research Design

This study adopts a quantitative approach with a descriptive design to examine the effects of attractions, facilities, and service quality on visitor satisfaction (Stockemer, 2018). The research object is Puncak Mas Sukadanaham, Bandar Lampung, a tourist destination that offers natural attractions and various recreational facilities. This object was chosen because previous research showed that visitors were not fully satisfied with the attractions, facilities, and service quality, which was also supported by the results of the preliminary study. These conditions serve as the basis for testing the factors that influence visitor satisfaction.

The research includes tourist attractions (X₁), tourist facilities (X₂), service quality (X₃), and visitor satisfaction (Y). Attractions are measured through rides, natural scenery, children's play areas, tree houses, and photo spots; facilities through gazebos, prayer rooms, toilets, parking lots, and food courts; service

quality through safety, responsiveness, information, politeness, and cleanliness; and satisfaction through return visits and willingness to recommend.

3.2 Participants / Sample

The research population is the visitors of Puncak Mas Sukadanaham, Bandar Lampung. The sample was determined using purposive sampling with a total of 50 respondents. The respondents were visitors who were willing to participate and fill out the research questionnaire. The selection of the sample was carried out to obtain direct data from visitors who have experience with the attractions, facilities, and services being studied.

3.3 Data Collection

The research uses primary and secondary data. Primary data were collected through questionnaires distributed to 50 visitors, while secondary data were obtained from relevant research documents. Data collection was supplemented by interviews with managers and direct observations of the destination. The questionnaire employed a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to assess respondents' perceptions of each research indicator.

3.4 Data Analysis

Data were quantitatively analyzed using SPSS version 25.0. The analysis involved validity and reliability tests, correlation coefficient analysis, coefficient of determination (R^2), and multiple linear regression. Validity was assessed based on significance values, while reliability was measured using Cronbach's Alpha with a 0.60 threshold. Multiple linear regression was applied to examine the effects of attractions, facilities, and service quality on visitor satisfaction. Hypothesis testing used the t-test for partial effects and the F-test for simultaneous effects at a 5% significance level.

4. Results

4.1 Descriptive Results

Research data were obtained through a questionnaire distributed to 50 respondents in January 2022 via WhatsApp and Instagram. The instrument consists of 20 statements covering five items for each variable, namely attraction, facilities, service quality, and visitor satisfaction. Each item is measured using a five-point Likert scale.

Table 1. Questionnaire Scores for Tourist Attractions

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	The natural scenery is beautiful and attractive.	80	84	27	6	1	198
2	The hanging bicycle ride is good and meets visitor expectations.	50	64	51	14	0	179

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
3	The children's play area is good.	50	64	36	18	1	169
4	The treehouse is good and meets visitor expectations.	65	44	48	16	2	175
5	The available photo spots are good.	60	48	63	12	1	184
Total		305	304	225	66	5	905

Source: Data Processed, 2026

The questionnaire results for tourist attractions produced a total score of 905 across five items. The highest individual score was obtained for the statement concerning the attractiveness of the natural scenery, with a total score of 198, while the lowest score was recorded for the children's play area, with a total score of 169.

Table 2. Questionnaire Scores for Tourism Facilities

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	The prayer room is clean and meets health protocols.	55	68	30	8	1	162
2	The toilets are well-maintained and clean.	45	56	57	14	0	172
3	The parking area is spacious.	60	76	42	12	0	190
4	The gazebos are comfortable for relaxation.	70	64	42	12	1	189
5	The food court provides good food.	40	40	48	34	0	162
Total		270	304	219	80	2	875

Source: Data Processed, 2026

The questionnaire results for tourism facilities produced a total score of 875. The highest score was obtained for the statement regarding the spaciousness of the parking area, with a total score of 190, while the prayer room and food court each obtained the lowest score of 162.

Table 3. Questionnaire Scores for Service Quality

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	The management is responsive in handling visitor problems.	40	56	63	16	1	176
2	The information provided is easy to understand.	50	68	54	10	1	183
3	Employees provide friendly service.	50	56	75	4	0	185
4	Security is trustworthy.	30	68	72	8	0	178
5	Entrance procedures comply with health protocols.	50	84	45	10	0	189
Total		220	332	309	48	2	911

Source: Data Processed, 2026

The total score for service quality was 911. The highest score was recorded for the statement concerning compliance with health protocols at the entrance, with a total score of 189, while the lowest score was obtained for management responsiveness in handling visitor problems, with a score of 176.

Table 4. Questionnaire Scores for Visitor Satisfaction

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Tourist attractions have a major influence on my satisfaction.	75	76	36	10	1	198
2	Tourism facilities have a major influence on my satisfaction.	70	68	42	6	2	188
3	Service quality is one of the factors influencing my satisfaction.	65	76	45	8	1	195
4	I am satisfied with my visit and intend to revisit.	45	44	69	14	0	172

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
5	I am satisfied with my visit and intend to recommend it to others.	65	64	54	6	0	189
	Total	320	328	246	44	4	942

Source: Data Processed, 2026

The visitor satisfaction variable obtained a total score of 942 across five items. The highest score was recorded for the statement concerning the influence of tourist attractions on satisfaction, with a score of 198, while the lowest score was obtained for the intention to revisit, with a score of 172.

4.2 Data Quality Assessment

Before hypothesis testing, the collected questionnaire data were tabulated and analyzed using SPSS version 25.0. Data quality assessment was conducted to ensure that the research instrument was capable of measuring the variables consistently and appropriately. The assessment included validity and reliability tests for the four variables: tourist attractions, tourism facilities, service quality, and visitor satisfaction.

4.2.1 Validity Test

The validity test was performed at a 5% significance level to assess whether each questionnaire item appropriately measured its intended construct. The results showed that all items across the four variables had a significance value of 0.000, below the 0.05 criterion. Thus, all 20 questionnaire items were deemed valid and suitable for subsequent analysis.

Table 5. Validity Test Results

Variable	Number of Items	Sig. (2-tailed)	Criterion	Result
Tourist Attractions	5	0.000	< 0.05	Valid
Tourism Facilities	5	0.000	< 0.05	Valid
Service Quality	5	0.000	< 0.05	Valid
Visitor Satisfaction	5	0.000	< 0.05	Valid

Source: Data Processed, 2026

The results indicate that each item has a statistically significant relationship with the respective variable being measured. Thus, the questionnaire items were retained and used in the following stages of analysis.

4.2.2 Validity Test

Reliability testing employed Cronbach's Alpha to evaluate the internal consistency of questionnaire items. An instrument was considered reliable when its Cronbach's Alpha exceeded 0.60. The results indicated that all variables obtained Cronbach's Alpha values above the established criterion.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Standardized Alpha	Items	Result
Tourist Attractions	0.907	0.908	5	Reliable
Tourism Facilities	0.905	0.906	5	Reliable
Service Quality	0.828	0.832	5	Reliable
Visitor Satisfaction	0.905	0.908	5	Reliable

Source: Data Processed, 2026

The tourist attractions variable recorded the highest Cronbach's Alpha value (0.907), whereas service quality had the lowest (0.828). However, all values exceeded the 0.60 reliability threshold. These results indicate that the items in each construct possess adequate internal consistency and are suitable for further statistical analysis.

4.3 Correlation Analysis

Pearson correlation analysis was used to assess the relationship between tourist attractions, tourism facilities, service quality, and visitor satisfaction. The analysis provides an initial indication of the relationship among the variables before proceeding to multiple linear regression and hypothesis testing.

Table 7. Pearson Correlation Matrix

Variables	Tourist Attractions	Tourism Facilities	Service Quality	Visitor Satisfaction
Tourist Attractions	1.000	0.848**	0.810**	0.839**
Tourism Facilities	0.848**	1.000	0.825**	0.703**
Service Quality	0.810**	0.825**	1.000	0.779**
Visitor Satisfaction	0.839**	0.703**	0.779**	1.000

Note: **p < 0.01; N = 50.

Source: Data Processed, 2026

The results show that tourist attractions have a Pearson correlation coefficient of 0.839 with visitor satisfaction, tourism facilities have a coefficient of 0.703, and service quality has a coefficient of 0.779. All three relationships are statistically significant at the 1% level. The correlation results provide an initial indication that the three independent variables are associated with visitor satisfaction, although the direction and partial effects of each variable require further examination through multiple regression analysis.

4.4 Coefficient of Determination

The coefficient of determination was applied to assess how tourist attractions, tourism facilities, and service quality jointly explain variations in visitor satisfaction. The regression results produced an R value of 0.862, R² of 0.743, and Adjusted R² of 0.726.

Table 8. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error
0.862	0.743	0.726	2.273

Source: Data Processed, 2026

The R² value of 0.743 shows that tourist attractions, tourism facilities, and service quality explain 74.3% of the variation in visitor satisfaction within the regression model. The remaining 25.7% is attributable to other factors beyond the variables investigated. This explanatory value suggests that the three variables jointly provide considerable information in explaining visitor satisfaction among the study sample.

4.5 Multiple Linear Regression

Multiple linear regression was used to assess the partial effects of tourist attractions, tourism facilities, and service quality on visitor satisfaction. The resulting regression equation is:

$$Y = 1.248 + 0.706X_1 - 0.219X_2 + 0.467X_3 + e$$

where Y represents visitor satisfaction, X₁ represents tourist attractions, X₂ represents tourism facilities, X₃ represents service quality, and e represents the error term.

Table 9. Multiple Linear Regression Results

Model	B	Std. Error	Beta	t	Sig.
Constant	1.248	1.671	—	0.747	0.459
Tourist Attractions (X ₁)	0.706	0.150	0.717	4.716	0.000
Tourism Facilities (X ₂)	-0.219	0.159	-0.217	-1.376	0.175
Service Quality (X ₃)	0.467	0.176	0.378	2.658	0.011

Source: Data Processed, 2026

The regression results show that tourist attractions have a positive coefficient of 0.706, indicating a positive relationship with visitor satisfaction when the other variables are controlled. Service quality also has a positive coefficient of 0.467. In contrast, tourism facilities have a coefficient of -0.219. The significance values of each coefficient are subsequently used to determine whether the individual effects are statistically significant.

4.6 Hypothesis Testing

Hypothesis testing was performed to assess the proposed relationships between the independent variables and visitor satisfaction. Partial effects were examined using the t-test, whereas the simultaneous influence of all independent variables was assessed through the F-test at a 5% significance level.

4.6.1 Partial Effect

The t-test results show that tourist attractions significantly affect visitor satisfaction, with a t-value of 4.716 and a significance value of 0.000. Service

quality also has a significant effect, with a t-value of 2.658 and a significance value of 0.011. In contrast, tourism facilities have no significant effect, as reflected by a t-value of -1.376 and a significance value of 0.175.

Table 10. Partial Hypothesis Testing

Hypothesis	Variable	t-value	Sig.	Result
H1	Tourist Attractions → Visitor Satisfaction	4.716	0.000	Supported
H2	Tourism Facilities → Visitor Satisfaction	-1.376	0.175	Not Supported
H3	Service Quality → Visitor Satisfaction	2.658	0.011	Supported

Source: Data Processed, 2026

These results provide evidence that the proposed relationship involving tourist attractions and visitor satisfaction is statistically significant, as is the relationship involving service quality and visitor satisfaction. In contrast, the proposed partial effect of tourism facilities on visitor satisfaction is not statistically supported in the sample examined.

4.6.2 Simultaneous Effect

The F-test was applied to assess the simultaneous effects of tourist attractions, tourism facilities, and service quality on visitor satisfaction. The analysis yielded an F-value of 44.331 and a significance value of 0.000.

Table 11. Simultaneous Hypothesis Testing

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	686.851	3	228.950	44.331	0.000
Residual	237.569	46	5.165	—	—
Total	924.420	49	—	—	—

Source: Data Processed, 2026

The significance value of 0.000 is below the 0.05 threshold, indicating that tourist attractions, tourism facilities, and service quality collectively have a statistically significant relationship with visitor satisfaction. Thus, the overall regression model is statistically significant and supports the proposed simultaneous hypothesis (H4).

5. Discussion

The research results show that tourist attractions have a positive and significant impact on visitor satisfaction with a coefficient of 0.706, $t = 4.716$, and significance of 0.000. These findings are in line with Martaleni et al. (2021) and (Putri et al., 2021) who place attractions as the main factor in driving visits, and support Kristinae et al. (2025) and Ismadi & Suwitho (2024) who found a positive influence of attractions on satisfaction. This shows that the attractions and experiences offered by the destination are an important part of shaping visitor satisfaction.

Tourist facilities do not have a significant effect on visitor satisfaction, with a coefficient of -0.219, $t = -1.376$, and significance of 0.175. These findings differ

from those of Bahar et al. (2020) and Arevin (2024) who found a significant impact of facilities on satisfaction. Although facilities theoretically function to support comfort and meet the needs of tourists, the research results show that this influence does not appear partially in the context of this study.

Service quality has a positive and significant impact on visitor satisfaction, with a coefficient of 0.467, $t = 2.658$, and significance of 0.011. These results are in line with the concept of Bungatang & Reynel (2021) regarding the fulfillment of consumer needs and expectations through service quality and support Singh et al. (2023) who found a positive relationship between service quality and satisfaction. Thus, responsiveness, information, friendliness, security, and the service provided become important parts of the visitor experience.

Simultaneously, attractions, facilities, and service quality significantly influence visitor satisfaction, with $F = 44.331$ and a significance of 0.000. The R^2 value of 0.743 indicates that the three variables explain 74.3% of the variation in visitor satisfaction, while 25.7% is related to other factors outside the model. These findings align with the views of Juliana et al. (2023) that satisfaction is an overall evaluation of the travel experience and support that satisfaction can encourage repeat visits and recommendations. Practically, the research results indicate the importance of managers maintaining tourist attractions and improving service quality, while facilities still need to be considered as part of the overall destination experience.

6. Conclusion

This study shows that attractions and service quality have a positive and significant impact on visitor satisfaction, while facilities do not have a significant partial effect. Simultaneously, attractions, facilities, and service quality significantly affect visitor satisfaction, with the model explaining 74.3% of the variation in satisfaction. These findings underscore the importance of attractions and service quality in shaping the visitor experience.

Practically, the management needs to enhance attractions, particularly the children's play area, improve the food court, and increase responsiveness in addressing visitor issues. The limitation of the research lies in the sample size of only 50 respondents and the use of purposive sampling. Future research could expand the number of respondents and include other factors outside the model that have the potential to explain visitor satisfaction.

Acknowledgments

The authors sincerely thank all individuals who contributed to the completion of this research. Special appreciation is given to the respondents who participated in the study and provided valuable information through the questionnaire. The authors also gratefully acknowledge the support and assistance received throughout the research process.

Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request. The dataset is not publicly

accessible due to privacy and confidentiality considerations regarding the respondents.

References

- Acharya, S., Mekker, M., & De Vos, J. (2023). Linking travel behavior and tourism literature: Investigating the impacts of travel satisfaction on destination satisfaction and revisit intention. *Transportation Research Interdisciplinary Perspectives*, 17. <https://doi.org/10.1016/j.trip.2022.100745>
- Achmad, F., Prambudia, Y., & Rumanti, A. A. (2023). Sustainable Tourism Industry Development: A Collaborative Model of Open Innovation, Stakeholders, and Support System Facilities. *IEEE Access*, 11, 83343–83363. <https://doi.org/10.1109/ACCESS.2023.3301574>
- Andari, R., Gede Supartha, W., Riana, I. G., Gde, T., & Sukawati, R. (2020). Exploring the Values of Local Wisdom as Sustainable Tourism Attractions. *International Journal of Social Science and Business*, 4(4), 489–498. <https://ejournal.undiksha.ac.id/index.php/IJSSB/index>
- Apriyanti, M. E., Sumaryoto, & Meirinaldi. (2024). The Importance of Tourism Infrastructure in Increasing Domestic and International Tourism. *International Journal of Research in Vocational Studies (IJRVOCAS)*, 3(4), 113–122. <https://doi.org/10.53893/ijrvocas.v3i4.46>
- Arevin, A. T. (2024). The Effect of Tourism Facilities and Service Quality on Return Intention through Visitor Satisfaction. *Research Horizon*, 4(2). <https://doi.org/10.54518/rh.4.2.2024.305>
- Bahar, A. M., Maizaldi, M., Putera, N., Widiestuty, R., Chaniago, S., & Eliza, Y. (2020). The Effect of Tourism Facilities, Service Quality and Promotion of Tourist Satisfaction in South Pesisir District. *J-MAS (Jurnal Manajemen Dan Sains)*, 5(1), 5. <https://doi.org/10.33087/jmas.v5i1.141>
- Barusman, A. R. P., & Rulian, E. P. (2020). Customer satisfaction and retention and its impact on tourism in hotel industry. *Utopia y Praxis Latinoamericana*, 25(Extra1), 117–126. <https://doi.org/10.5281/zenodo.3774581>
- Barusman, A. R. P., Virgawenda, T. M. B., & Arwis, Y. A. (2020). Factors that Effect the Level of Consumers Loyalty for Budget Hotel in Indonesia. *2932 Talent Development & Excellence*, 12(1), 2932–2942. <http://www.iratde.com>
- Biswas, C., Deb, S. K., Hasan, A. A. T., & Khandakar, M. S. A. (2020). Mediating effect of tourists' emotional involvement on the relationship between destination attributes and tourist satisfaction. *Journal of Hospitality and Tourism Insights*, 4(4), 490–510. <https://doi.org/10.1108/JHTI-05-2020-0075>
- Brill, T. M., Munoz, L., & Miller, R. J. (2019). Siri, Alexa, and other digital assistants: a study of customer satisfaction with artificial intelligence applications. *Journal of Marketing Management*, 35(15–16), 1401–1436. <https://doi.org/10.1080/0267257X.2019.1687571>
- Bungatang, B., & Reynel, R. (2021). The Effect of Service Quality Elements on Customer Satisfaction. *Golden Ratio of Marketing and Applied Psychology of Business*, 1(2), 107–118. <https://doi.org/10.52970/grmapb.v1i2.102>

- Chiang, A. H., & Trimi, S. (2020). Impacts of service robots on service quality. *Service Business*, 14(3), 439–459. <https://doi.org/10.1007/s11628-020-00423-8>
- Damanik, J., & Yusuf, M. (2022). Effects of perceived value, expectation, visitor management, and visitor satisfaction on revisit intention to Borobudur Temple, Indonesia. *Journal of Heritage Tourism*, 17(2), 174–189. <https://doi.org/10.1080/1743873X.2021.1950164>
- Hasibuan, R. R., & Setyanugraha, R. S. (2021). Impact of The Company's Service Quality Dimension on Customer Satisfaction at Imalez Multy Corp Cooperative. *Perwira International Journal of Economics & Business (PIJEB)*. <https://ejournal.unperba.ac.id/index.php/pijeb>
- Hossain, M. S., Hossain, M. A., Al Masud, A., Islam, K. M. Z., Mostafa, M. G., & Hossain, M. T. (2024). The integrated power of gastronomic experience quality and accommodation experience to build tourists' satisfaction, revisit intention, and word-of-mouth intention. *Journal of Quality Assurance in Hospitality and Tourism*, 25(6), 1692–1718. <https://doi.org/10.1080/1528008X.2023.2173710>
- Ismadi, & Suwitho. (2024). The Effect of Tourism Attraction and Tourist Experience on Revisit Intention Mediated by Tourist Satisfaction (A Study at Mount Bromo Tourist Destination, East Java). *3rd International Conference On Business & Social Sciences Innovation and Resilnce in Managing Business*. <https://doi.org/10.24034/icobuss.v3i1.401>
- Juliana, J., Sianipar, R., Lemy, D. M., Pramezwary, A., Pramono, R., & Djakasaputra, A. (2023). Factors Influencing Visitor Satisfaction and Revisit Intention in Lombok Tourism: The Role of Holistic Experience, Experience Quality, and Vivid Memory. *International Journal of Sustainable Development and Planning*, 18(8), 2503–2511. <https://doi.org/10.18280/ijstdp.180821>
- Karagianni, V., Kalantonis, P., Tsartas, P., & Sdrali, D. (2025). Wellness Tourism Experiences and Tourists' Satisfaction: A Multicriteria Analysis Approach. *Tourism and Hospitality*, 6(4). <https://doi.org/10.3390/tourhosp6040179>
- Kleynhans, C. (2026). What Draws Tourists: Attractions Or Personal Motivations? Analysis Of Evolving Tourist Motivations Through Cross-Continental Case Studies. *Journal on Toursim & Sustainability*, 8(2), 2515–6780. <https://doi.org/10.20944/preprints202507.2234.v1>
- Kristinae, V., Sidiq Prakoso, R., Sihombing, C., & Luh Wayan Sayang Telagawathi, N. (2025). Why do Tourist Attractions and Service Quality Mediated by Visitor Satisfaction Influence the Interest in Revisiting Kum-Kum Tourism in Palangka Raya? *International Journal of Social Science and Business*, 9(4), 731–747. <https://doi.org/10.23887/ijssb.v9i4.102262>
- Luekveerawattana, R. (2025). Enhancing visitor experiences: a quantitative analysis of marketing strategies at historical and cultural national parks. *Cogent Social Sciences*, 11(1). <https://doi.org/10.1080/23311886.2025.2458066>
- Manrai, L. A., Manrai, A. K., & Friedeborn, S. (2020). Environmental determinants of destination competitiveness and its Tourism Attractions-Basics-Context, A-B-C, indicators: A review, conceptual model and

- propositions. *Journal of Economics, Finance and Administrative Science*, 25(50), 425–449. <https://doi.org/10.1108/JEFAS-01-2018-0010>
- Martaleni, M., Hadiyati, E., Pertiwi, Y. I., & Kerti Yasa, N. N. (2021). Role of tourist motivation as mediating variable on visitor decisions at Indonesian tourism village. *Innovative Marketing*, 17(3), 88–98. [https://doi.org/10.21511/im.17\(3\).2021.07](https://doi.org/10.21511/im.17(3).2021.07)
- Nopriana, A., Valeriani, D., Kurniawan, K., & Sugeng, N. W. (2024). The Influence of Attractions, Facilities and Accessibility on Tourist Satisfaction at Parai Tenggara Beach, Bangka Regency. *TRJ Tourism Research Journal*, 8(2), 336. <https://doi.org/10.30647/trj.v8i2.202>
- Putri, D. A., Susilowati, M. H. D., & Semedi, J. M. (2021). Tourist attraction and tourist motivation in the Patuha Mountain Area, West Java. *Indonesian Journal of Geography*, 53(1), 95–102. <https://doi.org/10.22146/IJG.52415>
- Schiebler, T., Lee, N., & Brodbeck, F. C. (2026). Expectancy-disconfirmation and consumer satisfaction: A meta-analysis. *Journal of the Academy of Marketing Science*, 54(1), 91–112. <https://doi.org/10.1007/s11747-024-01078-x>
- Setiono, B. A., & Hidayat, S. (2022). Influence of Service Quality with the Dimensions of Reliability, Responsiveness, Assurance, Empathy and Tangibles on Customer Satisfaction. *International Journal of Economics, Business and Management Research*, 06(09), 330–341. <https://doi.org/10.51505/ijebmr.2022.6924>
- Simanihuruk, M., Tinggi, S., & Bogor, P. (2019). Tourist Attraction and Tourist Facilities Intentions to Visitor Satisfaction: Case of Sindang Barang Cultural Village. *Journal of Tourism*, 6(2), 210–224. <http://ojs.unud.ac.id/index.php/eot210http://ojs.unud.ac.id/index.php/eot211>
- Singh, V., Sharma, M. P., Jayapriya, K., Kumar, B. K., Chander, A. R. N., & Kumar, B. R. (2023). Service Quality, Customer Satisfaction And Customer Loyalty: A Comprehensive Literature Review. *Journal of Survey in Fisheries Sciences*, 10(4S), 3457–3464. https://www.researchgate.net/profile/Vikas-Singh-49/publication/371809524_Service_Quality_Customer_Satisfaction_And_Customer_Loyalty_A_Comprehensive_Literature_Review/links/64965cd18de7ed28ba5231c4/Service-Quality-Customer-Satisfaction-And-Customer-Loyalty-A-Comprehensive-Literature-Review.pdf
- Stockemer, D. (2018). Quantitative Methods for the Social Sciences: A Practical Introduction with Examples in SPSS and Stata. In *Quantitative Methods for the Social Sciences: A Practical Introduction with Examples in SPSS and Stata*. Springer International Publishing. <https://doi.org/10.1007/978-3-319-99118-4>
- Xu, J., Lu, W., Xue, F., & Chen, K. (2019). ‘Cognitive facility management’: Definition, system architecture, and example scenario. *Automation in Construction*, 107. <https://doi.org/10.1016/j.autcon.2019.102922>