

Identification of Bogor City Square Tourist Attraction Facilities as an Indikator of Visitor Satisfaction

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ABSTRACT

The title of this research is the identification of facilities in Bogor City Square as an indicator of visitor satisfaction. Research on the identification of facilities in Bogor City Square as an indicator of visitor satisfaction has a significant impact on the management and development of these tourist destinations. In the era of fierce competition in the tourism industry, a deep understanding of the factors that influence visitor satisfaction is the main key to the success of a tourist attraction. This research directly contributes to efforts to improve service quality in Bogor City Square, which in turn can increase the competitiveness and attractiveness of the destination. The place of this research is in Bogor City Square. The research method uses qualitative research. The data used are primary and secondary. The results showed that the diversity of facilities, involving a variety of attractions, activities, and services, provides a richer tourist experience and suits the needs of various visitor segments. Such diversity proved to be a key factor in creating an inclusive atmosphere and flexibility for visitors to customize their visit. The diverse facilities in Bogor City Square make a positive impression and motivate visitors to plan repeat visits and give positive recommendations to others.

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1. INTRODUCTION

Man-made tourist destinations include a variety of attractions designed and built by humans for recreational and entertainment purposes. Artificial tourist destinations can be amusement parks, recreational parks, shopping complexes, and so on. The uniqueness of artificial tourist destinations lies in human creativity and innovation in creating interesting and entertaining experiences for visitors [1]. In

these destinations, visitors can enjoy various types of entertainment, ranging from exciting rides to spectacular art performances. Although man-made, artificial tourist destinations have their own charm and are often popular places for tourists looking for a fun and different experience [2].

Tourism facilities refer to various facilities and infrastructure provided to support recreational and entertainment activities in a tourist destination. Tourist

facilities are designed to meet the needs and comfort of visitors during their visit. Examples of tourist facilities include accommodation such as hotels and inns, restaurants, shopping, transportation, parking areas, public toilets, and rest areas. In addition, tourist facilities can also include sports venues, fitness centers, information centers, and various other services that can enhance the visitor experience [3]. Good tourist facilities not only create a comfortable environment, but also contribute to the attractiveness and sustainability of a tourist destination as a whole. By providing adequate facilities, a destination can increase its attractiveness and ensure a positive experience for visitors [4].

The quality of tourist facilities is an important factor that affects the visitor experience and attractiveness of a destination. This quality covers various aspects, including cleanliness, availability, safety, and services provided by the facility [5]. Clean, well-maintained, and safe facilities will create a pleasant atmosphere for visitors and enhance the positive image of tourist destinations. The diversity of facilities is also an important consideration. Destinations that provide a wide selection of facilities, such as varied accommodation, restaurants with diverse menus, and interesting recreational activities, can attract different types of visitors with different needs and preferences [6].

With a good quality of facilities, it is possible to increase visitor satisfaction. Visitor satisfaction is an important parameter that measures the extent to which a tourist destination meets the expectations and needs of its visitors. This satisfaction covers various aspects, from the quality of facilities and services to the overall experience during the visit [7]. The success of a tourist destination is often closely related to the extent to which the destination is able to provide a satisfying experience for its visitors. One of the factors that contribute to visitor satisfaction is the availability of adequate facilities. Visitors who feel well treated, get clear information, and enjoy quality facilities tend to leave the destination with positive feelings [8].

From this statement, the author is interested in conducting further research to identify facilities in one of the attractions. The author chose Bogor City Square, West Java as an interesting tourist destination for further research. The formulation of the problem in this study is, what are the facilities provided by Bogor City Square to visitors? What is the quality of facilities provided by Bogor City Square? Why does a tourist attraction need to provide adequate facilities? The purpose of this study is to find out the facilities provided by Bogor City Square and how their quality, and provide insight into the importance of providing adequate facilities for visitors to tourist destinations.

2. LITERATURE REVIEW

2.1 *Artificial Tourism Destinations*

Man-made tourism destinations refer to areas or locations that are intentionally built or created with the purpose of becoming an object of tourism attraction. These destinations generally involve special planning and design in order to provide a unique and interesting experience for visitors. Unlike natural tourist destinations that are formed naturally, artificial destinations involve human intervention in the process of creation, development, and maintenance [9].

Man-made destinations are becoming increasingly popular among travelers as they offer unique and creative experiences. One example is futuristic theme parks that combine advanced technology and architectural marvels. Visitors can enjoy exciting rides, thrilling shows and breathtaking views. In addition, these destinations also often provide contemporary art attractions, stylish restaurants, and a variety of exciting special events [10]. The beauty and uniqueness of such man-made tourist destinations create a captivating environment for all visitors, both

children and adults. Some examples of man-made tourist destinations include:

- a. Theme Park

Such as Disneyland, Universal Studios, or European Theme Parks. These theme parks are designed to provide visitors with an entertainment experience that includes rides, shows, and fictional characters.
- b. Museums and Art Centers

Museums and art galleries are often built to display art collections, historical artifacts, or special exhibitions that attract visitors.
- c. Thematic Gardens

Thematic gardens focus on a specific theme, such as flower gardens, animal gardens, or deer parks. They are designed to create a unique environment and fit a specific theme.
- d. Tourist Towns

Some destinations create "tourist towns" designed with a specific architectural style, historical atmosphere, and special amenities to enhance the visitor experience.
- e. Tourist Resort

A resort with various facilities such as hotels, restaurants, and recreational activities built with the aim of attracting tourists to stay and enjoy their time in the destination.

Man-made tourist destinations often offer uniqueness and distinctiveness that are hard to find in nature. They can be attractive recreational spots for different types

of visitors, including families, couples, or individuals looking for a different entertainment and vacation experience [11]. The indicators are from tourist facilities:

- a. Visitor Satisfaction Level

Assess the level of visitor satisfaction through surveys or feedback to find out the extent to which the destination meets their expectations.
- b. Visitor Comfort Level

Assess the comfort level of visitors in order to correct any inconvenience to visitors.

2.2 Tourist Facilities

According to [12], tourism facilities are a summary of all elements involving infrastructure, services, and physical characteristics offered in tourism destinations with the aim of providing a comfortable experience, entertainment, and a positive impression for visitors. As a key foundation in the tourism ecosystem, these facilities play a crucial role in shaping the image and determining the success of a destination. Well-established infrastructure, such as quality accommodation, restaurants with diverse culinary options, and efficient transportation systems, create a solid foundation for visitor satisfaction.

These facilities are not just places or services, but essential elements that shape the character and appeal of a destination. They create an alluring atmosphere, fulfill visitor expectations, and form a lasting positive impression. Correspondingly, facilities also play a role in enhancing comfort and providing ease of access for travelers [13].

2.3 Quality of Tourist Facilities

The quality of tourist facilities plays a crucial role in shaping the

image and attractiveness of a tourism destination. It measures the extent to which facilities meet or even exceed visitors' standards and expectations. This quality covers a broad spectrum, reflecting the physical condition, safety, comfort, and other aspects that affect visitors' experience during their visit. Clean, well-maintained, and environmentally friendly facilities give a positive impression, while guaranteed security and safety give visitors a sense of comfort [14].

In addition, facilities that are easily accessible and suitable for various needs, including accessibility for those with special needs, are also decisive factors in assessing quality. Efficient and friendly service from staff and the availability of supporting facilities such as accommodation, restaurants and parking areas all contribute to creating a positive experience and ensuring visitor satisfaction. A deep understanding of visitors' needs and expectations, as well as a continuous commitment to improving the quality of facilities, are key to the success of tourism destinations in competing and maintaining a good reputation [15]. The indicators are:

a. Physical Condition

Physical facilities, such as buildings, attractions, and general infrastructure, should be in good condition. Regular maintenance, cleanliness, and pleasant aesthetics are important factors that create a positive impression on visitors.

b. Security and Safety

The quality of tourist facilities is also related to the level of security and safety provided to visitors. Facilities should comply with applicable safety standards, provide clear warning signs, and have effective emergency procedures.

c. Convenience and Accessibility

A quality facility should provide comfort to visitors. This includes facilities such as seating, toilets, and rest areas. Accessibility for all visitors, including those with special needs, is also an important consideration.

d. Support Facilities

The quality of supporting facilities, such as hotels, restaurants, and parking lots, can have an effect on the overall visitor experience. The availability and quality of these facilities can affect satisfaction levels and comfort levels during a visit.

e. Service and Reliability

Interaction with staff, availability of information, and speed of response to visitors' needs also contribute to the quality of tourist facilities. Friendly, informative and efficient service can enhance a destination's image.

Evaluation of the quality of tourist facilities is often done through visitor surveys, online feedback, or internal audits. Continuous improvement in the quality of facilities is an important step to maintain the attractiveness and enhance the reputation of tourist destinations in the eyes of visitors.

2.4 Visitor Satisfaction

According to [16], Visitor satisfaction is a reflection of the level of satisfaction and self-satisfaction felt by individuals after experiencing a tourism destination. This includes the extent to which their hopes and expectations are met during the visit. Basically, visitor satisfaction is a major determinant in assessing the success of a tourist destination. Key factors that shape this satisfaction involve quality of facilities, customer service, safety, quality of experience,

cleanliness, regularity, price, availability of information, comfort, and accessibility.

Tourism destinations that are able to meet or even exceed visitor expectations can build a positive reputation. Conversely, visitor dissatisfaction can be detrimental to a destination's image and appeal. As competition in the tourism industry increases, an in-depth understanding of visitor preferences and needs becomes increasingly crucial [17].

Visitor satisfaction levels also have a direct impact on potential repeat visits and recommendations. Satisfied visitors are more likely to return and give positive recommendations to friends, family or through social media. Therefore, visitor satisfaction not only creates a positive relationship with current visitors, but can also act as a powerful marketing tool to attract new tourists. The indicators of visitor satisfaction [18]:

a. Conformity of Tourist Expectations

The level of conformity between product performance expected by customers and perceived by customers, including:

- 1) The product obtained is in accordance or exceeds what is expected.
- 2) Service by employees obtained is in accordance or exceeds what is expected
- 3) Supporting facilities obtained are in accordance or exceed what is expected.

b. Interest in Revisiting

Is the willingness of customers to visit again or make repeat purchases of related products, including:

- 1) Interested in visiting again because the service

provided by employees is satisfactory.

- 2) Interested in visiting again because of the value and benefits obtained after consuming the product.
- 3) Interested in visiting again because the supporting facilities provided are adequate.

c. Willingness to Recommend

Is the willingness of customers to recommend products that they have felt to friends or family, including:

- 1) Suggesting friends or relatives to buy the products offered because of satisfactory service.
- 2) Suggesting friends or relatives to buy the products offered because the supporting facilities provided are adequate.
- 3) Suggesting friends or relatives to buy the products offered because of the value or benefits obtained after consuming a service product.

3. METHODS

The research was conducted at Bogor City Square, West Java. The research method used is qualitative, which is a research method that aims to find out social phenomena from a more in-depth perspective. This research approach is descriptive qualitative, which is qualitative research in which the phenomenon is described in detail and clearly, not focusing on numbers. This approach also focuses on understanding the characteristics, context, and meaning of the phenomenon under study. Data collection methods were carried out by interviewing tourist destination managers and visitors, as well as direct observation to the field [19]. This research also approaches SWOC analysis, which consists of

strengths, weaknesses, opportunities, and challenges. This analysis is used to identify the internal environment, namely the strengths and weaknesses of an organization, while for opportunities and challenges to identify the external environment of the organization. So that this analysis can plan the right strategy, to take advantage of strengths and opportunities, as well as minimize weaknesses and overcome challenges [20].

4. RESULTS AND DISCUSSION

4.1 Bogor City Square Facilities Green Park

Bogor City Square as an attractive tourist destination is influenced by a number of facilities that play an important role in visitors' decisions to visit it. One of the facilities that has a significant impact is the existence of a green and shady park around it. This natural beauty provides a refreshing and calming experience for visitors, as well as creating a strong aesthetic appeal.

Amusement Rides

The diversity of attractions and activities in Bogor City Square is a key factor influencing visitors' decisions. The presence of various traditional amusement rides, such as odong-odong and rental bicycles, provides

an opportunity for visitors, especially families and children, to enjoy exciting moments of play.

Trade Zone

In the trading area, there are many vendors of goods and culinary specialties that visitors can find, and this is also an additional attraction. Visitors can explore a wide array of local products, including delicious and unique specialties. This culinary diversity creates an exciting culinary experience that adds value to the visit.

Places of Worship

Another facility that influences visitors' decisions is the existence of places of worship, such as mosques and churches, which show the cultural and religious diversity in Bogor City. This can attract visitors who are looking for a tourist experience that combines historical and religious aspects.

Public Facilities

Not to forget, the availability of public facilities such as toilets, rest areas, and neatly arranged trash cans also provides extra comfort for visitors. These facilities reflect the care and concern for the needs of visitors, thus creating a welcoming atmosphere for visitors.



Figure 1. Botanical Zone



Figure 2. Sports Zone



Figure 3. Plaza Zone

Bogor City Square Zone

Source: Observation, 2023

4.2 Quality of Facilities in Bogor City Square

After direct observation, the quality of facilities at Bogor City Square was responded well in general. As previously explained, the green park in Bogor City Square is well maintained, the park provides a comfortable atmosphere, and provides a calming experience for visitors. For game ride facilities, this facility provides an exciting playing experience for visitors, especially for visitors who come with families. The quality of this ride is quite adequate and according to the expectations of visitors.

Trading area, in an area that offers a variety of products, including delicious and diverse specialties, merchants sell good quality products to visitors. Facilities for places of worship for visitors, the existence of places of worship such as mosques and churches provides satisfaction for visitors, many of the visitors are satisfied with the quality of the places of worship provided there, the visitors are very comfortable using these facilities. For public facilities such as toilets, rest areas, and trash cans in Bogor City Square are neatly arranged, the placement of facilities is right and provides comfort for visitors.

Overall, the quality of facilities at Bogor City Square is good and adequate to meet the needs of visitors. However, managers still have to monitor and pay continuous attention to the facilities they implement, because there could be damage or there are some that need to be improved.

4.3 Visitor Satisfaction

There is a close correlation between the diversity of facilities and the level of visitor satisfaction in tourism destinations. The diversity of adequate facilities can create a dynamic and inclusive environment, giving visitors more options to design the experience according to their individual preferences. This

Figure 4. Trade Zone

phenomenon has a positive impact on the level of visitor satisfaction.

The diversity of facilities allows destinations to attract different segments of visitors with diverse interests and needs. For example, families can enjoy rides, while foodies can explore traditional markets and specialty restaurants. This creates a richer and more relevant experience for different types of visitors, thus increasing overall satisfaction levels.

The wide variety of options also gives visitors the flexibility to customize their travel plans. With the possibility of choosing activities that suit individual preferences, visitors can optimize their time and feel more involved in the tourist experience. People who come to the square, both men and women, are influenced by the work and location of the square which is in the city center, thus allowing people to visit as often as possible. From the observations, most people have visited the square more than 4 times and choose to visit at night with the aim of just sightseeing, sitting and resting, the diversity of facilities that exist creates an inclusive atmosphere where every visitor can find something interesting for them. This can increase the positive perception of the destination and give the impression that the destination cares about the needs and interests of its visitors.

The diversity of facilities can be considered as a strategic investment in increasing visitor satisfaction. Destinations that recognize the importance of providing diverse choices will tend to create a more positive experience, support visitor retention, and may even motivate them to provide positive recommendations to others. Therefore, accommodating the diversity of facilities can be one of the key factors in achieving high levels of visitor satisfaction in tourism destinations.

The sports track can be used for jogging comfortably. While the square zone can be used for education. The square is also connected to the Grand Mosque. All these facilities prove that Bogor City can do what was previously considered impossible. And now the existence of Bogor Coty Square is a complete tourist destination.

4.4 SWOC Analysis

Strenght

Bogor City Square exudes a new charm for authentic-looking tourism. From a less attractive square carefully renovated, this destination is attractive and has many facilities, and not only offers views, but also gives visitors the opportunity to get directly involved in the activities that are there. Through sports and art performances, visitors can experience fun and happiness. Located in the busy city center, Bogor City Square offers an interesting contrast. This destination offers an escape to down-to-earth green spaces and a traditional atmosphere rarely found in the hustle and bustle of a big city. The management of Bogor City Square by paying attention to aspects of cultural preservation has had a positive impact. Concern for cultural heritage, preservation of art, and attention to the continuity of tradition are the strong foundations of this destination. More than just an ordinary tourist destination, Bogor City Square offers a stunning educational experience. Visitors not only have fun, but also learn and understand life and culture through hands-on experiences.

Weaknesses

Bogor City Square is still in the development stage that has not been fully

maximized, and also its weaknesses related to cleanliness, so in this case there are many problems that must be corrected. Where the facilities provided are not well maintained, or used properly so that they become damaged or endanger other visitors.

Opportunities

Bogor City Square has a very good opportunity, where Bogor City Square although still under construction and not fully completed, but many visitors have come to the square. With the design and art and facilities that have been provided will attract the attention of the public to visit the square. And also with the rapid media becoming one of the promotions that has the potential to enliven this Bogor City Square tour.

Challenges

Bogor City Square faces various other tourist destination competitions, not only the problem of destination competition, but in the care and preservation of these tourism. If there is damage and poor maintenance, it will be a threat to Bogor City Square, because it will reduce interest in Bogor City Square destinations will decrease. If tourist interest decreases due to poor facilities, Bogor City Square risks losing its appeal as an attractive and traditional tourist destination.

In the research, SWOC analysis is used to develop tourism-based attractions in Indonesia. SWOC analysis was used to develop the Bogor City Square tourist attraction. SWOC analysis is also used in research to develop Bogor City Square. Therefore, SWOC analysis can be used to develop satisfaction for the Bogor City Square Tourism Destination.

Table 1. Matriks SWOC

SW OC	Strength 1. A Wealth of Modern Culture 2. Strategic Location and Urban Contrast 3. Interesting Travel Experience	Weakness 1. Development is not yet optimal 2. Visitor education
	Opportunity 1. Tourism development presents more diverse attractions	S-O 1. Combining the strengths and opportunities of tourism destinations, such

<ol style="list-style-type: none"> 2. Maximum development that attracts 3. Large market potential due to being an attractive tourist destination in the center of the city 	<p>as uniqueness and cultural richness, and large market opportunities.</p> <ol style="list-style-type: none"> 2. Develop tourist attractions that involve other tourist destinations, such as museums, shopping places. 	<p>completing buildings quickly and optimally.</p> <ol style="list-style-type: none"> 2. Produce human resources experienced in tourism, such as official travelers or cultural lifers, to enhance tourism attraction.
<p>Challenge</p> <ol style="list-style-type: none"> 1. Competition with other destinations 2. Supervision of irresponsible visitors 	<p>S-C</p> <ol style="list-style-type: none"> 1. Address weaknesses in tourism infrastructure by improving the quality of parking lots, toilets, and places of worship. 2. Develop cooperation with other parties, such as hotels, restaurants, and transportation, to enhance tourist attraction and provide attractive services. 	<p>W-C</p> <ol style="list-style-type: none"> 1. Create more diverse and innovative tours 2. Overcoming infrastructure limitations and reducing the impact of changing tourism trends.

5. CONCLUSION

Diversity of facilities plays a very important role in shaping the level of visitor satisfaction in tourism destinations. In the context of Bogor City Square, the diverse facilities, ranging from cozy green parks to traditional markets and diverse attractions, provide a rich and satisfying experience for visitors. The positive correlation between the diversity of facilities and the level of visitor satisfaction is a key factor in making this destination stand out as a top choice for various visitor segments.

The diversity of facilities gives visitors the flexibility to customize their visit according to individual preferences. This creates an inclusive atmosphere where every visitor can find something that appeals to them, increasing the level of engagement and satisfaction of the tourist experience. From a refreshing park to a wide selection of attractions and culinary delights, Bogor City Square provides a picture of a destination that understands and responds to the diverse interests and needs of visitors.

To improve the quality and attractiveness of Bogor City Square, it is recommended that destination managers continue to develop facility diversity by introducing new attractions, cultural programs, and interesting culinary

specialties. For future research, it is recommended to further explore certain aspects related to facility diversity and visitor experience in tourism destinations. Research could focus on an in-depth analysis of visitors' preferences and expectations related to certain types of facilities, as well as how such diversity can affect satisfaction levels in more detail. In addition, research can expand the scope to understand the impact of facility diversity on visitor loyalty and the likelihood of destination recommendations to others.

This research focuses on one of the dimensions of SDI, namely participation added with satisfaction as a reinforcement of the extent to which public sports open space is provided by the government. Therefore, there are several suggestions that can be conveyed, namely

1. Further development is needed in the arrangement and addition of sports facilities in the square so that it becomes a public open space that can be used for more diverse sports.
2. It is necessary to rebuild public awareness about the need for physical activity and exercise as a preventive measure for individual health.

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