

The Effect of Destination Image, Tourist Attractions, Facilities, Service Quality, and Promotion on Visitor Satisfaction at Telagah Kumpe Cilongok Tourist Destination

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INDEXING	ABSTRACT
<p>Keywords: Keyword 1; Destination image Keyword 2; Tourist attractions Keyword 3; Facilities Keyword 4; Service quality Keyword 5; Promotion</p>	<p>This study aims to examine the destination image, tourist attractions, facilities, service quality, and promotion on visitor satisfaction. The method used is a quantitative approach with descriptive analysis techniques. Purposive Sampling, involving 220 samples. Data were obtained through questionnaire distribution and analyzed using Smart PLS V.4.1. The results of the study showed that: (1) destination image has a positive effect on visitor satisfaction, (2) tourist attractions have a positive effect on visitor satisfaction, (3) facilities do not have an effect on visitor satisfaction, (4) service quality has a positive effect on visitor satisfaction, (5) promotion has a positive effect on visitor satisfaction. This study concludes that destination image, tourist attractions, service quality, and promotions have a positive effect on visitor satisfaction at Telaga Kumpe, while facilities were not shown to have a significant effect. This means that tourist satisfaction is largely determined by how the destination is perceived, the attractions offered, the services provided, and the promotional strategies employed</p>

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INTRODUCTION

Indonesia boasts abundant natural resources due to its geographical location, consisting of thousands of islands. This potential allows for the development of various sectors, including tourism, which plays a vital role as a means of recreation and entertainment, while simultaneously improving community well-being. Tourist attractions not only provide relaxation and stress reduction for visitors, but also raise public awareness about managing local potential as an economic resource. Well-managed tourism can enhance a destination's image while positively impacting regional development. Therefore, tourism is a key source of income that must be developed, as it can significantly contribute to the economy and community well-being (Arifin, 2024).

Gununglurah Village, Cilongok District, Banyumas Regency, has quite a lot of tourism potential, one of which is Telaga Kumpe. Opened in 2019, this natural tourist destination offers agricultural, plantation, and tourism potential, and has become a new attraction for local tourists. The management of Telaga Kumpe involves collaboration between the East Banyumas Forest Management Unit (KPH) as the land owner, the Wonosari Forest Management Unit (LMDH) as the operational manager, and the Gununglurah Village Government as the initial funding provider for the development. The

presence of this destination has received attention because it is able to stimulate regional economic growth through the tourism sector.

Despite its significant potential, tourist arrivals fluctuate significantly. Data from the Department of Youth, Sports, Culture, and Tourism (2024) shows the number of visitors to Telaga Kumpe.

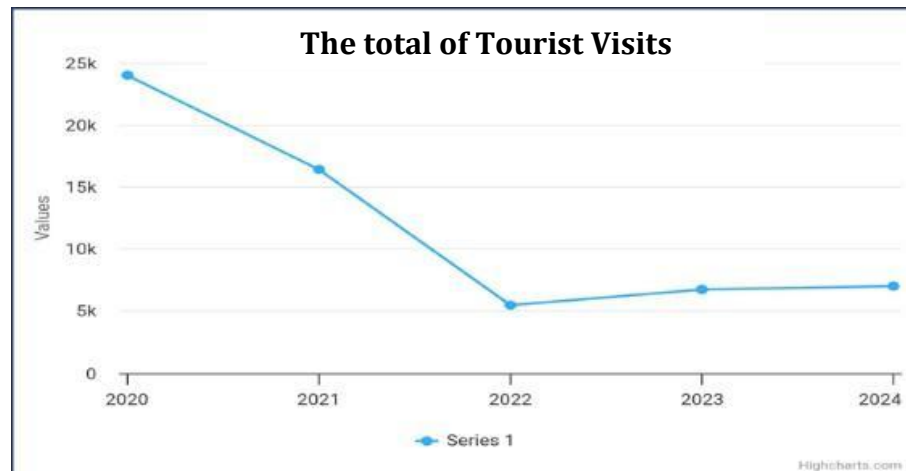


Figure 1. Data on Tourist Visits to Telaga Kumpe

Judging from the graph of tourist visits to Telaga Kumpe for the period 2020–2024, there was a sharp decline from 24 thousand visitors in 2020 to around 5 thousand in 2024, 5 thousand in 2022. Although in 2023–2024 the number of visits began to stabilize at around 6–7 thousand people, this condition indicates a challenge in maintaining visitor satisfaction so that the destination remains in demand.

Tourist satisfaction is a crucial factor influencing the decision to revisit. According to Kotler and Keller (2024), visitor satisfaction arises from the comparison between expectations and the experience. Therefore, this study is crucial to analyze the factors influencing visitor satisfaction, including destination image, tourist attractions, facilities, service quality, and promotion at the Telaga Kumpe Cilongok tourist attraction.

LITERATURE REVIEW

In analyzing the influence of destination image, tourist attractions, facilities, service quality, and promotion on visitor satisfaction at the Telaga Kumpe Cilongok tourist attraction, researchers refer to the definitions of concepts and theories put forward by experts, accompanied by findings from various previous studies as a theoretical and empirical basis.

According to Kotler and Keller (2024), customer satisfaction is the level of individual feelings after comparing the performance of a product or service they experience with their expectations. Customer satisfaction or dissatisfaction is a response to an evaluation of the perceived discrepancy or disconfirmation between prior expectations and the product's actual performance after use. According to (Indrsari, 2019), indicators for measuring customer satisfaction are: conformity to expectations, intention to revisit, and willingness to recommend.

Destination image refers to the perception or mental image people have of a place or tourist destination (Hidayatullah et al., 2020). According to Khansa & Farida, (2016), destination image is the belief tourists have about a product or service they are about to purchase. According to Gustia & Putra, (2021), the indicators of destination image are as follows: cognitive destination image, unique destination image, and affective destination image.

According to Ramadhan et al. (2024), tourist attractions are a crucial component of the tourism sector, reflecting the uniqueness, beauty, and values inherent in nature and human culture. Tourist attractions are tangible and intangible elements that have market value in the tourism market, according to Huda et al. (2019).

Facilities are a crucial element in tourism growth, as tourists are often drawn to a particular location by the services it offers. One crucial aspect of tourism development is the provision of facilities (conveniences). Tourists often choose to visit a place, region, or country because they are attracted by the convenience offered by these facilities (Yupiter Mendrofa & Yuterlin Zalukhu, 2022). According to Sumayang (Fanggidae & Bere, 2020), there are three indicators of facilities: the completeness and cleanliness of the facilities offered, the function and condition of the facilities offered, and the ease of use of the facilities provided.

According to Arianto (2018), service quality can be understood as an effort to meet customer needs and requirements, as well as ensuring timeliness in meeting their expectations. According to Suyatno & Sri Widyanti Hastuti (2022), indicators of service quality include: Courtesy (*Courtesy*), Security (*Security*), Reliability (*Reliability*), Physical appearance (*Tangible*). According to Laksana (2019), promotion is a form of communication between sellers and buyers based on accurate information, with the aim of changing buyers' attitudes and behavior.

RESEARCH METHOD

Research Model Formulation

Previous research has shown that destination image, tourist attractions, facilities, service quality, and promotions are closely related to visitor satisfaction. Destination image has been shown to have a positive effect on satisfaction, as demonstrated by Ma'nunah et al. (2022) and Agustine & Mahmud (2023). Tourist attractions also influence significantly in increasing satisfaction, for example in the studies of Nurmala et al. (2022) and Karini & Putri (2023). Tourism facilities were found to have a positive influence on satisfaction based on the results of studies by Pangestu et al. (2023) and Ali et al. (2022).

Similarly, service quality has been shown to significantly contribute to visitor satisfaction (Fitrianti et al., 2023; Rizdiyanti et al., 2022). Furthermore, promotion has also been confirmed to have a positive effect on satisfaction, as demonstrated by Rangkuti et al. (2024) and Triyono et al. (2018). Thus, it can be concluded that these five variables play a significant role in shaping visitor satisfaction. Although there are still differences in results across different research contexts and objects, further studies are needed to strengthen these findings.

Hypothesis Formulation

H1. Destination Image Influences Visitor Satisfaction

Research by Ma'nunah et al. (2022) and Agustine & Mahmud (2023) demonstrated that destination image positively influences visitor satisfaction at various tourist attractions. This suggests that the better the destination image, the higher the visitor satisfaction.

H2. Tourist Attractions Influence Visitor Satisfaction.

Nurmala et al. (2022) and Karini & Putri (2023) found that tourist attractions have a positive and significant relationship with visitor satisfaction. Strong attractions can increase visitor interest and satisfaction.

H3. Facilities influence visitor satisfaction

Based on research by Pangestu et al. (2023) and Ali et al. (2022), tourism facilities have been shown to positively influence visitor satisfaction. Adequate facilities will provide comfort and a positive experience for tourists.

H4. Service Quality Influences Visitor Satisfaction

Research by Fitrianti et al. (2023) and Rizdiyanti et al. (2022) shows that service quality contributes significantly to visitor satisfaction. Good service can meet tourist expectations and encourage repeat visits.

H5. Promotion influences visitor satisfaction.

Research by Rangkuti et al. (2024) and Triyono et al. (2018) confirms that promotions have a significant influence on visitor satisfaction. Effective promotions can increase interest. Traveler and strengthen the travel experience.

Research Framework

Based on the theory and a number of previous studies on Destination Image (Citra Destinasi), Tourist Attraction (Daya Tarik Wisata), Facilities (Fasilitas), Service Quality (Kualitas Pelayanan) and Promotion (Promosi) towards Visitor Satisfaction (Kepuasan Pengunjung), the theoretical framework that will be proposed in this study is described as follows:

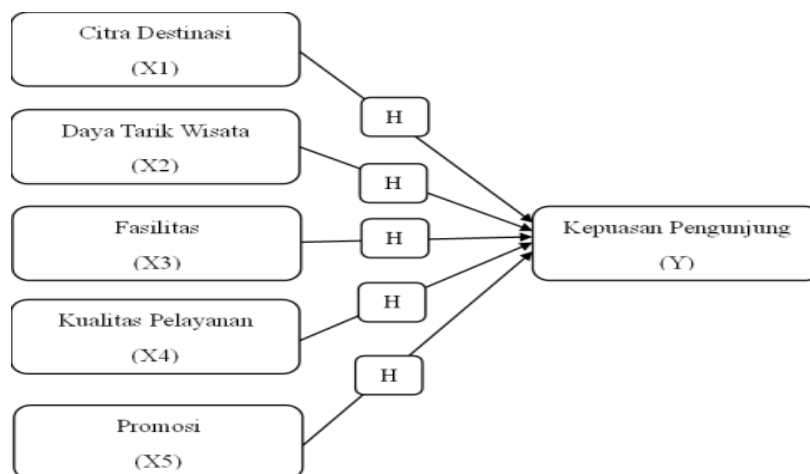


Figure 2 .Theoretical Framework

This study employed a quantitative approach. The sampling technique employed was non-probability sampling with a purposive sampling approach, selecting respondents based on specific criteria, in this case individuals who had visited the Telaga Kumpe tourist attraction at least once. The population in this study was all visitors to the Telaga Kumpe Cilongok tourist attraction in Banyumas Regency. The sample size was 270 respondents.

The instrument used in this study was a questionnaire with a five-point Likert scale, with scores ranging from 1 (strongly disagree), 2 (disagree), 3 (uncertain), 4 (agree), and 5 (strongly agree). The collected data were then analyzed using the S method *Structural Equation Modeling Partial Least Square (SEM-PLS)* with the help of software *SmartPLS*.

The variables in this study consist of independent and dependent variables. The independent variables include destination image, tourist attractions, facilities, service quality, and promotion. The dependent variable is visitor satisfaction. The data analysis used in this study is descriptive statistical techniques and quantitative analysis, namely data analysis to obtain the distribution of respondents' answers through the mean, standard deviation and inferential statistics through analysis. *Structural Equation Model (SEM) with Partial Least Square (SEM-PLS)* to analyze the influence between variables.

RESULT AND DISCUSSION

This research involved 220 respondents who were tourists who were currently or had visited (at least once) the Telaga Kumpe tourist attraction using the method *purposive sampling*. The results of the study showed that the majority of respondents were women, as many as 176 people (80%), while men numbered 44 people (20%), so it can be concluded that women have a greater interest in visiting Telaga Kumpe than men. Based on age, respondents were dominated by the 17–25 years old group with 173 people (78.6%), followed by 26–35 years old with 40 people (18.2%), 36–45 years old with 5 people (2.3%), 46–55 years old with 2 people (0.9%), and there were no respondents aged over 55 years. Thus, the majority of respondents were in the young age group.

Judging from the work, most of the respondents There are 146 students (66.4%), followed by 38 private employees (17.3%), 14 civil servants (6.4%), 9 entrepreneurs (4.1%), and 13 other people (5.9%). Overall, respondent characteristics indicate that Telaga Kumpe is more popular with women, young tourists (17–25 years old), and students. These findings are important for tourism managers as a basis for designing marketing strategies, promotions, and facility development tailored to these key market segments.

Table 1. Reliability and Validity Constructs

Variables	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance Extra cted
X1	0,705	0,711	0,835	0,628
X2	0,804	0,808	0,872	0,630
X3	0,732	0,733	0,848	0,651
X4	0,820	0,827	0,881	0,651
X5	0,851	0,851	0,893	0,626
AND	0,763	0,765	0,863	0,678

Source: Primary data processed by researchers (2025)

Based on the table, all variables have a Cronbach's Alpha value > 0.7 , indicating reliability, and an AVE value > 0.5 , indicating validity. Therefore, all statement items are consistent and adequately measure the research constructs.

**Structural Model Evaluation
(Inner Model)**

A structural model evaluation was conducted to present the collected data. This evaluation involved testing the relationships between the latent variables in the study. The structural model evaluation was conducted using the R-Square method Q^2 or Predictive relevance, and test the significance of the path coefficient.

Collinearity Statistics (Inner VIF)

Table 2. Statistics Collinearity (Inner VIF)

Variables	VIF
X1.1	1,371
X1.2	1,379
X1.3	1,376
X2.1	1,728
X2.2	1,620
X2.4	1,468
X3.1	1,472
X3.2	1,509
X3.3	1,379
X4.1	2,152
X4.2	1,610
X4.3	2,099
X4.4	1,459
X5.1	1,813
X5.2	1,738
X5.3	1,839
X5.4	1,881
X5.5	2,038
Y.1	1,658
Y.2	1,571
Y.3	1,458

Source: data obtained by researchers (2025)

Based on the table, it shows that the VIF value in the study has a value < 5 , identifying all the relationships between latent constructs and the predicted constructs as fulfilling the acceptance criteria for the absence of collinearity.

R-Square

Table 3 Table R-Square

Construct	R-Square	R-Square adjusted
AND.	0,744	0,738

Source: Primary data processed by researchers (2025)

The R-Square value of 0.744 and Adjusted R-Square of 0.738 indicate that the independent variable is able to explain 74.4% of the variation in variable Y, while 25.6% is influenced by other factors outside the model. With a high R-Square value, the research model is declared good and has strong explanatory power.

F-Square

Table 4 Table F-Square

Variables	F-Square
X1 -> Y	0,083
X2 -> Y	0,107
X3 -> Y	0,003
X4 -> Y	0,023
X5 -> Y	0,042

Source: Primary data processed by researchers (2025)

Based on the table, the variable that has the most influence on Visitor Satisfaction (Y) is Attraction (X2) with a value of 0.107. Meanwhile, Destination Image (X1), Facilities (X3), Service Quality (X4), and Promotion (X5) only have a small influence on Visitor Satisfaction.

PLS Prediction (PLS-Predict)

Show that Q^2 Predict all items show good predictive power because all values are positive. Therefore, the construct is able to provide stronger predictions compared to the linear model.

Path Coefficient

To determine whether the hypothesis in the research is accepted or rejected, a significance test is conducted using the t-statistic and p-value. The criteria for accepting the hypothesis are if the t-statistic value is > 1.65 and the p-value is > 0.05 , then H is rejected and H_0 accepted.

Hypothesis Tester

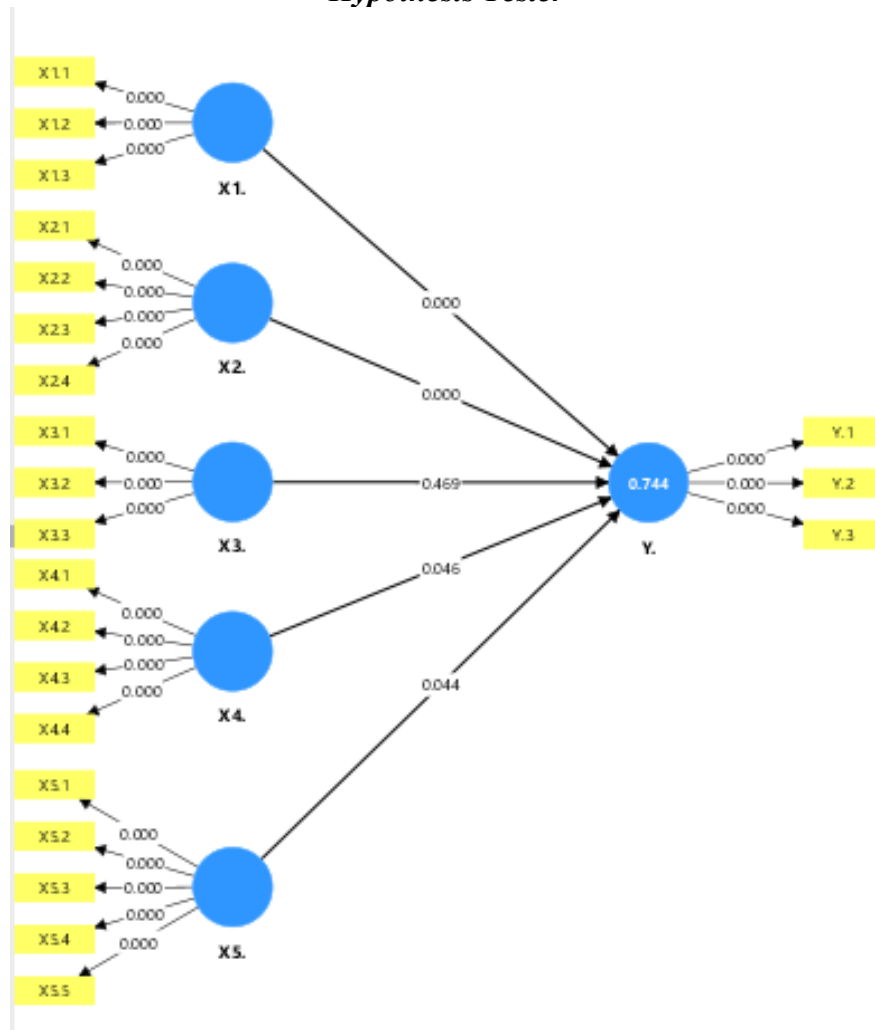


Figure 3 Hypothesis Testing Results
Source: Primary data processed by researchers (2025)

Based on the image, the p-value and t-statistic are obtained from the analysis output. *Structural Equation Modeling (SEM)* using SmartPLS V.4 software using the Bootstrapping method.

The following are the results of the hypotheses tested in the research:

- H1: Destination image has a positive effect on visitor satisfaction.
- H2: Tourist attractions have a positive effect on visitor satisfaction.
- H3: Facilities do not have a positive effect on visitor satisfaction.
- H4: Service quality has a positive effect on visitor satisfaction.
- H5: promotion influential positive impact on visitor satisfaction

DISCUSSION

The Influence of Destination Image on Visitor Satisfaction

The research results show that destination image has a positive effect on visitor satisfaction. This is in line with destination image indicators, which include cognitive aspects (knowledge of the environment, infrastructure, and accessibility), unique aspects

(unique culinary delights, souvenirs, and local attractions), and affective aspects (feelings of safety, comfort, and enjoyment). This finding is supported by research by Ma'nunah et al. (2022), which states that the better the image of a tourist destination, the higher the satisfaction experienced by visitors.

The Influence of Tourist Attractions on Visitor Satisfaction

The results of the study show that tourist attractions have a positive effect on visitor satisfaction, as evidenced by the *value-t-statistic* ($3,745 > 1.65$) and *p-value* ($0.000 < 0.05$). Attractiveness indicators such as attractions, accessibility, amenities, and supporting services have been shown to increase tourist satisfaction. This finding aligns with Nurmala et al. (2022) who asserted that the better the tourist attraction, the greater the likelihood of tourists being satisfied and returning.

The Influence of Facilities on Visitor Satisfaction

The results of the study show that facilities do not have a significant effect on visitor satisfaction, as evidenced by the *value-t-statistic* ($0,724 < 1.65$) and *p-value* ($0.469 > 0.05$). This means that the completeness, cleanliness, and ease of use of the facilities are not the main factors in determining tourist satisfaction. This finding aligns with Halim (2023) who stated that the presence of facilities, although important, does not directly influence visitor satisfaction levels.

The Influence of Service Quality on Visitor Satisfaction

The results of the study show that service quality has a positive effect on visitor satisfaction, as indicated by the *value-t-statistic* ($1.992 > 1.65$) and *p-value* ($0.046 < 0.05$). Service indicators such as politeness, security, reliability, and physical appearance have been shown to increase tourist satisfaction. This finding is consistent with Rizdiyanti et al. (2022) who stated that the better the quality of service provided, the greater the level of tourist satisfaction and intention to revisit.

The Influence of Promotion on Visitor Satisfaction

The results of the study show that promotion has a positive effect on visitor satisfaction, as indicated by the *value-t-statistic* ($2.011 > 1.65$) and *p-value* ($0.044 < 0.05$). Promotion indicators include reach, quality, quantity, time, and targeting accuracy, which have been proven to increase tourist satisfaction. This finding aligns with Rangkuti et al. (2024) who asserted that the more optimal the promotional strategy, the greater the chance of tourists feeling satisfied and encouraged to visit.

CONCLUSION

Conclusion

This study concludes that destination image, tourist attractions, service quality, and promotions have a positive effect on visitor satisfaction at Telaga Kumpe, while facilities were not shown to have a significant effect. This means that tourist satisfaction is largely determined by how the destination is perceived, the attractions offered, the services provided, and the promotional strategies employed. The better the destination's image and attractions, the more optimal the service, and the more engaging the promotions, the higher the level of visitor satisfaction. Meanwhile, although facilities are important for supporting comfort, the results of this study indicate that their presence is not a primary factor in determining visitor satisfaction.

Telaga Kumpe Management is advised to enhance the destination's image through engaging promotions, enhancing its appeal with a variety of activities and local wisdom, enhancing facilities, and maintaining friendly and professional service. Digital promotion also needs to be optimized for broader reach. For future research, it is recommended to add other variables such as price, accessibility, and tourism experience, as well as using a larger sample size or mixed methods for more comprehensive research results.

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