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IMPLICATIONS OF SERVICE QUALITY AND FACILITIES ON VISITOR SATISFACTION AT NGARGOYOSO WATERFALL KARANGANYAR

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Abstract: This study aims to determine the effect of service quality on visitor satisfaction at Ngargoyoso Waterfall Karanganyar. The effect of facilities on visitor satisfaction at Ngargoyoso Waterfall Karanganyar. The joint effect of service quality and facilities on visitor satisfaction at Ngargoyoso Waterfall Karanganyar. This study uses a quantitative method with a correlational approach. The population in the study were all visitors to Ngargoyoso Waterfall Karanganyar. The sample in this study was taken using the technique accidental sampling. And respondents in this study were 85 people. This study obtained results that showed that service quality has a positive influence on visitor satisfaction Ngargoyoso Waterfall Karanganyar, this is indicated by the t value of the service quality variable $2.486 > t \text{ table } 1.989$. Facilities have a positive influence on visitor satisfaction Ngargoyoso Waterfall Karanganyar, this is indicated by the t value of the facility variable $6.156 > t \text{ table } 1.989$. Together, service quality and facilities have a positive influence on visitor satisfaction Nagargoyoso Waterfall, this can be seen from the F test which produces an F value of $91.859 > F \text{ table } 3.11$.

Keywords: Service Quality, Facilities, Visitor Satisfaction

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INTRODUCTION

The tourism industry in Indonesia has an important role because it is a source of foreign exchange earnings for the country, so that the tourism industry can stimulate the national economy and will have an impact on reducing the number of unemployed and increasing the productivity of a country. The superiority of the tourism sector will have an impact on other sectors by involving the community as supporters, such as travel services, bureau services, transportation, culinary, and hotels (Yudhoyono., et al. 2021). Tourism can be defined as a tourism activity carried out by an individual or group of people by traveling to a place for recreational activities, where the recreational activities are to learn about the uniqueness of a tourist spot, or self-development for a temporary period of time (Kocak., et al. 2023). Indonesia has many areas where natural resources have the potential to develop tourism, one of which is Karanganyar Regency. Karanganyar Regency is an area located in Central Java Province. Tourism objects in Karanganyar are divided into natural tourism, religious tourism, artificial tourism, special

interest tourism, culinary tourism. The number of tourist visitors in 2022 experienced a significant decline, namely 729,272 people. It was recorded that until 2023 the number of visitors was 395,139, this was because the number of visitors to Jumog Waterfall was not recorded in 2023. The largest number of visitors in 2023 was recorded by Grojogan Sewu Waterfall tourism with 216,044 people with a total levy of IDR 4.75 billion, while the amount of levy in 2023 was IDR 6.84 billion. From these data, it can be seen that tourism with natural water potential has a very strong attraction so that it can contribute more than half a percent of the total amount of levies in 2023 (BPS Karanganyar, 2024).

The natural potential in Karanganyar Regency has triggered the rapid growth of very diverse tourism, one example is Ngargoyoso Waterfall. Ngargoyoso Waterfall was just opened on April 7, 2024, located in Surodadi, Ngargoyoso, Ngargoyoso District, Karanganyar Regency, Central Java. The potential developed in this tour is a waterfall located on the slopes of Mount Lawu surrounded by beautiful scenery. In addition, there are still many potentials that can be developed, such as outbound places to attract more visitors. Based on the description above, the author considers the importance of this research to find out and become evaluation material, in addition to being a reference material for developing the quality of service and facilities. In addition to the Ngargoyoso Waterfall which has conducted evaluations every week, it is hoped that the results of this study can later become additional evaluations that can help. The management also provided information that there had been no previous researchers who discussed the quality of service and facilities at Ngargoyoso Waterfall.

METHOD

This research was conducted at Ngargoyoso Waterfall Karanganyar located in Surodadi, Ngargoyoso, Ngargoyoso District, Karanganyar Regency, Central Java in February. The instrument trial was conducted on a questionnaire that would be distributed during data collection. The instrument trial was conducted on 32 respondents. This study uses a quantitative method with a correlational approach. Quantitative research is a type of numerical data collection in research with analytical techniques to test hypotheses, draw conclusions, and understand the relationships between variables used in the study (Priyanda et al., 2022). This study uses a correlation approach, where in this approach conclusions will be obtained from data processing between the relationships between two or more variables (Sutja, et al., 2017). The descriptive correlational method is a way of processing data regarding the status related to a symptom. This method does this by describing or describing the data that has been collected as it is without making general conclusions (Sugiyono, 2013). Sampling in this study was taken using the accidental sampling technique. The respondents in this study were 85 visitors who were obtained by chance. Data collection in this study used a questionnaire with a Likert scale of 4, namely, strongly disagree, disagree, agree, strongly agree. The questionnaire was given to visitors to Ngargoyoso Waterfall by chance at the time of data collection. Data management in this study used IBM SPSS Statistics 26. Data analysis techniques include classical assumption tests and hypothesis tests. Classical assumption tests include normality tests, linearity tests, multicollinearity tests, and heteroscedasticity tests. Hypothesis tests consist of T tests, F tests, multiple linear regression tests, and determination coefficient tests.

RESULTS AND DISCUSSION

Results

The classical assumption test in this study consists of normality test, linearity test, multicollinearity test, and heteroscedasticity test. The normality test with Kolmogorov Smirnov obtained results with a Sig. value of $0.76 > 0.05$, which means that the data is normally distributed. Linearity test of service quality variable (X1) with visitor satisfaction (Y) linearity value of $0.000 < 0.05$ which means there is a linear relationship between service quality variable (X1) with visitor satisfaction (Y). Linearity test of facility variable (X2) with visitor satisfaction (Y) linearity value of $0.000 < 0.05$ which means there is a linear relationship between facility variable (X2) with visitor satisfaction (Y). The results of multicollinearity test obtained Tolerance value of service quality variable or X 1 and facility or X2 $0.372 > 0.100$ and VIF value of variable X1 and X2 $2.688 < 10.00$. From the results of multicollinearity test that has been done, it means that the regression model is free from multicollinearity symptoms. Based on the results of heteroscedasticity test that has been done, the

significant value of service quality variable is $0.960 > 0.50$ and facility variable $0.436 > 0.50$. This means that this regression model does not contain symptoms of heteroscedasticity.

Hypothesis testing using T test, F test, multiple linear regression analysis test, and determination coefficient test.

Table 1. T-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.508	2.261		2.436	.017
	QUALITY OF SERVICE	.266	.107	.250	2.486	.015
	FACILITY	.583	.095	.619	6.156	.000

Based on the T-test table, the results of the T-test on the service quality variable obtained a value of $2.436 > T$ table 1.989. From these results, it means that service quality has a positive influence on visitor satisfaction at Ngargoyoso Waterfall Karanganyar. While on the facility variable, the calculated T value was $6.156 > T$ table 1.989

Table 2. F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1255.375	2	627.687	91.859	.000 ^b
	Residual	560.319	82	6.833		
	Total	1815.694	84			

Based on the results table of the F test, the calculated F value was $91.859 > F$ table 3.11, which means that together the quality of service and facilities have a positive influence.

Table 3. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.508	2.261		2.436	.017
	QUALITY OF SERVICE	.266	.107	.250	2.486	.015
	FACILITY	.583	.095	.619	6.156	.000

Based on the table of multiple linear regression test results, the linear regression value of service quality is 0.266, which means that if the service quality variable increases, the linear regression value of facilities is 0.583, which means that if the facility variable increases by one unit, it means that it increases by 0.583.

Table 4. Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.691	.684	2.614

Based on the coefficient of determination test table, the results obtained a value of 0.684 on the Adjusted R Square. This means that the variable quality of service and facilities has an influence of 68.4% on visitor satisfaction at Ngargoyoso Waterfall Karanganyar, the remaining 31.6% is the influence of other factors not examined by the researcher.

Discussion

From the results of the t-test, the calculated t value for the service quality variable is $2.486 > t$ table 1.989, which means that service quality has a positive effect on visitor satisfaction at Ngargoyoso Waterfall. From this statement, it can be explained that if the service quality of Ngargoyoso Waterfall Karanganyar is in good condition and continues to increase, it will also affect the increase in visitor satisfaction at Ngargoyoso Waterfall. However, if the service quality is not in good condition or the quality of service at Ngargoyoso Waterfall decreases, it will have a negative effect on visitor satisfaction. These results are in accordance with H1 because service quality has a positive effect on visitor satisfaction at Ngargoyoso Waterfall Karanganyar. The results of this study are in line with the results of the study by Sari., F. S et al. (2024) entitled "The Impact of Services on Tourist Satisfaction at Mount Kelud Tourist Attractions, Kediri Regency". This study was conducted to identify service quality with tourist perceptions of services in the Mount Kelud tourist area, Kediri Regency. The results of this study indicate a significant continuity between service and tourist satisfaction at Mount Kelud Tourism. Service has a major contribution to satisfaction as seen from the results of the analysis of 61%. The statement that has been explained previously is in accordance with the theory put forward by Amir (2012) where one of the factors that influences consumer satisfaction is service quality.

The quality of service is perceived as very good and satisfying by visitors to Ngargoyoso Waterfall, which can be seen from the statement items from number one to 10 getting an average score of more than 3.26 which is included in the very good interval range. Statement item 8 gets the highest average score of 3.58, where this statement item is included in the Empathy indicator. Where this item states "staff provide polite and friendly service" which means that Ngargoyoso staff provide friendly and good service, so that visitors feel friendly. The t-value of the facility is $6.156 > t$ table 1.989, if it is explained it means that the facility variable has a positive influence on visitor satisfaction at Ngargoyoso Waterfall Karanganyar. In other words, if the facilities at Ngargoyoso Waterfall are in good condition, visitors will feel satisfied and visitor satisfaction will increase. If the facilities at Ngargoyoso Waterfall are in poor condition, it will affect visitor satisfaction or it can be said that visitors will not feel satisfied when they are at Ngargoyoso Waterfall. These results are in accordance with H2 because facilities have a positive influence on visitor satisfaction at Ngargoyoso Waterfall Karanganyar.

The results of this study are in line with the research of Rima Pratiwi Batubara and Amelia Mega Fitro (2023) entitled "Analysis of the Impact of Facilities on Visitor Satisfaction at the Bogor Botanical Gardens". The results of this study indicate that facilities have a significant influence on visitor satisfaction. This can be seen from the results of the T-test with a Tcount value of $16.149 > T$ table 1.98447. These results are in accordance with Kotler's theory (2014) which states that facilities are physical tools that support comfort so that visitor satisfaction is created. Facilities are perceived well by Ngargoyoso Waterfall visitors can be seen from each facility indicator having an average value and a good interval range. Statement item number one gets the lowest average score compared to the others, which is 3.24, although it is the lowest compared to the others but is still in a good interval range. The statement item is an indicator of spatial planning, which reads "Tourist attractions have easy-to-reach locations". Many of the visitors who are visitors from outside the city rely on maps so that they get routes that are difficult to access so that visitors feel troubled. Apart from that, statement items number two to number ten have average values that are included in the very good interval. One of the facility indicators that has the highest value is spatial planning 3.38 and the question item in this indicator also

gets the highest value of 3.42 which states "the existence of a food court to make it easier for visitors to get food and drink".

From the results of the F test, $F_{\text{count}} 91.85 > F_{\text{table}} 3.11$ is obtained, which means that the quality of service and facilities have the same positive influence or together have a positive influence on visitor satisfaction. Ngargoyos Waterfall. This means that when the service and facilities are in good quality or condition, visitors will be satisfied. Conversely, when the service and facilities are in poor condition, visitor satisfaction will not be achieved. These results are in accordance with H3 because the quality of service and facilities have a positive influence together on visitor satisfaction at Ngargoyoso Waterfall Karanganyar. The results of this study are in line with the results of Sadidah's research. A (2021) entitled "The Influence of Service Quality and Facilities on Visitor Satisfaction (Case Study at Taman Pintar Yogyakarta)" which explains that service quality and facilities have a positive effect on visitor satisfaction.

Visitor satisfaction with goods or services is a relationship. Visitor satisfaction is generated from a high level of quality (Kotler and Keller. 2009). Quality makes visitors have the desire to establish relationships with the company. Establishing relationships with visitors will make it easier for the company to find out what visitors want, so that it can be a material for company evaluation regarding what makes visitors satisfied will be optimized, then service quality has a relationship with visitor satisfaction (F. Tjiptono. 2002). Other authors argue that service quality will affect visitor satisfaction, this happens because there is an interaction between the company and visitors. Satisfaction will be achieved if the company's performance is in accordance with visitor expectations. The company will achieve a level of visitor satisfaction by pleasing the visitor's experience (Hutasoit, 2011).

CONCLUSION (CONCLUSION)

From the research that has been conducted regarding the implications or influence of service quality and facilities on visitor satisfaction at Ngargoyoso Waterfall Karanganyar, the research results were concluded as follows:

1. Service quality has a positive influence on visitor satisfaction at Ngargoyoso Waterfall Karanganyar. In addition, the average score for each service quality indicator is as follows, Tangible 3.42 is in the interval range that describes the indicator in very good condition, Reliability 3.38 is in the very good interval range, Responsiveness 3.41 means very good, Assurance has an average value of 3.35 which means in very good condition, and Empathy has a value of 3.50 which is in very good condition
2. Facilities have a positive influence on visitor satisfaction at Ngargoyos Waterfall Karanganyar. The average score for each facility indicator is as follows, spatial planning 3.24 where the value is in the interval range that describes good condition, spatial planning 3.38 in very good condition, equipment 3.34 in very good condition, graphic messages 3.31 in very good condition, supporting elements 3.91 in very good condition.
3. The quality of service and facilities have the same influence or together have a positive influence on visitor satisfaction at Ngargoyoso Waterfall Karanganyar.

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