

The Influence of Service Quality, Tourism Products, and Price on Revisit Intention Through Visitor Satisfaction (Case Study of Tirtomarto Baths Visitors in Boyolali)

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ABSTRACT

Revisit intention is a person's desire to visit the same destination a second time within a specific period. This study aims to analyze the influence of service quality (1), tourism products (2), and (3) prices on revisit intention (4) at Tirtomarto Boyolali Baths, with visitor satisfaction (5) as an intervening variable. The background of this study is based on a significant increase in the number of visitors, but there are complaints regarding cleanliness and payment systems that can affect satisfaction. The method used is explanatory research with a quantitative approach, where primary data were collected through questionnaires distributed to 100 respondents using the Accidental Sampling technique. Tests conducted in this study include validity and reliability tests to ensure that the data collection instruments are reliable. Furthermore, classical assumption tests such as normality, heteroscedasticity, and multicollinearity were conducted to ensure that the data meet the requirements for regression analysis. Data analysis was carried out using multiple linear regression and path analysis. The results showed that service quality, tourism products, and prices have a positive and significant influence on visitor satisfaction, with regression coefficient values of 0.45, 0.35, and 0.25, respectively. In addition, visitor satisfaction has a significant positive effect on revisit intention with a coefficient of 0.50. These findings emphasize the importance of improving service quality and developing attractive tourism products to increase satisfaction and return visits to the Tirtomarto Baths in Boyolali.

Keywords: Service Quality, Tourism Products, Price, Visitor Satisfaction, Return Visit Intention.

INTRODUCTION

a) BACKGROUND

The Pengging area in Banyudono, Boyolali, is a tourist destination rich in natural beauty and culture, covering an area of approximately 16 hectares and an elevation of 196.2 to 203.8 meters above sea level. Facilities include a restaurant, swimming pool, tennis court, and water park, as well as historical sites such as the tomb of R.Ng. Yosodipuro. Bendan Village, home to Umbul Sewu, has good access and a population of 4,418, most of whom work in the industrial sector.

The Tirtomarto Baths in Boyolali saw an increase in visitor numbers from 2023 to 2024, with the Culture and Tourism Office identifying it as a leading destination. Despite numerous positive reviews, there have been complaints about cleanliness and poorly maintained facilities. The study, "The Effect of Service Quality, Tourism Products, and Price on Revisit Intention Through Visitor Satisfaction," will further explore the influence of service quality and price on visitor satisfaction and return intention.

b) Research Objective

Based on the established and written problem formulation, the objectives to be achieved in this study are:

a) How does service quality affect visitor satisfaction at Tirtomarto Baths in Boyolali?

- b) How does tourism product influence visitor satisfaction at Tirtomarto Baths in Boyolali?
- c) How does price influence visitor satisfaction at Tirtomarto Baths in Boyolali?
- d) How does service quality influence revisit intention among visitors at Tirtomarto Baths in Boyolali?
- e) How does tourism product influence revisit intention among visitors at Tirtomarto Baths in Boyolali?
- f) How does price influence revisit intention among visitors at Tirtomarto Baths in Boyolali?
- g) Does service quality influence revisit intention through customer satisfaction as an intervening variable?
- h) Does tourism product influence revisit intention through customer satisfaction as an intervening variable?
- i) Does Price have an influence on Return Visit Intention through Customer Satisfaction as an intervening variable?

c) Literatur Review

a) Service Quality

Service quality refers to the excellence provided by service providers in meeting customer needs and expectations (Ningsih, 2018). It is a dynamic state reflecting the perfection of a product or service in fulfilling customer hopes. High service quality significantly contributes to customer satisfaction and offers substantial benefits to businesses (Rukmini, Suprihati, & Fauwzan, 2019). Key indicators include reliability, responsiveness, assurance, empathy, and tangibles (Zeithaml, Parasuraman, & Berry, 1990).

b) Tourism Product

A tourism product encompasses all elements created to satisfy the desires and needs of travelers, categorized into tangible and intangible forms. Tangible products are observable and assessable by tourists, while intangible products, such as staff services, are crucial for visitor satisfaction (Isdarmanto, 2017). Indicators include uniqueness, completeness of facilities, cleanliness, safety, and accessibility (Ketut & Widyatmaja, 2017).

c) Price

Price is a fundamental element in marketing, representing the monetary value exchanged for a product or service's benefits. It plays a critical role in consumer purchasing decisions and directly impacts revenue (Kotler & Armstrong, 2006). Price indicators include the set price, affordability, price-quality congruence, competitiveness, and discounts (Setyo, 2017).

d) Revisit Intention

Revisit intention is the desire to return to a place, driven by previous positive experiences. Indicators include the decision to return, recommending the place to others, and inviting others to visit (Pratama & Sutopo, 2019). Visitor satisfaction is a key determinant of revisit intention (Resti & Soesanto, 2016).

e) Customer Satisfaction

Satisfaction is a feeling derived from comparing expectations with actual experience (Maulidya, Kosim, & Devi, 2019). It is crucial for fostering loyalty, repeat purchases, and trust (Lisma, Yonaldi, & Zulbahri, 2016). Key factors influencing satisfaction include product quality, service quality, emotional aspects, price, and cost (Maulana, 2016).

d) State GAP

Despite the growing body of research on visitor satisfaction and revisit intention in the tourism sector, there remains a notable gap in the literature specifically addressing the interplay between service quality, tourism products, pricing, and their collective impact on visitor satisfaction and revisit intention in the context of Tirtomarto Baths in Boyolali.

Previous studies have often focused on generic tourist destinations or have not adequately considered the unique cultural and historical attributes of specific locations, such as Tirtomarto Baths. Additionally, while some research has explored the individual effects of service quality, product offerings, and pricing on visitor satisfaction, few have examined these factors in a comprehensive model that includes visitor satisfaction as a mediating variable influencing revisit intention.

This study aims to fill this gap by providing a detailed analysis of how service quality, tourism products, and pricing strategies specifically affect visitor satisfaction and, in turn, influence the intention to revisit Tirtomarto Bath Boyolali. By integrating these elements into a cohesive framework, the research offers a novel perspective that not only enhances the understanding of visitor behavior in this particular context but also provides practical recommendations for improving the overall visitor experience.

METHODOLOGY

This study employs an explanatory quantitative research design, focusing on describing and explaining phenomena through structured measurements and numerical data (Umayya, 2017). The research was conducted at Tirtomarto Baths Boyolali, specifically in Dukuh Village, Banyudono District, Boyolali Regency, from November 2024 to March 2025.

Research Design. In writing a "research design" of a conference article, briefly describe the approach and structure of the research. Include information about the type of research conducted, whether qualitative, quantitative, or mixed. Also, explain the research design used, such as experiments, surveys, case studies, or action research. The description should explain how the research is planned and carried out to achieve the objectives.

Population and sample used

Population, Sample, and Sampling Technique The population for this study comprises all visitors to Tirtomarto Baths Boyolali. Given the unknown exact population size, a sample of 100 respondents was determined using the Slovin formula, ensuring statistical significance. Accidental sampling was used, where respondents were selected based on convenience until the desired sample size was reached..

Data Collection Techniques.

Data Collection Technique Data were collected using a Google Form questionnaire, employing a Likert scale (Sugiyono, 2013) with five response options ranging from "Strongly Disagree" (1) to "Strongly Agree" (5).

- a) Independent Variables (X) : Service Quality (X1), Tourism Product (X2), and Price (X3)
- b) Dependent Variable (Y) : Revisit Intention
- c) Intervening Variabel (P) ; Visitor Satisfaction

Tools or Instruments Used.

In this study, several tools and instruments were employed to gather data, analyze results, and ensure the reliability and validity of the findings. The following outlines the key tools and instruments used:

- a) Questionnaire

A structured questionnaire was developed using Google Forms to collect primary data from visitors of Tirtomarto Baths Boyolali

- b) Likert Scale

A five-point Likert scale was utilized for respondents to indicate their level of agreement with each statement in the questionnaire, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). This scale allowed for quantifying subjective perceptions and experiences.

- c) Statistical Software

Data Analysis Methods.

Data analysis was conducted using statistical software, such as SPSS (Statistical Package for the Social Sciences) or similar tools, to perform various analyses, including

1 Descriptive Statistics

Descriptive statistics were utilized to summarize and describe the demographic characteristics of the respondents, including age, gender, occupation, and frequency of

visits. This provided a foundational understanding of the sample population and their experiences.

2 Reliability Analysis

The internal consistency of the questionnaire was evaluated using Cronbach's Alpha. A Cronbach's Alpha value greater than 0.60 was considered acceptable, indicating that the items reliably measured the intended constructs.

3 Validity Testing

The validity of the questionnaire items was assessed using the Pearson correlation coefficient. Items were considered valid if the calculated correlation coefficient (r) exceeded the critical value (r-table) at a specified significance level (typically 0.05).

4 Classical Assumption Tests

Before conducting regression analysis, several classical assumption tests were performed to ensure the validity of the regression model :

- Normality Test:** The Kolmogorov-Smirnov test was used to assess whether the residuals of the regression model were normally distributed. A significance level greater than 0.05 indicated normality.
- Heteroscedasticity Test:** The Glejser test was conducted to check for constant variance of residuals. A p-value greater than 0.05 suggested the absence of heteroscedasticity
- Multicollinearity Test:** Variance Inflation Factor (VIF) and Tolerance values were calculated to assess multicollinearity among independent variables. A VIF value less than 10 and a Tolerance value greater than 0.10 indicated no multicollinearity.

5 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to evaluate the relationships between the independent variables (service quality, tourism product, price) and the dependent variable (revisit intention), with visitor satisfaction as an intervening variable. The regression equations were formulated as follows :

For Model 1 (Visitor Satisfaction as the dependent variable):

$$P = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

For Model 2 (Revisit Intention as the dependent variable):

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4P + e$$

The coefficients (b-values) obtained from the regression analysis indicated the strength and direction of the relationships.

6 Hypothesis Testing

- Partial Test (t-test) :** The t-test was used to evaluate the individual influence of each independent variable on the dependent variable. A t-value greater than the critical t-table value and a significance level (p-value) less than 0.05 indicated a significant effect.
 - Simultaneous Test (F-test):** The F-test assessed the collective influence of all independent variables on the dependent variable. A significant F-value indicated that at least one of the independent variables had a significant effect on the dependent variable.
 - Coefficient of Determination (R²)**
The coefficient of determination (R²) was calculated to measure the proportion of variance in the dependent variable explained by the independent variables. A higher (R²).
- 7 **Path Analysis:** To estimate the direct and indirect effects of the independent variables on the dependent variable through the mediating variable.

RESULTS AND DISCUSSION

This section presents the findings of the study regarding the influence of service quality, tourism products, and pricing on visitor satisfaction and revisit intention at Pemandian Tirtomarto Boyolali. The results are discussed in relation to the hypotheses formulated in the study

A. Respondent Characteristics

GENDER	AGE	Occupation	Residence
65 % MALE	9% (17-20 years)	45% private employees	42% From Boyolali
35 % FEMALE	61% (21-25 years)	32% entrepreneurs	35% From Surakarta
	21% (26-30 years)	20% student/university student	13% From Klaten
	9% (>31 years)	3 % Fresh Graduate	10% From Karanganyar

B. Hypothesis Testing Results

a) Partial Test (t-test)

Model	Variabel	B	std B	T	Sig.
	(Constant)	-0,504		-0,365	0,716
1	Service Quality	0,321	0,308	4,320	0,000
	Tourism Product	0,367	0,345	3,366	0,001
	Price	0,323	0,295	2,979	0,004
2	(Constant)	1,469		1,122	0,265
	Service Quality	0,310	0,317	4,034	0,000
	Tourism Product	0,194	0,194	1,772	0,080
	Price	0,214	0,209	2,000	0,048
	Visitor Satisfaction	0,219	0,234	2,269	0,026

Based on the table above, the t-test results indicate the following:

1. The Effect of Service Quality on Visitor Satisfaction
Based on the table of t-test results for Service Quality (X1) on Visitor Satisfaction (P), the calculated t-value is (4.320) > t-table (1.985) with a Sig. value of 0.000 < 0.05. It can be concluded that the Service Quality variable (X1) has a positive and significant effect on Visitor Satisfaction (P).
2. The Effect of Tourism Products on Visitor Satisfaction
Based on the table of t-test results for Tourism Products (X2) on Visitor Satisfaction (P), the calculated t-value is (3.366) > t-table (1.985) with a Sig. value of 0.000 < 0.05. of 0.001 < 0.05, it can be concluded that the Tourism Product variable (X2) has a positive and significant effect on Visitor Satisfaction (P)
3. The Effect of Price on Visitor Satisfaction
Based on the table of t-test results for Price (X3) on Visitor Satisfaction (P), the calculated t-value is (3.366) > t-table (1.985) with a Sig. value of 0.004 < 0.05. It can be concluded that the Price variable (X3) has a positive and significant effect on Visitor Satisfaction (P)
4. The Effect of Service Quality on Return Visit Intention
Based on the table of t-test results for Service Quality (X1) on Return Visit Intention (Y), the calculated t-value is (4.034) > t-table (1.985) with a Sig. value of 0.000 < 0.05. It

can be concluded that the Service Quality variable (X1) has a positive and significant effect on Return Visit Intention (Y)

5. The Effect of Tourism Products on Return Intention

Based on the t-test results table, the calculated t-value for Tourism Products (X3) on Return Intention (Y) is 1.772, higher than the t-table value (1.985), with a significance value of $0.080 < 0.05$. Therefore, it can be concluded that Tourism Products (X3) have a significant effect on Return Intention (Y)

6. The Effect of Price on Return Intention

Based on the t-test results table, the calculated t-value for Price (X3) on Return Intention (Y) is 2.000, higher than the t-table value (1.985), with a significance value of $0.048 < 0.05$. Therefore, it can be concluded that Price (X3) has a positive and significant effect on Return Intention (Y) at the 5% significance level.

7. The Effect of Visitor Satisfaction on Return Intention

Based on the t-test results table for Visitor Satisfaction (P) on Return Intention (Y), the calculated t-value is $(2.269) > t\text{-table } (1.985)$ with a Sig. value of $0.026 < 0.05$. It can be concluded that Visitor Satisfaction (P) has a positive and significant effect on Return Intention (Y) at a significance level of 5%

b) **Simultaneous Test (F-test)**

The F-test in regression analysis is used to determine whether all independent variables included in the model collectively influence the dependent variable. In other words, this test is used to evaluate whether the constructed regression model can significantly explain variation in the dependent variable.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1077	3	359	76,937	0,000
	Residual	448	96	5		
	Total	1525	99			
2	Regression	945	4	236	56,473	0,000
	Residual	397	95	4		
	Total	1343	99			

The ANOVA (F-test) for model 1 yielded a calculated f-value of 76.937 with a probability of 0.000. Since this significance value is less than 0.05, it indicates that Service Quality, Tourism Products, and Price simultaneously or jointly have a significant influence on Visitor Satisfaction.

The ANOVA (F-test) for model 2 yielded a calculated f-value of 56.473 with a probability of 0.000. Since this significance value is less than 0.05, it indicates that Service Quality, Tourism Products, Price, and Visitor Satisfaction simultaneously or jointly have a significant influence on Revisit Intention

c) **Coefficient of Determination (R^2)**

The coefficient of determination (R^2) is used to measure the proportion of variance in the dependent variable that can be explained by the independent variables in a regression model. The higher the R^2 value, the better the model's ability to predict the dependent variable. Conversely, a lower R^2 value indicates that the model is less able to explain the variability in the dependent variable. The results of the statistical analysis are presented as follows:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,84	0,706	0,697	2,160
2	0,839	0,704	0,691	2,045

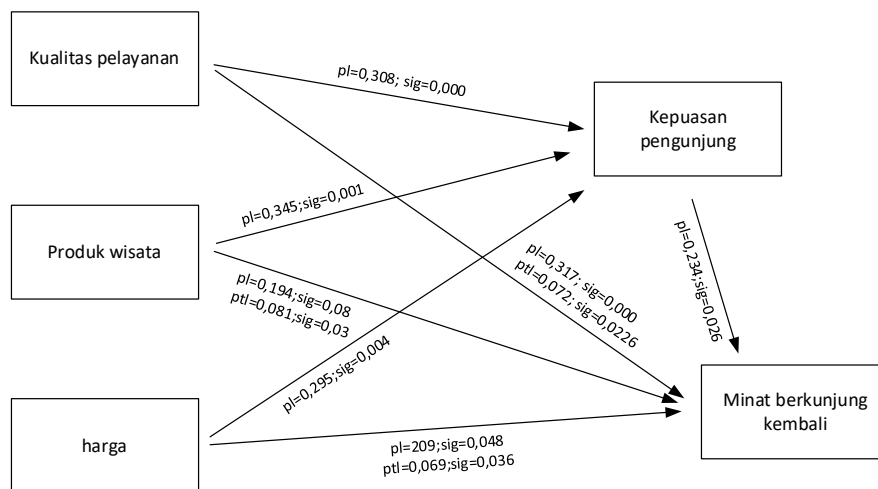
The regression test results for model 1 showed an adjusted R² of 0.697, or 69.7%. This indicates that 69.7% of visitor satisfaction can be explained by the variables Service Quality, Tourism Products, and Price. The remainder is explained by factors outside the research model.

The regression test results for model 2 showed an adjusted R² of 0.691, or 69.1%. This indicates that 69.1% of return intention can be explained by the variables Service Quality, Tourism Products, Price, and visitor satisfaction. The remainder is explained by factors outside the research model.

C. Path Analysis

Path analysis is an extension of multiple linear regression analysis, or path analysis, which uses regression to estimate causal relationships between predetermined variables based on theory (Ghozali, 2016).

This study did not theoretically test the influence of independent variables on dependent variables through intervening variables. Instead, the researcher only calculated the magnitude of the direct and indirect effects arising from the path analysis pattern formed, namely through path coefficients. This aligns with Ghozali's (2016) statement that path analysis serves to determine the relationship pattern between three or more variables and cannot be used to confirm or reject a hypothesis.



Based on the figure and table above, it can be seen that the three independent variables—service quality, tourism product, and price—have a significant influence on the mediator variable, customer satisfaction. Furthermore, the mediator variable is also known to have a significant influence on revisit intention. Therefore, visitor satisfaction serves as a bridge connecting the independent variables (service quality, tourism product, and price) to the dependent variable (revisit intention). These two statements imply that visitor satisfaction mediates the influence of all independent variables (service quality, tourism product, and price) on revisit intention.

Conclusion

Based on the data analysis and discussion conducted, the results of the study examined the variables of Service Quality, Tourism Products, and Price on Revisit Intention through Visitor Satisfaction as an intervening variable (Case Study of Visitors to Tirtomarto Baths, Boyolali).

1. The analysis results show that the Service Quality variable (X1) influences Visitor Satisfaction (P), with a calculated t-value of 4.320 and a t-table value of 1.985. The significance level obtained was 0.000, which is less than 0.05. Thus, it can be concluded that Service Quality has a positive and significant influence on Visitor Satisfaction.
2. The analysis results show that the Tourism Product variable (X2) influences Visitor Satisfaction (P) with a calculated t-value of 3.366, while the t-table is 1.985. The significance level obtained is 0.001, which is less than 0.05. Therefore, it can be concluded that Tourism Products have a positive and significant influence on Visitor Satisfaction
3. The analysis results show that the Price variable (X3) influences Visitor Satisfaction (P) with a calculated t-value of 2.979, while the t-table is 1.985. The significance level obtained is 0.004, which is less than 0.05. Therefore, it can be concluded that Price has a positive and significant influence on Visitor Satisfaction.
4. The analysis results show that the Service Quality variable (X1) influences Revisit Intention (Y) with a calculated t-value of 4.034, while the t-table value is 1.985. The significance level obtained is 0.000, which is less than 0.05. Therefore, it can be concluded that Service Quality has a positive and significant influence on Revisit Intention.
5. The analysis results show that the Tourism Product variable (X2) influences Revisit Intention (Y) with a calculated t-value of 1.772, while the t-table value is 1.985. The significance level obtained is 0.080, which is greater than 0.05. Therefore, it can be concluded that Tourism Product has a significant influence on Revisit Intention.
6. The analysis results show that the Price variable (X3) influences Revisit Intention (Y) with a calculated t-value of 2.000, while the t-table value is 1.985. The significance level obtained was 0.048, which is less than 0.05. Therefore, it can be concluded that Price has a positive and significant influence on Revisit Intention.
7. The analysis results show that the variable Visitor Satisfaction (P) influences Revisit Intention (Y) with a calculated t-value of 2.269, while the t-table value is 1.985. The significance level obtained is 0.026, which is less than 0.05. Therefore, it can be concluded that Visitor Satisfaction has a positive and significant influence on Revisit Intention
8. The analysis results show that the variable Service Quality (X1) on Revisit Intention (Y) mediated by Visitor Satisfaction (P) produces a calculated t-value of 2.003, while the t-table value is 1.985. The significance level obtained is 0.023, which is less than 0.05. The Service Quality variable has an indirect effect of 0.072 and a total effect value of 0.389, with evidence that the positive effect value of $0.072 > 0$ and a Sig. value of $0.023 < 0.05$. Therefore, it can be concluded that Service Quality has a positive and significant effect on Revisit Intention through Visitor Satisfaction.
9. The analysis results show that the Tourism Product variable (X2) on Revisit Intention (Y) mediated by Visitor Satisfaction (P) produces a calculated t value of 1.875, while the t table is 1.985. The significance level obtained is 0.03, which is less than 0.05. The Tourism Product variable has an indirect effect of 0.081 and a total effect value of 0.275, with evidence that the positive effect value of $0.081 > 0$ and a Sig. value of $0.03 < 0.05$. Therefore, it can be concluded that tourism products have a positive and significant effect on revisit intention through visitor satisfaction.
10. The analysis results show that the price variable (X3) on revisit intention (Y) mediated by visitor satisfaction (P) produces a calculated t-value of 1.802, while the t-table is 1.985. The significance level obtained is 0.036, which is less than 0.05. The price variable has an indirect effect of 0.069 and a total effect value of 0.278, with evidence that the positive effect value of $0.069 > 0$ and a sig. value of $0.036 < 0.05$. Therefore, it can be concluded that price has a positive and significant effect on revisit intention through visitor satisfaction.

Based on the research findings, discussions, and conclusions outlined above, here are some suggestions that can make a significant contribution to the development of the Tirtomarto Baths in Boyolali:

1. Improving service quality can be achieved by emphasizing ongoing training for all staff to ensure friendly, responsive, and professional service. It is crucial to implement clear standard operating procedures (SOPs) for every visitor interaction, from the ticket counter

- to the facility area. Furthermore, enable easily accessible feedback mechanisms, such as a digital suggestion box or short surveys, and ensure prompt and effective response to complaints. Reward staff for good performance as a form of motivation. High service quality will directly increase visitor satisfaction and encourage them to return, creating a memorable, positive experience.
2. **Tourism Product Development:** Diversify tourist attractions beyond the main bathing pool. Develop an educational area explaining the history of Pengging and the spring ecosystem. Add modern recreational facilities, such as an innovative children's playground or themed photo spots. Prioritize cleanliness and regular maintenance of facilities, especially bathrooms and changing areas, and provide sufficient trash receptacles. Host cultural events or seasonal festivals to attract visitors. A diverse, clean, and well-maintained tourism product will enhance the value of the visitor experience, although its direct impact on return intention needs to be mediated by satisfaction.
 3. **Pricing Strategy:** Evaluate your pricing structure to make it more transparent and understandable, and avoid hidden fees that could confuse visitors. Ensure that the price is commensurate with the quality of service and facilities provided, as reasonable pricing significantly impacts satisfaction. Consider introducing various pricing options, such as family packages, season tickets, or special discounts for specific segments (such as students or seniors). Conduct regular competitor pricing surveys to ensure that Tirtomarto Hot Springs remains financially attractive. Competitive and fair pricing will increase visitor satisfaction and encourage them to return.
 4. **Focus on Visitor Satisfaction:** Make visitor satisfaction a top priority, as it has been shown to be a key mediator between service quality, tourism product, and price and return intention. Implement an ongoing satisfaction measurement system, such as a post-visit satisfaction survey. Respond to any complaints or feedback with empathy and concrete solutions, transforming potential negative experiences into opportunities to build loyalty. Encourage satisfied visitors to share their positive experiences through online reviews or social media, as word-of-mouth recommendations are highly effective in attracting new visitors and encouraging repeat visits.

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