

## The Influence Of Tourist Facilities And Service Quality On Visitor Satisfaction At The “Dunia Fantasi (DUFAN) Taman Impian Jaya Ancol” Amusement Park

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### Abstract

The purpose of this study was to determine and analyze the influence of tourist facilities and service quality as independent variables, while the variable visitor satisfaction is the dependent variable. The number of respondents used in this study was 112 respondents. The data used is primary data, and in analyzing data using SPSS software. Things tested in SPSS are validity test, reliability test, classic assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, F test, and T test. The results showed that the variables of Tourism Facilities and Service Quality has a significant effect on visitor satisfaction at Dunia Fantasi, Taman Impian Jaya Ancol amusement park.

### Keywords

Tourist Facilities,  
Service Quality

### INTRODUCTION

Tourism is an activity that is carried out repeatedly and around a place that is carried out either planned or not, which later after doing this the perpetrator will gain experience Hidayah, (2019) the place visited is a tourist attraction, the tourist object itself can be related to nature, historical sites, or attractive places. Ardiansyah, (2019) Currently, conditions in the tourism sector industry in Indonesia have returned rapidly and are starting to recover with an increase after experiencing a significant decline due to the Covid-19 pandemic which made the government implement PPKM in the community, and it is known that the tourism industry sector was most affected during the pandemic. for the last 2 years since 2020. the state and government have also made various efforts to increase and develop the industry in the tourism sector in Indonesia because the tourism sector provides benefits to many parties starting from the government, society and the private sector so that the tourism sector continues to be developed because it is profitable for the country's economy.

Noted by the Ministry of Tourism and Creative Economy, Indonesia's tourism Gross Domestic Product (GDP) in 2021 is 4.2 percent and in 2022 it is predicted to experience a single-digit increase to 4.3 percent. The value of foreign exchange in Indonesian tourism is also targeted to increase by USD 1.7 in 2022. Which is also growing significantly, namely in Creative Economy Exports which will reach USD 20.58 billion in 2021, and in 2022 it is targeted to be USD 21.28 billion. Mardira, (2022) One of the entertainment venues that has experienced an increase in the number of visitors after the pandemic, namely Taman Impian Jaya Ancol, it was recorded that this year 2022 experienced a revenue increase of 96.1% in the amount of Rp. 413.72 billion from the previous year. Last year, 2021 recorded a profit of Rp. 210.87 billion, so it is clear that Taman Impian Jaya Ancol has experienced a significant increase. Handoyo (2022)

Starting in 2021 until this year 2022, the government is easing PPKM for communities and tourist attractions in Indonesia have started to reopen but with very strict health

protocols, limited number of visitors, as well as requirements for vaccinations. now many people are carrying out tourism trends on social media so this is called revenge tourism, which can be interpreted as the people's revenge for traveling. this happened after the implementation of the vaccination program which made people feel safe to go out to go to tourist attractions, then the people also felt very bored due to following regulations to limit activities outside the home. along with the process of society adapting to new habits (new normal), so it is expected that there will be changes in tourism trends. With the phenomenon of revenge tourism, there is a possibility that the tourism sector will improve. M. Denny Elyasa, (2021)

Several things that are important to be done by management companies for tourist attractions such as making visitors feel satisfied by visiting these tourist attractions. the main thing in winning the competition is to provide satisfaction to visitors by providing quality services (Tjiptono, 2008:23) visitor satisfaction is the level of feeling that arises in a person after comparing a product or service performance that is thought of a performance with what is expected. things that are also needed by visitors to a tourist spot are tourist facilities (Sammeng, 2001:39). A facility is a support in a place so that it can make it easier for visitors to do various things and make an impression on visitors. Sulistiyana et al., (2015)

Service quality is also the most important thing in a place or destination, service is a service provided by a tourist management company in the form of help or assistance from tourist employees to visitors that is intangible but can be felt which will make visitors feel satisfied if the service provided very well given. These are some of the things that can create a strategy for the company so that the company can be superior to its competitors.

Observations from previous research show that facilities have an effect on customer satisfaction. Frimayasa et al., (2019) (Frimayasa, A. Lawu, Syamsudin, 2019) and other researchers show that service quality has an effect on visitor satisfaction. Astuti & Sefudin, (2016) different from other researchers who show facilities have no effect on visitor satisfaction. Fadhillah & Haryanti, (2021) and other researchers stated that service quality has no effect on customer satisfaction. Al Aliyah & Istiyanto, (2022)

## **THEORETICAL BACKGROUND**

### **Visitor Satisfaction**

According to Kotler and Keller (2010: 211) visitor satisfaction is the level of feeling that arises in a person after comparing a product or service performance that is thought of a performance with what is expected. Another expert, namely Tjiptono (2007: 317), defines visitor satisfaction or dissatisfaction as a personal response regarding the evaluation of the visitor's experience of a product or service. Alana & Putro, (2020) according to Hawkins and Lonney mention which quoted in Tjiptono (2004:101) namely Indicators of customer satisfaction consist of: (1) the fulfillment of visitors' expectations by the performance of the services provided by the company, (2) the interest in repeat visits made by visitors (3) the willingness to recommend services according to the visitor's experience. it can be concluded that visitor satisfaction is a comparison between the performance of a product or service with the feelings felt by visitors. Suwito, (2018) if the performance of a product or service is in accordance with expectations then visitors will feel satisfied and vice versa, if the performance of a product or service cannot meet customer expectations, then the customer will feel dissatisfied. This can be felt after the customer uses the product or service.

### **Tourism Facilities**

Sammeng (2001:39) one of the important things for developing tourism is the application and availability of facilities or facilities. visitors will be interested in the convenience that can be obtained from the available facilities so they will go to visit. according to Tjiptono (2014: 317) facilities are physical resources that must be contained in a service before it is offered to visitors. Zakiah Daradjat (2012: 230) Facilities are all things that include all conveniences in order to facilitate an activity so that the intended goals can be achieved. Sumayang (2003: 124) mentions several things that are important to note when providing all facilities Alana & Putro, (2020) The facility indicators are as follows: (1) Completeness, cleanliness, well-organized facilities provided (2) quality and function of the facilities provided (3) Ease of use of the facilities. HERE the facilities provided have good conditions and quality so that visitors will feel satisfied and if the facilities provided do not meet the expectations of the visitors, visitors will feel dissatisfied with these tourist attractions.

### **Service Quality**

According to Tjiptono (2010) service quality is a measurement of how good the level of service excellence is provided to visitors and can fulfill the wishes and expectations of visitors (Mongkaren, 2013) Kotler and Keller (2013: 153) state that service quality is the ability of a product or service to meet customer needs. Astini & Sulistiyowati, (2015) According to Zeithaml, Berry, Parasuraman (2011: 154) service quality has the following indicators:

- (1) Tangible (tangible) the appearance of the place and location, the appearance of the facilities, the appearance of the employees
- (2) Reliability (Reliability) employees are experts in carrying out the performance to carry out the services offered.
- (3) Responsiveness, including willingness, alertness and dexterity in helping and providing services to visitors.
- (4) Assurance, including security provided, polite treatment of employees, competence
- (5) Empathy, includes giving full attention to visitors, employee and company initiatives, understanding visitors (Imansyah & Irawan, (2018)

### **Influence of Tourist Facilities on Visitor Satisfaction**

Facility have an influence on visitor satisfaction Frimayasa et al., (2019) the facilities contained in tourist objects are very important, therefore it is necessary to consider every completeness of the facilities Ardiansyah, (2019) Tourism objects that have adequate facilities and meet service standards will have the opportunity to attract tourists, so that they can bring benefits to tourist attraction companies. Alana & Putro, (2020)

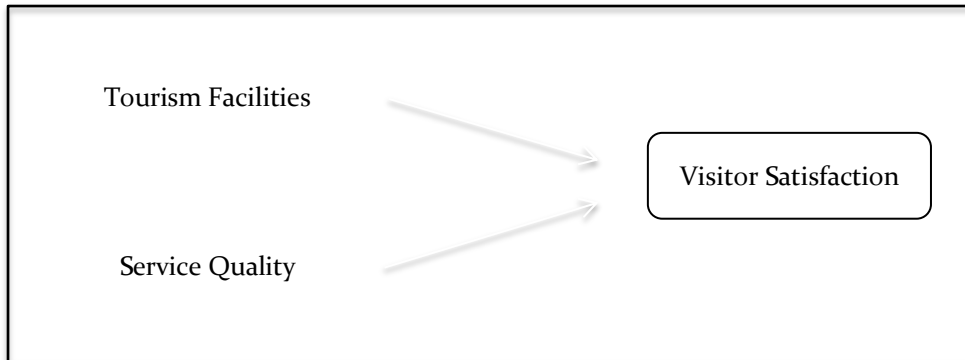
H1: Tourism facilities have an effect on visitor satisfaction

### **Effect of Service Quality on Visitor Satisfaction**

Service Quality has an influence on visitor satisfaction Astuti & Sefudin, (2016) the quality of service provided by the management company to visitors must be good, because the quality of this service has a big influence on visitor satisfaction. the management company should not make visitors feel disappointed with the services provided in order to avoid something unexpected happening that can reduce the number of visitors who come Alana & Putro, (2020).

H2: Service Quality has an effect on visitor satisfaction

The conceptual framework that describes the relationship between variables is as follows:



**METHODS**

In this study researchers used a quantitative approach. Data collection was carried out using a questionnaire distributed online to respondents, which means that data collection was carried out by researchers using primary data techniques. There were 112 respondents who filled out the questionnaire so that the characteristics of the respondents were recorded and known regarding gender, age, occupation, income and whether they had ever visited an amusement park.

Based on the results obtained from calculations using the solvency formula, it is known that the minimum number of samples is 110 people. In analyzing the data, researchers used SPSS software. Things tested in SPSS are validity test, reliability test, classic assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, F test, and T test.

**RESULTS AND DISCUSSION**

**General Description of the Research Object**

This study collected data using a questionnaire. Of the 112 respondents, the characteristics of the respondents were known based on gender, age, occupation, income, and whether or not they had visited DUFAN. There were 55 female respondents who filled out this questionnaire with a percentage of 49.1%, and 57 male respondents with a percentage of 50.9%. it can be seen that the number of women and men who are interested in visiting DUFAN is the same. In terms of age characteristics, the age range that visited DUFAN the most was the age of 15-20 years, as many as 77 respondents with a percentage of 68.8%, the age range of 21-25 years was the age that also visited DUFAN a lot, namely as many as 34 respondents with a percentage of 30, 4% but not as much in the age range of 15 - 20. Student respondents who visited DUFAN the most were 96 respondents with a percentage of 85.7%, respondents who worked were 10 respondents with a percentage of 8.9% more than student respondents who were 5 respondents with a percentage of 4.5%, and those who worked as a tow truck driver the least to visit DUFAN was 1 respondent with a percentage of 0.9%. 50 with income < Rp. 500,000 with a percentage of 44.6%, those who earn Rp. 500,000 - Rp. 2,000,000 are 42 respondents with a percentage of 37.5%, respondents with an income of Rp. 2,000,000 - Rp. 5,000,000, namely 11 respondents with a percentage of 9.8%, and those with income > IDR 5,000,000 were 9 respondents. Out of a total of 112 respondents, there were 104 respondents with a percentage of 92%

**Validity and Reliability Test**

According to Sugiyono (2013) the conditions that must be met to test the validity of the criteria are as follows:

- a. If  $r \geq 0.30$ , then each question item on the questionnaire is valid.
- b. If  $r \leq 0.30$ , then each question item on the questionnaire is invalid.

**Table 1. Validity Test Results Tourist Facilities**

No	Statement	Person Correlation	Critical Value	Information
1	Q1	0.778	0.30	VALID
2	Q2	0.736	0.30	VALID
3	Q3	0.749	0.30	VALID
4	Q4	0.765	0.30	VALID
5	Q5	0.674	0.30	VALID
6	Q6	0.722	0.30	VALID
7	Q7	0.655	0.30	VALID

Source: processed primary data, 2022

**Table 2. Validity Test Results Service Quality**

No	Statement	Person Correlation	Critical Value	Information
1	Q1	0.714	0.30	VALID
2	Q2	0.743	0.30	VALID
3	Q3	0.682	0.30	VALID
4	Q4	0.765	0.30	VALID
5	Q5	0.787	0.30	VALID
6	Q6	0.780	0.30	VALID
7	Q7	0.773	0.30	VALID
8	Q8	0.722	0.30	VALID
9	Q9	0.720	0.30	VALID
10	Q10	0.723	0.30	VALID
11	Q11	0.772	0.30	VALID
12	Q12	0.704	0.30	VALID
13	Q13	0.722	0.30	VALID
14	Q14	0.727	0.30	VALID

Source: processed primary data, 2022

**Table 3. Validity Test Results Visitor Satisfaction**

No	Statement	Person Correlation	Critical Value	Information
1	Q1	0.785	0.30	VALID
2	Q2	0.873	0.30	VALID
3	Q3	0.796	0.30	VALID
4	Q4	0.792	0.30	VALID
5	Q5	0.720	0.30	VALID
6	Q6	0.783	0.30	VALID
7	Q7Q	0.757	0.30	VALID

Source: processed primary data, 2022

**Reliability Test**

A variable can be said to be reliable if the test on the reliability test has a Cronbach Alpha value > 0.60. then every variable in table 4 can be said to be reliable (Sugiyono 2013).

**Table 4. Reliability Test Results**

No Variables	Cronbach's Alpha	Critical Value	Information
1 Tourism Facilities 848	0.60		Reliable
2 Service Quality 935	0.60		Reliable
3 Visitor Satisfaction 896	0.60		Reliable

Source: processed primary data, 2022

**Classic Assumption Test**

The data normality test in this study used the Kolmogorov-Smirnov test for each variable. The research data is said to be normal or fulfill the normality test if the Asymp.Sig (2-tailed) value of the residual variable is above 0.05 or 5% (Ghozali 2011). Table 5 shows the results asymp. Sig. 0.200 or 20% which means the residual data is normally distributed.

Provisions

**Table 5. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residuals
asymp. Sig. (2-tailed)	0.041

Source: processed primary data, 2022

The purpose of the multicollinearity test is to test whether the regression model found a correlation between the independent (independent) variables. The regression model is said to be good if there is no correlation between the independent variables. Multicollinearity can be seen with the Variance Inflation Factor (VIF) and the tolerance column. The VIF column shows a value of 1.000 for both variables which means < 10.00 and the tolerance column shows a value of 1.000 for both variables which is > 0.10. Thus, it is stated that there is no correlation between the independent variables.

**Table 6. Multicollinearity Test Results**

Variables	Collearity Statistics	
	tolerance	VIF
Tourism Facilities	0.309	3,234
Service Quality	0.309	3,234

Source: processed primary data, 2022

The heteroscedasticity test according to Ghozali (2011) has the aim of testing whether there is an inequality of variance and residuals in the regression model from one observation to another. The heteroscedasticity test has provisions, namely the Sig column. > 0.05.

**Table 7. Heteroscedasticity Test Results**

Model	Sig.
Tourism Facilities	0.542
Service Quality	0.449

Source: processed primary data, 2022

### Multiple Regression Analysis

Multiple linear regression analysis was used in this study with the aim of proving the hypothesis regarding the influence of Tourism Facilities (X1), Service Quality (X2) on Dufan Visitor Satisfaction (Y). in order to be able to find out also how much influence the independent variable has on the dependent variable. It can be seen in the results of data processing in Table 8 that the calculation results for Adjust R Square (R2) are 0.652 or 65.2%. this shows that the independent variables (Tourism Facilities and Service Quality) can explain the dependent variable (Visitor Satisfaction) of 65.2%. and the remaining 34.8% is influenced by other variables not examined in this study.

**Table 8.** Results of Multiple Linear Regression Analysis

Model	R	R Square	Adjust R Square	std. Error of the Estimate
1	0.807	0.652	0.645	2015

Source: processed primary data, 2022

### F Test and T Test

The t test was carried out aiming to find out whether each independent variable has a significant effect on the dependent variable. The test provisions in the t test with a predetermined significant value ratio, amounting to 0.05 or 5%. if the t value is less than 0.05 then the independent variable has a significant effect on the dependent variable.

**Table 8.** T Test Result

Model	Sig.
Fasilitas Wisata	0.004
Kualitas Layanan	0.001

Source: processed primary data, 2022

The F test was carried out with the aim of knowing whether all the independent variables included in the model have a joint effect on the dependent variable. The provisions of the F test are said to be significant if the sig. < 0.05. Table 11 shows that F count is 102,045 with a probability level of 0.000 < 0.05, it is concluded that the Tourism Facilities and Service Quality Variables have a significant effect on the Visitor Satisfaction variable.

**Table 9.** F Test Results

Model	F	Sig.
Regression	102045	0.001

Source: processed primary data, 2022

Table 10 shows that the results of the t test for tourism facilities (X1) are 0.004, service quality (X2) is 0.001, which is less than 0.05. So that the two independent variables affect the dependent variable and are accepted.

**Table 10.** Test Results t

Model	Sig.
Tourism Facilities	0.004
Service Quality	0.001

Source: processed primary data, 2022

## **Discussion**

### **The Effect of Tourism Facilities on Visitor Satisfaction**

Visitors will be interested in the convenience that can be obtained from the available facilities so they will go to visit. one of the important things for developing tourism is the application and availability of facilities. The final T test result for the variable Tourism Facilities is 0.004 which indicates that the hypothesis is accepted and the Tourism Facilities have an effect on visitor satisfaction. This research is supported by previous research conducted by Frimayasa et al., (2019) (Frimayasa, A. Lawu, Syamsudin, 2019) which shows that facilities affect customer satisfaction.

### **The Effect of Service Quality on Visitor Satisfaction**

Service quality is a measurement of how good the level of service excellence is provided to visitors and can fulfill the wishes and expectations of visitors. the quality of service provided by the management company to visitors must be good, because the quality of this service has a big influence on visitor satisfaction. The results of the final T test variable Service Quality is 0.001 which indicates that the hypothesis is accepted and Service Quality has an effect on visitor satisfaction. This research is supported by previous researchers conducted by Astuti & Sefudin, (2016) who showed that service quality affects visitor satisfaction.

## **CONCLUSION**

The results of this study can be concluded that tourism facilities have a significant positive effect on visitor satisfaction and service quality has a significant positive effect on visitor satisfaction. And tourist facilities, service quality affects the availability of respondents in dufan visitor satisfaction by 65,2%

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