

# THE INFLUENCE OF SERVICE QUALITY, FACILITIES, AND LOCATION ON TOURIST SATISFACTION AT ISTANA MAIMUN TOURISM OBJECT

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## ABSTRACT

The purpose of this study was to determine whether there is an influence of service quality, facilities and location on visitor satisfaction at the Maimun Palace tourist attraction in Medan. The sample of this research was 78 visitors at Maimun Palace. The method used in this study is a quantitative method with multiple linear regression analysis techniques. The data used are secondary data and primary data, hypothesis testing uses the coefficient of determination test ( $R^2$ ), Simultaneous Test (F) and Partial Test (t) with calculations using the SPSS 22 program. The results show that the quality of service, facilities and locations can explain its existence to the variable visitor satisfaction, besides the partially and simultaneously service quality, facilities and location affect visitor satisfaction.

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## 1. INTRODUCTION

Tourism has become one of the largest industries in the world and a mainstay of foreign exchange in various countries. In its development, every area of the city of Medan has provided superior tourist attractions. In the city of Medan there is a historical heritage object, namely the Maimun Palace which is a Malay icon building in the city of Medan. The city of Medan has many historical objects that can become tourist attractions. This historical period has its own uniqueness, and the Maimun Palace is one of the proofs of the glory of the Malay nation, so it is not wrong if the Malay Palace is an interesting object to visit. Basically, guests are kings and deserve attentive service. A tourist attraction must provide all services, all facilities and a good location. Because the quality of service, facilities and location is one of the factors that produce high supporting facilities. Visitors need services to find information about the historical places they visit. Facilities are needed to complete, satisfy and create comfort for visitors. At the same time, the location must also complement the object reach strategy. The quality of service, facilities and location is based on needs and ends with satisfaction. Therefore, the Maimun Palace is obliged to provide visitor rights. Along with the feeling of satisfaction will affect the loyalty of return visitors.

Research conducted by Endang Silalahi [1] (2019) entitled the effect of service quality and facilities on visitor satisfaction (a study on the Maimun Palace tourist attraction in Medan) states that the variables of service quality and tourist facilities have a significant influence on visitor satisfaction. Research conducted by Khairul Mu'ti [2] (2022) entitled the influence of location and facilities on tourist satisfaction and facilities on tourist satisfaction visiting the Gagak Koto Mosque river tour, Kampar Regency, the results of the study stated that location and facilities both had a positive effect on visitor satisfaction. Research conducted by Dea Ayu Larasati [3] (2020) entitled the influence of facilities and service quality on tourist satisfaction in the Wanurejo Tourism Village, Magelang Regency, the results of the study stated that facilities and location together on tourist satisfaction in the Wanurejo Tourism Village, Magelang Regency where service quality dominant influence. Research conducted by Ketut Angga, Sasrwan Mananda, Ni Made Oka Karin [4] (2022) entitled the influence of the quality and facilities of the Bali "Eka Karya" botanical garden on domestic tourist satisfaction states that both have a positive and significant effect on tourist satisfaction.

This research was conducted at the Maimun Palace tourist attraction, one of the historic sites in the historic, one of the historic sites in the city of Medan which is located at JL. Brigjen Katmso No.66 Medan, one of tourist attractions in North Sumatra. Visitors are kings who visit the Maimun Palace and are entitled to good service so that they are satisfied with the quality of service, facilities and location provided. Such as the way management provides accurate information about history, but the number of tour guides is inadequate, so that visitors have difficulty getting information, and the lack of welcome from the guides makes the quality of service unsatisfactory, in addition to the facilities available. Such as places of worship, toilets, parking lots and souvenir shops which are located far from tourist attractions making it difficult for

visitors to access the facilities provided. Inadequate parking space makes visitors' vehicles unable to park. The palace is in the middle of Medan city which is very strategic for tourists to reach.

## 2. LITERATURE REVIEW

### Service quality

Quality of service is one of the keys that must be owned by entrepreneurs, both those who are just starting a business or those who have been in the business world for years. In his understanding, service quality is the level of service related to meeting the expectations and needs of consumers. That is a service can be called quality if it meets most of the expectations of consumers.

Service quality is a way to serve, help prepare, take care of, solve the needs and needs of consumers individually or in groups that meet expectations or exceed consumer expectations.[5]

Service quality is a dynamic condition related to service products, people, processes, environment the are able to meet and or exceed consumer expectations. According to Goesth and Davis[6] (2019).

Based on the above definition, the authors conclude that service quality is something that is very important for a company that provides services to meet customer needs, because service quality can be used as a benchmark for a company to be able to assess the services provided in accordance with expectations or even exceed customer expectations.

### Facilities

Besides tourist attractions, tourists in doing tourism activities also need facilities that support the trip tourist activities also require facilities that support the trip. To meet the needs of the trip, it is necessary to provide various facilities, starting from meeting the needs since departing from the tourist's place of residence, while in tourism destinations and returning to their original place. The facilities to meet the needs of the tourist trip appear in an interrelated unity and needs since departing from the tourist's place of residence, while in tourism destinations and returning to their original place. The facilities to meet the needs of tourist travel appear in an interrelated unit and complement each other, so that in a tourist trip, all components used cannot be separated, depending on the characteristics and form of tourist travel undertaken by tourists. The components of travel facilities and services usually consist of elements of transportation, accommodation facilities, eating and drinking facilities, children's playgrounds, sports facilities and other supporting facilities that are specific and tailored to the needs of the trip. This component is inseparable from the infrastructure component or infrastructure, which is a component that guarantees the availability of complete facilities. New transportation facilities can be provided if there is a guarantee that road infrastructure is available, as well as telecommunications facilities can be provided if the connecting network infrastructure to the tourism destination is available. Facilities are materials and atmosphere formed by the exterior and interior provided by service providers in order to create a sense of security and comfort for customers. According to (Mardiana,2021)[7] .

Facilities are physical equipment provided by service providers to be used by consumers in carrying out their activities. (A.Kiswanto)[8].

According to (Dedy and Alfiandi, 2022)[5] facilities are divided into 2, namely facilities and non physical, including :

- a. Facility indicators :
  - Cantin
  - Lobby
  - Meeting room
  - Parking Lot
  - Places of worship/mushollah
- b. Non-physical indicators :
  - Cleanliness
  - Beauty
  - Comfort

### Location

Stating that location is a variety of company activities to make the products produced or sold affordable and available to the target market, in this case related to how to deliver products or services to consumers and where the strategic location is. According to Kotler and Armstrong[9] (2018:51).

- a. The indicators of the location variable are as follows:
  - Affordability.

- Smoothness.
- Proximity to his residence.

### **Definition of Tourism and Travelers**

Tourism is “an activity in which almost all individuals have been involved in it at a certain time” (Bafadhal, 2018:3)[10]. Tourism is a tourist trip that is carried out repeatedly/around, both planned and unplanned which can produce a total experience for the perpetrators. (Nurdin Hidayah, 2019)[11].

Tourism is a cultural phenomenon that describes the behavior of traveling for pleasure (entertainment) in places that are different from their places of origin, both within the scope of between countries (Ardiwidjaja, 2018:10)[12].

A tour guide is someone who has special skills which include foreign languages, knowledge of history, social conditions, economic politics, and Indonesian culture (Udoyono, 2019:2)[13]. Tour guide services are commercial business activities that organize, coordinate and provide tour guides to provide services for a person or group of people who travel on tours (Bafadhal, 2018:26)[10].

Tourists are people who travel for purposes other than their place of residence or place of work and specify for at least 24 hours, for leisure purposes (such as recreation, holidays, health, education, religion and sports) or business such as certain missions, family business, meetings, and others professional purposes (Bafadhal, 2018:6)[10].

### **Visitor Satisfaction**

Satisfaction of tourists is something that is the needs and desires of tourists are met, while human wants and needs are always changing and have no limits (Ardiwidjaja, 2018:18)[12].

### **Visitor Satisfaction Factors**

Customer satisfaction states that customer satisfaction or dissatisfaction is the customer’s response to the evaluation of perceived discrepancies (disconfirmation) between previous expectations and the actual product performance that is felt in increasingly fierce competition (Ika Dwi and Adriana, 2019)[14].

Tourist satisfaction is an overall measure of tourist’ opinions of tourist for each destination quality. From some of these opinions, it can be said that customer satisfaction is a fulfillment of expectations. Customers can be said to be satisfied with the products and services provided if the customers of the products provided meet or even exceed their expectations.

The specific benefits of visitor satisfaction for companies (tourist destinations) in Dwi Okta Roihanah (2017)[14] are:

- a. Increase customer loyalty.
- b. Potentially a source of future revenue derived from repeat purchases.
- c. Reducing customer transaction costs, especially from the efficiency of communication, sales and customer service costs.
- d. Increase customer immunity to the temptation of other brands.
- e. Opens up opportunities for companies to set premium prices to customers.
- f. Customers will become more open to offers of other product lines or brand lines.

### **3. METHOD**

The research was conducted at the Sultan Ma’moen Al Rasyid Foundation at the Maimun Palace in Medan, which is located on Jl. Brigjen Katamso No.66, Kec. Medan Maimun, Medan City. The object of this research is “The Influence of Service Quality, Facilities and Location on Tourist Satisfaction at the Maimun Palace Tourist Object.” This research was conducted in February-March 2023.

The data used in this study are primary data and secondary data. Primary data and secondary data. Primary data was obtained from the results of interviews and discussions with employees as well as from the results of filling out questionnaires conducted by researchers to visiting tourists. Secondary data was obtained from profiles of tourist attractions, data obtained from the processing of books, theories and literature related to the problem under study.

Population is a generalization area which consists of objek/subjects that have certain quantity and characteristics determined by the researcher to be studied and then conclusions and drawn. (Sugiyono, 2018:130)[15]. The population taken in this study were all 350 tourists who visited the Maimun Palace during the period February-April 2023.

The sample is part of the number and characteristics possessed by the population. The sampling technique used is accidental sampling, namely the research sample will be given a questionnaire if the

research does meet with the respondent. The questionnaire if the researcher does meet with the respondent. The research sample was taken using the slovin technique with the formula :

$$n = \frac{N}{1 + N \cdot e^2}$$

Description:

N : Population

n : Sample

e : Estimated error rate

with a population of 350 people and an estimated error rate of 10%, a total sample of 78 people is obtained.

### Operational definition of variables

Based on the formulation of the problem, the variables in this study can be identified as follows :

1. The independent variable (independent variable) is a variable, which consists of service quality (X1), facilities (X2), location (X3)
2. The dependent variable that is influenced variable, namely visitor satisfaction (Y).

Table 1. Operasionalisasi Variabel Penelitian

No	Variabel	Definition	Indicator	Measurement scale
1	Service quality (X1)	Service quality is an important element that is considered by customers in purchasing a product.	<ol style="list-style-type: none"> <li>1. Tangible</li> <li>2. Realibility</li> <li>3. Responsiveness</li> <li>4. Assurance</li> <li>5. Empathy</li> </ol>	Likert
2	Facilities (X2)	Social facilities are completeness of the environment.	<ol style="list-style-type: none"> <li>1. Public facilities               <ul style="list-style-type: none"> <li>• Public toilet</li> <li>• Rubbish bin</li> <li>• Rest area</li> <li>• Clean water quality</li> <li>• Worship place</li> </ul> </li> <li>2. Public infrastructure               <ul style="list-style-type: none"> <li>• Pedestrian sidewalks</li> <li>• Parking lot</li> </ul> </li> <li>3. Tourism Facilities               <ul style="list-style-type: none"> <li>• Souvenirs</li> <li>• Guide</li> </ul> </li> </ol>	Likert
3	Location (X3)	It is said that place is defined as a place for services, related to where the company must be head quartered and carry out its operations or activities	<ol style="list-style-type: none"> <li>a. Security around the object location is guaranteed</li> <li>b. Traffic flow to the location is smooth</li> <li>c. Environmental conditions are safe</li> </ol>	Likert
4	customer satisfaction (Y)	Customer satisfaction is an evaluation of consumers who compare their expectations of purchases and perceptions of performance after purchase.	<ol style="list-style-type: none"> <li>a. Quality and availability</li> <li>b. Easy</li> <li>c. Accuracy of service</li> <li>d. Openness of information</li> <li>e. Consumer assessment</li> <li>f. Communication</li> </ol>	Likert

### Data Analysis Model

This research uses quantitative descriptive data analysis methods, and the analysis model used in this research is multiple linear regression, with the equation model.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = Customer Satisfaction

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- X1 = Service quality
- X2 = Facilities
- X3 = Location
- a = Constant
- b1 = Price variable regression coefficient
- e = Error of term (Variables that are not examined)

**Frame of mind**

Based on the review of the theoretical basis above, the research framework describes the Quality of service, Facilities and Location Towards Tourist Satisfaction at the Maimun Palace Tourism Object. Service quality has five indicators, namely : Reliability, Responsiveness, Assurance, Empathy, Physical Evidence (Tangibles) which affect customer satisfaction at the Maimun Palace Medan tourist attraction. When the quality of service, facilities and location are good, tourist will be satisfied. From the explanation above, the following framework can be made :

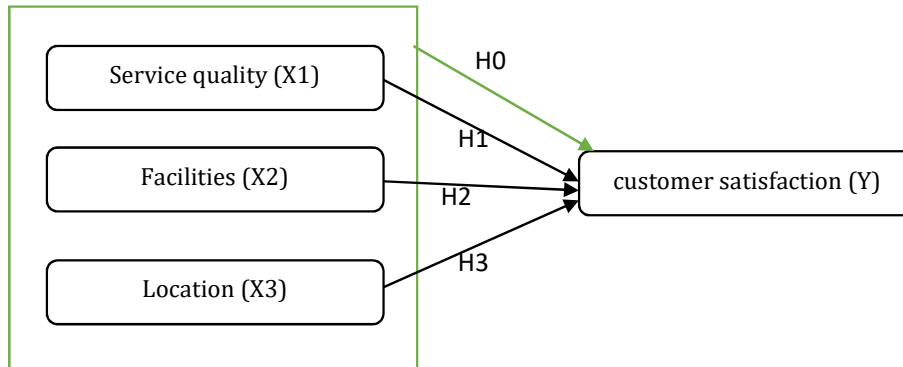


Figure 1. Frame of mind

Hypotheses are temporary answers to the formulation of research problems. The formulation of the researcher's problem has been stated in the form of a question sentence. Sugiyono (2019)[15]. Hypotheses are temporary answers that require further research to get the truth. The hypothesis in this study is as follows:

- H0 = Service quality, facilities and location simultaneously affect customer satisfaction.
- H1 = Service quality partially affects customer satisfaction
- H2 = Facilities partially affects customer satisfaction
- H3 = Location partially affects customer satisfaction

**4. RESULT AND DISCUSSION**

**Validity and Reability Test Results**

Validity test is used to see the validity of the instrument used in the study. The instrument is said to be valid if  $r_{count} > r_{table}$ . The validity results of each research variable statement are as follows:

Instrumen	Validity value		Conclusions
	Rhitung	rtable	
Service quality 1	0,653		Valid
Service quality 2	0,770		Valid
service quality 3	0,817		Valid
Service quality 4	0,850	0,1901	Valid
Service quality 5	0,885		valid
Service quality 6	0,862		valid
Service quality 7	0,841		valid

From table 2 It can be seen that the test results of each service quality variable instrument (X1) have rcount 0.1901, thus it can be concluded that the overall instrument statement of the service quality variable used is valid.

Table 3 Validity of Facilities Variable Instruments (X2)

Instrumen	Validity Value		Conclusions
	Rhitung	rtabel	
Facility 1	0,707		Valid
Facility 2	0,831		Valid
Facility 3	0,813		Valid
Facility 4	0,839	0,1901	Valid
Facility 5	0,828		Valid
Facility 6	0,815		Valid
Facility 7	0,822		Valid

From desk 3 It can be seen that the test results of each facility variable instrument (X2) have rcount 0.1901, thus it can be concluded that the overall statement instrument of the facility variable used is valid.

Table 4. Validity of Location Variable Instruments (X3)

Instrumen	Validity Value		Conclusions
	Rhitung	rtabel	
lokasi 1	0,813		Valid
lokasi 2	0,859		Valid
lokasi 3	0,854	0,1901	Valid
lokasi 4	0,795		Valid

From table 4. it can be seen that the test results of each device of the fee variable (X3) have r<sub>count</sub> 0.1901, accordingly it can be concluded that the overall assertion tool of the location variable used is valid.

Table 5. Validity of the Consumer Satisfaction Variable Instrument (Y)

Instrumen	Validity Value		Conclusions
	Rhitung	rtabel	
Consumer satisfaction 1	0,841		Valid
Cunsumer satisfaction 2	0,832		Valid
Cunsumer satisfaction 3	0,904		Valid
Cunsumer satisfaction 4	0,893	0,1901	Valid
Customer Satisfaction 5	0,856		Valid
Customer Satisfaction 6	0,768		Valid

From table 5 it is able to be seen that the check outcomes of each device of the Customer Satisfaction variable (Y) have a r<sub>count</sub> price of 0.1901, consequently it may be concluded that the overall announcement tool of the purchaser delight variable used is valid.

The reliability check is carried out to ensure that the instrument used is a reliable, regular and stable tool if used repeatedly at one-of-a-kind instances. The device is stated to be reliable, the calculated Cronbach's alpha price > Cronbach's alpha tolerance (0.6). The consequences of the reliability test may be seen as follows:

Table 6. Results of Research Instrument Reliability

No	Variabel	Nilai Cronbach's Alpha	Kesimpulan
1	Service Quality (X1)	0,794	Reliabel
2	Facilities (X2)	0,794	Reliabel
3	Location (X3)	0,823	Reliabel
4	Consumer Satisfaction (Y)	0,807	Reliabel

The reliability check results display that the Cronbach's alpha price of all variables is greater than 0.6, so it can be concluded that this studies questionnaire is stated to be reliable.

## Multiple Linear Regression Test Result

Table 7. Multiple Linear Regression Test Result

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.881	.701		1.258	.212
	TOTAL_X1	.326	.079	.377	4.133	.000
	TOTAL_X2	.407	.077	.515	5.298	.000
	TOTAL_X3	.124	.113	.070	1.099	.275

a. Dependent Variable: TOTAL\_Y

Based totally on the take a look at consequences above, the a couple of linear regression equation is received as follows:

$$Y = 0,881 + 0.326 X1 + 0.407 X2 + 0.124X3$$

In the multiple linear regression model, the constant value of visitor satisfaction is 0.881, meaning that if the independent variables (x1 and x2) are 0, then variable (y) has a value of 0.881. The regression coefficient of each independent variable is positive, meaning that visitor satisfaction at the Maimun Palace tourist attraction can be influenced by the quality of service, facilities and location.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination is used to measure how much the ability of the independent variable is in explaining the dependent variable. The coefficient of determination can be seen from the table as follows:

Table 8. check results of the Coefficient of determination (R<sup>2</sup>)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.888 <sup>a</sup>	.788	.780	1.50837	

a. Predictors: (Constant), TOTAL\_X3, TOTAL\_X1, TOTAL\_X2

The coefficient of determination obtained is 0.788 or 78.8%, this states that the variables of service quality, facilities and location are able to explain the variations that occur in visitor satisfaction at the Maimun Palace tourist attraction, while the rest is explained by other variables not examined in this study.

### Simultaneous Test (F Test)

Simultaneous test (F test) This test is conducted to see the effect of service quality, facilities and location simultaneously on visitor satisfaction, testing is carried out at a 95% confidence level or an error rate of  $\alpha = 0.05$  (5%), with criteria:

1. If  $F_{count} \leq F_{table}$ , then  $H_0$  is accepted,  $H_1$  is rejected, meaning that simultaneously this research has no effect.
2. If  $F_{count} \geq F_{table}$ , then  $H_0$  is rejected,  $H_1$  is accepted, meaning that simultaneously this study has an effect.

Table 9 Simultaneous Test Results (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	626.355	3	208.785	91.767	.000 <sup>b</sup>
	Residual	168.363	74	2.275		
	Total	794.718	77			

a. Dependent Variable: TOTAL\_Y

b. Predictors: (Constant), TOTAL\_X3, TOTAL\_X1, TOTAL\_X2

Based on the table above, it can be concluded that the  $F_{count}$  value is  $91.767 >$  from the  $F_{table}$  value of 2.73 and a significant value of  $0.000 <$  from the alpha value of 0.05. then the decision taken  $H_0$  is rejected

H1 is accepted. So the acceptance of H1 shows that the independent variables consisting of service quality (X1), facilities (X2) and location (X3) are able to explain the diversity of the dependent variable (Y). So thus the variables of service quality, facilities and location simultaneously have a positive and significant effect on visitor satisfaction at the Maimun Palace Medan tourist attraction.

### Partial Test (t Test)

Partial test (t test) aims to look the effect of carrier best, emblem photo and fee on client delight with the following standards:

1. If  $t_{count} \leq t_{table}$ , then  $H_0$  is standard,  $H_1$  is rejected, meaning that concurrently this studies has no impact.
2. If  $t_{count} > t_{table}$ , then  $H_0$  is rejected,  $H_1$  is everyday, meaning that in part this examine has an effect.

Table 10. Partial Test Results (t test)

Model		Coefficients <sup>a</sup>		t	Sig.	
		Unstandardized Coefficients				Standardized Coefficients
		B	Std. Error			Beta
1	(Constant)	.881	.701		1.258	.212
	TOTAL_X1	.326	.079	.377	4.133	.000
	TOTAL_X2	.407	.077	.515	5.298	.000
	TOTAL_X3	.124	.113	.070	1.099	.275

a. Dependent Variable: TOTAL\_Y

Based on the table above, it can be seen below:

1. The tcount value for the service quality variable is  $4.133 > t_{table} 1.992$  and a significant value of  $0.00 < \alpha 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, thus partially the service quality variable has a positive and significant effect on visitor satisfaction.
2. The tcount value for the facility variable is  $5.298 > t_{table} 1.992$  and a significant value of  $0.00 < \alpha 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, thus partially the facility variable has a positive and significant effect on visitor satisfaction.
3. The tcount value for the location variable is  $1.099 > t_{table} 1.992$  from a significant value of  $0.275 > \alpha 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, thus partially the location variable has a positive and significant effect on visitor satisfaction.

Based on the table of partial test results (t test), it can be seen that the df is 100, and the degree of confidence is 5%, then  $H_0$  which states  $b_i = 0$  can be rejected if the t value is greater than the value of 2 (in absolute value) the result is  $t = 1.992$ . in other words, accept the alternative hypothesis, which states that one independent variable individually affects the dependent variable. Comparing the value of the t statistic with the critical point according to the table. If the calculated t statistic value is higher than the t table value, then accept the alternative hypothesis which states that one independent variable individually affects the dependent variable.

## 5. CONCLUSION

The results of hypotesis testing in the first study show that the variables of service, facilities and location are able to explain the variations that occur in visitor satisfaction at The Maimun Palace Medan tourist attraction, this is evidenced by the coefficient of determination ( $R^2$ ) obtained of 0.788 or 78,8%, while the rest is explained by other variables not examined in this research.

The results of hypotesis in the second study show that the variables of service quality, facilities and location simultaneously have a positiven and significant effect on the variable visitor satisfaction at Maimun Palace Medan tourist attraction, as evidenced by the  $F_{count}$  value of  $91.767 > F_{tabel} 2.73$  with a significant values Of  $0.000 < \alpha 0.05$ . The result of this study are in line with the result of previos research conducted by Ayu Sri Retno (2019). Which states that the state of tourist facilities, service quality has a positive effect on visitor satisfaction. Direct research was also found by Endang Silalahi, M.Abbas, Suprianto (2017) entitled The Effect of Service Quality on Tourist Satisfaction at Maimun Palace, stating that these two variables both have an effect on tourist satisfaction.

Based on the results of the research and discussion in this cchapter earlier, it can be concluded that: Simultaneously service quality, facilities and location have a positive and significant effect on the

satisfaction of Maimun Palace tourist visitors. Partially, the service quality variable has a positive and significant effect on visitor satisfaction at the Maimun Palace tourist attraction. Partially, the facility variable has a positive and significant effect on visitor satisfaction at the Maimun Palace tourist attraction. Partially, the location variable has positive and significant effect on visitor satisfaction at the Maimun Palace tourist attraction.

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