

The Influence of Facilities and Destination Image on Visitor Satisfaction at the Cisadane Valley Swimming Pool, West Java

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ABSTRACT

This study aims to determine whether facilities have a partial influence on visitor satisfaction at Lembah Cisadane Swimming Pool, West Java; to determine whether destination image has a partial influence on visitor satisfaction; and to assess whether facilities and destination image simultaneously influence visitor satisfaction. Adequate facilities and a positive destination image are believed to provide comfort, safety, and a better visiting experience, thereby increasing visitor satisfaction. Well-maintained facilities and a strong destination image also shape visitors' perceptions of service quality. This research employed a quantitative approach, using questionnaires distributed to 99 visitors. The collected data reflect visitors' assessments of the facilities, destination image, and their level of satisfaction during the visit. The results indicate that facilities have a significant influence on visitor satisfaction, as evidenced by a significance value of $(0.000) < (0.05)$ and a t-count of $(13.964) > t\text{-table} (1.984)$. Similarly, destination image significantly influences visitor satisfaction, with a significance value of $(0.000) < (0.05)$ and a t-count of $(12.222) > t\text{-table} (1.984)$. Furthermore, facilities and destination image simultaneously have a positive and significant effect on visitor satisfaction, as shown by the F-test with an F-count of $(126.852) > F\text{-table} (3.940)$ and a significance value of $(0.000) < (0.05)$. Thus, it can be concluded that the better the facilities and destination image of Lembah Cisadane Swimming Pool, the higher the level of visitor satisfaction. These findings are expected to serve as a reference for management in improving service quality.

INTRODUCTION

Tourism is a strategic sector that plays an important role in encouraging regional economic growth through increasing Regional Original Revenue (PAD) and job creation. Not only does tourism support economic development, but it also a means of meeting people's recreational needs to reduce boredom due to daily activities. Therefore, the development of tourist attractions improving the quality of management, facilities, and attraction of destinations.

In today's world, humans have an inescapable need for entertainment and enjoyment from each individual. Daily routines that continue to occur repeatedly make the level of stress and boredom increase, so an activity is needed to be able to reduce it. The development of tourism is triggered by the development of people who want to enjoy the free time earned from their income and want to immediately escape from daily activities through interesting things that can be done.

Tourism is a commodity that everyone needs. The reason is that personal travel activities can increase creativity, relieve boredom, relax, shop, do business and understand the history and cultural heritage of certain ethnicities.

Bogor Regency is one of the districts located in West Java Province which has a lot of interesting tourism potentials including natural tourism, historical tourism, culture and recreational tourism. This research was carried out on one of the recreational tourist attractions, namely the Cisadane Valley Swimming Pool Tourist Attraction which is one of the recreational tourist destinations in Bogor Regency.

Based on the results of the pre-survey conducted at the Cisadane Valley Swimming Pool, it can be concluded that visitor satisfaction has not been fully the main concern of the manager. Although tourism managers continue to strive to improve the facilities and image of the destination to attract people to visit, the rate of repeat visits of visitors is still relatively low.

In theory, improving the performance of managers and good service quality should be able to create visitor satisfaction. However, conditions on the ground show that these efforts have not fully impacted visitor loyalty to return to visit. Visit data shows that there is a significant fluctuation in the number of visitors, which indicates problems in the management of facilities and the formation of destination image.

Based on the background of the issues described above, the researcher is motivated to conduct a study entitled "The Influence of Facilities and Destination Image on Visitor Satisfaction in the Cisadane Valley Swimming Pool, West Java."

LITERATURE REVIEW

Definition of Management

Management, as explained by Andrew F. Sikula cited in Hasibuan (2020:102), refers to a series of activities that include planning, organizing, staffing, directing, motivating, communicating, controlling, and making decisions within an organization. These activities are carried out to coordinate the organization's resources effectively so that goods or services can be produced efficiently.

Firmansyah and Mahardika (2018:4) Management can be described as a systematic effort to guide and regulate human resources by means of planning, structuring, leading, and supervising in order to attain established objectives. Meanwhile, Robbins as cited in Wibowo (2019:2) describes management as the process of coordinating and overseeing the work of others so that tasks are completed efficiently and effectively. Similarly, Daft in Wibowo (2020:2) explains that management involves achieving organizational goals through effective and efficient processes of planning, organizing, leading, and controlling organizational resources.

These perspectives indicate that management represents both a scientific field and an artistic practice, encompassing structured functions such as planning, organizing, leading, and controlling to attain organizational objectives efficiently. In the context of destination management, management has a crucial role in enhancing facility quality and strengthening destination image through strategic planning, supervision, and decision-making, which ultimately contributes to increased visitor satisfaction.

Definition of Marketing

According to Philip Kotler (2019:2) "Marketing is a human activity that is directed at trying to satisfy wants and needs through the process of exchange". Some opinions according to the experts above, the author can draw the conclusion that marketing is the process of creating, communicating, planning, processing, goods and services, pricing, and a form of organizational business so as to create consumer relationships that generate sales. In this study, marketing plays a role in shaping and communicating the image of the destination and the quality of facilities to visitors, thus influencing the perception, expectations, and level of visitor satisfaction.

Definition of Marketing Management

Marketing management can be interpreted as a managerial function that regulates how an organization designs and implements marketing efforts to reach its goals. It involves identifying market opportunities, formulating strategies, executing marketing programs, and evaluating their performance to ensure that customer needs are properly addressed. Kotler and Keller (2016) explain that marketing management combines analytical capability and creativity in determining target markets and delivering superior value in ways that encourage long-term customer relationships. Meanwhile, Buchari Alma (2020) highlights that marketing management requires coordination and supervision of marketing activities so that organizational objectives can be achieved effectively and efficiently.

Therefore, marketing management may be viewed as an integrated and continuous process aimed at creating customer value, influencing purchasing decisions, and strengthening competitive advantage. In this study, marketing management serves as a strategic foundation for promoting facilities and building a favorable destination image that supports visitor satisfaction.

Marketing Management Objectives

Marketing management is directed toward maintaining long-term customer satisfaction while at the same time improving a company's competitive standing in the marketplace. When customers feel satisfied, they tend to build favorable impressions of a brand and are more inclined to make repeat purchases. Kotler and Armstrong (2019) point out that the scope of marketing management extends beyond short-term sales targets, as it also prioritizes relationship-building efforts that encourage customer loyalty over time. Broadly speaking, the goals of marketing management include the following:

1. Delivering value to customers marketing initiatives are structured to offer products and services that align with consumer expectations and preferences. By ensuring that offerings provide meaningful benefits, companies can strengthen customer trust and achieve higher levels of satisfaction.
2. Developing a positive brand image through well-planned strategies, companies aim to build favorable perceptions in consumers' minds so that the brand becomes recognizable, credible, and competitive.
3. Stimulating interest and influencing purchasing decisions marketing efforts seek to attract consumer attention and shaping purchasing behavior by utilizing strategic marketing communication and targeted promotional efforts.
4. Ensuring customer retention involves developing lasting relationships, delivering reliable service performance, and sustaining ongoing communication to strengthen long-term loyalty.

Within the framework of this research, marketing management objectives are directly related to the strategies implemented by destination managers in promoting available facilities and strengthening a positive destination image. Through effective communication and strategic planning, these efforts are expected to create visiting experiences that align with visitor expectations and ultimately enhance visitor satisfaction.

RESEARCH METHODS

In this study, a quantitative design is adopted. Sugiyono (2018:14) notes that this approach is founded on positivist principles and focuses on examining selected populations or samples by relying on statistical data. Data are typically collected through research instruments, selected using random sampling techniques, and analyzed using statistical methods to test hypotheses.

Furthermore, Sugiyono (2019:67) explains that research variables refer to any attributes or characteristics Researchers identify specific elements to be

examined so that relevant data can be collected and meaningful conclusions can be formulated.

Clearly defining variables through operationalization is crucial, as it specifies their categories, indicators, and measurement scales. By establishing these components precisely, statistical hypothesis testing can be performed in a structured and reliable manner.

In this research, the variables consist of independent variables and dependent variables. The detailed explanation of each variable is presented as follows:

Independent variables (X1 and X2)

According to Sugiyono (2022) explained, this variable is a variable that is used as a cause of change and the existence of bound variables. The free variables in this study were Facility (X1) and Destination Image (X2).

Facilities (X1)

What is meant by facilities in this study is that facilities are the provision of physical equipment to make it easier for customers or tourists to carry out their activities. The facility indicators used according to Philip Kotler & Kevin L. Keller (2021) the dimensions of facilities include: 1). Facility conditions, 2). Completeness, 3). Interior design, 4). Exterior design.

Destination Image (X2).

What is meant by destination image in this study explains that destination image is an image provided by tourist attractions that can have an impact on the interest of tourists to return to visit the tourist attraction. The destination image indicators used according to Hailin Qu et.al, (2011) in Anam (2020) include: 1). Cognitive imagery, 2). Unique imagery, 3). Affective imagery.

Dependent Variable (Y)

According to Sugiyono (2022) explained, bound variables are influenced and used as a result because there are independent variables. The dependent variable in this study is the Purchase Decision. The bound variable in this study is Visitor Satisfaction (Y)

Visitor Satisfaction (Y)

What is meant by visitor satisfaction is the level of compatibility between the experience that visitors feel and their expectations for the product or service they use. The visitor satisfaction indicators used according to Hawkins and Lonney (in Tjiptono & Anastasia, 2017) include: 1). Suitability of expectations, 2). Interest in visiting the home, 3). Willingness to recommend.

Data collection is a process carried out to obtain information that will be used to measure in a research context, variables are the specific elements selected to be examined. According to Sugiyono (2019:308), collecting data involves structured scientific procedures designed to obtain dependable information that contributes to knowledge development and supports problem-solving efforts.

Primary Data

Sugiyono (2019:187) explains that primary data refer to information acquired firsthand from the original source by the researcher. In this study, such data were collected by distributing questionnaires directly to visitors who served as respondents.

Observations

Based on Sugiyono (2022:145), according to Sugiyono (2022:145), observation is a method of gathering data through direct monitoring of not only human behavior but also other objects or natural phenomena. In this study, observation was conducted through direct field observation to obtain data relevant to the research problem. This technique supports the accuracy of information gathered from respondents.

Questionnaire

Sugiyono (2018:219) explains that a questionnaire is a technique for gathering data by presenting respondents with a set of written questions or statements that require responses. The instrument may include both closed and open questions and can be administered either face-to-face or through online platforms. In this research, the questionnaire items were structured using a Likert scale consisting of five response options: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

RESULTS AND DISCUSSION

Validity Test

A validity test was carried out to assess whether each item in the questionnaire effectively represents the variable it intends to measure. The analysis was conducted by examining the correlation between individual item scores and the overall total score of all items. Data processing was carried out using SPSS version 24.

The decision criteria were as follows:

If r counts $>$ r table, it can be said to be valid, and if r counts $<$ r table, then the questionnaire is said to be invalid.

Reliability Test

According to Sugiyono (2018:179), a reliability test measures the consistency of an instrument when used repeatedly to assess the same object. After the validity test was completed, the consistency of the questionnaire items was examined through a reliability analysis been declared valid.

The criteria for determining reliability are:

If the value of Cronbatch Alpha $>$ 0.60, then the instrument is reliable.

If the value of Cronbatch Alpha $<$ 0.60, then the instrument is unreliable.

The reliability analysis in this study was performed using SPSS for Windows version 24.

Classic Assumption Testing

According to (Sugiyono, 2019) classical assumption testing is carried out to ensure that the research results are valid or valid and the theoretical data used are unbiased and stable, and the estimation of the regression coefficient is efficient. The classical assumption test is a test that measures an indication of the classical assumption analysis aims to evaluate whether the research data meet

the required statistical criteria by assessing their distribution patterns, relationships among variables, and variance consistency.

In this research, the analysis was carried out with the assistance of SPSS version 24. The procedures applied consisted of normality testing, multicollinearity testing, and heteroscedasticity testing.

Normality Test

In linear regression analysis, the normality assumption requires that the residual (error term) be normally distributed or approximately normal, so that statistical testing can be properly conducted. The normality test in this research was carried out using the Kolmogorov-Smirnov test through SPSS version 24. The decision criteria are as follows:

- If the significance value $<$ is 0.05, then the data is not normally distributed
- If the significance value $>$ 0.05, then the data is normally distributed.

Test Results

Facility Variable (X1) Based on the simple linear regression output, the resulting model can be expressed as: $Y = 8.693 + 0.798X_1$ the positive regression coefficient indicates that improvements in facilities are followed by an increase in visitor satisfaction. The correlation value of 0.817 reflects a very strong association between the Facilities variable (X1) and Visitor Satisfaction (Y). From the hypothesis test, the computed t-value of 13.964 exceeds the critical t-table value of 1.984, and the significance level (0.000) is below 0.05. These findings confirm that facilities exert a positive and statistically significant effect on visitor satisfaction. Moreover, the coefficient of determination (R^2) of 0.668 suggests that 66.8% of the variance in visitor satisfaction can be accounted for by the facilities variable, whereas the remaining 33.2% is attributed to other factors outside the scope of this study.

Destination Image Variable (X2) The simple linear regression analysis for Destination Image produced the following equation: $Y = 12.355 + 0.716X_2$ this model demonstrates that destination image contributes positively to visitor satisfaction. The correlation coefficient of 0.799 indicates a strong relationship between Destination Image (X2) and Visitor Satisfaction (Y). The t-test results show that the calculated t-value of 12.222 is higher than the t-table value of 1.984, with a significance value below the 0.05 threshold. Accordingly, the hypothesis is accepted, confirming that destination image has a significant positive influence on visitor satisfaction 0.000, which is lower than 0.05. Therefore, the hypothesis is accepted, meaning that destination image has a positive and statistically significant effect on visitor satisfaction. The coefficient of determination (R^2) is 0.606 or 60.6%. This means that 60.6% of the variation in visitor satisfaction can be explained by the destination image variable, while the remaining 39.4% is influenced by other variables not included in this study.

Variables of Facilities (X1) and Destination Image (X2) on Visitor Satisfaction (Y) From the multiple regression output, the equation can be formulated as $Y = 6.280 + 0.521X_1 + 0.341X_2$. This equation indicates that both Facilities (X1) and Destination Image (X2) have a positive contribution to Visitor Satisfaction (Y). The simultaneous hypothesis testing (F-test) shows the

computed F-statistic of 126.852 exceeds the critical F-table value of 3.940, and the significance value of 0.000 is below the 0.05 threshold. Therefore, the hypothesis is accepted, meaning that Facilities and Destination Image together indicate a significant positive impact on Visitor Satisfaction. Moreover, the coefficient of determination (R^2) is 0.725 or 72.5%. This result implies that 72.5% of visitor satisfaction variability is simultaneously explained by Facilities and Destination Image, while 27.5% is determined by other influences not included in the present study.

LIMITATIONS OF RESEARCH

1. In this study, the data collection mode used is a questionnaire, so it is very likely that the data obtained is subjective, it would be better to add interviews so that the results of the research obtained are more complete.
2. This research only focuses on the role of facilities and destination image in determining visitor satisfaction. It is important to note that various other factors may also affect satisfaction outcomes, yet they were beyond the focus of this investigation, such as service quality, price, accessibility, promotion, environmental cleanliness, and personal visitor experience. In addition, this research was only conducted at one location, namely the Cisadane Valley Swimming Pool, so the results could not be generalized to other tourist destinations.
3. This research has limitations in terms of implementation time. The relatively short research schedule makes it impossible for researchers to expand the scope of data collection in more depth.
4. The process of obtaining a research permit takes a long time, so the implementation of the research is slightly delayed from the planned schedule.

CONCLUSION

Based on the explanations presented in the previous chapters, along with the results of the analysis and discussion regarding the effect of Facilities and Destination Image on Visitor Satisfaction at Cisadane Valley Swimming Pool, several conclusions can be drawn.

Facilities are shown to exert a statistically significant and positive impact on Visitor Satisfaction. This is reflected in the regression model $Y = 8.693 + 0.798X_1$, with an R^2 value of 68.8%. The t-test result indicates that the computed t-value (13.964) surpasses the critical t-table value (1.984), and the significance level of 0.000 is below 0.05. These findings lead to the rejection of H_0 and acceptance of H_1 , confirming that facilities meaningfully enhance visitor satisfaction.

Destination Image likewise contributes positively and significantly to Visitor Satisfaction. The regression equation $Y = 12.355 + 0.716X_2$ and a determination coefficient of 60.6% demonstrate its influence. The statistical test reveals that the calculated t-value (12.222) is higher than the t-table value (1.984), with a probability value under 0.05. Therefore, H_0 is rejected and H_2 is accepted, indicating that destination image has a substantial effect on visitor satisfaction.

When considered simultaneously, Facilities and Destination Image both display a significant positive effect on Visitor Satisfaction. This is supported by the multiple regression model $Y = 6.280 + 0.521X_1 + 0.341X_2$, with an R^2 of 72.5%. The F-test shows that the obtained F-value (126.852) exceeds the F-table value (3.940), while the significance level remains below 0.05. Consequently, H_0 is rejected and H_3 is accepted, demonstrating that the two variables collectively influence visitor satisfaction in a statistically significant way.

Suggestions

According to the findings of the research, in the facility variable (X_1) the statement with the lowest average value was found in play areas for children, namely "Children's play facilities in the swimming pool are available and safe to use" with a score of 3.54. These results show that children's play facilities still need more attention. Therefore, the manager of the Cisadane Valley Swimming Pool is advised to improve the quality and safety of the facility through periodic maintenance and the provision of more decent and safe facilities for children.

In the destination image variable (X_2), the statement with the lowest average value is found in the unique image indicator, namely "There is a special attraction or feature in this pool that I did not find anywhere else" with a score of 3.48. This indicates that swimming pools do not have a strong uniqueness compared to similar destinations. Therefore, managers are advised to add distinctive attractions or features that can be a differentiator and increase the attractiveness of the destination.

Furthermore, in the visitor satisfaction variable (Y) the statement with the lowest average score is found in the service indicator, namely "The service at the swimming pool meets my expectations" with a score of 3.89. These findings show that the services provided have not fully met the expectations of visitors. Therefore, improving the quality of service needs to be done on an ongoing basis so that visitor satisfaction increases and encourages interest in returning visits.

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