

The effect of tourist attractions and amenities on visitor satisfaction at the Coban Lanang waterfall tourist destination Batu City

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ABSTRACT

Coban Lanang Tourism Destination is a natural educational tour in the form of a waterfall that prioritizes education, nature conservation, and a sustainable environment. Visitor satisfaction is a factor that plays a major role in a tourist destination. The purpose of this study was to determine the effect of tourist attractions and amenities on visitor satisfaction at the Coban Lanang Waterfall tourism destination. The study used 92 tourists who had visited the Coban Lanang Waterfall as respondents. This research method uses a descriptive quantitative method. The data collection technique was guided by a questionnaire which was measured using a Likert scale. The results of the research are (1) Tourist Attraction affects Visitor Satisfaction at Coban Lanang Waterfall Tourism Destinations, (2) Amenity affects Visitor Satisfaction at Coban Lanang Waterfall Tourism Destinations, (3) Tourist Attractions and Amenities together have influence on Visitor Satisfaction at Coban Lanang Waterfall Tourism Destinations.

ABSTRAK

Destinasi Wisata Coban Lanang merupakan wisata edukasi alam berupa air terjun yang mengutamakan edukasi, kelestarian alam, dan lingkungan yang berkelanjutan. Kepuasan Pengunjung menjadi faktor yang berperan besar dalam suatu destinasi wisata. Tujuan dari penelitian ini adalah untuk mengetahui Pengaruh Daya Tarik Wisata dan Amenitas terhadap Kepuasan Pengunjung di Destinasi Wisata Air Terjun Coban Lanang. Penelitian menggunakan 92 wisatawan yang pernah berkunjung ke Destinasi Wisata Air Terjun Coban Lanang sebagai responden. Metode penelitian ini menggunakan metode kuantitatif yang bersifat deskriptif. Teknik pengambilan data berpedoman pada kuesioner yang diukur menggunakan skala likert. Hasil penelitian adalah (1) Daya Tarik Wisata berpengaruh terhadap Kepuasan Pengunjung di Destinasi Wisata Air Terjun Coban Lanang, (2) Amenitas berpengaruh terhadap Kepuasan Pengunjung di Destinasi Wisata Air Terjun Coban Lanang, (3) Daya Tarik Wisata dan Amenitas secara bersama-sama memiliki pengaruh terhadap Kepuasan Pengunjung di Destinasi Wisata Air Terjun Coban Lanang.

INTRODUCTION

According to Gokovali & Bahar (2006) in developing and developed countries, tourism is a major contributor to economic growth. The economic growth of tourism comes in through various means such as foreign exchange earnings, international investment, tax revenues and creating additional jobs. Products and services produced in the tourism industry are intended to meet the needs of tourists (Zaenuri, 2012; Sani & Anam, 2022). Tourism products and services include accessibility, amenities, and hospitality (Demanik and Weber, 2006). The service element in tourism products makes it difficult to determine clear quality standards (Suryadan and Oktavia, 2015). According to Payangan (2014) in creating tourist satisfaction, the effort that must be made is to create quality standards for a product or service that is adjusted to the standards expected by tourists.

Explained by Kozak and Rimmington in Huh (2020) tourists in choosing destinations, consuming products and services, and decisions to revisit are things that affect tourist satisfaction. In The Expectancy Disconfirmation theory, the tourist evaluation process is the determination of whether tourists are satisfied or dissatisfied, by comparing the perception of the results of a product with the standards expected by tourists according to Payangan (2014). In visiting several destinations, tourists will be influenced by differences in facilities, tourist attractions, and services in each destination according to Laws in Naidoo *et al.*, (2010). According to Demanik and Weber (2006) there are three components that need to be considered in offering a tourism product, namely accessibility, amenities, and attractions. In realizing tourist satisfaction, these three components of the tourism product must be present in a destination.

Batu City is a city in East Java Province, Indonesia. Located at an altitude of 680-1,200 meters above sea level with an average air temperature of 15-19 degrees Celsius and located 15 km west of Malang City. It is a city that is in great demand as a tourist destination. A safe and comfortable city with friendly people. Batu City has many unique features in terms of tradition, art, culinary, religion and interesting tourist attractions. Coban Lanang Waterfall is one of the many cobans in the Batu area. This waterfall is considered a new tourist attraction and few tourists know about it. This waterfall is located in the middle of the city, unlike waterfalls in general which are identical to forests. The distance between the highway and the waterfall is about one kilometer and can be reached by private vehicle. According to the destination manager, visitors to the Coban Lanang Waterfall Tour have decreased since November 2021 due to the flood that hit Batu City at that time which resulted in the Kali Lanang bridge being swept away. Currently, the Coban Lanang management team is trying to make repairs to the Coban Lanang Waterfall. According to Kloter and Makens (1999) tourist satisfaction is a feeling of pleasure after comparing the performance or results felt with their expectations. One important factor for the survival of a tourist destination is by satisfying the needs of tourists and can also increase competitive advantage. Tourists who are satisfied with a tourist destination have a great chance of returning. Conversely, dissatisfied visitors will have a negative impact on the destination. Factors that can increase tourist visits are Tourist Attractions.

According to the Law of the Republic of Indonesia No. 10 of 1999, Tourist Attractions are everything that has uniqueness, beauty, and value in the form of natural diversity, culture and man-made products that are the target or destination of tourist visits. Tourist attractions are an important factor in a tourist destination because they are one of the reasons for tourists to visit the place. Amenities are one of the factors that are no less important than tourist attractions for tourist satisfaction. Amenities are all supporting facilities that can meet the needs and desires of tourists while at the destination. Amenities relate to accommodation, restaurants or stalls for eating and drinking. Other supporting facilities that must be available at tourist destinations include public toilets, rest areas, parking lots, health clinics, and places of worship. The problem at the Coban Lanang Waterfall Tourist Destination is the very minimal amenities. Toilets with minimal equipment and a small and narrow prayer room can only be filled by two people. In addition, there is no ablution place around the prayer room. Based on the background that the author has explained above, the author will conduct research on "The Influence of Attraction and Amenities on Visitor Satisfaction at Coban Lanang Waterfall Tourism in Batu City".

METHOD

This research is located in Pandanrejo Village, Bumiaji District, Batu City. Batu City is a city famous for its various destinations. Natural and artificial destinations are all available in Batu City. Batu City is famous for several very beautiful and amazing waterfall destinations, one of which is Coban Lanang Waterfall. This tourist destination is a new destination and is still under construction. This study uses a questionnaire method that will be distributed to visitors who are visiting the tourist destination. This research was conducted at the Coban Lanang Waterfall tourist destination. This study only focuses on visitor satisfaction with the influence of tourist attractions and amenities. This study consists of two independent variables and one dependent variable, for more details it will be explained below a. Dependent Variable The dependent variable is a variable that is influenced by the data because of the independent variable (Sugiyono, 2004:33). The dependent variable used in this study is visitor satisfaction. According to Kotler (2006), visitor satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of the tourism product they have thought about with the performance of the tourism product they expected.

b. Independent Variable According to Sugiyono (2015:39) independent variables are variables that influence or cause changes in dependent variables. The independent variables in this study are 1) Tourist Attractions (X1) 2) Amenities (X2). According to Sugiyono (2003:55) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions are drawn. The population in this study were all visitors to the Coban Lanang Waterfall tourist destination in 2021 with a total of 1,123 tourists.

Sampling technique using Probability Sampling. Sugiyono (2017:82) said that Probability Sampling is a sampling technique that provides equal opportunities or chances for each element or member of the population to be selected as a sample. In this study, the researcher used Simple Random Sampling. Sugiyono (2018:120) said that Random Sampling is said to be simple (simple because the sampling of sample members from the population

is done randomly without considering the strata in the population. This method is done if the population members are considered homogeneous. Based on the calculation above, the sample that became respondents in this study was 91.82 which was rounded up to 92 tourist respondents at the Coban Lanang Waterfall tourist destination. The type of data in this study is quantitative data. Quantitative data is a type of data that is in the form of definite numbers, can be measured, and also calculated using numeric or number variables. In this study, the author used a questionnaire data collection technique. The questionnaire is data obtained by asking questions to respondents. The data analysis technique uses multiple linear regression analysis with the F test and t test.

RESULTS AND DISCUSSION

Classical Assumption Test

To find out whether the data used has met the provisions in the regression model, the researcher conducted a classical assumption test to obtain accurate results for multiple regression analysis. The classical assumption test conducted in this study includes the normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test Ghozali, (2018)

Normality Test According to Duli (2019) to see whether in the regression model, variables X and Y are normally distributed or not, a normality test is carried out. If the residual value does not follow a normal distribution, the statistical test becomes invalid for small sample sizes. One way to test the normality of the residual can be done by using the non-parametric statistical test Kolmogorov-Smirnov Ghozali, (2018). The basis for decision making in the normality test is, if the significance value is greater than $\alpha = 0.05$, then the data is normally distributed. Conversely, if the significance value is less than $\alpha = 0.05$, then the data is not normally distributed Duli, (2019). Based on the results of the analysis showing the Asymp Sig (2-tailed) value of 0.195 or greater than 0.05, it can be concluded that the data is normally distributed

Heteroscedasticity Test According to Frisch in (Gujarati, 1995:157) multicollinearity is a linear correlation between some or all independent variables of a regression model. Multicollinearity occurs when there is a correlation between independent variables Santoso, (2000). A good regression model should not have a correlation between independent variables, with decision making if the tolerance value > 0.10 means that there is no multicollinearity in the data being tested and the VIF (Variance Inflation Factor) value < 10.00 means that there is no multicollinearity in the data being tested. Based on the results, it can be seen that the results of the multicollinearity test show that the tolerance value obtained by the two independent variables is more than 0.10 ($0.379 > 0.10$) and the VIF value is less than 10.00 (2.637)

The heteroscedasticity test aims to see whether in a regression model there is inequality of variance from residuals, from one observation to another. A good regression model is one that does not have heteroscedasticity. This study uses the glacier test method, namely with the decision-making criteria if $\text{sig. 2-tailed} > \alpha = 0.05$, meaning that the independent variable can be declared not to experience heteroscedasticity Ghozali, (2016). The results of the heteroscedasticity test using Spss 24.0. Based on the results of the heteroscedasticity test, it shows that the value of the independent variable is statistically significant in influencing the dependent variable. It can be concluded that the regression model does not contain heteroscedasticity or variance from the residual of one observation to another.

Coefficient of Determination Test (R^2)

The Determination Coefficient (R^2) test aims to see the magnitude of the contribution or percentage of Tourist Attractions (X1), Amenities (X2), to Visitor Satisfaction (Y). The Determination Coefficient or R Square is used when the number of independent variables is only one variable, while if using two or more independent variables, Adjusted RSquare can be used to determine the magnitude of the influence of the independent variables on the dependent. The results of the determination coefficient (R^2) using SPSS 25.0 can be seen in the following table

Tabel 1. Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square
1	.826 ^a	.683	.675

The coefficient of determination is the square of the correlation coefficient squared multiplied by 100%. So the results of the data analysis above show that the coefficient of determination is $(R_{xy} \times 100\%) = 0.683 \times 100\% = 68.3\%$. Based on the results of the output table 4.10, the value of the Adjusted R Square (coefficient of determination) is 0.675, which means that the influence of the independent variable (X) on the dependent variable (Y) is 67.5%, while the remaining 32.5% is caused by other variables outside the research variables.

Partial Significant Test (t-test)

The t-test aims to determine whether the independent variables or Tourist Attractions (X1) and Amenities (X2) partially or individually have a significant effect on the dependent variable of Visitor Satisfaction (Y). Testing with the criteria of sig. < 0.05 is concluded to be significant. The results of the t-test using the SPSS application

can be seen in the table. The results of the t-statistical test (test) using Spss 24.0 can be seen in the following table 2:

Tabel 2. Hasil Uji Statistik T (test)

Variabel	Thitung	Ttabel	Sig.
Daya Tarik Wisata (X1)	3.799	1.661	0,000
Amenitas (X2)	4.546	1.661	0,000

Based on the t-test table, the following hypothesis results were obtained:

The Influence of Tourist Attractions on Visitor Satisfaction Hypothesis H1: Tourist Attractions have a significant effect on visitor satisfaction at the Coban Lanang Waterfall Tourist Destination H0: Tourist Attractions do not have a significant effect on visitor satisfaction at the Coban Lanang Waterfall Tourist Destination. Based on table 2, the t-value of the Tourist Attraction variable can be obtained as $3.799 > 1.661$ with a significant value of 0.000. This significant value is smaller than the significant limit value, which is 0.05. So H1 is accepted and H0 is rejected. The conclusion is that Tourist Attractions have a significant effect on visitor satisfaction

The Influence of Amenities on Visitor Satisfaction Hypothesis H2: Amenities have a significant effect on visitor satisfaction at the Coban Lanang Waterfall Tourist Destination. H0: Amenities do not have a significant effect on Visitor Satisfaction at the Coban Lanang Waterfall Tourist Destination Based on table 2, the t-value of the Tourist Attraction variable can be obtained at $4.546 > 1.661$ with a significant value of 0.000. This significant value is smaller than the significant limit value, which is 0.05. so that H2 is accepted and H0 is rejected. The conclusion is that Amenities have a significant effect on visitor satisfaction.

F Test

F Statistic Test (F-test) is the accuracy of the sample regression function in estimating the actual value which aims to find out whether all independent variables simultaneously affect the dependent variable. The criteria in testing this hypothesis are if the significance of $F < 0.05$ then the alternative hypothesis $f =$ is accepted, which states that all independent variables simultaneously and significantly affect the dependent variable Ghozali, (2018).

Tabel 3. Hasil Uji Simultan (F)

F tabel	Fhitung	Sig.
3.10	82.179	0,000

Based on table 3, the F count value of 82.179 is greater than the F table of 3.10 with a significance value of 0.000 where $0.000 < 0.05$, the decision is that H3 is accepted, so it can be concluded that Tourist Attractions and Amenities together or simultaneously have a significant effect on visitor satisfaction.

Discussion of Research Results

1. The Influence of Tourist Attractions on Visitor Satisfaction at the Coban Lanang Waterfall Tourist Destination

Based on the results of the first hypothesis test, the results show that Tourist Attractions have an effect on visitor satisfaction, which is indicated by the results of the t-test obtaining a Sig value of 0.000 which is smaller than 0.05, so it can be concluded that H1 is accepted, which means that Tourist Attractions (X1) have a significant effect on visitor satisfaction. This study also shows the results of multiple linear regression between Tourist Attractions (X1) and visitor satisfaction (Y), it is known that the regression coefficient is positive and the constant also shows a positive value. Thus, it can be seen that the results of this multiple linear regression test show positive results between Tourist Attractions (X1) which can provide an increase in visitor satisfaction (Y). The results above state that Tourist Attractions have a significant effect on Visitor Satisfaction. This shows that the better and more attractive the Coban Lanang Waterfall Tourist Attraction is, the more it will increase visitor satisfaction so that visitors will continue to increase

2. The Influence of Amenities on Satisfaction of Visiting Coban Lanang Waterfall Tourism Destination

Based on the results of the second hypothesis test, the results show that Amenity has an effect on visitor satisfaction, which is indicated by the results of the t-test obtaining a sig value of $0.000 < 0.05$, then it can be concluded that H2 is accepted, which means that Amenity (X2) has a significant effect on visitor satisfaction (Y). It is known that the regression coefficient is positive and the constant also shows a positive value. Thus, it can be seen that the results of this multiple linear regression test show positive results between Amenity (X2) which can provide an increase in Visitor Satisfaction (Y). These results state that Amenity has a significant and positive effect on visitor satisfaction (Y). This shows that the better the Amenity offered by Coban Lanang, the higher the visitor satisfaction. The more satisfied visitors are with the amenities offered, the more the number of tourist visits will increase.

3. The Influence of Tourist Attractions and Amenities on Visitor Satisfaction at the Coban Lanang Waterfall Tourist Destination

Based on the results of the F test, it is known that the variables of Tourist Attraction and Amenity together or simultaneously have a significant effect on Visitor Satisfaction. This can be seen that the significance of visitor satisfaction is $0.000 < 0.05$, which means that Tourist Attraction and Amenity have a joint or simultaneous effect on Visitor Satisfaction.

Based on the results of the partial t-test analysis, it is proven that Amenities have the greatest influence on Visitor Satisfaction because it has a t count of 4.546%, so that amenities have the greatest influence on Visitor Satisfaction, so that hypothesis 4 which states that tourist attractions have the greatest influence on visitor satisfaction is not proven.

The findings in this study are intended to provide implications for the research results that have been studied. The implications of the study are as follows

1. Theoretical Implications
 - a. The results of the study prove that Tourist Attractions have a significant influence on visitor satisfaction. The results of this study strengthen previous research conducted by Aprilia, et al (2017) that the Influence of Tourist Attractions and Service Facilities on Tourist Satisfaction
 - b. The results of the study prove that Amenities have a significant influence on Visitor Satisfaction. The results of this study strengthen previous research conducted by Pintasari (2021) that the Influence of Attractions, Amenities, and Accessibility on Tourist Satisfaction
 - c. The results of the study prove that Tourist Attractions and Amenities have an effect on Visitor Satisfaction. The results of this study strengthen previous research conducted by Kumawati, et al. (2019) that Tourist Attractions and Amenities have a significant effect on visitor satisfaction.
 - d. Based on the results of the partial t-test analysis, it is proven that amenities have the most influence on Visiting Satisfaction. The results of this study strengthen previous research conducted by Saway, et al., that amenities are the most influential variable in visiting satisfaction.
2. Practical Implications
 - a. To examine the important role of Tourist Attractions and Amenities to always be improved because they greatly affect Visitor Satisfaction
 - b. The results of this study can be used as a reference for tourism managers in developing the Coban Lanang Waterfall Tourism Destination to be even better and also increase the number of visits.

CONCLUSION

Based on the research that has been done and the data analysis conducted to determine the effect of Tourist Attractions and Amenities on Visitor Satisfaction. The results of the data analysis that has been carried out on all the data obtained, the following conclusions can be drawn: 1) tourist Attractions affect Visitor Satisfaction at the Coban Lanang Waterfall Tourist Destination; 2) Amenities affect Visitor Satisfaction at the Coban Lanang Waterfall Tourist Destination; 3) Tourist Attractions and Amenities together affect Visitor Satisfaction at the Coban Lanang Waterfall Tourist Destination; 4) Amenities are the most influential variable in visitor satisfaction at the Coban Lanang Waterfall Tourist Destination.

Based on the conclusions made, the suggestions that the author can provide in this study are first a tourist destination must have a concept to attract tourists to come and visit. If a tourist destination does not change and seems monotonous, it will decrease the number of visitors. It is hoped that the Coban Lanang management will continue to evaluate tourism development by increasing tourist attractions and improving lacking amenities. And for further researchers, it is hoped that they can add independent and dependent variables that have the potential to influence the relationship between Tourist Attractions and Amenities and Visitor Satisfaction. It is hoped that this study can be one of the information efforts that can be used for further researchers.

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