



The impact of accessibility and facility diversity on visitor satisfaction at the Ramayana Ballet Prambanan performance

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Received Date: July 25, 2024

Revised Date: August 2, 2024

Accepted Date: August 31, 2024

ABSTRACT

Background: The Ramayana Ballet Prambanan performance is a prominent cultural tourist attraction in Yogyakarta, Indonesia. Despite its popularity, there are some aspects of the visitor experience, particularly related to accessibility and available facilities, that still receive complaints. This study aims to analyze how accessibility and facility diversity influence visitor satisfaction. **Methods:** A descriptive quantitative approach was used, with data analyzed using multiple linear regression via IBM SPSS version 29. Data were collected through questionnaires distributed to 105 respondents who had visited the Ramayana Ballet Prambanan performance. **Findings:** The study reveals that both accessibility and facility diversity have a positive impact on visitor satisfaction. Together, these factors contribute to 73% of the variance in visitor satisfaction, while the remaining 27% is influenced by other factors not covered in the study. The analysis shows that the main aspects of accessibility, facility diversity, and visitor satisfaction all received high ratings. Accessibility was considered good, encompassing spatial, psychological, economic, and social aspects. The facilities, including primary, supporting, and supplementary facilities, also received positive evaluations. Overall, visitor satisfaction was very high, reflecting that the tourism experience met their expectations, and they expressed a strong interest in recommending and revisiting the performance. **Conclusion:** Accessibility and diverse facilities play significant roles in enhancing visitor satisfaction at Ramayana Ballet Prambanan. **Novelty/Originality of this article:** This study provides new insights into the combined impact of accessibility and facility diversity on visitor satisfaction in cultural tourism, specifically at a major Indonesian tourist attraction.

KEYWORDS: accessibility; facility diversity; visitor satisfaction; tourism; Ramayana Ballet Prambanan.

1. Introduction

The word "satisfaction" originates from Latin, where "satis" means sufficient or adequate, and "facio" means to do or make. Tampanguma et al. (2022) state that satisfaction is the result of a consumer's evaluation of a product or service, indicating the level of satisfaction obtained, which may be either more or less than expected. According to Marpaung & Bahar (2002), there are three factors that can influence the level of tourist satisfaction: accessibility, safety and comfort, and available facilities. Bahar et al. (2016) mention that to enhance visitor satisfaction, it is necessary to optimize the performance of tour guides and improve the quality of non-personal interpretation media. Accessibility

Cite This Article:

Ayudeha, C. F. & Rahmafitria, F. (2024). The impact of accessibility and facility diversity on visitor satisfaction at the Ramayana Ballet Prambanan performance. *Spatial Planning & Management Science*, 1(2), 71-81. <https://doi.org/10.61511/spms.v1i2.2024.1300>

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refers to the means required to facilitate travel, which in turn necessitates transportation facilities. Advances in science and technology have provided a variety of transportation options that support and drive the progress of the tourism sector (Bhudiarty, 2021). When accessibility is good, visitors will experience comfort in the quality of their tourism experience, ensuring that their tourism activities meet expectations (Handayani et al., 2019). Napitupulu et al. (2021) also state that adequate accessibility strengthens tourists' interest in traveling, as it is positively correlated with travel motivation, which is also important for the travel and hospitality industry to improve accessibility in order to promote engagement and tourist behavior. According to Spillane in (Santania, 2016), facilities are defined as the infrastructure and amenities required to support the operational continuity of tourist destinations and meet all the needs of visitors at these destinations. Cooper et al. (2008) states, "Visitors will feel satisfied when the available facilities meet the expectations or desires of the visitors, as facilities are the physical arrangements provided by service providers to enhance the comfort of the visitors."

The Ramayana Ballet performance at Prambanan, which is part of the Theater and Performance Unit of PT. Taman Wisata Candi, is located in the Yogyakarta Special Region, known for its cultural preservation. The Theater and Performance Unit at PT Taman Wisata is responsible for organizing performances, including the Ramayana Dance Drama and the Roro Jonggrang Legend Dance Drama. These dance dramas are a form of tourism attraction at PT. Taman Wisata Candi. The Ramayana Dance Drama is a performance that integrates dance and drama elements without the need for dialogue. The plot of the Ramayana story is derived from the reliefs found at the Prambanan Temple, and this performance has been regularly held since 1961 to the east of the Prambanan Temple, or to the south of it. Over time, the Ramayana epic has become widely popular among people worldwide, particularly in India, Southeast Asia, and Indonesia, for centuries. In 2019, the number of visitors increased by 110,279 people, but it decreased by 64.4% due to COVID-19. In 2021, the number of visitors fell further by 5,813, but it rose to 47,821 in 2022, although still below pre-pandemic levels. Some visitor reviews on accessibility, facilities, and satisfaction are shown in Figure 1 below.

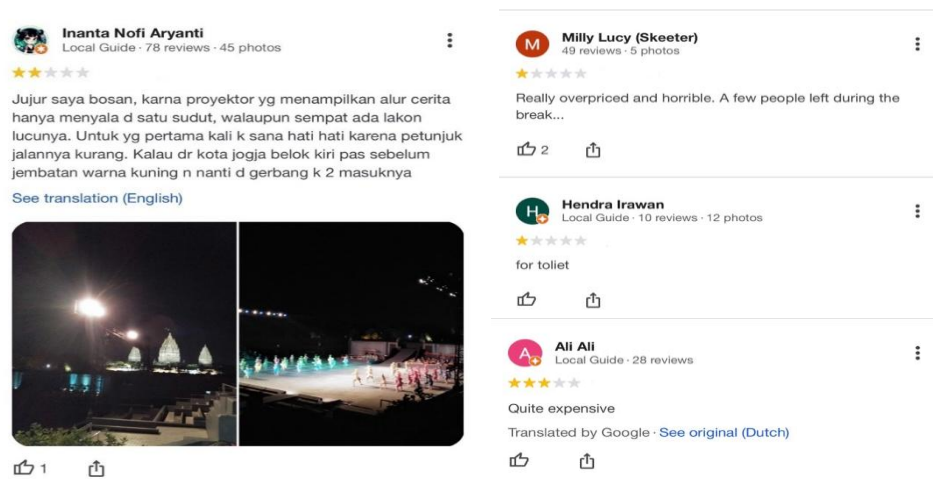


Fig 1. Summary of google reviews of Ramayana Ballet Prambanan

Figure 1 provides a summary of several reviews of the Ramayana Ballet Prambanan from Google Reviews. Overall, while the company has achieved success, there are still negative reviews reflecting visitor discomfort with aspects such as accessibility and facilities. This situation could negatively impact the reputation of the Ramayana Dance Drama performance. The high proportion of negative sentiment at 11.369% implies the urgency of corrective actions to avoid further negative consequences (Bhuiyan & Darda, 2020). Based on an analysis of comments on Google Reviews, several complaints were centered around available facilities, high prices, unmet expectations of visitors, and other aspects.

This study aims to examine the visitor satisfaction, accessibility, and variety of facilities at the Ramayana Ballet Prambanan, as well as the impact of accessibility and facility diversity on visitor satisfaction. The study emphasizes the importance of these two factors in creating a satisfying experience for tourists and serves as a factual evaluation for managers to improve accessibility and facilities. It is expected that the findings will help maintain the appeal of the performance for both local and international tourists.

2. Methods

The method used in this study is descriptive analysis with a quantitative approach, employing path analysis techniques in SPSS 29 to evaluate the impact of accessibility and facility diversity on visitor satisfaction levels (Duwi, 2011). This research utilizes a survey technique to acquire data from respondents at a specific location. The data collection instruments include questionnaires, tests, or interviews directed at a selected sample (Sugiyono, 2013). Multiple linear regression analysis is applied to test hypotheses and explore the relationships between the study variables.

In this study, the target population consists of visitors who have attended the Ramayana Ballet Prambanan performance. The sampling method adopted in this study is non-probability sampling, with a focus on purposive sampling. As explained by Amirullah & Widayat (2002), the minimum number of respondents required for the study is 100 individuals. In this study, 105 respondents were obtained, with all data being usable. A Likert scale was used as the measurement method in the questionnaire.

The research instruments combine literature studies for secondary data from books and articles, as well as observations, documentation, and questionnaires for primary data from the selected population and sample to enhance accuracy (Chadli et al., 2021). In this study, the researcher employed primary data collection techniques such as visitor feedback on accessibility, facility diversity, and documentation of the Ramayana Ballet Prambanan through respondents who are tourists who have visited the Ramayana Ballet Prambanan. For secondary data, such as the number of tourist visits, literature studies, and visitor reviews, data were obtained from statistical reports from the Theater and Performance Unit of PT. Taman Wisata Candi, the website, and Google Reviews. The data analysis techniques applied in this study include validity and reliability tests for a total of 19 statement indicators. All statement items were considered valid because the calculated r-value was less than the table r-value (Amanda et al., 2019). Additionally, the reliability test indicated that all statement items were reliable or consistent, as the Cronbach's Alpha coefficient value was greater than 0.70. Subsequently, descriptive analysis, classical assumption tests, and multiple regression analysis were conducted to address the research problem and test the hypotheses.

3. Results and Discussion

3.1 Profile of Ramayana Ballet Prambanan

The Ramayana Ballet Prambanan Theater and Dance Unit is managed by PT Taman Wisata Candi (TWC) Borobudur Prambanan and Ratu Boko (PERSERO), a State-Owned Enterprise (BUMN). Located in Klurak, Tamanmartani, Kalasan District, Sleman Regency, Special Region of Yogyakarta, the Ramayana Ballet is a dance drama performance without dialogue, first conceptualized in 1960. The Minister of Land, Postal, Telecommunications, and Tourism at that time initiated the project as part of efforts to attract tourists, including the development of the Ambarukmo Hotel and an Art Gallery at the Keraton Surakarta. Inspired by the Royal Ballet of Cambodia in Angkor Wat, Cambodia, Minister Djatikusumo chose the Prambanan Temple, with its high historical and cultural value and Ramayana reliefs, as the venue for the performance. There are three performances of the Ramayana Ballet Prambanan, each with distinct schedules and storylines, as seen in the following Figure 2.

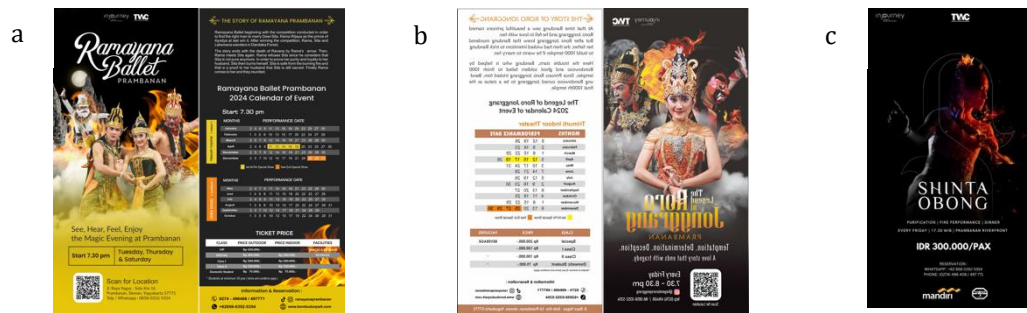


Fig. 2 (a) Schedule of Ramayana Ballet Performances; (b) Schedule of the Roro Jonggrang Legend Performances; (c) Schedule of Shinta Obong Performances (Ramayana Ballet Prambanan, 2024)

Figure 2 (a) shows that the Ramayana Ballet performance takes place every Tuesday, Thursday, and Saturday at 19:30 WIB. During the dry season (May to October), the performance is held on the open-air stage, while outside the dry season (January to April, November to December), it takes place at the Trimurti Stage. Ticket prices are divided into five categories: VIP IDR 450,000, Special IDR 300,000, Class 1 IDR 200,000, Class 2 IDR 150,000, and Student Class IDR 75,000 per student.

3.2 Respondent profile

A total of 105 respondents participated in this study, with the following demographic data: 71.4% of respondents were female, and 28.6% were male, indicating that the majority of the respondents were women. Most visitors to the study site were aged between 17 and 25 years. This finding aligns with previous research indicating that the majority of tourists visiting this location are young people, typically traveling with friends or family. Regarding occupation, 64 respondents were students, 17 were self-employed, 8 were civil servants, 2 were housewives, and the remaining 14 had other occupations.

Information about the Ramayana Ballet Prambanan was primarily sourced from social media, with 50.5% of respondents reporting they learned about it from social media. Other sources included friends (38.1%), family (5.7%), the website (1.9%), and field trips, institutions, and internships (1% each).

3.3 Descriptive data analysis

3.3.1 Accessibility at Ramayana Ballet Prambanan

Accessibility is an independent variable with four dimensions: spatial, economic, social, and psychological aspects. The total score from all accessibility statements was 2472. A continuum line for accessibility is illustrated in Figure 3 below.

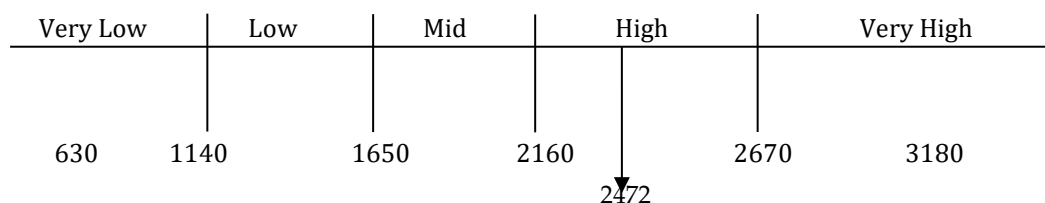


Fig 3. Accessibility continuum

From the continuum line, it can be seen that accessibility at the Ramayana Ballet Prambanan is categorized as high, with 78% of respondents rating it positively.

3.3.2 Facility diversity at Ramayana Ballet Prambanan

Facility diversity is another independent variable, consisting of three dimensions: main facilities, supporting facilities, and additional facilities. The total score for facility diversity was 2662. The continuum line for facility diversity is shown in Figure 4 below. The results indicate that the diversity of facilities at the Ramayana Ballet Prambanan is also rated highly, with 72% of respondents providing positive feedback.

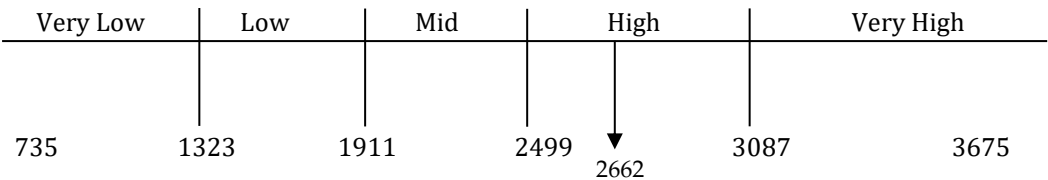


Fig 4. Facility diversity continuum

3.3.3 Visitor satisfaction at Ramayana Ballet Prambanan

Visitor satisfaction is an independent variable with three dimensions: expectation alignment, intention to visit again, and willingness to recommend. The total score for visitor satisfaction was 2394. The continuum line for visitor satisfaction is shown in Figure 5 below.



Fig 5. Visitor Satisfaction Continuum

The evaluation of visitor satisfaction at the Ramayana Ballet Prambanan indicates a high level of satisfaction, with 76% of respondents reporting positive experiences.

3.4. Normality test

The normality test is performed to check whether the independent and dependent variables in the regression model follow a normal distribution. The results of the normality test are shown in Table 1. The Asymp. Sig. (2-tailed) value of 0.200 exceeds the 0.05 threshold, indicating that the data is normally distributed, meeting the assumption required for regression analysis.

Table 1. Normality test results of one-sample kolmogorov-smirnov test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			105
Normal Parameters ^{a,b}	Mean		0.0000000
	Std. Deviation		2.18574852
Most Extreme Differences	Absolute		0.044
	Positive		0.044
	Negative		0.035
Test Statistic			0.044
Asymp. Sig. (2-tailed) ^c			0.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.0		0.887
	99% Confidence Interval	Lower Bound	0.879
		Upper Bound	0.895

a. Test distribution is Normal.

3.5 Heteroscedasticity test

The heteroscedasticity test examines the consistency of residual variances in the regression model across observations. The results are presented in Table 2. With significance values of 0.821 for accessibility and 0.494 for facility diversity, both exceeding 0.05, it can be concluded that there is no indication of heteroscedasticity, and the data is suitable for further analysis.

Table 2. Heteroscedasticity test results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.008	0.688		1.465	0.146
	Aksebilitas	0.015	0.067	0.047	0.227	0.821
	Fasilitas	0.041	0.059	0.141	0.687	0.494

a. Dependent Variable: Abs_Res

3.6 Multicollinearity test

The multicollinearity test is used to assess whether independent variables in the regression model are correlated with each other. The results are shown in Table 3. The Variance Inflation Factor (VIF) values are below 10, and the tolerance value is above 0.1, indicating no multicollinearity between the independent variables.

Table 3. Multicollinearity test results

Model		Coefficients ^a			t	Sig.	Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.500	1.117		2.238	0.027		
	Aksebilitas	0.459	0.110	0.449	4.187	<0.001	0.230	4.351
	Fasilitas	0.389	0.096	0.433	4.038	<0.001	0.230	4.351

a. Dependent Variable: Visitors satisfaction

3.7 Multiple linear regression analysis

The multiple linear regression analysis is a statistical technique that examines the relationship between several independent variables and a single dependent variable (Ghozali, 2018). The analysis can be formulated with the following equation.

$$Y = a + b_1X_1 + b_2X_2$$

In this analysis, the dependent variable (Y) represents visitor satisfaction, while the independent variables (X) include accessibility and facilities. The constant (a) and the regression coefficient (b) are also part of the model formulation. The results of this analysis are presented in Table 4 below.

Table 4. Multiple linear regression analysis results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.500	1.117		2.238	0.027
	Aksebilitas	0.459	0.110	0.449	4.187	<0.001
	Fasilitas	0.389	0.096	0.433	4.038	<0.001

b. Dependent Variable: Visitors satisfaction

The regression equation is

$$Y = 2.500 + 0.459X_1 + 0.389X_2$$

The analysis results show that the constant value is 2.500, indicating that even if accessibility and facilities are at zero, visitor satisfaction still exists at a baseline level. This suggests that factors beyond accessibility and facilities may also contribute to visitor satisfaction. The regression coefficient for accessibility is 0.459, meaning that for every 1-unit increase in accessibility, visitor satisfaction rises by 0.459 units, and similarly, a decrease in accessibility by 1 unit would lower satisfaction by the same amount. Meanwhile, the regression coefficient for facilities is 0.389, indicating that each 1-unit improvement in facilities leads to a 0.389-unit increase in visitor satisfaction, and conversely, a 1-unit decline in facilities would result in a 0.389-unit decrease in satisfaction.

3.8 F test

The F-test assesses the simultaneous effect of all independent variables on the dependent variable. The F-table value with 105 samples and 3 variables is 3.09. The results are shown in Table 5.

Table 5. F Test results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1346.226	2	673.113	138.183	<,001 ^b
	Residual	496.860	102	4.871		
	Total	1843.086	104			

a. Dependent Variable: Visitors satisfaction

b. Predictors: (Constant), Facility, Accesibility

The calculated F value of 138.183 is greater than the F-table value of 3.09, with a significance level of 0.00, indicating that accessibility and facility diversity jointly influence visitor satisfaction, and H1 is accepted.

3.9 T test

The t-test is a statistical method used to evaluate the individual influence of independent variables on the dependent variable. By performing the t-test, we can determine whether an independent variable has a significant effect on the dependent variable. This partial significance test helps researchers verify whether the research findings support or reject the formulated hypotheses (Sanusi, 2011). The t-table value for a sample size of 105 and 3 research variables is 1.983 (two-tailed test). The results of the t-test can be seen in Table 6 below.

Table 6. T test results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.500	1.117		2.238	.027
	Aksebilitas	0.459	0.110	0.449	4.187	<,001
	Fasilitas	0.389	0.096	0.433	4.038	<,001

a. Dependent Variable: Visitors satisfaction

The significance value (Sig.) of the effect of accessibility on visitor satisfaction is 0.00, meaning it is less than 0.05, and the calculated t-value is 4.187, which is greater than the t-

table value of 1.983. This result indicates that accessibility has a partial effect on visitor satisfaction, so hypothesis H2 is accepted, and H0 is rejected.

The significance value (Sig.) of the effect of facilities on visitor satisfaction is 0.00, meaning it is also less than 0.05, and the calculated t-value is 4.038, which is greater than the t-table value of 1.983. This result indicates that facilities have a partial effect on visitor satisfaction, so hypothesis H3 is accepted, and H0 is rejected.

3.10 Coefficient of determination test

The coefficient of determination is used to measure the extent of the influence of accessibility and facilities on visitor satisfaction. The results of the coefficient of determination test can be seen in Table 7 below.

Table 7. Coefficient of determination test results

Model	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	0.855 ^a	0.730	0.725	2.207073

a. Predictors: (Constant), Facility, Accesibility

Based on the results of the coefficient of determination test (R square) in Table 7, it is found that the R square value is 0.730, meaning that 73% of the variation in visitor satisfaction can be explained by the variability in accessibility and facilities, while the remaining 27% is explained by other variables not included in the study. This result indicates a very strong positive linear relationship between the independent and dependent variables, as the R square value is greater than 0.6.

3.5 Discussion

The analysis of the accessibility variable in this study, based on spatial, economic, psychological, and social indicators, shows a high average, particularly in terms of transportation convenience, road conditions, access to information, and the sense of safety and comfortn (Erianto, 2020). However, the ticket price indicator for watching the Ramayana Ballet Prambanan is still categorized as moderate, indicating that although accessibility is generally good, the ticket price remains unaffordable for some visitors. Suanmali (2014) found that while accessibility is important, it does not significantly affect tourist satisfaction, with attractions and facilities having a greater influence. This differs from the findings of this study, which indicates that accessibility also positively impacts visitor satisfaction at the Ramayana Ballet Prambanan. This discrepancy may be attributed to the different research locations.

The analysis of the facility diversity variable in this study, based on the indicators of main, supporting, and supplementary facilities, shows that main facilities such as the Amphitheater, Trimurti Building, Rama Shinta Resto, places of worship, and toilets are in good condition. However, supporting facilities such as souvenir shops are rated as moderate, and supplementary facilities such as Wi-Fi are rated low. Overall, the facilities at the Ramayana Ballet Prambanan are good, but supporting and supplementary facilities still need improvement. According to a study by Ab (2022), facilities were not found to have a significant effect on visitor satisfaction at Taman Oval Markoni. This differs from the results of this study, which shows a positive impact of facilities at the Ramayana Ballet Prambanan. The difference may be due to the research locations: Taman Oval Markoni already has adequate facilities, while this study focuses on the Ramayana Ballet Prambanan in Yogyakarta.

4. Conclusions

The research indicates that Ramayana Ballet Prambanan has effectively provided high levels of accessibility and facility diversity, which significantly contribute to visitor satisfaction. This is reflected in the availability of clear signage at key intersections, traffic management in collaboration with relevant authorities during busy periods such as holidays, and ongoing visitor satisfaction surveys to improve the performance of the facilities. These efforts ensure that visitors experience convenience and comfort, leading to high levels of satisfaction with their visit. Accessibility plays a crucial role in enhancing visitor experiences, as ease of access through various transportation modes such as private cars, public transport, and special vehicles substantially influences the overall visitor experience.

In addition to accessibility, the diversity and quality of facilities, including well-maintained main attractions such as the Amphitheater, Gedung Trimurti, and Rama Shinta Resto, also positively affect visitor satisfaction. The research shows that these facilities, along with improvements in supporting services such as souvenir shops and Wi-Fi, directly contribute to the comfort and enjoyment of visitors. The combination of good accessibility and quality facilities creates a cohesive and enjoyable experience that encourages positive recommendations from visitors. Therefore, continuing to improve both accessibility and the variety of facilities is essential for enhancing visitor satisfaction and ensuring the long-term success of Ramayana Ballet Prambanan as a premier cultural attraction.

Acknowledgement

In the process of preparing this article, the researcher encountered several obstacles; however, the researcher also received assistance, guidance, and support from various parties, allowing the article to be completed. Therefore, the researcher expresses gratitude to Dr. Fitri Rahmafritria, S.P., M.Si., as the second author of this research, for providing assistance to the first author in the form of reviewing and offering feedback related to this article.

Author Contribution

Conceptualization, C.F.A; Methodology, C.F.A; Investigation, C.F.A; Data curation, C.F.A; Writing – original draft preparation, C.F.A; Writing – review and editing, C.F.A; Supervision, F.R.

Funding

This research received no external funding.

Ethical Review Board Statement

Not available.

Informed Consent Statement

Not available.

Data Availability Statement

Not available.

Conflicts of Interest

The authors declare no conflict of interest.

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