



## The Influence of Price and Service Quality on Visitor Satisfaction at Kampung Lali Gadget Tourist Attraction, Wonoayu District, Sidoarjo

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### **Abstract**

This research aims to evaluate the influence of price and service quality on visitor satisfaction at Kampung Lali Gadget, Wonoayu District, Sidoarjo. This research uses a quantitative approach with a survey method through a questionnaire distributed to 96 respondents using Cochran's formula, selected with the simple random sampling technique. Data analysis was conducted using multiple linear regression and instrument tests to examine validity, reliability, and classical assumption tests. The research results indicate that both price (X1) and service quality (X2) simultaneously have a positive and significant effect on visitor satisfaction (Y). Partially, the price variable has a significant positive effect, while service quality also shows a significant positive effect. The simultaneous determination coefficient (adjusted R square) of 0.792 indicates that 79.2% of the variation in visitor satisfaction can be explained by the price and service quality variables, while the remaining 20.8% is influenced by other factors outside this study. The implication of this research is the importance of tourist site managers in adjusting competitive prices and improving service quality to enhance visitor satisfaction. Future researchers are advised to investigate other factors such as promotions or visitor experiences to achieve a more comprehensive understanding of visitor satisfaction.

**Keywords:** *Price; Service Quality; Visitor Satisfaction*

### **Introduction**

Indonesia is a country with great natural potential, characterized by a geographical condition consisting of thousands of islands. With thousands of islands surrounding it, Indonesia has abundant natural resources. This geographical condition is very advantageous and can be applied to various fields. According to Law Number 10 of 2009 in (Fitrianti et al., 2023) on Tourism, tourism consists of various recreational activities and is supported by various facilities and services provided by individuals, entrepreneurs, the government, and local governments. One of the main sources of regional income is tourism. Therefore, to improve the economy and the welfare of the citizens, the tourism sector must be developed.

One of the industries capable of boosting the local economy is tourism. Local tourism in Indonesia continues to develop in line with the efforts of the government and the community to build attractive tourist destinations. Kampung Lali Gadget in Wonoayu District, Sidoarjo is one of them. The purpose of this village is to encourage visitors, especially children, to break free from dependence on electronic devices and to engage more in physical activities and interact with nature.

As an educational tourism destination, Kampung Lali Gadget must ensure that the fees set are in line with the benefits received by visitors and provide the best possible service. This research aims to evaluate the influence of price and service quality on visitor satisfaction at Kampung Lali Gadget in Wonoayu District, Sidoarjo.

Kampung Lali Gadget was established to address the concerns of parents and the community about children's dependence on electronic devices, particularly gadgets. With the advancement of technology, the use of gadgets by children is becoming increasingly uncontrollable, resulting in a decline in physical activity and social interaction. This encourages local residents in Wonoayu District, Sidoarjo, to strive to create spaces that help children reduce their dependence on electronic devices and interact more with nature.

Kampung Lali Gadget was founded by Achmad Irfandi in 2018, who is a graduate student of the Master of Education and Indonesian Literature program at Universitas Negeri Surabaya (Unesa). The trigger was Achmad Irfandi's concern seeing the children in his village addicted to gadgets. Additionally, Achmad Irfandi was moved after watching a news report on television about many children being admitted to psychiatric hospitals due to gadget addiction. He and several young people in his village then created literacy activities such as storytelling and coloring to address the issue. The main goal of this village is to create a place where children can play and learn actively without relying on electronic devices, represented by the name "Lali Gadget," which means "forget devices" in Javanese. The facilities offered at Kampung Lali Gadget include singing games, fishing, water rockets, sarong games, archery, tug-of-war, batik on tote bags, and other traditional games. Visitors can enjoy the facilities by paying the ticket price set at the Kampung Lali Gadget Tourist Attraction. Kampung Lali Gadget offers several package prices that visitors can enjoy.

In addition, Kampung Lali Gadget is an educational tourist destination where children from various regions, including schools, can learn about the importance of balancing technology with real life. This village has developed into an educational tourist spot that promotes a healthy and balanced lifestyle for children and families. In Kampung Lali Gadget, there is also a reading garden program. This program also discusses traditional food and games, culture, local wisdom, wildlife education, recycling waste, and social interaction. Thus, visitors who come not only get the opportunity to engage in educational activities but are also taught the importance of preserving the environment and appreciating village life. Next, the program plan to be developed involves parents and does not only focus on children and teenagers, allowing children to spend time with their families through these activities.

Visitor satisfaction is the feeling of happiness or contentment that visitors experience after visiting a tourist destination. A previous study by Ar Rajabi et al. (2024) at Birko Cafe in Malang found that the main factors influencing visitor satisfaction are price and service quality. They found that customers who receive good service and reasonable prices tend to be more satisfied and may return. Additional studies by Diana & Arifin (2023), at Holaa Cafe Gresik found that customer satisfaction is greatly influenced by price and service quality.

Price is one of the factors that influence visitor satisfaction, therefore, comprehensive pricing is very important because price becomes one of the targets in establishing a business. According to Adilia et al. (2023), the success of marketing a good or service can be determined by the extent to which price influences consumers' decisions to purchase a good or service. Price is the exchange value that can be used to buy products or services for individuals or groups at a certain time and can be compared with

money and other assets. Based on direct observations on-site, Kampung Lali Gadget has offered affordable prices, but many people still complain that the prices do not match the service and facilities received.

The development of the tourism sector is not free from business competition, so every tourist destination must provide the best service they can offer to meet the needs of visitors. According to Fathoni et al. (2022), service quality is an effort that can meet customer satisfaction while prioritizing the public interest. Based on direct observations at Kampung Lali Gadget, there is inadequate service such as insufficient vehicle access, which forces visitors who drive cars or buses to park their vehicles far from the tourist site.

This research aims to study the **"Influence of Price and Service Quality on Visitor Satisfaction at the Kampung Lali Gadget Tourist Spot in Wonoayu District, Sidoarjo"**. It is hoped that the results of this research will assist the tourist spot managers in developing strategies to improve service quality and set appropriate prices to enhance visitor satisfaction and loyalty.

### ***Literature Review***

As supporting material, the author references previous research, which is a study of research results relevant to this study:

#### **Visitor Satisfaction**

Customer satisfaction can be felt after customers compare their experience in purchasing goods/services from sellers or service providers with their own expectations. These expectations are formed through their first experience in buying a good/service, comments from friends and acquaintances, as well as promises and information from marketers and competitors. Marketers who want to excel in competition must certainly pay attention to customer expectations and customer satisfaction (Tahir & Istriani, 2020).

Customer satisfaction with a service is determined by the level of importance customers place on the service before using it, compared to their perception of the service after experiencing its performance. One of the factors that determine customer satisfaction is service quality, which consists of 5 dimensions of service. Gap is the discrepancy between perceived service and expected service (Putra et al., 2023).

According to Tjiptono (2019:387), customer satisfaction is the level of a person's feelings after comparing the performance or perceived results of a product with their expectations. If the performance of the product or service is lower than expected, the customer is dissatisfied. Conversely, if the performance meets or exceeds expectations, the customer feels satisfied or very satisfied.

It can be concluded that customer satisfaction with a service is determined by the level of importance customers place on the service before using it, compared to their perception of the service after experiencing its performance. Thus, customer satisfaction is a function of the difference between perceived performance and expectations, so customers will be disappointed if the performance exceeds their expectations. Service quality, which consists of five dimensions, is one of the factors that determine customer satisfaction. Gap is the discrepancy between perceived service and expected service. The indicators of customer satisfaction according to (Tjiptono, 2014:146-149) include several important factors, namely: Level of Comfort, Security, Service Quality, and Ease of Access.

## Price

Price is a value of a product because it will affect the producer's profit. Price is also a consideration for consumers when making a purchase, so special consideration is needed to determine that price (Putra et al., 2023).

Price is an element that differs from other elements in the marketing mix. If the other elements in marketing (namely product, place/distribution, and promotion) are expenditures, then price is the element that generates or brings in revenue. The pricing policy is temporary, meaning producers must follow market price developments and understand the company's position in the overall market situation. Price is a statement of value of a product. Value is the ratio or comparison between the perception of benefits and the costs incurred to obtain the product. Price affects image and positioning strategy. In the marketing of prestigious services that prioritize the image of quality and exclusivity, price becomes an important element. Consumers tend to associate price with the level of product quality. An expensive price is perceived to reflect high quality and vice versa (Larashati, 2019).

According to Kotler & Armstrong (2018:312), price is defined as "the amount of money charged for a product or service, or the value paid by customers to obtain the benefits of owning or using that product or service." Price is the only element in the marketing mix that generates revenue, while all other elements are considered costs. In the context of marketing, setting the right price is very important because it affects customers' perception of the value of the products or services offered, and it is also a key factor in determining competitiveness in the market.

Therefore, it can be concluded that price is a component that has the nature of generating or obtaining revenue if other elements in marketing, such as product, place, distribution, and promotion, are expenditures. Producers must understand the company's position in the overall market situation and keep track of price developments in the market because pricing policies are only temporary. The price of a product is a statement of its value. In the marketing of prestigious services that prioritize the image of quality and exclusivity, price becomes an important component. Consumers usually associate price with the level of product quality. An expensive price is considered to indicate good quality, and vice versa. The price indicators according to (Kotler & Armstrong, 2018:324) include: Affordability, Perceived Value, Price Competitiveness, dan Price Sensitivity.

## Quality of Service

According to Tahir & Istriani (2020), service quality is all forms of activities carried out by the company to meet consumer expectations. Service in this context is defined as the service provided by the service owner, which includes convenience, speed, relationships, capability, and friendliness, conveyed through attitudes and characteristics in delivering service for consumer satisfaction. The quality of service can be determined by comparing consumers' perceptions of the service they actually receive with the service they truly expect or desire regarding service attributes.

According to Chasanah et al. (2024), service quality has two main factors that can influence it. These two factors are the service expected by consumers (expected service) and the service received or perceived by consumers (perceived service) or perceived aspects.

According to Kotler & Keller (2016:412-415), service quality is defined as a company's ability to meet or even exceed customer expectations through the services provided. The quality of service is assessed based on several dimensions, such as reliability, responsiveness, assurance, empathy, and physical evidence. (tangibles). These factors greatly influence customers' perception of the service received.

It can be concluded that service quality is defined as the service provided by the service owner, which consists of ease, speed, relationships, ability, and friendliness, aimed through attitudes and characteristics in providing service for consumer satisfaction. Customer perception of comfortable service can be measured by comparing it with pleasant and poor service. Companies must provide high-quality services to maintain and gain customer trust. Service quality is considered good and satisfactory if it meets and exceeds customer expectations, but if it falls short of expectations, then the quality is deemed poor. The indicators of service quality according to (Kotler & Keller, 2016:412-415) are: Reliability, Responsiveness, Assurance, Empathy, Tangibles.

## Methods

### Conceptual Framework

The conceptual framework to guide the research and connect the variables to be studied. This model shows the relationship between the variables to be studied and is based on relevant theories and literature research (Sugiyono, 2017:60).

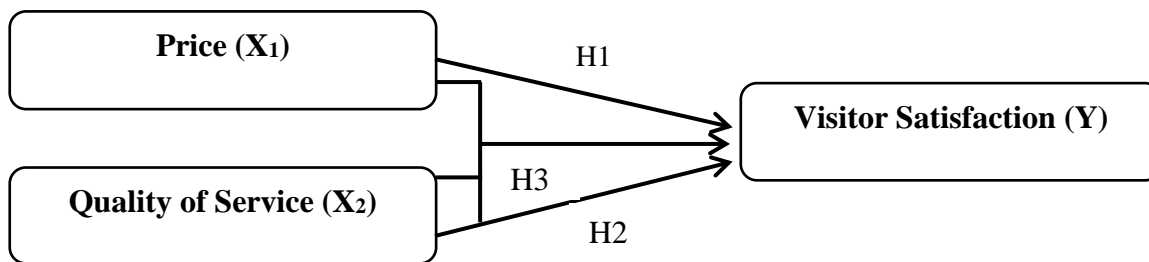


Figure 1: Conceptual Model Framework  
Source: Processed by the Researcher

Explanation:

H1, H2: the influence of variables  $X_1$  and  $X_2$  on  $Y$  partially

H3: the simultaneous effect of variables  $X_1$  and  $X_2$  on  $Y$

### Hypothesis

A hypothesis is a temporary answer that needs to be proven true using existing data or facts that occur in the field.

H1: It is suspected that price significantly affects visitor satisfaction at the Kampung Lali Gadget Tourist Attraction.

H2: It is suspected that the quality of service significantly affects visitor satisfaction at the Kampung Lali Gadget Tourist Attraction.

H3: It is suspected that price and service quality simultaneously have a significant impact on visitor satisfaction at the Kampung Lali Gadget Tourist Attraction.

## Research Type

The method used in this research is the quantitative research method. According to Sugiyono (2017:14), quantitative research is a research method based on positivist philosophy, used to study a specific population or sample. Data collection techniques are quantitative (in the form of numbers) and are analyzed using statistics to test the established hypotheses.

According to Sugiyono (2017:38), a research variable is defined as anything that is determined by the researcher to be studied in order to obtain information about it, and then conclusions are drawn. Research variables can be measured and vary in terms of type, intensity, or frequency. This variable involves three variables, namely price ( $X_1$ ) and service quality ( $X_2$ ) as independent variables and visitor satisfaction ( $Y$ ) as the dependent variable.

## Research Location

According to Sugiyono (2017:129), the research location is the place where the researcher collects data relevant to the research object. This location must be chosen with consideration of the relevance and availability of the data needed to address the research problem. This research was conducted at the Kampung Lali Gadget Tourist Spot located in Sidoarjo City, Wonoayu District.

## Population and Sample

The population in this study consists of visitors who have previously visited the Lali Gadget Village Tourism Site in Wonoayu District, Sidoarjo. The sample in this study uses the Probability Sampling technique with the type Simple Random Sampling. The population size in this study is unknown, so to determine the sample size, the formula for an unknown population size is used with the following Cochran formula:

$$n = \frac{z^2 pq}{e^2}$$

Explanation:

n : the number of samples needed

Z : Confidence level 5% = 1,96

e : Sampling error (10%)

p : Real opportunity = (0,5)

q : Chance of error = (0.5)

Using the formula above, the calculations are as follows:

$$n = \frac{z^2 pq}{e^2} = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01} = 96,04$$

From the calculation of the formula, a sample size of 96.04 respondents was obtained. The sampling technique in this study uses simple random sampling with a probability sampling method.

### **Data Sources**

The data sources applied in this research are primary data sources, as the researcher collected the necessary data directly from the research materials through distributed questionnaires, and secondary data sources obtained from journals, books, and articles related to the research on the influence of price and service quality on visitor satisfaction.

### **Data Collection Techniques**

The data collection technique in this research is using a questionnaire, which is a data collection technique conducted by providing a set of written questions or statements to respondents, documentation using accurate and factual evidence to gather information relevant to this research, and literature study by taking and studying various theoretical references, research, journals, and others that are related and needed in this research.

### **Data Analysis Techniques**

The data analysis techniques used in this study include instrument tests consisting of validity and reliability tests, multiple linear regression tests, classical assumption tests consisting of normality tests, multicollinearity tests, heteroscedasticity tests, and finally, hypothesis tests consisting of F-tests, t-tests, and coefficient of determination tests.

### **Result and Discussion**

#### **Validity Test**

The validity test in the research is used to measure whether a questionnaire is valid or not with a total score at a significance level of 5% and a sample size of 96 respondents. For the validity test, the researcher compared the Pearson correlation of each item with the product-moment table. If  $r_{hitung} > r_{tabel}$ , then the question item is declared valid. The results of the validity test can be presented in the table below with  $n=96$ , resulting in a  $df$  of  $96-2 = 94$  and  $\alpha = 5\%$ , thus the  $r_{tabel}$  value is 0.2006.

Table 1. Results of the Validity Test

<b>Variable</b>	<b>Question item</b>	<b>R-count</b>	<b>R-table</b>	<b>Explanation</b>
Price ( $X_1$ )	X1.1	0,752	0,2006	<b>Valid</b>
	X1.2	0,748	0,2006	<b>Valid</b>
	X1.3	0,696	0,2006	<b>Valid</b>
	X1.4	0,763	0,2006	<b>Valid</b>
	X1.5	0,727	0,2006	<b>Valid</b>
	X1.6	0,833	0,2006	<b>Valid</b>

	X1.7	0,770	0,2006	<b>Valid</b>
	X1.8	0,788	0,2006	<b>Valid</b>
	X1.9	0,796	0,2006	<b>Valid</b>
	X1.10	0,779	0,2006	<b>Valid</b>
	X1.11	0,628	0,2006	<b>Valid</b>
	X1.12	0,751	0,2006	<b>Valid</b>
Quality of Service (X <sub>2</sub> )	X2.1	0,837	0,2006	<b>Valid</b>
	X2.2	0,804	0,2006	<b>Valid</b>
	X2.3	0,742	0,2006	<b>Valid</b>
	X2.4	0,843	0,2006	<b>Valid</b>
	X2.5	0,795	0,2006	<b>Valid</b>
	X2.6	0,829	0,2006	<b>Valid</b>
	X2.7	0,806	0,2006	<b>Valid</b>
	X2.8	0,840	0,2006	<b>Valid</b>
	X2.9	0,810	0,2006	<b>Valid</b>
	X2.10	0,820	0,2006	<b>Valid</b>
	X2.11	0,827	0,2006	<b>Valid</b>
	X2.12	0,791	0,2006	<b>Valid</b>
	X2.13	0,813	0,2006	<b>Valid</b>
	X2.14	0,797	0,2006	<b>Valid</b>
	X2.15	0,856	0,2006	<b>Valid</b>
Visitor Satisfaction (Y)	Y.1	0,794	0,2006	<b>Valid</b>
	Y.2	0,840	0,2006	<b>Valid</b>
	Y.3	0,753	0,2006	<b>Valid</b>
	Y.4	0,825	0,2006	<b>Valid</b>
	Y.5	0,876	0,2006	<b>Valid</b>
	Y.6	0,796	0,2006	<b>Valid</b>
	Y.7	0,768	0,2006	<b>Valid</b>
	Y.8	0,772	0,2006	<b>Valid</b>
	Y.9	0,822	0,2006	<b>Valid</b>
	Y.10	0,747	0,2006	<b>Valid</b>
	Y.11	0,726	0,2006	<b>Valid</b>
	Y.12	0,789	0,2006	<b>Valid</b>

Source: SPSS Data Processing Output Result Processed by the Researcher

Based on the results of the validity test on the question items in the table above, it was found that all question items in each variable have  $r_{hitung} > r_{tabel}$ . Based on this, it can be concluded that each question item is valid and can proceed to the reliability test.

### Reliability Test

The *Cronbach's Alpha* value in an indicator to be considered reliable is at least 0.60. Here are the results of the reliability test for each variable:



Table 2. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	Explanation
Price (X <sub>1</sub> )	0,926	Reliable
Quality of Service (X <sub>2</sub> )	0,963	Reliable
Visitor Satisfaction (Y)	0,943	Reliable

Source: SPSS Data Processing Output Processed by the Researcher

The results of the reliability test in the table above show that all variables have a *Cronbach's Alpha* value of  $> 0.60$ . Based on this, it can be concluded that all these variables have reliable results.

### Normality Test

Here are the results of the Normality test using statistical analysis in the table below:

Table 3. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	,5520833
	Std. Deviation	3,22387512
Most Extreme Differences	Absolute	,081
	Positive	,051
	Negative	-,081
Test Statistic		,081
Asymp. Sig. (2-tailed)		,135 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Data Processing Output Result Processed by the Researcher

Based on the results of the normality test with *Kolmogorov-Smirnov* in the table above, the probability value  $p$ , which is 0.135 is greater than the significance level, which is 0.05. This means that the normality assumption is met.

### Multicollinearity Test

Here are the results of the multicollinearity test:

Table 4. Results of the Multicollinearity Test

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Price	,422	2,368
	Quality of Service	,422	2,368

a. Dependent Variable: Visitor Satisfaction

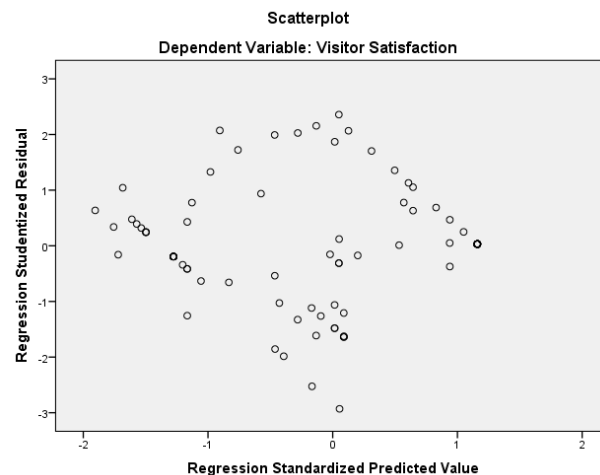
Source: SPSS Data Processing Output Processed by the Researcher

Based on the table above, the results are as follows:

1. The VIF value for the Price variable ( $X_1$ ) is  $2.368 < 10$  with a Tolerance value of  $0.422 > 0.10$ , so the independent variable Price ( $X_1$ ) is stated to not exhibit symptoms of multicollinearity.
2. The VIF value for the Service Quality variable ( $X_2$ ) is  $2.368 < 10$  with a Tolerance value of  $0.422 > 0.10$ , so the independent variable Service Quality ( $X_2$ ) is stated to not exhibit multicollinearity symptoms.

Heteroskedasticity Test

The following is the result of heteroscedasticity as can be seen in the following image:



Picture 2. Heteroskedasticity Test Results

Source: SPSS Data Processing Output Result Processed by the Researcher

Based on the scatterplot graph above, the points are scattered both above and below the number 0 on the Y-axis, and the data is randomly distributed. It can be concluded that there is no heteroscedasticity problem in the regression model, so the regression model is suitable for predicting visitor satisfaction through the independent variables Price ( $X_1$ ) and Service Quality ( $X_2$ ).

Multiple Linear Regression Test

Below are the results of the multiple linear regression analysis that can be seen in the table below:

Table 5. Results of Multiple Linear Regression Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,606	2,732		,954	,343
	Price	,520	,074	,507	7,040	,000
	Quality of Service	,348	,056	,444	6,165	,000

a. Dependent Variable: Visitor Satisfaction

Source: SPSS Data Processing Output Result Processed by the Researcher

Based on the results of the multiple linear regression analysis in the table above, the following regression model was obtained:

$$Y=2.606 + 0.520X_1 + 0.348X_2 + e$$

1. The obtained constant value of 2.606 can be interpreted that if the independent variable is 0 (constant), then the dependent variable is 2.606.
2. The value of the regression coefficient for the Price variable ( $X_1$ ) is positive at 0.520, which means that if the Price variable ( $X_1$ ) increases, the Visitor Satisfaction variable ( $Y$ ) will also increase, and vice versa.
3. The Regression Coefficient Value of the Service Quality Variable ( $X_2$ ) is positively valued at 0.348, which means that if the Service Quality Variable ( $X_2$ ) increases, the Visitor Satisfaction Variable ( $Y$ ) will also increase, and vice versa.

#### F Test

Table 6. F-Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2102,274	2	1051,137	181,827	,000 <sup>b</sup>
	Residual	537,632	93	5,781		
	Total	2639,906	95			
a. Dependent Variable: Visitor Satisfaction						
b. Predictors: (Constant), Quality of Service, Price						

Source: SPSS Data Processing Results Processed by the Researcher

The F-test results show that the F-count value is 181.827. Meanwhile, the F-table value is  $n-k-1 = 96-2-1 + 93$ , which is 3.094. Therefore, the F-count value of 181.827 is greater than the F-table value of 3.094, and the Sig. level of 0.000 is less than 0.05, leading to the acceptance of the alternative hypothesis ( $H_a$ ) and the rejection of the null hypothesis ( $H_0$ ). It can be concluded that the variables Price ( $X_1$ ) and Service Quality ( $X_2$ ) simultaneously have a significant positive effect on visitor satisfaction at the Kampung Lali Gadget Tourist Spot ( $Y$ ). This result supports the research (Rahmita et al., 2024) which states that Service Quality and Price simultaneously have a positive and significant impact on visitor satisfaction.

#### t-Test

Here are the results of the T-Test that can be seen in the table below:

Table 7. t-Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,606	2,732		,954	,343
	Price	,520	,074	,507	7,040	,000
	Quality of Service	,348	,056	,444	6,165	,000
a. Dependent Variable: Visitor Satisfaction						

Source: SPSS Data Processing Results Processed by the Researcher

1. Based on the t-test table above, the calculated t-value for Price ( $X_1$ ) is 7.040 and for Service Quality ( $X_2$ ) is 6.165. Meanwhile, the t-table value has df 96 using a significance level of 1.660.
2. Therefore, the calculated t-value for the Price variable ( $X_1$ ) is  $7.040 >$  the table t-value of 1.660 and the Sig. level of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted, which means the Price variable ( $X_1$ ) partially has a positive and significant effect on visitor satisfaction at the Kampung Lali Gadget Tourist Attraction (Y). This result supports the research (Ardiansya Usman et al., 2023) which states that Price has a positive and significant partial effect on visitor satisfaction.
3. Therefore, the calculated t-value for the Service Quality variable ( $X_2$ ) is  $6.165 >$  the t-table value of 1.660 and the Sig. level of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted, which means the Service Quality variable ( $X_2$ ) partially has a positive and significant effect on visitor satisfaction at the Kampung Lali Gadget Tourist Spot (Y). These results support the research by (Nugraha, Rizki Nurul & Salsabila, 2023), which states that Service Quality has a positive and significant partial effect on visitor satisfaction.

### Coefficient of Determination Test ( $R^2$ )

Table 8. Results of the Coefficient of Determination Test ( $R^2$ )

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,892 <sup>a</sup>	,796	,792	2,40437
a. Predictors: (Constant), Quality of Service, Price				

Source: SPSS Data Processing Results Processed by the Researcher

Based on the results of the simultaneous determination coefficient test above, the adjusted R Square is 0.792 or 79.2%. Thus, the percentage of the Price variable ( $X_1$ ) and Service Quality variable ( $X_2$ ) simultaneously affecting Visitor Satisfaction at the Kampung Lali Gadget Tourist Spot (Y) is 79.2%. This means that the dependent variable Visitor Satisfaction at the Kampung Lali Gadget Tourist Spot is influenced by the Price and Service Quality variables by 79.2%, and the remaining 20.8% is influenced by other variables not included in this study.

### Conclusion and Suggestions

#### Conclusion

Based on the research findings, there are several conclusions as follows:

1. The influence of Price ( $X_1$ ) and Service Quality ( $X_2$ ) on Visitor Satisfaction at the Kampung Lali Gadget Tourist Attraction (Y) has a significant positive impact simultaneously. Proven with an F-value of 181.827. Meanwhile, the F-table value is 3.094. Therefore, the F-value of 181.827 is greater than the F-table value of 3.094 and the Sig. level of 0.000 is less than 0.05. The results of this study are also supported by research from (Alvianna et al., 2021) which states that Price and Service Quality have a positive and significant effect on customer satisfaction. The results of this study are also supported by qualitative research included in the questionnaire, which shows that the visitors of Kampung Lali Gadget are predominantly women aged 17 and above, who are either students or employees and have a monthly income or allowance of Rp300,000 and above.
2. The influence of Price ( $X_1$ ) on Visitor Satisfaction at the Kampung Lali Gadget Tourist Spot (Y) shows a significant positive partial effect of the Price variable ( $X_1$ ) on Visitor Satisfaction (Y).

The t-value for the Price variable ( $X_1$ ) is  $7.040 >$  the t-table value of 1.660 and the Sig. level of  $0.000 < 0.05$ . This result is consistent with the research by (Christono & Chairiah, 2019) which states that price has a positive and significant effect on customer satisfaction. This research finding is also supported by qualitative research included in the questionnaire, where visitors to Kampung Lali Gadget stated that the prices set by Kampung Lali Gadget are considered cheap for them. On average, visitors to Kampung Lali Gadget have an income or allowance of around Rp300,000 and above per month.

3. The influence of Service Quality ( $X_2$ ) on Visitor Satisfaction at the Kampung Lali Gadget Tourist Spot (Y) shows a significant positive partial effect of the Service Quality variable ( $X_2$ ) on Visitor Satisfaction (Y). The calculated t-value for the Service Quality variable ( $X_2$ ) is  $6.165 >$  the table t-value of 1.660 and the Sig. level of  $0.000 < 0.05$ . This result is consistent with the research by (Solikha & Suprpta, 2020) which states that Service Quality has a positive and significant effect on customer satisfaction. This research finding is also supported by qualitative research included in the questionnaire, which shows that visitors to Kampung Lali Gadget are mostly aged 17 and above. Respondents noted that the service quality provided by the management is good, quite satisfactory, and memorable.

## Suggestions

For Tourism Managers:

The management of Kampung Lali Gadget should ensure that the prices set are in line with the quality of service and facilities offered. By maintaining or adjusting competitive prices, the management can increase visitor satisfaction and attract more visitors. They should also consider improving or providing parking facilities and access roads to the tourist site to make it easier for visitors arriving by private vehicles, including buses.

For Future Researchers:

It is recommended to investigate the influence of other variables such as promotions, location, or additional facilities on visitor satisfaction in order to obtain more comprehensive results.

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