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The Influence Of Service Quality, Facilities, And Prices On Tourist Satisfaction A Case Study At The Tourism Object Of Bukit Aslan, Bandar Lampung City

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Abstract - Tourism in Bandar Lampung faces tough competition with other destinations in the region. This research aims to identify the impact of service quality, facilities and prices on visitor satisfaction at Bukit Aslan Tourism. Survey and questionnaire methods were used in this research, with samples taken using the Cochran formula. The results of multiple linear regression analysis show that service quality, facilities and price positively and significantly influence visitor satisfaction. With high quality service, good facilities and affordable prices, Aslan Hill can maintain and increase its attractiveness. These findings provide an important contribution for tourism managers to improve the quality of services, facilities and prices in order to strengthen the position of this destination in the local tourism market.

Keywords— Bukit Aslan Tourism, Service Quality, Facilities, Price and Tourist Satisfaction.

I. INTRODUCTION

Continued developments in the tourism industry play a key role in accelerating economic growth, creating jobs, increasing incomes and stimulating other productive sectors. Tourism, as a complex sector, gives life to classic industries such as handicrafts, souvenirs, accommodation and transportation. Purnomo and Junipriansa (2019) define customer satisfaction as feelings of pleasure or disappointment that arise after comparing perceived performance with expectations for a product or service. Since the tourism sector has become one of the cornerstones of the Indonesian economy, regions have competed hard to showcase their unique tourism potential and attract visitors.

Travelers, both individuals and groups, consider several factors before choosing a destination. A tourist attraction must have a special attraction to attract visitors, and their experiences before and after visiting contribute significantly to their satisfaction. Customer satisfaction is critical in the tourism business, where meeting or exceeding expectations is key. Along with the high level of competition between tourism businesses in Bandar Lampung, Bukit Aslan management must implement effective strategies to continue to exist in this dynamic environment.

Bukit Aslan, a famous tourist destination in Bandar Lampung, has gained fame for its recreational offerings and stunning views of the city. However, faced with challenges such as difficult access, relatively high ticket prices, and slow online customer service response, it is important to examine more deeply the factors that influence visitor satisfaction. Therefore, this study aims to provide a deeper understanding of these aspects, facilitate improvements in service quality, facilities and infrastructure, and prices to further increase the attractiveness of Aslan Hill.

II. THEORETICAL BASIS

A tourist's peak happiness or disappointment awakens after feeling and assessing the impression of a tourist destination, and involving various hidden expectations (Alvianna et al, 2020: 332). Oliver (2014) describes customer satisfaction as a satisfied reaction to a product or service that successfully meets customer needs and expectations.

2.1 Quality of Service

According to Kotler and Keller (2009), service quality does not only include actions without objects and not possessing goods, but also involves the performance offered from one party to another party. The views of Sriyanto and Utami (2016) emphasize that consumers' perceptions of quality are often mistakenly understood as something good, luxurious, special, or valuable. Quality, in its broadest sense, is defined as the delivery of service that is exceptional or superior relative to customer expectations. According to Hetereigonity (in Mukarom & Laksana, 2018), customers use five service quality indicators, such as tangibility, reliability, responsiveness, empathy and guarantee, in assessing services.

2.2 Facilities

According to Tjiptono (2015), facilities, which are essential physical resources, are the main prerequisite before a service can be offered to consumers. In the vision outlined by Kotler (2016), facility coverage involves all aspects of physical equipment provided by the service seller, becoming a crucial foundation for supporting consumer comfort. The concept of this facility, as proposed by Tjiptono (2017), does not just include physical elements. Five facility indicators, which involve room planning, equipment, light and color arrangement, visual communication, and other supporting elements, form the basis that solidifies the provision of services with good appeal.

2.3 Price

According to Sulistyana's (2015) definition, price is not just the sum of the costs of tourist attraction components, transportation costs and facility costs, but also reflects essential aspects in assessing the value of a destination. Zeithmal's (2012) view highlights that the more affordable the price, the greater the value obtained by tourists. Price indicators, such as affordability, conformity to product quality, competitiveness, and conformity to benefits, as presented by Zeithmal (2012), play a central role in shaping tourists' perceptions of the value of a product or service.

2.4 The relationship between service quality, facilities and price on customer satisfaction

According to Pasuraman, Zeithaml, and Berry as stated by Firmansyah (2018), customer satisfaction is related to the customer's feelings about the type of service they receive. The factors driving customer satisfaction described by Irawan (2012: 37) involve product quality, price, service quality, emotional factors, as well as cost and ease of facilities.

By detailing hypotheses based on literature, this research proposes the proposition that: 1) service quality influences tourist satisfaction in Bukit Aslan, 2) facilities have a significant impact on the level of tourist satisfaction in Bukit Aslan, and 3) price is an influencing factor on the level of tourist satisfaction in Aslan Hill. By exploring these aspects, it is hoped that this research can be a valuable contribution to the development and further understanding of the factors that influence tourist satisfaction in this destination.

III. RESEARCH METHOLOGY

3.1 Research design

T This research uses a quantitative design approach, following in the footsteps of positivism philosophy in an effort to explore certain dimensions of the population or sample being explored. The data collection process was carried out through a survey method, where the research instrument in the form of a questionnaire was the main tool. This research design utilizes multiple linear regression analysis to test the hypothesis underlying the influence of service quality, facilities and price on the level of tourist satisfaction related to the Bukit Aslan tourist attraction.

3.2 Population and Sample

The total research sample was 97 respondents, in accordance with the Cochran formula, to maintain representativeness. Sampling was carried out for two weeks in November 2023. The research population included all tourists who visited the Aslan Hill tourist attraction.

3.3 Data source

Primary data obtained from the field involved tourists as respondents who filled out questionnaires. Data collection involves observation techniques, direct interviews, and distributing questionnaires to obtain a comprehensive perspective.

3.4 Data collection technique

Data collection techniques include direct observation of tourists, face-to-face interviews, and distribution of questionnaires as a tool to explore their views and perceptions regarding the quality of service, facilities and prices at the Bukit Aslan tourist attraction.

3.5 Research Variables and Operational Variables

Service quality (X1), facilities (X2), and price (X3) will be tested for their influence on tourist satisfaction (Y) through multiple linear regression analysis.

3.6 Data analysis technique

Partial tests and simultaneous tests will be carried out to test the effect of service quality (X1), facilities (X2), and price (X3) on tourist satisfaction (Y). Multiple linear regression analysis will be used to carry out these two tests.

3.7 Coefficient of Determination, Validity and Reliability Test

The coefficient of determination test (R2) is used to measure how much the independent variable can explain the dependent variable.The validity and reliability of the measurement instrument will be tested using Cronbach's Alpha values. A Cronbach's Alpha value above 0.60 indicates that the measurement instrument is reliable.

IV. Results and Discussion

4.1 Data Quality Test

Statistical examination of the research instruments was carried out before the questionnaire was used in the data collection process. This examination aims to ensure that the research instrument can measure the variables studied validly and reliably.The question is to what extent the chosen measuring instrument is able to demonstrate validity and reliability, meeting the demands of measuring accurately and precisely in accordance with the objectives of this research. Research on the validity of the instrument involving 97 samples implies that the research instrument as a whole is valid at the α 1% and 5% significance levels, as illustrated in the table illustration below:

Table 1. Research Validity Test Results

Simbol Variabel	Variabel	Indikator	r_{hitung}	Sig	r_{tabel} $\alpha = 5\%$	Status
X1	Kualitas Pelayanan (KP)	KP1	0.882**	0.000	0.1663	Valid
		KP2	0.834**	0.000	0.1663	Valid
		KP3	0.816**	0.000	0.1663	Valid
		KP4	0.832**	0.000	0.1663	Valid
		KP5	0.696**	0.000	0.1663	Valid

X2	Fasilitas (FAS)	FAS1	0.825**	0.000	0.1663	Valid
		FAS2	0.748**	0.000	0.1663	Valid
		FAS3	0.813**	0.000	0.1663	Valid
		FAS4	0.859**	0.000	0.1663	Valid
		FAS5	0.820**	0.000	0.1663	Valid
X3	Harga (HRG)	HRG1	0.849**	0.000	0.1663	Valid
		HRG2	0.768**	0.000	0.1663	Valid
		HRG3	0.899**	0.000	0.1663	Valid
		HRG4	0.934**	0.000	0.1663	Valid
		HRG5	0.833**	0.000	0.1663	Valid
Y	Kepuasan Wisatawan (KW)	KW1	0.675**	0.000	0.1663	Valid
		KW2	0.809**	0.000	0.1663	Valid
		KW3	0.827**	0.000	0.1663	Valid
		KW4	0.859**	0.000	0.1663	Valid
		KW5	0.848**	0.000	0.1663	Valid

Along with checking the validity of research instruments, the reliability of measuring instruments is also an important aspect. The reliability of a measuring instrument can be measured by seeing the extent to which the measuring instrument provides consistent and relatively similar results when used repeatedly. A statistical approach to assessing reliability is carried out through calculating the Cronbach's Alpha coefficient value. If the Cronbach's Alpha coefficient value exceeds 0.60, then overall the statement is considered reliable. Details of the calculation results using the Cronbach's Alpha method are in the following table illustration:

Table 2. Research Reliability Test Results

No	**Variabel**	**Simbol Variabel**	***Cronbach's Alpha***	**N of Item**	**Standar**	**Status**
1	Kualitas Pelayanan	X1	0,867	5	0.60	Reliabel
2	Fasilitas	X2	0,872	5	0.60	Reliabel
3	Harga	X3	0,908	5	0.60	Reliabel
4	Kepuasan Wisatawan	Y	0.865	5	0.60	Reliabel

Table 2 above reveals that the Cronbach Alpha value for the Service Quality variable (X1) is 0.867, the Facilities variable (X2) is 0.872, the Price variable (X3) is 0.908, and the Tourist Satisfaction variable (Y) is 0.865. Consistently, each variable shows a Cronbach Alpha value that exceeds the threshold of 0.60, indicating high reliability. Thus, the questionnaire as a variable measuring tool in this research is reliable and shows good consistency.

4.2 Descriptive Analysis

a) Respondents' responses regarding service quality

Based on the data obtained, the grand mean value of Service Quality is 3.02, which is between the interval 2.6 – 3.4 in the less agree category. The research results show that the service quality of the Bukit Aslan tourist attraction is generally quite satisfactory to respondents. This can be seen from the average assessment score of 3.02 on a scale of 1-5.

b) Responses About Facilities

Based on the data obtained, the grand mean facility value of 3.16 is between the interval 2.6 – 3.4, less agree. Respondents' responses regarding the Aslan Hill tourist attraction facilities were generally quite satisfactory. This can be seen from the average assessment score of 3.16 on a scale of 1-5.

c) Respondents' Responses About Prices

Based on the data obtained, the grand mean price value of 2.5 is between the interval 1.8 – 2.6 in the disagree category. Respondents' assessment of the price of the Aslan Hill tourist attraction was generally unsatisfactory. This can be seen from the average assessment score of 2.5 on a scale of 1-5. The Aslan Hill tourist attraction is still relatively expensive when compared to other tourist attractions, judging from the entrance ticket price.

d) Respondents' Responses Regarding Tourist Satisfaction

Based on the data obtained, the grand mean value of tourist satisfaction is 2.73, which is between the interval 2.6 – 3.4, in the less agree category. This shows that in general respondents gave quite satisfactory assessments of the Tourist Satisfaction variable.

4.3 Classic Assumption Test

At the classical assumption testing stage, each multiple regression equation needs to meet the criteria of normality, without multicollinearity between independent variables, without heteroscedasticity, and without autocorrelation in order to be considered a regression equation that complies with BLUE (Best Linear Unbias Estimators). Normality, multicollinearity and heteroscedasticity tests were carried out to ensure that the regression model obtained was in accordance with classical assumptions.

a) Normality Test

The first point, normality test, refers to the residual distribution which must be normal in shape to ensure the quality of the regression model. This test is carried out through a normal probability plot or Kolmogorov Smirnov, the results of which are scrutinized to ensure normality of distribution in the residual data. Testing obtained the following results:

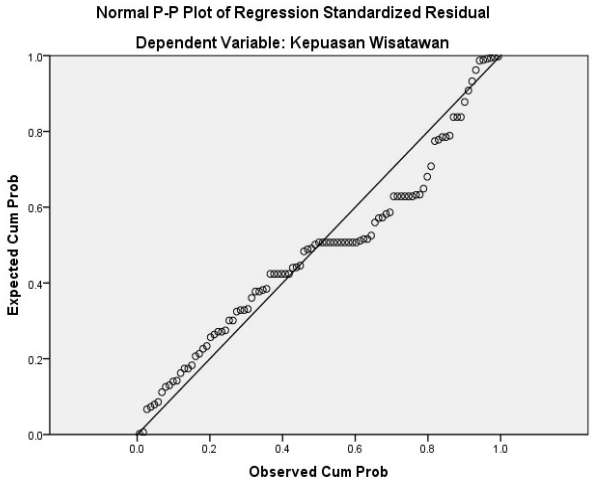

Figure 1. Normality Test Results

The data in this study meets normality requirements, based on the results of normal probability plot analysis. This can be seen from the pattern that is formed. This pattern indicates that the data comes from a population that has a normal distribution**.**

b) Multicollinearity Test

Table 3. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.602	1.139		.529	.598		
	Kualitas Pelayanan	.488	.070	.528	6.993	.000	.718	1.392
	Fasilitas	.382	.086	.280	4.441	.000	.269	3.715
	Harga	.523	.161	.436	3.249	.002	.227	4.406

Harmony between independent variables in the regression model can be tested using sophisticated tools, namely tolerance value and Variance Inflation Factor (VIF). These two tools act as regulators in managing independent variables.

According to the multicollinearity test scenario, whether there is a correlation or not depends on their appearance. If the tolerance value is > 0.10 and VIF < 10, then multicollinearity does not occur. Conversely, if the tolerance value < 0.10 and VIF > 10, then multicollinearity occurs.

Based on the results of the multicollinearity test carried out, the VIF values for Service Quality, Facilities and Price are 1.392; 3,715; and 4,406. These values are all less than 10. In addition, the tolerance values for Service Quality, Facilities and Price are 0.718; 0.269; and 0.227. These values are all more than 0.1.

Thus, it can be concluded that the independent variables in this regression model appear harmonious without unwanted correlation accents. This means that between the independent variables Service Quality (X1), Facilities (X2), and Price (X3), multicollinearity does not occur.

c) Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.676	6.412		1.041	.300
	Kualitas Pelayanan	1.101	.593	.328	1.857	.061
	Fasilitas	3.243	3.296	.188	.984	.328
	Harga	1.745	.905	.401	1.927	.057

In this step, we perform the Glejser test to check whether the prediction error variations in our regression model are homogeneous or heterogeneous. The Glejser test results show that all variables in this study have significance values above the threshold of 0.05.

This means that the variation in prediction errors in this regression model is homogeneous. In other words, the variation in prediction error remains constant from one observation to the next.

d) Multiple Linear Regression Analysis

Multiple linear regression analysis was used to test the hypothesis in this study. This analysis allows us to explore variations in the regression model, specifically how the independent variable (X) contributes to variation in the dependent variable (Y).

The calculation results using the multiple linear regression model are presented in detail in the following table:

Table 5. Results of Multiple Linear Analysis.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.602	1.139		.529	.598
	Kualitas Pelayanan	.488	.070	.528	6.993	.000
	Fasilitas	.382	.086	.280	4.441	.000
	Harga	.523	.161	.436	3.249	.002

Based on calculations with the help of the SPSS program, the following regression equation is obtained:

Y = 0.602 + 0.488X1 + 0.382X2 + 0.523X3

The meaning of this regression equation can be understood as follows:

a. The constant = 0.602 can be interpreted as when the variables Service Quality, Facilities and Price are considered zero, then their contribution to tourist satisfaction is 0.602.

b. Service quality coefficient (X1) = 0.488 means that when the Service Quality variable increases, assuming facilities and prices are fixed, then its contribution to tourist satisfaction is 0.488.

c. Facility coefficient (X2) = 0.382 can be interpreted as meaning that when the facility variable increases, assuming service quality and prices remain constant, then its contribution to tourist satisfaction is 0.382.

d. Price coefficient (X3) = 0.523 means that when the price variable increases, assuming the quality of service and facilities remains constant, the contribution to tourist satisfaction is 0.523.

e) Coefficient of Determination (R2)

Coefficient of determination(R2)measures how well the independent variables (X) together explain the dependent variable (Y). MarkR2something close to one indicates that the independent variable provides almost all the information needed to predict the dependent variable. This value can help us understand how well this regression model explains the relationship between variables.

Table 6. Determination Coefficient Values.

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0	1	.787[a]	.619	.607	3.172

From the description in the model summary table above, it can be concluded that the R2 value is 0.619. This means that, together, independent variables such as Service Quality, Facilities and Price contribute 61.9% to visitor satisfaction. In other words, these three independent variables are able to explain most of the variation in the dependent variable, namely Tourist Satisfaction. Meanwhile, around 38.1% of the remainder is explained by other factors not included in the scope of this research. This shows that there are other aspects that also influence visitor satisfaction that have not been included in the regression model.

4.4 Hypothesis

a) Model Fit Testing (F Test)

The F test is carried out to find outfeasibility of a regression model. The results of the F test can be seen in the table below:

Table 7. F Test Results.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1522.744	3	507.581	50.434	.000[a]
Residual	935.977	93	10.064		
Total	2458.722	96			

In the anova table, the calculated F value is 50.434 > F table 3.09 and significance = 0.000 < 0.05, this means that service quality, facilities and price (all independent variables) together form the best model for the dependent variable.Tourist Satisfaction.

b) Partial Hypothesis Testing (t Test)

The t test is carried out to determine whether individually (partially) the independent variable influences the dependent variable. The results of calculations from SPSS obtained the following data:

Table 8. t test results.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.602	1.139		.529	.598
	Kualitas Pelayanan	.488	.070	.528	6.993	.000
	Fasilitas	.382	.086	.280	4.441	.000
	Harga	.523	.161	.436	3.249	.002

From the output results, it can be seen that all independent variables have a positive and significant influence with the following values:

a. Relationship betweenService qualitytoTourist satisfaction is obtained by valuet-count > t-table (6.993 > 1.66140) with a significance of 0.000 < 0.050. These results can be interpreted as follows:Service qualitypositive and significant effect onTourist Satisfaction.Thus H1 is accepted or supported.

b. Relationship betweenFacilitytoTourist Satisfaction earned valuet-count > t-table (4.441 > 1.66140) with a significance of 0.000 < 0.050. These results can be interpreted as follows:Facilitypositive and significant effect onTourist Satisfaction.Thus H2 is accepted or supported.

c. Relationship betweenpricetoTourist Satisfaction earned valuet-count > t-table (3.249 > 1.66140) with a significance of 0.002 < 0.050. These results can be interpreted as follows:Pricepositive and significant effect onTourist Satisfaction.Thus H3 is accepted or supported.

From the results of the hypothesis exploration, it was revealed that Service Quality, Facilities and Prices have an influence on Tourist Satisfaction. The high t-values for these three variables exceed the critical value, with a high level of significance. This proves that these three variables have an important role in creating tourist satisfaction.

In line with previous research using the same method by Franciscus Xaverius Wibiksana (2022) in Kampung Sanan, Malang City, it shows that tourism products and service quality have a significant positive influence on visitor satisfaction. On the other hand, Ni Luh Putu Apriliani and Ni Putu Nita Anggraini (2022) in their research on the Water Garden Hotel Candidasa Bali found that price perception did not have a significant effect on customer satisfaction, while service quality had a significant positive effect.

V. Conclusions and Recommendations

5.1 Conclusion And Recommendations

Based on the results of hypothesis testing, Service Quality, Facilities and Prices are proven to have a significant and positive influence on Tourist Satisfaction. Increasing these three factors can increase tourist satisfaction and the attractiveness of Aslan Hill as a tourist destination.

Recommendations to increase tourist satisfaction at Aslan Hill are as follows:

1. Improving Service Quality, especially staff responsiveness and efficiency. This can be done by providing training and development for staff, as well as increasing supervision and evaluation of staff performance.
2. Improvement of facilities, especially accessibility. This can be done by facilitating access to tourist attractions, as well as providing adequate and comfortable facilities for tourists.
3. Pricing that is in line with tourist expectations. This can be done by conducting price surveys and making regular price adjustments.

By implementing these recommendations, the management of Aslan Hill can create a more satisfying tourism experience for tourists, and increase the attractiveness of Aslan Hill as a tourist destination.

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