



THE INFLUENCE OF PHYSICAL ENVIRONMENT AND SERVICE QUALITY ON VISITOR SATISFACTION AT THE LAWANG SAKETENG TOURIST ATTRACTION, ARGAPURA DISTRICT, MAJALENGKA REGENCY

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Abstract. This research is motivated by observation data which shows visitor satisfaction at the Lawang Saketeng tourist attraction. The objectives to be achieved in this research include knowing the level of physical environment and service quality in visitor satisfaction at the Lawang Saketeng tourism object, Sukasari Kaler Argapura sub-district, Majalengka regency. The population in this study was all visitors to the Lawang Saketeng tourist attraction whose exact data was not known, with the sample obtained being 96 samples. The research instruments are observation, interviews, and distribution of questionnaires. The variables used in this research consist of independent variables and dependent variables. For independent variables, namely physical environment (X_1) and service quality (X_2) while the dependent variable is visitor satisfaction (Y). The methods used are descriptive/quantitative and verification/quantitative methods. The result is that the physical environment and service quality have a positive and significant effect on visitor satisfaction. The physical environment and service quality have an influence of 73,44% on the visitor satisfaction variable. The significant value for the physical environment with visitor satisfaction is $T_{count} 2,727 > T_{table} 1,661$ which means there is positive and significant influence of the physical and environment on visitor satisfaction. The significant value for service quality and visitor satisfaction is $T_{count} 14,383 > T_{table} 1,661$ which means that there is a positive and significant influence of service quality on visitor satisfaction. The significant value of the physical environment and service quality. $F_{count} 128.047 > F_{table} 3,09$ which means that there is positive and significant influence simultaneously on visitor satisfaction.

Keywords; Physical Environment, Service Quality, Visitor Satisfaction

1. Introduction

1.1 Background

Indonesia is a country with significant tourism potential, ranging from natural features to diverse social conditions, including cultures, ethnicities, and customs, which can be used as tourism activities. The development and expansion of diverse tourism in Indonesia allows each region to rely on diverse tourism resources. In Indonesia, every region can rely on tourism because it can open up employment opportunities, increase regional income, improve the welfare of the people who participate in tourism activities, and increase people's interest in traveling. subdistrict Argapura Majalengka Regency, specifically in Village Sukasari has approximately three tourist attractions, all of which are managed by the local government. Third place tour includes, waterfall Ibum, Panyaweuyan, and Lawang Saketeng. The reason for taking Lawang Saketeng as a

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research site because is a tourist spot new one always crowded with visitors so it needs to be increased its potential as a source of regional income. To be able to attract tourists, every tourism sector business strives to offer various incentives that can attract tourists to visit. Therefore, the physical environment and the quality of service play a very important role in increasing tourists and developing tourist attractions. In increasing work enthusiasm and the number of visits, a supportive work environment is inseparable from the quality of the physical environment. The physical environment is one element that must be utilized by the organization to create a sense of comfort, peace, and can improve good work results to improve the organization's performance (Sihombing, 2004:175).

This research was conducted at the Lawang Saketeng tourist attraction, Sukasari Village, Argapura District, Majalengka Regency because this tourist attraction is place Which often visited, And in object tourism Mace Saketeng's physical environment and service quality are crucial factors in influencing tourist satisfaction. The phenomenon at the Lawang Saketeng tourist attraction in Sukasari Village, Majalengka Regency, demonstrates the need for continued maintenance and preservation. With its favorable environmental conditions, beautiful, cool, and comfortable terraced fields, its preservation is crucial. Furthermore, service quality is equally important for tourist satisfaction. Service quality is a highly sensitive issue for customers, as observed in my observations. at the Lawang tourist attraction Saketeng Sukasari Village, Majalengka Regency, the quality of service there is quite good, but there are several things that need to be improved so that the quality of service there is more optimal.



Fig 1. Graph of visitor data for the Lawang Saketeng tourist attraction in 2022

The following visitor data shows that the Lawang Saketeng tourist attraction is a frequently visited destination. The image shows unstable visitor statistics, as the dry season from June to November causes the green terraces to become dry and barren, leading to a decline in visitor numbers. This research was conducted at the Lawang Saketeng tourist attraction in Sukasari Village, Argapura District, Majalengka Regency, because it is a frequently visited destination. Physical environmental factors and service quality significantly influence tourist satisfaction. The phenomenon observed at the Lawang Saketeng tourist attraction in Sukasari Village, Majalengka Regency, demonstrates the need for continued maintenance and preservation of the physical environment. With its relatively good environmental conditions and beautiful, cool, and comfortable terraces, its sustainability is essential. Furthermore, service quality is equally

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important for tourist satisfaction. Service quality is a highly sensitive issue for customers. Based on my observations at the Lawang Saketeng tourist attraction in Sukasari Village, Majalengka Regency, the service quality there is quite good, but there are several areas that need to be improved to maximize service quality.

2. Literature Review, Framework of Thought

2.1 Theoretical Basis

Alister Mathison and Geoffery Wall (1982:285) stated that in order to maintain the sustainability of tourism, it is necessary to pay attention to several important indicators, namely the physical environment. There are two categories of environmental indicators from Physical Environment that require periodic observation and measurement.

Parasuraman in Tjiptono and Chandra (2016:137) states that the dimensions of service quality are divided into five, including:

1. *Empathy* (Empathy)

In general, this dimension is perceived as less important than other dimensions.

2. *Responsive* (Responsiveness)

Responsiveness is the most dynamic dimension of service quality. Customer expectations for service speed are almost certain to change, with an upward trend over time. Like other service dimensions, satisfaction with responsiveness *is* based on perception, not actual performance.

3. *Assurance* (Guarantee)

Assurance is a quality dimension related to the company's ability and the behavior of frontline staff in instilling trust and confidence in customers.

4. *Reliability* (Reliable)

Reliability is a dimension that measures a company's reliability in providing service to its customers. Compared to the other four dimensions of service quality, this dimension is often perceived as the most important by customers across various service industries.

According to Fandy Tjiptono (2015:98), he stated that "Consumer satisfaction is a post-sale evaluation where to buy alternatives selected to at least provide results or exceed consumer expectations, while dissatisfaction arises if the results obtained do not meet consumer expectations."

2.1 Conceptual Framework

Table 1. Previous Research

Researcher	Research Title	Research Results	Similarities	Differences
Dwi Prasetyo (2009)	The Influence of Service Quality on Visitor Satisfaction at an Object Kartini Beach Recreation Park in Rembang	Based on data analysis using Multiple linear regression analysis of service quality has a significant effect on visitor satisfaction.	Service quality as a variable independent and research conducted at tourist attraction	Research location and research year

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Researcher	Research Title	Research Results	Similarities	Differences
Tharra Amalia (2017)	The Influence of the Physical Environment on the Level of Tourist Visits at the Sang Nila Utama Regional Museum, Pekanbaru City	Based on data analysis using simple linear regression analysis, it shows that there is a significant influence between the physical environment on the level of tourist visits at the Sang Nila Utama Regional Museum, Pekanbaru City.	The influence of the physical environment as a dependent variable. Independent	variables, research locations and different research years
Faid Amar (2014)	The Influence of Physical Environment and Service Quality on Consumer Satisfaction in Shopping at "Café Glass" Kitchenware Superstore Surabaya	Based on data analysis using multiple linear regression analysis, it shows that the physical environment and service quality have a significant influence on consumer satisfaction.	The influence of the physical environment and service quality as independent variables and consumer satisfaction as the dependent variable.	Research location and year of research

The tourism industry is never free from competition. Entrepreneurs must address this competition by directing consumers' attention to their tourist attractions. Management must be able to manage this competition to ensure that consumers don't get bored. The key to competitive advantage is providing a comfortable physical environment and quality service at tourist attractions. This ensures that when consumers enter a tourist area, they can provide positive feedback and a positive response to the attraction, leading to a satisfied visit. The framework of thought in this study shows the influence of a variable,

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namely the Physical Environment as (X_1) and Service Quality as (X_2) on Visitor Satisfaction as the dependent variable (Y).

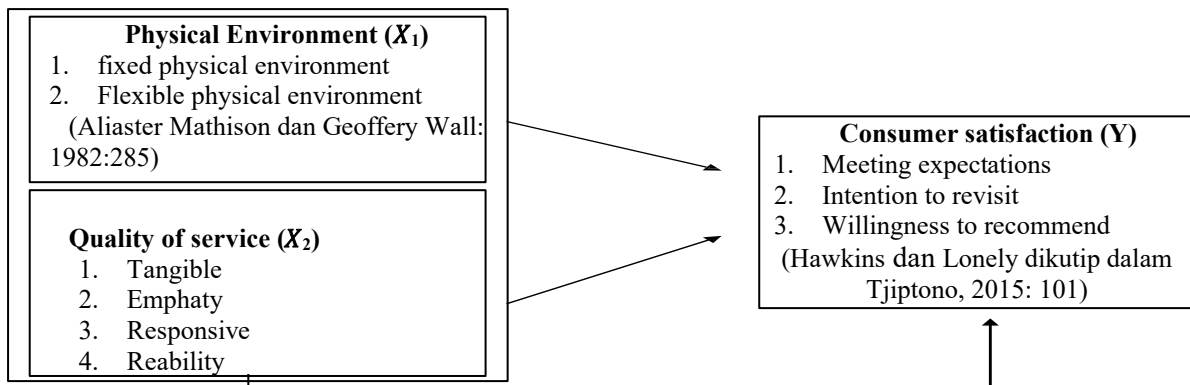


Fig 2. frame of mind

2.2 Method

The method used in this research is a descriptive and verification method, namely a research method to find the relationship between independent variables (Physical Environment and Quality of Service of Tourist Attraction Objects) with the dependent variable (Visitor Satisfaction) as the reason for using the method. This is because this study examines three related variables which are estimated to influence each other. According to Etna Widodo Muchtar (2000), descriptive research is a research method used to clarify social phenomena through various interrelated research variables. It can be concluded that the descriptive method is research conducted to determine the value of an independent variable, either one or more variables, without making comparisons or connecting them with other variables. The verification method is a research method that aims to test a theory, and the research will attempt to generate scientific information about hypotheses, in the form of conclusions about whether a hypothesis is accepted or rejected. In this study, the author used a survey method, namely research conducted on a large or small population, but the data studied is data from a sample taken from that population, thus discovering relative occurrences, distributions, and relationships between sociological and psychological variables.

A population is the entire research subject. If a researcher wishes to examine all elements within the research area, the research is population research (Arikunto, 2017:173). In this case, a population is a generalized area consisting of objects/subjects with a certain quantity and characteristics determined by the researcher to be studied and then conclusions drawn. Therefore, a population includes not only people but also objects and other natural objects. A population is not simply the number of objects/subjects being studied, but also encompasses all the characteristics/traits possessed by those objects. The population in this study is visitors to the Lawang Saketeng tourist attraction in Argapura District, Majalengka Regency, whose population size is unknown.

In a study, it is impossible to study the entire population. This is due to several factors, including limited funds, manpower, and time. Therefore, researchers are permitted to sample a portion of the specified population, provided that the sampled portion represents those not studied. Because the population is unknown, sampling is conducted using the following formula:

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Formula:

$$n = [Z\alpha/2 \cdot \sigma / e]$$

α

$$n = [1.96]$$

$$0.20$$

$$n = 96$$

Where:

n = Sample size

$Z\alpha/2$ = Standard value of the standard abnormality list, and the confidence level

(a) 95%

e = The level of certainty used, stating the maximum error of 20%.

Based on the calculation results above, the sample size studied was 96 respondents.

Data collection techniques used include interviews, observation, questionnaires, literature studies. The research method used in this study is a survey method that uses a list of questions (questionnaires) that are delivered directly to respondents.

3. Results and Discussion

3.1 Respondent Characteristics

Based on the research results, the following are respondents' answers to several questions posed in the questionnaire, which will be displayed in the form of a frequency distribution table. Respondent characteristics are grouped based on several factors, including gender and age.

Table 2. Respondent Characteristics Based on Gender

No	Gender	Frekuensi	Persentase
1.	Woman	55	57,30%
2.	Man	41	42,70%
	Total	96	100%

The majority of respondents were women, at 55 people (57.30%), and the fewest were men, at 41 people (42.70%). This indicates that the majority of respondents visiting the Lawang Saketeng tourist attraction in Argapura District, Majalengka Regency, were predominantly women.

Table 3. Respondent Characteristics Based on Age

No	Age	Frekuensi	Persentase
1.	≤ 20 year	22	22,92%
2.	21-30 year	69	71,88%
3.	>30 year	5	05,20%
	Total	96	100%

The above data shows that 22.96% of respondents were aged 20 years or younger, 71.88% were aged 21-30 years or 69, and 5.20% were aged 30 years or older. The majority of respondents in this study were visitors aged 21-30 years, at 71.88%.

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Table 3. Respondent Characteristics Based on Last Education

No	Last Education	Frekuensi	Persentase
1.	SD	3	03,13%
2.	SLTP	13	13,54%
3.	SLTA	68	70,83%
4.	Sarjana/S1	12	12,5%
	Total	96	100%

It was found that 3 respondents (3.13%) had an elementary school education, 13 (13.54%) had a junior high school education, 68 (70.83%) had a high school education, and 12 (12.5%) had a bachelor's degree. The majority of respondents in this study were visitors with a high school education (70.83%).

3.2 Multiple Regression Analysis

Multiple regression analysis is used by researchers when researchers intend to predict the condition (rise and fall) of the dependent variable (criterion).

Table 4. Analysis Multiple Regression

Coefficients ^a						
Model				Standardized Coefficients Beta	T	Sig.
1	(Constant)	- 3,532	1,141		-3,095	0.003
	Physical Environment	0.079	0.029	0.149	2,727	0.008
	Quality of Service	0.562	0.038	0.812	14,838	0.000

Source: Results Output SPSS 26

From the results of these calculations, the equation can be written as follows: $Y = -3.532 + 0.079X_1 + 0.562X_2$. From the regression equation, the value of a (constant) is -1.240, which indicates that if the physical environment And quality service its value zero so mark satisfaction visitors is -3.532 and if the regression coefficient value of the physical environment variable shows a figure of 0.079 and this shows that every 1% increase in the physical environment and service quality with a value of 0, it will be followed by an increase in visitor satisfaction of 0.079. If the service quality coefficient value is 0.562 then this shows that every 1% increase in service quality and the physical environment with a value of 0 will be followed by visitor satisfaction of 0.562.

3.3 Coefficient of Determination

The coefficient of determination (KD) essentially measures the extent to which the independent variables provide nearly all the information needed to predict the variation of the dependent variable. Physical Environment and Service Quality on Visitor Satisfaction

$$KD = r^2 \times 100\%$$

$$KD = (0.857)^2 \times 100\% = 73.44\%$$

From the results of the analysis above, the coefficient of determination value was

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obtained as 73.44%, meaning that the physical environment and service quality variables provide influence as big as 73.44% to variables visitor satisfaction. The rest as big as 26.56% influenced by factors not studied.

3.4 Hypothesis Testing

3.4.1 Simultan Test (F test)

The f-statistic test is used to test whether the independent variables simultaneously have a significant or insignificant influence on the dependent variable. (Sugiyono, 2011: 194)

Table 5. F Test Results Simultan

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	219,643	2	109,822	128,047	.000 ^b
	Residual	79,763	93	0.858		
	Total	299,406	95			

Source; Results output SPSS 26

From results calculation on can concluded:

1. $H_1 : b_1 = b_2 > 0$; physical environment and service quality have a positive and significant influence simultaneously on visitor satisfaction at the LAwang Saketeng Tourist Attraction, Argapura District, Majalengka Regency.
2. Criteria taking decision is H_1 accepted Because mark $F_{count}(128,047) > F_{table}(3.09)$

3.4.2 Partial Test

This test is used to determine whether each independent variable, namely the physical environment and service quality, individually has an influence. variables its dependents that is visitor satisfaction. If $t_{count} > t_{table}$, likewise if the significance level is $< (0.05)$, then it can be said that the independent variables individually have a positive and significant influence on the dependent variable. These results can be seen in the following table:

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Table 6. Test t-test (test partial)

Coefficients ^a						
Model				Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	-3,532	1,141		-3,095	0.003
	Environment Physique	0.079	0.029	0.149	2,727	0.008
	Quality Service	0.562	0.038	0.812	14,838	0.000

Source: Results Output SPSS 26

Table 7. Results of the Persian t-test

No	Variables	Thitung	Table	Sig
1	Environment Physique	2,727	1,661	0.008
2	Quality of Service	14,383	1,661	0.000

From results calculation on can concluded :

1. The value of t-count (2.727) > t-table (1.661) means that there is a positive and significant influence of the physical environment on visitor satisfaction.
2. Mark t-count 14,383) > t-table (1,661) means there is influence Which positive And significant from quality service to satisfaction visitors.

4. Conclusion

The results of the study on respondents' responses, or the physical environment variable, showed that the lowest score, 328, was about the availability of clean water at the Lawang Saketeng tourist attraction in Majalengka. The highest score was about the preservation of the flora ecosystem at the Lawang Saketeng tourist attraction, with a score of 413. Based on the average score of 77.16%, the physical environment variable, according to respondents, is considered good. The Lawang Saketeng tourist attraction is in good physical condition, but further improvements are needed to improve the electricity network at the tourist attraction to facilitate visitors' access to electronic devices.

The results of the study on respondent responses to the service quality variable, based on the respondents' responses, showed that the lowest score, 363, was that Lawang Saketeng Tourist Attraction staff were able to communicate well. Meanwhile, the indicator with the highest score was that Lawang Saketeng Tourist Attraction staff were able to handle customer complaints, with a score of 443. Based on the average score of 82.95% of respondents' responses, the work environment variable, according to respondents' responses, was considered good. Lawang Saketeng Tourist Attraction has

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quite good service, but there are several areas that need to be improved and enhanced, such as handling customer complaints.

The results of the study show that respondents' responses to the service quality variable, based on the lowest score of 383 regarding the level of product suitability expected, were obtained. The highest score was for the availability of recommendations, with a score of 418. Based on the average score of 84.44%, the physical environment variable, according to respondents, is considered good. This research aligns with research conducted by Faid Amar (2014), which examined "The Influence of Physical Environment and Service Quality on Consumer Satisfaction in Shopping at Cafe Glass Kitchenware Superstore Surabaya." The study concluded that, based on data analysis using multiple linear regression, the physical environment and service quality significantly influence consumer satisfaction. The difference between this study and previous research is the different research object: this study was conducted at the Lawang Saketeng Tourist Attraction, Argapura District, Majalengka Regency.

Based on the research findings, regarding the management of the Lawang Saketeng tourist attraction in Sukasari Village, Argapura District, Majalengka Regency, the following recommendations can be made: The management of the physical environment must consistently improve customer satisfaction, maintain and care for existing facilities, and preserve the charming natural environment. Regarding service quality, tourist attraction staff must pay greater attention to communication with visitors, as the level of communication among Lawang Saketeng staff is still quite low, which can impact visitor satisfaction.

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