

Influence of Tourist Facilities and Environmental Cleanliness on Visitors Satisfaction at Dusun Semilir Eco Park Bawen Kabupaten Semarang

Aqlima Dwi Kusumastuti, Karnowahadi, Nur Rini
Politeknik Negeri Semarang, Indonesia
Email: karnowahadi@polines.ac.id

ABSTRACT

This study is based on a problem occurring at Dusun Semilir Eco Park, namely a consecutive decline in visitors numbers from 2022 to 2025. This situation indicates a shift in visitors interests or other factors that may influence visitors satisfaction. The objective of this study is to determine the influence of tourist facilities and environmental cleanliness on visitors satisfaction. Dusun Semilir is one of the leading tourist attractions in Semarang Regency, offering a variety of recreational activities and culinary delights. A quantitative approach was used with a non-probability sampling technique, while respondents were selected using convenience sampling. The sample size for this study was 100 respondents. Statistical processing via IBM SPSS v.25 included validity, reliability, and classical assumption assessments, culminating in a multiple linear regression formula of $Y = 0.240 + 0.765X_1 + 0.127X_2$. The results of this study indicate that tourist facilities and environmental cleanliness each have effect on visitors satisfaction. Furthermore, an Adjusted R-Square value of 0.807 indicates that 80.7% of visitors satisfaction is influenced by these two variables, while 19.3% is influenced by other factors outside the research model.

Keywords *Tourist Facilities, Environmental Cleanliness, Visitors Satisfaction*

Pengaruh Fasilitas Wisata dan Kebersihan Lingkungan terhadap Kepuasan Pengunjung di Taman Ekologi Dusun Semilir Bawen Kabupaten Semarang

Abstrak

Studi ini didasarkan pada masalah yang terjadi di Taman Ekologi Dusun Semilir, yaitu penurunan jumlah pengunjung secara berturut-turut dari tahun 2022 hingga 2025. Situasi ini menunjukkan adanya pergeseran minat pengunjung atau faktor lain yang dapat memengaruhi kepuasan pengunjung. Tujuan penelitian ini adalah untuk mengetahui pengaruh fasilitas wisata dan kebersihan lingkungan terhadap kepuasan pengunjung. Dusun Semilir merupakan salah satu objek wisata terkemuka di Kabupaten Semarang, yang menawarkan berbagai kegiatan rekreasi dan kuliner. Pendekatan kuantitatif digunakan dengan teknik pengambilan sampel non-probabilitas, sedangkan responden dipilih menggunakan convenience sampling. Ukuran sampel untuk penelitian ini adalah 100 responden. Pengolahan statistik melalui IBM SPSS v.25 mencakup penilaian validitas, reliabilitas, dan asumsi klasik, yang berpuncak pada rumus regresi linier berganda $Y = 0,240 + 0,765X_1 + 0,127X_2$. Hasil penelitian ini menunjukkan bahwa fasilitas wisata dan kebersihan lingkungan masing-masing berpengaruh terhadap kepuasan pengunjung. Lebih lanjut, nilai Adjusted R-Square sebesar 0,807 menunjukkan bahwa 80,7% kepuasan pengunjung dipengaruhi oleh kedua variabel ini, sedangkan 19,3% dipengaruhi oleh faktor lain di luar model penelitian.

Kata kunci: Fasilitas Wisata, Kebersihan Lingkungan, Kepuasan Pengunjung

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INTRODUCTION

As a crucial supporting industry, tourism serves as a major catalyst for driving a region's or nation's economic development. Indonesia has enormous potential in the tourism sector, thanks to its captivating natural beauty, rich cultural and biological diversity, and the extensive development of various types of tourist attractions. This diversity offers travelers a wide range of options to choose destinations that align with their interests and needs, such as nature tourism, religious tourism, business tourism, beach tourism, mountain tourism, underwater tourism, and various other types of tourist destinations (Karnowahadi et al., 2022).

According to official data released by Statistic Indonesia (2025), domestic travel among Indonesians has experienced substantial growth in recent times, reflecting a marked rise in local tourism activity. In 2024, the number of trips rose to 1,021.08 million. These figures indicate that Indonesians' interest in domestic travel is increasing year by year. Travel is not merely about moving from one place to another; rather, it is influenced by various motivations that can prompt someone to choose to visit a tourist destination (Hadi et al., 2023). Tourists' purposes may vary depending on each individual's needs and desires, such as recreation, socializing, or business (Utari et al., 2021). The majority of Indonesians travel for vacations or recreation, accounting for 36.68% based on data from Statistic Indonesia (2025). This increase in travel activity has led operators to compete with one another to offer a variety of facilities and unique attractions to encourage visitors to return in the future (Septiyani et al., 2025).

One of the popular man-made tourist attractions in Semarang Regency is Dusun Semilir Eco Park. The destination offers a unique concept that combines entertainment, nature, and education in one area. According to data from Semarang Regency Tourism Office, (2026) the number of visitors increased in 2022. However, visitors numbers

declined in the following years, reaching 429,034 visitors in 2025. The number of tourists who fell during the pandemic resulted in decreased tourism sector income and the social impacts caused by COVID-19 include people preferring to stay at home instead of talking to their neighbors, people don't like crowds (Karnowahadi et al., 2022). Indonesia's tourism sector initiated its path toward recovery during the mid-to-late stretch of 2022, signaling a positive rebound in the industry. Visitors to tourist attractions started to return, and managerial skills in operations were needed to establish a good operational system (Malebra et al., 2025). The decreasing trend points to several key determinants of overall visitors satisfaction, particularly tourist facilities and environmental cleanliness. Accordingly, this research investigates how tourist facilities and environmental cleanliness collectively shape visitors satisfaction at Dusun Semilir Eco Park in Bawen, Semarang Regency. The resulting data is intended to offer valuable perspectives on optimizing determinants that enhance visitors contentment.

Based on this research problem, the research questions posed in this study are as follows: (1) How do tourist facilities influence visitors satisfaction at Dusun Semilir Eco Park; (2) How does environmental cleanliness influence visitors satisfaction at Dusun Semilir Eco Park. Meanwhile, the objectives of this study include: (1) To determine the influence of tourism facilities on visitors satisfaction at Dusun Semilir Eco Park; (2) To determine the influence of environmental cleanliness on visitors satisfaction at Dusun Semilir Eco Park.

Literature Review

Marketing Management Theory

Marketing Management Theory is used as an approach in marketing management that focuses on understanding visitors. Marketing aims to establish target audiences and build

long-term relationships with visitors by creating experiences that foster visitors satisfaction (Kotler & Keller, 2012). A company's success is influenced by its ability to adapt to the business environment through innovation in order to outperform its many competitors (Rodiah et al., 2024). Visitors satisfaction is one of the primary goals that a company or service provider must achieve, and it plays a crucial role in generating interest and encouraging repeat visits (Putri & Naili Farida, 2021).

Tourist Facilities

According to Hikmah et al. (2024), tourist facilities can be defined as resources available at a particular location that can be used freely to assist and facilitate visitors during their activities. Tourism facilities can also be defined as amenities that support tourism activities and meet visitors' needs, such as parking, restrooms, rest areas, and adequate access (Saputra & Meirina, 2022). Based on Panasiuk's theory as cited in Yasmadi et al. (2023), Tourism facilities are broadly classified into three primary categories: (1) Primary Facilities; (2) Complementary Facilities; (3) Supporting Facilities. The indicators for tourism facilities used in this study, as referenced in Hikmah et al. (2024), encompass the following aspects: (1) Functional Design; (2) Functional Value; (3) Aesthetics; (4) Supportive Conditions; (5) Supporting Equipment.

Environmental Cleanliness

Environmental cleanliness does not only mean an environment free of trash but also encompasses waste management, sanitation, and public awareness of the need to protect the surrounding environment, which is expected to enhance comfort (Maula et al., 2024). According to Odjegba et al. (2024), there are five dimensions of environmental cleanliness, namely: (1) Water; (2) Sanitation; (3) Hygiene; (4) Waste management; (5) Physical Environmental Cleanliness. Indicators of environmental

cleanliness (Hikmah et al., 2024) include: (1) Waste Management; (2) A Waste-Free Environment; (3) Clean and Tidy Facilities and Infrastructure.

Visitors Satisfaction

Visitors satisfaction can be defined as the evaluation given by visitors after visiting a place, based on a comparison between their actual experience and their expectations. (Le, 2024). Visitors satisfaction is one of the key indicators for assessing the success of a destination, as it influences visitors behavior in the future (Permana & Wulandari, 2025). The three factors that contribute to visitor satisfaction (Pinaria et al., 2025) are: (1) Service Quality; (2) Facilities; (3) Environmental Cleanliness. The indicators of visitors satisfaction variables, as cited in Le (2024), include: (1) Inner Satisfaction; (2) Energy Renewal; (3) Peace of Mind; (4) Enjoyment.

Tourist Facilities to Visitors Satisfaction

The presence and quality of tourist facilities serve as key determinants in shaping guest fulfillment during visits to recreational destinations. The facilities provided can include primary facilities such as rides, trash cans, rest areas, and a pleasant atmosphere. Then there are supporting facilities, including dining areas, shopping areas, and parking lots. Finally, there are supplementary facilities, such as an information center, places of worship, and an information center (Olliviwan & Wulansari, 2025). Comprehensive facilities can make visitors feel that their needs will be met during their trip, leading to more positive evaluations. This is supported by a study by Masriah et al. (2024), which states that tourism facilities have a significant impact on visitor satisfaction. In line with this study, research conducted by Kusumawardhani & Dasa (2022) also found that tourism facilities have a direct impact on visitor satisfaction. In line with that study, Fakari et al. (2023) found that

the better the tourist facilities, the higher the level of visitor satisfaction. Another study conducted by Hamidah (2022), the findings indicate that tourist facilities are rated as “very good,” at 50 percent. While this satisfies tourists, it does not fully meet their expectations. The study emphasizes that tourism managers must not only provide existing tourist facilities but also implement sustainable management practices. However, the results of this study differ from those of a study conducted by Sot et al., (2022), which showed that environmental cleanliness was found to have an effect on visitor satisfaction, though only a small one.

H1: Tourist facilities have an effect on visitors satisfaction at Dusun Semilir Eco Park

supported by effective waste management, provides comfort for visitors. This statement aligns with research conducted by Singgalen (2024), which also revealed that environmental cleanliness is a key factor influencing visitors satisfaction. A total of 85% of visitors consider environmental cleanliness to be the most important aspect when evaluating a place. Furthermore, another study conducted by Sandhubaya et al. (2021) states that environmental cleanliness has a positive effect on visitor satisfaction. Put simply, environmental hygiene is vital to boosting contentment, as it directly governs the degree of comfort visitors experience.

H2: Environmental cleanliness has an effect on visitors satisfaction at Dusun Semilir Eco Park

Environmental Cleanliness to Visitors Satisfaction

An environment free of dirt and trash,

Grounded in the outlined hypotheses, the theoretical foundation of this research is illustrated in Figure 1.

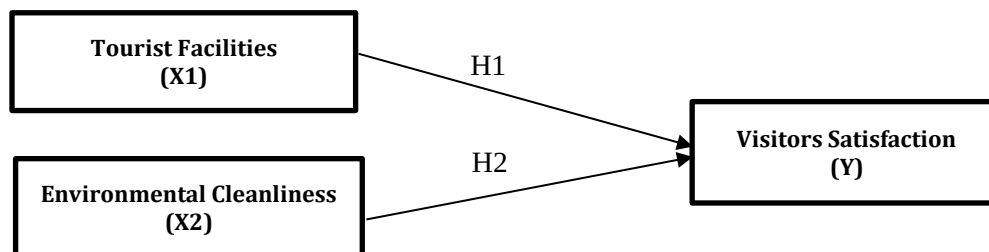


Figure 1. Empirical Model

RESEARCH METHOD

This study employed a quantitative method using a non-probability sampling technique—a technique used when not all members of the population have an equal chance of being selected as part of the sample (Sekaran & Bougie, 2016). The researcher chose to use convenience sampling. According to (Sekaran & Bougie, 2016), convenience sampling is a sampling technique in which the researcher selects respondents who are easily accessible and willing to participate. The population for this

study consists of the 429,034 visitors to Dusun Semilir Eco Park in 2025 (Semarang Regency Tourism Office, 2026). Data gathering involved distributing a survey questionnaire to a target sample of 100 participants. Additionally, to further validate the information obtained, the researcher also utilized a literature review; (2) Secondary data consists of information obtained by the researcher from previously available sources, such as data on the number of Indonesians traveling domestically, the travel destinations of Indonesians, and the number of visitors to

each tourist attraction in Semarang Regency. The measurement tool used was a Likert scale ranging from 1 to 6, based on the opinion expressed by Hair et al. (2010) that specific data can be generated with a measurement scale ranging from 5 to 7.

FINDINGS AND DISCUSSION

Primary data for this research was

gathered firsthand from 100 individuals who had previously visited Dusun Semilir Eco Park. The collection process relied on a custom-designed survey questionnaire targeting visitors' personal experiences, perceptions, and evaluations of the destination. The result of respondent's characteristics data shown in Table 1.

Table 1. Characteristics of Respondents

Characteristics	Amount	Percentage
Gender		
Female	64	64%
Male	36	36%
Age		
12-20	14	14%
21-30	66	66%
31-40	8	8%
41-50	5	5%
> 50	7	7%
Recidence		
Semarang/Kab. Semarang	81	81%
Demak	3	3%
Klaten	2	2%
Kudus	2	2%
Pati	2	2%
Rembang	2	2%
Salatiga	2	2%
Blora	1	1%
Jepara	1	1%
Jogja	1	1%
Pekalongan	1	1%
Solo	1	1%
Surabaya	1	1%
Occupation		
Student	41	41%
Laborer	1	1%
Retired	1	1%
Civil Servant	9	9%
State/Local Owned Enterprise Employee	4	4%
Soldier/Police	7	7%
Health Workers	3	3%
Teacher/Lecturers	6	6%
Private Employee	15	15%
Housewife	8	8%

Characteristics	Amount	Percentage
Entrepreneur	5	5%
Education Attainment		
Junior High School	2	2%
Senior High School	35	35%
Diploma	18	18%
Beachelor's Degree	43	43%
Postgraduate	2	2%
Number of Visit		
1-2 times	75	75%
3-5 times	24	24%
6-10 times	1	1%
Source: Processed primary data, 2026.		

An examination of the demographic profile of the participants reveals that visitors to Dusun Semilir in this study were predominantly women (64%), with 66% falling within the 21–30 age range. Most respondents reside in Semarang and Semarang Regency (81%); in terms of occupation, students or college students make up the largest group (41%). In addition, individuals holding a bachelor's degree represented the largest proportion of the sample at 43%, while the majority of respondents indicated a visit frequency of 1 to 2 times.

Research Instrument Test

Validity Test

Validity testing was conducted to determine the ability of each statement item to accurately measure the variable under study (Ghozali, 2021). Based on Table 2, the statistical output indicates a significance level of $p = 0.000$ across all variable statement items. Given that this meets the threshold of $p < 0.05$, every indicator is confirmed to be statistically valid and capable of precise measurement.

Table 2. Validity Test Result

Variable	Code	Significance Value
Tourist Facilities	FW1	0.000
	FW2	0.000
	FW3	0.000
	FW4	0.000
	FW5	0.000
Environmental Cleanliness	KL1	0.000
	KL2	0.000
	KL3	0.000
	KL4	0.000
Visitors Satisfaction	KP1	0.000
	KP2	0.000
	KP3	0.000
	KP4	0.000

Source: Processed primary data, 2026.

Reliability Test

Evaluating how consistently the research tool measures its intended constructs was achieved through a comprehensive reliability assessment. According to Hair et al. (2010), a variable is considered reliable if

it has a Cronbach's alpha value greater than 0.60. Based on Table 3, with Cronbach's alpha values exceeding the critical 0.60 threshold across all variables, the survey items are confirmed to be internally consistent and reliable.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	N of items
Tourist Facilities	0.767	5
Environmental Cleanliness	0.692	3
Visitors Satisfaction	0.837	4

Source: Processed primary data, 2026.

Classical Assumption Test

Normality Test

A normality test is conducted to determine whether the researcher's data follow a normal distribution (Ghozali, 2021). Based on Table 4, the test yielded an

asymptotic significance is 0.200, surpassing the standard (0.05) threshold; this confirms that the dataset meets the assumption of normality, permitting subsequent statistical analysis.

Table 4. Normality Test Result

Test	Cronbach's Alpha
Kolmogorov-Smirnov	0.200

Source: Processed primary data, 2026.

Multicollinearity Test

A multicollinearity test was conducted to determine whether there was a strong relationship among the independent variables in the regression model; the results should not indicate a high degree of correlation (Ghozali, 2021). Based on Table 5, the tolerance values

for all variables exceed the recommended limits set by Myers (1990) which is 0.1, and the VIF values are below 10. Thus, The statistical output indicates an absence of collinearity among the independent variables, confirming that the predictor constructs operate independently.

Table 5. Multicollinearity Test Result

Variable	Collinearity Statistics	
	Tolerance	VIF
Tourist Facilities	0.816	1.226
Environmental Cleanliness	0.816	1.226

Source: Processed primary data, 2026.

Heteroscedasticity Test

A heteroscedasticity test was conducted to determine whether there is unequal variance in the residuals of the regression model (Ghozali, 2021). The results in Table

6, indicate no evidence of heteroscedasticity, as all variables registered significance values above 0.05.

Table 6. Heterocedasticity Test Result

Model	Significance
Tourist Facilities	0.728
Environmental Cleanliness	0.853

Source: Processed primary data, 2026.

Linearity Test

A linearity test is used to determine whether the relationship between the independent variable and the dependent variable is linear (Ghozali, 2021). As presented in Table 7, the deviation from

linearity yields a value exceeding 0.05 confirming a linear relationship between constructs and establishing the dataset's suitability for multiple linear regression modeling.

Table 7. Linearity Test Result

Model		Significance
Tourist Facilities	Deviation from Linearity	0.692
Environmental Cleanliness	Deviation from Linearity	0.586

Source: Processed primary data, 2026.

Hypothesis Test

Simultaneous Test

To evaluate the collective impact of the independent variables on the dependent variable, model validity tests were conducted using significance criteria. As shown in Table

8, the resulting significance value 0.000 (<0.05) confirms that tourist facilities and environmental cleanliness jointly exert a significant influence on visitor satisfaction at Dusun Semilir Eco Park.

Table 8. Simultaneous Test Result

Variable	df	F	Sig.
Regression	2	208.244	0.000
Residual	97		
Total	99		

Partial Test

Partial hypothesis testing was performed to assess the isolated impact of each predictor variable on the outcome variable. As detailed in Table 9, all significance levels fell below the critical threshold <0.05, confirming that both tourist

facilities and environmental cleanliness independently exert a statistically significant effect on visitor satisfaction at Dusun Semilir Eco Park. Consequently, **Ho1 is rejected** and **Ha1 is accepted**, while **Ho2 is rejected** and **Ha2 is accepted**.

Table 9. Partial Test Result

Model	Significance
Tourist Facilities	0.000
Environmental Cleanliness	0.001

Source: Processed primary data, 2026.

Coefficient of Determination

A coefficient of determination test was conducted to evaluate the proportion of variance in the dependent construct accounted for by the predictors. As presented in Table 10, the model yielded an Adjusted R²

value of 0.807, indicating that tourist facilities and environmental cleanliness collectively explain 80.7% of the variance in visitors satisfaction at Dusun Semilir Eco.

Table 10. Coefficient of Determination Test Result

Model	R	R Square	Adjusted R Square
1	0.901	0.811	0.807

Source: Processed primary data, 2026.

Multiple Linear Regression

Multiple linear regression analysis was employed to evaluate the joint influence of

multiple predictor constructs on a single outcome variable, with the empirical results detailed in Table 11.

Table 11. Multiple Linear Regression Test Result Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,240	,193		1,244	,216
	Tourist facilities	,765	,046	,812	16,627	,000
	Environmental Cleanliness	,127	,036	,173	3,546	,001

a. Dependent Variable: Visitors Satisfaction

Source: Processed primary data, 2026.

Based on Table 11, the regression equation obtained is as follows.

$$Y = 0,245 + 0,765X_1 + 0,127X_2$$

This equation implies that if tourism facilities are improved, visitor satisfaction will also increase. In addition, an improvement in environmental cleanliness will increase visitor satisfaction. Positive regression coefficients across all independent variables confirm a direct positive alignment with visitors satisfaction.. The variable with the highest regression coefficient is the most dominant factor influencing visitor satisfaction.

CONCLUSIONS

Based on the tests conducted, tourist facilities and environmental cleanliness have both simultaneous and partial effects on visitor satisfaction. Supported by simultaneous and partial test results (<0.05),

these findings show that refining tourist facilities and environmental cleanliness directly boosts visitors satisfaction. Together, these variables account for 80.7% of satisfaction variance (with 19.3% attributed to outside factors), while the final regression equation ($Y = 0,245 + 0,765X_1 + 0,127X_2$) confirms tourist facilities as the strongest predictor.

Limitation & Further Research

This study was conducted only among visitors who came on weekdays and was not carried out on weekends or holidays. This limitation may have resulted in differences in perceptions that were not represented in the study. Additionally, this study used a quantitative approach that was unable to explore visitors' perceptions in depth regarding the reasons behind their responses to each statement. Given these limitations, future research should be conducted on both

weekdays and weekends to capture visitors characteristics that better represent the overall visitors population. Furthermore, future researchers are encouraged to use qualitative or mixed-methods approaches. These approaches can provide a deeper understanding of the perceptions and underlying reasons behind visitors' evaluations.

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