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ANALYSIS OF SERVICE QUALITY AND TOURIST ATTRACTIONS ON TOURIST SATISFACTION AT LEDOK SAMBI TOURIST OBJECT

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Abstract: This study aims to analyze the extent to which service quality and tourist attractions affect tourist satisfaction at the Ledok Sambu Kaliurang tourist attraction. The method used in this study is a quantitative method by distributing questionnaires to 105 tourists who have visited Ledok Sambu Kaliurang. The data obtained were analyzed using a partial test (t-test) to determine the effect of each independent variable on the dependent variable. The results of the study indicate that the variables of Service Quality and Tourist Attractions have a positive and significant effect on Tourist Satisfaction. This is evidenced by the significance value of each variable which is less than 0.05, which is 0.00. The conclusion of this study is that improving the quality of service and developing tourist attractions in Ledok Sambu Kaliurang significantly increases tourist satisfaction. This study provides recommendations for tourism managers to focus on improving staff skills, improving facilities, and developing interesting and educational tourism programs. Thus, Ledok Sambu Kaliurang can improve its attractiveness and service quality, which will ultimately increase tourist satisfaction and loyalty.

Keywords: Tourist Attractions, Tourist Villages, Tourist Satisfaction, Service Quality.

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INTRODUCTION

Tourism is one of the important factors that influences the Indonesian economy (Bolang (Bolang, E.H., Mananeke, L., & Lintong, D.C.A, 2021). Although the tourism sector does not produce physical goods, it has a major role in promoting and marketing tourist attractions in the region, by providing quality services and useful assistance (Nurlestari, A.F, 2016). The development of tourism in Indonesia must continue to be considered because in addition to attracting tourists, it also has the potential to improve the welfare of the local community. 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, D.N., Adi, S. W, 2021). According to data from the Sleman Tourism Office, data on tourist visits to tourist attractions in Yogyakarta with 4 districts and 1 city are explained, namely in 2020 there were 9,920, 354 tourists, in 2021 there were 7,854,170 tourists, in 2022 19,257,989 tourists, then in 2023 it reached 23,799,828 tourists. Yogyakarta has a variety of tourist attractions, making it one of the most popular tourist destinations in Indonesia. The rapid development of technology also supports the growth of the tourism sector in this area, which is expected to have a positive effect on the economic conditions of residents. Based on data from the Sleman Tourism Office, tourist visits to Yogyakarta have increased significantly.

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, T. D, 2016). According to data from the Sleman Tourism Office, the number of tourist visits to Sleman Regency shows good development for the 3 periods 2014-2022. When compared to the targets in the Sleman Regency Medium-Term Development Plan, it can be said that the level of realization of tourist visits from 2014-2022 has always been above 100%. In 2022, 7,171,071 tourists visited tourist attractions in Sleman Regency. Tourist visits to Sleman Regency were dominated by domestic tourists with 7,105,769 visits (99.09%). When compared to domestic tourist visits in 2021, there was an increase of 312.35% from a total of 1,728,418 visits. Meanwhile, the total number of foreign tourists visiting Sleman Regency was recorded at 63,302 visits (0.91%). When compared to foreign tourist visits in 2021, there was an increase of 1,165.05% from a total of 5,162 visits. 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%, indicating positive developments in Sleman tourism.

One of the leading destinations in Sleman is Kaliurang, which has various unique tourist attractions such as Nawang Jagad, Tankaman, Ullen Sentalu Museum, Pluyon, and Ledok Sambi (Riyanti, S., Lesmana, A.C, 2022). Kaliurang is located in Hargobinangun Village, Pakem, on the slopes of Mount Merapi, which is known for its cool and fresh air, making it a unique specialty for visitors looking for a calming natural atmosphere. Kaliurang's tourism potential is still being developed to attract more tourists and support local economic growth. Kaliurang is a leading destination in Sleman with various interesting tourist attractions and a cool natural atmosphere. Located on the slopes of Mount Merapi, this place offers a calming natural tourism experience, its potential continues to grow to attract many tourists and improve the economy. Ledok Sambi is one of the tourist attractions that can be visited if visitors visit Sambi Village. This tour is an ecopark destination located in the Kaliurang area, Sleman Regency, which is often visited by tourists (Kurniyati, N.N., et al., 2022). 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 Sambi tourist attractions per year 2024 from January to August 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 Sambi 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.

According to data from the Sleman Tourism Office, the data on visits to Ledok Sambi 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 the author, 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 multipurpose 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 resumed operations 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 (Gani, M. A. A, 2020). 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, I., Sulisty, A, 2022). Thus, tourist satisfaction is one of the important indicators of the success of a tourist attraction. Tourists who feel satisfied will not only give positive reviews, but also have the potential to become loyal visitors. Elements or factors that influence this satisfaction include service quality, accessibility, facilities, and overall experience during the visit. Tourist satisfaction is greatly influenced by the quality of service they receive during their visit. Tourist attractions that offer good quality services will provide a satisfying and enjoyable experience for tourists (Alana, P. R., Putro, T. A, 2020). Conversely, inadequate service can cause disappointment. Service quality consists of five main factors: reliability, tangibles, responsiveness, assurance, and empathy. Good service creates a pleasant experience, while inadequate service can lead to disappointment. When service meets or exceeds expectations, tourists tend to feel satisfied, therefore tourism managers need to focus on improving service quality, which includes reliability, physical evidence, responsiveness, assurance, and empathy in order to retain visitors and compete in the tourism industry.

Based on the data 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 one of the factors that are no less important in maintaining visitor satisfaction (Rosyid, I., Widiartanto, 2021). Tourists really need facilities to support the attraction. With adequate facilities, tourists will feel happy and comfortable (Nugraha, Y. E., Fallo, F.M.A, 2021). Visitor facilities are buildings outside the primary facilities that are used to meet the needs of tourists while at tourist attractions (Listyawati, I. H, 2019). According to Tjiptono and Chandra (2016), there are 6 indicators of facilities, namely consideration, space planning, equipment/furniture, lighting and color, messages conveyed graphically, supporting elements (Sadidah, A, 2021). Facilities are an important factor in maintaining visitor satisfaction. Tourists need adequate facilities to support the attraction, so they feel comfortable and happy in visiting. Based on the results of the data obtained and observations, the facilities at the Ledok Sambu tourist attraction are quite sufficient, but there are several things that are considered to be problems with the facilities, such as the steep stairs leading to the tourist attraction or can be said to be unfriendly to children and the elderly, the lack of sufficient seating in various areas for tourists, and the layout of the area is not suitable for relaxing. Referring to the background, the author is interested in researching

whether the quality of service and facilities at the tourist attraction has an effect or not on tourist satisfaction at the Ledok Sambu tourist attraction, therefore the author took the research title "The Effect of Service Quality and Facilities on Tourist Satisfaction at the Ledok Sambu Tourist Attraction."

METHODS

This research is a quantitative descriptive research. This research was conducted at the Ledok Sambu tourist attraction located at Jl. Kaliurang KM. 19 No.2, Sawah District, Pakem District, Sleman Regency, Special Region of Yogyakarta. The research was conducted on November 18 - November 30, 2024. The population of this study was all tourists who had visited the Ledok Sambu tourist attraction, namely 25,000 tourists. The sample of this study used incidental sampling techniques and obtained 105 respondents who were carried out within a period of one week. Researchers collected data by observing tourist attractions, and distributing questionnaires to respondents who visited. The questionnaire used a Likert scale of 1-4 as a data collection method. Researchers used two data sources, namely 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.

RESULT & DISCUSSION

Result

Description of Variable Analysis

The results of the validity test of the service quality variable show that all question items of the variable have a significant correlation with the overall variable, with a person correlation value (r count) above 0.800. Comparing the person correlation value with the value (r table) of 0.195 (5% significance), the r count value $>$ from r table, it can be concluded that all question items of the service quality variable are significantly valid. Thus, the results of this validity test provide confidence that the measurement instrument used is reliable and accurate in assessing the level of service quality.

Table 1. Results of Validity Test of Service Quality Variables

Item	R Count	R Table	Description
X1.1	0,833	0,195	<i>Valid</i>
X1.2	0,818	0,195	<i>Valid</i>
X1.3	0,827	0,195	<i>Valid</i>
X1.4	0,850	0,195	<i>Valid</i>
X1.5	0,839	0,195	<i>Valid</i>
X1.6	0,867	0,195	<i>Valid</i>
X1.7	0,833	0,195	<i>Valid</i>
X1.8	0,856	0,195	<i>Valid</i>
X1.9	0,819	0,195	<i>Valid</i>
X1.10	0,850	0,195	<i>Valid</i>
X1.11	0,856	0,195	<i>Valid</i>
X1.12	0,861	0,195	<i>Valid</i>

The results of the validity test of the tourist attraction variable show that all question items of the variable have a significant correlation with the overall variable, with a person correlation value (r count) above 0.700. By comparing the person correlation value with the r table value of 0.195 (5% significance), the r count value $>$ from r table, it can be concluded that all question items of the tourist attraction variable are significantly valid. This indicates that each question in the tourist attraction variable consistently measures the same aspect.

Table 2. Results of the Validity Test of Tourist Attractions

Item	R Count	R Table	Description
X1.1	0,824	0,195	<i>Valid</i>
X1.2	0,819	0,195	<i>Valid</i>
X1.3	0,754	0,195	<i>Valid</i>
X1.4	0,795	0,195	<i>Valid</i>
X1.5	0,772	0,195	<i>Valid</i>
X1.6	0,782	0,195	<i>Valid</i>
X1.7	0,848	0,195	<i>Valid</i>
X1.8	0,820	0,195	<i>Valid</i>
X1.9	0,865	0,195	<i>Valid</i>
X1.10	0,870	0,195	<i>Valid</i>
X1.11	0,852	0,195	<i>Valid</i>
X1.12	0,870	0,195	<i>Valid</i>

The results of the validity test of the tourist satisfaction variable show that all question items of the variable have a significant correlation with the overall variable, with a person correlation value (r count) above 0.8. By comparing the person correlation value with the r table value of 0.195 (5% significance), the r count value > from r table, it can be concluded that all question items of the variable are significantly valid. This shows that each question in the tourist satisfaction variable consistently measures the same aspect.

Table 3. Tourist Satisfaction Validity Test Results

Item	R Count	R Table	Description
X1.1	0,820	0,195	<i>Valid</i>
X1.2	0,846	0,195	<i>Valid</i>
X1.3	0,834	0,195	<i>Valid</i>
X1.4	0,853	0,195	<i>Valid</i>
X1.5	0,824	0,195	<i>Valid</i>
X1.6	0,821	0,195	<i>Valid</i>
X1.7	0,809	0,195	<i>Valid</i>
X1.8	0,827	0,195	<i>Valid</i>
X1.9	0,866	0,195	<i>Valid</i>
X1.10	0,812	0,195	<i>Valid</i>
X1.11	0,841	0,195	<i>Valid</i>
X1.12	0,858	0,195	<i>Valid</i>

Classical Assumption Test

1. Reliability Test

Reliability testing is an important step in data analysis to ensure the consistency and reliability of the measurement instruments used in the study. In data analysis using SPSS version 25 with a sample size of 105 people. The main purpose of the reliability test is to determine how well the instrument can be relied on to measure the same concept if repeated on the same subject or at different times. One method commonly used to measure reliability is to use Cronbach's alpha (α). In this method, an instrument is said to be reliable if it has an alpha value (α) greater than 0.6.

Table 4. Reliability Test Results of Service Quality Variables

Reliability Statistics	
Cronbach's	N of
Alpha	Items
.963	12

The results of the reliability test of the service quality variable showed a Cronbach's Alpha value of 0.963, with a total of 12 items. A Cronbach's Alpha value above 0.6 indicates a good level of reliability for the measuring instrument, so the instrument can be declared reliable.

Table 5. Results of Reliability Test of Tourist Attraction Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.961	13

The results of the reliability test of the tourist attraction variable showed a Cronbach's Alpha value of 0.961, with a total of 13 items. A Cronbach's Alpha value above 0.6 means the instrument can be declared reliable.

Table 6. Results of the Reliability Test of Tourist Satisfaction Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.960	12

The results of the reliability test of the tourist satisfaction variable showed a Cronbach's Alpha value of 0.960, with a total of 12 items. A Cronbach's Alpha value above 0.6 means the instrument can be declared reliable.

2. Normality Test

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

Table 7. Normality Test

Variable	Sig	Limit	Information
Unstandar Residual	0,243	> 0,05	Normal

It is known that the table above shows that the asymp.sig value is $0.243 > 0.05$, which indicates that the data is normally distributed.

3. 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 8. 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.

4. 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 9. 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.

5. Multiple Linear Analysis

In the multiple linear regression 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 10. Multiple Linear Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.968	1.365		2.174	.032
	Quality Service	.517	.083	.535	6.239	.000
	Attraction Tourism	.396	.077	.438	5.112	.000

a. Dependent Variable: Tourist Satisfaction

Based on the table of results obtained from the regression coefficient, a regression equation can be made as follows (Kurniawa, 2016):

$$Y = 2.968a + 0.517 X_1 + 0.396 X_2 + et$$

Description:

\hat{Y} = Tourist Satisfaction

a = Constant

b1 – b5 = Regression Coefficient

X_1 = Service Quality

X_2 = Tourist Attraction

- a. The constant value (a) shows the magnitude of the tourist satisfaction value (Y). This states that if the service quality and tourist attraction variables do not exist, the tourist satisfaction value is 2.968.
- b. Service quality has a coefficient of 0.517 with a positive sign indicating a unidirectional relationship. This means that if the service quality increases by 1%, tourist satisfaction increases by 0.517.
- c. Tourist attractions have a coefficient of 0.396 with a positive sign indicating a unidirectional relationship. This means that if the tourist attraction increases by 1% then tourist satisfaction increases by 0.396.

6. Hypothesis Testing

Uji T

Table 11. Uji T

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.968	1.365		2.174	.032
	Quality Service	.517	.083	.535	6.239	.000
	Attraction Tourism	.396	.077	.438	5.112	.000

a. Dependent Variable: Tourist Satisfaction

From the results of the t-test analysis in Table 4.22, it can be seen that the service quality variable and the tourist attraction variable have a significance value (Sig.) that is smaller than the set significance level (0.05). So it can be concluded:

- a. Service Quality on Tourist Satisfaction
The significance value of service quality of .000 or ≤ 0.05 indicates that the regression coefficient of service quality is statistically significant in influencing tourist satisfaction.
- b. Tourist Attractions on Tourist Satisfaction
The significance value of tourist attractions of .000 or ≤ 0.05 indicates that the regression coefficient of tourist attractions is statistically significant in influencing tourist satisfaction.

Discussion

The results of the study of the analysis of service quality and tourist attractions on tourist satisfaction can be explained as follows:

1. The Effect of Service Quality on Tourist Satisfaction

Based on the results of the partial test (t-test) study, it is known that the Service Quality variable has a significant and positive effect on Tourist Satisfaction. It can be seen from the significant value of Service Quality on Tourist Satisfaction is 0.00, which means that the significance value is less than 0.05, so it can be concluded that the hypothesis is accepted, meaning that service quality has a positive and significant effect on tourist satisfaction. Improving the quality of service at tourist destinations such as Ledok Sambi Kaliurang is a crucial step to ensure that tourist satisfaction continues to increase. According to Amalia et al (2019) there are several steps to improve the quality of service at tourist attractions. The first step that can be taken is to improve the skills and knowledge of staff through regular training. This training should cover important aspects such as communication skills, complaint handling, and in-depth knowledge of the tourist destination itself. More skilled and knowledgeable staff, tourists will feel more appreciated and cared for, which can improve their overall experience. In addition, training should also cover specific aspects according to the trends of incoming tourists, such as foreign languages for international tourists or specific knowledge about outdoor activities if that is the main attraction of the destination (Amalia et al., 2019).

2. The Influence of Tourist Attractions on Tourist Satisfaction

Based on the results of the partial test (t-test) study, it is known that the Tourist Attraction variable has a significant and positive effect on Tourist Satisfaction. It can be seen from the significant value of Tourist Attractions on Tourist Satisfaction which is 0.00, which means that the significance value is less than 0.05, so it can be concluded that the hypothesis is accepted, meaning that tourist attractions have a positive and significant effect on tourist satisfaction. Increasing tourist attractions in Ledok Sambu Kaliurang is an essential step to increase tourist satisfaction. According to Manalu (2020), there are several steps to increase tourist attractions. The first step that can be taken is to enrich and promote the uniqueness of nature and local culture. Ledok Sambu Kaliurang, with its natural beauty, can develop various nature-based activities such as hiking, camping, and organized nature adventures. Providing tour guides who are knowledgeable about local flora, fauna, and history can enrich the tourist experience. In addition, introducing tourists to local culture through events such as cultural festivals, traditional art performances, and handicraft exhibitions will provide added value and attraction. Promotion of this uniqueness must be carried out effectively through various channels, including social media, official websites, and cooperation with travel agents (Manalu, 2020).

CONCLUSION

After conducting data collection on tourists, it can be concluded that the quality of service (X1) and the attraction (X2) on tourists have a significant and positive effect on Tourist Satisfaction. Service Quality on Tourist Satisfaction, the significance value of service quality is .000 or ≤ 0.05 indicates that the regression coefficient of service quality is statistically significant in influencing tourist satisfaction. Tourist Attraction on Tourist Satisfaction has a significance value of tourist attraction of .000 or ≤ 0.05 indicating that the regression coefficient of tourist attraction is statistically significant in influencing tourist satisfaction.

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Support from close friends, both from the academic environment and friendships outside campus, is also one of the important factors that keeps me motivated and not giving up in the midst of this long process. Their presence is a reminder that every process will definitely produce results if it is carried out seriously and sincerely.

Finally, I realize that this final project still has shortcomings, both in terms of content, method, and presentation. Therefore, I am open to receiving constructive suggestions and criticisms for future improvements. I hope this work can provide benefits, both for the development of science and as a reference for similar research in the future.

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