

ABSTRAK

ANALISIS PENGARUH FASILITAS, KUALITAS LAYANAN DAN PROMOSI TERHADAP KEPUASAN WISATAWAN DI OBJEK WISATA AIR PANAS MENERUDA, KABUPATEN NGADA

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Penelitian ini bertujuan untuk mengetahui pengaruh fasilitas, kualitas layanan, dan promosi terhadap kepuasan wisatawan di Objek Wisata Air Panas Mengeruda, Kabupaten Ngada, baik secara simultan maupun parsial. Penelitian ini merupakan penelitian eksplanasi dengan pendekatan kuantitatif. Populasi penelitian adalah wisatawan yang berkunjung ke Objek Wisata Air Panas Mengeruda, Kabupaten Ngada, dengan sampel yang ditentukan menggunakan teknik purposive sampling sehingga diperoleh sebanyak 114 responden. Data diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan program SPSS, serta dilengkapi dengan uji validitas, uji reliabilitas, uji asumsi klasik, uji t, uji F, dan analisis koefisien determinasi. Hasil penelitian menunjukkan bahwa: (1) fasilitas, kualitas layanan, dan promosi secara simultan berpengaruh signifikan terhadap kepuasan wisatawan. (2) fasilitas secara parsial berpengaruh signifikan terhadap kepuasan wisatawan. (3) kualitas layanan secara parsial berpengaruh signifikan terhadap kepuasan wisatawan. dan (4) promosi secara parsial berpengaruh signifikan dan merupakan variabel paling dominan terhadap kepuasan wisatawan. Koefisien determinasi (R^2) sebesar 0,592 menunjukkan bahwa ketiga variabel independen mampu menjelaskan 59,2% variasi kepuasan wisatawan.

Kata kunci: *Fasilitas, Kualitas Layanan, Promosi, dan Kepuasan Wisatawan.*

ABSTRACT

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PROMOSI TERHADAP KEPUASAN WISATAWAN DI OBJEK
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This study aims to determine the effect of facilities, service quality, and promotion on tourist satisfaction at the Mengeruda Hot Springs Tourism Object, Ngada Regency, both simultaneously and partially. This research is an explanatory study with a quantitative approach. The study population was tourists who visited the Mengeruda Hot Springs Tourism Object, Ngada Regency, with the sample determined using a purposive sampling technique so that 114 respondents were obtained. Data were obtained through the distribution of questionnaires and analyzed using multiple linear regression with the help of the SPSS program, and complemented by validity tests, reliability tests, classic assumption tests, t-test, F-test, and coefficient of determination analysis. The results showed that: (1) facilities, service quality, and promotion simultaneously had a significant effect on tourist satisfaction. (2) facilities partially had a significant effect on tourist satisfaction. (3) service quality partially had a significant effect on tourist satisfaction. And (4) promotion partially had a significant effect and was the most dominant variable on tourist satisfaction. The coefficient of determination (R^2) of 0.592 indicates that the three independent variables are able to explain 59.2% of the variation in tourist satisfaction.

Keywords: *Facilities, Service Quality, Promotion, and Tourist Satisfaction.*