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The Effect of Service Quality and Tourism Facilities on Visitor Satisfaction of Bamboe Wanadesa Balikpapan Tourism

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Abstract: This study investigates the influence of service quality and tourism amenities on tourist satisfaction at Bamboe Wanadesa Balikpapan. A quantitative approach using an associative methodology is the research methodology employed. The population of the study was visitors to Bamboe Wanadesa Balikpapan, with a target sample of 150 respondents. Multiple linear regression and correlation analysis were employed to test the hypothesis concerning the impact of service quality and tourism amenities on visitor satisfaction. Additionally, validity and reliability assessments of the research instrument were carried out. The study's findings show that service quality and tourism amenities have a major impact on visitor satisfaction, with service quality outweighing tourism facilities. This study concludes that both factors complement each other and contribute to improving the overall tourism experience. To ensure the sustainability of tourist destinations, it is important to improve parking facilities and food courts at Bamboe Wanadesa Balikpapan Tourism, it is recommended to expand the parking area, then it is necessary to harden the land using concrete or asphalt, installing a canopy can also be an additional option to protect vehicles from direct rain, improve the quality of parking management, and develop more complete and attractive food court facilities, if realized Bamboe Wanadesa Balikpapan Tourism can provide a better experience for its visitors. In addition, by conducting periodic evaluations and involving visitors in the decision-making process, it is hoped that appropriate and sustainable solutions can be created.

Keywords: Service Quality, Tourism Facilities, Visitor Satisfaction

INTRODUCTION

The tourist sector is a crucial element of the global economy, serving as a significant catalyst for economic growth, generating employment, and facilitating infrastructural development. With the increasing interest of people to visit new destinations, the tourism industry has a good opportunity to be pursued because Indonesia has very abundant natural resources. Along with the times, the tourism industry will grow rapidly from time to time. The establishment of a tourist attraction is significantly affected by the volume of visitors. An increase in travelers correlates with enhanced opportunities for the growth and development of the tourist attraction (Sudarmawan and Djunaid, 2024)

As an archipelagic country, Indonesia has very diverse natural beauty and wealth, this uniqueness makes this country a tourist destination with great potential in tourism development. (Meidina et al., 2022) Indonesia can develop sustainable tourism, maintain environmental sustainability, and empower local communities. One of the islands that has natural beauty and wealth is the province of East Kalimantan, Balikpapan City, namely Bamboe Wanadesa Tourism.

Bamboe Wanadesa Tourism is located in Kampung Pati, Jalan Giri Rejo KM 15, Karang Joang, North Balikpapan District. Bamboe Wanadesa is a natural tourist destination that offers the charm of a bamboo forest that is still pristine and well-maintained. Its beauty is even more complete with the existence of a reservoir from the Manggar River flow. This area is often called a hidden place because its beauty has not been widely exposed, the route to the location can be passed by vehicles, both motorbikes and cars with roads in relatively good condition. Visitors will be spoiled with views of the shady bamboo forest along the way to the main area. Upon arrival at the main area, a stretch of calm reservoir will greet you, offering a sensation of tranquility that contrasts with the hustle and bustle of the city, various interesting activities can be enjoyed, from relaxing enjoying nature, camping, going down the river by boat, to hunting for photos in various interesting places. Based on the results of interviews with several visitors, the services and facilities provided at the Bamboe Wanadesa Balikpapan tour are quite good and satisfy visitors. However, some visitors highlighted several shortcomings, such as inadequate parking conditions during rainy conditions, a relatively long distance from the parking lot to tourist attractions, and the lack of supporting facilities such as power outlets and chairs outside the gazebo to relax. As well as food court facilities that still need to be improved.

To develop sustainable tourism, Bamboe Wanadesa Balikpapan tourism needs to pay attention to many things, including the quality of service and tourism facilities. The quality of service and tourism facilities are two very important factors in influencing the level of satisfaction of visitors to tourist destinations. These two aspects are very sustainable because of the characteristics of the tourism offered from natural beauty to various activities that can be enjoyed by visitors. According to Ridwan & Hidayat Sukriadi, (2022) Supported by their research, complete facilities and good service are two important factors that determine the level of visitor satisfaction and interest in returning, therefore facilities and service quality can be said to be two factors that need to be considered properly to form satisfaction. A tourist destination has good service quality if it provides an experience that impresses visitors. If the service provided is not good, it will provide a bad experience for visitors and will affect the satisfaction of visitors to the tourist destination. (Meidina et al., 2022). Providing good service to consumers is the main key to attracting consumer attention and one way to grow a business. (Pratama Wardana & DS, 2020). Consequently, it may be inferred that service quality corresponds to the degree of satisfaction experienced by visitors. If visitors express satisfaction with the manager's service, it is deemed to be good. Similarly, if visitors are dissatisfied with the service rendered by the manager, the service is deemed inadequate. Suyatno and Sri Widyanti Hastuti (2022) assert that the primary objective of offering facilities is to ensure a pleasurable experience for tourists. High-quality amenities significantly contribute to tourist satisfaction. Positive experiences generated by good facilities will encourage visitors to return and recommend the place to others. (Ridwan & Hidayat Sukriadi, 2022). So it can be concluded that tourist facilities are available in any form provided by tourist attractions to obtain visitor comfort and satisfaction. These facilities can be in the form of buildings, services, equipment, and even the atmosphere created by tourist attractions to attract tourists to visit.

Nabila Andrea (2024) is conducting related research that is pertinent to this study. She investigates how the satisfaction levels of visitors to Lachio Patumbak Recreation Park and Milk House are impacted by the quality of service and various tourist amenities. There were

93 participants in the study, and the researchers found that tourists are more satisfied when they have high-quality facilities and services.

Research conducted by Marhanah and Wahadi (2016) looked at how the Ragunan Zoo in Jakarta's tourist attractions and service quality affected the happiness of zoogoers. This study involved 100 respondents, revealing that facility and service quality positively influence visitor pleasure.

The study by Jayadi et al. (2023) investigates the impact of service quality and amenities at the Bali "Eka Karya" botanical park on the satisfaction levels of domestic tourists. This study involved 100 respondents and concluded that tourism facilities and service quality positively influence visitor satisfaction.

Therefore, according to the researcher, the quality of service and tourism facilities are important issues that need to be considered for the long-term development of Bamboe Wanadesa Balikpapan tourism. The existence of this research will be very useful for the managers of Bamboe Wanadesa Balikpapan Tourism, where the results of this study are highly expected to be a way out and review for the management of Bamboe Wanadesa Tourism to make improvements and enhancements to maximize the satisfaction felt by visitors to the Bamboe Wanadesa tourism.

Literature Review

Service quality

Service quality is defined by Tjiptono (2016) in the study (Suhartapa, 2022) as the capacity to consistently deliver the finest service possible, meeting customer expectations every time. Ardiyanto et al. (2024) state that providing consistently excellent service that meets or exceeds customer expectations is the definition of service quality. The first step is to establish and then uphold rigorous criteria. According to Yulianto (2018), service quality can be measured by the level of customer satisfaction. Satisfied customers indicate that the service provided has met or even exceeded their expectations, conversely, dissatisfied customers indicate deficiencies in service.

Tourist Facilities

According to Ridwan & Hidayat Sukriadi, (2022), tourist facilities are all forms of facilities and infrastructure provided to support tourism activities, to create a satisfying tourism experience for tourists, as well as meet various visitor needs. According to Tjiptono (2014) in the study (Suyatno & Sri Widyanti Hastuti, 2022), facilities not only have practical functions but also have a psychological impact on consumers. Good facility conditions can create positive experiences and increase consumer satisfaction. Therefore, destination managers need to pay attention to the aesthetic and cleanliness aspects of facilities to create a satisfying experience for visitors.

Visitor Satisfaction

According to Tjiptono (2014) in (Suyatno & Sri Widyanti Hastuti, 2022) the concept of visitor satisfaction is an important pillar in the world of marketing. Kotler & Keller (2012) in the study of Ardiyanto et al., (2024) define Customer satisfaction as a subjective evaluation based on a comparison between perceived product performance and previously formed expectations. According to Nurliza et al., (2024), visitor satisfaction can be measured by the feeling of pleasure or happiness of visitors when visiting a tourist spot, including the presence of attractions, infrastructure, transportation, and comfort or experience.

Hypothesis

1. H1 = It is believed that the level of service at Bamboe Wanadesa Balikpapan Tourism greatly impacts the happiness of their visitors.
2. H2 = Tourist amenities at Bamboe Wanadesa Balikpapan Tourism are thought to significantly boost guests' happiness.
3. H3 = It is believed that the tourism facilities and service quality of Bamboe Wanadesa Balikpapan Tourism greatly impact the satisfaction of visitors.

METHOD

Finding out how Bamboe Wanadesa Balikpapan's service quality and tourist amenities affect guests' happiness is the primary goal of this research. An associative technique will be employed to elucidate the impact of these variables in order to attain this objective. The employed research method is quantitative, and data will be analyzed based on the acquired numerical values.

The population of this study is limited to visitors to Bamboe Wanadesa Balikpapan. The number of targeted samples is 150 respondents to maximize data representativeness. Data sampling will be determined by the criteria of age over 17 years and having experience visiting Bamboe Wanadesa Balikpapan tourism for a maximum of one visit.

Distributing questionnaires both online and offline was the first step in gathering data. To make data access easier, this survey is accessible using Google Forms. On a 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree), respondents can rate their level of satisfaction with each statement in the survey. To test the research hypothesis about how service quality and tourist amenities affect tourists' pleasure, we will use multiple linear regression and correlation analysis. To ensure correct variable measurement, the study instrument's validity and reliability will be checked beforehand.

Data processing will be carried out with the assistance of SPSS, and the conclusions of the analysis will be given in the form of a research report. This report will include the most important findings, in-depth discussions, and recommendations that are based on the data that was acquired.

RESULTS AND DISCUSSION

Respondent Data

This study used 150 respondents with various characteristics that are displayed in detail in Table 1. Based on Table 1 below, there are 65 people aged 18-25 years, which is 43.3% of the total respondents. Furthermore, 52 people aged 26-35 years, equivalent to 34.7%. Meanwhile, there are 32 people aged 36-45 years, representing 21.3% of the respondents. Based on Table 1 below, there are 68 men (45.3%) and 82 women (54.7%), which illustrates the comparison of gender distribution in the survey answers. Based on Table 1 below, 27 people (18%) reported visiting tourist destinations 1 time, while 123 people (82%) reported visiting tourist destinations more than 1 time.

Table 1. Respondent Data

Variable	Characteristics	Frequency	Percentage
Age	18 - 25 years	65	43,3%
	26 - 35 years	52	34,7%
	36 - 45 years	32	21,3%
Gender	Female	82	45,3%
	Male	68	54,7%
Frequency of Visiting	1 X	27	18%
	More than 1 X	123	82%

Validity Test and Reliability Test
Validity Test

Table 2. Validity Test

Variable	Item	Person Corelation	Significant Value	Information
X1 (Service Quality)	X1.1	0,626	0,000	Valid
	X1.2	0,551	0,000	Valid
	X1.3	0,593	0,000	Valid
	X1.4	0,632	0,000	Valid
	X1.5	0,681	0,000	Valid
	X1.6	0,691	0,000	Valid
X2 (Tourist Facilities)	X2.1	0,567	0,000	Valid
	X2.2	0,764	0,000	Valid
	X2.3	0,683	0,000	Valid
	X2.4	0,549	0,000	Valid
	X2.5	0,732	0,000	Valid
	X2.6	0,683	0,000	Valid
Y (Visitor Satisfaction)	Y.1	0,563	0,000	Valid
	Y.2	0,821	0,000	Valid
	Y.3	0,664	0,000	Valid
	Y.4	0,806	0,000	Valid
	Y.5	0,775	0,000	Valid
	Y.6	0,782	0,000	Valid

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	Information
X1 (Service Quality)	0,693	Reliable
X2 (Tourist Facilities)	0,748	Reliable
Y (Visitor Satisfaction	0,832	Reliable

The study assessed validity and reliability by examining the Outer Loading and Cronbach Alpha values. According to Table 2 and Table 3, the validity test exhibits an r-count value beyond 0.159 r-table, while the reliability test demonstrates a coefficient of more than 0.60. Consequently, it can be determined that all variables in this study are both valid and reliable.

Classical Assumption Test
Normality Test

Table 4 displays the results of the Kolmogorov-Smirnov test for normality.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			150
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.00043887
Most Extreme Differences	Absolute		.066
	Positive		.036
	Negative		-.066
Test Statistic			.066
Asymp. Sig. (2-tailed)			.200[c,d]
Monte Carlo Sig. (2-tailed)	Sig.		.523[e]
	99% Confidence Interval	Lower Bound	.510
		Upper Bound	.536

Source: SPSS Data Processing Results

According to Table 4, the Kolmogorov-Smirnov normality test yields a test statistic of 0.066 and a Monte Carlo significance value of 0.523. Since this significance value exceeds 0.05, it can be concluded that the data intended for regression analysis satisfies the normality assumption.

Multicollinearity Test

The results of the Multicollinearity Test can be seen in Table 5, as follows:

Table 5. Multicollinearity Test

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.116	1.978		1.070	.286		
	Service Quality	.545	.095	.438	5.728	.000	.640	1.563
	Tourist Facilities	.352	.087	.309	4.042	.000	.640	1.563

a. Dependent Variable: Visitor Satisfaction

Source: SPSS Data Processing Results

According to Table 5, the multicollinearity test results indicate that the independent variables, service quality (X1) and tourism facilities (X2), do not exhibit multicollinearity. The tolerance value of 0.640, over 0.10, and the VIF value of 1.563, below 10, indicate an absence of strong linear association between these variables.

Heteroscedasticity Test

The results of the heteroscedasticity test can be seen in Table 6, as follows:

Table 6. Heteroscedasticity Test Results

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.206	1.212		2.645	.009		
	Service Quality	-.018	.058	-.031	-.302	.763	.640	1.563
	Tourist Facilities	-.018	.053	-.034	-.331	.741	.640	1.563

a. Dependent Variable: Abs_Res

Source: SPSS Data Processing Results

The heteroscedasticity test yielded a significance level of 0.763 for the Service Quality variable (X1) and a significance level of 0.741 for the Tourism Facilities variable (X2), as shown in Table 6. The lack of heteroscedasticity symptoms is indicated by a significant value over 0.05 in both variables.

Multiple Linear Regression Test

The results of the Multiple Linear Regression test can be seen in Table 7, as follows:

Table 7. Multiple Linear Regression Test Results

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.116	1.978		1.070	.286		
	Service Quality	.545	.095	.438	5.728	.000	.640	1.563
	Tourist Facilities	.352	.087	.309	4.042	.000	.640	1.563

Source: SPSS Data Processing Results

Based on Table 7 of the results of the Multiple Linear Regression Test above, the following equation is obtained between the multiple linear regressions.

Y = 2,116 + 0,545X1 + 0,352X2 + e

The analysis of the findings from the multiple linear regression test is (1). The fixed value of 2.116 indicates that when the factors of service quality and tourist amenities have no influence (both values are zero), the average level of visitor satisfaction equals 2.116. 2. The Regression Coefficient for Service Quality (X1) of 0.545 indicates that each one-unit increase in the service quality variable (X1) corresponds to an average increase of 0.545 units in the visitor satisfaction variable. (3). The Regression Coefficient for Tourist Facilities (X2) of 0.352 indicates that each one-unit increase in the Tourist Facilities variable corresponds to an average increase of 0.352 units in the visitor satisfaction variable. The findings from the multiple linear regression analysis demonstrate that service quality and tourist facilities significantly and positively affect visitor satisfaction. Service quality (X1) exhibits the highest regression coefficient of 0.545, influencing visitor satisfaction (Y), followed by tourist facilities (X2) with a regression coefficient of 0.352.

Hypothesis Testing

T Test

The hypothesis testing (T-test) is utilized in order to ascertain whether or not the independent variables of service quality (X1) and tourist facilities (X2) have a substantial impact on the dependent variable of visitor satisfaction (Y).

In order to accept the null hypothesis, it is necessary to have a significance level that is higher than 0.05 and an estimated t-value that is lower than the value that is found in the t-table. It appears from this that there was not a significant influence. When the estimated t-value is higher than the t-table value and the significance value is lower than 0.05, it indicates that there is a significant difference between the two.

Table 8. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.116	1.978		1.070	.286		
	Service Quality	.545	.095	.438	5.728	.000	.640	1.563
	Tourist Facilities	.352	.087	.309	4.042	.000	.640	1.563

a. Dependent Variable: Visitor Satisfaction

Source: SPSS Data Processing Results

Variable testing (t-test) results are shown in Table 8 above; they reveal the following about the strength of the link between the dependent and independent variables:

1. Service quality (X1) has a highly significant effect on visitor satisfaction (Y) because the computed t-value (5.728) is substantially larger than the t-table value (1.976) and the significance value (0.000) is lower than 0.05. 2. The t-value in the calculations (4.042) is higher than the t-table value (1.976), while the p-value (0.000) is lower than the significance level (0.05). This proves that tourist amenities have a substantial impact on tourists' happiness.

F Test

The hypothesis that tourism facilities and service quality together significantly affect visitor satisfaction is tested using the F test. We use a 5% significance level when we run the F-test. (1). It is safe to believe that the independent variables do not have a simultaneous significant effect on the dependent variable if the estimated F value is smaller than the F table value (2.79), as shown in the F test results. 2. It can be inferred that the independent factors have a strong simultaneous influence on the dependent variable if the computed F value in the F test findings is more than the F table value of 2.79. Third, the independent variables did not significantly affect the dependent variable if the significance value (sig.t) was more than 0.05. in (4). A statistically significant relationship between

the independent variables and the dependent variable is defined as one in which the sig.t value is less than 0.05. The following table displays the outcomes of the hypothesis test, also known as the F test:

Table 9. F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1097.441	2	548.720	60.133	.000[b]
	Residual	1341.392	147	9.125		
	Total	2438.833	149			

a. Dependent Variable: Visitor satisfaction
b. Predictors: (Constant), Tourism facilities, Service quality

Source: SPSS Data Processing Results

The ANOVA table 9 indicates a substantial simultaneous effect of service quality characteristics (X1) and tourism facilities (X2) on visitor satisfaction (Y). The significance value (0.000) is less than (0.05), and the computed F value (60.133) exceeds the F table value (2.79), hence endorsing the rejection of the null hypothesis.

Determination Coefficient Test (Adjusted R2)

The Adjusted R^2 test evaluates the capacity of the regression model to concurrently account for all independent variables in relation to the dependent variable. An Adjusted R-square value nearing 1 signifies that the model effectively predicts the dependent variable's value based on the employed independent variables.

This table displays the results of the test for the Determination Coefficient (Adjusted R2):

Table 10. Determination Coefficient (Adjusted R2) Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671[a]	.450	.443	3.021

a. Predictors: (Constant), Tourism facilities, Service quality
b. Dependent Variable: Visitor satisfaction

Source: SPSS Data Processing Results

Taking into consideration the context of your investigation, the coefficient of determination test, also known as adjusted R-squared, reveals that the regression model that was constructed is capable of explaining around 44.3% of the variation in visitor satisfaction. In light of this, it can be concluded that the combination of the quality of the service and the facilities for tourism makes a substantial contribution to the explanation of the level of satisfaction experienced by tourists. However, there is still around 55.7% of the variation that has not been explained by this model, which indicates that there are other factors that also affect visitor satisfaction. When the value of Adjusted R-squared is higher, it implies that the model is more effective in explaining the data. However, it is important to bear in mind that this value must be interpreted in conjunction with the outcomes of other statistical tests to provide a more complete perception of the quality of the model.

Discussion

The effect of service quality (X1) on visitor satisfaction (Y)

A significant value of 0.000 for the service quality variable (less than 0.05) and a T-value of 5.728 (more than the T-table value of 1.984) lead to the rejection of Ho1 and acceptance of Ha1 in the data processing results shown in Table 8 (T-test). Visitor satisfaction (Y) at Wisata Bamboe Wanadesa Balikpapan is considerably and positively affected by service quality (X1). This indicates the rejection of Ho1 and the acceptance of Ha1. This

study's findings are corroborated by analogous research conducted by Anjani et al. (2024), indicating that service quality significantly and positively influences visitor pleasure.

The effect of tourist facilities (X2) on visitor satisfaction (Y)

The data processing findings in Table 8 (T-test) indicate that the facility variable possesses a significant value of 0.000, which is less than 0.05, and a T-value of 4.042, above the T-table value of 1.984. This indicates that Ho2 is rejected while Ha2 is approved. Consequently, tourist satisfaction (Y) at Wisata Bamboe Wanadesa Balikpapan is considerably and positively affected by Tourism Facilities (X2). This study's findings are corroborated by analogous research conducted by Ali et al. (2022), which demonstrates that tourism facilities exert a considerable and beneficial influence on visitor satisfaction.

The influence of service quality and tourism facilities on visitor satisfaction

The data analysis results in Table 9 (F test) indicate that the service quality and facilities variables possess a significant value of 0.000 < 0.05, with the F count value (60.133) exceeding the F table value (2.79). The service quality characteristics (X1) and tourism amenities (X2) exert a favorable and significant influence on visitor satisfaction at Bamboe Wanadesa Balikpapan Tourism. Consistent with previous research (Nabila Andrea, 2024), this study found that tourist satisfaction is highly impacted by the level of service and amenities provided. Compared to tourist attractions, service quality is the most important factor, according to Table 8's data analysis (T-test). Consequently, it may be inferred that the competitive advantage of Bamboe Wanadesa Balikpapan Tourism lies in its management team from Pati Village, predominantly composed of individuals with Javanese heritage. The Javanese culture emphasizes hospitality, complemented by a management staff proficient in the concepts of exemplary service, so ensuring a gratifying experience for tourists. The visitor satisfaction survey results indicated a necessity for enhancements to parking and food court amenities to improve the overall visitor experience.

CONCLUSION

An analysis of 150 respondents, revealing that 82% visited more than once, indicates that the quality of service and tourism amenities are the primary factors of visitor satisfaction. This study demonstrates that regular travelers have elevated expectations regarding the quality of service and amenities provided by a place. The study's results indicate that the quality of service and tourism amenities significantly affect visitor satisfaction. Service quality is proven to be a more dominant factor in influencing visitor satisfaction compared to tourism facilities. However, both factors complement each other and contribute to improving the overall tourism experience. The competitive advantage of Wisata Bamboe Wanadesa Balikpapan is the management team who come from Pati village with the majority of Javanese backgrounds. Javanese culture that upholds hospitality and a management team that masters the principles of good service, so that they can provide a satisfying experience for visitors.

To overcome the problem of parking facilities and food courts at Wisata Bamboe Wanadesa Balikpapan, it is recommended to expand the parking area, then it is necessary to harden the land using concrete or asphalt, installing a canopy can also be an additional option to protect vehicles from direct rain, improve the quality of parking management, and develop more complete and attractive food court facilities, if realized Wisata Bamboe Wanadesa Balikpapan can provide a better experience for its visitors. In addition, by conducting periodic evaluations and involving visitors in the decision-making process, it is hoped that appropriate and sustainable solutions can be created. Further research can add other independent variables such as ticket prices, distance traveled, promotions, and previous experiences. In addition to

surveys, other data collection methods can be used such as in-depth interviews or observations. Data analysis can be done in more depth using more sophisticated statistical techniques.

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