



## ANALYSIS OF FACTORS INFLUENCING VISITOR SATISFACTION OWABONG WATERPARK

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### Info Article

*History Article:*  
Received August 2018  
Approved August 2018  
Published September 2018

*Keywords:*  
Service Quality; Destinations  
Image; Perceived Value;  
Satisfaction.

### Abstract

The purpose of this research is to analyze the effect of service quality, destination image and perceived value on visitor satisfaction Owabong on Purbalingga Waterpark. The sample size of 107 respondents Consists with an incidental sampling trough Likert scale questionnaire. Analysis of the data using descriptive percentage and multiple linear regression with SPSS series 23. The result Showed that service quality, destination image and perceived value has a positive and significant impact on visitor satisfaction. The conclusion of this research is proved that the better service quality will Provide Increase of visitor satisfaction, the better of the destination image are owned will Increase of visitor satisfaction and the higher perceived value of visitors will increase is the visitor satisfaction in OWABONG Waterpark Purbalingga.

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, citra destinasi dan perceived value terhadap kepuasan pengunjung OWABONG Waterpark Purbalingga. Jumlah sampel sebanyak 107 responden dengan Incidental sampling melalui kuesioner skala likert. Analisis data menggunakan deskriptif persentase dan regresi linier berganda dengan program SPSS seri 23. Hasil penelitian menunjukkan bahwa kualitas layanan, citra destinasi dan perceived value memiliki pengaruh yang positif dan signifikan pada kepuasan pengunjung. Simpulan dari penelitian ini membuktikan bahwa semakin baik kualitas layanan yang diberikan akan meningkatkan kepuasan pengunjung, semakin baik citra destinasi yang dimiliki akan meningkatkan kepuasan pengunjung dan semakin tinggi nilai yang dirasakan pengunjung akan meningkatkan kepuasan pengunjung OWABONG Waterpark Purbalingga.

## INTRODUCTION

The development of business in the world present experiencing a lot of progress, one of which is the service sector. In addition, the business competition in the era of the global economy is increasingly tight. This has resulted in many foreign businessmen started to invest in Indonesia (Sakitri et al., 2017). Tourism is one of the sectors most widely and rapidly growing in the world, has an important role in the economy and stimulate economic growth (Al-Ababneh, 2013). In addition, the tourism industry is one of the leading growth international service industry (Allameh, 2015). Tourism is considered as an economic generator and can expand employment.

The development of the tourism industry has a strong influence on the economic development in the surrounding area attractions, so it can act as the leading industries, the leading sectors were able to boost the regional economy. The concept of leading industries based on the premise that growth centers there is an activity and the activity is an attraction in the form of an interesting tourist attraction and a crowded situated at strategic locations (Dirgantara, 2013).

Tourism is a way to satisfy the curiosity of individuals to determine the attractiveness of a tourist attraction (Sondakh & Tumbel, 2016). The success of tourism government revenue from the tourism sector can encourage other sectors to flourish. The success of the easiest to observe is the increase in the sheer number of tourist arrivals from period to period. Increase the number of tourists can be realized if the traveler has been satisfied for a destination with a variety of attributes offered by the organizer (Utama, 2017).

The marketing concept states that the key to achieving organizational goals consists of determining the needs and wants of target markets and deliver the desired satisfaction effectively and efficiently than competitors. This concept emphasizes that the success of a company or marketing activities is customer satisfaction (Ohy, 2010), in addition the intention of the service provider is also important because the intention or interest is to explain the purpose of the individual to perform a variety of behaviors and may be regarded as a specific reason against conviction (perceived) (Murwatiningsih & Yulianto, 2017),

Customer satisfaction is determined by the customer perception of the performance of products or services to meet expectations. Customer satisfaction will be achieved when after a customer uses a product or service, the customers want and need can be fulfilled even exceeded his ex-

pectations (Permana, 2013). According to (Rintar, 2011) Customer satisfaction will be achieved when the quality of services/ products provided according to customer need. The role of satisfaction is very important because it is the last factor determining whether the service or product like the product or service on offered (Mardiani & Murwatiningsih, 2015).

Manager of the tourism destination needs to make improvements so that the satisfaction expected by the visitors after visiting the destination can be realized. Consumers expect satisfaction can be created by providing quality services to visitors. Service quality is used as a measure of how well the service meet or exceed customer expectations consistently. To maintain strong long-term relationships with customers, companies need to provide services that generate a high level of visitor satisfaction (Wu, 2014). Service quality is a matter that must be considered by the service companies (Fatona, 2010).

Service quality provided based on requests and fulfilling the visitor needs, so management needs to know how to treat service delivery to match the expectations of visitors. Service quality received by visitors beyond which they hope will create customer satisfaction (Utama, 2017). Service quality can be realized through the fulfillment of customer need and desires as well as the accuracy of delivery to offset customer expectations (Familiar, 2015).

Several previous studies related to the relationship of service quality to satisfaction as performed by Al-Ababneh (2013) found results that positively affect the service quality of visitor satisfaction. Similar results were shown in research by Kalebos (2016). It can be interpreted that the better the level of service quality provided will further increase customer satisfaction. However, in a study conducted by Akbar & Parvez (2011) showed different results that the service quality is the insignificant effect on customer satisfaction.

Other supporting factors in creating customer satisfaction are to create the image of a positive destination in the visitor's perceptions. The positive image of the destination would be a buffer against shortages destinations and vice versa. Destinations image is a manifestation of the expectations the tourists so that they can influence the tourist's perception including affecting of satisfaction (Setyaningsih & Murwatiningsih, 2017). Destinations image is visitors subjective perception of the reality of the destination's (Chen & Tsai, 2007). The image will perceive vary by each individual. Tourism destination has a strong destinations image character provi-

des a more competitive advantage than competitors. Several previous research the relationship between the destination image and visitor satisfaction conducted by Enrique et al. (2009) and Munhurrun (2015) found results that there is a positive and significant impact destination image on visitor satisfaction. However, a different result is shown in research conducted by Chen and Tsai (2007) found that the destination image does not affect visitor satisfaction.

In determining the level of satisfaction, a customer often viewed from the value of a product and the service performance is received from a process of purchasing products or services (Lupiyoadi, 2013). The concept of customer value indicates a strong relationship with customer satisfaction. The desired of customers value will be formed when they form perceptions of how good or bad a product is played in situations of use (Rahayu, 2011). The value received by visitors can point directly at the feeling of overall satisfaction (Amalia & Murwatingsih, 2016).

Several previous research which deals with the relationship of perceived value and customer satisfaction conducted by Allameh et al. (2015) and Wang et al. (2017) the result stated that the perceived value has a positive and significant impact on visitor satisfaction. While the research conducted by Khan and Kadir (2011) showed that the perceived value has no significant effect on customer satisfaction.

The town of Purbalingga is one of the regions in Indonesia that continue to do maintenance any potential to become an attractive tourist destination. One of them is the attraction OWABONG Waterpark located at Bojongsari, Purbalingga. OWABONG waterpark provides a variety of games of water that can be enjoyed by children and adults. With his trademark as the only attractions waterpark in Purbalingga using water from natural water sources so as to provide its own freshness for visitors.

Based on the results of interviews by the manager of the attraction OWABONG Waterpark IS obtained that the management team has been trying to provide a quality service to increase the comfort of visitors that will be able to create satisfaction expected by visitors. Such as providing friendly service at the counter purchase and entrance tickets, providing rides poolside every game that guarantees the safety of every visitor. Besides that, the manager also continues to make improvements in adding amenities to suit the needs visitor. Such as providing a convenient place to change and are available in several Attraction angles, the arrangement of a place for

traders, as well as the provision of safe parking space and spacious and other facilities that support the needs of visitors during a tour in OWABONG waterpark.

The various attempts to create the image of a destination and the perception of positive value on visitor perceptions, so it is able to create visitor satisfaction after enjoying his tourist activity. With all the effort that has been done, doesn't mean that can completely be directly encouraging consumer interest to visit OWABONG Waterpark. Because of the fact that the number of visitors who come in yet in accordance with predetermined targets and often unstable and experiencing a decline in certain periods. This obviously has not been in accordance with what is expected by the provider of tourist attractions. As seen from the data of visitors coming in the 2017 year as follows:

**Table 1.**Data amount Attraction OWABONG Waterpark 2017

No.	Month	Number of visitors
1	January	87.898
2	February	67.947
3	March	81.742
4	April	94.277
5	May	101.638
6	June	72.646
7	July	88.497
8	August	33.054
9	September	74.532
10	October	72.825
11	November	82.550
12	December	118.893
Total		976.499

Based on the table looks that visitors who come experience fluctuating. Increase and decrease in the number of visitors every month. The increase took place in March, April, may, July, September, November and December. The highest increase occurred in September. While the decrease in the number of visitors occurs in February, June, August, October and November. The largest decline occurred in August. The largest number of visitors occur in December while the lowest amount in August. Overall the total number of visitors in the year 2017 reached 976,499 visitors. The amount has still not reached a predetermined target that is as many as

1.2 million people, only reached the level of percentage of 81.37%. This is certainly making the profit obtained by the provider of the sights being insufficient. Each tour object manager certainly wants the maximum target achievement. Every tourist attraction manager would want the maximum target. The number of visitors who have not reached the target in 2017 was allegedly caused by the level of satisfaction felt by visitors after the visit is not maximized.

**Hypothesis Development**

Service quality is the ratio between customer perceptions on the real services they receive and the actual services they expect (Lupiyoadi, 2013). According to Alabneh (2014), the service quality is an overview of the extent of the services provided by the company to meet the needs and expectations of consumers. Individuals or groups who visit a tourism destination will feel satisfaction if the quality of service received match or even exceed the expected, conversely if the services accepted by the visitors have bad quality or incompatible with their expectations so visitors will not feel the satisfaction from the activities of its tourism . The better the services quality provided will result in the level of customer satisfaction (Kotler & Keller, 2009).

H1: Service quality has an influence on visitor satisfaction.

The destination image is an assessment of a person to a tourist destination that can create an image that is subjective to a destination. If a tourist destination can create a positive image in the visitor perceptions, it can create the satisfaction of the visitor itself. The higher a destination image, the higher the level of customer satisfaction (Munhurrun, 2015). Destinations image is a tourist manifestation of the expectations, so as to affect the perception of tourists, including influencing tourist satisfaction (Setyaningsih & Murwatiningsih 2017). In previous research presented by Bigne et al. (2009), states that the destination image has a positive correlation to customer satisfaction. Other studies have obtained similar results, namely the existence of a positive relationship between destination image to visitor satisfaction conducted by Munhurrun (2015)

H2: Destinations image has an influence on visitor satisfaction.

Perceived value the customer perceived value after consuming a product or service from a company, the value obtained from the difference between the benefits derived from customers with

total costs already incurred to consume a product or service. The higher value obtained the consumer when consuming a product or service, will create a high level of satisfaction on the consumer (Kotler & Keller, 2009). Acceptable values can lead directly to the formation of feelings of overall satisfaction. Overall satisfaction is the customer’s feelings in response to the evaluation of one or more of the consumer experience in the use of a product or service (Sumardi & Soliha, 201).

Research carried out previously by Al-lameh et al. (2015) found results that perceived value has a positive influence on satisfaction. Similar results were shown in a study conducted by Wang et al. (2017) which states that the perceived value has a positive effect on customer satisfaction.

H3: Perceived Value has an influence on visitor satisfaction.

Based on the development of the hypothesis proposed in this research, it can be made a theoretical framework as Figure 1.

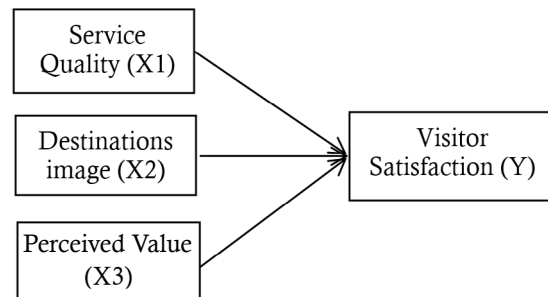


Figure 1. Research Model

**METHOD**

The population in this research are all visitors to Heritage Owabong Purbalingga Waterpark with samples iterations as many as 107 respondents who obtained based on a formula using incidental sampling. The variable in this research is the visitor satisfaction (Y) with indicators of the suitability of expectations, the ease in obtaining and willingness to recommend. Variable service quality (X1) with the indicators used tangible, reliability, responsiveness, assurance and empathy. Destination image variable (X2) with the indicators used by the natural environment, tourist infrastructure, the atmosphere of the place and general infrastructure. Variable perceived value (X3) with the indicators used emotional value, the value of money, time value and value effort. Data collection methods are used questionnaire

and documentation. Analytical techniques using descriptive percentage analysis and linear regression.

### Validity Test

Validity test used to measure invalid or not a questionnaire. The test is considered valid if the value significance  $< 0.05$ . The results of the questionnaire validity test of the research described in the following Table 2.

Based on Table 2 above can be seen that the variable service quality, statement items X1.3, X1.12 have a significance value  $> 0.05$  indicating that the item is not valid. As for the variable destination image and perceived value of all items declared valid because it has a significance value of  $< 0.05$ . In the variable visitor satisfaction item, Y.35 has a significance value  $> 0.05$ , which means the item is not valid and is already represented by another statement.

**Table 2.** The validity of Test Results

Variables	Item code	Sig. (2 tailed) Pearson Correlation Required	Sig. (2 tailed) Pearson Correlation count	Information
Service Quality (X1)	X1.1	.05	.005	valid
	X1.2	.05	.012	valid
	X1.3	.05	.188	Invalid
	X1.4	.05	.000	valid
	x1.5	.05	.017	valid
	X1.6	.05	.000	valid
	X1.7	.05	.005	valid
	X1.8	.05	.000	valid
	X1.9	.05	.000	valid
	X1.10	.05	.000	valid
	X1.11	.05	.000	valid
	X1.12	.05	.063	Invalid
Destinations image (X2)	X2.13	.05	.003	valid
	X2.14	.05	.000	valid
	X2.15	.05	.001	valid
	X2.16	.05	.004	valid
	X2.17	.05	.000	valid
	X2.18	.05	.001	valid
	X2.19	.05	.000	valid
	X2.20	.05	.000	valid
Perceived Value (X3)	X3.21	.05	.000	valid
	X3.22	.05	.000	valid
	X3.23	.05	.000	valid
	X3.24	.05	.001	valid
	X3.25	.05	.000	valid
	X3.26	.05	.000	valid
	X3.27	.05	.000	valid
	X3.28	.05	.000	valid
Visitor Satisfaction (Y)	Y.29	.05	.000	valid
	Y.30	.05	.000	valid
	Y.31	.05	.000	valid
	Y.32	.05	.000	valid
	Y.33	.05	.000	valid
	Y.34	.05	.000	valid
	Y.35	.05	.134	Invalid

### Reliability Test

Reliability test can be done by using Cronbach alpha statistic. A variable is said to be reliable if the Cronbach alpha value  $\geq 0.70$  (Ghozali, 2011). The results of reliability test items shown in Table 3.

**Table 3.** The results of reliability test

Variables	Cronbach's Alpha value	Cronbach's Alpha Value Required	Info.
Visitor satisfaction (Y)	.723	> 0.70	Reliable
Quality of Service (X1)	.803	> 0.70	Reliable
Destinations image (X2)	.797	> 0.70	Reliable
perceived Value (X3)	.857	> 0.70	Reliable

Based on Table 3, it can be explained that the reliability test obtained Cronbach's Alpha value > 0.70 so that it can be summed up all the instruments in this research is reliable.

## RESULT AND DISCUSSION

OWABONG Purbalingga Waterpark Attraction is located in the family Jl. Kingdom Owabong 1, Bojongsari, Purbalingga, Central Java. OWABONG was first known by local people with the name Pemandian Bodjongsari. The pool was first built in 1946 by a citizen of the Netherlands. They build the pool as a means of recreation and special baths for families and descendants of the Netherlands people because they are happy with the clarity of the water that is fed by three springs that Cipawon, Cikupel and Cidandang. These baths moved several times until in 2004 the ownership was taken over by the local government. On March 1, 2005, was established by the local government Purbalingga became OWABONG (Objek Wisata Air Bojongsari).

Officials OWABONG continues to innovate in order to improve the tourist attraction. In addition, to innovating tourist products, promotion and publicity become very aware of. Such as holding events that are attractive to increase tourist visits including promo hold a lottery. Support facilities needed by the visitors is also available, gazebo used as a resting place with a family, a comfortable dressing room, a large parking area and the availability of the venue. The owabong waterpark is not only known by tourists in the city but is also widely known by tourists outside the city around purbalingga.

### Results Of Descriptive Statistical Analysis

Descriptive analysis is used to analyze the data in a way that describe or illustrate the data that has been collected as without meaning make conclusions or generalizations apply to the public (Sugiyono, 2016). The research data each variable described in descriptive form percentage three-box method. The scale used in this study is the Likert scale 1-5. Descriptive analysis of variables in this study can be seen in Table 4:

**Table 4.** Descriptive analysis of variables

Variables	The Average Value Index	Category
Visitor satisfaction (Y)	79.32	High
Service Quality (X1)	78.53	High
Destinations image (X2)	79.07	High
perceived Value (X3)	78.53	High

Based on the table it can be seen that all of these variables has an average value of the index with the high category.

### The result of Classical Assumption Test

Normality test aims to test whether the regression model, the variable has a normal distribution. Based on test results obtained normality Kolmogorov-Smirnov Z value of 0.529 and significance viewed from Asymp.Sig. (2-tailed) of 0.942. Generated significant value greater than 0.05, it can be concluded that the data were normally distributed. The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. A good regression model indicated by the absence of correlation between the independent variables. Based on test results obtained multicollinearity Tolerance values > 0.10 and Inflation Variance Factor (VIF) < 10. It can be concluded that the test results of the regression models show no multicollinearity between variables occurs.

Heterokedastisitas test aims to test whether the regression model occurred inequality variance of residuals of the observations to other observations. If the variance of the residuals of the observations to other observations remains then called homoscedasticity and if different is called heteroscedasticity. A good regression model is that homoscedasticity or not happen heteroscedasticity. Based on a statistical test significance value for each independent variable > 0.05. So we can

conclude the heteroscedasticity regression model did not happen.

### Hypothesis Test Results

Partial significant T test basically shows how far the influence of the explanatory variables/ independent individually in explaining the dependent variable. The relationship of direct influence occurs when one variable affects another variable with no third variable into one variable intervening. In the hypothesis of a direct influence decision making by comparing the significant value calculated by the significant value of alpha. If sig. count < significant alpha value (5%) then the hypothesis is accepted direct influence. Hypothesis test results can be seen in Table 5.

**Table 5.** Hypothesis Test Results

Model	Beta	T	Sig.
(Constant)	.447	.351	.727
Quality of Service	.117	2.160	.033
Destinations Image	.298	3.995	.000
Perceived Value	.295	3.619	.000

From the Table 5, can be obtained regression equation as follows:

$$Y = 0.447 + 0.117X_1 + 0.298X_2 + 0.295X_3$$

From the regression equation can be explained that:

Regression coefficient value of the variable service quality is 0.117 which means that any increase in visitor satisfaction will be followed by an increase in the quality of services amounted to 0.117 if the other variables are assumed to remain. The significance value of 0.033 < 0.05, which showed that the variables of service quality positively affects customer satisfaction. Thus, H1 which states that there is influence between the quality of service to customer satisfaction, welcome.

Regression coefficient value of variable destination image of 0.298 which means that any increase in visitor satisfaction will be followed by an increase in the destination image at 0.298 if the other variables are assumed to remain. Significance value 0.000 < 0.05, which indicates that the destination image variable positive effect on customer satisfaction. Thus, the H2 which states that there is influence between the image of the destination to visitor satisfaction, welcome.

Regression coefficients of the variables perceived the value of 0.295 which means that any increase in visitor satisfaction will be followed by

an increase in the perceived value of 0.295 if the other variables are assumed to remain. Significance value 0.000 < 0.05, which indicates that the variable perceived value positively affects customer satisfaction. Thus, H3 which states that there is influence between the perceived value to customer satisfaction, accepted,

### The coefficient of determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) was used to measure how far the model's ability to explain variations in the independent variable. Detreminasi coefficient value is zero and one. R<sup>2</sup> small value means the capability independent of variables in explaining the variation is very limited dependent variables. The coefficient test result of the determination in this study can be seen in the Table 6.

**Table 6.** Coefficient Determination Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
.890	.781	.785	1.508

According to the Table 6, can be seen that the test results obtained by the coefficient of determination adjusted r square value amounted to 0.785, meaning that the variable quality of service, destination image and perceived value can influence visitor satisfaction variable 78.5% and the remaining 21.5% is influenced by other variables not examined in this study.

### The Influence of Service Quality on Visitor Satisfaction

Based on the data analysis performed in this research, it can be seen that the service quality has a significant and positive effect on visitor satisfaction Owabong Purbalingga Waterpark. That is, when the quality of the services provided by travel managers, the better, it will increase visitor satisfaction. Conversely, if the quality of the services provided by travel managers the worse it will reduce the level of visitor satisfaction Owabong Waterpark. Besides, it is supported by the average value index of quality of the services included in the high category. That is, indicates that the visitor has the feel of a good quality level of service provided by travel managers thus increasing satisfaction. The number of visiting will increase because visitors feel satisfied with the services provided.

To maintain strong long-term relationships with customers, companies need to provide services that generate a high level of visitor satisfac-

tion (Wu, 2014). Service quality provided based on demand and fulfillment of visitors, so the manager needs to pay attention to the proper way of delivering services to match the expectations of visitors. The quality of service received by visitors beyond which they hope will create customer satisfaction (Main, 2017). The results are consistent with research conducted by Al-Ababneh (2013) and Kalebos (2016) states that there is a significantly positive and significant correlation between service quality to visitor satisfaction.

### **The Influence of Destinations Image On Visitor Satisfaction**

Based on the data analysis performed in this study, it can be seen that the destination image has an effect on visitor satisfaction Owabong Purbalingga Waterpark. That is, when the destination image which is owned getting better, it will increase visitor satisfaction Owabong Waterpark. Conversely, if the image is owned by a destination within the worse, it will reduce the level of visitor satisfaction. This is supported by the average value of the index obtained from the variable image of destinations included in the high category. This shows that the destination image is owned by OWABONG good in the eyes of visitors classified Waterpark so it can increase customer satisfaction. The management of the image is very important because if there is a growing positive image would attract tourists to visit and they will feel a high level of satisfaction.

The destination image is the subjective perception of the reality of the destination's visitors (Chen & Tsai, 2007). The image will perceive vary by each individual. Image perceived through cognitive and affective aspects. Cognitive image of a sense of trust and knowledge of visitors to an object. If visitors have had the confidence and good knowledge of a destination it will increase the satisfaction they felt after enjoying the sights. While effective imagery obtained through one's feelings towards such a destination. When visitors feel the interest and pleasure while on destinations will increase satisfaction. The results are consistent with research conducted by byBigne et al. (2009) and Munhurrun (2015) states that there is a positive and significant influence between the destination image on visitor satisfaction.

### **The Influence of Perceived Value on Visitor Satisfaction**

Based on the data analysis performed in this study, it can be seen that has effect perceived value on visitor satisfaction Owabong Purbalingga Waterpark. That is, when a visitor perceived value is higher, it will increase visitor satisfaction

Owabong Waterpark. Conversely, if the lower the perceived value of visitors after enjoying its activity will lower the level of satisfaction of visitors. Besides that, supported by the average index value perceived value that is included in the category. This indicates that the visitor has the feel of a high value once traveled in Owabong Waterpark Purbalingga thus increasing satisfaction.

In determining the level of satisfaction, a customer often sees on the value of a product and the performance of the services received from a process of purchasing products or services (Lupiyoadi, 2013). The value used as a measure in this study is the emotional value, the value of money, time value and the value of the business. When visitors can feel more value after the tour activities, it can obtain a high level of satisfaction. The results are consistent with research conducted by Allameh et al. (2015) and Wang et al. (2017) state that there is significantly positive and significant correlation between the perceived value to customer satisfaction.

## **CONCLUSION AND RECOMMENDATION**

Based on the results of research and discussion it can be concluded that service quality has a positive and significant impact on visitor satisfaction. That is, to provide good quality services to visitors, increase visitor satisfaction Owabong Waterpark. When the service personnel can understand and meet the needs of visitors, it will be able to meet the desired expectations of visitors. With the visitors were fulfilled expectations of the quality of service that is expected it will increase visitor satisfaction Owabong Waterpark.

Destination image has a positive and significant effect on visitor satisfaction. That is, the image of the destination which is owned by Owabong Waterpark can affect the level of visitor satisfaction. The better the image of the destinations that can be constructed by the tourist destination it can increase visitor satisfaction, perceived value has a positive and significant impact on visitor satisfaction. That is, when the perceived value of visitors during the tourist activity is higher, it will increase visitor satisfaction Owabong Waterpark.

Based on this conclusion, it can be given suggestions for travel managers Owabong Waterpark Purbalingga to better understand the wants and needs of visitors in order to increase visitor satisfaction. For further research should be able to develop a research model by adding other variables such as motivation, promotion and the decision to visit in order to further broaden the research in the field of marketing management. In addition, this study also still use the objects of



research, for future researchers should be able to conduct research with several similar objects in order to better determine the effect of visitor satisfaction.

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