

THE INFLUENCE OF DESTINATION IMAGE, FACILITIES, AND ACCESSIBILITY ON VISITOR SATISFACTION AT SUMBER KOSO NGAWI

Muvi Avid Bushori¹⁾, Heny Sidanti²⁾, Dian Citaningtyas Ari Kadi³⁾.

¹ Management, Faculty of Economics and Business, University of PGRI Madiun
email: muviavid19@gmail.com

² Management, Faculty of Economics and Business, University of PGRI Madiun
email: heny.sidanti@unipma.ac.id

³ Management, Faculty of Economics and Business, University of PGRI Madiun
email: dian.citaningtyas@unipma.ac.id

Abstract

This study aims to analyze the influence of destination image, facilities, and accessibility on visitor satisfaction at Sumber Koso Ngawi. The study uses a quantitative approach with a survey method involving 384 respondents selected through purposive sampling. The data were analyzed using SPSS version 25. The results of the study indicate that destination image, facilities, and accessibility have a positive and significant effect on visitor satisfaction.

Keywords: destination image, facilities, accessibility, visitor satisfaction

A. INTRODUCTION

Indonesia, as a unitary state, possesses a vast wealth of natural resources. Its extensive territory and geographical location in the tropics have blessed Indonesia with beautiful landscapes, diverse flora and fauna, as well as a plurality of ethnic groups, customs, and cultures not commonly found in other countries. Despite this abundant potential, its utilization has not been maximized, including in the tourism sector. In fact, tourism plays an important role in driving regional economic growth, providing employment opportunities, and strengthening national cultural identity (Kurniawan & Sengaji, 2025).

Sumber Koso is one of the natural tourism destinations located in Ngawi Regency, East Java. The main attraction of this area lies in the presence of a clear natural spring, a still lush environment, and a peaceful rural atmosphere far from the hustle and bustle of the city. These natural potentials make Sumber Koso a place that has recreational and educational value,

especially for people who need a space to relax while enjoying the beauty of nature. However, the development of Sumber Koso as a tourist attraction is not yet fully optimal. The available facilities, such as parking areas, seating, changing rooms, and other supporting amenities, still require improvements and organization to fully meet visitors' needs. On the other hand, accessibility to the location also remains a challenge, as the condition of the roads and direction signs are not yet fully adequate. Based on this research, the objectives obtained are as follows:

- a. To provide empirical evidence of the effect of destination image on visitor satisfaction at Sumber Koso Ngawi.
- b. To provide empirical evidence of the effect of facilities on the decision to visit Sumber Koso Ngawi.
- c. To provide empirical evidence of the effect of attractions on the decision to visit Sumber Koso Ngawi.

Advantages of research:

- a. In theory:

It is hoped that this will provide food for thought or serve as a reference for researchers, which will in turn yield comparative findings when they carry out research in the future.

- b. Practically:

Able to provide additional information and can be used as a reference for the leadership at Sumber Koso Ngawi. Furthermore, this research is expected to be useful in increasing knowledge that can serve as information and insight for students who will conduct research related to visitor satisfaction, and the researcher hopes to contribute to the development of future studies.

B. METHOD

This This research uses a quantitative approach with a survey method distributed through Google Forms. The sample consisted of 384 respondents selected using purposive sampling

technique, with respondents being residents of Ngawi Regency who had previously visited the Koso spring, Ngawi. Data analysis was conducted using SPSS version 25 as the statistical analysis tool.

C. RESULTS AND DISCUSSIONS

1. Classical Assumption Test

Validity test

Table 1. Validity test

Variabel	Item Pertanyaan	r hitung	r tabel	Keterangan
Citra Destinasi	X1.1	0,634	0,100	Valid
	X1.2	0,583	0,100	Valid
	X1.3	0,484	0,100	Valid
	X1.4	0,747	0,100	Valid
	X1.5	0,639	0,100	Valid
Fasilitas	X2.1	0,294	0,100	Valid
	X2.2	0,353	0,100	Valid
	X2.3	0,550	0,100	Valid
	X2.4	0,537	0,100	Valid
	X2.5	0,632	0,100	Valid
	X2.6	0,601	0,100	Valid
	X2.7	0,604	0,100	Valid
Aksesbilitas	X3.1	0,337	0,100	Valid
	X3.2	0,593	0,100	Valid
	X3.3	0,591	0,100	Valid
	X3.4	0,639	0,100	Valid
	X3.5	0,574	0,100	Valid
	X3.6	0,645	0,100	Valid
Kepuasan Berkunjung	Y.1	0,770	0,100	Valid
	Y.2	0,709	0,100	Valid
	Y.3	0,773	0,100	Valid

Source: Output SPSS 25

This indicates that each statement item in the instrument has a significant relationship with the total score of its respective variable. Thus, all instrument items are declared valid and can be used in this study.

Reliability Test

Table 2. Reliability Test

Variabel	Nilai Cronbach Alpha	Keterangan
Citra Destinasi (X1)	0,603 > 0,60	Reliabel
Fasilitas (X2)	0,628 > 0,60	Reliabel
Aksesibilitas (X3)	0,614 > 0,60	Reliabel
Kepuasan Berkunjung (Y)	0,610 > 0,60	Reliabel

Source: Output SPSS 25

Cronbach's Alpha for all variables was greater than 0.60 ($\alpha > 0.60$). This means that all statement items in each variable are reliable and therefore suitable for use in research.

**Table 3. Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardi zed Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.46242789
Most Extreme Differences	Absolute	.048
	Positive	.017
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed)		.031 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.317 ^d
	99% Confidence	Lower Bound
	Interval	Upper Bound
		.305
		.329

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: Output SPSS 25

A significance value of 0.146 was obtained. Since the significance value is greater than 0.05 (> 0.05), it can be concluded that the residual data is normally distributed.

Uji Multikolonieritas

Table 4. Multicollinearity Test

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error				Tolerance	VIF
1 (Constant)	.548	.298		1.843	.066		
Citra Destinasi	.152	.068	.116	2.217	.027	.679	1.473
Fasilitas	.534	.102	.286	5.219	.000	.619	1.616
Aksebilitas	.387	.082	.247	4.707	.000	.679	1.473

a. Dependent Variable: Kepuasan Berkunjung

Source: Output SPSS 25 (Processed)

All independent variables had tolerance values > 0.10 and $VIF < 10$, indicating no multicollinearity in the regression model.

1. Hypothesis Testing

The research data has met the requirements, and heteroscedasticity and multiple linear regression tests. Therefore, the following hypothesis test was continued:

Table 5. Hypothesis Testing

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error				Tolerance	VIF
1 (Constant)	.548	.298		1.843	.066		
Citra Destinasi	.152	.068	.116	2.217	.027	.679	1.473
Fasilitas	.534	.102	.286	5.219	.000	.619	1.616
Aksebilitas	.387	.082	.247	4.707	.000	.679	1.473

a. Dependent Variable: Kepuasan Berkunjung

Source: Output SPSS 25 (Processed)

1. The Destination Image Coefficient (0.152) indicates that every one-unit increase in perception of the destination image will increase visit satisfaction by 0.152 units, assuming other variables remain constant. The significance value of $0.027 < 0.05$ shows that destination image has a positive and significant effect on visit satisfaction.
2. The Facilities Coefficient (0.534) indicates that every one-unit increase in perception of facilities will increase visit satisfaction by 0.534 units. The significance value of $0.000 < 0.05$

indicates that facilities have a positive and significant effect on visit satisfaction.

3. The Accessibility Coefficient (0.387) indicates that every one-unit increase in perception of accessibility will increase visit satisfaction by 0.387 units. The significance value of $0.000 < 0.05$ shows that accessibility has a positive and significant effect on visit satisfaction.

Table 6. Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540 ^a	.292	.286	.46425

a. Predictors: (Constant), Akseibilitas, Citra Destinasi, Fasilitas

b. Dependent Variable: Kepuasan Berkunjung

Source: Output SPSS 25 (Processed)

The R-squared (R^2) value of 0.292 indicates that 29.2 per cent of the variation in Visitor Satisfaction can be explained by the variables of Destination Image, Facilities and Accessibility taken together. Meanwhile, the remaining 70.8 per cent is influenced by other variables outside the scope of this study, such as service quality, price, travel experience, motivation to visit, and other external factors not examined in this research. Furthermore, the Adjusted R-squared value of 0.286 indicates that, after adjusting for the number of independent variables used, the regression model retains a relatively stable explanatory power. This suggests that the regression model employed is sufficiently robust and suitable for explaining the relationship between the independent and dependent variables.

D. CONCLUSIONS

Based on the research results, it can be concluded that tourist attraction, tourist experience, and social media promotion have a positive and significant effect on revisit intention at Agrowisata Belimbing Bojonegoro. Partially, each independent variable significantly influences revisit intention, indicating that stronger destination attractiveness, more memorable tourist experiences, and more effective social media promotion will increase tourists' intention to revisit.

E. SUGGESTIONS

Based on the findings, several suggestions are proposed. First, destination managers should continuously enhance tourist attractions, create memorable visitor experiences, and optimize social media promotion strategies to strengthen revisit intention. Second, future researchers are encouraged to include additional variables such as destination image, service quality, or visitor satisfaction, and to apply different research approaches to obtain more comprehensive results.

REFERENCES

- Adinegara, G. N. J. (2022). Antecedents and Consequences of Tourist Satisfaction in Bali. Deepublish.
- Adnyana, I. M. D. (2024). Design of Quantitative Research (pp. 45–68).
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Alvianna, S., Patalo, R. G., Hidayatullah, S., & Rachmawati, I. K. (2020). The Influence of Attraction, Accessibility, Amenity, and Ancillary on Tourist Satisfaction of the Millennial Generation in Bali. *Journal of Tourism and Hospitality*, 4, 53–59.
- Apriliyanti, E., Hudayah, S., Za, S. Z., Ekonomi, F., & Mulawarman, U. (2020). The Influence of Attraction, Destination Image, and Tourism Facilities on Tourist Satisfaction in Samarinda City. *Journal of Tourism and Hospitality*, 12(1), 145–153.
- Sugiyono, S. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Procrastination And Task Avoidance: Theory, Research and Treatment. New York: Plenum Press, Yudistira P, Chandra.