



THE EFFECT OF SERVICE QUALITY AND PRICE ON VISITOR SATISFACTION AT COBAN TALUN TOURIST DESTINATION

¹ Sofia Anggi Putri Prameswari,
Student of Tourism destination Program
University of Merdeka Malang
Malang-East Java-Indonesia

² Widji Astuti,
Lecturer of Faculty Of Economic and business
University of Merdeka Malang
Malang-East Java-Indonesia

³ Anisa Zuhria Sugeha, S.S., M.Hum,
Lecturer of Tourism destination Program
University of Merdeka Malang
Malang-East Java-Indonesia

⁴ Dhita Paramita Anggraini, S.S., M.A.
Lecurer of Tourism destination Program
University of Merdeka Malang
Malang-East Java-Indonesia

Abstract: *This study aims to determine the service quality effect and price on visitor satisfaction at Coban Talun tourist destination, City of Batu-East Java-Indonesia. The quantitative methods used in this research with an explanatory research approach. Data collection assessed was surveyed based on a questionnaire, using a Likert scale. The population was 500 visitors to the Coban Talun tourist attraction, City of Batu. The sampling technique used an accidental sampling technique on 93 visitors. Data analysis using multiple linear regression. The results, Service quality and price affect visitor satisfaction. Price has the most influence on visitor satisfaction.*

Keyword: *service quality, price, visitor satisfaction, tourist destination*

I. INTRODUCTION

The city of Batu is one of the developing tourism cities in East Java. The tourism sector is one of the things that affects economic growth in City of Batu. The tourism sector affects economic growth by as much as 49%. Since 2017-2019 economic growth in City of Batu has continued to increase, even exceeding Malang Regency, as presented in Table 1.

The city of Batu is a tourist city that has long been a tourist destination. There is Coban Talun tourism, which is natural tourism located in the Village of Wonorejo, Tulungrejo, Bumiaji District, City of Batu. Coban Talun presents the beauty of a waterfall as the main attraction, along with artificial tourist attractions such as various photo spots and thematic parks as a compliment. In the last three months during 2020, despite the Covid-19 pandemic, the average number of visitors was 120 people (Coban Talun, 2020), shows that Coban Talun is still demanding by tourists to visit while releasing fatigue, especially for visitors from urban areas.

The role of Visitor satisfaction is significant to maintaining the continuity of the Coban Talun tourist attraction. Customer satisfaction, according to Lovelock and Wirtz (2011: 74), an attitude that is decided based on the experience gained. Several visitor satisfaction studies develop by Shelly *et al.* (2016), Zelmiati *et al.* (2017). Dewa (2018) and Gofur (2019) found that customer satisfaction influenced service quality. It has different research results from Tresiya *et al.* (2019), which states that service quality does not affect customer satisfaction. The different results are gaps to be examined again.

Based on Parasuraman *et al.* (1988: 23) confirmed that service quality reflected consumer's evaluative perceptions of the services received at an exact time. Before consumers decide to use the services of a company, they have hopes and fantasies about how good the quality of service provided, which means the quality of service very much dependent on the ability of producers to meet consumer's desires.

Apart from service quality, visitor satisfaction is also influenced by price, as the research results of Sulistiyana (2015), Mariaty and Musadad (2019), and Gofur (2019) prove that price affects satisfaction. Bailia *et al.* (2014) found that price has the most influence on customer satisfaction. According to Kotler and Keller (2012: 67), price is one element of the marketing mix that generates revenue, as for other elements generate costs. Visitors certainly want prices under the facilities available at tourist attractions.

Based on the preliminary description, the purpose of this study is to analyze the effect of service quality with the price on visitor satisfaction, the service quality influence, and the price which affect most of the visitor satisfaction at Coban Talun natural attractions.

II. LITERATURE REVIEW

2.1. Service Quality

Service quality must be applied so that the company continues to survive in business. The competition among companies driven the quality development, technological advances, economic stages, and social history. Quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations (Tjiptono, 2007). Quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy needs (Kotler, 2012: 49). Parasuraman, et al., (1985), conceptualizing service quality is a comparison between expectations and perceptions. In 1988, Parasuraman et al., (1988: 23) redefined service quality is the perception of consumer evaluation of services received at the right time. According to Parasuraman *et al.*, (1988: 118), measuring service quality consists of *tangible, reliability, responsiveness, assurance, and empathy*.

The visitor's needs formed the quality. It means good quality based on the point of view or perception of the service provider and the visitor's opinion or perception. It means the quality of a product or service depends on the ability of service providers to meet consumer or visitor expectations consistently.

2.2. Price

According to Kotler and Armstrong (2012), in a narrow sense, *price* is the amount billed for a product or service, the price is the sum of all the values provided by visitors to benefit from owning or using a product or service. Before marketing product, companies need to set a price for the product. According to Swastha (2008: 211), price is an amount of money (plus a few items if possible) needed to get a combination of goods and services. Meanwhile, according to Alma (2007: 196), price is a value expressed in money. Kotler (2009), and Kotler and Armstrong (2012), develop price indicators: Price affordability, price compatibility with product quality and benefits, and price competitiveness.

2.3. Visitor Satisfaction

Satisfaction is someone's pleasure feeling or disappointment after comparing the performance (result) of the considered product toward the expected performance (or outcome). If the performance below expectation, then the visitor is not satisfied. If the performance meets expectations, they will satisfy. If the performance exceeded expectations, the visitor is very satisfied or happy (Kotler 2006: 177).

Satisfaction (Oliver, 1981) is an assessment of consumers regarding the pleasure obtained from using the product. Another definition confirmed by Lovelock and Wirtz (2011: 74), satisfaction is an attitude that is decided based on the experience gained. Satisfaction is the characteristics assessment or features of a product or service, or the product itself that provides the level of consumer enjoyment related to consumer needs. Customer satisfaction is created through quality, service, and value.

According to Kotler & Armstrong (2012: 36), the used comparison of visitors between all the benefits and all costs incurred to accept a given offer as visitor value. The amount of visitors cost are a group of fees used in assessing, obtaining, and using a product or service. Kotler (2013), satisfaction represents a person's pleasure feeling or disappointment that arises by comparing the performance of a product's perceived (or results) against their expectations. Customer satisfaction is the customer's response to the perception evaluation of the difference between the initial expectations before the purchase with the amount of money and the actual performance of the product as perceived after consuming the product. Customer satisfaction remains not as an absolute concept but rather relative or dependent on what customers expect. Kotler (2013) properly indicate satisfaction through values and attitudes after merely enjoying or consuming: ultimate fulfillment of expectations, repurchase intentions, personal referrals, and recommendations. Oliver (2015) measures customer satisfaction knowingly using: 1) Conformity expectations; 2) Considerable ease of obtaining; 3) Satisfied with the whole service.

III. RESEARCH METHODOLOGY.

3.1. Population and Sample

The research method used a survey based on *questionnaires* with a *quantitative explanatory* research approach. The research variables are visitor satisfaction (*dependent variable*), *service quality*, and *price* (*independent variable*). The research population is all visitors to the Coban Talun natural tourism. However, during the Covid-19 epidemic with the imposition of large-scale social restrictions, the population-based on visitors to the Coban Talun natural tourism in the last three months was the most in 2020. The current three months were the peak of visits because there were New Year holidays and Christmas celebrations. Total population = 500 visitors, with the following details:

Table 2
Visitors to Coban Talun for the recent three months, 2020
(person)

Month	Waterfall	Pagupon	Apache Camp	Flower Garden	Total
October	150	80	90	100	420
November	180	100	80	90	450
December	190	110	100	100	500

Source: Forest Management Units (2020).

The research sample is the natural tourism visitor of Coban Talun at the research time, whose number is unknown with certainty. At the time of research, the number of visitors who willing to fill out the questionnaire was 101 visitors, but only 93 answered.

3.2. Data and Sources of Data

Data collected by survey, based on questionnaire. Thus, source of data is primary data. Statement items are measured use a 5-point Likert scale from strongly agree to strongly disagree. To measure the variable of the item under study was developed: service quality the 10-item, price the 8-item, and visitor satisfaction the 8-item.

3.3. Theoretical Framework

Customer satisfaction is widely studied. In tourism research, customer satisfaction can be called visitor satisfaction. Mustikowati and Endi Sarwoko (2011), Zelmiati *et al.* (2017), and Shelly *et al.* (2016) consistently show that service quality affects customer satisfaction. However, Tresiya *et al.* (2019) resulted that service quality does not affect customer satisfaction. Meanwhile, the effect of price on satisfaction has reviewed by Fima (2018), Mariaty, and Musadad (2019), giving consistent results, namely, price affects satisfaction. The research framework can be described :

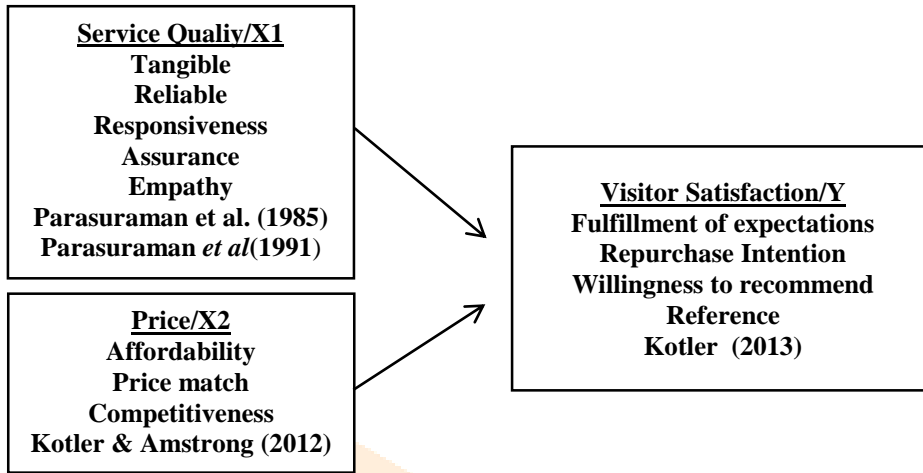


Figure 1. Research Framework

3.4. Statistical Tools and economic models

3.4.1. Descriptive Statistics

Descriptive statistics has been used the mean, to observe the contribution of each indicator in shaping the variables and the direction of the respondent's opinion.

3.4.2. Multiple Regression

3.4.2.1. Validity and Reliability Test

This research indicate that the questionnaires identified take to measure service quality, price and visitor satisfaction exhibit acceptable in terms of both reliability and validity. The validity was evaluated compare correlation (r) Pearson Product Moment with r table. The reliability was evaluated by assessing the internal consistency of the items representing each construct of service quality, price and visitor satisfaction using Cronbach's alpha.

3.4.2.2. Classic Assumption Test

In providing certainty that the regression equation obtained has accuracy in estimation, is unbiased and consistent, a classic assumption test is required. In this model, multicollinearity test, normality test and heteroscedasticity test have been used.

3.4.2.3. Regression test

Multiple regression is used to measure the intensity of the relationship between among variables and to make predictions of the predicted Y values of X1 and X2. The relationship between variables is observed from the results of the R value. In this research model regression :

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \epsilon \quad (3.1)$$

Where β_1, β_2 is estimated parameter regression coefficients, β_0 is constant parameter estimates. Then Y is variable dependent visitor satisfaction, and variable independent X1 is service quality, and X2 is price. ϵ is error. The regression model is accepted if F count > F table.

IV. RESULTS AND DISCUSSION

4.1 Results of Descriptive Statics of Study Variables

4.1.1. Description of respondents

Table 4.1. Characteristics of Respondents by Age

Age	Σ	%
17-20 th	37	40%
21-23 th	37	40%
24-26 th	19	20%

Table 4.2. Characteristics of Respondents by Gender

Gender	Σ	%
Male	56	60%
Female	37	40%

Based on Table 4.1., found that the visitors are dominated by the age 17-23 because the rides and tourist conditions are suitable for young adults. Table 4.2. shows that male visitors are due to the many adrenaline-pumping rides that men usually like.

Table 4.3. Characteristics of Respondents by Travel Purpose

Purpose	Σ	%
Knowledge	47	50%
Enjoyment	27	30%
Relaxation	19	20%

Table 4.3., it resulted that knowledge is dominated by travel purpose (50%) because Coban Talun tourism contains education about various woody plants.

4.1.2. Descriptive of Research Results

The questionnaire that was returned and fulfilled for analysis was 93 visitors. Thus the 93 data analyses were carried out.

Table 4.4. Service Quality

Indicator	Items	Mean
Tangible	1. Facility	4,53
	2. Environmental sustainability	4,31
	Tangible average score	4,42
Reliable	1. Staff readiness	4,56
	2. Service ability	4,58
	Reliable average score	4,57
Responsiveness	1. Responsive staff	4,26
	2. Fast service	4,15
	Responsiveness average score	4,20
Assurance	1. Staff attitude	4,11
	2. Staff explanatory ability	3,98
	Assurance average score	4,04
Empathy	1. Service regardless of social status	4,12
	2. Service initiatives	4,05
	Empathy average score	4,09

Table 4.5 Price

Indicator	Items	Mean
Price affordability	1. Able to pay	4,10
	2. Free facility	4,09
	Affordable price average score	4,09
Price compatibility with quality	1. Price in accordance with rides	4,12
	2. Price in accordance with facilities	4,11
	Average of price – quality suitability score	4,11
Price compatibility with benefit	1. Visitors obtain education	4,17
	2. travel needs are met at a cost	4,11
	Average of price-benefit suitability score	4,14
Price competitiveness	1. Cheaper	4,09
	2. Higher quality	4,09

Table 4.4., the average service quality score can be seen as 4.26, indicating that respondents tend to strongly agree that service quality is determined by tangible, reliability, responsiveness, assurance, and empathy. Reliability contributes the most to the service quality is reflected in the ability of service. Based on table 4.5., show that the average price of 4.11, indicating that respondents tend to strongly agree that price is determined by price affordability, price compatibility with quality, price compatibility with benefits, and competitiveness. Price compatibility with benefits contributes to the price is reflected when visitors get educated about various woody plants.

Tabel 4.6. Visitors Satisfaction

Indicator	Items	Mean
Confirmation of expectations	1. Closer with nature	4,16
	2. Release fatigue	4,13
	Expectations average score	4,15
Repurchase interest	1. Visit regularly	4,05
	2. Willing to revisit	4,04
	Repurchase average score	4,05
Willingness to recommend	1. Promoting through social media	4,17
	2. Recommend to others	4,27
	Recommend average score	4,22
Referral	1. Obtain education	4,23
	2. Able to relieve stress	4,22
	Referral average score	4,22

Based on table 9, the average score of visitor satisfaction can be seen as 4.16, indicating that respondents tend to strongly agree that visitor satisfaction is determined by confirmation of expectations, repurchase intention, willingness to recommend and referral.

4.1.3. Test Research Instruments

The results of the validity and reliability tests have presented in Table 4.7.

Table 4.7. Validity and Reliability Test

Variable	Items	Product Moment Correlation	Sig	Chronbach Alpha
Service Quality (X1)	X1.1.1	0,466	0,000	0,641
	X1.1.2	0,448	0,000	
	X1.2.1	0,567	0,000	
	X1.2.2	0,542	0,000	
	X1.3.1	0,451	0,000	
	X1.3.2	0,488	0,000	
	X1.4.1	0,501	0,000	
	X1.4.2	0,531	0,000	
	X1.5.1	0,515	0,000	
Price(X2)	X2.1.1	0,641	0,000	0,776
	X2.1.2	0,733	0,000	
	X2.2.1	0,626	0,000	
	X2.2.2	0,695	0,000	
	X2.3.1	0,561	0,000	
	X2.3.2	0,597	0,000	
	X2.4.1	0,577	0,000	
Visitor Satisfaction (X3)	Y1.1.1	0,554	0,000	0,772
	Y1.1.2	0,623	0,000	
	Y1.2.1	0,638	0,000	
	Y1.2.2	0,427	0,000	
	Y1.3.1	0,650	0,000	
	Y1.3.2	0,755	0,000	
	Y1.4.1	0,686	0,000	
Y1.4.2	0,619	0,000		

Table 10 shows the validity and reliability of research instruments analysis result on product-moment correlation coefficient value for each research indicator shows a significant value less than 0.05, indicating that the statement item can measure the variable under study. The Chronbach alpha value for each research variable was still above 0.6, indicating that the question item achieved an adequate consistency level. Then, the test is continued to the classical assumption test. The results of the classical assumption test consist of multicollinearity, normality, and heteroscedasticity described follows :

Table 4.8. Multicollinearity test

Model	Collinearity Statistics		
	Tolerance	VIP	
1	Service Quality	,836	1,196
	Price	,836	1,196

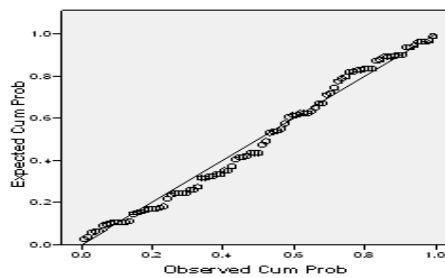


Figure 2. Normality Test

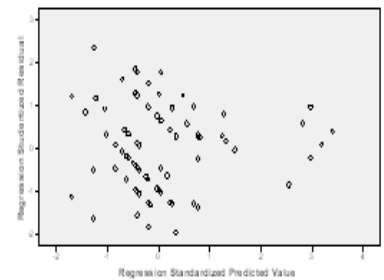


Figure 3. Heteroskedasticity Test

The results of the Multicollinierity test showed table 4.8, that there was no Multicollinierity with VIF value <10. The normal data is analyzed by a P-plot graph (Fig.2), it is show that the points spread around the line and follow the diagonal line. Heteroscedasticity is not happed on the data which can be seen from the. It is stated that the data normal. Results of the scatterplot graph analysis where the dots do not form a certain pattern or there is no clear pattern and are scattered above and below the number 0 on the Y-axis. (Fig. 3.). Heteroscedasticity is not happed on the data.

4.1.4. Multiple Linear Regression Analysis

Based on table 4.9., the regression equation is as follows: $Y = -0.197 + 0.477X_1 + 0567X_2$

A constant of -0.197 means that if the variable of service quality and price is 0, then the sum of customer satisfaction variable has decreased by 0.197 or the customer feels less satisfied.

The regression coefficient for the independent variable Service Quality (X_1) is 0.477, which means that the higher the service quality, the higher the visitor's satisfaction, assuming the price variable (X_2) fixed. Meanwhile, the effect of service quality on visitor satisfaction is 0.477.

The price-independent variable regression coefficient (X_2) is 0.567, which means that the more affordable prices, according to quality, according to the price with benefits and price competitiveness, cause visitor satisfaction to increase, assuming the variable service quality (X_1) fixed. Meanwhile, the effect of price on visitor satisfaction is 0.567.

The multiple correlation coefficient (R) of 0.782 indicates a strong relationship between Service Quality (X_1) and Price (X_2) together with service satisfaction (Y). The coefficient of determination (R^2) is 0.612. The coefficient of determination means that service quality (X_1) and price (X_2) can contribute to visitor satisfaction by 61.2%, while the remaining 38.8% caused by other variables not included in the research.

Table 4.9. Multiple Linear Regression Test Results

Variable	Regression Coefficient	t_{hitung}	Sig.
Service Quality (X_1)	0,477	5,448	0,000
Price (X_2)	0,567	7,492	0,000
Konstanta	-0,197		
R	0,782		
R^2	0,612		
F_{hitung}	71,042		
Sig. F	0,000		
n	93		
Variable dependent = visitor satisfaction (Y)			
$F_{table} = 3,11$			
$t_{table} = 2,000$			

The first hypothesis test stated that service quality and price influence the visitor's satisfaction with the Coban Talun natural tourism using the F test. The results of F test calculation with SPSS obtained F_{count} (71.042) > F_{table} at $\alpha = 5\%$, $df_1 = 2$, and $df_2 = 90$ at 3.11; with a probability value smaller than $\alpha = 0.05$ ($0.000 < 0.05$). Thus hypothesis 1 is tested.

The second hypothesis test states that the price has the most influence on visitor's satisfaction in Coban Talun natural tourism, using the t-test and checking the regression coefficient of each variable. The t-test results of the service quality variable obtained t_{count} (5.448) > t_{table} (2,000) with α significance value of $0.000 < 0.05$, so it proved that the service quality variable (X_1) has a significant effect on visitor satisfaction (Y). The results of the t-test for the price variable obtained t_{count} (7.492) > t_{table} (2,000) with a significance value of $0.000 < 0.05$, so that price (X_2) has a significant effect on visitor satisfaction (Y).

Meanwhile, to determine the variables that influence most visitor's satisfaction, by looking at the size of the regression coefficient. The regression coefficient value of service quality r is 0.477, while the price is 0.567. Price has the most influence on visitor satisfaction because it has the largest regression coefficient. Thus the second hypothesis is accepted or tested.

4.2. Discussion

4.2.1. Service Quality and Price Influence Visitor Satisfaction

The results of the study proved that service quality affects visitor satisfaction. The results of this study support Shelly *et al.* (2016). Zelmia *et al.* (2017), Dewa (2018), and Gofur (2019) state that service quality affects customer satisfaction. However, the results of this study do not support Tresiya *et al.* (2019), which explains that customer satisfaction is not affected by service quality. Visitor satisfaction is the impression of visitors on the core service contributed by reliable reflected from the ability of the service has illustrated that Coban Talun officers can provide quality services, The visitors feel satisfied with the ride's functions, and visitors feel happy as a description of visitor satisfaction. Price affects customer satisfaction. The results of the study support previous research conduct by Bailia *et al.* (2014), Sulistiyana (2015), Mariaty and Musadad (2019), and Gofur (2019) whose examined the effect of price on satisfaction. The explanation of the research results on the impact of price on visitor satisfaction is that the price, especially in terms of price compatibility with benefits, is reflected in visitors getting an education so that visitors feel happy being at the Coban Talun tourist attraction can increase visitor satisfaction.

Coban Talun tourism object has customers dominated by the age of 17-23 years with a background of work as students or female university students and dominates by tourists from Malang.

With accuracy in providing services to visitors and with a price that must be paid, obtaining educational knowledge about the history of wood while on tour gives satisfaction to Coban Talun visitors

4.2.2. Price Affects Most of Visitor Satisfaction

The research results prove that the price has the most influence on visitor satisfaction. This study result supports Bailia *et al.* (2014), who proved that the price influenced customer satisfaction. Price performs a substantial role for consumers in deciding how to get benefit according to the power of consumers in buying, if the price offered by the Coban Talun object is affordable, according to quality, following gain benefit, and competitive, then visitors feel satisfied is reflected by visitors getting an education so that visitors feel happy to be at the Coban Talun tourist attraction. The results of the study support previous research conducted by Sulistiyana (2015), Mariaty and Musadad (2019), and Gofur (2019) prove that price affects satisfaction.

LIMITATIONS and IMPLICATIONS

Based on the results and discussion above, it concluded that:

- (1) Service quality and price affect visitor's satisfaction. It shows that the quality services provided by Coban Talun officers and supported by affordable prices can provide visitor satisfaction.
- (2) Price has the most influence on visitor satisfaction. The price match with the benefits of the Coban Talun experience by getting an education about the history of wood at Coban Talun makes visitors more satisfied when traveling at Coban Talun because it is under expectations, which triggers customers to come back and recommend the place to family and friends.

The author's suggestion for Coban Talun managers is to apply a promo price because the price variable affects the most, so the manager can do a promo price, for example, if a visitor comes with a friend, a free bottle of fresh milk can be given.

It is recommended for researchers in the future to add other variables in increasing visitor satisfaction, such as convenience and promotion. This research data collection was carried out before the COVID-19 pandemic in Indonesia, so it is important for future research to include the availability of health protocols in tourist destinations as an indicator of service quality.

REFERENCES

- [1] Ady Widjaja, Widji Astuti, Abdul Manan, 2019, The Relationship between E-Service Quality and Customer Satisfaction Evidence on Online Transportation Services in Indonesia, *Proceeding*, International Conference on IT, Communication and Technology : 183-188
- [2] Alma, Buchari. (2007). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung : Alfabeta
- [3] Badan Pusat Statistik Kota Batu. (2020). *Kota Batu Dalam Angka 2020*. PT. Azka Putra Pratama. Batu.
- [4] Bailia, Jefry FT, Agus Supandi Soegoto, dan Sjendry Serulo R. Loindong. (2014). Pengaruh kualitas produk, harga dan lokasi terhadap kepuasan konsumen pada warung-warung makan lamongan di kota Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*. Vol 2 No. 3: 1768-1780.
- [5] Dewa, Chriswardana Bayu. (2018). Pengaruh Kualitas Pelayanan dan Promosi Penjualan Jasa Grabcar Terhadap Kepuasan Pelanggan (Studi Kasus Pada Wisatawan di Yogyakarta). *Jurnal Perspektif*. Vol 16. No 1: 1-6.
- [6] Fima, Rosida (2018), Pengaruh Harga dan Fasilitas Terhadap Kunjungan Wisata di Pantai Air Bangis Kabupaten Pasaman Barat, *Repository*, Fakultas Ekonomi dan Bisnis Islam UIN Sumatera Utara.
- [7] Gofur, Abdul. (2019). Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*. Vol 4. No. 1: 37-44.
- [8] Kotler Philip, dan Gary Armstrong 2012. *Principles Of Marketing*, Global Edition, Pearson Education Inc., New Jersey.
- [9] Kotler, P., Bowen, J.T., Makens, J.C., and Baloglu S. (2016). *Marketing for Hospitality and Tourism*. Essex: Pearson
- [10] Kotler. Philip dan Keller Kevin Lane, (2009), *Marketing Management*, ed-14, Pearson Education, Inc., New Jersey.
- [11] Kotler. Philip dan Keller Kevin Lane, (2012), *Marketing Management*, 14th, Pearson Education, Inc., New Jersey.
- [12] Kotler. Philip, (2013), *Marketing Essentials*, (later changed to *Marketing-An Introduction*), Prentice-Hall, New Jersey.
- [13] Laili Amajida, D. I. N. I. (2016). Strategi Perum Perhutani KPH Malang Dalam Mengembangkan Objek wisata Coban Talun Kota Batu. *Publika*, 4 (7): 8-14
- [14] Lovelock, C, dan John Wirtz, 2011. *Pemasaran Jasa Perspektif*. Edisi 7. Jakarta : Erlangga.
- [15] Mariaty Ibrahim dan Musadad, 2019, The Effect Of Price On The WATERPARK Visitors Satisfaction, *Journal of Business on Hospitality and Tourism* 5(1):122-130
- [16] Mustikowati, Rita Indah dan Endi Sarwoko, 2011, Pengaruh SERVQUAL terhadap Kepuasan Pelanggan Dan konsekuensinya Pada Loyalitas (Studi Pada Obyek Wisata di Kabupaten Malang), *Jurnal Ekonomi MODERNISASI*, Volume 7, Nomor 2: 93-114
- [17] Oliver, Richard (1981), Measurement and Evaluation of Satisfaction Process in Retail Settings, *Journal of Retailing*, 57, pp 25-48
- [18] Oliver, Richard, (2015), *Satisfaction : A Behavioral Perspective On The Consumer*, 2Ed., Routledge, New York
- [19] Parasuraman. A., Valarie Zeithaml, and Leonard Berry, (1985), A Conceptual Model Of Service Quality and It's Implication for Future research, *Journal of Marketing (Fall)*, 41-50
- [20] Parasuraman. A., Valarie Zeithaml, and Leonard Berry, (1988), SERVQUAL: A multiple- Item Scale for measuring consumer perceptions of service quality, *Journal of Retailing*, Vol. 64, No. 1: 12-40
- [21] Parasuraman. A., Valarie Zeithaml, and Leonard Berry, (1991), refinement and Reassessment Of The SERVQUAL Instrument, *Journal of Retailing*, Vol. 67. No.4 : 420-450
- [22] Sangkaeng, S., Mananeke, L., & Oroh, S. G. (2015). Pengaruh Citra, Promosi Dan Kualitas Pelayanan Objek Wisata Terhadap Kepuasan Wisatawan Di Objek Wisata Taman Laut Bunaken Sulawesi Utara. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3 (3): 6-9
- [23] Shelly PMassie, Paulus Kindangan, Indrie D.Palandeng, (2016), pengaruh kualitas layanan terhadap kepuasan konsumen objek wisata Sumaru Endo Remboken, *Jurnal Berkala Ilmiah Efisiensi*, Volume 16, No. 01: 86-97
- [24] Sulistiyana, Rezki Teguh. 2015. Pengaruh Fasilitas Wisata dan Harga Terhadap Kepuasan Konsumen (Studi pada Museum Satwa). *Jurnal Administrasi Bisnis*. Vol 25 No 2: 1-9.
- [25] Swastha, Basu. 2008. *Menejemen Pemasaran Modern*. Edisi 2. Yogyakarta : Penerbit Liberty-Yogyakarta
- [26] Tjiptono, Fandy dan Gregorius Chandra. 2007. *Service, Quality Satisfaction*. Andi Offset. Yogyakarta.
- [27] Tresiya, Dhita, Djunaidi Djunaidi, dan Heri Subagyo. 2019. Pengaruh Kualitas Pelayanan Dan Kenyamanan Terhadap Kepuasan Konsumen (Studi Pada Perusahaan Jasa Ojek Online Go-Jek Di Kota Kediri). *JIMEK: Jurnal Ilmiah Mahasiswa Ekonomi*. Vol 1 No. 2: 208-224.
- [28] Zeithaml, Bitner dan Gremler. 2009. *Service Marketing -Integrating Customer Focus Across the Firm*. New York: Mc. Graw -Hill
- [29] Zelmiati, Waryono, Youmil, (2017), Pengaruh kualitas pelayanan terhadap kepuasan pengunjung di objek wisata Minang Fantasi Kota Padang Panjang, *Repository*, Fakultas Pariwisata dan Perhotelan Universitas Negeri Padang.