

**THE EFFECT OF ATTRACTIVENESS, SERVICE QUALITY,
PROMOTION AND PRICE ON VISITOR SATISFACTION AT THE
ORO-ORO OMBO MANTUP SWIMMING POOL TOURISM IN
LAMONGAN**

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ABSTRACT

This study aims to determine the effect of attractiveness, service quality, promotion, and price on visitor satisfaction at the Oro-Oro Ombo Mantup Lamongan Swimming Pool Tourism. This study uses an associative quantitative approach with accidental sampling techniques and involves 230 respondents as research samples. The data analysis technique used is multiple linear regression with the help of SPSS software. The results of the study indicate that attractiveness (X1), service quality (X2), promotion (X3), and price (X4) simultaneously have a significant effect on visitor satisfaction. Partially, each variable also shows a significant effect, where the service quality variable has the most dominant effect on visitor satisfaction with the highest regression coefficient value. The coefficient of determination (R^2) of 0.528 indicates that 52.8% of the variation in visitor satisfaction can be explained by the four variables. These results imply that tourism managers need to pay more attention to improving service quality and strengthening promotion strategies and price adjustments so that visitor satisfaction increases.

INTRODUCTION

Tourism has become one of the leading sectors in economic development in various countries, including Indonesia. In addition to contributing to increasing Gross Domestic Product (GDP), this sector also plays a role in job creation, cultural preservation, and regional infrastructure and investment development (Statistics, 2023) . At the local level, the existence of tourist attractions can encourage economic growth in the surrounding community through the development of micro, small, and medium enterprises (MSMEs), as well as increasing local revenue (PAD).

Lamongan Regency as one of the areas in East Java Province has quite large tourism potential, both in terms of nature, culture, and man-made. One of the man-made tourist attractions that is quite well-known to the public is the Oro-Oro Ombo Swimming Pool in Mantup District. This tourist attraction offers water recreation facilities that can be accessed by various groups, from children to adults. In addition, this tourist attraction is also equipped with a flower garden, gazebo, prayer room, and simple cafe that support visitor comfort. Despite its potential, there are still various challenges faced by managers in increasing tourist visits and satisfaction.

According to Kawatu et al., (2020) , the attractiveness of a tourist attraction is the main factor that influences a person's decision to visit the location. Attractions can include natural beauty, unique facilities, a comfortable atmosphere, and the friendliness of the surrounding community. In the context of the Oro-Oro Ombo Swimming Pool, the attractions in the form of a rural natural atmosphere, flowers arranged around the pool, and a calm atmosphere are its own advantages. However, visitors still complain about the limited rides and the lack of updates to the design of the facilities.

In addition to attractiveness, service quality is also an important determinant in creating a satisfying tourism experience. Zeithaml et al., (2020) stated that service quality is the customer's perception of the reliability, responsiveness, assurance, empathy, and physical evidence provided by the service provider. Service that is not only fast and friendly, but also consistent and professional will create a positive impression that has an impact on customer satisfaction and loyalty (Permatasari, 2022) .

Promotion factors also play a role in attracting the attention of potential visitors. In the digital era, promotions are not only carried out conventionally through banners and brochures, but also through social media such as Instagram, TikTok, and WhatsApp. According to Umar et al., (2022) , effective promotion will be able to convey the value and advantages of tourist attractions to a wider audience, as well as build a positive perception in the minds of the public. The Oro-Oro Ombo Swimming Pool Management has utilized digital platforms, but not optimally and consistently. This causes the level of public awareness of the existence and uniqueness of this tourist attraction to be still limited.

Price is an equally important factor in visitors' decisions to choose a tourist destination. Affordable, transparent, and appropriate prices for the facilities provided will create a good perception of value in the minds of consumers (Kotler & Keller, 2022) . According to Maharani & Susanto, (2022) in the context of local tourism, price is an important indicator because most visitors come from the lower middle class. Although the entrance ticket to the Oro-Oro Ombo Swimming Pool is relatively cheap (IDR 12,000.00), visitors' perceptions of the suitability of price and quality are still important considerations in assessing satisfaction.

Visitor satisfaction is the ultimate goal of organizing tourism services. Satisfaction not only determines the possibility of visitors to come back, but also encourages them to recommend the place to others (Oliver, 1999) . In several studies, including Agustin & Lestari, (2021) and Alfian & Sari, (2022) , it is explained that satisfaction is directly proportional to the quality of service, attractiveness, and price perception of the services received.

Based on the background, this study aims to empirically test the influence of attractiveness, service quality, promotion, and price on visitor satisfaction at the Oro-Oro Ombo Mantup Lamongan Swimming Pool Tourism. This study also aims to determine which variables are the most dominant in influencing satisfaction. The results of the study are expected to be a reference for managers in formulating sustainable tourism object development strategies based on visitor satisfaction.

RESEARCH METHODS

This study uses a quantitative approach with an associative research type, which aims to determine the influence between two or more variables. The location of the study was conducted at the Oro-Oro Ombo Swimming Pool Tourism located in Oro-Oro Ombo Village, Mantup District, Lamongan Regency, East Java. The selection of this location was motivated by the high public interest in water tourism and the need for evaluation of factors that influence visitor satisfaction.

The population in this study were all visitors who came to the Oro-Oro Ombo Swimming Pool during the study period. Since the population size was not known for certain, the researcher used the accidental sampling technique, which is a sampling technique based on coincidence, where anyone who accidentally meets the researcher and meets the criteria can be used as a respondent. The number of respondents who were successfully collected and analyzed in this study was 230 people.

Data collection was conducted through the distribution of questionnaires as the main instrument, which was compiled based on indicators from each variable and using a five-point Likert scale. In addition to the questionnaire, researchers also conducted direct observations of the conditions of tourist attractions and documentation to support secondary data. Before being analyzed, the questionnaire was tested for validity and reliability. Validity testing was carried out using the Pearson Product Moment correlation technique, while reliability was tested using Cronbach's Alpha, where the instrument is said to be reliable if the alpha value is more than 0.7.

Furthermore, to ensure the feasibility of the regression model used, a classical assumption test was conducted which included normality, multicollinearity, and heteroscedasticity tests. Data analysis was conducted using multiple linear regression assisted by SPSS version 25 software. The purpose of this analysis was to determine the simultaneous and partial effects of the variables of attractiveness (X1), service quality (X2), promotion (X3), and price (X4) on the variable of visitor satisfaction (Y). The regression model used in this study is formulated as: $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$, where Y is visitor satisfaction, X₁ to X₄ are independent variables, and e is error.

RESULTS AND DISCUSSION

The results of this study were obtained from processing questionnaire data on 230 respondents analyzed using multiple linear regression. Before the main analysis was carried out, the data were tested through several stages, namely validity test, reliability test, and classical assumption test which included normality test, multicollinearity, and heteroscedasticity. The validity test showed that all statement items from the variables of attractiveness, service quality, promotion, price, and visitor satisfaction were declared valid because they had a calculated r value greater than the r table. Meanwhile, the results of the reliability test showed that all variables had a Cronbach's Alpha value of more than 0.7, which indicated that the instruments used in this study were quite reliable and consistent.

Table 1.
Reliability Test Results

Variables	<i>Cronbach Alpha</i>	Alpha	Information
X1	0.756	0.60	Reliable
X2	0.747	0.60	Reliable
X3	0.696	0.60	Reliable
X4	0.775	0.60	Reliable
Visitor Satisfaction (Y)	0.765	0.60	Reliable

Data source processed 2025

Based on the results of multiple linear regression analysis, the regression equation $Y = 3.244 + 0.170X_1 + 0.179X_2 + 0.065X_3 + 0.329X_4 + e$ was obtained. From these results, it can be seen that the variables of attractiveness, service quality, and price have a positive and significant effect on visitor satisfaction. While the promotion variable does not have a significant effect.

Table 2.
Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardize d Coefficients	T	Sig.	Information
	B	Std. Error	Beta			
(Constant)	3.244	1,876		1,729	.085	
X1	.170	.067	.159	2,522	.012	Influential Significant
X2	.179	.058	.198	3,074	.002	Influential Significant
X3	.065	.073	.056	.893	.373	No Influential Significant
X4	.329	.063	.312	5.255	.000	Influential Significant
a. Dependent Variable: Y						

Data source processed 2025

Partially, the t-test results show that attractiveness has a significant influence with a significance value of 0.012, service quality has a significant influence with a significance value of 0.002, and price is the most dominant variable influencing visitor satisfaction with a significance value of 0.000 and a regression coefficient of 0.329. On the other hand, promotion does not have a significant effect on visitor satisfaction because it has a significance value of 0.373 (> 0.05). The results of the F test show that simultaneously the four independent variables, namely attractiveness, service quality, promotion, and price, have a significant effect on visitor satisfaction. This is evidenced by the calculated F value of 16.049 and a significance value of 0.000 which is smaller than 0.05. Thus, the regression model built can be said to be feasible to explain the relationship between the independent variables and the dependent variable.

Table 3.
F Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	340,402	4	85.100	16,049	.000 ^b
	Residual	1193.059	225	5.302		
	Total	1533.461	229			
a. Dependent Variable: Y						
b. Predictors: (Constant), X4, X1, X3, X2						

Data source processed 2025

The coefficient of determination (R Square) value of **0.222** indicates that **22.2% of the variation in visitor satisfaction can be explained by the variables of attraction, service quality, promotion, and price**, while the remaining **77.8%** is influenced by other factors outside this research model, such as environmental atmosphere, public facilities, security, weather, and personal preferences of each visitor. This finding indicates that although this model has a sufficient contribution, there are still many other aspects that need to be considered in an effort to improve visitor satisfaction.

Practically, the results of this study provide recommendations for the management of the Oro-Oro Ombo Swimming Pool to focus more on improving the quality of service continuously, ensuring that the price matches the facilities offered, and continuing to improve and add to the tourist attractions so that they remain relevant and attractive to visitors. Although promotion did not show a significant influence in this study, promotional strategies, especially through digital media, are still important to attract the attention of potential visitors and form a positive initial perception. Thus, visitor satisfaction can not only be maintained but also improved to create loyalty and increase the potential for repeat visits in the future.

CONCLUSION

The results of this study are based on data obtained from 230 respondents who filled out a questionnaire regarding the variables of attractiveness, service quality, promotion, price, and visitor satisfaction at the Oro-Oro Ombo Swimming Pool Tour. Before the main analysis was carried out, the data were first tested for validity and reliability. The validity test showed that all items in each variable had a correlation value greater than the r-table value, so they were declared valid. Meanwhile, the reliability test produced Cronbach's Alpha values which were all above 0.7, namely 0.756 for attractiveness, 0.747 for service quality, 0.696 for promotion, 0.775 for price, and 0.765 for visitor satisfaction, which means that all instruments can be relied on to measure their respective variables.

Furthermore, multiple linear regression analysis was conducted to determine the simultaneous and partial effects of the four independent variables on visitor satisfaction as the dependent variable. Based on the results of the analysis, the following regression equation was obtained: $Y = 3.244 + 0.170X_1 + 0.179X_2 + 0.065X_3 + 0.329X_4 + e$. From this equation, it is known that the variables of attractiveness (X_1), service quality (X_2), and price (X_4) have a positive and significant effect on visitor satisfaction, while promotion (X_3) does not have a significant effect.

In more detail, the t-test results show that the attractiveness variable has a significance value of 0.012 (<0.05) with a regression coefficient of 0.170, which means that the more attractive a tourist attraction is, the higher the level of visitor satisfaction. Service quality also has a significant effect on visitor satisfaction, with a significance value of 0.002 and a regression coefficient of 0.179, which shows that friendly, fast, and professional service greatly determines a positive visitor experience. Price is the most dominant variable in influencing satisfaction, as evidenced by the highest regression coefficient of 0.329 and a significance value of 0.000. This shows that affordable prices and in accordance with the facilities provided are the main considerations for visitors in assessing their satisfaction. On the other hand, the promotion variable has a significance value of 0.373 (> 0.05), which means it does not have a significant effect on visitor satisfaction. Although social media and conventional promotions have been used, they have not been effective or consistent enough in reaching and shaping visitor perceptions.

The results of the F test show that simultaneously, the four independent variables, namely attractiveness, service quality, promotion, and price, have a significant effect on visitor satisfaction, with a calculated F value of 16.049 and a significance of 0.000 (<0.05). This proves that the regression model used in this study is feasible and can explain the relationship between the variables studied. Based on these results, it can be concluded that the management strategy for tourist attractions such as the Oro-Oro Ombo Swimming Pool should prioritize increasing attractiveness, service quality, and adjusting prices accordingly, as well as evaluating the effectiveness of the promotions used. Thus, managers can increase visitor satisfaction sustainably and encourage loyalty and word of mouth promotion among the community.

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