

ANALYSIS OF FACTORS INFLUENCING TOURIST SATISFACTION IN THE GEDUNGSONGO TEMPLE AREA, SEMARANG REGENCY

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Abstract:

The purpose of the study was to determine and analyze the effect of promotion and facilities on tourist satisfaction in the Gedungsongo temple area, Semarang Regency. The research was conducted in the Gedungsongo temple area, Semarang Regency. Research using quantitative methods with survey research types. The research population is the tourists of Gedungsongo temple in Semarang regency, which amounted to 1240 people. The sampling technique is purposive sampling with a sample size of 93 people. The data collection technique is distributing questionnaires while the data analysis technique is multiple linear regression analysis. The results of the study are 1) Promotion has a significant and positive influence on visitor satisfaction with a tcount value of $3.818 > t_{table} 1.98638$ and a significant value of 0.000 less than 0.05 (sig (0.000) < 0.05), 2) Facilities have a significant and positive influence on visitor satisfaction with a tcount of $6.583 > t_{table} 1.98638$ and a significant value of 0.000 smaller than 0.05 (sig (0.000) < 0.05), 3) Promotion and facilities have a simultaneous influence on visitor satisfaction with a value of Fcount $63,730 > F_{table} 3.95$ with a significant value of 0.000 smaller than 0.05 (0.000 < 0.05).

Keywords: Promotion, Facility, Satisfaction, Tourism

INTRODUCTION

The development of science and technology has influenced the growth of the tourism sector in Indonesia. This sector acts as one of the main pillars of the country's economy and is the largest foreign exchange contributor. In the Tourism Trends and Policies 2022 report, the Organization for Economic Co-Operation and Development (OECD) revealed that in 2019, the tourism sector contributed 5.0% to Indonesia's Gross Domestic Product (GDP). However, the Covid-19 pandemic that hit in 2020 caused the sector's contribution to GDP to plummet by 56%, reaching only 2.2% of the total economy. According to Pranoto et al. (2022) the tourism sector is a major sector in improving the Indonesian economy. Communities around tourist attractions can form jobs in the form of a creative economy.

In 2024, Indonesia recorded a significant increase in the number of foreign tourist arrivals. During the period January to November 2024, the number of foreign tourist arrivals reached 12,658,048, a sharp increase compared to the same period the previous year. Overall, the total number of foreign tourist arrivals in 2024 reached 16.2 million, the highest number in the last five years. This increase shows the recovery of Indonesia's tourism sector post-pandemic, supported by the government's efforts in promoting tourist destinations and improving tourist satisfaction. Consumer satisfaction, which is defined as a feeling of pleasure or disappointment that arises from the comparison between the perception of the performance of a product or service and the expectations that are owned, plays an important role in increasing the number of tourist visits



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(Kotler and Keller, 2017). According to Kristiutami (2017), the increase in the number of visitors at a tourist attraction occurs due to the high level of satisfaction felt by tourists.

Promotion is one of the factors that affect the satisfaction of tourists visiting tourist attractions (Wahyudi & Yusra, 2021). According to Indasari (2019), Sales promotion is a set of short-term incentives offered with the aim of attracting attention and persuading consumers to buy a product or service in larger quantities immediately. The results of research by Rovy Rosidah et al. (2024) explain that promotion has a positive and significant influence on the satisfaction of visitors to tourist attractions. Promotion is carried out to attract visitors to be interested in visiting tourist attractions. The form of promotion includes conveying information about the beauty, price, services, and facilities available at tourist attractions.

According to Al Fajar et al. (2024), the completeness of the facilities greatly affects tourist satisfaction. According to Tjiptono (2020), facilities are something that has become an obligation in providing services; without facilities that can support the sustainability and smooth running of the services provided, consumers will feel there is a shortage, thereby reducing the urge on them to use these services. Research conducted by Rosardi (2020) showed that facilities have a positive impact on tourist satisfaction; the more complete the facilities, the more satisfied the tourists are.

Gedongsongo Temple is a Hindu temple complex dating back to the Ancient Mataram Kingdom that was built in the 8th century AD. Located on the slopes of Mount Ungaran, Semarang Regency, the temple originally consisted of nine buildings, but now only five remain. With typical Hindu architecture, the complex sits at 1,200m above sea level, offering cool air and beautiful views. In addition to its historical and religious value, Gedongsong Temple also has natural hot springs containing sulfur. This place is a favorite tourist destination because it combines culture, history and natural beauty.

Gedongsongo Temple Tourism has conducted promotions in print and social media. The promotions provided are complete facilities, discounts, game information and prices. The results of the researcher's observations explained that there were several problems in the promotion carried out by Gedongsongo Temple Tourism, such as promotions carried out on social media, the admin was less responsive on social media, less clear information from promotional brochures, less incessant promotion, and slow promotion for holidays. The phenomenon of this problem explains that visitors are less satisfied with the promotion carried out by the Gedongsongo tourist attraction.

Gedongsongo Temple Tourism has provided several facilities for tourists such as places of worship, parking lots, toilets, rest areas, places to eat, and various other public facilities available at this tourist destination. The results of the researcher's observations explained that many facilities were not maintained, toilets smelled and were dirty, there were few trash bins, places of worship were rather dirty, and there was no hand washing soap. These problems have an impact on reducing tourists to Gedongsongo Temple tourism.

Based on the phenomenon of the problem described, this study aims to determine and analyze the effect of promotion and facilities on tourist satisfaction in the Gedongsongo Temple area, Semarang Regency. Specifically, this study examines the effect of each variable partially and simultaneously in increasing visitor satisfaction with the tourist experience they get.

Promotion.

- a. Definition of Promotion. Sales promotion is a group of incentives offered in the short term with the intention of hypnotizing and captivating buyers to buy certain goods or services immediately and more (Keller & Kotler, 2017). The measurement of sales promotions, or sales promotions, carried out by management is one way to assess how far the achievement of organizational goals



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has been achieved. It can also provide an objective assessment to help make decisions (Alma, 2017).

- b. Promotion Objectives. The objectives of sales promotion vary widely (Keller & Kotler, 2017), namely.
 - 1) Sellers can use consumer promotions to build a long-term market share or increase short-term sales.
 - 2) Trade promotion objectives include getting retailers to buy in advance tra, de new products, and making more room for inventory.
 - 3) Sales promotion objectives include getting more sales support for new or existing products or getting salespeople to find new customers.
- c. Dimensions of Promotion. According to Keller & Kotler (2017), the dimensions that affect sales promotion are:
 - 1) Promotion frequency is the number of sales promotions carried out at a time through sales promotion media.
 - 2) Promotion quality is a measure of how well a sales promotion is carried out.
 - 3) Promotion quantity is the value or amount of sales promotion given to consumers.
 - 4) Promotion time is the length of promotion carried out by the company.

Facility.

- a. Definition of Facility. Facilities are something that has become an obligation in providing services. Without facilities that can support the sustainability and smooth running of the services provided, consumers will feel there is a shortage, thereby reducing the urge to use these services (Tjiptono, 2020). Facilities are everything that can facilitate and smooth the implementation of a business. Facilities can also be in the form of everything that makes it easier for consumers to get satisfaction. Services cannot be seen, cannot be smelled and cannot be touched, so the physical form aspect is important as a measure of service (Alma, 2017). According to (Keller & Kotler, 2017), facilities as everything that is actual equipment and is provided by the assistance dealer to help customer comfort.
- b. Facility Dimension. According to Nadianingrum (2020), the dimensions of the facility are
 - 1) Spatial thinking/planning, including everything that has a relationship with quality and style, to be combined and made correctly to stimulate knowledge reactions and emotional reactions by customers and people who observe it
 - 2) Place design, in this case, includes interior design/planning and design
 - 3) Equipment/furniture has a function for facilities that provide pleasure, as well as decoration and as other infrastructure for the use of goods
 - 4) Lighting and style, including giving color to the building
 - 5) Supporting elements, including additional facilities besides the main facilities

Satisfaction.

- a. Definition of Satisfaction. According to Keller & Kotler (2017), satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. If the performance fails to meet expectations, the customer will be dissatisfied. If performance matches expectations, customers will be satisfied. In addition, if performance exceeds expectations, customers will be very satisfied or happy. According to Engel (2016) consumer satisfaction is an after-purchase evaluation where at least it provides results (outcomes) equal to or exceeding customer expectations. Meanwhile, dissatisfaction



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arises if the results obtained do not meet customer expectations. The main factor that influences satisfaction from consumers is if the customer feels that what he wants is maximally fulfilled.

- b. Factors affecting Satisfaction. According to Keller & Kotler (2017), in determining the level of customer satisfaction, four factors must be considered, including.
 - 1) Product Quality. Consumers will feel satisfied if the results of their evaluation show that the products they use are of high quality.
 - 2) Service Quality. Especially for the service industry. Consumers will feel satisfied if they get good service and as expected.
 - 3) Emotional. Consumers will feel proud and gain confidence that others will admire them when using products with brands that tend to have a higher level of satisfaction. The satisfaction obtained is not due to the quality of the product but the social value that makes consumers satisfied with certain brands.
 - 4) Price. Products that have the same quality but can set relatively low prices will provide higher value to consumers.
- c. Satisfaction Dimension. According to Keller & Kotler (2017), customer satisfaction has several dimensions, namely:
 - 1) Stay loyal: Customers who are satisfied with a product will tend to become loyal, and these customers will make repeat purchases from the same manufacturer.
 - 2) Buying new company products and renewing products because they are satisfied. Customers have the desire to buy the products offered because of the desire to repeat the experience received after consuming the product. In addition, customers are willing to provide suggestions and input to producers so that companies can produce better goods or services.
 - 3) Recommending products, satisfied customers will get encouragement to make positive word-of-mouth communication about the company and its products to others. It can take the form of recommendations to other potential customers.
 - 4) With less attention to competing brands and less sensitivity to price, customers are willing to pay more to the company because they already trust the company. They have a perspective that if the price is higher, then the quality is also higher.

METHODS

Research Approach. The research approach used is a quantitative method with a survey research type. According to Sugiyono (2020), quantitative methods are research methods based on positivistic (concrete data) research data in the form of numbers that will be measured using statistics as a calculation test tool related to the problem under study to produce a conclusion. The type of research used is survey research. According to Sugiyono (2020), states that survey research is quantitative research used to obtain data that occurred in the past or present about beliefs, opinions, characteristics, behavior, and variable relationships and to test several hypotheses from samples taken from certain populations.

Place and Time of Research. The research was conducted in the Gedungsongo Temple Area located on Jalan Ke Candi Gedong Songo, Krajan, Banyukuning, Bandungan, Semarang Regency, Central Java. The research time was 4 months, from January 2025 to April 2025.

Research Limitations. Research limitations are needed to clarify the scope of the study and ensure the research remains focused. The following are the research limitations.



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- a. Research Location. This research was only conducted in the Gedong Songo Temple Area, Semarang Regency, so the results cannot be generalized to other tourist destinations.
- b. Research Variable
 - 1) Independent Variable (X): The factors studied only include promotion and facilities as factors that influence tourist satisfaction. Other factors, such as ticket prices, accessibility, and tourist attractions, are not discussed in depth.
 - 2) Dependent Variable (Y): Tourist satisfaction is measured based on visitors' perceptions of promotions and facilities available.
- c. Research Respondent. Respondents in this study were tourists who visited Gedongsong Temple within a certain research period. Tourists who have never visited this area are not included in the sample.

Research Hypothesis. The hypotheses in this study are as follows:

- H1: It is suspected that promotion has a positive and significant effect on tourist satisfaction in the Gedongsongo temple area, Semarang Regency
- H2: It is suspected that facilities have a positive and significant effect on tourist satisfaction in the Gedongsongo temple area, Semarang Regency
- H3: It is suspected that Promotion and Facilities are positive and significant simultaneously on tourist satisfaction in the Gedongsongo temple area, Semarang Regency
- H4: It is suspected that promotion has a greater influence than facilities on tourist satisfaction in the Gedongsongo temple area, Semarang Regency.

Population and Sample. According to Sugiyono (2020), population is the totality of each element to be studied that has the same characteristics; it can be an individual from a group, event, or something to be studied. The population in this study were all visitors to the Gedongsongo temple tour in Semarang Regency in February 2025, namely 1240 people.

According to Sugiyono (2020) the sample is part of the number and characteristics of the population. The sampling technique used is non-probability with the purposive sampling technique. According to Sugiyono (2020) purposive sampling is a sampling technique using certain considerations in accordance with the desired criteria to determine the number of respondents to be studied. The sample criteria in the study were visitors to the Gedongsongo temple in Semarang Regency.

To be able to determine the size of the research sample, the Slovin formula is used at an error rate of 10%. The solving formula is explained, namely:

$$\begin{aligned}
 \text{Slovin Formula} &= \frac{N}{1 + Ne^2} \\
 &= \frac{1240}{1 + 1240(0,1)^2} \\
 &= 92,54 \approx 93
 \end{aligned}$$

Description:

N: Total Population

e: Error tolerance limit



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Based on the sample calculation above, it is determined that the number of samples used in this study is 93 people as respondents.

Data Types and Sources. The type of data used in this study is subject data, namely data in the form of opinions, attitudes, experiences or characteristics of a person or group of people who are research subjects (respondents). Sources of information can be classified into two, namely primary data and secondary data.

- a. Primary data is data obtained through direct observation or observation, interviews and distributing questionnaires to tourists of Gedungsongo Temple, Semarang Regency. The questions in this questionnaire are closed questions, namely questions whose answers have been provided so that respondents can only choose one alternative answer that they think is most appropriate.
- b. Secondary Data is data that has been further processed by primary data collectors or other parties that can be obtained from various sources related to research. Sources include previous research literature books, e-books, the internet, tabloids and magazines.

Data Collection Technique. The data collection techniques used in this study are as follows:

- a. Questionnaire. The questionnaire method is called a questionnaire (list of questions). The questionnaire method is a series or list of questions that are systematically arranged and then distributed to be filled in by respondents. In this study the questionnaire is closed because alternative answers have been provided. This questionnaire was given to tourists of Gedungsongo temple, Semarang Regency. Likert scale is used to measure a person's response or response about social objects. In the questionnaire used by researchers, each question consists of 5 categories, namely: Strongly Agree (SS) score 5, Agree (S) score 4, Moderately Agree (CS) score 3, Disagree (TS) score 2, Strongly disagree (STS) score 1. The researchers used a Likert scale in the form of a checklist (√) for each answer to be selected.

Table 1. Assessment of Test Scores

No	Alternative answer	Statement score
1.	Strongly Agree	5
2.	Agree	4
3.	Moderately Agree	3
4.	Slightly disagree	2
5.	Disagree	1

- b. Observation. Observation as a data collection technique has specific characteristics when compared to other techniques. Namely, observation is used as a data collection technique if the researcher wants to know things from respondents that are more in-depth. The observation technique is used directly by visiting the Gedungsongo temple tour in Semarang Regency.

Data Analysis Technique.

- a. Validity Test. The validity test is used to measure whether a questionnaire is valid or not. An instrument or questionnaire is said to be valid if the questions on the instrument or questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2018). The significance test is carried out by comparing the calculated r value with the r table value. In determining whether or not an item is suitable for use, usually a correlation coefficient significance test is carried out at the 0.05 significance level, which means that an item is



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considered valid if it is significantly correlated to the total score. If the r count is greater than the r table and the value is positive, then the item q_u , question, or variable is declared valid. Conversely, if the r count is smaller than the r table, then the item q_u , question or variable is declared invalid.

- b. Reliability Test. According to Ghozali (2018), reliability is actually a tool for measuring a questionnaire, which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time. In looking for reliability in this study, the authors used the Cronbach Alpha technique. The decision-making criteria are that if the Cronbach Alpha coefficient > 0.60 , the question is declared reliable, or a construct or variable is declared reliable. Conversely, if the Cronbach Alpha coefficient < 0.60 , then the question is declared unreliable. The calculation of the reliability of the Cronbach Alpha formulation was carried out with the help of the SPSS Version 26.0 Windows Software Program.
- c. Statistic Descriptive Analysis. According to Ghozali (2018) what is meant by descriptive statistics is statistics used to analyze data by providing an overview or description of data seen from the average, maximum, minimum, and standard deviation values. Descriptive statistics or deductive statistics are statistics where the level of work includes how to collect, compile or organize, process, present and analyze numerical data in order to provide an organized, concise and clear description of the state of events or certain symptoms so that certain understanding or meaning can be drawn. Overall, this data analysis uses computer assistance with the SPSS Version 26.0 Windows Software Program.
- d. Multiple Linear Regression Test. According to Ghozali (2018), regression is built on the relationship between two or more variables in estimating the value of the dependent variable, Y , based on the value of the independent variable, X . The technique of building a straight line equation determining the estimated value is called regression analysis. The technique for building a straight-line equation to determine its estimated value is called regression analysis. The straight-line equation used to estimate the value of Y based on the value of X is called a regression equation. The general form of a regression equation in statistics is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where;

Y =Tourist Satisfaction

α =Constant

β_1 =Coefficient of promotion

β_2 =Coefficient of facility

X_1 =Promotion

X_2 =Facility

e =Standar of error

- e. Partial t-test. According to Ghozali (2018), the partial test (t-test) is used to determine the effect of each independent variable on the dependent variable. Partial tests in this research data use a significance level of 0.05. With a significance level of 5%, the test criteria are as follows:
 - 1) If the significant value $< 0,05$ dan $t_{hitung} > t_{table}$, it means that there is a significant influence between the independent variable on the dependent variable.



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- 2) If the significance value > 0.05 and t count < t table, it means that there is no significant influence between the independent variable and the dependent variable.
- f. Simultaneous F Test. According to Ghozali (2018), the joint effect test is used to determine whether the independent variables jointly or jointly affect the dependent variable. The F statistical test in this study uses a significance level or confidence level of 0.05. If, in the study, there is a significance level of less than 0.05 or the F count is stated to be greater than the F table. All independent variables simultaneously have a significant effect on the dependent variable. So it can be explained as follows:
- 1) If the probability value of significance < 0,05, dan f hitung > f table, then all independent variables affect the dependent variable.
 - 2) If the significance probability value > 0.05, and f count < f table, then all independent variables do not affect the dependent variable.
- g. Determination Coefficient Test. According to Ghozali (2018) states that the coefficient of determination (R²) is used to measure how far the model's ability to explain variations in the dependent variable is. The coefficient of determination is between zero and one. A small R² value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable.

RESULT AND DISCUSSION

Description of Respondents. The data below will explain the characteristics of respondents who are tourists in the Gedungsongo Temple area of Semarang Regency which will be categorized based on gender, age, income, and latest education with a total sample of 93 people.

- a. Description of Respondents by Age. Based on the results of research on the characteristics of respondents based on age can be seen in the following table:

Table 2. Description of Respondents by Age

No	Age	Total	Percentage (%)
1	21-30 years old	24	26
2	31-40 years old	38	41
3	41-50 years old	26	28
4	51-60 years old	2	5
	Total	93	100

Source: Processed Data, 2025

Based on table 2, it can be seen that respondents who are 21-30 years old are 24 people (26%) respondents, 31-40 years old are 38 people (41%) respondents, 41-50 years old are 26 people (28%) respondents and 51-60 years old are 2 people (5%) respondents. It can be concluded that tourists in the Gedungsongo Temple area of Semarang Regency are predominantly aged 31-40 years.

- b. Description of Respondents Based on Gender. Based on the results of research on the characteristics of respondents based on gender can be seen in the following table:

Table 3. Description of Respondents Based on Gender

No	Gender	Total	Percentage (%)
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1	Male	43	46
2	Female	50	54
	Total	93	100

Source: Processed Data, 2025

Based on table 3, it can be seen that there are 43 (46%) male respondents and 50 (54%) female respondents. It can be concluded that tourists in the Gedungsongo Temple area of Semarang Regency are predominantly female.

- c. Description of Respondents Based on Income. Based on the results of research on the characteristics of respondents based on income can be seen in the following table:

Table 4. Description of Respondents Based on Income

No	Income	Total	Percentage (%)
1	< Rp. 1.000.000	10	11
2	Rp. 1.000.000 - Rp. 3.000.000	46	49
3	Rp. 3.000.001 - Rp. 5.000.000	23	25
4	>Rp. 5.000.000	18	11
	Total	93	100

Source: Processed Data, 2025

Based on table 4, it can be seen that respondents who have an income of <Rp 1.000.000 sebanyak 10 orang (11%) responden, penghasilan Rp 1.000.000-Rp 3.000.000 sebanyak 46 orang (49%) responden, penghasilan Rp 3.000.001-Rp 5.000.000 sebanyak 23 orang (25%) dan penghasilan >Rp 5.000.000 are 18 people (11%). It can be concluded that the Gedungsongo Temple area of Semarang Regency is dominated by those who earn Rp 1,000,000-Rp 3,000,000.

- d. Description of Respondents Based on Occupation. Based on the results of research on the characteristics of respondents based on occupation can be seen in the following table:

Table 5. Description of Respondents by Occupation

No	Job	Total	Percentage (%)
1	Trader	15	16
2	Private Employee	38	41
3	Farmer	15	16
4	Civil Servant/ Police/ Military	25	27
	Total	93	100

Source: Processed Data, 2025

Based on Table 5, it can be seen that respondents who have the occupation of traders are 15 (16%) respondents, private employees are 38 (41%) respondents, farmers are 15 (16%) and civil servants/police/military are 25 (27%). It can be concluded that private employees dominate the Gedungsongo Temple area of Semarang Regency.

- e. Description of Respondents Based on Education. Based on the results of research on the characteristics of respondents based on education can be seen in the following table:



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Table 6. Description of Respondents Based on Education

No	Education	Total	Percentage (%)
1	Junior High School	5	5
2	Senior High School	17	18
3	S1	65	70
4	S2	6	6
	Total	93	100

Source: Processed Data, 2025

Based on Table 6, it can be seen that respondents who have junior high school education are 5 people (5%), high school as many as 17 people (18%), S1 as many as 65 people (70%) and S2 as many as 6 people (6%). It can be concluded that the Gedungsongo Temple area of Semarang Regency is dominated by S1 education.

Validity Test. The value of the r table for the degree of freedom (df) is $n-2$, so for this study, the value of $df = 93-2 = 91$ with a significance value of 0.05, and the value of the r table is 0.2039. The results of the validity test on this research questionnaire are

Based on the validity test results can be seen in the following table:

Table 7. Validity Test Results

Variable	Question Item	R count	R table	Description
Promotion (X_1)	Item 1	0,589	0,2039	Valid
	Item 2	0,659		Valid
	Item 3	0,677		Valid
	Item 4	0,627		Valid
	Item 5	0,751		Valid
	Item 6	0,685		Valid
	Item 7	0,485		Valid
	Item 8	0,649		Valid
Facility (X_2)	Item 1	0,787	0,2039	Valid
	Item 2	0,727		Valid
	Item 3	0,769		Valid
	Item 4	0,741		Valid
	Item 5	0,748		Valid
	Item 6	0,750		Valid
	Item 7	0,693		Valid
	Item 8	0,646		Valid
Visitor Satisfaction (Y)	Item 1	0,548	0,2039	Valid
	Item 2	0,631		Valid
	Item 3	0,482		Valid
	Item 4	0,497		Valid
	Item 5	0,497		Valid
	Item 6	0,574		Valid
	Item 7	0,739		Valid
	Item 8	0,506		Valid

Source: Processed Data, 2025



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Based on the information in Table 5.8, it can be concluded that all instruments show the calculated r value higher than the r table value, which is 0.2039 ($N = 93$). So, it is concluded that all statements in the questionnaire are considered valid, and the questionnaire can be considered valid for use in this study.

Reliability Test. Based on the results of the reliability test can be seen in the following table:

Table 8. Reliability Test Results

Variable	Cronbach Alpha	Conclusion
Promotion (X_1)	0,733	Reliable
Facility (X_2)	0,876	Reliable
Visitor Satisfaction (Y)	0,685	Reliable

Source: Processed Data, 2025

Based on the reliability test in Table 8, it is obtained that all variables have a Cronbach Alpha value greater than 0.60, so the questionnaire is declared to have a good level of consistency and reliability for use in further research.

Normality Test. Based on the results of the normality test it can be seen in the following table:

Table 9. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		93
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	2.31881680
Most Extreme Differences	Absolute	.056
	Positive	.041
	Negative	-.056
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Processed Data, 2025

Based on the results of the normality test that has been carried out, it can be seen that the asymp. The Sig (2-tailed) value is 0.200, which is greater than 0.05, so it can be concluded that this research data is normally distributed.

Multiple Linear Regression Test. Based on the results of multiple linear regression tests can be seen in the following table:

Table 10. Multiple Linear Regression Test Results

Model		Coefficients		t	Sig.
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	
1	(Constant)	8.474	2.387	3.550	.001
	Promotion (X_1)	.306	.080	.314	.000



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Model	Coefficients		t	Sig.
	Unstandardized Coefficients B	Standardized Coefficients Beta		
Facility (X2)	.424	.064	.542	.000
a. Dependent Variable: Visitor Satisfaction (Y)				

Source: Processed Data, 2025

Based on Table 10, the multiple regression equation can be described as follows:

$$Y = 8.474 + 0.306 X1 + 0.424 X2 + e$$

From the multiple linear regression equation above, it can be explained as follows:

- The constant value (α) has a positive value of 8.474. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. It shows that if all independent variables, including promotion (X1) and facilities (X2), are 0 percent or have not changed, then the value of visitor satisfaction is 8,474.
- The regression coefficient value for the promotion variable (X1) is 0.306. This value shows a positive influence between the promotion variable on visitor satisfaction. It means that if the promotion variable increases by 1%, the visitor satisfaction variable will increase by 0.306. Assuming that other variables remain constant or have a value of 0.
- The regression coefficient value for the facility variable (X2) is 0.424. This value shows a positive influence between the facility variable on visitor satisfaction. It means that if the facility variable increases by 1%, the visitor satisfaction variable will increase by 0.424. Assuming that other variables remain constant or have a value of 0.

Partial t-test. The table value can be found with the following calculation:

$$\begin{aligned}
 t_{\text{table}} &= t [\alpha; (df = n - k - 1)] \\
 &= t [0,05; (df = 93 - 2 - 1)] \\
 &= t [0,05; 91] \\
 t_{\text{table}} &= 1,98638
 \end{aligned}$$

Description:

α = significant level

n= number of samples

k= total number of independent variables

df= degrees of freedom

Based on the partial t test results can be seen in the following table:

Table 11. Partial t test results

Model	Coefficients		t	Sig.
	Unstandardized Coefficients B	Standardized Coefficients Beta		
1 (Constant)	8.474	2.387	3.550	.001
Promotion (X1)	.306	.080	.314	.000
Facility (X2)	.424	.064	.542	.000



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Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
a. Dependent Variable: Visitor Satisfaction (Y)					
Source: Processed Data, 2025					

From the results of the partial t test analysis above, it can be explained as follows:

- Promotion (X1) on Visitor Satisfaction (Y). The promotion variable shows that the count value is 3.818> Table 1.98638, and a significant value of 0.000 is smaller than 0.05 (sig (0.000) <0.05) with a positive coefficient value of 0.306. Based on these results, the promotion variable partially has a significant and positive influence on visitor satisfaction in the Gedungsongo Temple area, Semarang Regency. Thus, it can be concluded that H1 is accepted.
- Facilities (X2) on Visitor Satisfaction (Y). The facility variable shows that the count value is 6.583> Table 1.98638, and a significant value of 0.000 is smaller than 0.05 (sig (0.000) <0.05) with a positive coefficient value of 0.424. Based on these results, the facility variable partially has a significant and positive influence on visitor satisfaction in the Gedungsongo Temple area, Semarang Regency. Thus, it can be concluded that H2 is accepted.

Simultaneous F Test.

The F_{table} value can be found with the following calculation:

$$\begin{aligned}
 F_{table} &= F [(N1 = k - 1); (N2 = n - k - 1)] \\
 &= F [(N1 = 2 - 1); (N2 = 93 - 2 - 1)] \\
 &= F [1; 91] \\
 F_{table} &= 3,95
 \end{aligned}$$

Description:

$N1$ = significant level

$N2$ = degrees of freedom

k = total number of independent variables

n = total sample

Based on the results of the simultaneous f test, it can be seen in the following table:

Table 12. Simultaneous F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	700.571	2	350.286	63.730	.000 ^b
	Residual	494.676	90	5.496		
	Total	1195.247	92			

a. Dependent Variable: Visitor Satisfaction (Y)

b. Predictors: (Constant), Facility (X2), Promotion (X1)

Source: Processed Data, 2025



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Based on Table 12 above, it is stated that $F_{count} 63.730 > F_{table} 3.95$ with a significant value of 0.000 smaller than 0.05 ($0.000 < 0.05$). It shows that H3 is accepted. It means that the independent variables consisting of promotion and facilities simultaneously have a significant influence on visitor satisfaction in the Gedongsongo Temple area, Semarang Regency.

Determination Coefficient Test. Based on the results of the determination coefficient test can be seen in the following table:

Table 13. Test Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.586	.577	2.344

a. Predictors: (Constant), Facility (X2), Promotion (X1)
b. Dependent Variable: Visitor Satisfaction (Y)

Source: Processed Data, 2025

Table 13 shows that the coefficient of determination in R Square is 0.586, or equivalent to 58.6%. It means that the effect of promotion and facilities on visitor satisfaction is 58.6%, while the remaining 41.4% is influenced by external factors not discussed in this study.

The Effect of Promotion on Tourist Satisfaction in the Gedongsongo Temple Area, Semarang Regency. The results of this study indicate that promotion has a significant role in increasing visitor satisfaction in the Gedongsongo Temple tourist area, Semarang Regency. It is evidenced by the calculated t value of 3.818, which is greater than the t table (1.98638), as well as a significance value of 0.000 which is smaller than 0.05. It means that promotion has a real influence on visitor satisfaction. In addition, the positive regression coefficient value of 0.306 indicates that the better the promotional strategy implemented, the higher the level of satisfaction felt by visitors.

These results confirm that promotion not only serves as a tool to attract tourists but also plays a role in building positive experiences that increase visitor satisfaction. With effective promotion, visitors are not only attracted to come but also have expectations that match the experience they get at the tourist site. Therefore, the right marketing strategy is an important factor in increasing the attractiveness and sustainability of the tourism industry in this region.

In the face of increasingly fierce tourism competition, optimizing digital promotional media is a step that needs to be prioritized. Utilizing social media, official websites, and other digital platforms can be an effective means to reach more potential tourists. In addition, cooperation with influencers and travel bloggers can strengthen the appeal of Gedongsongo Temple in the eyes of tourists, especially the younger generation who actively seek travel references through social media.

The results of the study are in line with the research of Putri et al. (2020), explaining that promotion has a significant and positive influence on visitor satisfaction at Watu Pecak Beach, Lumajang Regency. The use of the right promotion can provide accurate information to visitors so that visitors feel satisfied with the promotion. The results of Azliansyah et al. (2020) research, et al. (2020) explain that tourism promotion provides a significant increase in visitor satisfaction at the Maimun Medan Palace tourist attraction.

The Effect of Facilities on Tourist Satisfaction in the Gedongsongo Temple Area, Semarang Regency. The results of this study indicate that facilities have a significant and positive influence on visitor satisfaction in the Gedongsongo Temple tourism area, Semarang Regency. It can be seen from the t-count value of 6.583, which is much greater than the t table (1.98638), as well as a significance



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value of 0.000, which is smaller than 0.05. Thus, facilities play an important role in increasing visitor satisfaction. In addition, the positive regression coefficient value of 0.424 indicates that the better the facilities available, the higher the level of satisfaction felt by visitors. The existence of adequate facilities, ranging from basic infrastructure to supporting facilities, can create a more comfortable and enjoyable tourist experience. Thus, facilities are not just a complement but the main factor that can influence tourist perceptions and satisfaction.

The results of this study provide several important implications for tourism area managers. First, improving basic infrastructure such as road access, parking lots, public toilets, and rest areas is an important step in creating comfort for visitors. Second, good service quality, such as staff friendliness, easy access to tourist information, and an efficient ticketing system, can further enhance a positive tourism experience. A sustainable maintenance system must also accompany good facilities. Environmental cleanliness, good waste management, and regular maintenance of facilities will help maintain the quality of tourist areas in the long run. In addition, the application of sustainable tourism concepts, such as the use of environmentally friendly technology and digital-based services, can be an added value that further increases visitor satisfaction.

The results of the study are in line with the research of Rumlus & Eviana (2024) explaining that facilities have a significant and positive influence on tourist satisfaction in the Tangerang Old Market Culinary area. Complete facilities such as trash cans, mosques, toilets, and others can increase visitor satisfaction. Research by Taning et al. (2022) explains that complete and clean facilities have a positive influence on increasing visitor satisfaction at tourist attractions.

The Effect of Promotion and Facilities Simultaneously on Tourist Satisfaction in the Gedongsongo Temple Area, Semarang Regency. The results of this study indicate that promotion and facilities simultaneously have a significant influence on visitor satisfaction in the Gedongsongo Temple tourism area, Semarang Regency. It is evidenced by the calculated F value of 63.730, which is much greater than the F-table (3.95), as well as a significance value of 0.000, which is smaller than 0.05. Thus, promotion and facilities together play a role in increasing the satisfaction of tourists visiting tourist attractions. Effective promotion is able to attract tourists to come, while adequate facilities ensure they get a comfortable and pleasant experience while at the tourist site. The combination of promotion and good facilities not only increases visitor satisfaction but can also encourage them to return to visit in the future.

To achieve optimal results, synergy between tourism area managers, local governments, and the private sector is needed. The government can play a role in improving infrastructure and supporting promotional programs. At the same time, the private sector can contribute through investment in the development of tourist facilities and technology-based service innovations. With solid cooperation, the development of the Gedongsongo Temple tourism area can run more effectively and sustainably.

The results of the study are in line with the research of Kusnadi (2024) which explains that complete facilities and promotions that have accurate information can increase visitor satisfaction at Tirta Lebak Buana Hot Springs in Lebak Banten.

CONCLUSION

Based on the results and discussion of this research, both promotion and facilities play a crucial role in shaping visitor satisfaction in the Gedongsongo Temple area, Semarang Regency. First, the findings indicate that promotion has a significant and positive effect on visitor satisfaction. Effective promotional strategies are capable of enhancing visitors' perceptions and overall experiences.



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Second, the study confirms that the availability and quality of facilities also exert a significant and positive influence on visitor satisfaction. Adequate and well-maintained facilities contribute to the comfort and convenience of visitors, thereby increasing their satisfaction levels. Finally, when considered simultaneously, promotion and facilities collectively demonstrate a significant and positive impact on visitor satisfaction. These results underscore the importance of integrated efforts in improving promotional outreach and facility development as key strategies to enhance the overall tourist experience at Gedungsongo Temple.

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