

The Effect of Tourist Attractions and Facilities on Visitor Satisfaction in Pasir Putih Situbondo Regency

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Abstract

Coastal tourism in Indonesia, as an important sector in the tourism industry, contributes significantly to the national economy. However, even though White Sand Beach has great potential, the number of tourist visits is still low. This study aims to analyze the influence of tourist attractions and facilities on tourist visits. Purpose. The objectives of this study are to: 1. Analyze the influence of tourist attractions on the level of tourist visits. 2. Analyze the influence of tourist facilities on the level of tourist visits. 3. Analyze the simultaneous influence of tourist attractions and facilities on tourist visits. Methodology. The method used in this study is quantitative with a survey design. Data was collected through a questionnaire distributed to visitors to White Sand Beach. Data analysis was carried out using multiple linear regression to test the hypothesis that had been established. Findings. The results of the study show that: 1. Tourist attractions have a significant effect on the level of tourist visits. The natural beauty and tourist activities offered are the main motivation for visitors. 2. Tourist facilities also have a significant effect on the level of visits. Adequate facilities increase the comfort and satisfaction of visitors. 3. Simultaneously, tourist attractions and facilities have a significant influence on the level of visits.

Keywords: *Tourist Attractions, Tourist Facilities, Visitor Satisfaction, White Sand*

Abstrak

Pariwisata pantai di Indonesia, sebagai sektor penting dalam industri pariwisata, berkontribusi signifikan terhadap perekonomian nasional. Namun, meskipun Pantai Pasir Putih memiliki potensi yang besar, jumlah kunjungan wisatawan masih rendah. Penelitian ini bertujuan untuk menganalisis pengaruh daya tarik wisata dan fasilitas terhadap kunjungan wisatawan. Tujuan. Tujuan dari penelitian ini adalah untuk: 1. Menganalisis pengaruh daya tarik wisata terhadap tingkat kunjungan wisatawan. 2. Menganalisis pengaruh fasilitas wisata terhadap tingkat kunjungan wisatawan. 3. Menganalisis pengaruh simultan antara daya tarik wisata dan fasilitas terhadap kunjungan wisata. Metodologi. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan desain survei. Data dikumpulkan melalui kuesioner yang disebarkan kepada pengunjung Pantai Pasir Putih. Analisis data dilakukan menggunakan regresi linier berganda untuk menguji hipotesis yang telah ditetapkan. Temuan. Hasil penelitian menunjukkan bahwa: 1. Daya tarik wisata berpengaruh signifikan terhadap tingkat kunjungan wisatawan. Keindahan alam dan aktivitas wisata yang ditawarkan menjadi motivasi utama bagi pengunjung. 2. Fasilitas wisata juga berpengaruh signifikan terhadap tingkat kunjungan. Fasilitas yang memadai meningkatkan kenyamanan dan kepuasan pengunjung. 3. Secara simultan, daya tarik wisata dan fasilitas memiliki pengaruh yang signifikan terhadap tingkat kunjungan.

Kata kunci: Daya Tarik Wisata, Fasilitas Wisata, Kepuasan Pengunjung, Pasir Putih

INTRODUCTION

Beach tourism is one of the sectors in the tourism industry that has extraordinary attractions for tourists, both local and international. The beach offers exotic natural beauty, with the charm of the sea, sand, and natural ambience that can provide a calming and refreshing experience. The natural beauty of the beach, coupled with the various activities that can be done, makes the beach a favorite tourist destination in various parts of the world, including Indonesia. Indonesia is an archipelagic country that has a huge natural wealth. The potential of its natural resources is very extraordinary, both biological natural resources, ranging from the wealth of the sea, land, and earth, and other resources it contains. Indonesia's natural attractions are no exception, consisting of land tourism, mountains, historical tourism, and marine tourism with various biodiversity them.

Tourist attraction or "tourist attraction", a term that is more often used, is everything that attracts people to visit a certain area. According to Basiya and Rozak (2012), the attraction of tourist attractions is the main motivation for visitors to make tourist visits and is also a factor in tourists' decisions to visit a tourist attraction. Tourist attractions that have more attractions and are different from other places can be an indicator of making the area a choice of tourist destinations for tourists, and the region can also hold various festivals to attract tourists to come and visit. Tourist attraction is one of the important factors that visitors pay attention to before deciding to visit a tourist attraction.

Facilities are another important factor that visitors pay attention to in choosing to visit a tourist attraction. Facilities are facilities that make it easier for visitors to carry out an activity. Visitors will consider many factors to choose a tourist attraction, and the facilities in it are considered by visitors to decide whether to visit a certain tourist attraction. The more complete the facilities provided by a tourist attraction, the more satisfied the visitor will be, and he will continue to choose the tourist attraction as a priority choice based on the perception he gets of the available facilities.

Situbondo Regency has one of the leading tourist destinations, namely Pasir Putih Beach, which is located in Pasir Putih Village, Bungatan District. This area is included in the part of Situbondo Regency which is located in the North (Pantura) and is the main strategic connecting route to the island of Bali in other eastern regions of Indonesia, such

as West Nusa Tenggara (NTB) and East Nusa Tenggara (NTT).

However, the development of Pasir Putih tourist attractions is still not optimal. Based on data from the Situbondo Regency Tourism Office, the number of tourists visiting Pasir Putih is still relatively low compared to other tourist attractions in East Java. In 2020, the number of tourists visiting Pasir Putih only reached 10,000 people, while other tourist attractions in East Java, such as Bromo and Malang, had a much higher number of tourists. There are many factors, such as the lack of facilities, supporting infrastructure, suboptimal promotions, and management factors, that can affect visitor satisfaction and cause the number of tourist visits to be insignificant.

LITERATURE REVIEW

The literature review section contains a review of the literature, concepts, and theories used in the research, and can also be a review of previous literature (state of the art). These include the concept of tourism by Gamal (2002), the concept of the tourism industry by McIntos (1980) and Law No. 10 of 2009, the concept of tourism development by Hadinoto (1996), the concept of tourist attractions by Basiya and Rozak (2012), the concept of tourist facilities by Tjiptono (2014), and the concept of visitor satisfaction by Kotler (2019). The literature review in this study serves as a conceptual and theoretical foundation by integrating key perspectives on tourism and its related components. The concept of tourism, as defined by Gamal Suwanto (2002), emphasizes travel activities undertaken temporarily from one place to another for leisure, business, or other purposes, supported by various facilities and services. This understanding is further strengthened by the concept of the tourism industry proposed by Robert McIntosh (1980) and regulated under Law No. 10 of 2009 on Tourism, which highlights tourism as a system consisting of interconnected sectors such as transportation, accommodation, and supporting services. These perspectives underline that tourism is not only an activity but also a structured industry that contributes significantly to economic development and regional growth.

Furthermore, the literature explores tourism development and its supporting elements as essential factors in enhancing destination competitiveness. According to

Hadinoto (1996), tourism development involves planned efforts to optimize resources, infrastructure, and community participation in order to create sustainable tourism destinations. The concept of tourist attractions by Basiya and Rozak (2012) explains that attractions are the primary drivers that motivate tourists to visit a destination, including natural, cultural, and artificial elements. In addition, tourist facilities, as described by Fandy Tjiptono (2014), play a crucial role in supporting visitor comfort and accessibility. Finally, visitor satisfaction, based on Philip Kotler (2019), is determined by the comparison between expectations and perceived performance, making it a key indicator of tourism success and sustainability. Together, these concepts provide a comprehensive framework for analyzing how tourism destinations can be effectively managed to improve visitor experiences and outcomes.

RESEARCH METHODS

This study adopts a quantitative research approach grounded in the positivist paradigm. It is designed to investigate a specific population or sample, where sampling procedures are generally carried out randomly. Data are collected using structured research instruments, and the analysis is conducted using quantitative or statistical techniques aimed at testing previously formulated hypotheses (Sugiyono, 2015:13).

Furthermore, this study is categorized as quantitative research. According to Subagyo (2011), quantitative research refers to a method in which data are expressed in numerical form and analyzed using measurable procedures to examine hypotheses. Based on the research problems and objectives, this study applies a descriptive survey design by distributing questionnaires to visitors at the Pasir Putih Beach tourist destination.

The research was conducted at Pasir Putih Beach, located in Pasir Putih Village, Bungatan District, Situbondo Regency. The focus of the study is to examine the effect of tourist attractions and tourism facilities on visitor satisfaction at this destination. The data collection process took place from March to June 2025.

Population refers to a general set of subjects or objects that possess certain characteristics determined by the researcher for investigation and conclusion drawing (Sugiyono, 2015:117). In this study, the population includes all visitors to Pasir Putih

Beach during the research period. A sample, as defined by Sugiyono (2015:118), represents a subset of the population selected to reflect its characteristics, particularly when limitations in time, cost, and resources prevent studying the entire population.

Measurement of variables is carried out using indicators developed into questionnaire items based on a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Data collection is conducted through field surveys using questionnaires. The analysis includes validity and reliability testing, followed by classical assumption tests such as normality, multicollinearity, and heteroscedasticity. Multiple linear regression is then applied to examine the relationships between variables. Hypothesis testing is conducted using the F-test (simultaneous test), t-test (partial test), and coefficient of determination (R^2).

RESEARCH RESULTS AND DISCUSSION

This section presents the empirical findings along with their scientific interpretation. The results must be supported by adequate data and clearly address the research hypotheses formulated in the earlier section.

Validity and Reliability Tests

Table 1 Validity Test

Table of Results of the Tourist Attraction Validity Test (X1)

No	Indicator	rhitung	rtabel	Information
1	X1.1.1	0,845	0,955	Valid
2	X1.1.2	0,832	0,956	Valid
3	X1.2.1	0,843	0,956	Valid
4	X1.2.2	0,722	0,960	Valid
5	X1.3.1	0,857	0,955	Valid
6	X1.3.2	0,715	0,960	Valid
7	X1.4.1	0,874	0,954	Valid
8	X1.4.2	0,870	0,954	Valid
9	X1.5.1	0,884	0,954	Valid
10	X1.5.2	0,793	0,958	Valid

How to search rtabel with formula $df = n - 3$

$$df = 92 - 3 = 89 (0,2061)$$

Based on the table above, all items are declared valid for the Tourist Attraction variable (X1) because the value rhitung is greater than rtabel (0,2061).

Table of Validity Test Results of Tourist Facilities(X2)

No	Indicator	rhitung	rtabel	Information
1	X2.1.1	0,835	0,941	Valid
2	X2.1.2	0,794	0,944	Valid
3	X2.2.1	0,854	0,940	Valid
4	X2.2.2	0,818	0,942	Valid
5	X2.3.1	0,787	0,944	Valid
6	X2.3.2	0,798	0,944	Valid
7	X2.4.1	0,787	0,944	Valid
8	X2.4.2	0,842	0,941	Valid

How to search r_{tabel} with formula $df = n - 3$, $df = 92 - 3 = 89$ (0,2061)

Based on the table above, it can be seen that all items are declared valid for the Tourism Facilities variable (X2) because the value r_{hitung} is greater than r_{tabel} (0,2061).

Table of Results of the Visitor Satisfaction Validity Test (Y)

No	Indicator	rhitung	rtabel	Information
1	Y1.1.1	0,845	0,955	Valid
2	Y1.1.2	0,851	0,955	Valid
3	Y1.2.1	0,877	0,954	Valid
4	Y1.2.2	0,810	0,957	Valid
5	Y1.3.1	0,852	0,955	Valid
6	Y1.3.2	0,843	0,956	Valid
7	Y1.4.1	0,833	0,956	Valid
8	Y1.4.2	0,847	0,955	Valid
9	Y1.5.1	0,662	0,962	Valid
10	Y1.5.2	0,819	0,956	Valid

Based on the table above, it can be seen that all items are declared valid for the Customer Satisfaction variable (Y) because the calculated value is greater than r_{tabel} (0,955). Based on the table above, all measurement items for the Customer Satisfaction variable (Y) are considered valid, as each calculated correlation coefficient (r -calculated) exceeds the critical value of r -table (0.955). This indicates that all questionnaire items are capable of accurately measuring the intended construct of customer satisfaction and can therefore be used for further analysis.

Reliability Test

Table 2 Reliability Test

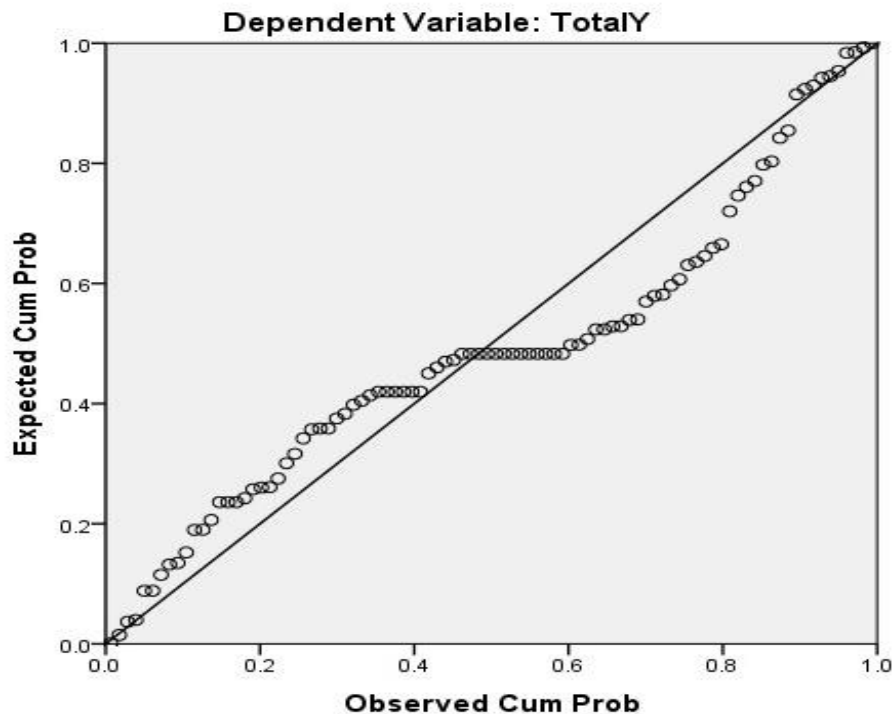
Category	Cronbach Alpha	Value Cut Off	Information
Attraction Tourism(X1)	0,960	0,10	Reliabel
Tourist Facilities(X2)	0,960	0,10	Reliabel
Satisfaction Visitor(Y)	0,949	0,8	Reliabel

This reliability test concludes that all variables in the questionnaire are acceptable and considered very reliable, given that the entire Cronbach's Alpha value obtained far exceeds the minimum limit of 0.60. Then all variables were very reliable (0.960 and 0.949 > 0.60).

Classic Assumption Test

Table 3 Classical Assumption Test

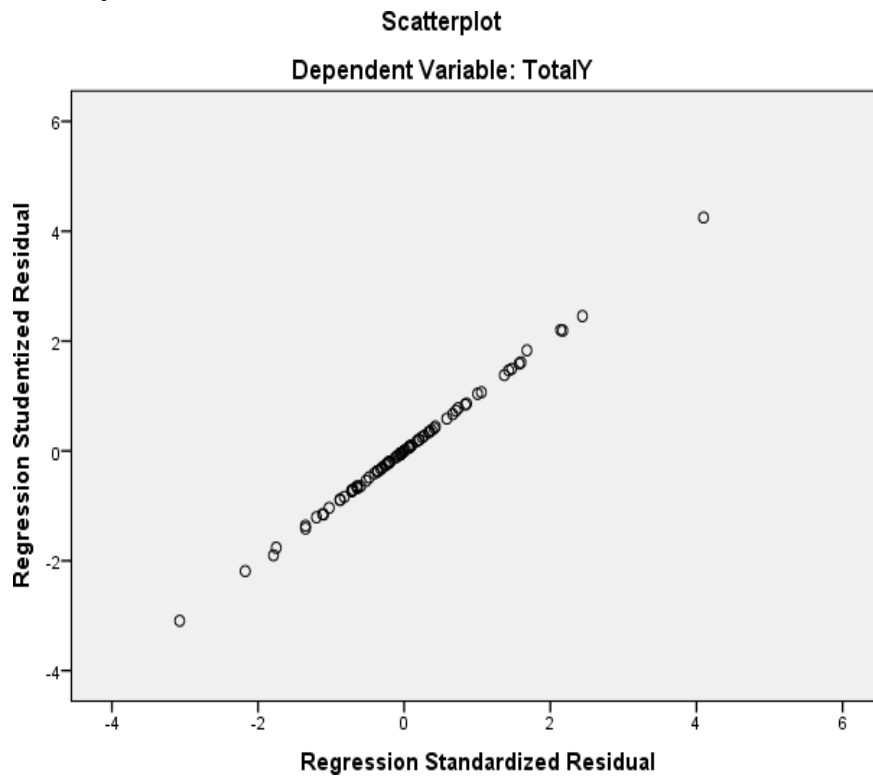
Normal P-P Plot of Regression Standardized Residual



The test results showed that the points were not far from the diagonal line. This

means that the regression model is normally distributed, so the regression model is suitable for use in further testing.

Heteroscedasticity Test



From the scatterplot indicates that the data points are distributed randomly, both above and below the zero line on the Y-axis, without forming any clear pattern. This suggests that heteroscedasticity is not present in the regression model. Therefore, the model meets the assumption of homoscedasticity and is appropriate for further analysis.

Multiple Linear Regression Analysis

Table 5 Multiple Linear Regression Tests

Coefficients ^a	
Unstandardized	Collinearity
<u>Coefficients</u>	<u>Statistics</u>
<u>Coefficients</u>	Toleranc

Model		B	Std. Error	Beta	t	Sig.	e	VIF
1	(Constant)	2.489	1.550		1.606	.112		
	TotalX1	.302	.075	.318	4.000	.000	.218	4.588
	TotalX2	.814	.100	.644	8.117	.000	.218	4.588

a. Dependent Variable: totally

Based on the table above, multiple linear regression equations can be obtained as follows:

$$Y=2.489+0.302X1+0.814X2 + e$$

From the Multiple Linear Regression Test Equation above, it shows that:

- a) Based on the results of the multiple linear regression analysis, it can be interpreted that the regression coefficient for Tourist Attraction (X1) is positive (0.318). This indicates that improvements in tourist attractions are associated with an increased likelihood of visitors choosing to visit.
- b) Similarly, the regression coefficient for Tourist Facilities (X2) is also positive (0.664), suggesting that better facilities contribute to greater comfort for visitors, which in turn enhances their overall experience.

Simultaneous Test (F Test)

Table 6 Results of the F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5592.358	2	2796.179	319.643	.000 ^b
	Residual	778.555	89	8.748		
	Total	6370.913	91			

a. Dependent Variable: totally

b. Predictors: (Constant), TotalX2, TotalX1

The table above shows that the results of the model feasibility test obtained an F-count value of 319.643 with a significance level of 0.000 (<0.05). The result means that the model used is feasible or appropriate.

Partial Test (T Test)

Table 7 Results of the T test

		Coefficients ^a					Collinearity Statistics		
Model		Unstandardized		Standardized		t	Sig.	Tolerance	VIF
		Coefficients		Coefficients					
		B	Std. Error	Beta					
1	(Constant)	2.489	1.550			1.606	.112		
	TotalX1	.302	.075	.318		4.000	.000	.218	4.588
	TotalX2	.814	.100	.644		8.117	.000	.218	4.588

a. Dependent Variable: totally

1. The hypothesis testing results for Tourist Attraction (X1) on visitor satisfaction (Y) indicate a t-value of 4.000 with a significance level of 0.000 (< 0.05). This finding demonstrates that tourist attraction has a positive and statistically significant effect on visitor satisfaction. In other words, improvements in the quality of attractions at Pasir Putih are likely to increase the level of visitor satisfaction.
2. The hypothesis testing results for Tourist Facilities (X2) on visitor satisfaction (Y) show a t-value of 8.117 with a significance level of 0.000 (< 0.05). This suggests that tourist facilities also have a positive and significant influence on visitor satisfaction. Therefore, better and more supportive facilities will enhance the overall satisfaction of visitors.

Coefficient Determination Test (R^2)

Tabel 8 Hasil Uji Koefisien Determinasi (R^2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.937 ^a	.878	.875	2.958	1.925

a. Predictors: (Constant), TotalX2, TotalX1

b. Dependent Variable: totally

Based on Table 8, it shows that the results of the determination coefficient test

show that a value (Adjusted Square) of 0.875, which means that 8.75% of tourist attractions on White Sand Beach are influenced by the variables of tourist facilities and customer satisfaction, while the remaining 54.4% is influenced by other variables outside the model studied.

CONCLUSION

Based on research on White Sand Tourism in Situbondo Regency, it can be concluded that tourist attractions have a significant influence on the level of tourist visits in Pasir Putih, Situbondo Regency. This attraction can be in the form of the beauty of the beach, the clarity of the seawater, the uniqueness of the underwater nature, as well as tourist activities such as snorkeling and glass boats offered to tourists. The higher the value of attraction felt by tourists, the greater the likelihood that they will be interested in visiting. Attraction is the main motivation in choosing tourist destinations, so that good management of natural and cultural potential will have a positive impact on the number of visits.

In addition, facilities also play an important role in increasing the comfort and satisfaction of tourists during their visit. Facilities such as good road access, large parking areas, clean public toilets, dining places, lodging, and tourist information centers are the main supporters in creating a pleasant travel experience. When the facilities provided are adequate and follow the needs of visitors, the rate of visits tends to increase because tourists feel more comfortable and tend to want to return or recommend the place to others.

Simultaneously, tourist attractions and facilities have a great influence on the level of tourist visits in Pasir Putih, Situbondo Regency. The combination of alluring natural charm with adequate supporting facilities will create a competitive and in-demand tourist destination. When these two aspects are managed optimally, the competitiveness of the destination will increase, attract more tourists, and have a positive impact on the development of the regional tourism sector. Therefore, attention to the development of attraction and improvement of the quality of facilities is at the same time the key to attracting and retaining tourist interest.

Suggestion

First, in terms of tourist attractions, indicators of "something to buy", such as souvenirs or souvenirs get the lowest score from visitors. This suggests that the items sold at tourist sites may be less attractive or not diverse enough. Therefore, managers can start adding a variety of local products, improving the appearance of stalls, and selling items that have Situbondo characteristics so that visitors are more interested in buying.

Second, in terms of tourist facilities, the lowest indicator is "security". This is an important note, because security greatly affects the comfort and security of visitors. It is recommended that the management add security officers in tourist areas, install CCTV, and provide information and emergency handling facilities, such as P3K boxes and evacuation points.

Third, from the aspect of visitor satisfaction, the indicator of "cost and convenience" also received a low score. This suggests that visitors may feel that the fees incurred are not commensurate with the facilities they are getting, or they feel less comfortable with access and tourist information. For this reason, managers should review ticket prices or facility rates, as well as improve the ease of access, both physically and digitally, for example, by providing online ticket booking services, directions, or complete information about tourism through social media or official websites. In addition, for future researchers, it is recommended not only to look at the terms of attraction and facilities, but also to include other factors such as services from officers, environmental cleanliness, or the role of social media in attracting tourists. That way, the research conducted can provide a broader picture of what affects overall visitor satisfaction.

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