

The Effect of Attractions, Amenities, Accessibility on Tourist Satisfaction at Garuda Wisnu Kencana Bali

Lenny Kurnia Octaviani ^{1,*}, Wahyu Puja Kesuma ²

¹ Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta, Jl. Ahmad Yani, Ringroad Timur, Kec. Banguntapan, Kabupaten Bantul, Daerah Istimewa Yogyakarta 55198, Indonesia

¹ lennykurniaoctaviani@stipram.ac.id *

* corresponding author

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ABSTRACT

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Garuda Wisnu Kencana (GWK) Bali is a significant tourist destination in Indonesia, renowned for its iconic statue and diverse attractions. This study investigates the impact of attractions, facilities, and accessibility on tourist satisfaction at GWK Bali. A quantitative research approach was employed, with data collected through surveys of 100 visitors. The data were analyzed using multiple linear regression and various statistical tests to ensure validity, reliability, normality, and to check for heteroscedasticity and multicollinearity. The findings indicate that attractions and accessibility have a significant positive effect on tourist satisfaction at GWK Bali, whereas facilities do not show a significant impact. These results underscore the importance of attractions and accessibility in enhancing visitor satisfaction. From the findings, it is suggested that GWK Bali management could consider prioritizing enhancements to the quality of attractions and improving accessibility to better meet visitor expectations. These insights offer valuable guidance for refining tourism management strategies at GWK Bali.

INTRODUCTION

The tourism industry is a vital economic sector for the development of a country. According to Arhando (2019), tourism is the second-largest foreign exchange earner in Indonesia after the oil and gas sector. Besides being an important source of income, tourism also plays a role in creating job opportunities, promoting local culture and heritage, and accelerating regional economic growth (Surya & Ningsih, 2020).

Bali, one of the main tourist destinations in Indonesia, is known for its natural beauty, cultural richness, and the friendliness of its people. According to Dinas Pariwisata Provinsi Bali (2024), the number of domestic tourist visits reached 9,877,911, while international tourist visits reached 5,273,258. One of the biggest tourism icons in Bali is Garuda Wisnu Kencana (GWK), a tourist complex located in the Jimbaran area of Badung. This complex is renowned for its monumental Garuda Wisnu Kencana statue. In addition to the main statue, GWK also offers various cultural attractions, beautiful gardens, as well as a variety of entertainment and recreational facilities.

According to Mendrofa & Octafian (2024), the development of tourism objects not only impacts the increased attractiveness of destinations but also optimizes the utilization of natural resources and provides positive social and economic impacts. The ongoing digital transformation in the tourism sector, especially in the era of the Fourth Industrial Revolution followed by the COVID-19 pandemic, has become highly significant as it confronts tourism with a new era full of uncertainty. This situation urges players in the tourism industry to rethink their business strategies to remain relevant and sustainable. In this context, it is important for the tourism industry to consider how it can continue to provide satisfying and comfortable experiences for tourists.

Previous research has shown that tourist satisfaction can be achieved by providing infrastructure, service quality, and word-of-mouth recommendations (Sugiyama dkk., 2022; Thi, 2020; Nurhidayati & Abror, 2020). However, there have not been many studies specifically examining the influence of attractions, facilities, and accessibility on tourist satisfaction, especially at Garuda Wisnu Kencana Bali. Understanding the influence of these factors on tourist satisfaction at GWK Bali is crucial, given the current challenges. Previous research by Simarmata & Arief, (2020), highlighted the need for improved maintenance and expansion of facilities such as toilets and dining options to accommodate the growing



number of visitors. Additionally, significant concerns were identified regarding accessibility, including transportation options and pathways for individuals with disabilities. By comprehending these influences, destination managers can design more effective development strategies and enhance service quality, thereby strengthening GWK's appeal as a top tourist destination in Bali.

Attractions

According to McKercher & Prideaux (2020), tourist attractions are key elements in attracting the interest and desire of tourists to visit a destination. This concept encompasses various aspects, ranging from natural beauty, cultural uniqueness, tourist attractions, to recreational activities offered by a place. Previous research conducted by Chaudhary & Ul Islam (2020) indicates that destination attractiveness has a direct influence on the number of tourist visits. Tourist attractions are not only about natural beauty, but also include cultural uniqueness, tourist attractions, and experiences offered. Tourism destinations that are able to combine these various factors well will become magnets for tourists from various backgrounds, providing positive contributions to the growth of the tourism industry and local economy (Mendrofa & Octafian, 2024).

Facilities

According to Febriyana & Suprastayasa, (2020), the availability of adequate facilities in tourist destinations plays a crucial role in enhancing tourist satisfaction. These facilities include accommodation, transportation, dining options, and other supporting amenities (Widaningrum dkk., 2020). The quality and availability of these facilities directly influence tourists' experiences during their journey and can be determining factors in their decision to revisit the destination in the future (Fatmawati & Olga, 2023).

Accessibility

According to the United Nations (2020), tourism accessibility refers to equal opportunities for everyone to participate in tourism experiences, regardless of physical, cognitive, sensory, or other abilities. The accessibility of tourism destinations includes ease of access to tourist locations, both in terms of transportation and other supporting infrastructure (UNWTO, 2023). Destinations that are easily accessible and have good transportation systems will be more attractive to tourists. Accessibility is an important element in tourism that needs to be considered by all parties involved in the tourism industry, from governments and tourism businesses to local communities.

Tourist satisfaction

Tourist satisfaction is a crucial aspect of the tourism industry, referring to the level of pleasure and happiness experienced by tourists during their travels to a destination. According to Ria dkk., (2024), satisfaction is achieved when the reality of the tourist experience meets or even exceeds the expectations of the tourists. Tourist satisfaction significantly influences loyalty, destination image, and the well-being of local communities (Aniqoh dkk., 2022). Therefore, stakeholders in the tourism industry need to collaborate to enhance tourist satisfaction by improving product and service quality, ensuring safety and comfort, maintaining cleanliness and sanitation, preserving local culture, facilitating access to information, and creating memorable personal experiences (Sulkaisi dkk., 2021; Quynh dkk., 2024; Fakari dkk., 2023).

METHOD

Research Framework

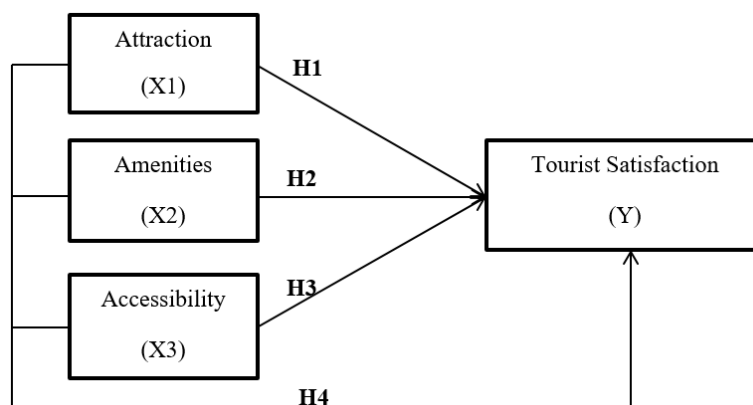


Figure 1: Research Conceptual Framework

Based on the conceptual framework outlined above, the hypotheses in this study can be summarized as follows:

- H1: Attractions have a positive and significant influence on tourist satisfaction at Garuda Wisnu Kencana.
- H2: Facilities have a positive and significant influence on tourist satisfaction at Garuda Wisnu Kencana.
- H3: Accessibility has a positive and significant influence on tourist satisfaction at Garuda Wisnu Kencana.
- H4: Attractions, facilities, and accessibility collectively have a positive and significant influence on Tourist Satisfaction at Garuda Wisnu Kencana.

Research Model

The focus of this research is on the impact of attractions, facilities, and accessibility on tourist satisfaction at Garuda Wisnu Kencana Bali. This study falls under the category of explanatory research (Vogt, 2015). According to Sugiono (2016), explanatory research aims to explain the relationship between the variables being studied. The method used in this research is quantitative. Sugiono (2016) explains that quantitative method is a research approach based on positivism philosophy and is used to investigate specific populations or samples.

The population in this research is all visitors who visit Garuda Wisnu Kencana Bali. According to Hossan dkk., (2023), population refers to a large group of people, individuals, couples, groups, organizations, or similar entities whose findings are intended to be generalized. For example, citizens of a country, students of a university, employees of a company, and so on (Swarjana & SKM, 2022).

The size or magnitude of the research population is uncertain because the population consists of tourists visiting Garuda Wisnu Kencana Bali during the study period. Population is closely related to the sample. According to Sugiono (2016), a sample is a part of the population and its characteristics. The sample is defined as a part of the population that has been selected for research purposes using sampling techniques (Swarjana & SKM, 2022).

Since the population is unknown, the sampling technique used is accidental sampling technique using the Lemeshow formula. The use of accidental sampling technique is part of non-probability sampling applied to select samples. Sugiono (2016) explains that non-probability sampling is a sampling method where each member of the population does not have an equal chance of being selected as a sample member. The calculation using the Lemeshow formula shows that the minimum number of samples required is 96 respondents.

This research will use a quantitative approach using SPSS software. The independent variables to be used include attractions, facilities, and accessibility, while the dependent variable is visitor satisfaction. Data collection is done through field surveys, public questionnaires, and literature reviews. The research location is at Garuda Wisnu Kencana Tourism located on Jalan Raya Uluwatu, Ungasan, South Kuta, Badung Regency, Bali Province. The research population includes all visitors to Garuda Wisnu Kencana (aged 17-42) according to their characteristics, with a total sample size of 100 people.

RESULTS AND DISCUSSION

Respondent Description

During the data collection process conducted from December 2023 to January 2024, data were gathered by distributing questionnaires directly at Garuda Wisnu Kencana using Google Forms. The sample size reached 100 respondents. Various personal information items of the respondents were detailed, including gender, age, education, and monthly income. The descriptive response results can be seen in tables 1, 2, 3, and 4.

Table 1. Respondent's Gender

JENIS KELAMIN				
	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	34	34.0	34.0	34.0
Female	66	66.0	66.0	66.0
Total	100	100,0	100,0	

Data Source: Primary Data Processing Results, 2024.

Table 2. Respondent's Age

AGE				
	Frequency	Percentage	Valid Percentage	Cumulative Percentage
<20 Years	21	21.0	21.0	21.0
21-25 Years	75	75.0	75.0	75.0
26-30 Years	1	1.0	1.0	3.0
30 Years	3	3.0	3.0	3.0
Total	100	100,0	100,00	

Data Source: Primary Data Processing Results, 2024.

Table 3. Respondents' Education

EDUCATION				
	Frequency	Percentage	Valid Percentage	Cumulative Percentage
High School	23	23.0	23.0	23.0
Diploma/Bachelor's/ Master's (University)	77	77.0	77.0	77.0
Total	100	100,0	100,00	

Data Source: Primary Data Processing Results, 2024.

Table 4. Respondents' Monthly Income

MONTHLY INCOME				
	Frequency	Percentage	Valid Percentage	Cumulative Percentage
< Rp. 1.500.000	49	49.0	49.0	49.0
Rp. 1.500.000 – Rp. 2.500.000	25	25.0	25.0	25.0
> Rp. 2. 500.000	26	26.0	26.0	26.0
Total	100	100,0	100,00	

Data Source: Primary Data Processing Results, 2024.

Based on the data from the tables above, it can be concluded that the majority of respondents in this study are female, comprising 66%, while male respondents contribute 34% of the total sample. The largest age range of respondents is 21-25 years, accounting for 75% of the overall sample, with a small portion of respondents aged below 20 years, 26-30 years, and above 30 years each contributing only 1-3% of the total. In terms of education, the majority of respondents (77%) have a diploma/bachelor's/master's (University) educational background, while the remaining 23% have a high school education. There are no respondents with primary or junior high school education. Lastly, regarding monthly income, 49% of respondents have incomes of less than Rp. 1.500.000, while 26% have incomes above Rp. 2.500.000 and 25% fall within the income range of Rp. 1.500.000 - Rp. 2.500.000. Thus, respondents with incomes of less than Rp. 1.500.000 per month constitute the largest group in this study.

Descriptive Statistics Research Variables

Descriptive statistical measurements of these variables need to be conducted to provide a general overview of the mean value (Mean), maximum value (Max), minimum value (Min), and standard deviation for each variable such as attractiveness (X_1), amenities (X_2), accessibility (X_3), and tourist satisfaction (Y). The results of the descriptive statistical test can be seen in Table 5.

Table 5. Descriptive Statistic

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Attraction	100	5.00	20.000	17.9100	2.84656
Amenities	100	5.00	20.000	17.2000	2.78887
Accessibility	100	5.00	20.000	17.09000	2.90626
Tourist Satisfaction	100	5.00	20.000	17.07600	2.81812
Valid N (listwise)	100				

Data Source: Primary Data Processing Results, 2024.

Based on the descriptive test results above, the data distribution observed by the researchers is as follows:

1. For the attractiveness variable (X_1), the obtained standard deviation is 2.84656, with a minimum value obtained from data processing of 5.00 and a maximum value of 20.00. The mean score obtained is 17.9100.
2. For the amenities variable (X_2), the obtained standard deviation is 2.78887, with a minimum value obtained from data processing of 5.00 and a maximum value of 20.00. The mean score obtained is 17.2000.

3. For the accessibility variable (X_3), the obtained standard deviation is 2.90626, with a minimum value obtained from data processing of 5.00 and a maximum value of 20.00. The mean score obtained is 17.0900.
4. For the Tourist Satisfaction variable (Y), the obtained standard deviation is 2.81812, with a minimum value obtained from data processing of 5.00 and a maximum value of 20.00. The mean score obtained is 17.07600

Overall, all four variables indicate a fairly consistent data distribution with standard deviations that are not significantly different from one another, as well as similar minimum and maximum values. The average scores of all variables show relatively good results, with all above the value of 17, approaching the maximum value of 20. This indicates that overall, the attractiveness, amenities, accessibility, and tourist satisfaction are at a high level.

Validity Test

To examine validity, 100 test samples were used with a significance level of 5%, resulting in an obtained table value of r at 0.195. In the validity testing, the instrument is considered valid if the significance value is less than 0.05 or if R calculated $>$ R table, and conversely, considered invalid if the significance value is greater than 0.05 or if R calculated $<$ R table. The test results are presented in Table 6.

Table 6. Validity Test Results

Variable	Item Code	Statistic		Explanation
		R Count	R Table	
X1 - Attractions	X1.1	0,814	0,195	Valid
	X1.2	0,860	0,195	Valid
	X1.3	0,730	0,195	Valid
	X1.4	0,848	0,195	Valid
	X1.5	0,888	0,195	Valid
X2 - Facilities	X2.1	0,792	0,195	Valid
	X2.2	0,835	0,195	Valid
	X2.3	0,876	0,195	Valid
	X2.4	0,820	0,195	Valid
	X2.5	0,794	0,195	Valid
X3 - Accessibility	X3.1	0,853	0,195	Valid
	X3.2	0,872	0,195	Valid
	X3.3	0,807	0,195	Valid
	X3.4	0,856	0,195	Valid
	X3.5	0,778	0,195	Valid
Y- Tourist Satisfaction	Y1.1	0,890	0,195	Valid
	Y1.2	0,864	0,195	Valid
	Y1.3	0,836	0,195	Valid
	Y1.4	0,865	0,195	Valid
	Y1.5	0,879	0,195	Valid

Data Source: Primary Data Processing Results, 2024

From the results of the validity test listed in Table 6 above, it is found that the independent variables Attraction, Facilities, and Accessibility, as well as the dependent variable Tourist Satisfaction,

have an r-value greater than the r-table, with a significance level of 0.05. Therefore, all independent and dependent variables can be considered valid.

Reliability Test

Reliability testing is conducted by interpreting Cronbach's Alpha. When the value of Cronbach's Alpha is greater than 0.7, the observation instrument is considered reliable; conversely, if the value of Cronbach's Alpha is less than 0.7, the observation instrument is considered unreliable (Sugiono, 2016). The test results are listed in Table 7.

Table 7. Reliability Test Results

Variable	Cronbach Alpha	Standart Score	Conclusion
X1- Attraction	0,885	0,70	Relibility
X2- Facilities	0,880	0,70	Relibility
X3- Accessibility	0,887	0,70	Relibility
Y- Tourist Satisfaction	0,917	0,70	Relibility

Data Source: Primary Data Processing Results, 2024.

Based on Table 7, the Cronbach's Alpha values for Attractions, Facilities, Accessibility, and Tourist Satisfaction are all > 0.70 . Based on these results, it can be concluded that all variables are reliable.

Normality Test

Normality test is used to assess whether the residual data obtained has a normal distribution or not (Ghozali, 2016). This test employs the non-parametric Kolmogorov-Smirnov statistical test, where decisions are made based on significant probability > 0.05 . The test results can be seen in Table 8.

Table 8. Normality Test Results

One-Sample Kormogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Paramaters ^{a,b}	Mean	.0000000
	Std. Deviation	1.33512545
Most Extreme Differences	Absolute	.079
	Positive	.065
	Negative	-.079
	Test Statistic	.079
Asymp. Sig. (2-tailed) ^c		.125
a. Test Distribution		
b. Calculated from date		
c. Lilliefors Significance Correction		
d.Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000		

Data Source: Primary Data Processing Results, 2024.

From the documented normality test results in the table, it can be observed that the probability value or Asymp. Sig. (2-tailed) is 0.200. Since the Asymp. Sig. (2-tailed) value is 0.125, it can be concluded that this value exceeds 0.05 ($0.125 > 0.05$). Thus, the results of this research meet the criteria for normality testing, indicating that the research data has a normal distribution.

Heteroscedasticity Test

Heteroskedasticity test is conducted to determine whether there is inequality in variation among the residuals in a regression model. This can be identified by examining the differences in variance among the residuals. To assess this, Scatterplot is used to compare SRESID and ZPRED. If the pattern on the graph shows regular diversity such as waves, widening or narrowing spreads, it indicates heteroskedasticity. However, if the pattern produced is not clearly defined and the points are scattered both above and below the number 0 on the Y-axis, then heteroskedasticity can be concluded. The test results can be seen in Figure 2.

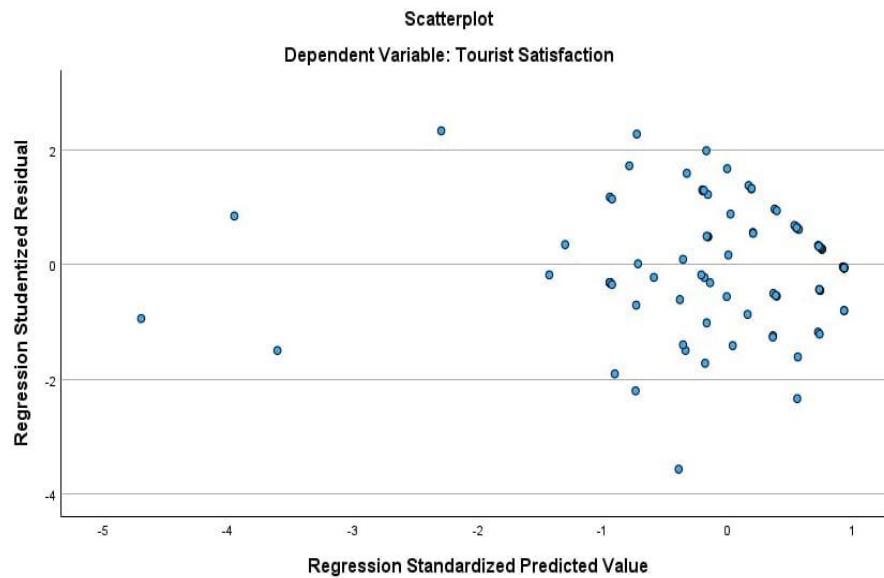


Figure 2. Heteroskedasticity Test Results

Data Source: Primary Data Processing Results, 2024.

Based on the results of the heteroskedasticity test in Figure 2, it can be concluded that the assumption of homoscedasticity is verified, indicating that there is no variance diversity or heteroskedasticity phenomenon.

Multicollinearity Test

The purpose of this test is to evaluate the relationship between variables in the regression model. The desired outcome of this test is the absence of multicollinearity among independent variables. To analyze the possibility of this issue, data processing is conducted. The results of the analysis can be seen in a table with tolerance values > 0.10 or Variance Inflation Factor (VIF) < 10 . If these values are met, it can be concluded that there are no multicollinearity issues in the regression model.

Table 9. Results of Multicollinearity Test

Model		Colinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Attraction	.363	2.756
	Amenities	.243	4.113
	Accessibility	.305	3.284

Data Source: Primary Data Processing Results, 2024

Based on Table 9, it can be concluded that there are no symptoms of multicollinearity in each independent variable. This can be demonstrated by observing the tolerance values > 0.1 and VIF values < 10 .

Multiple Linear Regression Test

Ghozali (2016) explains that regression analysis is used to measure the strength of the relationship between one variable and another variable and to indicate the direction of the relationship between variables.

Table 10. Results of Multiple Linear Regression Test

COEFFICIENTS ^a						
Model		Unstand ardized B	Corffucients Std. Error	Standardized Coefficients Beta	T	Sig
1	(Constant)	1.457	.917		1.588	.116
	Attraction	.481	.079	.486	6.054	<.001
	Amenities	.021	.099	.012	.121	.904
	accessibility	.438	.085	.451	5.152	<.001
a. Dependent Variable: Tourist Satisfaction						

Data Source: Primary Data Processing Results, 2024

Based on the results of simple linear regression analysis in Table 5 above, the regression model obtained is as follows:

$$Y = 1.457 + 0.481 X1 + 0.021 X2 + 0.438 X3$$

In this formula, it can be explained as follows:

- The number 1.457 represents the constant value of variable Y, which is the level of tourist satisfaction at 1.457.
- The regression coefficient for variable X1 is 0.481. This indicates that if there is a 1% increase in the attractiveness variable (X1), the value of tourist satisfaction will increase by 0.481. Therefore, this coefficient value indicates that the variable has a positive effect on the dependent variable.
- The regression coefficient for variable X2 is 0.021. This indicates that if there is a 1% increase in the amenities variable (X2), the value of tourist satisfaction will increase by 0.021. Although positive, the coefficient value is very small, indicating that the variable has a weak effect on the dependent variable.
- The regression coefficient for variable X3 is 0.438. This indicates that if there is a 1% increase in the accessibility variable (X3), the value of tourist satisfaction will increase by 0.438. Thus, this variable has a significant positive effect on the dependent variable.

T Test

The T-test is used to determine the significance of the variable X (independent) on the variable Y (dependent) by comparing the calculated t value with the t value in the table, with a significance criterion of 5%. The initial hypothesis (H0) states that there is no relationship between attractiveness, amenities, and accessibility with tourist satisfaction, while the alternative hypothesis (Ha) states that there is a positive relationship between these three variables and tourist satisfaction. If the calculated t value is smaller than the t value in the table, H0 is accepted and Ha is rejected. However, if the calculated t value is greater than the t value in the table, Ha is accepted and H0 is rejected. The results of the t-test can be seen in table 11.

Table 11. T Test Results

COEFFICIENTS ^a						
Model	Unstand ardzied B	Corffucients Std. Error	Standardized Coefficients Beta	T	Sig	
1	(Constant)	1.457	.917		1.588	.116
	Attraction	.481	.079	.486	6.054	<,001
	Amenities	.021	.099	.012	.121	.904
	Accessibility	.438	.085	.451	5.152	<,001
a. Dependent Variable: Tourist Satisfaction						

Data Source: Primary Data Processing Results, 2024

Formula to find the T-table:

$$T = (\alpha/2: nk-1)$$

$$T = (0.05/2: 100-3-1)$$

$$T = 1.988$$

Based on the T-table formula, the obtained T value is 1.988. This result is used to test the hypotheses as follows:

- a. Hypothesis Test (H1), the calculated t value (6.054) > the T-table value (1.988), thus H2 is accepted, indicating a significant influence between attractiveness (X1) and tourist satisfaction (Y).
- b. Hypothesis Test (H2), the calculated t value (0.121) < the T-table value (1.988), thus H3 is rejected, indicating no significant influence between amenities (X2) and tourist satisfaction (Y).
- c. Hypothesis Test (H3), the calculated t value (5.152) > the T-table value (1.988), thus H2 is accepted, indicating a significant influence between accessibility (X3) and tourist satisfaction (Y).

F Test

Simultaneous testing is conducted to determine the combined effect of independent variables on a dependent variable. Testing is carried out to compare the significance level alpha with a value of 0.05. Here is an explanation of decision-making in this testing:

- a. If the sig value < 0.05 or F value > F table, it indicates that variable X has a significant effect on variable Y simultaneously.
- b. If the sig value > 0.05 or F value < F table, then variable X does not have a significant effect on variable Y simultaneously.

Table 12. Results of F Test.

ANOVA ^a						
Model	Sum of Squares	df	MeanSquere	F	Sig	
1	Regression	609.767	3	203.256	110.569	<,001 ^b
	Residual	176.473	96	1.838		
	Total	786.240	96			
a. DependentVariable: Tourist Satisfaction						
b. Predictors: (Constant), Attraction, Amenities, Accessibility						

Data Source: Primary Data Processing Results, 2024

Based on the F Test results in table 12, the calculated F value is 110.569 with a p-value of 0.001. Since the p-value is less than alpha (0.05), there is sufficient evidence to state that attractions, facilities, and accessibility together (simultaneously) have a significant influence on tourist satisfaction.

Coefficient Determination Model Test

Table 13. Determination Coefficient Model Test.

Model Summary				
Model	R	RSquare	Adjusted RSquare	Std.Error of the Estimate
1	.881 ^a	.776	.769	1.35583
a. Predictor: (Constant), Attraction, Amenities, Accessibility				

Data Source: Primary Data Processing Results, 2024

Based on the results of the coefficient of determination in Table 13, a coefficient of determination of 0.776 was found. This coefficient indicates how much the independent variables contribute to the dependent variable. From this value, it can be concluded that attractions, amenities, and accessibility (X) collectively contribute 77.6% to tourist satisfaction (Y), while the remaining 22.4% is explained by other factors.

Overall, this regression analysis yields significant findings influencing tourist satisfaction. Attractiveness (X_1) and accessibility (X_3) have a statistically significant positive impact on tourist satisfaction (Y) (Table 10). This indicates that tourists highly value these aspects. Investing in maintaining and enhancing the attractiveness of the site, including unique features, cleanliness, and aesthetics, as well as ensuring easy access with signage, directions, and easily accessible paths, is recommended to enhance tourist satisfaction. Although the analysis shows a positive influence of amenities (X_2) on tourist satisfaction (Table 10), its impact is not statistically significant. Further research is needed to understand the specific amenities desired by tourists. In-depth studies can be conducted to identify high-impact amenities that resonate with the target audience.

This regression model explains 77.6% of the variation in tourist satisfaction (Table 13), indicating a strong fit between the independent variables (attraction, facilities, accessibility) and the dependent variable (tourist satisfaction). Collecting additional data on other factors such as security, staff interactions, or value for money, which refers to tourists' perceptions of whether they receive value for their expenditure on the trip, could help create a more comprehensive model in the future. By implementing these recommendations and continuously monitoring tourist feedback, the site can strive to optimize visitor experiences and achieve high levels of tourist satisfaction.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The conclusion of this study reveals several significant findings regarding the influence of attractions, facilities, and accessibility on tourist satisfaction at Garuda Wisnu Kencana (GWK) Bali. The research findings affirm that attractions and accessibility significantly affect the level of tourist satisfaction at GWK Bali, indicating that positive tourist experiences can be enhanced through improvements in the quality of attractions and ease of access to the location. Conversely, amenities, while important, do not have a significant influence on tourist satisfaction, suggesting that attention may need to be redirected to other more dominant factors or that the quality of amenities at GWK has not been the primary focus in attracting tourists. Multiple linear regression analysis strengthens these findings by demonstrating a high level of accuracy of the model used, achieving a coefficient of determination of 0.776, indicating that approximately 77.6% of the variation in tourist satisfaction can be explained by a combination of attractions, facilities, and accessibility. With an emphasis on the importance of managing attractions and accessibility, this conclusion provides insights into the factors influencing tourist satisfaction at GWK Bali, highlighting the need for continuous attention to improving the quality of attractions and facilities, as well as ensuring easy access for visitors. The implications of these findings create a strong foundation for destination managers to design more effective development

strategies, with an emphasis on enhancing key attractions and facilities, as well as improving accessibility for visitors, which overall will enhance the tourist experience at GWK Bali.

Recommendations

Based on the findings of this research, several recommendations can be proposed to enhance tourist satisfaction at Garuda Wisnu Kencana (GWK) Bali:

1. It is crucial for GWK Bali management to continue investing in maintaining and improving the quality of tourist attractions, including cleanliness, aesthetics, and unique features offered. Emphasizing these aspects is essential to sustain and enhance tourist satisfaction.
2. Improving accessibility should be a top priority. Management should ensure that access to GWK Bali is easy and clear by enhancing signage, directions, and accessible pathways for all visitors, including those with special needs. Good accessibility not only enhances tourist comfort but can also increase visitor numbers.
3. Although current facilities do not show a significant influence on tourist satisfaction, further evaluation is needed to understand specific facilities desired by tourists. This may involve adding or enhancing certain facilities such as dining areas, restrooms, and resting areas. Further research is crucial to ensure that provided facilities meet tourist needs and expectations.
4. It is advisable to conduct further research covering other factors that can affect tourist satisfaction, such as security, staff interaction, and value for money. Additional research will help understand other aspects important to tourists, thus enabling the development of more effective strategies to enhance their satisfaction in the future.
5. Continuous monitoring and evaluation are essential to ensure ongoing improvement in the tourist experience. GWK Bali management should regularly monitor tourist feedback and conduct periodic evaluations of existing attractions, facilities, and accessibility. With this approach, GWK Bali can ensure that every aspect of the tourist experience meets or exceeds their expectations, thereby enhancing satisfaction and tourist loyalty.

Implementation of these recommendations is expected to assist GWK Bali management in improving the destination's quality and attracting more tourists, which in turn can contribute to economic growth and tourism sustainability in Bali.

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