

The Influence of Location, Tourist Attractions and Service Quality on Visitor Satisfaction of Ergendang Cave Tourism Penungkiren Village Deli Serdang

Nova Rajagukguk¹, Alfifto², Eka Dewi Setia Tarigan³

¹²³ Management Study Program, Faculty of Economics and Business, Medan Area University, Indonesia

e-mail: ¹ novarajagukguk10@gmail.com , ² Alfifto@staff.uma.ac.id

³ aprilsitepu@ymail.com

ABSTRACT

This research aims to determine and analyze the influence of location, tourist attraction and service quality on visitor satisfaction at Ergendang Cave. Penungkiren Deli serdang Village The research method used in this research was quantitative. The overall population of visitors is 13,519 people. With a sampling technique, namely Purposive Sampling, totaling 100 respondents. The data analysis technique uses multiple linear regression. With the research results: (1) Location has a significant effect on Visitor Satisfaction, this can be seen from the significant value $(0.008) < 0.05$ and t-value $(2,713) >$ compared to t-table $(1,984)$. (2) Tourist Attraction has a significant effect on Visitor Satisfaction, this can be seen from the significant value $(0.023) < 0.05$ and t-value $(2,308) >$ compared to t-table $(1,984)$. (3) Service Quality has a significant effect on Visitor Satisfaction, this can be seen from the significant value $(0.002) < 0.05$ and t-value $(3,193) >$ compared to t-table $(1,984)$. Location, Tourist Attraction and Service Quality are simultaneously significant to Visitor Satisfaction, this can be seen from the $F_{count} > F_{table}$ value and the significance level $(0.000) < (0.05)$.

Keywords: Location, Tourist Attractions, Service Quality, Visitor Satisfaction

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I. INTRODUCTION

The current era of globalization shows very rapid progress in the field of tourism, which has been recognized as the largest industry and plays an important role in generating foreign exchange. has been recognized as the largest industry and plays an important role in generating foreign exchange. This happens because the resources needed come from within the country, and its development is able to encourage the growth of other industries such as agriculture, livestock, and tourism.



its development is able to encourage the growth of other industries such as agriculture, animal husbandry, and handicrafts. Moreover, Indonesia offers many exotic and beautiful locations, which can be utilized as a means of can be utilized as a means of attracting labor to reduce unemployment.

North Sumatra is one of the provinces in Indonesia whose tourist attractions are classified as very interesting and unique because it has seas, lakes, rivers, waterfalls, caves, and various kinds of historical attractions. Examples are Maimun Palace, London Sumatra Building, Al-Mashun Medan Grand Mosque, Rahmat Gallery Museum, Bali Lestari Beach, Graha Bunda Maria Annai Velangkanni Sibeabea Jesus Statue, Sipiso-piso Waterfall, and many other tourist attractions spread across various regencies in North Sumatra. One of the regencies that has a variety of tourist attractions is Deli Serdang Regency. Where there are several tourist attractions, one of which is Ergendang Cave located in Penungkiren Village.

Penungkiren Village is one of the villages in the Tanjung Muda Hilir Sinembah sub-district, Deli Serdang Regency, North Sumatra province, Indonesia. Penungkiren Village is mostly inhabited by several tribes, one of which is the Karo tribe which is located about 35 km if you go through the Medan route. Penungkiren Village has several natural attractions, one of which is the Ergendang Cave tour. Ergendang Cave is a tourist attraction that has been established since 2015, and is a privately owned tourist spot, namely Mr. Ingan Apul Sitepu from Pekanbaru who is entrusted and managed by a local youth named Sonatalius Ginting because the original owner of the Ergendang Cave Tourism Object is in Pekanbaru and has only visited the Ergendang Cave Tourism Object several times.

Table 1
Visitor Data for Ergendang Cave Tourists in 2021-2023

Year	Visitors
2021	16.822
2022	22.064
2023	13.519

Based on Table 1, it can be seen that the number of visits to Ergendang Cave tourism in Penungkiren Village, Deli Serdang. In 2021 many people made visits at 16,822 people, where the decline in visiting interest occurred due to one of the factors



caused by the Covid-19 pandemic that has hit the world since the end of 2019. In 2022 there was an increase of around 22,064 people, because it is known that recently the economy has shown signs of recovery along with restrictions on community activities that have faced the lowest level, namely the impact of Covid-19. However, the increase does not occur consecutively every year because in 2023 it decreased again by around 13,519 people. This is what affects the satisfaction of visitors to Ergendang Cave, Penungkiren Village, Deli Serdang.

In the context of tourism, visitor satisfaction is an emotional response to experiences related to the products or services received. According to Rajiman et al., (2022) satisfaction is defined as an emotional response to experiences related to the product or service purchased. Stela Sangkaeng et al (2016) added that tourist satisfaction is the level of a person's feelings after comparing the perceived performance with his expectations. Tjiptono and Chandra (2016) emphasize that satisfaction comes from the Latin "satis" (good enough, adequate) and "facio" (to do or make), which can be interpreted as an effort to fulfill something or make something adequate making something adequate.

Location is a strategic factor as a driver of costs and revenues in the tourism business. According to Nugroho & Astuti (2021), location has the power to create a tourism business strategy. Aditya Paroganda Siahaan et al., (2023) added that a strategic location supports visitor satisfaction, where visitors will tend to be happier when visiting a comfortable and strategic place. Desrianto & Afridola (2020) reinforce that location is a business person's decision in determining the place of business, running it, and distributing services to visitors.

Tourism attraction acts as a magnet that attracts tourists to visit an area. According to Utama (2020), tourist attraction is everything that attracts tourists to visit a certain area. attraction for tourists to visit a certain area. Zefri Wardi Zen (2017) explain that tourist attraction is something that has beauty so that it gets the attention of tourists. Suwena & Widyatamaja (2017) added that tourist attractions have their own uniqueness as an element of a tourism product that can foster visitor motivation.

Service quality is an important element in creating a positive impression. According to Ade Ariyana, (2023), service quality is the impression of visitors on the



services that have been provided. has been provided. Pratiwi et al., (2020) emphasize that good service quality will leave a positive impression in the minds of visitors. leave a positive impression in the minds of visitors. Arianto (2018) explains that service quality service includes the level of conformity between customer expectations and their perceptions of the services provided.

A pre-survey of 30 respondents revealed some challenges: 65% of respondents considered the location to be less strategic and difficult to reach, 65% of respondents felt that the tourist attraction was unsatisfactory, and 77% of respondents considered the quality of services to be inadequate. Direct observation also found several problems such as a lack of tourist attractions, facilities that are poorly maintained, and accessibility that needs to be improved.

Some previous studies have shown mixed results. Mansandra et al., n.d.n (2022) in his research on "The Influence of Location and Service Quality on Visitor Satisfaction at visitors at Resto Incim Alahan Panjang" found that location has a positive and significant effect on visitor satisfaction. However, Dwi et al. (2020) in their research on "The Effect of Service Quality, Price, and Location on Visitor Satisfaction at Miss Laundry in Tegal City" found the opposite result.

Eka Rosyidah Aprilia et al. (2017) in his research "The effect of tourist attractions and service facilities on visitor satisfaction at Balekambang Beach, Malang Regency" and Andari (2017) with research "The Effect of Service Quality and Facilities on Visitor Satisfaction Case Study of Visitors to The Sila's Agrotourism" proves that tourist attraction and service facilities have a significant effect on visitor satisfaction.

Nurhaiti & Hidayati (2020) in their research "The Effect of Price, Location, and Service Quality on Customer Satisfaction. Services to Customer Satisfaction of Waylaga Slaughterhouse (RPH) Bandar Lampung" found that service quality has a significant effect on visitor satisfaction, Novia et al. (2024) in their research "The Effect of Service quality and Product Quality on Customer Satisfaction" found different results.

Based on the significant natural potential but faced with the challenge of decreasing visitor satisfaction and the existence of research gaps from previous studies, research with the title "The Effect of Location, Tourism Attractions and



Service Quality on Visitor Satisfaction. Visitors to Ergendang Cave Tourism, Penungkiren Village, Deli Serdang”.

II. LITERATURE REVIEW

Definition of Visitor Satisfaction

According to Fatihudin and Firmansyah (2019), “Visitor satisfaction is a measurement or indicator of the extent to which visitors or users of company products or services are very happy with the products or services received. According to Fatihudin and Firmansyah (2019) that visitor satisfaction is a comparison between expectations and perceptions of experience (perceived / received). Visitor satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, then the visitor will be very disappointed. If the performance is as expected, then the visitor will be very satisfied. Meanwhile, if the performance exceeds expectations, visitors will be very satisfied. Visitor expectations can be shaped by comments from friends and family as well as promises and information from various media.

According to Kotler and Keller (2016) visitor satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance or product results that are thought of against the expected performance or results. Therefore, measuring the level of visitor satisfaction is very necessary. Many benefits will be received by the company by achieving a high level of visitor satisfaction, which will increase visitor loyalty and prevent turnover (Lupiyoadi, 2018). There are several methods of measuring visitor satisfaction in the company.

Definition of Location

Location is the position of the company in carrying out activities so that the products produced or sold are affordable and available to the target market. Location is a combination of location. and decisions on distribution channels in this case relate to how to convey to visitors where the strategic location is (Putra Budi Ansori, 2020)

Losch's Location Theory “looks at the problem from the demand (market) side”. Losch said that “the location of the seller greatly affects the number of visitors he can work on, the further away from the seller's place, the more reluctant visitors



are to buy because the transportation costs to go to the seller's place are getting more expensive" (Sabar et al., 2019). "Location is a place of business that greatly influences a visitor's desire to come and shop" (Suwarman, 2019). Place is a company activity to provide products for target visitors (Kotler and Armstrong, 2018).

Definition of Tourism Attraction

An attraction is something alluring that can motivate to visit (Juliana, 2021) Attraction is the most important reason for recreational tourism to a destination. Tourist attractions can be divided into natural tourist attractions and man-made tourist attractions. Natural tourist attractions are often seen from the quality of natural resources both nationally and internationally. Natural facilities are not only limited to landscapes such as mountains, beaches, and lakes but also include climate, vegetation, forests, and wildlife (Juliana, 2021).

Definition of Service Quality

According to Arianto, (2018) service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. Service quality is not only assessed from one aspect, but includes various dimensions that reflect service performance in meeting customer needs and expectations. These dimensions usually include reliability, responsiveness, assurance, empathy, and the physical aspects of service. According to Kotler and Keller (2016) "quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need".

III. METHODS

This study aims to determine and analyze, the effect of location, tourist attraction and service quality on visitor satisfaction. Tourism and Service Quality on Visitor Satisfaction Ergendang Cave Tourism. Village Penungkiren Deli Serdang The research method used in this research is quantitative. The total population of visitors amounted to 13,519 people. With sampling technique namely Purposive Sampling which amounted to 100 respondents. Data analysis techniques using multiple linear regression.

IV. RESULTS

Classical Assumptions



1. Normality Test

a. Histogram Approach

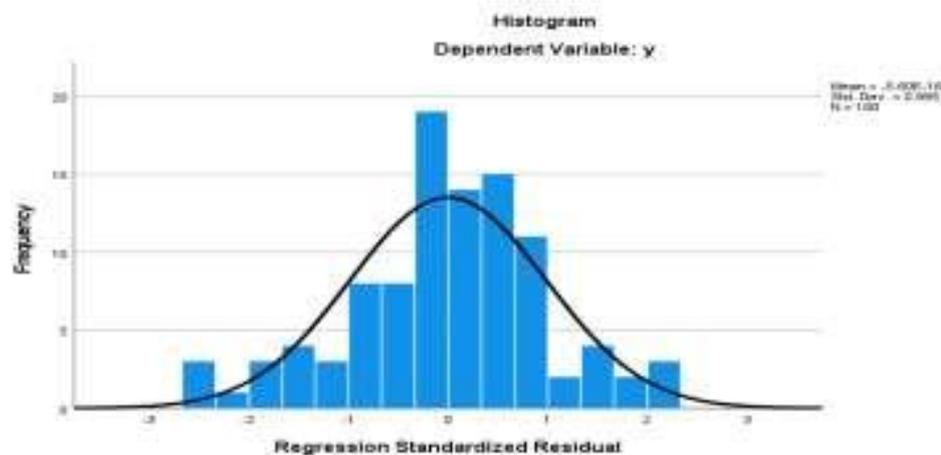


Figure 1

The bell-shaped distribution of data in Figure 1 shows that the variables are normally distributed, meaning they do not vary to the left or right.

b. Normal P-P Plot Graph Approach

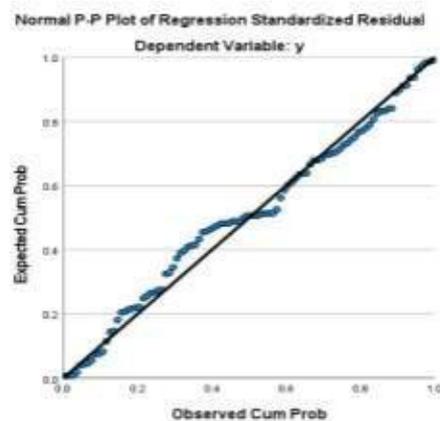


Figure 2

The image's presentation of points that follow the data's diagonal line is seen in Figure 2. This implies that the researcher's residuals fall within normal bounds. To further verify that the data is regularly distributed along the diagonal line, the Kolmogorov-Smirnov test is employed.

C. Kolmogorov-Smirnov Approach

Table 2

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		3.35331223
Most Extreme Differences	Absolute		.084
	Positive		.056
	Negative		-.084
Test Statistic			.084
Asymp. Sig. (2-tailed) ^c			.081
Monte Carlo Sig. (2-tailed) ^d	Sig.		.083
	99% Confidence Interval	Lower Bound	.076
		Upper Bound	.091
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Table 2 shows that the Asymp. Sig. (2-tailed) is 0.81 and above the significant value (0.05) or 5%, so it can be concluded that the residual variable is normally distributed.

2. Multicollinearity Test

Table 3

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.328	1.716		1.357	.178		
	X1	.265	.098	.305	2.713	.008	.369	2.712
	x2	.208	.090	.221	2.308	.023	.507	1.974
	x3	.210	.066	.315	3.193	.002	.478	2.093
a. Dependent Variable: y								

The data in this study is considered to be free of multicollinearity issues because Table 3 shows that all independent variables had tolerance values more than 0.1 and VIF values less than 10.



3. Heteroscedasticity Test

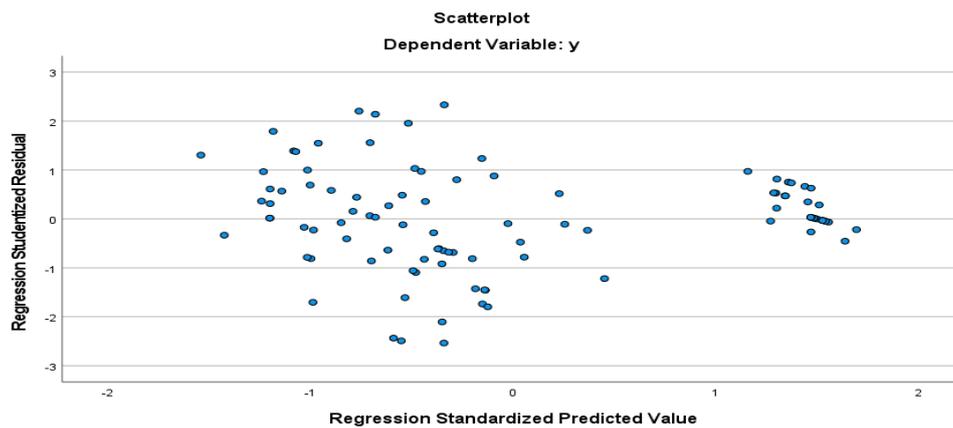


Figure 3

The graphical method indicates that there is no heteroscedasticity in the regression model that is worth applying because Figure 3 shows no discernible pattern and the dots are dispersed above and below the number 0 on the Y axis.

Hypothesis Test Results

Test t (Partial Test)

The t-test is conducted to partially test whether location, tourist attraction and service quality partially or each have an effect on visitor satisfaction. To test this hypothesis, it is done by comparing tcount with ttable with the following conditions:

H0 is accepted, if $t_{count} \leq t_{table}$ or $\text{sig } t \geq \alpha$ (0.05)

H1 is accepted, if $t_{count} > t_{table}$ or $\text{sig } t < \alpha$ (0.05)

It is known, to find the t table as follows:

Probability = 5% or (0.05)

$df = n - k - 1$

$df = 100 - 3 - 1$

$df = 96$

$t_{table} = \text{probability} \times df$

$t_{table} = 0.05 \times 96$

So, we get $t_{table} = 1.984$

Table 4



Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.328	1.716		1.357	.178
	X1	.265	.098	.305	2.713	.008
	x2	.208	.090	.221	2.308	.023
	x3	.210	.066	.315	3.193	.002

1. The location variable has a significant effect on visitor satisfaction. This can be seen from the significant value (0.008) <0.05 and t-count (2.713) > compared to t-table (1.984).
2. The tourist attraction variable has a significant effect on visitor satisfaction. This can be seen from the significant value (0.023) <0.05 and t-count (2.308)> compared to t-table (1.984).
3. Service quality variables have a significant effect on visitor satisfaction. This can be seen from the significant value (0.002) <0.05 and t-count (3.193)> compared to t-table (1.984).

F test (simultaneous)

This test is carried out to see together or simultaneously the effect of the independent variables of location, tourist attraction and service quality on the dependent variable of visitor satisfaction. It is known, to find the F table as follows:

Probability = 5% or (0.05)

df 1 = k

df 2 = 100-3-1

F table = probability X (df 1) X (df 2). X (df 3)

F table = 0.05 X 3 X 96

So, we get F table = 2.699

Table 5



ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1374.964	3	458.321	39.524	.000 ^b
	Residual	1113.226	96	11.596		
	Total	2488.190	99			
a. Dependent Variable: y						
b. Predictors: (Constant), x3, x2, X1						

Table 5 reveals that the F-count value is 39,524 with a significance level of 0.000. While the F-table at the 95% confidence level ($\alpha = 0.05$) is 2.699. Therefore, in both calculations, namely $F\text{-count} > F\text{-table}$ and the significance level $(0.000) < 0.05$, it shows that the effect of independent variables (location, tourist attraction and service quality) simultaneously is significant on visitor satisfaction.

Test Coefficient of Determination (R²)

Table 6
Test Results of the Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.553	.539	3.40530
a. Predictors: (Constant), x3, x2, X1				
b. Dependent Variable: y				

Based on Table 6, it can be seen that the Adjusted R Square value of 0.539 means that 53.9% of visitor satisfaction can be explained by location (x1), tourist attraction (x2) and service quality (x3). While the remaining 46.1% can be explained by other factors not examined in this study.

A. The Effect of Location on Visitor Satisfaction

Based on the t test, the location variable has a significant effect on visitor satisfaction, this can be seen from the significant value $(0.008) < 0.05$ and t-count $(2.713) >$ compared to t-table (1.984). This shows that location has an effect on increasing visitor satisfaction and the effect of this variable is significant so that the



location variable at the Ergendang Cave tourist attraction in Penungkiren Village, Deli Serdang is considered good.

Statements on location variables tend to get responses agreed by respondents. The statement that gets the dominant agreement in this variable is "Ergendang Cave Tourism, Penungkiren Deli Serdang Village has a safe parking lot" shows that the average respondent's answer is 4.58, this indicates that the parking lot at the Ergendang Cave tourist attraction, Penungkiren Deli Serdang Village is very good.

However, based on the analysis of the distribution of answers, some respondents considered the Ergendang Cave tourist attraction in Penungkiren Deli Serdang Village to be less good. This is because respondents think that the location of the Ergendang Cave tourist attraction in Penungkiren Village is considered inadequate. One aspect that is rated very poor is that the Ergendang Cave tourist attraction in Penungkiren Deli Serdang Village is located in a location that is not strategic and not easy to reach so that it is a little difficult to find the tourist location of Ergendang Cave, Penungkiren Village.

This is in line with the results of the research analysis of (Andes Rahmat Fajrin1, 2021) which states that location has a positive and significant influence on visitor satisfaction.

B. The Effect of Tourism Attractions on Visitor Satisfaction

Based on the t test, the tourist attraction variable has a significant effect on visitor satisfaction, this can be seen from the significant value $(0.023) < 0.05$ and t-count $(2.308) >$ compared to t-table (1.984) . This shows that tourist attraction has an effect on increasing visitor satisfaction and the effect of this variable is significant so that the tourist attraction variable at the Ergendang Cave tourist attraction, Penungkiren Deli Serdang Village is considered good.

Statements on the tourist attraction variable tend to get responses agreed by respondents. The statement that gets the dominant agreement in this variable is "In my opinion the natural scenery around Ergendang Cave, Penungkiren Deli Serdang Village has a role in increasing tourist interest in visiting" shows that the average respondent's answer is 4.03, this indicates that the natural scenery around the



Ergendang Cave tourist attraction, Penungkiren Deli Serdang Village is very good and has a role in increasing visitor satisfaction.

However, based on the analysis of the distribution of answers, some respondents considered that the tourist attraction of Ergendang Cave, Penungkiren Deli Serdang Village was not good. One aspect that is rated poor is the sale of clothing products or the results of UMKM in the Ergendang Cave tourist attraction area, Penungkiren Deli serdang Village does not exist at all so that visitors cannot purchase products at Ergendang Cave Tourism, Penungkiren Village.

This is in line with the results of Berliana's research analysis, Afifah (2022) states that tourist attraction has a positive and significant influence on visitor satisfaction.

C. The Effect of Service Quality on Visitor Satisfaction

Based on the t test, the service quality variable has a significant effect on visitor satisfaction, this can be seen from the significant value (0.002) <0.05 and t-count (3.193) > compared to t-table (1.984). This shows that service quality has an effect on increasing visitor satisfaction and the effect of this variable is significant so that the service quality variable at the Ergendang Cave Tourism Object, Penungkiren Deli Serdang Village is considered good.

Statements on service quality variables tend to get responses agreed by respondents. The statement that gets the dominant agreement in this variable is "Ergendang Cave Tourism, Penungkiren Deli Serdang Village has clean physical facilities." shows that the average respondent's answer is 3.89, this indicates that the clean physical facilities around the Ergendang Cave tourist attraction, Penungkiren Deli Serdang Village are very adequate.

However, based on the analysis of the distribution of answers, some respondents considered that the quality of service at Ergendang Cave, Penungkiren Village, Deli Serdang was not good. One of the aspects assessed is that facility services are not in accordance with today's trend style so that the quality of service at Ergendang Cave tourism in Penungkiren Village is less than satisfactory.

This is in line with the results of the research analysis of Bryan Joriko S Milala & Mahendra Fakhri (2022) which states that service quality has a positive and significant influence on visitor satisfaction.



D. The Effect of Location, Tourism Attraction and Service Quality on Visitor Satisfaction.

Based on the F-test, location variables, tourist attractions, and service quality have a positive and significant effect on visitor satisfaction. This is explained that the F-count value is 39,524 with a significance level of 0.000. While the F-table at the 95% confidence level ($\alpha = 0.05$) is 2,699. Therefore, in both calculations, namely $F\text{-count} > F\text{-table}$ and the level of significance ($0.000 < 0.05$), it shows that the effect of independent variables (location, tourist attraction and service quality) simultaneously is significant on visitor satisfaction at the Ergendang Cave tourist attraction, Penungkiren Deli Serdang Village to increase visitor satisfaction so that the variables of location, tourist attraction and service quality at the Ergendang Cave Tourism Object, Penungkiren Deli Serdang Village are considered good.

Statements on variable x (location, tourist attraction and service quality) tend to get responses agreed by respondents. This shows that respondents have a good experience at the Ergendang Cave tourist attraction, Penungkiren Deli serdang Village and the condition of the natural scenery at Ergendang Cave, Penungkiren Deli serdang Village is one of the points of interest to tourists and tourists have a strong desire to participate in recommending this good Ergendang Cave Tourism Attraction, Penungkiren Deli serdang Village and is very popular with local and non-local tourists.

However, based on the analysis of the distribution of answers, some respondents assessed the location, tourist attraction and quality of service to visitor satisfaction at the Ergendang Cave tourist attraction, Penungkiren Deli serdang Village is not good. One aspect that is rated very poor is that the Ergendang Cave tourist attraction in Penungkiren Deli Serdang Village is located in a location that is not strategic and not easy to reach, the sale of clothing products or MSME products does not exist at all and service facilities are not in accordance with today's trend style. Therefore, location, tourist attraction and service quality are very important so that visitors feel satisfied (visitor satisfaction).



This is in line with the results of the research analysis of Nurmala (2022) which states that location, tourist attraction and service quality have a positive and significant influence on visitor satisfaction.

V. CONCLUSION

Based on the results of the analysis and discussion that has been carried out in this study, the researchers draw the following conclusions:

1. Location has a positive and significant effect on Visitor Satisfaction at the Ergendang Cave tourist attraction, Penungkiren Village, Deli Serdang.
2. Tourist Attractions have a positive and significant effect on Visitor Satisfaction at the Ergendang Cave tourist attraction, Penungkiren Village, Deli Serdang.
3. Service Quality has a positive and significant effect on Visitor Satisfaction at the Ergendang Cave tourist attraction, Penungkiren Deli Serdang Village.
4. Location, Tourism Attractions and Service Quality have a positive and significant effect on Visitor Satisfaction at the Ergendang Cave tourist attraction, Penungkiren Deli Serdang Village.

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