

The Effect of Quality Service and Facilities on Tourist Satisfaction in Marine Tourism (Jatimalang Beach, Purworejo)

Angennisa Prima Meidiana*, Himawan Brahmantyo, Sri Mariati

Trisakti School of Tourism

**angennisaprima@gmail.com*

Abstract

This study aims to analyze the effect of service quality and facilities on tourist satisfaction at Jatimalang Beach. This type of research uses a descriptive quantitative survey method. The data was processed by multiple regression analysis with the help of the SPSS program. The population of this research is tourists who have visited Jatimalang Beach with a sample of 100 respondents, sampling using an accidental sampling technique. The results showed that the quality of services and facilities partially had a positive and significant effect on tourist satisfaction. The service quality of a tourist attraction is considered good and satisfying if it can provide services that exceed tourist expectations; if the service provided is lower than tourist expectations, then the service quality is considered poor. Facilities to meet the travel needs of tourists appear as a whole that is interconnected and complement each other so that in a tour, all the components used cannot be separated. Jatimalang Beach, Purworejo tourism managers are expected to pay attention to tourist loyalty, for example, by providing criticism and suggestions for tourist objects so that they can quickly evaluate what tourists want.

Keywords: Service Quality, Facilities, Tourist Satisfaction

A. Introduction

Indonesia is an archipelagic country whose territory stretches from Sabang to Merauke. Moreover, Indonesia is known as one of the countries with a variety of natural beauty, both on land and at sea. Moreover, Indonesia has 6 of the ten most beautiful and best coral reef ecosystems in the world. Raja Ampat, Wakatobi, Taka Bone Rate, Bunaken, Karimun Jawa, and Pulau Weh are lined up in the ten coral reef ecosystems of the World Tourism Organization (Sari & Saputra, 2018). Because Indonesia is an archipelagic country, it has great potential to increase marine tourism; because of biological diversity, socio-cultural diversity has its uniqueness and attraction for domestic and foreign tourists. Related to attraction, tourism that is in demand by domestic and foreign tourists is tourism that leads to nature, including marine tourism (Asari, 2018).

Table 1. Contribution of State Foreign Exchange in Indonesia

Name	Income
Eksport Shoes	Rp 60
Eksport Rubber	Rp 65
Eksport Wood	Rp 70
TKI	Rp 80
Eksport Coal	Rp 140
Eksport Palm Oil	Rp 150
Eksport Cloth	Rp 170
Tourism	Rp 159

Source: Ministry of Tourism and Creative Economy (2020).

Central Java Province is ranked as the third most visited by tourists because it has the potential for coastal tourism. Marine tourism is the charm of Indonesia which attracts the attention of the Indonesian people and the international community. The Central Java Provincial Government is seriously developing tourism potential, especially in the marine sector, by creating innovative programs that can improve people's welfare. The great potential of marine and fisheries in Central Java must be managed properly and be a major factor in the welfare of the people of Central Java because Central Java has 33 small islands spread across the Java Sea, as many as 32 and one islands in the Indian Ocean namely Nusakambangan Island. Central Java also has 331 coastal villages on the North Coast and 95 coastal villages on the South Coast, with 172,214 fishermen, 15,445 salt growers, and 8,761 fish processing SMEs (Harjito & Golda, 2018). It is undeniable that the marine and fisheries sector has tremendous potential to

The Effect Of Quality Service And Facilities On Tourist Satisfaction In Marine Tourism (Jatimalang Beach, Purworejo)

continue to advance, develop and become a supporting sector for the economy of the people of Central Java; for this reason, the Central Java Provincial Government has been and continues to work on the marine and fisheries sector. Starting from fuel cards for fishermen, providing fishing gear assistance, assisting fishermen's cooperatives, MSMEs, fish culture, and fish seed assistance to TPI development. The plan will be to build a modern and quality salt factory in order to improve the welfare of salt farmers and as an effort to reduce dependence on imported salt.

Purworejo Regency has a relatively large coastal area, with a beach area of +200 hectares and is located +18km from the city center and a coastline of about 21km, so it is used as a potential for developing marine tourism, one of the beaches owned by Purworejo Regency and has the potential to be developed. Marine tourism is Jatimalang Beach because this tourist attraction combines natural ponds with the beauty of the south coast. The beach has white sand, but it is not the same as Jatimalang Beach; as wide as the coastline, this adventure spot is decorated with dark sand that tends to be black. Even though the sand is dark in color, Jatimalang Beach still has clear and clean water.

Jatimalang Beach is one of the assets owned by Jatimalang Village with a sandy beach topography, so it is suitable as a boat landing place; a Fish Auction Place (TPI) has also been provided, public bathrooms, netting storage houses, parking lots, and electricity networks (Zulfanita & Setiawan, 2015). Because Jatimalang Village is close to a 2km paved road with a 4m wide road, this paved road connects Daendels Road with the Jatimalang Beach tourist area. The high mobility of residents passing by on the southern coastal route of Purworejo Regency, which is approximately 1 km to the south of Daendels road, the road that connects Yogyakarta, Purworejo, Kebumen to Cilacap, even Daendels road is one of the routes to reach Yogyakarta International Airport (YIA) makes Purworejo Regency, especially Jatimalang Beach more crowded with tourists, this is proven by the increasing number of tourists on Jatimalang Beach from 2017-2020 (El Hafizah & Hidayat, 2019). Therefore, Purworejo Regency, of course, the manager of Jatimalang Beach must improve so that Jatimalang Beach becomes a better tourist attraction so that the interest in returning from tourists is higher and provides satisfaction for tourists.

Table 2. Tourist Visits at Jatimalang Beach in 2017-2020

Year	Amount	
	Nusantara	Mancanegara
2017	132.757	7
2018	144.998	32
2019	145.400	-

The Effect Of Quality Service And Facilities On Tourist Satisfaction In Marine Tourism (Jatimalang Beach, Purworejo)

Year	Amount	
	Nusantara	Mancanegara
2017	132.757	7
2020	150.666	19

Source: Purworejo Tourism and Culture Office (2020)

From the data in Table 2. above, it can be seen that there is an increase in tourists on Jatimalang Beach every year; therefore, Purworejo Regency, especially Jatimalang Beach, must improve to provide and improve infrastructure such as improving the quality of tourist attractions, supporting transportation facilities, hotel accommodation, restaurants, souvenir shops, tour guide services (tour guides). Not only facilities and infrastructure but in terms of services, it must also be maximized by providing the best quality service so that tourists are satisfied after visiting Jatimalang beach. Related to marine tourism in Jatimalang, it is necessary to pay attention to the factors that can affect tourist satisfaction to increase income and maintain the existence of Jatimalang Beach.

The factors that can affect tourist satisfaction at tourist attractions are that one of the factors that can affect tourist satisfaction at tourist attractions is the quality of services and facilities (Suwena & Widyatmaja, 2017). Tourists usually travel if there is a relationship between the motive for doing tourism and the destination. Meanwhile, tourist trips can be carried out if supported by means to reach the place, such as planes, trains, and ships. This facility does not meet the requirements of the tourist destination and is not equipped with the means of living for tourists while traveling, such as food and beverage services, accommodation, entertainment, shopping, and transportation facilities that can deliver to other places, other facilities also need to be considered because the facilities are there to be felt, and used for tourists when using services so that tourists feel satisfied (Moha & Loindong, 2016). Not only physical evidence but service quality also has an effect because tourists will feel more satisfied if served with maximum service quality (Suwena & Widyatmaja, 2017). Tourist satisfaction is a response to what they expect; if the results match or exceed expectations, tourists are satisfied, and vice versa. This can be used as a reference for the manager to increase tourist satisfaction (Moha & Loindong, 2016).

Associated with optimizing tourist satisfaction, it is time for Jatimalang Beach Management to improve the quality of services directly related to tourists' wishes and satisfaction. The current condition on Jatimalang Beach is poorly maintained, and there are still many tourists who complain about several things, such as much garbage, because there are still tourists who often bring food or drinks to the beach, but around the shoreline, has not provided many trash cans. Other supporting facilities that are poorly maintained such as non-functioning

directional signs, inadequate public toilets because the door is broken, and there is no dipper. Sometimes the tap water does not flow, the facilities in the prayer room are also not provided with flip-flops for ablution, the ablution water faucet is still small, and sometimes it does not flow, the lack of prayer equipment such as mukena and sarong. The service also needs to be improved and evaluated again because there are often no officers in the parking lot. There are still many entrance ticket officers who do not apply smiles, greetings, and greetings (3S); even some officers lack knowledge and information regarding Jatimalang Beach when asked by tourists. Regarding management, until now, the Purworejo Regency Government has managed it, but there has been no significant effort in improving its quality as a marine tourism object, even though Jatimalang Beach has been designated as a tourism potential and a tourist attraction that attracts many tourists, given the many opportunities in Jatimalang Beach to obtain profits in order to improve quality and competitiveness with other tourist objects.

The difference between this particular research with other research that has been published is that this research only focused on the two dimensions of Jatimalang Beach, which are service quality and facilities, what other things that would distinguish this particular research is where the research is being held, specifically at Jatimalang Beach, Purworejo. This research aims to give appraisal towards the possibility that such an object is possible to be studied not only generalized by physical things but also by the services provided by the tourist attraction or the facilities that had been provided.

B. Literature Review

Quality of service is all activities carried out by the company tourist object to meet consumer expectations. Service is essentially a series of activities because it is a process, as a service process takes place regularly and continuously, covering the entire life of the organization and society. Based on the above understanding, it can be concluded that service quality is the key to achieving success. Whether or not the quality of service depends on the company's ability to consistently meet consumer expectations. Effect of Service Quality on Customer Satisfaction and Bank Customer Loyalty states that service quality has a positive and significant relationship to customer satisfaction (Amrullah et al., 2022).

Facilities are one of the factors that indicate customer satisfaction. The better the facilities offered, the higher customer satisfaction. Facilities are everything that makes it easier for consumers in businesses engaged in the ajsa sector, so all existing facilities, namely the condition of the facilities, completeness, interior and exterior design, and cleanliness of the facilities, must be considered, especially those closely related to what consumers feel or get personal direct. Facility Value and Price Stability on Customer Satisfaction and Customer Loyalty

states that facilities positively influence customer satisfaction (Ratnaningtyas et al., 2022).

Based on his research, Sari (2019) said that loyal tourists are not measured by the number of purchases but by how often they make repeat purchases, including being willing to recommend to others; tourists feel satisfied when they are willing to recommend services or products to others. Tourist satisfaction results from tourists' perceptions of different aspects of a destination, which play different roles in determining overall satisfaction (Sumarwan, 2019). Meanwhile, tourist satisfaction is the goal of tourist destination managers that connects the process of buying tour packages and consumption with the post-purchase phenomenon; satisfying tourists is crucial in the marketing concept because it affects the buying behavior of tourists in the future, profitability, and shareholder value.

Regarding tourist satisfaction, the level of satisfaction with a destination is part of the determinants of overall satisfaction. Overall satisfaction is determined by (Nurbaeti et al., 2021): (1) Satisfaction with aspects of the destination; (2) Number of previous visits; (3) Tourist motivation in choosing a destination; (4) Traveler rating to price/quality ratio

While the desire to visit is determined by: (1) the number of previous visits; (2) Traveler ratings on price/quality ratio; (3) Tourist motivation in choosing a destination and overall satisfaction.

C. Research Methods

This type of research is descriptive with a quantitative approach. The method uses multiple regression. The number of tourists recorded was 20,291 tourists. The sample of tourists used in this study was 100 tourists based on the Slovin formula with an error rate of 10% selected. The number of tourists from September to December 2021 is 20,291. The criteria for respondents are those who have visited Jatimalang Beach and are willing to be interviewed after visiting Jatimalang Beach.

In the search for samples in this study, the sampling technique used was Accidental Sampling. The accidental sampling technique is used to determine the sample at random, or anyone who coincidentally meets with the researcher and has visited Jatimalang Beach can be used for the sample if someone who happens to be met is suitable as a data source. The calculation of the required sample is obtained from the following Slovin formula:

$$n = \frac{20.291}{(1 + 20.291 \times (0.1)^2)}$$
$$n = \frac{20.291}{203.91} = 99,50$$

The Effect Of Quality Service And Facilities On Tourist Satisfaction In Marine
Tourism (Jatimalang Beach, Purworejo)

So the number of respondents needed in this study was 99.50 rounded off to 100 respondents.

D. Result

Table 3. Validity Test Results

Variable	Indicator	R Hitung	R Tabel
Service Quality	X1.1	0,631	0,197
	X1.2	0,724	0,197
	X1.3	0,567	0,197
	X1.4	0,669	0,197
	X1.5	0,670	0,197
	X1.6	0,672	0,197
	X1.7	0,776	0,197
	X1.8	0,734	0,197
	X1.9	0,783	0,197
	X1.10	0,701	0,197
	X1.11	0,694	0,197
Facilities	X2.1	0,626	0,197
	X2.2	0,709	0,197
	X2.3	0,664	0,197
	X2.4	0,790	0,197
	X2.5	0,740	0,197
	X2.6	0,783	0,197
	X2.7	0,767	0,197
	X2.8	0,766	0,197
Tourist Satisfaction	Y1	0,844	0,197
	Y2	0,912	0,197
	Y3	0,899	0,197

Source: Author's Processed Data (2022)

Based on Table 3 above, it shows that the unit of question items in each variable, both independent and triad, has a value of $r_{count} > r_{table}$, so the data obtained can be declared valid so that the test can be continued.

The Effect Of Quality Service And Facilities On Tourist Satisfaction In Marine
Tourism (Jatimalang Beach, Purworejo)

Table 4. Reliability Test Results

Variable	Indicator	Cronbach's Alpha	Role of Thumb
Service Quality	X1.1	0,885	0,60
	X1.2	0,879	0,60
	X1.3	0,888	0,60
	X1.4	0,882	0,60
	X1.5	0,882	0,60
	X1.6	0,882	0,60
	X1.7	0,874	0,60
	X1.8	0,877	0,60
	X1.9	0,873	0,60
	X1.10	0,881	0,60
	X1.11	0,880	0,60
Facilities	X2.1	0,868	0,60
	X2.2	0,859	0,60
	X2.3	0,866	0,60
	X2.4	0,849	0,60
	X2.5	0,860	0,60
	X2.6	0,850	0,60
	X2.7	0,852	0,60
	X2.8	0,855	0,60
Tourism Satisfaction	Y1	0,867	0,60
	Y2	0,755	0,60
	Y3	0,789	0,60

Source: Author's Processed Data (2022)

Based on Table 4 above, it states that the test was carried out as a whole of the question items on each of the existing variables, it can be seen that the Cronbach's Alpha value > 0.6 then all items can be said to be reliable so that it can be continued for testing.

Table 5. Multicollinearity Test Results

Variabel	Tolerance	VIF
Service Quality	0,464	2,156
Facilities	0,464	2,156

Source: Author's Processed Data (2021)

The Effect Of Quality Service And Facilities On Tourist Satisfaction In Marine Tourism (Jatimalang Beach, Purworejo)

Based on the results of Table 5 shows that both the Quality of Service and Facilities have a tolerance value of less than 1 and VIF has a value of > 10 , it is said that the data does not experience multicollinearity.

Table 6. Normality Test Results

<i>Asymp.Sig</i>	Criteria	Description
0,384	$>0,05$	Normal

Source: Author's Processed Data (2022)

Based on Table 6, the resulting value in Asymp.sig (2-tailed) is 0.384, which means the value of asymp.sig is $0.384 > 0.05$, so it can be said that the data is normally distributed.

Table 7. Heteroscedasticity Test Results

Variable	Sig.
Quality Service	0,314
Facilities	0,494

Source: Author's Processed Data (2022)

Based on Table 6. states using the Glejser test method whose value is seen from sig. In the Service Quality and Facilities variable yields a sig value > 0.05 , it is said that the data does not occur heteroscedasticity.

Table 8. Test Results

Variable	t-hitung	Sig	t-tabel
Service Quality	3,236	0,002	1,984
Facilities	4316	0,000	1,984

Source: Author's Processed Data (2022)

Based on Table 8 the results of the T test, the significance value of the influence of Service Quality on Tourist Satisfaction is 0.002 smaller than 0.05 and $t_{count}(3.236) > t_{table} (1.984)$ then H_01 is rejected and H_{a1} is accepted. This shows that service quality has a positive effect on tourist satisfaction. It means that the error rate is 5%, which means the higher the satisfaction felt by tourists, and vice versa. Based on Table 4.15 the results of the T test, the significance value of the influence of Facilities on Tourist Satisfaction is 0.000, which is smaller than 0.05 and $t_{count} (4,316) > t_{table} (1,984)$ then H_02 is rejected and H_{a2} is accepted. This means that the facilities have a positive effect on tourist satisfaction. With an

error rate of 5%, the better the facilities provided, the higher the satisfaction felt by tourists.

Table 9. F. Test Result

F-hitung	Sig	F Tabel	Description
53,425	.000 ^b	3,09	Signifikan

Source: Author's Processed Data (2022)

Table 9 shows the results of $f_{count} (53.425) > f_{table} (3.09)$ and the significance value $(0.000) < (0.05)$ so that the hypothesis proposed that the variables of Service Quality and Facilities simultaneously or simultaneously have a significant effect on Tourist Satisfaction is proven to be accepted.

E. Discussion

The Effect of Service Quality on Tourist Satisfaction at Jatimalang Beach Tourism Destinations

The results show that the H1 hypothesis is accepted, meaning that service quality influences tourist satisfaction at Jatimalang Beach; service quality has a positive and significant effect on tourist satisfaction, with the better the service provided, the higher the satisfaction felt by tourists. Service quality, which is a contribution to the results of tourist attractions that can bring increased service quality, namely the contribution of the success of tourist objects that can create positive thinking from tourists and can produce output in the form of a sense of satisfaction (Alana & Putro, 2020). Tourists need good service quality, and with good service quality, visitors will feel satisfaction, so service quality is the main thing for every industry (Astini & Sulistiyowati, 2015). Tourists' perception is because of the value tourists feel after feeling the service. With the fulfillment of the needs of tourists, the tourists will feel cared for and appreciated. They assess whether they are satisfied with the efforts made by the tourism object manager. The quality of services offered by a tourist attraction will affect the satisfaction of visiting tourists; with this, a tourist attraction must have good service quality so that tourists who come to the object are satisfied.

It differs from the opinion of Lasmiansi & Baharudin (2018), who says that tourist satisfaction is closely related to service quality. Service quality has a direct impact on product performance and customer satisfaction. Since the relationship between tourist satisfaction and service quality is very close, service quality will precede satisfaction. Tourist satisfaction exists because of service quality and the relationship between service quality, value, satisfaction, and behavioral intention, revealing that service quality was found to impact tourist satisfaction significantly.

Meanwhile, service quality is the desired level of excellence and control over the level of excellence for the fulfillment of tourist desires; two main factors affect the quality of service, namely tourist expectations and the performance of tourist attraction managers, that tourists can feel. The service quality of a tourist attraction is considered good and satisfactory if it can provide services beyond the expectations of tourists; if the services provided are lower than the expectations of tourists, then the quality of service is considered poor. A high standard of service will result in high satisfaction and frequent repeat purchases. Satisfaction results from exchanging something that tourists sacrifice for something they get. Increased tourist satisfaction can lead to increased revenue and profits for service providers; satisfaction is also the main factor that drives tourism businesses to find success and competitive advantages. Satisfaction will create loyalty, and loyalty will affect the profitability of a tourist attraction.

The Effect of Influence of Facilities on Tourist Satisfaction at Jatimalang Beach Meaning

That the facilities had a positive and significant effect on tourist satisfaction. This means that the more complete and good the facilities provided, the higher the tourist satisfaction and vice versa. Equipment that can support the operation of tourist attractions so that the needs of tourists are met, and facilities are also objects whose function is to add value to services such as tidiness, cleanliness, condition of facilities, ease of use, and completeness (Alana & Putro, 2020). Even other facilities are also important to support tourist satisfaction, also related to accommodation, whether there is accommodation at the tourist attraction, whether the facilities in the accommodation are adequate or not, where to eat and drink is also very necessary, especially if it is supported by places to eat and drink. Drinks that provide various types of dishes, good taste, clean places, and complete facilities, shopping places, because tourist objects are usually synonymous with souvenirs or souvenirs, an ojek tourist should provide places that sell various souvenirs such as souvenirs or food and drinks that can be used as souvenirs. However, there are more important than that: public facilities, available parking, adequate toilets, and clean places of worship. These facilities are provided to be used as long as tourists are at the attraction to support comfort of tourists. If the tourist attraction can provide facilities that meet the expectations of tourists, tourists will feel satisfied. Several needs are needed when traveling to satisfy tourists, and various kinds of facilities must be provided, starting from meeting needs from leaving the tourist's place of residence to returning to their original place (Dadang & Purnamasari, 2020).

The facilities to meet the travel needs of tourists appear as a unit that is interconnected and complements each other so that in a tour, all components used

cannot be separated; all are related depending on the characteristics and forms of the tour. The availability of facilities in a tourist attraction is very important to meet the needs of tourists. In contrast, the facilities influence how tourists view the attraction in a tourist attraction. When all the facilities have been properly provided, this certainly makes tourists feel comfortable and satisfied having visited the attraction. Facilities are all in the form of objects or money to facilitate the implementation of a business; the better the facilities provided, the higher the satisfaction felt by tourists and vice versa. Tourists expect to achieve satisfaction are complete facilities in good condition, clean and well-maintained. No less important is through existing facilities that can meet the needs or accommodate tourist activities.

Effect of The Quality of Service and Facilities Together on The Satisfaction of Tourists at Jatimalang Beach

This means that the quality of services and facilities can affect tourist satisfaction if they are used simultaneously. Tourist satisfaction is not far from the quality of services and facilities provided by the tourist attraction (Alana & Putro, 2020). Such as service efforts or actions of service providers as a form of meeting the needs of tourists. Meanwhile, facilities are held to add value to a service. The research outputs show that the quality of services and facilities simultaneously affect tourist satisfaction. The tourist attraction must be able to balance the quality of services and facilities. If you only optimize the quality of service without paying attention to the facilities offered, tourists will feel that they have not been fully fulfilled and vice versa. In order to fulfill the needs of tourists, the quality of service and facilities can affect tourist satisfaction by being used simultaneously because the quality of services and facilities must be balanced; in other words, when they function to have a positive impact, such as tourist satisfaction. They will judge the benefits obtained. Based on the explanation above, it can be concluded that service quality and facilities affect tourist satisfaction with the same variable. The results of this study are relevant to previous research by Rosita et al. (2016) with the title "The Effect of Tourist Facilities and Service Quality on Visitor Satisfaction of the Jakarta Ragunan Wildlife Park." Tourist satisfaction is an indicator of the future of a successful business; measuring how well customers respond to the company's future business, there are reasons to develop long-term relationships with tourists.

F. Conclusion

Service quality has a significant effect on tourist satisfaction, this shows that the quality of service formed by the Jatimalang beach tourism object can provide a good perception of tourists so as to create a high sense of loyalty to

tourists. Facilities have a significant effect on tourist satisfaction, this shows the efforts of the tourist attraction in building and maintaining existing facilities, so that the needs and desires of tourists can be met and have an impact on tourist loyalty and provide satisfaction. The tourist attraction is expected to increase promotion, because there are still many tourists who do not know about tour packages, pavilions that are rented out to the public for all events, so that the information obtained by tourists is not optimal. The tourist attraction is also expected to maintain and increase tourist satisfaction in terms of services and facilities, by always providing the desired services and facilities needed by tourists so that tourists are not disappointed after visiting Jatimalang beach. The tourist attraction is also expected to pay attention to tourist loyalty, for example by providing criticism and advice services on tourist objects so that they can quickly evaluate what tourists want.

REFERENCES

- Alana, P. R., & Putro, T. A (2020). The Effect of Facilities and Service Quality on Tourist Satisfaction in Goa Lowo, Watulimo District, Trenggalek Regency. *Journal of Applied Management Research (Penataran)*, 5(2), 180-194.
- Amrullah., Nurbaeti., Ratnaningtyas, H., Manumpak, D., Singh, M. R., & Budi, J. (2022). Pengaruh City Branding dan City Image Terhadap City Identity Dan Keputusan Berkunjung Wisatawan Ke Kota Jakarta, Indonesia. *Jurnal Ilmu Sosial dan Humaniora*, 11(2): 325-336.
- Asari, A., Toloh, B. H., & Sangari, J. R. (2018). Community-based Marine Ecotourism Development in Bahoi Village, West Likupang District, North Minahasa Regency. *Platak Scientific Journal*, 6(1), 29-41.
- Astini, R., & Sulistiyowati, I. (2015). The Influence of Destination Image, Travel Motivation, and Service Quality on Visitor Satisfaction (a case study on Muslim domestic tourists on Carita Pandeglang Beach, Banten). *Mercu Buana Business and Management Scientific Journal*, 1(3): 1-11.
- Dadang, D., & Purnamasari, H. (2020). The Influence of Consumer Trust and Satisfaction on Shopee's Online Transaction System (Case Study on Students of Muhammadiyah University of Tangerang Concentration in Marketing in Semester VIII). *JMB: Journal of Management and Business*, 9(1), 43-50.

The Effect Of Quality Service And Facilities On Tourist Satisfaction In Marine
Tourism (Jatimalang Beach, Purworejo)

- Purworejo Tourism and Culture Office. (2020). The Profile of the Purworejo Tourism and Culture Profile Office. Retrieved on October 12, 2020, From <https://Dinparbud.Purworejokab.Go.Id/Index.Php/Profile/>
- El Hafizah, N., & Hidayat, E. (2019). Analysis of the Characteristics of the Use of Yogyakarta International Airport Access Mode. *Borneo Engineering: Journal of Civil Engineering*, 3(1), 40-49.
- Harjito, D.A., & Golda, N. (2018). KKN-PPM Development of Somongari Tourism Village in Purworejo Regency, Central Java. *Asian Journal of Innovation and Entrepreneurship*, 3(03), 238-245.
- Lasmiansi, L., & Baharudin, A. (2018). The Effect of Service Quality on Visitor Satisfaction at the Tourism Object of the Cimalati Recreation Park, Pasawahan, Cicurug Sukabumi. *Journal of Administration and Management*, 8(2): 1-10.
- Ministry of Tourism and Creative Economy. (2020). From Marine Tourism 2020.pptx-Ministry of Marine Affairs and Fisheries. Retrieved on January 11, 2022, from <https://kekp.go.id/an-component/media/upload-image-support/DitJaskel/publikasi-material-2/h20-2/Wisata%20Bahari%202020.pdf>
- Nurbaeti., Rahmanita, M., Ratnaningtyas, H., & Amrullah. (2021). Pengaruh Daya Tarik Wisata, Aksesibilitas, Harga dan Fasilitas Terhadap Minat Berkunjung Wisatawan di Objek Wisata Danau Cipondoh, Kota Tangerang. *Jurnal Sosial dan Humaniora*, 10(2): 269-278.
- Moha, S., & Loindong, S. (2016). Analysis of Service Quality and Facilities on Customer Satisfaction at Yuta Hotel in Manado City. *Jurnal EMBA*, 4(1): 575-584.
- Ratnaningtyas, H., Ingkadijaya, R., & Desafitri, L. (2022). The Effect Of E-Wom And Tourism Product Attributes On Visiting Decisions In Lake Cipondoh Tourist Destination, Tangerang City, Banten Province. *JPIM: Jurnal Penelitian Ilmu Manajemen*, 7(2): 232-239.
- Rosita, R., Marhanah, S., & Wahadi, W. H. (2016). The Effect of Tourist Facilities and Service Quality on Visitor Satisfaction at the Ragunan Wildlife Park, Jakarta. *Journal of Resort and Leisure Management*, 13(1): 1-20.
- Sari, D. R. (2019). The Effect of Amenity and Accessibility on Tourist Satisfaction at the Semarang Wildlife Park. Gemawisata. *Scientific Journal of Tourism*, 15(2): 1-17.
- Sari, N., & Saputra M. (2018). Tourist Decisions Visit Attractions In Lampung Province Through Electronic Word Of Mouth (E-WOM). *4thInternational Conference on Information Technology and Business (ICITB)*: 272-277.
- Sumarwan, U. (2019). Marketing and Consumer Research Series 3. PT Publisher IPB Press. • Sunarsi, D. (2018). The Influence of Leadership Style,

The Effect Of Quality Service And Facilities On Tourist Satisfaction In Marine
Tourism (Jatimalang Beach, Purworejo)

Motivation and Work Discipline on the Performance of Educators at the
Marvin Foundation. *Innovation*, 5(1), 1-18

Suvena, K.I., & Widyatmaja, G.N. (2017). *Basic Knowledge of Tourism Science. In Bali*.
Larasan: Publishing Library.

Zulfanita, Z., & Setiawan, B. (2015). Development of Jatimalang Tourism Village
Based on Creative Industries. *Abdimas Journal*, 19(1), 25-35.