



Volume 8 Issue 2, December 2025, pages: 189-200

THE INFLUENCE OF ATTRACTION, ACCESSIBILITY, AMENITY AND ANCILLARY ON TOURIST SATISFACTION AT SUWAT WATERFALL GIANYAR, BALI

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Received: 09/08/2025

Revised: 24/10/2025

Accepted: 02/12/2025

Abstract

Tourist satisfaction is a critical indicator for sustainable destination development, particularly for emerging natural attractions such as Suwat Waterfall in Gianyar, Bali. This study aims to analyze the influence of attraction, accessibility, amenities, and ancillary services on tourist satisfaction. Using an accidental sampling method, data were collected from 140 visitors through questionnaires, observations, interviews, and documentation. Multiple linear regression analysis revealed that attraction and ancillary services have a significant positive effect on tourist satisfaction, while accessibility and amenities show no significant influence. These findings indicate that the unique natural features of Suwat Waterfall and the supporting services provided strongly shape visitor experiences, whereas infrastructure and comfort facilities require further improvement. This study contributes to tourism research by demonstrating that developing nature based destinations must not only preserve core attractions, but also strengthen service quality to enhance visitor satisfaction and ensure long term competitiveness.

Keywords: Attraction, Accessibility, Amenity, Ancillary, Tourist Satisfaction

1. INTRODUCTION

A tourist attraction's quality can be evaluated not only by its physical state but also by how appealing it is in relation to the four A's. These consist of auxiliary, amenity, accessibility, and attraction (Oktaviantari et al., 2019). The growth of tourist attractions will be aided by these four factors. The focal point of a place is its attraction. Attraction has to do with things to see and do. what visitors see and do while there. Here, "attraction" relates to art, culture, and the beauty of nature. This feature is what distinguishes one tourist destination from another.

A natural swimming pool beneath the waterfall allows visitors to enjoy the freshness of the water while surrounded by stunning natural scenery. The other attractions of Suwat Waterfall are the natural beauty of the roughly 15-meter-high waterfall with a serene atmosphere surrounded by lush forests, creating a calm and natural environment suitable for relaxation.

The infrastructure that makes a destination accessible is known as accessibility. Road signs, transit accessibility, and road access are important factors for a destination. Many parts of Indonesia have cultural legacy and natural beauty that make them worthy of tourism, but they are inaccessible, which makes it difficult to attract tourists. Visitors can reach Suwat Waterfall with considerable ease. It is roughly 8.5 km from Gianyar City's core, and a private automobile ride takes 15–17 minutes. It is roughly 11–12 kilometers from Ubud, and the trip should take 20–30 minutes. The trip takes about 45 to 60 minutes from Denpasar or Sanur, and it covers about 30 to 35 km. Both two-wheeled and four-wheeled vehicles may approach the Suwat Waterfall because to the excellent road conditions. Visitors can enjoy picturesque vistas of rice fields and verdant plantations while traveling on the well-maintained roadways (Zairil, 2024).

All auxiliary facilities that can accommodate visitors' demands and activities while they are at the location are known as amenities. The availability of lodging options for visitors as well as dining establishments for food and drink are considered amenities. Public restrooms, rest spaces, parking lots, medical facilities, and places of worship are among the other amenities that tourists may want and take into account. Naturally, these amenities must also take into account the unique circumstances of the location and the requirements of visitors. Suwat Waterfall provides a range of facilities to guarantee guests' comfort and contentment.

The availability of a company or individuals in charge of the destination is referred to as ancillary services. This is crucial since a location will unavoidably be ignored in the future even if it has excellent amenities, accessibility, and attractions if no one is there to oversee and maintain it. A destination organization will carry out its responsibilities similarly to a business. Government and non-government organizations are examples of indicators that are included in the category of supplementary services. Local governments in a tourist location are considered government entities by both visitors and tourism providers. The Suwat Traditional Village in Gianyar, Bali, expertly oversees a number of supplementary activities that support the Suwat Waterfall.

Due to its direct correlation with the experiences visitors have while there, visitor satisfaction is one of the most important measures of a destination's success. High levels of satisfaction not only promote repeat business and visitor loyalty, but they also produce favorable word-of-mouth referrals, which eventually improve the destination's reputation and allure. Indicators of visitor satisfaction in the tourism industry are always changing in tandem with shifting trends and the habits of contemporary travelers. Experts have recently revised measures of visitor satisfaction by adding elements like digital technology, sustainability, and customized experiences that are pertinent to the state of tourism today. According to specialists, the most recent metrics of visitor happiness (Irfan et al., 2020) emphasize how online reviews and digital reputation shape visitor pleasure. These days, travelers frequently assess their experiences on websites like TripAdvisor, Google Reviews, and social media. A strong online reputation backed by favorable evaluations and prompt manager response has emerged as a crucial new metric for gauging employee satisfaction.

Previous studies widely investigate tourist satisfaction based on destination attributes (Chen et al., n.d.; Gong Jian et al., 2023); however, most focus on highly developed tourism areas in Bali, leaving limited empirical evidence from emerging natural attractions such as Suwat Waterfall in Gianyar. Additionally, earlier research often groups accessibility, amenities, and ancillary services into broad constructs, resulting in insufficient understanding of their distinct effects on visitor satisfaction (Fajriyati et al.,

2022; Wei-Ching Wang & Chung-Hsien Lin, 2024). Therefore, further research is needed to analyze the specific and relative influence of attraction, accessibility, amenities, and ancillary services on tourist satisfaction within the context of Suwat Waterfall.

The number of visitors fell to 55,065 in 2024, a -24.65% reduction from the year before. This reduction could have been caused by a number of things. This phenomenon suggests that the sustainability of tourist attractions is influenced by both the destination's popularity and the caliber of the experience offered to visitors. The 4A concept's primary components—attraction, accessibility, amenity, and ancillary are essential for sustaining and growing tourism (Kartimin et al., 2023). Therefore, in order to give destination managers strategic recommendations for improving tourist attraction and satisfaction in a sustainable manner, this study intends to analyze the impact of attraction, accessibility, amenity, and ancillary on the number of tourist visits to Suwat Waterfall Gianyar Bali. This relates to the thesis background on visitor happiness since maintaining the caliber of tourist experiences and services may become more difficult as the number of visitors rises. The author wants to investigate "The Influence of Attraction, Accessibility, Amenity, and Ancillary on Tourist Satisfaction at Suwat Waterfall Gianyar" in light of this problem.

2. LITERATURE REVIEW

Tourism components such as attraction, accessibility, and main facilities are the important determinants of satisfaction and revisit intention (Sugiana et al., 2024). The tourists expressed satisfaction with the Attraction component, Amenity component, Accessibility component, and Ancillary Service component, which are the key factors contributing to their overall satisfaction with the park (Ardiansyah et al., 2023).

- a. H1. There is a positive effect of attraction on tourist satisfaction.

Provide valuable information to local communities regarding the tourism potential of the region and the accessibility of its attractions (Dumitraşcu et al., 2023). Tourism components such as attraction, accessibility, and main facilities are the important determinants of satisfaction and revisit intention (SUGIAMA et al., 2024).

- b. H2. There is a positive effect of accessibility on tourist satisfaction.

The tourists expressed satisfaction with the Attraction component, Amenity component, Accessibility component, and Ancillary Service component, which are the key factors contributing to their overall satisfaction with the park (Ardiansyah et al., 2023). The recreational amenity experience model developed in this study is based not only on the recreationists' perceived health and well-being but also on the leisure and aesthetic aspects of traditional Chinese culture (Kaimiao Lin et al., 2025).

- c. H3. There is a positive effect of *amenity* on tourist satisfaction.

The finding confirms that only attraction and ancillary that significantly influences visitor satisfaction; while accessibility and amenities do not have a significant role in visitor satisfaction (Ismail & Rohman, n.d.). The tourists expressed satisfaction with the Attraction component, Amenity component, Accessibility component, and Ancillary Service component, which are the key factors contributing to their overall satisfaction with the park (Ardiansyah et al., 2023).

- d. H4. There is a positive effect of *ancillary services* on tourist satisfaction.

The finding confirms that only attraction and ancillary that significantly influences visitor satisfaction; while accessibility and amenities do not have a significant role in visitor satisfaction (Ismail & Rohman, n.d.). The tourists expressed satisfaction with the Attraction component, Amenity component, Accessibility

- component, and Ancillary Service component, which are the key factors contributing to their overall satisfaction with the park (Ardiansyah et al., 2023).
- e. H5. There is a positive effect of attraction, accessibility, amenity, and ancillary (combined) on tourist satisfaction.

3. RESEARCH METHODS

This research employed a quantitative approach supported by qualitative techniques to provide a more comprehensive evaluation of the factors influencing tourist satisfaction at Suwat Waterfall, Gianyar, Bali. The quantitative method was mainly used to test the relationships among variables attraction, accessibility, amenity, and ancillary services while qualitative inputs from interviews, observations, and documentation complemented the interpretation of findings by describing contextual site conditions. The target population in this study consisted of all tourists visiting Suwat Waterfall. Since the number of daily visitors fluctuates and there is no available sampling frame or visitor registry, accidental sampling was selected. This non-probability sampling technique allowed researchers to collect data from tourists who were accessible and willing to participate during the visit. To ensure the sample was sufficiently representative of the diverse characteristics of tourists, data collection was conducted at different times and days, including weekdays, weekends, and peak as well as non-peak hours. The final sample consisted of 140 respondents, which fulfills the minimum requirement for multivariate analysis where the sample size should be at least five to ten times the number of observed indicators. Therefore, the sample size was considered adequate to conduct regression analysis.

Primary data were collected through a structured questionnaire that used a five point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2017). To ensure instrument accuracy, construct validity was tested using the Pearson Product Moment correlation, with items retained if they reached a significance level of < .05. Reliability of the instrument was measured using Cronbach’s Alpha, in which values above .70 indicated that the instrument was internally consistent and acceptable for research use. Validity and reliability analyses were performed using SPSS version 25 as the supporting software. To enrich quantitative findings, qualitative data were also collected. Semi-structured interviews were conducted with several tourists and local stakeholders to gain insight into perceptions of facilities, accessibility challenges, and service conditions. Observation focused on evaluating the physical condition of amenities, environmental cleanliness, and visitor flow. Additionally, documentation in the form of photographs and field notes was used to support contextual interpretation of the quantitative results.

4. FINDINGS AND DISCUSSION

4.1 Results

Respondent Characteristics

Table 1. Respondent Characteristics Data

	Categori	Total	Percentage
Age:	< 20 years	4	2,9
	21 -30 years	64	45,7
	31 – 40 years	59	42,1
	41 -50 years	13	9,3
	Total	140	100

Gender:			
	Female	72	51,4
	Male	68	48,6
	Total	140	100
Education:			
	High School	21	17,2
	Diploma	71	50,7
	Bachelor's degree	48	32,1
	Total	140	100
Asal Kota:			
	Bali	53	37,9
	Overseas	70	50
	Outside Bali	17	12,1
	Total	140	100
Occupation:			
	Student	16	11,4
	Private employee	71	50,7
	Entrepreneur	45	32,1
	Civil servant	5	3,6
	Teacher	1	0,7
	Other	2	1,4
	Total	140	100

Source: Researchers (2025)

The characteristics of the study's respondents are displayed in Table 1. Age-wise, 64 respondents, or 45.7% of the total, were between the ages of 21 and 30. The next-largest age group was between the ages of 31 and 40, with 59 respondents, or 42.1%. There were 13 (9.3%) responses in the 41–50 age range and only 4 (2.9%) in the under-20 age group. In terms of gender, of the 140 respondents, 72 (51.4%) were female and 68 (48.5%) were male. 78 respondents (55.7%) had a university degree, 36 respondents (25.7%) had a high school or vocational school diploma, and the remaining 26 respondents (18.6%) had a diploma. Of those that responded from other cities, 70 (50%) were from Bali, while 17 (17%) were from outside Bali. Lastly, the majority of respondents (71) worked for the private sector (50.7%), with self-employed people coming in second (45, 33.2%). Five (3.6%) were civil servants, two (1.4%) were others, one (0.7%) was a teacher, and sixteen (11.4%) were students or college students.

a. Multiple Linear Regression Analysis Results

Table 2 below shows the findings of the multiple linear regression analysis that was performed using SPSS version 25.0 for Windows in order to ascertain the partial contribution of Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) on Tourist Satisfaction (Y).

Table 2. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients			t	Sig.
	B	Std. Error			
	(Constant)	-0.283	0.810	-0.350	0.727
	<i>Attraction</i>	0.621	0.079	7.903	0.000
	<i>Accesibility</i>	0.084	0.105	0.800	0.425
	<i>Amenity</i>	0.014	0.087	0.164	0.870
	<i>Ancillary</i>	0.302	0.100	3.020	0.003

Source: Researchers (2025)

Based on Table 2, the following multiple linear regression equation is obtained:

$$Y = -0.283 + 0.621X_1 + 0.084X_2 + 0.014X_3 + 0.302X_4$$

Based on this equation, the influence of Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) on Tourist Satisfaction (Y) can be explained.

- The constant value of -0.283 means that if the independent or free variables consisting of attraction, amenities, accessibility, and ancillary are absent or unchanged, the value of Tourist Satisfaction is -0.283.
- $b_1 = 0.621$, meaning that if Attraction (X1) increases while Accessibility (X2), Amenity (X3), and Ancillary (X4) remain constant, then Tourist Satisfaction (Y) will increase by 0.621.
- $b_2 = 0.084$, meaning that if Accessibility (X2) increases while Attraction (X1), Amenity (X3), and Ancillary (X4) remain constant, then Tourist Satisfaction (Y) will increase by 0.084.
- $b_3 = 0.014$, meaning that if Amenity (X3) increases while Attraction (X1), Accessibility (X2), and Ancillary (X4) remain constant, then Tourist Satisfaction (Y) will increase by 0.014.
- $b_4 = 0.302$, meaning that if Ancillary (X4) increases while Attraction (X1), Accessibility (X2), and Amenity (X3) remain constant, then Tourist Satisfaction (Y) will increase by 0.302.

b. Hypothesis Testing Results

The statistical analysis procedure known as hypothesis testing is used to determine whether a claim or statement about a population is true or valid based on sample data that is currently available. The following tests are among the outcomes of the hypothesis test.

c. Coefficient of Determination Test

Determination Coefficient to ascertain the degree to which Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) impact Tourist Satisfaction (Y), a study is conducted.

Table 3. Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.929	0.862	0.858	1.408

Source: Researchers (2025)

The determination value (Adjusted R²) is 0.201, or 20.1%, based on the information in Table 3. This indicates that the combined effects of Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) affect Tourist Satisfaction (Y) by 92.9%, with other factors not included in this study accounting for the remaining 7.1%. This figure shows that the regression model can explain the variation in the Tourist Satisfaction (Y) variable quite well.

d. Model Validity Test (F-Test)

Ghozali (2014) states that a regression model is considered valid if the F test result is significant or the p value is less than 0.05. On the other hand, it is determined that the regression model is invalid if the p value is less than or equal to 0.

Table 4. F-Test Results

Regression	Sum of Squares	df	Mean Square	F	Sig.
	1674.425	4	418.606	211.223	.000 ^b

Source: Researchers (2025)

The calculated F value = 211.223 and Sig. = 0.000, which are less than the significance level of 0.05, are based on Table 4 of the F-test findings. This suggests that there is a considerable impact from the regression model used to examine the link between Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) on Tourist Satisfaction (Y) overall. Stated differently, Tourist Satisfaction (Y) is influenced by Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) all at the same time. Consequently, it can be said that the relationship between these variables may be explained by the regression model that was built.

e. Hypothesis Testing (T-Test)

To ascertain whether the independent factors alone or in combination have an impact on the dependent variable, the t-test was used. As seen in Table 3 above, the hypothesis can be accepted if the p-value (significant threshold) is less than 0.05, indicating that the independent variable statistically effects the dependent variable. The following justifications support this claim:

- Attraction's Impact on Travelers' Contentment (X1-Y)
Attraction (X1) has a computed t-value of 7.903 and Sig. = 0.000, which is less than the significance level of 0.05, according to the t-test results. H1 in this study is acceptable since it shows that Attraction (X1) significantly affects Tourist Satisfaction (Y).
- How Tourist Satisfaction Is Affected by Accessibility (X2-Y)
Accessibility (X2) has a t-value of 0.800 and a significance level of 0.425, both of which are higher than the significance level of 0.05, according to the t-test results. H2 in this study is rejected since it shows that accessibility (X2) has no effect on visitor satisfaction.
- How Amenities Affect Travelers' Satisfaction (X3-Y)
Amenity (X3) has a t-value of 0.013 and a significance level of = 0.870, both of which are higher than the significance threshold of 0.05, according to the t-test results. H3 in this study is disregarded since it shows that Amenity (X3) has no effect on Tourist Satisfaction.
- How Ancillary Affects Traveler Satisfaction (X4-Y)
Ancillary (X4) has a t-value of 3.020 and a significance level of 0.020, which is below the significance level of 0.05 according to the t-test findings. H4 in this study is accepted since it shows that Ancillary (X1) significantly affects Tourist Satisfaction (Y).

4.2 Discussion

With a regression coefficient of 0.621 and a significance value of 0.000, the multiple linear regression test findings demonstrate that attraction has a positive and substantial impact on visitor satisfaction. This indicates that, in comparison to other factors in the model (accessibility, amenity, and ancillary), boosting the quality of the attraction will immediately and significantly increase visitor happiness. This result is in line with studies that show attraction is a key component in raising visitor satisfaction (Marina et al., 2024; Pratiwi, 2023).

The accessibility variable has a t-value of 0.800 and a significance value (p-value) of 0.425 according to the findings of the linear regression analysis. Given that the significance value is higher than 0.05, it can be said that Suwat Waterfall visitors' satisfaction is not significantly impacted by accessibility. Even if there are still certain access-related issues, like comparatively small access roads, few directional signage, and

few parking spaces, these do not immediately lower visitor satisfaction levels. This is consistent with a study by (Sariana et al., 2022) that revealed no significant relationship between the accessibility variable and the choice to visit Bali Lestari Beach Tourism Object. The accessibility variable (X1) and visitor satisfaction (Y) among visitors to Gunung Budheg did not significantly affect each other, according to the same study by (Wilis, 23 C.E.). According to the findings of the study by (López-García & Carrascosa-García, 2024), there is a negative correlation between accessibility and revenue per available room. Additionally, there is no significant correlation between accessibility and competitive advantage and performance (perception variables), suggesting that tourists still visit Suwat Waterfall despite its poor accessibility.

The findings of the linear regression analysis showed that, with a low t-value of 0.164 and a significance value of 0.870 above 0.05, the amenity variable had no discernible impact on visitor happiness at Suwat Waterfall. According to this research, visitor pleasure is not yet primarily determined by auxiliary amenities or facilities like restrooms, seating places, food vendors, and parking lots (Lintang et al., n.d.). Even while some respondents voiced dissatisfaction with the quantity and caliber of facilities offered, this did not immediately lower their levels of satisfaction. This study supports that of (Sariana et al., 2022), who discovered no meaningful correlation between amenity factors and the choice to visit Bali Lestari Beach Tourism Object. According to (Lintang et al., n.d.), the main characteristics of a heritage canal destination are its cultural display, legacy value, supporting infrastructure, commercial services, social influence, and general atmosphere.

According to the analysis's findings, Suwat Waterfall's auxiliary quality and visitor pleasure are significantly and favorably correlated. With a computed t-value of 3.020 and a significance level of 0.003, which is less than 0.05, this indicates that the higher the degree of visitor satisfaction, the better the supporting amenities that are offered. This supports the findings of a study by (Alvianna et al., 2020), which found that ancillary facilities significantly and favorably affect customer satisfaction. (Lintang et al., n.d.) provided different findings, showing that tourists' desire in returning (Y) is considerably influenced by the ancillary variable (X4). For cultural heritage managers and tourism experts, the research by (Ksissou et al., 2024) offers important insights for planning tourism development and directing strategic decisions. Thus, it is crucial that the managers of Suwat Waterfall take into account supplementary services.

The four independent factors all significantly influenced traveler decisions at the same time, according to the findings of multiple linear regression analysis. The regression model is deemed legitimate since it shows a value of 211.223 with a significance F (sig F) of 0.000, which is less than 0.05. According to research by (Lintang et al., n.d.), the four independent variables all have an impact on tourists' desire to travel at the same time. This study is in line with (Sariana et al., 2022), which discovered that while amenities and accessibility had little bearing on visitors' decisions to visit, tourist attractions do.

With a p-value of 7.903 and a significance level of 0.000, the calculation results show that the attractiveness variable has the greatest impact on visitor happiness. The primary factor influencing tourists' opinions of Suwat Waterfall's allure is its natural beauty, according to the attraction indicators. (2) Perceptions of attractiveness are significantly influenced by the authenticity variable as well. Suwat Waterfall is rich in local values in addition to providing stunning scenery. The primary characteristic that sets Suwat apart from other waterfall locations that have become unduly marketed is authenticity (Bulmer et al., 2024). To guarantee that visitor pleasure stays high and

sustainable, it is necessary to continue improving attractions based on environment and culture in the future (Margaretha Hanita, 2024).

In addition to its natural beauty, Suwat Waterfall is appealing because of the way it manages the visitor experience using the 4A concept attraction, accessibility, amenity, and ancillary one of the fundamental elements of the tourism sector. Together, these four elements mold experiences and perceptions, which in turn affect how satisfied tourists are. This location's natural atmosphere, which has been protected, adds to its allure (Wanner et al., 2024). Tourists get an authentic experience when the local community is involved in destination management (Wayan Kartimin et al., 2023).

Based on the regression analysis, two variables Attraction and Ancillary services demonstrate a statistically significant influence on tourist satisfaction at Suwat Waterfall. Attraction shows the strongest effect ($B = 0.621$, $p = 0.000$), indicating that the uniqueness, scenic beauty, and experiential value offered by Suwat Waterfall substantially enhance tourists' satisfaction levels. This finding aligns with previous tourism studies suggesting that destination attractiveness is a primary predictor of visitor experience and satisfaction (Catarina Marques et al., 2021; Ching-Fu Chen & Fu-Shian Chen, 2010). Therefore, sustainable management of core natural assets remains essential for strengthening Suwat Waterfall's competitive advantage.

Ancillary services also exhibit a positive and significant effect ($B = 0.302$, $p = 0.003$). This implies that supporting services such as information centers, safety facilities, and staff hospitality play an important complementary role in shaping the visitor experience. When accessibility barriers exist, the presence of reliable ancillary support can compensate and maintain satisfaction—consistent with tourism infrastructure models highlighting the interplay between core and supporting elements of destination competitiveness (Margarida Abreu Novais et al., 2018).

In contrast, Accessibility ($p = 0.425$) and Amenity ($p = 0.870$) do not show significant effects within this model. Although both variables are theoretically recognized as key tourism components, their insignificant influence may reflect current development conditions at Suwat Waterfall. Accessibility remains limited due to the rural route and transportation constraints, and amenities such as food outlets, seating, and sanitary facilities may still be perceived as basic rather than value-enhancing. Thus, while visitors are attracted to the core natural beauty, these supporting attributes may not yet be strong enough to influence satisfaction statistically.

From a managerial perspective, these findings highlight two strategic implications: (1) Destination managers should maintain and enhance attraction quality, such as improving landscape preservation, experience-based tourism activities, and digital promotion. (2) Focused investment in ancillary services trained staff, security measures, and visitor information systems can further elevate satisfaction, especially as the site continues to grow.

Finally, although accessibility and amenities currently show non-significant influence, they should not be neglected. Infrastructure improvement, more convenient transport options, and better-quality amenities may contribute to long-term satisfaction and repeat visitation once upgraded.

Overall, this analysis reveals that attraction remains the core driver of satisfaction at Suwat Waterfall, while ancillary services act as a significant supporting factor. Strengthening these dimensions while gradually improving accessibility and amenities will allow Suwat Waterfall to increase its overall destination competitiveness within the regional tourism market.

5. CONCLUSION

This study demonstrates that Attraction and Ancillary services are the primary drivers of tourist satisfaction at Suwat Waterfall. The strong influence of attraction suggests that visitors are highly motivated by the site's natural charm and experiential uniqueness. Meanwhile, ancillary elements such as information services, hospitality, and safety play a crucial supporting role in enhancing overall experience quality.

On the other hand, Accessibility and Amenities do not yet significantly shape satisfaction, indicating that these aspects may still be perceived as insufficiently developed to impact visitor experiences. Therefore, while Suwat Waterfall has strong core tourism potential, its supporting infrastructure has not fully matched visitor expectations.

The findings emphasize a broader implication for destination development: maintaining unique natural attractions alone is not enough. Sustainable tourism competitiveness relies on balancing core attractiveness with service quality, comfort, and logistical support that facilitate a seamless visitor journey.

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