

The Influence of Facilities and Accessibility on Visitor Satisfaction of Sekumpul Waterfall

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ABSTRAK

This study aims to analyze the influence of facilities and accessibility on the satisfaction of visitors to Sekumpul Waterfall. The main problem in this study is that the quality of facilities and access to tourist sites is not optimal which has the potential to affect the level of visitor satisfaction. This study uses a quantitative approach with data collection techniques through a Likert scale questionnaire that has been tested for validity and reliability. The population in this study is all domestic visitors who have visited Sekumpul Waterfall and the number of samples used in this study is 110 respondents. The data were analyzed using classical assumption tests and multiple linear regression. The results of the study show that (1) facilities and accessibility simultaneously have a positive and significant effect on visitor satisfaction. (2) Facilities have a positive and significant effect on visitor satisfaction. (3) Accessibility has a positive and significant effect on visitor satisfaction. Thus, improving the quality of facilities and accessibility in an integrated manner is essential to increase visitor satisfaction.

Keywords: Accessibility, Facilities, Visitor Satisfaction

INTRODUCTION

Indonesia is one of the countries that places the tourism sector as a strategic pillar in national economic development. This is supported by the findings (Mukaffi dan Haryanto, 2022) which states that Indonesia has the potential for abundant natural resources and human resources as the main capital in the development of the sector. In line with that, (Mustafa *et al*, 2024) stated that tourism development is an important instrument in encouraging community economic growth, both at the national and regional levels. Furthermore, based on data from the Ministry of Tourism (2025), the contribution of the tourism sector to the country's foreign exchange revenues in 2024 is recorded to have reached 16.71 billion USD. One of the most popular tourism sectors in Indonesia is natural tourism. The island of Bali, which is known as a major tourist destination in Indonesia, also holds abundant natural tourism potential. With an island area of 559,001.27 hectares, the island of Bali is able to present amazing natural beauty such as beaches, mountains, lakes, forests, rivers, and waterfalls.

Among these various types of tourism, waterfall tourism is a special attraction because of its beautiful natural beauty and soothing atmosphere. Popular waterfall tourism is found in Buleleng Regency. Buleleng Regency, which is located in the northern part of the island of Bali, has an area of 13,658,800 hectares. With the beauty of its waterfalls, Buleleng Regency is able to compete with other districts that pamper the beauty of beaches and other tourism in the Province of Bali. Based on data from the Buleleng Regency Tourism Office (2025), domestic and foreign tourist visits in January 2024 will be 73,699 visits. Meanwhile, in January 2025 there were 99,966 visits, or in other words, an increase of 35.30%. The increase in the number of tourist visits is the responsibility of tourist destination managers to pay more attention to factors that affect tourist satisfaction.

Of the many waterfalls in Buleleng Regency, one of the most popular is Sekumpul Waterfall, which is located in Sekumpul Village, Sawan District, Buleleng Regency. A waterfall complex consisting of a set of separate waterfall streams that fall side by side from a high cliff. Based on data from the Bali Government Tourism Office (2023), Sekumpul Waterfall is in the sixth position with the highest number of visitors in Buleleng Regency. Sekumpul Waterfall is a tourist destination that offers various natural beauty attractions. This destination is widely known because it consists of a set of waterfalls located in one area and supported by a beautiful natural atmosphere, thus attracting the interest of domestic and foreign tourists (Rahma, 2020)

Sekumpul Waterfall not only presents a superior natural panorama, but also has strategic value in encouraging local economic growth. Tourist visit activities open opportunities for local communities to develop tourism-based businesses, such as accommodation, culinary, and tour guide services. In addition, the development of tourism in this region also contributes to environmental conservation efforts. Increasing the intensity of visits tends to encourage collective awareness of the importance of maintaining the authenticity and sustainability of ecosystems, while strengthening community-based nature conservation initiatives.

Based on the results of initial observations and reviews of tourist reviews, a number of problems related to the limited facilities and accessibility to Sekumpul Waterfall were identified. Supporting facilities such as parking areas, public toilets, pedestrian paths, and security facilities are still considered not optimal in meeting the needs of visitors. In addition, relatively steep access conditions are an obstacle in itself, especially for elderly tourists and people with disabilities. Referring to the views of the Buleleng Regency Tourism Office (2024), the

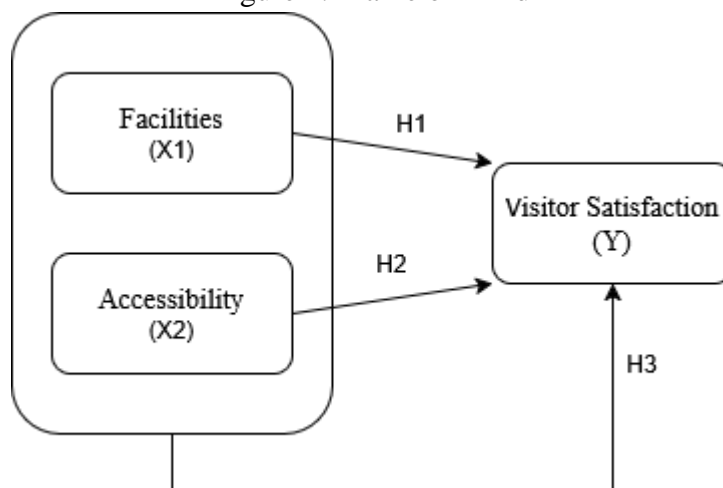
management of tourist destinations should be based on the principle of service as stipulated in Law Number 10 of 2009 concerning Tourism, as well as guidelines for sustainable tourism development that focuses on an aspect of comfort, security, and visitor satisfaction. Furthermore, in the strategic planning document (Renstra) and the direction of regional development policies, improving the quality of destinations through the provision of adequate facilities and accessibility is set as one of the main priorities in the development of the tourism sector.

Based on the discussion above, that facilities and accessibility have an influence on visitor satisfaction. This is in line with research (Togatorop dan Dewantara, 2024), shows that facilities and accessibility simultaneously affect visitor satisfaction. Similar findings were also put forward by (Natalia *et al*, 2020) which states that accessibility and tourist facilities simultaneously have a positive and significant effect on tourist satisfaction. In addition,, (Amalia *et al.*, 2022) also stated that facilities and accessibility simultaneously have a significant effect on tourist satisfaction. However, it is not in line with the results of the study (Permadi *et al*, 2024) which states that the facilities have no significant effect on visitor satisfaction. The same goes for research (Nurhayati, 2019), which states that accessibility and facilities have no effect on tourist satisfaction.

Based on the background description that has been presented, this study aims to analyze the influence of facilities and accessibility on visitor satisfaction at Sekumpul Waterfall, both partially and simultaneously. This research is expected to make a theoretical contribution by enriching studies in the field of tourism management, especially related to factors that affect visitor satisfaction. Practically, the results of this research are expected to be a consideration for destination managers and stakeholders in improving the quality of facilities and accessibility, so as to be able to encourage increased visitor satisfaction and can support sustainable tourism development.

Frame of Mind

Figure 1. Frame of Mind



Hipotesis

The hypothesis is a temporary answer to the formulation of the research problem. It is said that temporarily, because the answers given are only based on relevant theories, they have not been based on empirical facts obtained through data collection (Sugiyono, 2018). A hypothesis is a temporary conjecture that is not necessarily true and not necessarily wrong, so it needs to be

tested again. Based on the background explanation, theoretical studies, and relevant results of previous research, the hypothesis of this study can be formulated as follows.

H1: Facilities have a significant influence on visitor satisfaction.

H2: Accessibility has a significant influence on visitor satisfaction

H3: Facilities and accessibility simultaneously have a significant effect on visitor satisfaction.

METHODS

This study uses a quantitative approach method, namely by analyzing the influence of facility and accessibility variables on visitor satisfaction. This approach was chosen because it is able to explain the cause-and-effect relationship between variables that are objectively studied through statistical analysis. This research was carried out at Sekumpul Waterfall, which is located in Sekumpul Village, Sawan District, Buleleng Regency, Bali Province. The population in this study is all domestic visitors who have visited Sekumpul Waterfall. Because the number of domestic visitors is so large and the exact number is unknown, sampling will be carried out in this study. In sample selection, this study uses accidental sampling techniques, namely by meeting respondents directly at the research location, and anyone who meets the criteria and is willing to fill out a questionnaire will be used as a sample. Accidental sampling is a technique of determining samples based on chance, i.e. anyone who happens to meet the researcher can be used as a sample, if that person is seen as a suitable data source (Sugiyono, 2017). (Ferdinand, 2013) Explaining the number of samples in a study is influenced by the number of parameters or indicators to be analyzed. The guideline is 5 to 10 times the number of indicators used in the research model. In this study, 11 indicators were used so that the number of respondents taken as the minimum sample was $11 \times 5 = 55$ and the maximum sample taken in this study was $11 \times 10 = 110$. So, in this study, the researcher used a sample of 110 respondents referring to the maximum number of samples.

The data in this study was collected using a questionnaire method with a five-point Likert scale, which was used to measure respondents' perception of variables of workload, competence, and job satisfaction. Before use, the research instrument has gone through validity and reliability tests to ensure that the measuring instrument used is feasible and consistent. The validity test is carried out to determine the accuracy of each statement item in measuring the research variable, while the reliability test is used to determine the level of consistency of the instrument. The data analysis techniques used in this study include classical assumption tests and multiple linear regression analysis. The classical assumption test consists of a normality test, a multicollinearity test, and a heteroscedasticity test, which aims to ensure that the data meets the requirements of regression analysis. Furthermore, multiple linear regression analysis was used to test the influence of workload and competence on job satisfaction, both simultaneously and partially. Hypothesis testing was carried out through the F test to determine the effect together, the t-test to determine the partial effect, and the determination coefficient (R^2) to determine the amount of contribution of independent variables to the dependent variables.

RESULTS AND DISCUSSION

Before regression analysis is performed, the model is first tested through classical assumption testing. In the initial stage, a normality test is performed to assess whether the residual in the model follows the normal distribution. This test is necessary because it affects the

accuracy in interpreting the regression coefficient results. Results that meet the normality assumptions suggest that the model can be used for further analysis. A summary of the normality test results is presented in Table 1.

Table 1. Kolmogorov-Smirnov Normality Test Results

Test Statistics	Value
Number of samples (N)	110
Asymp. Sig. (2-tailed)	0,172
Verdict	Normally distributed data

Source: Output SPSS

Based on the results in Table 1, the significance value obtained was 0.172 which was above 0.05 so that the research data met the normal distribution criteria. The results show that the residues are distributed normally and can be used for further analysis. After the normality test is met, the next stage is followed by a multicollinearity test to see if there is a relationship or correlation between independent variables in the regression model. A summary of the results of the multicollinearity test is in Table 2.

Table 2. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Facilities	0,657	1,521
Accessibility	0,657	1,521

Source: Output SPSS

Based on the results of the multicollinearity test in Table 2, no disturbing relationships were found between independent variables. The *tolerance value* for the facility and accessibility variables was 0.657, which was above 0.10. The VIF value for the two variables is 1.521 which is still within the limit of <10. These results show that the independent variables are not highly correlated with each other so that the model can be used for subsequent analysis. The next stage is continued with a heteroscedasticity test which is used to see whether there is a difference in residual variant between observations in the regression model. The test was carried out using the Glejser Test method. The results of the heteroscedasticity test are presented in Table 3.

Table 3. Heteroscedasticity Test Results

Model	Nilai	
	t	Sig.
Facilities	-0,278	0,782
Accessibility	-1,559	0,122

Source: Output SPSS

Based on the results of the heteroscedasticity test in Table 3, the significance value for the facility variable was 0.782 and the accessibility variable was 0.122. Both values were above 0.05 so that no indication of residual variance was found. These results show that the regression model is free of heteroscedasticity symptoms and is suitable for use for further analysis.

Once the model meets all classical assumptions, the analysis is followed by multiple linear regression. This test is used to see the direction of the relationship and measure the

influence of facilities and accessibility on job satisfaction. The calculation was carried out to determine the contribution of each independent variable in explaining changes in the bound variable. The results of the regression calculation are presented in Table 4 as a basis for hypothesis testing and drawing research conclusions.

Table 4. Multiple Linear Regression Test Results

Variabel	B	t	Sig
Konstanta	2,992	3,951	0,000
Facilities	0,212	4,159	0,000
Accessibility	0,407	8,771	0,000

Source: Output SPSS

Based on the regression results in Table 4, a constant value of 2.992 was obtained which shows that visitor satisfaction has a value of 2.992 when the variables of facilities and accessibility are at a fixed condition. The facility variable has a regression coefficient of 0.212 with a significance value of 0.000 (< 0.05). This value shows that facilities have a positive and significant effect on visitor satisfaction. This means that the improvement of facilities tends to be followed by an increase in visitor satisfaction. The accessibility variable has a regression coefficient of 0.407 with a significance value of 0.000 (< 0.05). These results show that accessibility has a positive and significant effect on job satisfaction. The higher the accessibility, the more visitor satisfaction also tends to increase.

After multiple linear regression analysis, it is then followed by hypothesis testing. Hypothesis testing is carried out to explain a problem in research and solutions appropriately and rationally using multiple linear regression analysis to determine the direction of the relationship between independent variables and dependent variables. Thus, to test the hypothesis in this study, the F test (simultaneous influence test) and the t test (partial influence) were used. The results of the F test can be seen in Table 5.

Table 5. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	214,809	2	107,404	104,131	,000 ^b
	Residual	110,364	107	1,031		
	Total	325,173	109			

Source: Output SPSS

Based on the test results in table 5, a Fcal value of 104.131 was obtained with a significance level of 0.000 or $0.000 < 0.05$ and a Fcal value of $> F_{table}$ ($104.131 > 3.08$), so it can be concluded that the regression model in this study is significant and feasible to use. Thus, the variables of facilities and accessibility together have a positive and significant effect on visitor satisfaction. After the F test (simultaneous), followed by the t test (partial). This test aims to test the significance of the relationship between independent variables and individually bound variables. The results of the t-test can be seen in table 6.

Table 6. Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2,992	,757		3,951	,000
	Facilities	,212	,051	,289	4,159	,000
	Accessibility	,407	,046	,609	8,771	,000

Source: Output SPSS

Based on the test results in Table 6, it is known that the facility variable has a *t*cal value of 4.159 with a significance level of 0.000. The significance value is smaller than 0.05 and the *t*cal value is $>$ *t*table ($4.159 > 1.982$), so that the facility has a positive and significant effect on visitor satisfaction. The accessibility variable has a *t*cal value of 8.771 with a significance level of 0.000. The significance value is smaller than 0.05 and the *t*cal value is $>$ *t*table ($8.771 > 1.982$), so it can be concluded that accessibility has a positive and significant effect on visitor satisfaction.

After testing the hypothesis, then continued to test the determination coefficient. This test was used to find out how well the model was able to explain changes in visitor satisfaction affected by the variables of amenities and accessibility. The values obtained provide an overview of the large contribution of the two independent variables in explaining the variation in the bound variable. Through these results, it will be possible to determine the level of strength of the model in describing the conditions studied. A summary of the results of the determination coefficient is presented in Table 7.

Table 7. Determination Coefficient Test Results

R	R ²	Adjusted R ²	Std. Error
0,813	0,661	0,654	1,01560

Source: Output SPSS

An R² value of 0.661 indicates that 66.1% of the variation in visitor satisfaction can be explained by amenities and accessibility in the research model. The remaining 33.9% was influenced by factors other than the variables analyzed. These findings illustrate that the model has sufficient ability to explain changes in visitor satisfaction according to the variables studied.

The results of this study show that the variables of facilities and accessibility have a significant influence on visitor satisfaction at Sekumpul Waterfall. These findings reinforce the concept that the quality of tourist destination services is not only determined by natural attractions, but also by supporting factors that are able to improve the overall visitor experience. Simultaneously, facilities and accessibility have been proven to have a positive and significant effect on visitor satisfaction. This is shown by the results of the F test with a significance value of 0.000 ($<$ 0.05), which means that the two variables together are able to explain the variation in visitor satisfaction. These findings are in line with the theory put forward by (Tjiptono, 2014) and (Kotler & Keller, 2016), that satisfaction arises when the experience felt by visitors meets or exceeds expectations, which in the context of tourism is influenced by the ease of access and availability of facilities. In addition, these results are also consistent with previous research such as (Togatorop dan Dewantara, 2024) and (Amalia *et al*, 2022) which states that facilities and accessibility simultaneously affect tourist satisfaction.

Partially, the facility had a positive and significant influence on visitor satisfaction with a regression coefficient value of 0.212 and a significance of 0.000 ($<$ 0.05). This shows that the better the facilities provided, the level of visitor satisfaction will also increase. The facilities in

question include the completeness, cleanliness, condition, and function of the facilities available at the tourist site. Based on the descriptive results, the facilities at Sekumpul Waterfall are already in the good category, which means that they are able to meet the basic needs of visitors. These findings support the theory (Kotler, 2016) that facilities are an important element in creating consumer comfort, and are in line with research (Ali *et al.*, 2022) who found that facilities had a significant effect on visitor satisfaction.

Meanwhile, accessibility has a more dominant influence than facilities, with a regression coefficient value of 0.407 and a significance of 0.000 (<0.05). This shows that accessibility is the most decisive factor in increasing visitor satisfaction at Sekumpul Waterfall. The accessibility in question includes the ease of reaching the location, the use of access routes, safety, and the independence of visitors in reaching the destination. The dominance of this accessibility influence can be explained by the characteristics of the location of Sekumpul Waterfall which is located in a hilly area with quite challenging terrain, so that the ease and security of access are crucial factors for visitors. These findings are in line with the theory (Sheth and Sisodia, 2012) that ease of access greatly influences the consumer experience, and is supported by research (Sari, 2022) and (Juliano *et al.*, 2022) who found that accessibility had a significant effect on traveler satisfaction.

Furthermore, the results of this study show that the majority of visitors are young age groups (18-25 years old) and have student status, who tend to have high mobility and a preference for challenging natural tourism. However, this group also has expectations for safe and easy access and adequate facilities. Therefore, improving the quality of accessibility such as repairing trekking trails, directions, and safety facilities is very important to maintain and improve visitor satisfaction. Overall, the results of this study confirm that although facilities have an important role in improving comfort, accessibility is a more dominant factor in determining visitor satisfaction in natural tourist destinations such as Sekumpul Waterfall. This implies that destination managers need to prioritize improving access to the location without neglecting the quality of the available facilities, so that the tourism experience provided can be more optimal and sustainable.

CONCLUSION

Based on the results of the research, it can be concluded that facilities and accessibility have a positive and significant influence on the satisfaction of visitors to Sekumpul Waterfall. Simultaneously, these two variables are able to increase visitor satisfaction, which shows that the quality of adequate facilities and ease of access to the location are important factors in creating a satisfying tourist experience. Partially, facilities have a positive and significant effect on visitor satisfaction, which means that the more complete, clean, and well-functioning the available facilities, the higher the level of visitor satisfaction will increase. Accessibility also has a positive and significant effect on visitor satisfaction, which shows that convenience, security, and comfort in reaching tourist locations also determine the level of satisfaction felt. The manager is advised to continue to improve the quality of tourist facilities such as the cleanliness of toilets, parking areas, rest areas, information boards, and safety facilities for visitors. In addition, the manager also needs to pay attention to improving the access road to the waterfall location to make it safer and more comfortable for visitors from various circles. The Buleleng Regency Tourism Office should participate in supporting the development of tourist destinations through

infrastructure development, such as improving road access to tourist attractions, as well as strengthening sustainable tourism development policies. The local community around Sekumpul Waterfall is also an important party in the development of tourist destinations. Therefore, the community is expected to play an active role in maintaining environmental cleanliness, safety, and providing friendly services to tourists so that the visiting experience becomes more enjoyable. Suggestions are also addressed to future researchers so that they can develop this research by adding other variables that can affect visitor satisfaction. In addition, further research can use different research methods or a wider sample number to make the research results more comprehensive

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