

Analysing service quality on tourist satisfaction in Kampung Coklat Blitar

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Abstract. This study aims to analyze the influence of service quality dimensions on tourist satisfaction at Kampung Coklat agrotourism in Blitar Regency, East Java, Indonesia. As a popular agrotourism destination offering education on cocoa cultivation and chocolate processing, Kampung Coklat has significant potential to contribute to the local economy. However, gaps remain in the implementation of integrated and sustainable marketing strategies that align with tourist expectations. Using the ServQual model, this research applies multiple linear regression to measure the partial and simultaneous effects of five service quality dimensions—tangibles, responsiveness, empathy, reliability, and assurance—on tourist satisfaction. Data analysis shows that the service quality variables collectively explain 69.9% of the variation in tourist satisfaction, while the remaining 30.1% is attributed to external socio-economic factors such as income, education level, and household size. The t-test results indicate that empathy, reliability, and assurance significantly affect satisfaction, whereas tangibles and responsiveness do not have a significant impact when considered individually. The findings suggest that high-quality service, particularly in terms of emotional connection, trustworthiness, and staff competence, is essential to enhancing tourist experiences. Although limited by the scope of variables considered, this study offers valuable insights for agrotourism managers in designing strategies to improve service satisfaction and promote return visits.

Keywords: Service Quality, Tangible, Responsiveness, Empathy, Reliability, Assurance, Tourist Satisfaction

INTRODUCTION

Tourism is an industry that influences a region's progress and development. It provides income for local governments and boosts other sectors, including the creative economy, by opening up job opportunities and reducing unemployment rates (Yakup & Haryanto, 2021). Tourism, especially agrotourism, is crucial because it can help optimize regional potential, improve community welfare, and preserve the environment (Susila et al., 2024).

Indonesia's cultural richness and natural beauty make it one of its most valuable tourism assets. The tourism industry can be a significant economic engine for Indonesia if it is adequately developed, particularly in regions near popular tourist destinations (Setiawan, 2019). Those near tourist destinations might capitalize on the chance by offering goods with a high market value, such as lodging, delicious food, and travel. If backed by an effective marketing plan, this will be accomplished (Lasharan et al., 2018). The Ministry of Tourism is presently launching the Wonderful of Indonesia initiative. For this initiative to succeed, coordination between the federal government, local governments, and the private sector must be further enhanced. Aside from that, advancements in facility provision, marketing, and seamless service must also be made. This program is intended to raise the economic standing of the local population in popular tourist locations (Nuzululita et al., 2020).

Blitar is an area that has various tourist attractions, and many people depend on the economy of the tourism sector. The number of visitors who visit tourist locations will influence a region's economic growth and people's welfare (Dewi & Mukhlis, 2022). One of the tourist locations in Blitar district is the Kampung Coklat tourist attraction. This tourist location is in Plosorejo Village, Blitar Regency. Kampung Coklat tourism offers education about cultivating chocolate trees and selling processed chocolate products (Yosi Pratama Gunawan, Ida Bagus Suardika, 2020).

Marketing in tourism involves many things, such as service development, place (location and distribution), and price. Additionally, knowledge about what the market likes is required for marketing to run optimally. Appropriately matching the service with the market can achieve this. Several tourism marketing concepts must be developed, including designing a service to meet customer needs and

desires, focusing on the desires of specific people rather than the desires of the entire mass market, and developing marketing efforts that align with the objectives (Revida et al., 2020).

The right marketing strategy can always keep tourist locations busy with tourists. With the right marketing strategy, new tourists and tourists who have visited can be attracted to return to the (Sugawara & Nikaido, 2014). Meanwhile, for existing tourists, tourism managers must maintain their visits by providing appropriate service and maintaining sustainable relationships between managers and tourists (Qomariah, 2020).

Since visitors to Indonesia's tourist destinations come from domestic and foreign countries, developing distinctive and alluring tourism is a problem for industry players (Andina & Aliyah, 2021). In addition, business actors in the tourist industry must create unique and creative ventures that align with their advantages (Rahmasari & Pudjowati, 2017). Agrotourism is currently one of the tourism industries that is beginning to gain popularity. Agrotourism uses agricultural land for tourism-related activities or other amenities to draw more visitors. Agro-tourism has produced innovations such as fruit-picking excursions, plant-based mazes, feeding different animals, and dining establishments (Kurniasanti, 2019).

Agrotourism's sustainability is also impacted by customer happiness. Tourist satisfaction can be raised by raising the standard of excellent service in various industries, including restaurants, hotels, excursions, and transportation. Every sector needs to work in tandem with one another. Each visitor's level of satisfaction will be impacted if one party does not deliver the services that customers expect (Karimah et al., 2021). As a result, all Blitar agrotourism businesses need to pay attention and work to improve the quality of their services continuously. To do this, the current state of service quality must be evaluated. Every agrotourism business in Blitar can confidently choose the priorities employed to produce services based on these ideals. In addition, agrotourism with a low satisfaction rating can be evaluated by comparing it to a high one (Wicaksana & Faton, 2021).

For agrotourism managers to understand guests' desires, service quality is acceptable if it exceeds user expectations. If the management serves well, the guests are happy. Additionally, the service quality value will serve as a standard by which to measure service quality improvement (Kusumasitta, 2014). Thus, researchers conducted further analysis regarding tourist satisfaction using the ServQual dimensions to obtain suggestions and input to improve service quality.

METHODS

This research uses quantitative descriptive analysis, combining qualitative and quantitative data. Next, using multiple linear regression analysis, the data was used to measure tourists' satisfaction level at the Kampung Coklat in Blitar. The research instrument used was a questionnaire in the form of a rating scale by the measurement scale used. From this data, we can also identify quality indicators that are not good, quality indicators that need to be improved, and quality indicators that are already good or that need to be maintained.

Samples were taken using non-probability sampling and convenience sampling. This method explains that respondents can provide information by chance or purposefully to be used as suitable informants for data collection (Firmansyah & Dede, 2022). Data collection was carried out from December 2023 to February 2024. The questionnaire was distributed to visitors to Kampung Coklat in Blitar at that time as many as 115 respondents. Data was collected through distributing questionnaires, where respondents had to choose the levels of answers that were to be selected. The answer level criteria use a 5-point Likert scale where one (1) represents strongly disagree, and five (5) represents strongly agree.

Bivariate correlation calculations were carried out to determine the level of relationship between one question and other questions. There is a reference for interpreting correlation coefficients from very low to very strong. Values of 0.00-0.199 represent very low, 0.20-0.399 is low, 0.40-0.599 is moderate, strong with values of 0.60-0.799, and very strong with values of 0.80-1.000. The Pearson's correlation method can also be used to determine the level of data validity. The Pearson's correlation method is carried out by correlating each score with the total item score so that the question given can be valid if the r_{count} value $>$ r_{table} value. The question asked can also be declared invalid if the $r_{\text{count}} < r_{\text{table}}$ must be reanalyzed so that the research data becomes valid (Hendryadi, 2021).

A reliability test can be conducted upon confirming the test's validity. Reliability testing assesses the degree of trust or dependability, ensuring that a measuring tool has strong reliability and

can consistently produce consistent results when used to measure similar data. Additionally, Sugiyono (2019) it was clarified that a measuring device can be deemed reliable if Cronbach's Alpha coefficient value is more significant than 0.6. According to Basuki (2015) a satisfactory grade of reliability, it is achieved when the alpha value is more than 0.7. Everything is highly reliable if the alpha value is more significant than 0.8. In addition, if the $r_{\alpha} > r_{\text{tabel}}$, a question item can be regarded as reliable; if it is less than r_{tabel} , it is considered unreliable.

Furthermore, this research uses multiple linear regression analysis as an analytical tool to determine the magnitude of the influence between several independent and dependent variables. By using this model, it can be seen whether the tangible variables (X_1), responsiveness (X_2), empathy (X_3), reliability (X_4), and assurance (X_5) affect tourist satisfaction (Y).

Multiple linear regression has the following mathematical equation named Formula 1 as follows:

$$Y = \alpha + \beta_1. X_1 + \beta_2. X_2 + \beta_3. X_3 + \beta_4. X_4 + \beta_5. X_5 + e \dots\dots\dots (1)$$

Note:

- Y : Tourist Satisfaction
- α : Constant
- β : Coefficient or parameters
- X_1 : Tangible
- X_2 : Responsiveness
- X_3 : Empathy
- X_4 : Reliability
- X_5 : Assurance
- e : Error term

The next test is the partial test, often called the T-test. The T-test is carried out to find out whether each independent variable includes tangible (X_1), responsiveness (X_2), empathy (X_3), reliability (X_4), and assurance (X_5). Each individually influences the dependent variable (Tourist Satisfaction). The process of comparing the t_{count} and t_{table} values is carried out in this test. Simultaneous testing, often known as the F test, is also carried out to determine how the independent variables influence the dependent variable together. Apart from that, significant or non-significant regression models can also be seen from the results of the F_{test} . The dependent variable can simultaneously affect the independent variable if the value of $F_{\text{count}} > F_{\text{table}}$. The research framework is as follows:

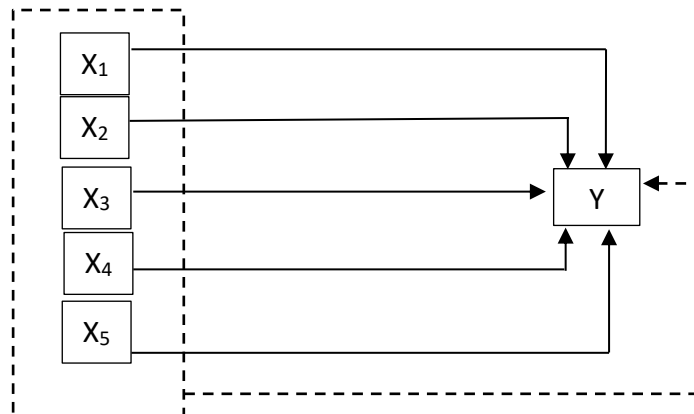


Figure 1. Research Framework

Note:

- X_1 : Tangible
- X_2 : Responsiveness
- X_3 : Empathy
- X_4 : Reliability
- X_5 : Assurance
- Y : Tourist Satisfaction
- : Partial
- - - → : Simultant

RESULT AND DISCUSSION

3.1 Test of Model (Ftest)

The purpose of the F test or simultaneous testing is to find out how influential the independent variables simultaneously, which include tangible variables (X_1), responsiveness (X_2), empathy (X_3), reliability (X_4), and assurance (X_5), have on the tourist satisfaction variable of Kampung Coklat Blitar. Apart from that, whether the regression model used is significant or not can also be seen from the results of the F test. Table 3 shows the results of the F test from the research.

Table 1. Results of F test / Anova

Model	Sum of Squares	df	Mean Square	F-stats	F-table
Regression	1543.288	5	308.658	47.825	2.30

Source: Primary data processed, 2024.

The computed F, as determined by the data analysis in Table 3, is 47.825. At a 0.05 level of probability, the F_{table} is 2.3. The value of $F_{stats} > F_{table}$ ($2.3 > 0.05$) indicates that the independent factors concurrently impact the tourist satisfaction measure. The data analysis results demonstrate that the independent variables—tangible (X_1), assurance (X_5), responsiveness (X_2), empathy (X_3), and reliability (X_4)—all have an impact on visitor satisfaction at the same time. To sustain client or consumer happiness—in this case, the contentment of Kampung Coklat Blitar tourists—the service quality component is a baseline. Tourist satisfaction will increase with service quality (Broto, 2020). When admission ticket rates at tourist destinations are changed within normal bounds, it does not affect visitors' decision to return to Kampung Coklat Blitar. Tourists' contentment with the caliber of services tourism managers offer is the cause of this. The purpose of this multiple linear regression analysis is to see the influence of the independent variables, namely in this study, tangible (X_1), responsiveness (X_2), empathy (X_3), reliability (X_4), and assurance (X_5), on the dependent variable, namely service satisfaction. The mathematical equation model from this research using multiple linear regression analysis is as follows:

$$Y = 2.476 + 0.005X_1 + 0.002X_2 + 0.401X_3 + 0.468X_4 + 0.741X_5$$

The constant value in the equation above is 2.476. This shows that if the variables tangible (X_1), responsiveness (X_2), empathy (X_3), reliability (X_4), and assurance (X_5) are eliminated, then tourist satisfaction will remain the same, either increasing or decreasing in Kampung Coklat Blitar.

The tangible variable (X_1) and the responsiveness variable (X_2) show that the regression coefficient values of 0.005 and 0.002 positively affect the tourist satisfaction variable. It can be concluded if only the tangible variable (X_1) is increased. In contrast, the other variables are considered constant; they will influence increasing tourist satisfaction, but the effect is not very significant, as can be seen from the small coefficient value. This also happens to the variable responsiveness (X_2), where the results show that it has a positive effect on tourist satisfaction but has a small regression coefficient value compared to the variables empathy (X_3), reliability (X_4), assurance (X_5) which have a high regression coefficient value. The variables empathy (X_3), reliability (X_4), and assurance (X_5) have positive regression coefficients, namely 0.468, 0.401, and 0.741.

We can conclude that tourist satisfaction rises if the empathy (X_3) variable's value is raised while the other variables' values remain constant or unaltered. This also holds for the other two variables; in Kampung Coklat Blitar, visitor satisfaction rises if the values of the assurance (X_5) and reliability (X_4) variables are raised while the values of the other variables remain unchanged. The findings of this study are consistent with those of other studies on Taman Indonesia Kaya at Semarang (Suhartapa, 2022) and Taman Wisata Mahatari at Bogor (Lestari & Sudarijati, 2021) dan Wisata Pantai Bira at Bulukumba (Mahmud et al., 2021).

3.2 Analysis of Coefficient Determination (R^2)

The coefficient of determination can be used to determine how well the research model can explain variations in service quality variables simultaneously or together, influencing tourist satisfaction

in Kampung Coklat, using the adjusted R^2 value. The coefficient of determination value can change if variables are included in the model (Ghozali, 2006). The following is a table of adjusted R^2 values.

Table 2. Test of Coefficient Determination

R	R Square	Adj. R Square	Std. Error	Durbin-Watson
.836 ^a	.699	.684	2.54045	.717

Source: Primary data processed, 2024.

Table 2 shows that R Square is 0.699, where this value explains that the variables tangible (X_1), responsiveness (X_2), empathy (X_3), reliability (X_4), and assurance (X_5) have a strong relationship with visitor satisfaction of 69.9%. Meanwhile, the rest is influenced by other variables outside the research—the closer to number 1, the stronger the influence on the independent variable. The value of 69.9% indicates that other variables outside the research are related to the independent variable of 30.1%.

3.3 Factors Affecting Tourist Satisfaction in Kampung Coklat Blitar

The next test is the partial test, often called the T-test. The T-test determines whether each independent variable includes tangible (X_1), responsiveness (X_2), empathy (X_3), reliability (X_4), and assurance (X_5). Everyone affects the dependent variable (visitor satisfaction). This test compares the count and table values.

Table 3. Result of Partial Test (T test)

Model	Unstandardized Coefficients		Standardized Coefficients	t_{-stats}	t_{-table}	P_{-value}	Collinearity	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	2.476	2.265		1.093	1.98	.277		
Tangible	0.005	0.094	0.005	0.049	1.98	.961	0.341	2.933
Responsiveness	0.002	0.129	0.001	0.019	1.98	.985	0.522	1.915
Assurance	0.741	0.168	0.426	4.4	1.98	.000	0.312	3.205
Empathy	0.401	0.154	0.246	2.596	1.98	.011	0.326	3.073
Reliability	0.468	0.195	0.252	2.399	1.98	.018	0.265	3.772

Source: Primary data processed, 2024.

Table 3 partially explains how the independent variable affects the dependent variable. Below, we explain in detail each variable's impact on visitor satisfaction.

3.3.1 The Influence of Tangibles (X_1) on Tourist Satisfaction (Y)

The partial test results showed that the tangible variable (X_1) did not affect tourist satisfaction in Kampung Coklat Blitar. That is because the Pvalue shows a value of 0.961, which means the value is below the probability of 0.05 ($0.961 > 0.05$). It can also be seen from the t_{-stats} value of 0.49, which is smaller than the t_{-table} value, so it can be concluded that the table variable (X^1) does not affect tourist satisfaction. The tangible dimension is service quality, which includes all facilities that can be seen, such as physical facilities, equipment, communication facilities, and operational vehicles. After re-analyzing the partial test, there were several statements that, if removed, would mean that the tangible service quality dimension would significantly influence tourist satisfaction. From the results of further observations in the field, the nine statements submitted show that three attributes do not provide the primary support for increasing tourist satisfaction in Kampung Coklat. These three attributes include the condition of information and communication facilities, ATM (Automatic Teller Machine) centers, and pavilions. Visitors do not always use these three attributes when visiting the Kampung Coklat tourist location. The transformation of digital money, which helps people pay for entrance tickets and so on without having to exchange cash in paper form, is one of the reasons why an ATM center has become an attribute that determines tourist satisfaction when visiting Kampung Coklat. As with the Museum

Seni Rupa dan Keramik in Jakarta, payment via QRIS positively influences visitor satisfaction (Annida et al., 2024).

3.3.2 The Influence Responsiveness (X_2) on Tourist Satisfaction (Y)

The service quality attributes in responsiveness (X_2) include the responsiveness of officers in handling visitor requests, good alertness in providing services, willingness to help tourists well, and providing complete and precise information. Based on Table 3, the results of the partial test research on responsiveness do not affect tourist satisfaction in Kampung Coklat Blitar. The regression coefficient on the responsiveness variable shows a value of 0.002. The t_{count} is 0.19, which is smaller than the t_{table} value. The significance value is more than 0.05, namely 0.985 ($0.985 > 0.05$). Therefore, the responsiveness variable partially does not affect tourist satisfaction in Kampung Coklat Blitar.

This outcome suggests that, in this specific tourism scenario, guests might prioritize elements like the standard of physical amenities, perceived worth, or the distinctiveness of the tourism experience over the promptness of the service personnel. Tourists visiting Kampung Coklat might also have the expectation of enjoying a relaxed, leisure-focused experience where prompt service is not a key factor in their satisfaction. Additionally, the minimal impact of responsiveness might indicate a common baseline expectation among travelers: although responsiveness is essential, it may be viewed as a standard attribute rather than a distinguishing factor affecting overall satisfaction. Therefore, unless the responsiveness is markedly outstanding or inadequate, it likely won't significantly change tourist views. This discovery underscores the necessity for managers at Kampung Coklat Blitar to go beyond basic responsiveness and concentrate enhancement efforts on additional service aspects that might have a greater emotional or experiential effect on tourists

3.3.3 The Influence of Empathy (X_3) on Tourist Satisfaction (Y)

The next dimension of service quality is empathy (X_3). The empathy dimension is related to communication, where good communication can provide important information to the tourism management of Kampung Coklat Blitar. From this information, the management can provide services according to tourists' opinions. Apart from that, this dimension is also related to a good understanding of tourists' needs. The empathy dimension can be interpreted as the individual attention given by tourism managers to tourists so that tourists feel the need to be prioritized by the Kampung Coklat tourism manager as a service provider. Based on Table 3 of the results of the research that has been carried out, the empathy dimension can contribute significantly to tourist satisfaction. The significance value shows a number smaller than 0.05, namely 0.01. Apart from that, the t_{count} value indicates a number greater than t_{table} ($2.596 > 1.98$). This shows that the empathy variable significantly influences the tourist satisfaction variable in Kampung Coklat Blitar. Apart from that, the regression coefficient on the empathy variable also indicates a positive value. It can be concluded that if the value of the empathy variable is increased. In contrast, the values of other variables are kept constant, significantly affecting tourist satisfaction.

The empathy variable has several indicators in its assessment, including the manager's attention to meeting tourists' needs when touring Kampung Coklat Blitar, the manager's friendliness in serving tourists, and the tourism manager's ability to solve tourist complaints. The empathy variable which influences tourist satisfaction also occurs at several tourist locations in Indonesia based on previous research, such as in the Dlingo tourist area (Astuti, 2017), Taman Indonesia Kaya at Semarang (Suhartapa, 2022), Museum Benteng Vredeborg in Daerah Istimewa Yogyakarta (Widanti et al., 2022). Empathy, showcased through attentive listening, tailored focus, and sincere care for visitor needs, bolsters emotional connections between travelers and service providers, ultimately improving loyalty and intentions to return. This implies that in addition to fulfilling functional requirements, emotional involvement and perceived authenticity in service provision are vital in influencing overall satisfaction for tourists. Consequently, incorporating empathy-based service training for employees and integrating customer feedback systems into everyday operations may enhance the tourist experience and strengthen destination competitiveness.

3.3.4 The Influence Reliability (X_4) on Tourist Satisfaction (Y)

The fourth dimension of service quality is the reliability dimension (X_4). The aim of carrying out the partial test is to find out whether the reliability variable influences tourist satisfaction in Kampung Coklat. The questionnaire results show that most tourists agree that the management always

tries to provide service that is free from errors, provides accurate information, and provides services by what was agreed upon. Based on Table 3, the partial test results on the reliability variable show that t_{count} is 2.399. The t_{count} number is higher than the t_{table} value ($2.399 > 1.99$). Meanwhile, significance shows a value of less than 0.05 ($0.018 < 0.05$). Therefore, the reliability variable significantly influences the satisfaction variable for visitors to Kampung Coklat Blitar.

The Reliability variable has several indicators presented in the questionnaire and filled in by respondents. These indicators relate to clarity in providing information by the management to Kampung Coklat tourists, accuracy in determining entrance fees, and clarity in service procedures. The influence of the reliability variable on tourist satisfaction shows that Kampung Coklat tourism can provide the best service for tourists so that tourists can adequately experience the facilities and enjoy the rides available at the tourist location. The influence of the reliability variable on tourist satisfaction also occurs at culinary tourism locations in Pantai Warna Oesapa (Sartien et al., 2020).

3.3.5 The Influence Assurance (X_5) on Tourist Satisfaction (Y)

The next dimension of service quality is assurance (X_5). The assurance dimensions referred to here include politeness, knowledge, trustworthiness, and competence, which service providers must possess. Guarantee is one of the protection efforts provided so that visitors avoid the risk of disruption in everyday life. Based on Table 3, the results of partial test research on the assurance variable show that the assurance variable significantly affects the satisfaction of brown village tourists. The significance value is less than 0.05, and t_{count} is 4.4 with a t_{table} value of 1.98, so $t_{\text{count}} > t_{\text{table}}$ so it can be concluded that the assurance variable significantly influences the tourist satisfaction variable. Further observation results show that the Kampung Coklat tourist attraction has implemented guarantees that focus on providing friendly and polite service, providing a sense of security to tourists, instilling trust, and understanding each tourist's needs. Friendly, courteous service and guaranteed safety when traveling are several factors that influence tourists in choosing tourist locations (Febrianingrum et al., 2019).

The notable impact of the assurance aspect (X_5) on tourist satisfaction at Kampung Coklat Blitar emphasizes the vital role of emotional safety and trust in the tourism experience. Traits like politeness, trustworthiness, and competence improve perceived safety and emotional comfort, which are crucial factors influencing satisfaction in leisure tourism environments. This result indicates that travelers value relational quality more than transactional efficiency. Consequently, ongoing employee training in communication, hospitality, and service skills is crucial for preserving and enhancing visitor loyalty and the destination's competitiveness. The significant impact of assurance on tourist satisfaction also indicates a profound change in consumer behavior in the tourism sector, where perceived service reliability plays a critical role in selecting a destination. In settings such as Kampung Coklat Blitar, where experiential tourism is highlighted, assurance serves as a risk reduction mechanism and a component of value creation that improves the overall perceived quality of the experience. This discovery indicates that enhancing brand reputation via reliable assurance methods, including open communication, noticeable safety protocols, and professionalism can be a strategic differentiator in the increasingly competitive tourism industry.

CONCLUSION

This study examines the influence of service quality on tourist satisfaction at Kampung Coklat Blitar. The findings reveal that among the five service quality dimensions namely tangibles, responsiveness, empathy, reliability, and assurance, only empathy, reliability, and assurance have a significant positive effect on tourist satisfaction when assessed individually. These three dimensions are closely related to the emotional and psychological needs of tourists, especially in cultural and family-friendly destinations like Kampung Coklat, where personalized attention, trust, and consistent service experiences play a central role in shaping overall satisfaction. Empathy reflects the staff's ability to understand and respond to visitor needs personally, reliability ensures consistent service delivery, and assurance builds trust in the staff's competence, all of which directly enhance a visitor's sense of comfort and value during their experience.

In contrast, tangibles and responsiveness, though important, may not strongly influence satisfaction on their own, as visitors often prioritize emotional connection and trust over physical appearances or speed of service. Although tangibles and responsiveness were not found to have a notable

individual effect, all five dimensions collectively contribute to tourist satisfaction when analyzed simultaneously.

These results suggest that emotional and relational aspects of service such as trust, empathy, and dependability are more influential in shaping visitor experiences than physical facilities or promptness. Therefore, strategic efforts to enhance tourist satisfaction should prioritize staff training in communication, empathy, and consistent service delivery. Strengthening these key service elements can not only boost visitor loyalty but also reinforce Kampung Coklat Blitar's position as a competitive and sustainable tourist destination. Additionally, incorporating digital marketing tools to support these service dimensions may further improve the overall visitor experience in the future.

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