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### THE INFLUENCE OF MAIN, SUPPORTING AND COMPLETE FACILITIES ON VISITOR SATISFACTION AT DRINI BEACH, GUNUNGKIDUL REGENCY

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#### **Abstract:**

*This study aims to determine: (1) the influence of main facilities on visitor satisfaction at Drini Beach, Gunungkidul Regency, (2) the influence of supporting facilities on visitor satisfaction at Drini Beach, Gunungkidul Regency, (3) the influence of complementary facilities on visitor satisfaction at Drini Beach, Gunungkidul Regency. This study uses a quantitative descriptive approach with research variables including main facilities, supporting facilities and complementary facilities as independent variables and visitor satisfaction as dependent variables. The data collection technique uses a questionnaire. From a population of 100 people, 60 respondents were taken using the Slovin formula with a margin of error of 8.16% and the Accidental Sampling technique. The analysis technique used is multiple linear regression with the help of SPSS software version 22. The results of this study indicate that the T test on the main facility variable with a value of  $3.477 > 2.002$  significance value  $0.001 < 0.05$  that the main facility variable partially has a significant effect on visitor satisfaction. Supporting facility variables with a value of  $-6.604 > 2.002$  significance value of  $0.000 < 0.05$  that the supporting facility variables partially have a significant effect on visitor satisfaction. Complementary facility variables with a value of  $4.787 > 2.002$  significance value of  $0.000 < 0.05$  that the complementary facility variables partially have a significant effect on visitor satisfaction. Based on the results of the F test, a value of  $30.793 > 3.16$  significance value of  $0.000 < 0.05$  indicates that the main facility variables, supporting facilities and complementary facilities together or simultaneously have a significant effect on visitor satisfaction variables.*

**Keywords:** *Supporting Facilities, Complementary Facilities, Main Facilities, Visitor Satisfaction, Drini Beach Gunungkidul Regency.*

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## INTRODUCTION

As a country with thousands of islands, Indonesia has a variety of natural beauty and its population has hundreds of tribes and cultures with high potential for natural, cultural, and social tourism to visit. Natural resources have the potential to be developed into an interesting tourist attraction

for visitors to visit. The main attraction for visitors to visit Indonesia is to enjoy the natural beauty and its arts and culture, so the potential for natural tourism is very interesting to develop. Tourism is considered an important aspect in the country's development and economic strategy. (Dinas Pariwisata Kabupaten Gunungkidul, 2020, pp. 2-3).

Hamidah's research results (2022, p. 168) show that facilities and infrastructure in a tourist attraction are important assets in tourism management that must be maintained and provided for the development of a superior tourism industry. Tourism infrastructure includes all facilities that can serve various types of visitors. In determining visitor satisfaction at a tourist attraction, it is necessary to consider the existing facilities. Facilities at tourist attractions function to meet the needs of visitors who stay temporarily at the tourist attractions they visit, visitors can relax, enjoy and participate in the activities available at tourist attractions.

Drini Beach is one of the beaches located in Banjarejo Village, Tanjungsari Sub-district, Gunungkidul Regency, Special Region of Yogyakarta. Open 24 hours with a ticket price of IDR 15,000 per person. Drini Beach has high potential if managed properly, so it is necessary to develop the facilities sector so that the interest of visitors to Drini Beach always increases. The name Drini Beach originates from the many Drini trees that grow around the beach, the beauty of the beach which is surrounded by many Drini trees and is believed by local residents to be an antidote to poisonous snakes. Drini Beach has a small coral island that makes the atmosphere even more attractive. Drini Beach is the location of a traditional fishing landing place and a fish auction place (TPI). Visitors can enjoy a variety of traditional food and seafood dishes. In addition to enjoying the beauty of the beach, visitors can also play canoes that are rented by the local community. (Dinas Pariwisata Kabupaten Gunungkidul, 2021, pp. 2-3).

There are 28 kiosks from the government and 220 independent kiosks from the community around Drini Beach. There is 1 prayer room facility from the Village-Owned Enterprise (BUMKAL) which is quite wide at Drini Beach and there is an additional prayer room from the kiosks of food stalls and toilets at Drini Beach. The problem of garbage at Drini Beach with a third-party contract transportation system with a monthly expenditure of IDR 4,000,000, then the stalls at Drini Beach are charged a cleaning fee of IDR 10,000. The small garbage dump cannot accommodate the garbage at Drini Beach, within one week the volume of garbage is full and this complaint was submitted to the Environmental Service (DLH) in 2022 but was not responded to. The local community overcomes the garbage problem by collecting wet food waste at the maggot house, which is located near Drini Beach.

There is a connecting bridge used for the exit of visitor vehicles and connecting the visitor's road to the merchant kiosks on the east side with a dirty river flow, puddles of water under the river bridge are caused by stalls that do not have waste water reservoirs and then flow it into the river. Bridges with dirty, smelly rivers and lots of garbage make facilities at tourist destinations less noticed. On the east side of Drini Beach there is a connecting bridge for visitors who want to see the Small Island of Drini Beach located in the middle of Drini Beach and built by three groups, namely the tourism awareness group (pokdarwis), fishermen and youth. Community self-help provides strengthening facilities at the Drini Beach tourist destination to make it even more beautiful. Visitors to Drini Beach can pay IDR 3,000 to cross the connecting bridge to the Small Island of Drini Beach. Income from the Small Island bridge will be divided into three groups, namely pokdarwis, fishermen, and youth and 10% for destination improvements.

The tour guides at Drini Beach and the Drini Beach Pokdarwis are not yet proficient in English so that when foreign visitors come they only rely on Google Translate. The Drini Beach Pokdarwis conveyed this problem to the Gunungkidul Regency Tourism Office to find a solution by means of foreign language training for guides and Pokdarwis. The Drini Beach Pokdarwis wants English training to be held frequently, not just one or two meetings so that the Drini Beach guides can absorb more knowledge from each training held by the Gunungkidul Regency Tourism Office. Street lighting to Drini Beach at night is a problem for visitors to travel to Drini Beach. The lights around the beach road are very complained about by visitors because the conditions at the location are really dark, especially for first-time beach visitors and experiencing the road in Gunungkidul Regency. The road when entering the Drini Beach area is full of holes and narrow so that large vehicles need to take turns. This study is also based on complaints from Pokdarwis and visitors regarding the facilities available at Drini Beach. According to Pokdarwis and 5 visitors, the entrance road to the beach is damaged, in addition, the trash bins that are not yet optimally available also make visitors litter, especially in the river area near Drini

Beach. Therefore, the purpose of this study is to determine whether the main, supporting, and complementary facilities affect visitor satisfaction at Drini Beach, Gunungkidul Regency.

## **METHODS**

### **TYPE OF RESEARCH**

This type of research is a quantitative descriptive approach research that researchers obtained by distributing questionnaires or research instruments to visitors to the Drini Beach tourist destination in Gunungkidul Regency. The data sources used by researchers consist of 2 types, namely primary data and secondary data. Primary data is data obtained from respondents without going through intermediaries, in this study the primary data in question is data from the results of filling out questionnaires by respondents (visitors to the Drini Beach tourist destination). Secondary data is data obtained by researchers indirectly through intermediaries, data sourced from parties who already have data (Septianing & Farida, 2021). In this study, the secondary data in question is data on the number of visitors to the Beach tourist destination over the past 10 years from the Gunungkidul Regency Tourism Office.

### **PLACE AND TIME OF RESEARCH**

Drini Beach is located in Banjarejo Village, Tanjungsari Sub-district, Gunungkidul Regency, Special Region of Yogyakarta. The research was conducted on January 24, 2025.

### **POPULATION AND RESEARCH SAMPLE**

The population of this study included all visitors to Drini Beach, Gunungkidul Regency on January 24, 2025, based on field data collection within a period of one day (08.00-17.00 WIB) as many as N: 100 people. Determination of the number of samples was carried out using the Slovin formula with a margin of error of  $\pm 8.16\%$ , so that a sample of 60 respondents was obtained. The sampling technique used was accidental sampling.

Slovin's formula:

$$n = \frac{N}{1 + N \cdot e^2}$$

Description:

n: number of samples sought

N: population size

e: margin of error

Given:

N: 100

E: 0,00816 (8,16%)

$$n = \frac{100}{1 + 100 \cdot (0,0816)^2}$$

$$n = \frac{100}{1 + 100 \cdot 0,006669}$$

$$n = \frac{100}{1 + 0,6669}$$

$$= \frac{100}{1,6669} = 60$$

## RESEARCH VARIABLES

The independent variable is a variable that influences, explains, has power, and is independent, abbreviated as variable X. The independent variables in this study are the main facilities (X1), supporting facilities (X2) and complementary facilities (X3). The dependent variable in this study is visitor satisfaction, the level of satisfaction is indicated by the level of conformity between expectations and reality of the main facilities, supporting facilities, and complementary facilities experienced by respondents at the Drini Beach tourist destination.

## DATA ANALYSIS

In this study, the data analysis technique used was to test the instrument first because the data used by the researcher was primary data from direct research respondents. Instrument testing consists of validity testing and reliability testing. According to Arikunto in (Septianing & Farida, 2021) validity testing is a measure that shows the level of accuracy or validity of a research instrument. An instrument can be said to be valid or legitimate if it has a high level of validity, conversely if an instrument used has a low level of validity, then the instrument does not describe the accuracy of its indicators.

## DATA ANALYSIS TECHNIQUES

The data analysis techniques used in the study are as follows:

1. Instrument Testing which includes Validity Testing and Reliability Testing which aims to obtain valid data and the extent to which the measurement results remain consistent, if measurements are taken twice or more against the same symptoms using the same measuring instrument.
2. Multiple Linear Regression Analysis is used to determine the direction of the relationship between the dependent variable and the independent variable, thus allowing researchers to draw conclusions about the impact of the dependent variable on the independent variable. With the equation:  $Y' = \alpha + b_1x_1 + b_2x_2 + b_3x_3$

Description:

Y': Visitor Satisfaction

$\alpha$ : constant value

x1: Coefficient value for the main facility variable

x2: Coefficient value for the supporting facility variable

x3: Coefficient value for the complementary facility variable

b1: Unstandardized Coefficients B main facility

b2: Unstandardized Coefficients B supporting facility

b3: Unstandardized Coefficients B complementary facility

3. Hypothesis Testing which includes T Test (Partial) and F Test (Simultaneous) with the aim of determining the significant influence of independent variables on dependent variables both partially and simultaneously.
4. The Determination Coefficient Test is used to measure how much the model is able to explain the dependent variable.

## DATA COLLECTION TECHNIQUES

Data collection in this study using questionnaire data collection techniques, observation, literature study and documentation.

1. Questionnaire

The data collection technique with a questionnaire is a data collection technique used by giving questions to respondents or giving written questions to respondents to answer. This study uses a questionnaire distributed to respondents with a Likert scale method to determine the level of visitor satisfaction at the Drini Beach tourist destination by determining the score for each question. This scale is widely used in quantitative research because it is easy to create, free to include relevant questions, high reliability and applicable to various applications. This study uses a number of statements with a scale of 5 indicating agreement or disagreement with the statement.

2. Observation

Observation uses direct observation of the object being studied, in this study observations were conducted at each Drini Beach facility. This technique is an activity to visualize and directly observe phenomena that occur in the field.

3. Literature study

Data collection techniques using literature study are literacy studies conducted by researchers such as reading several journals, book references or other references related to the research topic.

#### 4. Documentation

Documentation by collecting data obtained by recording data related to the research object. The research object at Drini Beach is in the form of photos of facilities and infrastructure at the Drini Beach tourist attraction.

## RESULT & DISCUSSION

### Result

#### 1. Respondents' Answer Level for the Validity Test of Main Facilities, Supporting Facilities, and Complementary Facilities

##### a. Results of the Validity Test of the Main Facilities Variable (X1)

**Tabel 1.** X1 Validity Test

Item	r count	r table	Description
Item X1.1	0,628	0,254	Valid
Item X1.2	0,638	0,254	Valid
Item X1.3	0,603	0,254	Valid
Item X1.4	0,574	0,254	Valid
Item X1.5	0,566	0,254	Valid
Item X1.6	0,791	0,254	Valid
Item X1.7	0,642	0,254	Valid
Item X1.8	0,638	0,254	Valid

Based on the validity test calculation table above, the results show that all main facility variable indicators meet the validity standards with values above 0.254 for each research indicator item.

##### b. Results of the Validity Test of the Supporting Facilities Variable (X2)

**Tabel 2.** X2 Validity Test

Item	r count	r table	Description
Item X2.1	0,621	0,254	Valid
Item X2.2	0,754	0,254	Valid
Item X2.3	0,450	0,254	Valid
Item X2.4	0,450	0,254	Valid
Item X2.5	0,633	0,254	Valid
Item X2.6	0,767	0,254	Valid
Item X2.7	0,752	0,254	Valid
Item X2.8	0,696	0,254	Valid
Item X2.9	0,644	0,254	Valid
Item X2.10	0,633	0,254	Valid
Item X2.11	0,529	0,254	Valid
Item X2.12	0,457	0,254	Valid

Based on the validity test calculation table, the results obtained show that all supporting facility variable indicators meet the validity standards with values above 0.254 for each research indicator item.

c. Results of Validity Test of Complementary Facilities Variable (X3)

**Tabel 3.** X3 Validity Test

Item	r count	r table	Description
Item X3.1	0,564	0,254	Valid
Item X3.2	0,712	0,254	Valid
Item X3.3	0,599	0,254	Valid
Item X3.4	0,599	0,254	Valid
Item X3.5	0,570	0,254	Valid
Item X3.6	0,739	0,254	Valid
Item X3.7	0,703	0,254	Valid
Item X3.8	0,599	0,254	Valid
Item X3.9	0,395	0,254	Valid
Item X3.10	0,406	0,254	Valid

Based on the validity test calculation table above, the results show that all complementary facility variable indicators meet the validity standards with values above 0.254 for each research indicator item.

d. Results of Validity Test of Visitor Satisfaction Variable (Y)

**Tabel 4.** Y Validity Test

Item	r count	r table	Description
Item Y.1	0,925	0,254	Valid
Item Y.2	0,875	0,254	Valid
Item Y.3	0,864	0,254	Valid

Based on the validity test calculation table above, the results show that all visitor satisfaction variable indicators meet the validity standards with values above 0.254 for each research indicator item.

e. Results of the Main Facility Variable Reliability Test (X1)

**Tabel 5.** Variable Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.786	8

Based on the reliability test calculation table above, it was obtained that the Cronbach's Alpha value > limit value, namely  $0.786 > 0.60$ , which indicates that the main facility variable (X1) is reliable.

f. Results of the Reliability Test of the Supporting Facilities Variable (X2)

**Tabel 6.** Variable Reliability Test (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.850	12

Based on the reliability test calculation table above, it was obtained that the Cronbach's Alpha value > limit value, namely  $0.850 > 0.60$ , which indicates that the supporting facilities variable (X2) is reliable.

g. Results of the Reliability Test of the Complementary Facilities Variable (X3)

**Tabel 7.** Variable Reliability Test (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.789	10

Based on the reliability test calculation table above, it was obtained that the Cronbach's Alpha value > limit value, namely  $0.789 > 0.60$ , which indicates that the complementary facilities variable (X3) is reliable.

h. Results of the Reliability Test of the Visitor Satisfaction Variable (Y)

**Tabel 8. Variable Reliability Test (Y)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.850	3

Based on the reliability test calculation table above, it was obtained that the Cronbach's Alpha value > limit value, namely  $0.850 > 0.60$ , which indicates that the visitor satisfaction variable (Y) is reliable.

## 2. Multiple Linear Regression Test

**Tabel 9. Multiple Linear Regression Test**

Coefficients <sup>a</sup>			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	15.972	.436
	Main Facilities	.026	.008
	Supporting Facilities	-.162	.024
	Complementary Facilities	.148	.031

From the table above, the multiple linear regression equation is obtained as follows:  $Y = 15.972 + 0.026 X_1 + 0.162 X_2 + 0.148 X_3$ . From the equation above, it can be seen that all independent variables have an effect on visitor satisfaction with the following interpretation:

- The constant value ( $\alpha$ ) of 15.972 with a positive sign indicates a unidirectional influence between the independent variable and the dependent variable. This shows that if all independent variables including main facilities, supporting facilities, and complementary facilities are considered constant or do not change, then the visitor satisfaction value (Y) is 15.972.
- The coefficient value for the main facility variable (X1) has a positive value of 0.026, which means that if the main facility increases by 1%, visitor satisfaction will increase by 0.026 assuming other variables are considered constant.
- The value of the supporting facility variable (X2) has a negative value of 0.162, which means that if the supporting facility increases by 1%, visitor satisfaction will decrease by 0.162, assuming that other variables are not constant.
- The value of the complementary facility variable (X3) has a positive value of 0.148, which means that if the complementary facility increases by 1%, visitor satisfaction will increase by 0.148, assuming that other variables are constant.

## 3. Uji T

**Tabel 10. Uji T**

Model	t count	Sig.	t table
Main Facilities	3,477	0,001	2,002
Supporting Facilities	-6,604	0,000	
Complementary Facilities	4,787	0,000	

Based on the table above, the following results are obtained:

- In the main facility variable (X1), the calculated t value is obtained  $> t$  table, namely  $3.477 > 2.002$  and a significance value of  $0.001 < 0.05$ . This means that H01 is rejected and H1 is accepted, so it can be concluded that the main facility variable partially has a significant effect on visitor satisfaction.
- In the supporting facility variable (X2), the calculated t value is obtained  $> t$  table, namely  $-6.604 > 2.002$  and a significance value of  $0.000 < 0.05$ . This means that H02 is rejected and H2 is accepted, so it can be concluded that the supporting facility variable is partially significant to visitor satisfaction.

- c. In the complementary facility variable (X3), the calculated t value is obtained  $> t$  table, namely  $4.787 > 2.002$  and a significance value of  $0.000 < 0.05$ . This means that H03 is rejected and H3 is accepted, so it can be concluded that the complementary facilities variable partially has a significant effect on visitor satisfaction.

#### 4. Uji F

**Tabel 11. Uji F**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.689	3	.896	30.793	.000 <sup>b</sup>
	Residual	1.630	56	.029		
	Total	4.319	59			

a. Dependent Variable: Y1

b. Predictors: (Constant), Fasilitas Pelengkap, Fasilitas Utama, Fasilitas Pendukung

Based on the Anova table above, it can be seen that the calculated f value  $> f$  table is  $30.793 > 3.16$  and the significance value is  $0.000 < 0.05$ . This shows that the main facility variables, complementary facilities together or simultaneously have a significant effect on the visitor satisfaction variable.

#### 5. Test the Coefficient of Determination (R2)

**Tabel 12. Test the Coefficient of Determination (R2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 <sup>a</sup>	.623	.602	.171

a. Predictors: (Constant), Fasilitas Pelengkap, Fasilitas Utama, Fasilitas Pendukung

Based on the table above, it can be seen that the R square (R2) value in this study is 0.623. The percentage of visitor satisfaction with the main facilities, supporting facilities, and complementary facilities can be calculated using the formula:  $R^2 = r^2 \times 100\% = 62.3\%$ . This shows that the main facilities which include cleanliness, comfort, and beauty, supporting facilities which include accommodation, road conditions, places to eat and drink, shopping facilities, complementary facilities which include public toilets, places of worship, tour guides, information centers, parking lots have an effect of 62.3% on visitor satisfaction at Drini Beach, Gunungkidul Regency.

### DISCUSSION

This study aims to determine the effect of main facilities, supporting facilities, and complementary facilities on visitor satisfaction. This is proven by several tests that researchers have conducted previously, so that answers to the assumptions or hypotheses are obtained, namely:

#### 1. The Effect of Main Facility Variables on Visitor Satisfaction

Based on the hypothesis or assumption in this study, H1 is that there is a partial effect of the availability of main facilities on visitor satisfaction at Drini Beach, Gunungkidul Regency, and H01 is that there is no partial effect of the availability of main facilities on visitor satisfaction at Drini Beach, Gunungkidul Regency. The results of this study prove that the main facility variables including cleanliness, beauty, and comfort of the facilities available at Drini Beach, Gunungkidul Regency have a significant partial effect on visitor satisfaction.

H1 in this study is accepted and H01 is rejected. This shows that the availability of main facilities including cleanliness, beauty, and comfort makes tourists feel satisfied and comfortable while at Drini Beach, Gunungkidul Regency.

#### 2. The Influence of Supporting Facilities Variables on Visitor Satisfaction

Based on the hypothesis or assumption in this study, H2 is that there is a partial influence of the availability of supporting facilities on visitor satisfaction at Drini Beach, Gunungkidul Regency, and H02 is that there is no partial influence of the availability of supporting facilities on visitor satisfaction at Drini Beach, Gunungkidul Regency. The results of this study prove that the supporting facilities variables including accommodation, road conditions, places to eat



and drink, and shopping facilities available at Drini Beach, Gunungkidul Regency have a significant partial influence on visitor satisfaction. H2 in this study is accepted and H02 is rejected. This shows that the availability of supporting facilities including accommodation, road conditions, places to eat and drink, and shopping facilities make tourists feel satisfied and comfortable while at Drini Beach, Gunungkidul Regency.

3. The Influence of Complementary Facilities Variables on Visitor Satisfaction

Based on the hypothesis or assumption in this study, H3 is that there is a partial influence of the availability of complementary facilities on visitor satisfaction at Drini Beach, Gunungkidul Regency, and H03 is that there is no partial influence of the availability of complementary facilities on visitor satisfaction at Drini Beach, Gunungkidul Regency. The results of this study prove that the variables of complementary facilities including public toilets, places of worship, tour guides, information centers, and parking lots available at Drini Beach, Gunungkidul Regency have a significant partial effect on visitor satisfaction. H3 in this study is accepted and H03 is rejected. This shows that the availability of supporting facilities including public toilets, places of worship, tour guides, information centers, and parking lots makes tourists feel satisfied and comfortable while at Drini Beach, Gunungkidul Regency.

4. Influence of Visitor Satisfaction Variables

Based on the hypothesis in this study, H4 is that there is an influence of the availability of main facilities, supporting facilities, and complementary facilities simultaneously on visitor satisfaction at Drini Beach, Gunungkidul Regency, and H04 is that there is no influence of the availability of main facilities, supporting facilities, and complementary facilities simultaneously on visitor satisfaction at Drini Beach, Gunungkidul Regency. The results of this study indicate that the main facilities, supporting facilities, and complementary facilities have a simultaneous or joint effect on visitor satisfaction at the Drini Beach tourist destination, Gunungkidul Regency, so the fourth hypothesis in this study is accepted. The determination coefficient test also shows that the R Square or R<sup>2</sup> value is 0.623 or 62.3% of the visitor satisfaction variable is influenced by the main facilities, supporting facilities, and complementary facilities, while the remaining 38.7% is influenced by other factors not examined in this study.

### CONCLUSION

The test results show that: The main facility variable has a positive and significant effect on visitor satisfaction at Drini Beach. This is indicated by a value of  $3.477 > 2.002$  and a significance value of  $0.001 < 0.05$ . The supporting facility variable has a positive and significant effect on visitor satisfaction at Drini Beach. This is indicated by a value of  $-6.604 > 2.002$  and a significance value of  $0.000 < 0.05$ . The complementary facility variable has a positive and significant effect on visitor satisfaction at Drini Beach. This is indicated by a value of  $4.787 > 2.002$  and a significance value of  $0.000 < 0.05$ . The coefficient of determination (R<sup>2</sup>) value of 62.3% includes main, supporting and complementary facilities and 38.7% is influenced by other factors not studied.

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