
**THE INFLUENCE OF TOURIST ATTRACTIONS AND SERVICE QUALITY ON
TOURIST SATISFACTION WITH DISCONFIRMATION AS A MEDIATING
VARIABLE (A Study at BUMDes Noyo Gimbal View Tourism)**



Ika Nur Aprilliana¹
Universitas Negeri Semarang, Semarang, Indonesia
ikanurapriliana123@students.unnes.ac.id

Lola Kurnia Pitaloka²
Universitas Negeri Semarang, Semarang, Indonesia
lolakp@mail.unnes.ac.id

Abstract

This study aims to analyze the influence of tourist attractions and service quality on tourist satisfaction with disconfirmation as a mediating variable at the BUMDes Noyo Gimbal View tourism destination. This research used a quantitative approach with a survey method by distributing questionnaires to tourists visiting the tourism destination. The data analysis technique used is path analysis with a stepwise regression approach and the Sobel test. The results of the study indicate that tourist attractions have a positive and significant effect on tourist satisfaction with a significant value of $p < 0.001$, and service quality also has a positive and significant effect on tourist satisfaction with a significant value of $p < 0.001$. In addition, tourist attractions influence tourist satisfaction through disconfirmation as a mediating variable with a significance value of $p < 0.001$, and service quality also influences tourist satisfaction through disconfirmation as a mediating variable with a significance value of $p < 0.001$. The findings of this study indicate that improving tourist attractions and service quality can increase tourist satisfaction through the tourism experiences perceived by visitors.

Keywords: Tourist Attractions, Service Quality, Disconfirmation, Tourist Satisfaction

INTRODUCTION

Tourist satisfaction is a crucial factor in the sustainability of a tourist destination, as satisfied tourists are more likely to return, provide positive reviews, and recommend the destination to others. Conversely, dissatisfied tourists can decrease visitor interest and weaken the destination's competitiveness. Therefore, tourist satisfaction is a crucial indicator of successful tourist destination management.

Table 1.
Number of Foreign Tourist Visits to Indonesia in 2022-2025

No.	Year	Number of Foreign Tourist Visits	Source
1.	2022	5.47 million visits	(BPS, 2023)
2.	2023	11.68 million visits	(ANTARA, 2024)
3.	2024	13.90 million visits	(BPS, 2025a)
4.	2025	13.98 million visits	(Azhar, 2026)

Based on the data in the table above, the number of tourists in Indonesia has increased post-pandemic. BPS (2023) The number of international tourist visits in 2022 reached 5.47 million. Furthermore, in 2023, the number of visits increased to 11.68 million, an increase of approximately 98.30% compared to 2022 (ANTARA, 2024). In 2024, foreign tourist visits will increase again to 13.90 million visits (BPS, 2025). Meanwhile, in the January-November 2025 period, 13.98 million visits were recorded, indicating that the growth trend is continuing (Azhar, 2026).

Data on the number of tourist visits to Indonesia from 2022 to 2025 shows a continued increase in international tourist arrivals. However, high tourist arrivals do not necessarily reflect high levels of tourist satisfaction. This is because satisfied tourists tend to revisit and provide recommendations, while dissatisfied tourists can leave negative opinions that can damage a destination's reputation (Chairunisa & Dwiyanto, 2023). In addition, tourist satisfaction is a key element in retaining existing tourists and attracting new tourists, making satisfaction an important factor in maintaining the sustainability of tourist destinations (Alfaredo & Yuliviona, 2023). Therefore, increasing the number of visits must be balanced with efforts to improve the quality of destinations to ensure tourists remain satisfied.

Blora is a regency in Central Java Province with tourism potential based on nature, history, and local culture. In recent years, the Blora Regency Government has encouraged the development of the tourism sector through the management of new tourist destinations, including those managed by Village-Owned Enterprises (BUMDes). One destination that has experienced rapid development is the BUMDes Noyo Gimbal View Tourism, located in Bangsri Village, Jepon District, with the iconic Noyo Gimbal statue as its main attraction.

The growth of Noyo Gimbal View has been supported by increasing tourist visits, fueled by social media promotions and engagement with tourism concepts grounded in local history and culture. However, supporting data, including public reviews from tourists and initial management reports, indicate a number of complaints regarding limited supporting facilities, long food serving times, and inconvenient parking. Furthermore, there are indications of a mismatch between tourist expectations formed through digital promotions and actual conditions on the ground, potentially impacting tourist satisfaction levels.

Based on this data, researchers then conducted initial observations to gain a deeper understanding of the condition of the Noyo Gimbal View Village-Owned Enterprise

(BUMDes) tourism site. Observations focused on tourist attractions, service quality, and tourist experiences during their visits. The observations revealed that despite the unique icon and striking natural scenery, the management of facilities and services has not yet fully met tourist expectations, particularly during peak periods.

Several tourist complaints obtained from field observations and brief pre-survey interviews indicated problems in the tourist experience, such as long food serving times, impractical parking access due to the considerable distance from the main area, and limited shelter, which caused visitor discomfort. These conditions indicate a mismatch between tourist expectations and the experience felt in the field, which has the potential to cause negative disconfirmation and impact tourist satisfaction levels.

Based on these findings, it can be concluded that there are issues with tourist satisfaction at the Noyo Gimbal View Village-Owned Enterprise (BUMDes) tourist attraction, which are suspected to be influenced by tourist attractions and service quality. Therefore, a scientific study is needed to systematically and measurably analyze the factors influencing tourist satisfaction at this destination.

Table 2.
Tourist visits to Noyo Gimbal View in 2023-2025 (per year)

No.	Year	Number of Visitors
1.	2023	122,534
2.	2024	500,552
3.	2025	274,210

Based on the table above, the number of tourist visits to Noyo Gimbal View shows a growth dynamic that experiences increases and decreases from 2023 to 2025. In 2024, there was a very significant increase in the number of visits compared to the previous year, namely from 122,534 to 500,552 visitors. This surge indicates that Noyo Gimbal View has a strong attraction and is starting to be widely known by the public. The data is a recap of total incoming visits per year obtained from operational records and ticket reports from the Noyo Gimbal View BUMDes tourism manager. However, in 2025 the number of visits decreased to 274,210 visitors. This decrease indicates the existence of certain factors that influence tourist interest, which is in line with the emergence of various tourist complaints regarding limited supporting facilities, access to the core area of the destination, and the quality of service experienced during the visit, thus impacting the experience and level of tourist satisfaction.

These various visitor complaints indicate that the tourist attractions and service quality at Noyo Gimbal View have not fully met tourist expectations. To understand how this discrepancy between expectations and reality impacts the overall tourist experience, this study used the variables of tourist attractions, service quality, disconfirmation, and tourist satisfaction.

Tourist attractions are considered important to research because the quality of the attractions is one of the main factors influencing tourist satisfaction. According to (Puspita et al., 2024), the quality of tourist attractions has a significant influence on tourist satisfaction at Lovina Beach because the unique attractions, interesting views and activities offered create a positive experience for visitors. Research at Pasir Putih Beach in Situbondo Regency also found that tourist attractions have a significant influence on tourist satisfaction, indicating

that strong attractions can improve tourists' experiences and overall assessment of the destination (Ningsih et al., 2024). The attractions, amenities, and accessibility aspects, which are components of attractiveness, contribute positively to tourist satisfaction, both in popular destinations such as Garuda Wistu Kencana Bali and in other tourist areas in Indonesia (Octaviani & Kesuma, 2024).

However, most of these studies focus solely on the direct influence of tourist attractions on satisfaction without considering the evaluative mechanisms that occur after a visit, such as the comparison between tourist expectations and experiences (disconfirmation). Furthermore, most studies have been conducted on established destinations, leaving little research on the context of new village-owned enterprise (BUMDes) destinations that are rapidly developing through social media promotion, such as Noyo Gimbal View. This gap indicates the need for more comprehensive studies to explain how tourist attractions influence tourist satisfaction through the disconfirmation process, particularly in emerging tourist destinations.

Unlike tourist attractions, service quality was chosen because the interaction between managers or staff and tourists is a key factor in determining the overall visitor experience. Service quality encompasses dimensions of speed and accuracy of service, responsiveness, empathy, service assurance, and staff's ability to handle visitor needs and complaints. Findings from previous research indicate that service quality has a positive and significant influence on tourist satisfaction. For example, research conducted in Langsa City Forest Park found that service quality significantly influenced tourist satisfaction, both partially and simultaneously, along with destination image and promotion (Aksal et al., 2025). Another study in Wanurejo Tourism Village, Magelang Regency also showed that service quality contributes to tourist satisfaction, where poor service impacts on decreasing levels of comfort and tourists' evaluation of the destination (Larasati, 2022). In addition, a study in Kampung Coklat Blitar found that various dimensions of service quality had a positive influence on tourist satisfaction, strengthening the finding that service aspects greatly determine tourists' overall perceptions (Saadillah et al., 2024).

Based on interviews and initial observations at Noyo Gimbal View, it was found that tourist complaints often relate to the long time it takes to serve food, the lack of staff preparedness during peak periods, and the limited supporting facilities that should support the service. These conditions indicate that service quality plays a significant role in shaping tourist perceptions of a destination, and that tourists' actual experiences often fall below their pre-visit expectations. However, most previous studies have only examined the direct relationship between service quality and tourist satisfaction without considering the evaluative mechanism through disconfirmation, particularly in new village-managed destinations that have gone viral on social media. This gap constitutes a research gap and is a strong reason for selecting service quality as the independent variable in this study to test its influence on tourist satisfaction through the disconfirmation process.

Tourists' perceptions of the attraction and service quality are then compared with initial expectations formed before visiting, whether through social media promotions, information from others, or previous experiences. This comparison process results in disconfirmation, which is when the tourist experience is perceived as meeting, exceeding, or falling short of expectations. If tourists perceive a discrepancy between expectations and reality, negative disconfirmation will emerge, potentially decreasing tourist satisfaction.

Conversely, if the tourist experience meets or exceeds expectations, positive disconfirmation will increase satisfaction levels. Thus, the relationship between tourist attractions and service quality on tourist satisfaction is not only direct but also through the mechanism of disconfirmation, an evaluative process relevant to field conditions at Noyo Gimbal View.

Disconfirmation was chosen as a mediating variable because tourist satisfaction is not formed directly by tourist attractions and service quality alone, but rather through an evaluation process between initial expectations and the actual experiences felt by tourists. Tourist attractions and service quality act as factors forming performance perceptions, while disconfirmation explains how these perceptions compare with tourist expectations, resulting in satisfaction or dissatisfaction.

Before visiting, tourists form expectations about a destination's attractions and services based on various sources of information, such as social media promotions, photo and video uploads, reviews from previous visitors, and recommendations from their social circles. Upon arrival, tourists assess the destination's actual performance, including the condition of attractions, the completeness of facilities, and the quality of service received. The comparison between initial expectations and actual performance creates disconfirmation. If the destination's performance exceeds expectations, tourists experience positive disconfirmation, which increases satisfaction. Conversely, if performance falls short of expectations, negative disconfirmation occurs, which decreases satisfaction.

In new tourist destinations gaining popularity thanks to social media, such as Noyo Gimbal View, the disconfirmation process tends to be even stronger. Popularity built through social media often creates a highly attractive destination image, leading to high tourist expectations. However, as a developing destination, actual conditions on the ground may not fully match the image formed online. This gap between the destination image and actual conditions increases the likelihood of disconfirmation, both positive and negative. Therefore, in the context of Noyo Gimbal View, the influence of tourist attractions and service quality on tourist satisfaction is largely determined by the results of the disconfirmation process, making the use of a disconfirmation mediation model relevant and contextual in this study.

Various studies have examined the relationship between attractiveness, service quality, and tourist satisfaction, but there are still several limitations in the research approach and context used. Service quality and attractiveness have a significant influence on tourist satisfaction at the Ledok Sambu Kaliurang tourist attraction, but this study did not include psychological mediating variables that explain the process of evaluating tourist satisfaction (Tyas et al., 2025).

In addition, research Arifin & Wahyuningtyas (2024) also found that tourist attractions and service quality have a positive and significant effect on consumer satisfaction at the Legok Munggang Hot Springs tourist attraction, but the study only tested the direct relationship between variables and did not consider the comparison factor of tourist expectations and experiences (disconfirmation). The quality of tourist attractions has a significant influence on tourist satisfaction at Lovina Beach, but this study was also conducted at an established destination so it does not fully describe the conditions of new destinations that are developing through digital promotion and social media (Puspita et al., 2024).

Most of the above studies have not yet found research that simultaneously tests tourist attraction, service quality, disconfirmation, and tourist satisfaction in the context of BUMDes

Noyo Gimbal View tourists. Thus, this study offers novelty in the form of testing tourist satisfaction in the context of tourist destinations managed by BUMDes Noyo Gimbal View, by using disconfirmation as a mediating variable, and simultaneously testing the effect of attraction and service quality on tourist satisfaction.

This research is expected to provide academic contributions in the development of tourist satisfaction studies based on Customer Satisfaction Theory, while also offering practical recommendations for BUMDes managers in improving service quality and sustainable tourism destination management. The research focus is directed specifically at the satisfaction of tourists visiting the BUMDes Noyo Gimbal View Tourism as the dependent variable, by considering two main variables, namely tourist attractions and service quality. Meanwhile, other variables such as price, promotion, destination image, and external factors outside of destination management are not included in the scope of this research. Disconfirmation is positioned as a mediating variable measured through the difference between pre-visit expectations and tourists' actual experiences, while the research respondents are limited to tourists who have visited the location directly.

Based on these limitations, this study formulates several main questions: whether tourist attractions and service quality influence tourist satisfaction, and whether disconfirmation plays a mediating role in this relationship. In line with these research questions, the purpose of this study is to analyze the direct and indirect effects of tourist attractions and service quality on tourist satisfaction through disconfirmation. Thus, this study not only highlights the relationship between variables but also seeks to understand the evaluative processes that occur within tourists when comparing their expectations and experiences.

Theoretically, this study contributes to enriching the tourism literature, particularly regarding the Customer Satisfaction Theory-based tourist satisfaction model by integrating the variables of tourist attraction, service quality, and disconfirmation as a mediator. This study also provides empirical evidence regarding the role of disconfirmation in explaining the formation of tourist satisfaction in developing destinations and the influence of social media exposure. Therefore, the results of this study are expected to serve as a reference for further research examining tourist satisfaction in the context of emerging destinations.

Practically, the findings of this study are expected to provide a basis for evaluation by the management of the Noyo Gimbal View Village-Owned Enterprise (BUMDes) in improving the quality of the tourist experience. The research findings can be used to determine service improvement priorities, such as organizing tourist attractions, enhancing service quality, and providing more adequate supporting facilities. Furthermore, this study also provides guidance on aligning social media promotions with real-world conditions, thereby making tourist expectations more realistic and minimizing potential dissatisfaction. Ultimately, these efforts are expected to encourage repeat visits and maintain the sustainability of village-based tourism destination management.

The novelty of this research lies in the simultaneous examination of tourist attractiveness, service quality, and disconfirmation as mediating variables in shaping tourist satisfaction in the context of developing village-owned enterprise (BUMDes) destinations. Unlike previous research, which generally focuses on direct relationships between variables or is conducted in established destinations, this study highlights the evaluative mechanisms of tourists in rapidly developing destinations due to social media exposure. Thus, this

research offers new perspectives, both theoretically and empirically, in understanding the dynamics of tourist satisfaction and provides strategic implications for the sustainable management of village-owned enterprise (BUMDes)-based tourist destinations.

REVIEW OF LITERATURE

Based on various previous studies, tourist satisfaction is a crucial indicator in assessing the success of tourist destination management. Satisfaction not only reflects an assessment of the travel experience but also influences tourists' intention to revisit and willingness to recommend the destination to others. Therefore, understanding the factors influencing tourist satisfaction is crucial for the sustainability of a tourist destination.

Several studies have shown that tourist satisfaction is influenced by various factors, particularly those related to tourist attractions and service quality. Research by Sudiarta et al. (2022) Research at Bongan Tourism Village, Bali, demonstrated that service quality and destination quality have a positive and significant impact on tourist satisfaction. This demonstrates that a destination's success is determined not only by the beauty of its attractions but also by the quality of service tourists experience during their visit.

Apart from service quality, tourist attractions have also been shown to have a significant influence on tourist satisfaction. Ningsih et al. (2024) found that tourist attractions positively influenced tourist satisfaction at Pasir Putih Beach in Situbondo. The greater the attractiveness of a destination, the greater the likelihood of tourists being satisfied because the experience met their expectations. This finding confirms that tourist attractions are a key factor in shaping positive tourist experiences.

Facilities, as part of the supporting elements of a destination, also play a crucial role in increasing tourist satisfaction. Research at Widiyanti et al. (2022) Aik Nyet Nature Tourism shows that facilities such as restrooms, places of worship, information centers, and parking areas significantly influence tourist satisfaction. Tourists tend to feel more comfortable and satisfied when the facilities are adequate and support activities during their visit.

Furthermore, service quality not only influences satisfaction, but also tourist behavior after the visit. Research at Chairunisa & Dwiyanto (2023) the Banten Grand Mosque, a religious tourist attraction, showed that improving the quality of services and tourist experiences is necessary to create satisfaction and encourage repeat visits. This confirms that good service will shape positive perceptions of a destination.

Other research also highlights the importance of service dimensions such as amenities and accessibility in shaping the tourist experience. Herdiansyah et al. (2023) stated that the quality of service at marine tourism destinations is determined not only by tourist attractions, but also by ease of access and the availability of supporting facilities. In line with this, Siburian & Nasution (2023) found that accessibility and facilities have a positive influence on tourist satisfaction at The Kaldera Toba Nomadic Escape.

In addition, research Nurmala et al. (2022) shows that tourist satisfaction is the result of a combination of tourist attractions, facilities, and service quality. Meanwhile, Riadi et al. (2023) confirmed that service quality has a significant influence on satisfaction and interest in revisiting the Bilebante Green Tourism Village. Pujiastuti et al. (2022) also found that

service quality influences tourist satisfaction and loyalty, which shows that satisfaction has a strategic role in the sustainability of tourist destinations.

In a more specific context, Hendradewi et al. (2025) shows that tourist attractions influence the decision to visit and tourist satisfaction at the Elephant Museum, with satisfaction acting as an intervening variable. Meanwhile, Lestari (2022) explains that tourist satisfaction arises when the perceived experience matches or exceeds the tourist's initial expectations. This suggests that perceptions of a destination's attractiveness play a significant role in shaping overall satisfaction.

Based on this description, it can be concluded that tourist satisfaction is influenced by several key factors, namely tourist attractions, service quality, facilities, and ease of access. However, most previous research has focused on the direct influence between variables without examining the evaluative mechanisms underlying satisfaction.

Therefore, this study differs from previous research because it not only examines the direct influence of tourist attractions and service quality on tourist satisfaction but also incorporates disconfirmation as a mediating variable. This approach is expected to more comprehensively explain how tourist satisfaction is formed through the comparison between expectations and actual experiences. Furthermore, this research was conducted in the context of a tourist destination managed by a Village-Owned Enterprise (BUMDes), thus it is expected to provide a practical contribution to improving the quality of sustainable destination management.

RESEARCH METHOD

This study uses a quantitative approach because it aims to objectively examine the relationships and influences between variables through numerical data obtained from respondents and analyzed using statistical techniques. This approach is deemed appropriate for explaining the influence of tourist attractions and service quality on tourist satisfaction, with disconfirmation as a mediating variable in the Noyo Gimal View Village-Owned Enterprise (BUMDes) Tourism.

The type of research used is causal comparative, namely research that aims to determine the cause-and-effect relationship between variables. In this study, this approach is used to test the influence of independent variables, namely tourist attractions and service quality, on the dependent variable, namely tourist satisfaction, both directly and indirectly through the mediating variable of disconfirmation.

The research procedure was carried out through several stages, namely identification of problems and preparation of a theoretical framework based on literature review, preparation of research instruments in the form of questionnaires according to variable indicators, data collection by distributing questionnaires to tourists who had visited, data processing and analysis using validity and reliability tests, and statistical analysis, and the final stage in the form of drawing conclusions and preparing research recommendations.

This research was conducted at the Noyo Gimal View Village-Owned Enterprise (BUMDes) tourism destination, chosen because it is a developing village-based tourism destination and relevant for study in the context of tourist satisfaction. The research period ran from December 2025 to May 2026, covering the preparation phase, data collection, data processing, and research report preparation.

The population in this study was all tourists who had visited Noyo Gimbang View Tourism. The exact population size is unknown (the population is not limited) because accurate and dynamic visitor data is not available. Therefore, the sample size was determined using the Lemeshow formula with a 95% confidence level ($Z = 1.96$), a proportion value ($p = 0.5$), and a margin of error ($d = 0.05$), resulting in a sample size of 384 respondents.

The sampling technique used was non-probability sampling with an accidental sampling method, which involves determining respondents based on chance encounters at the research location and willingness to complete the questionnaire. This technique was chosen due to limitations in accurately identifying the population.

The variables in this study consist of independent variables, namely tourist attraction (X1) and service quality (X2), mediating variables, namely disconfirmation (Z), and dependent variables, namely tourist satisfaction (Y). The operational definition of each variable is compiled based on indicators adopted from previous research, namely tourist attraction refers to Lulu & Iskandar (2024) as well as Ramadhanti & Sugiama (2023), service quality refers to Batik (2022), disconfirmation refers to Wibowo et al. (2024), and tourist satisfaction refers to Bhudiharty (2022) and Kartini et al. (2023).

The data used in this study are primary data obtained directly from respondents through a questionnaire. The data collection technique used a closed-ended questionnaire with a 5-point Likert scale, ranging from strongly disagree to strongly agree, which aims to measure respondents' perceptions of the research variables in a structured and easy-to-understand manner.

The validity of the data was tested through validity and reliability tests. The validity test was conducted by correlating item scores with the total score, where the item was declared valid if the significance value was < 0.05 . The reliability test used the Cronbach's Alpha value, with the reliable criterion if the α value ≥ 0.70 . The test results showed that all variables had Cronbach's Alpha values above 0.70, thus the research instrument was declared valid and reliable.

Data analysis techniques in this study included descriptive analysis to describe the characteristics of respondents and the distribution of answers, as well as multiple linear regression analysis to examine the influence of independent variables on the dependent variable. Furthermore, a mediation test was conducted to determine the role of disconfirmation in mediating the influence of tourist attractions and service quality on tourist satisfaction. Hypothesis testing was conducted with a significance level of 0.05, where the hypothesis was accepted if the significance value < 0.05 .

This study also considers ethical aspects of research, including informed consent, anonymity and confidentiality of respondent data, honesty in data processing, and respect for respondents' rights and dignity. The principle of non-maleficence is also applied to ensure that the research does not have a negative impact on respondents. Furthermore, the data obtained is used only for academic purposes in accordance with the research objectives, and the entire research process is conducted with scientific responsibility that refers to the principles of research ethics (Yumesri et al., 2024).

RESULTS AND DISCUSSION

Respondent Identity

The identities of the respondents in this study are presented to provide a general overview of the characteristics of the tourists who were the subjects of the study. These characteristics include age, gender, domicile, occupation, and number of visits to the Noyo Gimbal View Village-Owned Enterprise (BUMDes) tourist attraction. This information is crucial for a more comprehensive understanding of the research findings.

Table 3.
Respondent Characteristics Based on Age

Age	Frequency (n)	Percentage (%)
<17 years	17	4.4
>35 years	37	9.6
17–25 years	137	35.7
26–35 years	193	50.3
Total	384	100.0

Source: Processed primary data, 2026

Based on the table above, the majority of respondents were in the 26–35 age group (50.3%), followed by those aged 17–25 (35.7%). This indicates that visitors are predominantly of productive age.

Table 4.
Respondent Characteristics Based on Gender

Gender	Frequency (n)	Percentage (%)
Man	157	40.9
Woman	227	59.1
Total	384	100.0

Source: Processed primary data, 2026

Respondents were dominated by women (59.1%), indicating higher participation of female tourists.

Table 5.
Respondent Characteristics Based on Domicile

Domicile	Frequency (n)	Percentage (%)
Blora	332	86.5
Outside Blora	52	13.5
Total	384	100.0

Source: Processed primary data, 2026

The majority of respondents came from Blora (86.5%), indicating the dominance of local tourists.

Number of Visits

Table 6.
Respondent Characteristics Based on Number of Visits

Number of Visits	Frequency (n)	Percentage (%)
1 time	6	1.6
2 times	63	16.4

3 times	154	40.1
4 times	102	26.6
5 times	48	12.5
6 times	8	2.1
7 times	3	0.8
Total	384	100.0

Source: Processed primary data, 2026

The majority of respondents have visited more than once, so they have sufficient experience in assessing the destination.

Normality Test

Figure 1.
P-Plot of Normality Test Results

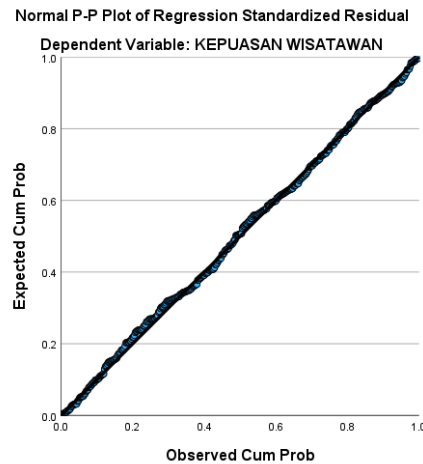


Table 7.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	3.57700129
Most Extreme Differences	Absolute	.025
	Positive	.019
	Negative	-.025
Test Statistics		.025
Asymp. Sig. (2-tailed) ^c		.200d
Monte Carlo Sig. (2-tailed) ^e Sig.		.835
99% Confidence Interval		Lower Bound .825
		Upper Bound .844

Source: Processed primary data, 2026

Based on the results of the Kolmogorov-Smirnov test, a significance value of 0.200 (>0.05) was obtained, so the data was normally distributed.

Multicollinearity Test

Table 8.
Multicollinearity Test Results
Source: Processed primary data, 2026

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	15,022	2,271		6,614	<,001		
Tourist Attractions	.094	.032	.128	2,921	.004	.613	1,630
Quality of Service	.149	.030	.201	4,931	<,001	.707	1,414
<i>Disconfirmation</i>	.664	.059	.531	11,323	<,001	.532	1,878

a. Dependent Variable: TOURIST SATISFACTION

All variables have a tolerance value > 0.10 and VIF < 10, so multicollinearity does not occur.

Heteroscedasticity Test

Table 9.
Heteroscedasticity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,626	1,375		1,182	.238
Tourist Attractions	.017	.019	.059	.899	.369
Quality of Service	-.007	.018	-.024	-.395	.693
<i>Disconfirmation</i>	.009	.036	.018	.261	.794

a. Dependent Variable: ABS_RES

Source: Processed primary data, 2026

All variables have a significance value > 0.05, so heteroscedasticity does not occur.

Multiple Linear Regression Analysis

Table 10.
Multiple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	15,022	2,271		6,614	<,001
	Tourist Attractions	.094	.032	.128	2,921	.004
	Quality of Service	.149	.030	.201	4,931	<,001
	<i>Disconfirmation</i>	.664	.059	.531	11,323	<,001

a. Dependent Variable: Tourist Satisfaction

Source: Processed primary data, 2026

The multiple linear regression equation in this study is $Y = 15.022 + 0.094X_1 + 0.149X_2 + 0.664Z + e$. The constant value of 15.022 indicates that when the variables of tourist attraction, service quality, and disconfirmation are considered constant, then tourist satisfaction remains at a base value of 15.022. The regression coefficient of tourist attraction of 0.094 indicates that every increase in tourist attraction will increase tourist satisfaction by 0.094. Furthermore, the service quality coefficient of 0.149 indicates that an increase in service quality will also increase tourist satisfaction by 0.149. Meanwhile, disconfirmation has the largest coefficient of 0.664, which means this variable has the strongest influence on tourist satisfaction. Thus, it can be concluded that all independent variables have a positive effect on tourist satisfaction, with disconfirmation as the most dominant factor.

Hypothesis Testing

Table 11.
Partial Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.745a	.555	.552	3.59109

a. Predictors: (Constant), Disconfirmation, Service Quality, Tourist Attraction

b. Dependent Variable: TOURIST SATISFACTION

Source: Processed primary data, 2026

Adjusted R² value = 0.552 → the model is able to explain 55.2% of the variation in tourist satisfaction.

t-test

Table 12.
T-Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	11,571	1,893		6.113	<,001
	Tourist Attractions	.279	.024	.475	11,584	<,001
	Quality of Service	.198	.024	.333	8,110	<,001

a. Dependent Variable: Disconfirmation

Source: Processed primary data, 2026

The t-test results show that all independent variables significantly influence tourist satisfaction. The tourist attraction variable has a significance value of 0.004, while service quality and disconfirmation each have significance values less than 0.001. Since all significance values are less than 0.05, it can be concluded that tourist attraction, service

quality, and disconfirmation partially have a positive and significant effect on tourist satisfaction. This finding indicates that an increase in each of these variables will be followed by an increase in the level of tourist satisfaction.

F test

Table 13.
F Test Results
ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3289,519	2	1644,759	167,281	<,001b
	Residual	3746.106	381	9,832		
	Total	7035.625	383			

a. Dependent Variable: Disconfirmation

B. Predictors: (Constant), Service Quality, Tourist Attraction

Source: Processed primary data, 2026

The significance value obtained in the F-test was less than 0.001, meaning it was lower than the 0.05 significance level. This indicates that the regression model used in this study is suitable for use. Therefore, it can be concluded that the variables of tourist attraction, service quality, and disconfirmation simultaneously have a significant effect on tourist satisfaction.

Discussion

The results of this study indicate that tourist attractions, service quality, and disconfirmation play a significant role in shaping tourist satisfaction at the Noyo Gimbal View Village-Owned Enterprise (BUMDes) tourist attraction. These three variables were shown to have a positive and significant influence, both directly and through mediation mechanisms. These findings reinforce the notion that tourist satisfaction is not solely a result of what is seen, but also of what is felt and compared to initial expectations.

Tourist attractions have been shown to have a positive effect on tourist satisfaction. This indicates that the better tourists perceive a destination's beauty, uniqueness, facilities, and accessibility, the higher their perceived satisfaction. This finding aligns with the Expectancy Disconfirmation theory, which explains that satisfaction arises when actual experiences meet or exceed expectations. In the context of Noyo Gimbal View, attractions such as natural panoramas and tourist icons are key factors in shaping initial impressions and lasting experiences for tourists.

Furthermore, service quality has also been shown to significantly influence tourist satisfaction. Friendly, responsive service that meets visitors' needs is a crucial factor in creating a pleasant experience. Travel isn't just about the destination, but also about how people are treated within it. When service exceeds tourist expectations, it creates a positive experience that contributes to increased satisfaction.

Furthermore, disconfirmation proved to be the most dominant variable influencing tourist satisfaction. This suggests that satisfaction is not solely determined by the quality of the attraction or service, but also by tourists' evaluation of their experience compared to their initial expectations. When the experience exceeds expectations, positive disconfirmation forms, significantly increasing tourist satisfaction.

The mediating role of disconfirmation in this study is also a significant finding. Disconfirmation has been shown to partially mediate the influence of tourist attractions and service quality on tourist satisfaction. This means that these two variables influence not only directly but also through the psychological process of comparing expectations and reality. This confirms that the success of a tourist destination depends not only on what it offers, but also on how tourists perceive and interpret the experience.

Overall, the results of this study indicate that tourism destination management needs to balance physical appeal, service quality, and managing tourist expectations. When all three are aligned, tourist satisfaction is not only achieved—it can also grow into loyalty.

CONCLUSION

Based on the research results and discussion, it can be concluded that tourist attractions and service quality have been proven to have a positive and significant effect on tourist satisfaction at the Noyo Gimbal View BUMDes Tourism. Tourist attractions that include panoramic beauty, unique icons, activities, facilities, and accessibility can increase tourist satisfaction along with increasing positive perceptions of the destination. Similarly, service quality such as staff friendliness, speed, and responsiveness in serving visitors also contribute significantly to satisfaction. In addition, disconfirmation has also been proven to have a positive and significant effect on tourist satisfaction, which indicates that the suitability or even excess of the experience compared to initial expectations is an important factor in shaping satisfaction. Furthermore, disconfirmation acts as a partial mediating variable in the relationship between tourist attractions and service quality on tourist satisfaction, which means that both variables not only influence directly but also through the evaluation process between tourist expectations and experiences.

Based on these findings, several recommendations can be made. The Noyo Gimbal View Village-Owned Enterprise (BUMDes) tourism management is expected to continue to improve its tourist appeal through spot development, area planning, and ride innovation to enhance the tourist experience. Furthermore, service quality should be improved by enhancing staff friendliness, ease of access to information, and comfortable facilities to enhance tourist experiences. The village government or BUMDes management is expected to provide support by providing adequate facilities and infrastructure to support destination development. Meanwhile, future researchers are advised to expand their research by adding other variables such as tourism facilities, destination image, and tourism experience to achieve broader and more comprehensive research results.

REFERENCES

- Aksal, M. A., Rosalina, D., & Rahma, M. (2025). DI TAMAN HUTAN KOTA LANGSA. *JIMI*, 5(2), 477–485. <https://doi.org/10.53866/jimi.v5i2.758>
- Alfaredo, R., & Yuliviona, R. (2023). PENGARUH KUALITAS PELAYANAN DAN CITRA DESTINASI TERHADAP MINAT BERKUNJUNG ULANG DENGAN KEPUASAN PENGUNJUNG SEBAGAI VARIABEL MEDIASI (Studi Kasus Pada Objek Wisata Pantai Gandorih Pariaman). *JIEC*, 3(1), 2–3. <https://doi.org/10.35448/jiec.v3i1.5517>

- ANTARA. (2024). *BPS catat total kunjungan wisman sepanjang 2023 capai 11,68 juta*. <https://www.antaraneews.com/berita/3942357/bps-catat-total-kunjungan-wisman-sepanjang-2023-capai-1168-juta>
- Arifin, H., & Wahyuningtyas, Y. F. (2024). *Pengaruh daya tarik dan kualitas pelayanan terhadap kepuasan konsumen*. 4(1), 70–79.
- Azhar, M. S. (2026). *13,98 Juta Turis Asing Kunjungi Indonesia Sepanjang 2025*. <https://www.metrotvnews.com/read/kWDCz75R-13-98-juta-turis-asing-kunjungi-indonesia-sepanjang-2025>
- Batika, N. (2022). *ANALISIS TINGKAT KEPUASAN PENGUNJUNG TERHADAP KUALITAS PELAYANAN OBYEK WISATA KEBUN TEH JAMUS DENGAN MENGGUNAKAN METODE SERVICE QUALITY (SERVQUAL) DAN IMPORTANCE PERFORMANCE ANALYSIS (IPA)*.
- Bhudiharty, S. (2022). *Analisis Kualitas Pelayanan dan Kepuasan Pengunjung Objek Wisata Farmhouse Lembang*. 2(1), 10–20.
- BPS. (2023). *Jumlah kunjungan wisman ke Indonesia pada Desember 2022 mencapai 895,12 ribu kunjungan dan Jumlah penumpang angkutan udara internasional pada Desember 2022 naik 14,87 persen*. <https://www.bps.go.id/id/pressrelease/2023/02/01/1974/jumlah-kunjungan-wisman-ke-indonesia-pada-desember-2022-mencapai-895-12-ribu-kunjungan-dan-jumlah-penumpang-angkutan-udara-internasional-pada-desember-2022-naik-14-87-persen.html>
- BPS. (2025a). *Statistik Kunjungan Wisatawan Mancanegara 2024*.
- BPS. (2025b). *Statistik Kunjungan Wisatawan Mancanegara 2024*. <https://www.bps.go.id/id/publication/2025/03/20/a85d584df19ea65a5e2b3d0b/statistik-kunjungan-wisatawan-mancanegara-2024.html>
- Chairunisa, S., & Dwiyanto, B. M. (2023). *PENGARUH KUALITAS LAYANAN , EXPERIENTIAL MARKETING , SEBAGAI VARIABEL INTERVENING (Studi pada Objek Wisata Religi Masjid Agung Banten)*. 12, 1–13.
- Hendradewi, S., Pangkerego, E. R., & Chairani, A. (2025). *PENGARUH DAYA TARIK WISATA TERHADAP KEPUTUSAN BERKUNJUNG DAN KEPUASAN SEBAGAI VARIABEL INTERVENING DI MUSEUM GAJAH, JAKARTA INDONESIA*. 12(1), 16–27.
- Herdiansyah, D., Fahrizal, M., & Suprihartini, L. (2023). *KUALITAS LAYANAN DESTINASI WISATA KEPULAUAN (BAHARI) DI INDONESIA*. 6, 2702–2710.
- Isbahi, M. B., Zuana, M. M. M., & Toha, M. (2024). *The Multi-Social Relation of the Cattle Industry in the Plaosan Subdistrict Animal Market of Magetan Regency*. *Malacca: Journal of Management and Business Development*, 1(1), 31–46. <https://doi.org/10.69965/malacca.v1i1.51>
- Kartini, M. A., Abrian, Y., & Wulansari, N. (2023). *Kepuasan Pengunjung Pada Fasilitas Wisata di Daya Tarik Wisata Safari Lagoi Bintan Kepulauan Riau*. 4(1).
- Larasati, D. A. (2022). *Pengaruh Fasilitas dan Kualitas Pelayanan Terhadap Kepuasan Wisatawan di Desa Wisata Wanurejo Kabupaten Magelang*. 18(3), 132–142.
- Lestari, A. A. (2022). *DAN KEPUASAN WISATAWAN TERHADAP MINAT BERKUNJUNG KEMBALI (Study kasus pada Objek Wisata Budaya Taman Tujuh Desa Hiang Sakti)*. 10(2), 153–166.

- Lulu, & Iskandar, H. (2024). *ANALISIS PENGARUH KOMPONEN ATRAKSI, AMENITAS, AKSESIBILITAS, DAN AKTIVITAS TERHADAP KEPUASAN PENGUNJUNG DI MUSEUM SENI RUPA DAN KERAMIK KOTA TUA*. 7, 1125–1140.
- Ningsih, D. F., Purwaningtyas, A., & Jannah, R. N. (2024). *Pengaruh Daya Tarik Wisata Terhadap Kepuasan Wisatawan Pasir Putih di Kabupaten Situbondo*. 7(1), 129–136.
- Nurmala, S., Sullaida, & Damanhur. (2022). *PENGARUH FASILITAS WISATA, DAYA TARIK WISATA DAN KUALITAS LAYANAN TERHADAP KEPUASAN PENGUNJUNG WISATA PANTAI UJONG BLANG LHOKSEUMAWE*. 23(2), 73–78.
- Octaviani, L. K., & Kesuma, W. P. (2024). *The Effect of Attractions, Amenities, Accessibility on Tourist Satisfaction at Garuda Wisnu Kencana Bali*. 2, 81–93.
- Pujiastuti, E. E., Joko, H., Utomo, N., & Tasyqila, A. N. (2022). *PENGARUH KUALITAS LAYANAN DAN MEMORABLE TOURISM EXPERIENCE TERHADAP KEPUASAN SERTA LOYALITAS*. 7(2), 269–287.
- Puspita, N. M. N., Negarayana, I. B. P., & Aridayanti, D. A. N. (2024). *Pengaruh Kualitas Daya Tarik Wisata Terhadap Kepuasan Wisatawan Di Pantai Lovina, Kabupaten Buleleng*. 2(2), 1–8. <https://doi.org/10.52352/jastd.v2i1.1549>
- Ramadhanti, A., & Sugiama, A. G. (2023). *Penilaian Wisatawan pada Aksesibilitas dan Fasilitas Desa wisata serta Pengaruhnya terhadap Kepuasan*. 7(3), 223–230.
- Riadi, D., Permadi, L. A., & Retnowati, W. (2023). *PENGARUH KUALITAS PELAYANAN TERHADAP MINAT BERKUNJUNG KEMBALI KE DESA WISATA HIJAU BILEBANTE YANG DIMEDIASI OLEH KEPUASAN WISATAWAN*. 1, 38–49.
- Saadillah, D., Nadhirah, A., & Sookhai, S. (2024). *Analysing service quality on tourist satisfaction in Kampung Coklat Blitar*. 5(2), 5–12.
- Siburian, A. Y., & Nasution, H. P. (2023). *Pengaruh Aksesibilitas dan Fasilitas The Kaldera Toba Nomadic Escape terhadap Kepuasan Wisatawan Domestik*. 7, 23639–23654.
- Sudiarta, N., Wirawan, P. E., Astina, N. G., & Dewi, G. A. M. (2022). *KUALITAS LAYANAN DESTINASI WISATA TERHADAP KEPUASAN WISATAWAN UNTUK MENGUNJUNGI KEMBALI DESA WISATA*. 4, 508–526.
- Tyas, W. G., Pamungkas, G., & Putra, R. A. (2025). *ANALYSIS OF SERVICE QUALITY AND TOURIST ATTRACTIONS ON TOURIST SATISFACTION AT LEDOK SAMBI TOURIST OBJECT*. *Journal of Sport Recreation and Leisure Management*.
- Wibowo, M. L., Setyabudi, D., & Manalu, S. R. (2024). *PENGARUH EKSPEKTASI KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA PRODUK LUXCRIME BLUR & COVER TWO WAY CAKE DI SHOPEE*.
- Widiantari, N. P. T., Masyhudi, L., Ulfa, I., Idrus, S., & Martayadi, U. (2022). *PENGARUH FASILITAS WISATA TERHADAP KEPUASAN WISATAWAN PADA DESTINASI WISATA ALAM AIK NYET DESA BUWUN SEJATI*. 2(2), 379–392.
- Yumesri, Risnita, Sudur, & Asrulla. (2024). *ETIKA DALAM PENELITIAN ILMIAH*. 15(2), 63–69.