

The Effect of Facilities, Promotion, and Service Quality on Interest in Revisiting Kedung Ombo Reservoir Tourist Attractions (Case Study of Kedung Ombo Reservoir Tourists)

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ABSTRACT

Repeat visit interest is a reciprocal result of the value that a customer has spent on an object and makes another form of customer satisfaction. This study intends to examine the effect of (1) Facilities, (2) Promotion, (3) Service Quality on Revisit Interest, either partially or simultaneously. This research is quantitative in nature using primary data. To test the quality of the data, validity and reliability tests were carried out. Observation and questionnaire distribution are the techniques used. From a total sample of 68 with the method of determining the sample, namely purposive sampling. The results of the partial influence between (1) Facilities of 0.232, (2) Promotion sig. value of 0.132, (3) Service Quality has a sig. value of 0.098 on Revisit Interest and the value of these three is greater than alpha 0.05 it can be said that the independent variable has no effect on revisit interest. The simultaneous f test of the three independent variables on the dependent variable in the form of a comparison of the calculated f value of 4,222 which is greater than the calculated f value of 2,758 and the sig. value of 0.009 < 0.05, it can be concluded that together (simultaneously) the three independent variables can have an effect on Revisit Interest (Y).

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1. INTRODUCTION

Kedung Ombo Reservoir is one of the interesting tourist destinations in Central Java that showcases the beauty of a giant 6,576-hectare dam, located in three districts: Grobogan, Sragen, and Boyolali. In Boyolali Regency, precisely in Wonoharjo Village, Kemusu District, Kedung Ombo Reservoir has great potential as a tourist attraction. There are two main tourist sites here, namely Wana Wisata Telawa and the reservoir itself. This area is designed to provide a sense of security and comfort for visitors who want to enjoy the beauty of the Kedung Ombo Reservoir, with neatly arranged mahogany and teak trees as an additional attraction (Pradipta, 2019).

Kedung Ombo Reservoir, located in Grobogan Regency, Central Java, is not only an important source of irrigation for local agriculture but also offers stunning natural charm that can be enjoyed by tourists from all walks of life with attractive natural scenery, such as calm water, mountain views, and the presence of small islands around the reservoir. This natural beauty is the main attraction for tourists who are looking for a place to vacation or spend leisure time. In addition, the fulfillment of the completeness of the facilities and infrastructure contained in the place is classified as more than enough so that it is not a reason for travelers or local residents to enjoy the Kedung Ombo reservoir tour (Rohmah & Nurjayanti, 2022).

By becoming one of the most visited tourist attractions in Boyolali district, namely Wana Wisata Telawa, visitors recorded a total of 72,440 people in 2023. This is a potential that must be developed for the manager, of course, even the role of the government which is often involved to be a supporter, so that tourists feel satisfied after visiting the place. In this case, there are several things that can increase the interest in visiting tourists again at Wana Wisata Telawa, namely the facilities available, the promotions offered by the manager and the quality of service that has been provided.

Problem identification

As for the various backgrounds that have been described above, the problem formulations are as follows:

- A. How does the facility affect the interest of returning tourists in Kedung Ombo reservoir tourism?
- B. How does promotion affect the interest in visiting tourists again on the Kedung Ombo reservoir tour?
- C. How does service quality affect tourist revisit interest in Kedung Ombo reservoir tourism?
- D. How do facilities, promotions, service quality affect the interest of returning tourists in Kedung Ombo reservoir tourism simultaneously?

Theoretical foundation

Perceived Value Theory (Perceived Value Theory)

Perceived value is the consumer's overall assessment of the benefits of a product based on what is received and what is sacrificed. Many studies usually view costs in the form of prices to be paid, but there are other costs that also need to be considered when evaluating what customers have to give up to get something, such as time, cognitive effort, and physical effort (Lexhagen, 2009)

The indicators of assessment of Perceived Value according to (Aulia et al., 2016) are:

- a) Emotional value is the benefit felt after using the product. This benefit is obtained through the feeling or emotional response caused by the product.
- b) Social value is the benefit obtained from the product's ability to improve self-image and social status for consumers.
- c) Quality / performance value is the benefit obtained from the product due to reduced short-term costs and long-term costs.
- d) Price / value of money is the benefit obtained from the perception of the expected performance of a product or service.

Facilities

Public facilities include all basic services in the tourist destination environment that are not only intended to support tourist activities, but also to meet the needs of the general public in their daily activities. This includes health, security, financial, and worship facilities (Malikhah, 2023). According to (Miasitita et al., 2023) the facility indicators consist of:

- a) Completeness, cleanliness, and tidiness of the facilities provided.
- b) Condition and function of available facilities.
- c) Ease of using the facilities offered.

Promotion

One part of the marketing mix is promotion, with its main role as a means of communication. Promotion is defined as a communication process between sellers and potential buyers by conveying information or messages about products, goods, or services. Promotion focuses on communication methods aimed at target markets to introduce relevant products (Kotler, 2008).

The indicators of promotion assessment according to (Kotler, 2008) are the following 3 things:

- a) Promotional reach refers to the ability to reach customers through various media.
- b) The quantity of advertising views on promotional media is the number of advertisements aired through promotional media in a certain period of time.
- c) The quality of message delivery in advertisements in promotional media affects the effectiveness of promotion.

Service Quality

Quality can be defined as everything that a person strives for to meet the needs and desires of customers and provide services precisely to meet or compensate for customer expectations because quality relates to the dynamic conditions of products, services, people, processes, and the environment that meet or exceed expectations (Widjipto, 2019). According to (Tjiptono, 2016) service quality can be measured from several dimensions, namely:

- Direct Evidence (tangibles) includes physical facilities, equipment, staff, and means of communication.
- Reliability is the ability to provide the promised service in a timely, accurate, and satisfactory manner.
- Responsiveness refers to the willingness to help consumers and provide the best service.
- Assurance includes the knowledge and courtesy of company staff and the ability to foster consumer confidence in the company.
- Empathy involves ease of interaction, good communication, personal attention, and understanding the needs of customers.

Interest in Revisiting

Attitudes and interests are personal aspects related to the outside of a person. Attitudes and interests are sometimes the basis for prejudice and decision making. Interest in revisiting is a behavior that arises in response to something, which shows the customer's desire to make a return visit. Perceptions are formed from learning and thinking. This buying interest develops into an impulse that is embedded in memory and becomes a strong impulse that will be used when someone wants to fulfill their needs (Widjipto, 2019). There are 3 things that can measure indicators of a person's return visit interest according to (Miastita et al., 2023):

- Revisiting Intention
The desire to make repeat visits, visitors hope to return to enjoy the tourist experience in the same place
- Recommendation Intention
Indicates that visitors enjoy their visit so much that they want to share their positive experiences with others
- Promotion Intention
The expression of someone who has visited a tourist location, in the form of an invitation or notification to others for interesting things.

2. RESEARCH METHOD

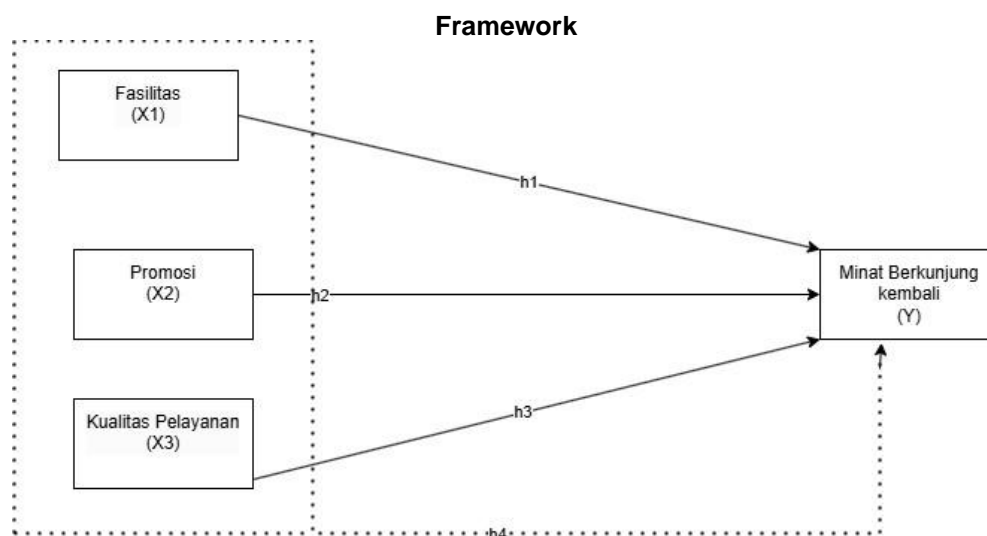


Figure 1. Framework

Description:

H1: direct relationship between facilities (X1) on interest in visiting again (Y)

H2: direct relationship between promotion (X2) on interest in visiting again (Y)

H3: direct relationship between service quality (X3) on interest in visiting again (Y)

H4: the relationship between facilities (x1), promotion (x2), service quality (x3) affects the interest in revisiting (y) tourists on the Kedung Ombo reservoir tour simultaneously

This research uses quantitative methods. The purpose of this study is to explain how facilities, promotions, and service quality affect the interest in visiting Kedung Ombo reservoir tourist attractions. The data collection method used in this study was a questionnaire, which was distributed to respondents. This study used purposive sampling technique. Researchers distributed questionnaires via Google forms to 68 visitors who had visited the Kedung Ombo reservoir.

The data used in this study were collected through questionnaires given after the list of questions was compiled and explained to the respondents, and then processed with SPSS data processing.

One way to obtain accurate quantitative data is to use research instruments to measure the value of the variables under study. This observation instrument uses a questionnaire which is compiled using indicators and variables. In this study, a Likert scale was used to make it easier for respondents to answer questions with scores ranging from 1 to 5 about the selected instrument information. According to Sugiyono, (2014), the validity test is a test that must be in a study because this test is used to measure the legality or validity of questionnaire items. Therefore, each research questionnaire consists of individual questions that represent each research indicator to allow participants to reveal and explain the items to be measured. The following are the results of the validity test on the question items of each variable in this study:

3. RESULTS AND DISCUSSIONS

Descriptive analysis

The majority of tourists who are interested in visiting Kedung Ombo reservoir are mostly from the age group 18-25 years with a total of 48 people and a percentage of 70.5%, then followed by tourists from the age group 26-30 years, totaling 13 people with a percentage of 19%, and the least age group to visit Kedung Ombo reservoir from the age group 31 years and over, totaling 7 people.

Statistical analysis

Validity Test

Table 1. Validity Test

Variabel	Item	Pearson Correction	Significant Tailed 2	Keterangan
Fasilitas (X1)	F1	0.758**	0.000	Valid
	F2	0.704**	0.000	Valid
	F3	0.546*	0.000	Valid
	F4	0.732**	0.000	Valid
	F5	0.717**	0.000	Valid
Promosi (X2)	P1	0.588**	0.005	Valid
	P2	0.640**	0.002	Valid
	P3	0.768**	0.000	Valid
	P4	0.746**	0.000	Valid
	P5	0.612**	0.003	Valid
Kualitas Pelayanan (X3)	KP 1	0.829**	0.000	Valid
	KP 2	0.617**	0.003	Valid
	KP 3	0.634**	0.002	Valid
	KP 4	0.600**	0.004	Valid
	KP 5	0.480*	0.028	Valid

Variabel	Item	Pearson Correction	Significant Tailed 2	Keterangan
Minat Berkunjung Kembali (Y)	M1	0.676**	0.001	Valid
	M2	0.569**	0.007	Valid
	M3	0.705**	0.000	Valid
	M4	0.721**	0.000	Valid
	M5	0.569**	0.007	Valid

Based on the validity test which produces the value in the table above, which of each question item has a smaller significance value of 0.05. and the calculated r value of each question item is greater than the r table value of 0.4333. then all questions in this research questionnaire are valid (Bawono, 2006).

Reliability test

Table 2. Reliability test
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	72.3333	160.633	.725	.925
VAR00002	72.6190	160.948	.677	.926
VAR00003	72.7619	166.890	.433	.931
VAR00004	72.3810	164.748	.712	.926
VAR00005	71.9048	162.290	.684	.926
VAR00006	72.8095	162.262	.514	.930
VAR00007	72.6190	162.748	.580	.928
VAR00008	72.4762	159.262	.718	.925
VAR00009	72.1429	159.429	.663	.927
VAR00010	72.2857	162.914	.534	.930
VAR00011	72.3810	161.248	.823	.924
VAR00012	72.2857	165.314	.548	.929
VAR00013	72.1905	163.962	.596	.928
VAR00014	72.0476	167.948	.557	.929
VAR00015	72.6190	172.148	.403	.931
VAR00016	72.1905	162.862	.677	.926
VAR00017	72.3810	164.348	.567	.929
VAR00018	72.2381	163.690	.710	.926
VAR00019	72.0952	160.990	.716	.926
VAR00020	71.9524	167.548	.545	.929

The results of the reliability test, each question item in the questionnaire which includes the variables of facilities, promotion, service quality and interest in visiting again has a Cronbach Alpha value > 0.60, so that according to (Bawono, 2006) each question is said to be reliable or can be trusted as a measuring tool for the answers of the respondents.

Classical assumption test Multicollinearity Test**Table 3. Uji Multikolinearitas Coefficients^a**

Model	Unstandardized Coefficients		Standardize d Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	8.273	3.193			2.591	.012		
x1	.160	.133	.150		1.208	.232	.846	1.182
x2	.180	.118	.188		1.524	.132	.860	1.162
x3	.247	.147	.210		1.678	.098	.829	1.206

a. Dependent Variable: y

From the results of the output table above, it is known that the multicollinearity test of the three independent variables on the dependent variable shows that the Tolerance value is 0.846; 0.860; 0.829 this figure is greater than 0.1, while the VIF value of the three independent variables is 1.182; 1.162; 1.206 this figure is also smaller than 10. So it can be concluded that these three variables are free from multicollinearity symptoms.

Heteroscedasticity Test**Table 4. Uji Heteroskedastisitas Coefficients^a**

Model	Unstandardized Coefficients		Standardize d Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	8.273	3.193			2.591	.012		
x1	.160	.133	.150		1.208	.232	.846	1.182
x2	.180	.118	.188		1.524	.132	.860	1.162
x3	.247	.147	.210		1.678	.098	.829	1.206

a. Dependent Variable: y

Based on the test results in the table, it can be seen that the sig. value of the three independent variables, namely X1, X2, X3 is 0.232; 0.132; 0.098 and all of them show that it is greater than 0.05 so that the conclusion is drawn that there are no symptoms of heteroscedasticity.

Normality Test

**Table 5. Uji Normalitas
One-Sample Kolmogorov-Smirnov Test**
Unstandardized Residual

N		68
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.30892611
Most Extreme Differences	Absolute	.079
	Positive	.061
	Negative	-.079
Test Statistic		.079
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.

From the normality test that has been carried out in table 5 which shows that the Asymp. Sig. (2-tailed) which is 0.200 which is greater than $\alpha = 0.05$. So the conclusion can be drawn that the three independent variables are normally distributed.

Hypothesis testing

The Effect of Facilities on Interest in Revisiting

That the partial t test on variable X1 obtained that the t value was 1.208 and this value was smaller than the t table of 1.998. The significance value of X1 is 0.232 and this value is greater than alpha 0.05. It can be concluded that there is no significant influence between facilities (X1) on revisit interest (Y). these results are in line with the research obtained by (Miastita et al., 2023) which both state that facilities have no effect on revisit interest. Therefore the statement in H1 is rejected.

The Effect of Promotion on Interest in Revisiting

That the partial t test on the X2 variable obtained that the t value is 1.524 and this value is smaller than the t table of 1.998. The significance value of X2 is 0.132 and this value is greater than alpha 0.05, it can be concluded that promotion (X2) has no effect on revisit interest (Y). These results are in line with the research obtained by (Miastita et al., 2023) which both state that promotion has no effect on revisit interest. Therefore the statement in H2 is rejected.

The Effect of Service Quality on Interest in Revisiting

Partial t test on variable X3 It was found that the t value was 1.678 and this value was smaller than the t table of 1.998. The significance value of X3 is 0.098 and this value is greater than alpha 0.05. Thus, it can be concluded that Service Quality (X3) has no effect on revisit interest (Y). These results are in line with the research obtained by (Momongan et al., 2024) which both state that Service Quality has no effect on revisit interest. Therefore the statement in H3 is rejected.

The Effect of Facilities (X1), Promotion (X2), Service Quality (X3) Affect the Interest in Revisiting (Y) Tourists at Kedung Ombo Reservoir Tourism Simultaneously

The results that have been obtained in table show that the simultaneous f test value of the three independent variables on the dependent variable in the form of a comparison of the calculated f value of 4.222 and a value greater than the calculated f value of 2.758 and a sig value. which is 0.009 < 0.05, it can be concluded that together (simultaneously) the three independent variables have a positive effect on interest in visiting again (Y). Therefore, the conclusion can be drawn that H4 is accepted.

4. CONCLUSION

Based on research that has been conducted on the effect of facilities, promotion, service quality on the interest in visiting Kedung Ombo reservoir tourists who have been completed from the data collection stage with a questionnaire and the data analysis stage using the SPSS program, which finally gets the following results:

- a) Facilities (X1) have no significant effect on the interest in visiting tourists again (Y), thus H1 is rejected.
- b) Promotion (X2) has no significant effect on interest in visiting returning tourists (Y), thus H2 is rejected.
- c) Service Quality (X3) has no significant effect on interest in visiting returning tourists (Y) thus H3 is rejected.
- d) Facilities (X1), promotion (X2), service quality (X3) can affect the interest in revisiting (Y) tourists on Kedung Ombo reservoir tours simultaneously, thus H4 is accepted.

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