

THE EFFECT OF SERVICE QUALITY AND FACILITIES ON TOURIST SATISFACTION IN LEDOK SAMBI, REVIEWED FROM SPORT TOURISM

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Abstract

This study aims to determine the effect of service quality on tourist satisfaction at Ledok Sambu tourist attraction, the effect of facilities on tourist satisfaction at Ledok Sambu tourist attraction, the effect of service quality and facilities simultaneously on tourist satisfaction at Ledok Sambu tourist attraction. This research method uses a quantitative descriptive method, data collection techniques with incidental sampling and instruments in the form of questionnaires. The data obtained were analyzed using descriptive analysis, hypothesis, multiple linear regression analysis, and determination coefficient, as well as validity and reliability tests to ensure the accuracy of the research instrument. The results of the study are as follows: (1) It is proven that service quality has an effect on tourist satisfaction, because the sig value is $0.000 < 0.05$ and the calculated t is $5.273 > t$ table (0.197). (2) It is proven that facilities have an effect on tourist satisfaction, because the sig value is $0.000 < 0.05$ and the calculated t is $3.851 > t$ table (0.197). (3) It is proven that the quality of service and facilities together have an effect on tourist satisfaction, because the sig value is $0.000 < 0.05$ and the calculated f is $50.850 > F$ table (3.09). tourist satisfaction, because the sig value is $0.000 < 0.05$ and the calculated f is $50.850 > F$ table (3.09). This finding strengthens the theory of tourist satisfaction which states that the quality of service and facilities are the main factors in forming a positive tourist experience.

Keywords: Service Quality, Facilities, Tourist Satisfaction, Ledok Sambu

INTRODUCTION

Tourism is one of the important factors that influences the Indonesian economy (Bolang et al., 2021). Although the tourism sector does not produce physical goods, it has a big role in promoting and marketing tourist attractions in the region, by providing quality services and adequate facilities (Fitri Nurlestari, 2016). Tourism development in Indonesia must continue to be considered because in addition to attracting tourists, it also has the potential to help improve the welfare of local communities. Good facilities and excellent service are the main keys to attracting tourists and making tourist destinations more popular.

Yogyakarta is one of the places in Indonesia with many tourist attractions. The development of technology that is increasingly driving the increase in the tourism sector in Yogyakarta, which is expected to contribute positively to the local economy (Dewi & Adi, 2021). According to data from the Sleman Tourism Office, it is explained

that in 2023 tourists visiting Yogyakarta will reach 23,799,828 tourists. The rapid development of technology also supports the growth of the tourism sector in this area, which is expected to have a positive impact on the economic conditions of residents.

Sleman Regency is a regency located in Yogyakarta. This regency seeks to optimize its tourism potential as a source of regional income, with natural and cultural wealth that is interesting to be used as a tourist attraction (Ethika, 2016). According to data from the Sleman Tourism Office, the number of tourist visits to Sleman Regency showed good development for the period 2014-2022. Sleman Regency has succeeded in optimizing tourism potential as a source of regional income. Tourists are dominated by domestic tourists who have increased by more than 300% compared to the previous year. Foreign tourists also increased significantly by 1,165%.

One of the leading destinations in Sleman is Kaliurang, which has a variety of unique tourist

attractions such as Nawang Jagad, Tankaman, Ullen Sentalu Museum, Pluyon, and Ledok Sambu. (Riyanti & Lesmana, 2022). Kaliurang is located at the foot of Mount Merapi, which is known for its cool and fresh air. Kaliurang's tourism potential is still being developed to attract more tourists and support local economic growth.

Ledok Sambu is a part of the tourist attraction that can be visited if visitors visit Sambu Village. This tour is an ecopark destination located in the Kaliurang area, Sleman Regency, which is often visited by tourists (Kurniyati et al., n.d.). This tour makes it a family vacation option. Its location close to Mount Merapi also adds to the attraction with its stunning natural panorama.

According to data from the Sleman Tourism Office, the data on visits to Ledok Sambu tourist attractions per year from January to August 2024 experienced ups and downs for both domestic and foreign tourists, from January to August. In January there were 11,500 tourists, February there were 11,000 tourists, March there were 5,200 tourists, April there were 25,000 tourists, May there were 30,000 tourists, June there were 36,000 tourists, July there were 39,000 tourists, August there were 24,200 tourists. Data from the Tourism Office shows fluctuations in the number of tourist visits to Ledok Sambu from January to August 2024. The number of tourists varies each month, with the highest number of visits recorded in July at 39,000 tourists.

Based on initial observations made by researchers, according to the Business Development of the Ledok Sambu tourist attraction, Ledok Sambu has been established since 2003, but has only become widely known since the COVID-19 pandemic. Initially, Ledok Sambu only functioned as a camping ground and venue that could be rented, such as a multi-purpose building. Before the pandemic, access to Ledok Sambu required prior reservations, and was not open to the public. If visitors wanted to do outbound or use the camping ground, they had to book a large package. In 2020, Ledok Sambu closed again due to the COVID-19 pandemic. During the closure period, a three-month meeting was held to develop a new concept, which included opening a restaurant. After the restaurant opened and received a positive response, Ledok Sambu began to make improvements and rearrangements, including adding facilities such as flying foxes and

tables and chairs. In mid-2021, outbound began to reopen due to high demand. However, in mid-2021, Ledok Sambu closed again due to the implementation of PPKM level 4 in July and August. After the closure period, Ledok Sambu has reopened and has experienced a surge in visitors to date.

In tourism development, tourist satisfaction is the main aspect that must be considered. This satisfaction will be a determining factor whether tourists will return to the destination. (Pemdiansyah et al., 2021). Tourism managers need to focus on the tourist experience, by opening up space for them to provide suggestions, hopes, or complaints. This is important to measure the level of satisfaction and improve the services offered (Fatmawati & Sulisty, 2022).

Tourist satisfaction is greatly influenced by the quality of service they receive during their visit. Tourist attractions that offer good quality service will provide a satisfying and enjoyable experience for tourists (Alana & Putro, 2020). On the other hand, inadequate service can lead to disappointment. Service quality consists of five main factors: reliability, tangibles, responsiveness, assurance, and empathy.

Based on the data that has been obtained, the quality of service at the Ledok Sambu tourist attraction is quite good, but there are some that are considered less than satisfactory, especially on holidays. Because on that day the number of tourists visiting is considered to meet the capacity, so there are some who complain about the staff who are not friendly and do not answer or respond to questions from tourists, some tourists complain about the friendliness of the staff at the Ledok Sambu tourist attraction, for example, staff who are slow or do not resolve tourist complaints.

Facilities are also a factor that is no less important in maintaining visitor satisfaction. (Rosyid & Widiartanto, 2021). Tourists really need facilities to support the attraction. With adequate facilities, tourists will feel happy and comfortable (Nugraha & Achmad, 2023). Visitor facilities are buildings outside the primary facilities that are used to meet the needs of tourists while at tourist attractions (Listyawati, 2020). Sport tourism has also proven to be effective in boosting revenue both directly and indirectly, through increasing the number of tourist visits and their spending during their visit. Thus, sport tourism not only increases

promotion and revenue but also plays an important role in empowering the local economy and improving the welfare of the community around the tourist attraction (Supriyanto et al., 2024).

Based on the results of the data obtained and observations of the facilities at the Ledok Sambu tourist attraction, it is quite sufficient, but there are several things that are considered to be problems with the facility points such as, the stairs to the tourist attraction are steep or can be said to be unfriendly to children and the elderly, the lack of sufficient seating in various areas for tourists, the layout of the area is not enough for relaxing. Referring to this background, the author is interested in researching the quality of service and facilities at the tourist attraction whether or not they affect tourist satisfaction at the Ledok Sambu tourist attraction.

METHOD

This research is a quantitative descriptive study. This research was conducted at the Ledok Sambu tourist attraction located at Jl. Kaliurang KM. 19 No.2, Area Sawah, Pakembinangun, Kec. Pakem, Sleman Regency, Special Region of Yogyakarta. The research will be conducted in November 18 - November 30, 2024. The population of this study is all tourists who have visited the Ledok Sambu tourist attraction, which is 25,000 tourists. The sample of this study used incidental sampling and obtained 100 Respondents who were conducted within a week. The researcher collected data by observing the tourist attraction, and distributing questionnaires to respondents who visited. The questionnaire uses a Likert scale of 1-4 as a data collection method. The researcher used two sources of questionnaire data given directly to tourists as a Primary source, and statistical data from the Sleman Tourism Office as a secondary source. Then a Descriptive analysis test, hypothesis test, multiple linear analysis, and determinant coefficient were carried out.

RESULTS AND DISCUSSION

It is known that the respondent's score on the variable of Service Quality at Ledok Sambu Tourism Object is 3.088. From the results obtained, the average score is in the range of 2.62-3.40 which indicates that it is in the sufficient category. For the average of each statement that gets the highest score, namely assurance at number 10 with an average of 3.12, in statement number

10 contains a statement in the form of Ledok Sambu staff who are trained in handling urgent and emergency situations. For the lowest score with an average of 3.06 is in the reliability dimension, in the statement it contains Ledok Sambu staff who resolved my complaint professionally.

Table 1. Analysis of Service Quality Variables

| Variable | No | Dimension | Average Score Dimension |
|------------------------|-------|-------------|----------------------------|
| Quality of Service | X1.1 | Reliability | 3,06 |
| | X1.2 | Reliability | 3,07 |
| | X1.3 | Reliability | 3,07 |
| | X1.4 | Responsive | 3,09 |
| | X1.5 | Responsive | 3,10 |
| | X1.6 | Tangibles | 3,09 |
| | X1.7 | Tangibles | 3,09 |
| | X1.8 | Empathy | 3,09 |
| | X1.9 | Empathy | 3,10 |
| | X1.10 | Assurance | 3,12 |
| Variable Average Score | | | 3,088 |

It is known in the respondent score table on the facility variable in Ledok Sambu Tourism Object is 3.1. From the results obtained, the average score is in the range of 2.62-3.40 which indicates that it is in the sufficient category. For the average of each statement that gets the highest score, namely color, at 3.16, the statement contains that the color of the furniture in Ledok Sambu adds to the overall aesthetics of the facilities and Ledok Sambu facilities are easily accessible to various groups. For the lowest score with an average of 3.02, it is in the lighting and supporting elements dimension which contains lighting in public areas that is bright enough both in the afternoon or evening and Ledok Sambu provides sufficient seating in various areas for tourists to rest.

Table 2. Analysis of Facility Variables

| Variable | No | Dimension | Average Score Dimension |
|------------------------|-------|------------------------------------|----------------------------|
| Fasilitas | X2.1 | Consideration and Planning | 3,16 |
| | X2.2 | Consideration and Planning | 3,14 |
| | X2.3 | Consideration and Planning | 3,13 |
| | X2.4 | Furniture and Equipment | 3,05 |
| | X2.5 | Lighting and Lighting Design | 3,02 |
| | X2.6 | Color | 3,16 |
| | X2.7 | Color | 3,14 |
| | X2.8 | Graphic Communication | 3,13 |
| | X2.9 | Supporting Elements | 3,05 |
| | X2.10 | Supporting Elements | 3,02 |
| Variable Average Score | | | 3,1 |

It is known in the respondent score table on the tourist satisfaction variable at the Ledok Sambi Tourist Attraction of 3.278571. From the results obtained, the average score is in the range of 2.62-3.40 which shows that it is in the sufficient category. For the average of each statement that gets the highest score, namely in the dimension of interest in revisiting at 3.40. For the lowest score with an average of 3.06, it is in the dimension of willingness to recommend.

Table 3. Tourist Satisfaction Variables

| Variable | No | Dimension | Average Score Dimension |
|--------------|----|-------------------------------|----------------------------|
| Satisfaction | Y1 | Conformity of Expectations | 3,39 |
| | Y2 | Intention to Return Visit | 3,40 |
| | Y3 | Intention to Return Visit | 3,39 |

| Variable | No | Dimension | Average Score Dimension |
|------------------------|----|------------------------------|----------------------------|
| Tourism | Y4 | Intention to Return Visit | 3,31 |
| | Y5 | Willingness to Recommend | 3,23 |
| | Y6 | Willingness to Recommend | 3,17 |
| | Y7 | Willingness to Recommend | 3,06 |
| Variable Average Score | | | 3,2 |

Classical Assumption Test

1. Normality Test

Normality test using kolmogorov smirnov to see whether the observations are normally distributed. The results are shown in the table below:

Table 4. Normality Test

| Variable | Sig | Limit | Information |
|-----------------------|-------|--------|-------------|
| Unstandar Residual | 0,223 | > 0,05 | Normal |

It is known that the table above shows that the asymp.sig value is 0.223 > 0.05, which indicates that the data is normally distributed.

2. Heteroscedasticity Test

The heteroscedasticity test is needed to determine whether there is inequality in the variance between one residual and another. So the results of the Heteroscedasticity Test can be seen in the following table:

Table 5. Heteroscedasticity Test

| Variable | Sig | Limit | Information |
|--------------------|-------|-------|--------------------------|
| Quality of Service | 0.161 | >0,05 | No heteroscedasticity |
| Facilities | 0.152 | >0,05 | No heteroscedasticity |

Based on the table above, it can be seen that the probability value is greater than 0.05. The service quality variable has a significant probability value of

0.161 > 0.05 and the facility variable is 0.152 > 0.05. So from the table above it is concluded that the regression model does not contain heteroscedasticity.

3. Multicollinearity Test

The Multicollinearity Test is used to see whether the independent variables in the regression model are correlated. Multicollinearity in regression is known as its tolerance value or VIF. It is true that there is no multicollinearity if the tolerance value is > 0.1 or VIF < 10 (Dalimunthe, H, 2018). So the results of the Multicollinearity test are as follows:

Table 6. Multicollinearity Test

| Variable | Tolerance | Vif | Information |
|--------------------|-----------|-------|----------------------|
| Quality of Service | 0.657 | 1.523 | No multicollinearity |
| Facilities | 0.657 | 1.523 | No multicollinearity |

Based on the data above, it is known that the quality of service has a tolerance value of 0.0657 > 0.1 and a VIP value of 1.532 < 10. Then the facility variable has a tolerance of 0.657 > 0.1 and a VIP value of 1.532 < 10. Therefore, it can be concluded that multicollinearity does not occur with these two variables.

4. Multiple Linear Analysis

In the multiple linear regression analysis model is used to see the influence of the dependent variable on the independent variable. The following are the results of the multiple linear analysis:

Table 7. Multiple Linear Analysis

| Variable | B | T - Count | Sig T | Information |
|--------------------|--------|-----------|-------|-------------|
| (Constant) | -0.043 | | | |
| Quality of Service | 0.443 | 5.273 | 0.000 | Signifikan |
| Facilities | 0.300 | 3.851 | 0.000 | Signifikan |
| F hitung | 50.580 | | | |
| Sig F | 0.000 | | | |
| Adjusted R Square | 0.500 | | | |

As is known above, the calculation of multiple linear regression produces the following results:

$$Y = -0.043 + 0.443 X_1 + 0.300 X_2 + e$$

a. Konstanta = -0.043

It can be seen that there are no variables of Service Quality and Facilities that influence Tourist Satisfaction, therefore Tourist Satisfaction is - 0.043 units.

b. $X_1 = 0.443$

It can be seen that if the Service Quality variable increases by one unit, Tourist Satisfaction will increase by 0.443, assuming that other independent variables remain constant.

c. $X_2 = 0.300$

It can be seen that if the Facilities variable increases by one unit, investment interest will increase by 0.300 assuming other independent variables remain constant.

5. Hypothesis Testing

Uji T

Tabel 8. Uji T

| Variable | T | Sig | Information |
|--------------------|-------|-------|--------------------|
| Quality of Service | 5.273 | 0.000 | Positive Influence |
| Facilities | 3.851 | 0.000 | Positive Influence |

a. Quality of service

In the service quality variable in the table above, it is known that the t count is 5.273 with a significance level of 0.000 indicating that the service quality variable has a significant influence on the dependent variable. The sig or significant value is 0.000 < 0.05 and the t count is 5.273 > t table (0.197). This value indicates that the null hypothesis (H0) is rejected, so it can be proven that "Service Quality has an effect on Tourist Satisfaction".

b. Facilities

In the Facilities variable, it is known that the t count is 3.851, the significance level of 0.000 indicates that the Facilities variable has a significant effect on the dependent variable. The sig or significant value of 0.000 < 0.05 and the t count is 3.851 > t table (0.197). This value

indicates that the null hypothesis (H0) is rejected, so it can be proven that "Facilities have an effect on Tourist Satisfaction".

Uji F

Table 9. Uji F

| Variable | F | Sig | Information |
|--------------------|--------|-------|--------------------|
| Kepuasan Wisatawan | 50.580 | 0.000 | Positive Influence |

It is known that the F count is 50.580 with a significance level of 0.000 indicating that the quality of service and facilities simultaneously affect tourist satisfaction. The sig value of 0.000 <0.05 and the f count is 50.580> from the F table (3.09). This value indicates that the null hypothesis (H0) is rejected, so it can be said that "Service Quality and Facilities have a simultaneous effect on Tourist Satisfaction".

DISCUSSION

1. The Influence of Service Quality on Tourist Satisfaction at Ledok Sambu Tourist Attraction It is known that the t count of 5.273 with a significance level of 0.000 indicates that the service quality variable has a significant influence on the dependent variable. The sig or significant value of 0.000 <0.05 and the t count of 5.273> t table (0.197). This value indicates that the null hypothesis (H0) is rejected, so it can be proven that Service Quality has an influence on Tourist Satisfaction. This shows that the better the quality of service, the more tourists will visit, but conversely, if the quality of service is lacking, the fewer tourists will visit.

2. The influence of facilities on tourist satisfaction at Ledok Sambu tourist attraction

It is known that the t count of 3.851 with a significance level of 0.000 indicates that the Facilities variable has a significant influence on the dependent variable. The sig or significant value is 0.000 <0.05 and the t count is 3.851> t table (0.197). This value indicates that the null hypothesis (H0) is rejected, so it can be proven that Facilities have an effect on Tourist Satisfaction.

3. The effect of service quality and facilities on tourist satisfaction at the Ledok Sambu tourist attraction.

It is known that the F count is 50.580 with a significant level of 0.000 indicating that the quality of service and facilities simultaneously affect tourist satisfaction. The sig value is 0.000 <0.05 and the f count is 50.580> from the F table (3.09). This value indicates that the null hypothesis (H0) is rejected, so it is said that the

quality of Service and Facilities have a simultaneous effect on tourist satisfaction.

CONCLUSION

It is known that the research that has been conducted by researchers related to the influence of the variables of Service Quality and Facilities variables on tourist satisfaction at the Ledok Sambu Tourist Attraction is as follows:

1. The quality of service at the Ledok Sambu tourist attraction has a positive effect on tourist satisfaction, it can be seen from the sig value of 0.000 <0.05 and the calculated t of 5.273> t table (0.197). Shows that the level of tourist satisfaction is positively correlated with the quality of service provided at the tourist location.

2. The facilities at the Ledok Sambu tourist attraction have a positive effect on tourist satisfaction, it can be seen from the sig value of 0.000 <0.05 and the calculated t of 3.851> t table (0.197). Shows that the facilities in a tourist spot are positively correlated with the level of tourist satisfaction

3. Quality of Service and facilities simultaneously affect tourist satisfaction at the Ledok Sambu tourist attraction, it can be seen that the sig value is 0.000 <0.05 and f count is 50.580> f table (3.09). With the increasing quality of existing services and the increasing adequacy of existing facilities, the higher the satisfaction of tourists at the Ledok Sambu tourist attraction

THANK YOU

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