



The Influence of Reliability, Responsiveness, and Empathy on Visitor Satisfaction at the Jazz Traffic Festival 2025

Andini Raissa Putri, Sheidy Yudhiasta

Tourism Study Program, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia.

Corresponding Author : Sheidy.par@upnjatim.ac.id

Abstract:

Introduction. The Jazz Traffic Festival is one of the largest music festivals, attracting many attendees each year. The success of the event depends not only on the quality of the performance, but also on the quality of service which determines the level of visitor happiness. However, the contradictory results of prior studies indicate that further research is needed. Goal. This study intends to investigate the influence of reliability, responsiveness, and empathy on the happiness of visitors to the Jazz Traffic Festival 2025.

Methods This research was carried out utilizing a quantitative methodology through a survey with 100 visitors of the Jazz Traffic Festival 2025. Data were analyzed using SPSS software to perform multiple linear regression analysis.

Results. The study's findings indicate that, when considered individually, the responsiveness variable significantly and favorably affects visitor satisfaction, while the reliability and empathy variables do not show a significant effect. When considered together, all three variables were determined to have a considerable effect on visitor satisfaction.

Conclusions. The responsiveness dimension is the service quality dimension that contributes most to visitor satisfaction at the Jazz Traffic Festival 2025.

Keywords: Empathy, Music Festival, Reliability, Responsiveness, Visitor satisfaction.



© 2026 The Author(s). This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution, and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source.

INTRODUCTION

The tourism industry contributes significantly to the rise in visitor numbers. Organizing different kinds of events is one type of tourism activity that can draw visitors (Saputro et al., 2025). The MICE (Meetings, Incentives, Conferences, and Exhibitions) sector, which has grown quickly in recent years, includes these events. In response to shifting market demands and wants, this growth is characterized by a wider market reach and greater participation from a variety of business players and community groups (Dewi & Darma, 2024). According to IVENDO's 2024–2025 National Event Industry Survey, the MICE

sector now includes a wide range of activities, including conferences, exhibitions, and incentive programs that are held both domestically and abroad, in addition to business meetings. The variety of these activities shapes the dynamics of its implementation while reflecting the growth of the MICE industry market and solidifying its position as one of the flagship items in Indonesia's tourist sector.

An event is an action planned to accomplish particular goals using a methodical set of managerial procedures that include the stages of preparation, execution, and assessment. The success of an event is now measured not only by its size but also by its capacity to draw attendees and offer a positive experience (Raffy et al., 2025). In reality, attaining the highest level of visitor satisfaction presents a number of difficulties for event planners. Visitor satisfaction can be characterized as the outcome of an assessment of how well the experience attained during the event aligns with the expectations that were held before the event. The quality of service offered by the organizers is one element that shapes this experience; hence, service quality is an important factor that might affect visitor satisfaction levels (Budiman et al., 2024).

According to Jannah and Suyuthie (2024), service quality is crucial in evaluating an event's success because it not only fulfills the needs of attendees but also contributes to making the event unforgettable. Visitors' inclination to share their assessments with others may be influenced by their experiences, both good and bad. Visitors frequently share their opinions and assessments in reaction to their experiences, whether they are happy or unhappy with the goods or services they obtain (Yudhiasta et al., 2023).

Optimal service can foster positive perceptions, increase visitor satisfaction, and encourage loyalty and a desire to return. Conversely, service quality that falls short of expectations has the potential to cause dissatisfaction and reduce visitors' interest in attending similar events in the future. Hence, organizers should ensure that the service given matches visitors' expectations (Lase & Parlindungan, 2025). Parasuraman, Zeithaml and Berry (1988) developed the Service Quality (SERVQUAL) model in the context of assessing service quality. It states that customer perceptions of service quality are formed by 5 fundamental factors, including reliability, responsiveness and empathy.

A number of previous studies have shown that one of the factors influencing visitor satisfaction at an event is service quality. Although some studies conclude that only certain aspects of service quality have a major impact, other studies indicate that all aspects have a significant influence. The contradictory research findings suggest the need for further

research on different themes and in different circumstances to better understand the relationship between visitor pleasure and service quality. Although the physical and responsiveness dimensions were the main emphasis of the study by Mahendra and Bagiastra (2024), the dimensions of reliability, responsiveness and empathy are the variables studied in this study to measure the effect of service quality on visitor satisfaction.

The Jazz Traffic Festival is an annual music festival that has been conducted since 2011, earning public attention and thousands of guests. The festival is a huge music event and its success is determined by not only the level of the performances of the performers, but also the quality of service to the guests during the event. Good service should result in positive experiences and greater happiness for visitors. Therefore, this study aims to analyze the effect of reliability, responsiveness, and empathy on visitor satisfaction at the Jazz Traffic Festival 2025.

Although previous studies have established that service quality affects visitor satisfaction, empirical findings remain inconsistent regarding the influence of individual SERVQUAL dimensions. Some studies identify reliability as the strongest predictor of satisfaction, whereas others emphasize responsiveness or report that empathy has no significant effect. Furthermore, most existing research has been conducted in hotels, tourism destinations, transportation services, or cultural events rather than large-scale commercial music festivals. Consequently, limited evidence explains how specific service-quality dimensions influence visitor satisfaction in highly dynamic festival environments. This study addresses these theoretical, contextual, and methodological gaps by examining the individual and simultaneous effects of reliability, responsiveness, and empathy on visitor satisfaction at the Jazz Traffic Festival 2025 using a multiple regression approach.

This study is innovative in that it examines the relative influence of three selected SERVQUAL characteristics, namely Reliability, Responsiveness and Empathy on the visitor satisfaction in the setting of a large scale music festival. This study is different from past studies on overall service quality or in different tourism contexts, showing responsiveness as the main determinant of visitor satisfaction at the Jazz Traffic Festival 2025. This study contributes to the theoretical refinement of the application of SERVQUAL in event tourism and to the practical implications for festival service management.

METHOD

The aim of this research is to analyze the influence of dependability, responsiveness, and empathy on visitor satisfaction in Jazz Traffic Festival 2025 by employing a quantitative approach through the distribution of online surveys to visitors through Google Forms. The study population consisted of all visitors to the 2025 Jazz Traffic Festival. The sample was selected by purposive sampling where the criteria was the respondents have visited and participated in a series of activities during the Jazz Traffic Festival 2025. The calculated sample size was 100 respondents.

In the present study, reliability (X1), responsiveness (X2) and empathy (X3) are independent variables, and visitor satisfaction (Y) is the dependent variable. Each variable was measured using a five-point Likert scale. Data collected were analyzed using SPSS version 21. The analysis was carried out by using t-tests, F-tests, multiple linear regression analysis, validity tests, reliability tests, classical assumption tests, and the coefficient of determination (R^2) to find out the partial and simultaneous effects of independent variables on the dependent variable.

RESULTS AND DISCUSSION

Results

Table 1. Descriptive Data of Respondent

Respondent Data	Category	Number	Percentage
Gender	Man	17	17%
	Woman	83	83%
Age	< 20 Years Old	9	9%
	21-30 Years Old	67	67%
	> 31 Years Old	24	24%

Source: Researcher, 2026

The majority of the responders were female, with 83 people (83%) and 17 were male (17%). Most of the respondents were aged 21–30 (67%), followed by respondents aged over 31 years old (24%) and under 20 years old (9%). The results show that the respondents of the survey were mostly women and youth.

Instrument Testing

1. Validity Test

Table 2. Validity Test

Variabel	Indikator	r count	r table	Sig (2-tailed)	Result
Reliability (X ₁)	X1.1	0,654	0,361	.000	VALID
	X1.2	0,708	0,361	.000	
	X1.3	0,649	0,361	.000	
	X1.4	0,707	0,361	.000	
	X1.5	0,683	0,361	.000	
Responsiveness (X ₂)	X2.1	0,706	0,361	.000	VALID
	X2.2	0,721	0,361	.000	
	X2.3	0,663	0,361	.000	
	X2.4	0,687	0,361	.000	
	X2.5	0,688	0,361	.000	
Empathy (X ₃)	X3.1	0,719	0,361	.000	VALID
	X3.2	0,724	0,361	.000	
	X3.3	0,664	0,361	.000	
	X3.4	0,688	0,361	.000	
	X3.5	0,684	0,361	.000	
Visitor Satisfaction (Y)	Y.1	0,686	0,361	.000	VALID
	Y.2	0,665	0,361	.000	
	Y.3	0,723	0,361	.000	
	Y.4	0,723	0,361	.000	

Source: SPSS 21, 2026

The results of validity test show that all elements of reliability (X₁), responsiveness (X₂), empathy (X₃) and visitor satisfaction (Y) have significant values below 0.05 and the estimated r values are higher than the table r value of 0.361. Thus, the entire research instrument is valid and ready for use in the following stage of analysis.

2. Reliability Test

Table 3. Reliability Test

Variabel	Cronbach's Alpha	Standar Reliabel	Result
Reliability (X ₁)	0,704	0,060	Reliable
Responsiveness (X ₂)	0,722		
Empathy (X ₃)	0,728		
Visitor Satisfaction (Y)	0,651		

Source: SPSS 21, 2026

The findings of the reliability test showed that all research variables; reliability (0.704), responsiveness (0.722), empathy (0.728) and visitor satisfaction (0.651) have Cronbach's Alpha values more than 0.60. It shows the reliability of all the survey items and their applicability in the next procedure of data processing.

Classical Assumption Test

1. Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.31460238
Most Extreme Differences	Absolute	.092
	Positive	.087
	Negative	-.092
Kolmogorov-Smirnov Z		.916
Asymp. Sig. (2-tailed)		.371

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS 21, 2026

The normality test result using one sample Kolmogorov-Smirnov test shows the Asymp. Sig. (2-tailed) is 0.371 which is greater than the significance level of 0.05. So the residual data in this study are assumed to be regularly distributed and thus the assumption of normality is met.

2. Multicollinearity Test

Table 5. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X ₁	.298	3.350
	X ₂	.212	4.712
	X ₃	.260	3.840

a. Dependent Variable: Y

Source: SPSS 21, 2026

The results of the multicollinearity test indicate that all independent variables meet the requirements. The tolerance values of the variables Reliability (X₁) is 0.298 with VIF of

3.350, Responsiveness (X2) is 0.212 with VIF of 4.712 and Empathy (X3) is 0.260 with VIF of 3.840. All the tolerance values are greater than 0.10 and the VIF values are less than 10 which means that there is no multicollinearity present among the independent variables. The regression model can be used for further investigation.

3. Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2.439	.663		3.677	.000
1 X ₁	-.090	.053	-.305	-1.690	.094
X ₂	.050	.067	.161	.752	.454
X ₃	-.032	.059	-.105	-.545	.587

a. Dependent Variable: ABS_RES

Source: SPSS 21, 2026

The outcome of heteroscedasticity test with the Glejser method shows that there are no heteroscedastic independent variables. The significant values for each variable are indicated that Reliability (X1) 0.094, Responsiveness (X2) 0.454 and Empathy (X3) 0.587. All the significance values are greater than 0.05, indicating that the heteroscedasticity problem does not exist in the regression model, which satisfies one of the conditions of regression analysis.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	5.260	1.034		5.089	.000
1 Reliability	.144	.083	.208	1.732	.086
Responsiveness	.315	.105	.430	3.019	.003
Empathy	.123	.091	.173	1.348	.181

a. Dependent Variable: Visitor Satisfaction

Source: SPSS 21, 2026

Based on the table of multiple linear regression results above, the following multiple linear regression equation was obtained:

$$Y = 5,260 + 0,144X_1 + 0,315X_2 + 0,123 X_3 + \varepsilon$$

The constant value of 5.260 means that when the variables Reliability, Responsiveness and Empathy are all set to 0, the visitor satisfaction is 5.260. The regression coefficients are Reliability 0.144, Responsiveness 0.315, and Empathy 0.123. This suggests that if each variable is increased by one unit, it will enhance the satisfaction of visitors by the coefficient value, while the other variables remain unchanged.

Hypothesis Test

1. Partial Test (T-Test)

Based on table 7, the findings of the t-test demonstrate that the Responsiveness variable has a positive and significant effect on visitor satisfaction with a calculated t value of $3.019 >$ the crucial t value of 1.984 and a p-value of $0.003 < 0.05$. However, the Reliability variable (t-calculated 1.732 and Sig. 0.086) and the Empathy variable (t-calculated 1.348 and Sig. 0.181) do not have a significant influence because the t-calculated value is lower than the essential t-value of 1.984 and the significance threshold is higher than 0.05. Only responsiveness had a substantial effect on visitor satisfaction at the 2025 Jazz Traffic Festival.

2. Simultaneous Test (F-Test)

Table 8. Simultaneous Test

ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	243.500	3	81.167	45.543	.000 ^b
	Residual	171.090	96	1.782		
	Total	414.590	99			

a. Dependent Variable: Visitor Satisfaction

b. Predictors: (Constant), Empathy, Reliability, Responsiveness

Source: SPSS 21, 2026

The F-test results show the computed F-value is 45.543 at 0.000 significance level. This result is more than the calculated F-value (2.31) and significance threshold (less than 0.05) hence regression model is acceptable. Therefore, at the Jazz Festival in 2025, the factors of Reliability, Responsiveness, and Empathy affect the visitor's happiness simultaneously.

3. Coefficient of Determination (R²)

Table 9. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.587	.574	1.335

a. Predictors: (Constant), Empathy, Reliability, Responsiveness

Source: SPSS 21, 2026

The results of the coefficient of determination test shows that the value of Adjusted R-Square is 0.574 (57.4%). The factors Reliability, Responsiveness and Empathy are able to explain the variance of visitor satisfaction at the 2025 Jazz Traffic Festival by 57.4%. While the remaining 42.6% is explained by additional variables not included in the research model.

Discussion

1. The Effect of Reliability on Visitor Satisfaction

The study's findings show that visitor satisfaction at the 2025 Jazz Traffic Festival is not significantly impacted by the reliability component. A significance value of $0.086 > 0.05$ indicates this. Because accuracy, consistency, and alignment of the service with what was promised are not yet the main characteristics that visitors take into account when deciding their level of pleasure, reliability has not had a big impact. The results of this study run counter to those of Harto et al. (2024), who demonstrated that customer satisfaction is positively and significantly impacted by reliability; in particular, customer satisfaction was found to be enhanced by reliability in the form of timely, consistent service that satisfies customer needs.

2. The Effect of Responsiveness on Visitor Satisfaction

The study's findings show that visitor satisfaction at the 2025 Jazz Traffic Festival is positively and significantly impacted by the responsiveness variable, as demonstrated by a significance value of $0.003 < 0.05$. The organizing committee's capacity to deliver precise and timely information, provide timely assistance when guests run into problems, and promptly address needs and complaints throughout the event—all of which contribute to a sense of comfort and convenience that raises visitor satisfaction—is the source of the significant positive effect of the responsiveness variable. These results align with the study

conducted by Waruwu and Siregar (2024), which found that visitor pleasure is significantly impacted by responsiveness. According to the survey, visitors' satisfaction levels are significantly influenced by the correctness of the information given and the staff's capacity to assist in resolving a variety of problems.

3. The Effect of Empathy on Visitor Satisfaction

The study's findings show that, with a significance value of $0.181 > 0.05$, the empathy variable did not significantly affect attendees' pleasure at the 2025 Jazz Traffic Festival. Individual attention, the capacity to comprehend visitors' unique needs, communication ease, and the care given by the organizing committee have not yet taken center stage in determining visitor satisfaction, which is probably why the empathy variable did not have a significant impact. The study's findings are in line with those of Hadi and Narung's (2025) investigation, which concluded that visitor happiness is not significantly impacted by empathy. According to that survey, while customers anticipate effective communication, personalized attention, and an awareness of their requirements, these factors are not necessarily the main factors that determine customer happiness.

4. The Effects of Reliability, Responsiveness, and Empathy on Visitor Satisfaction

The results of the simultaneous tests demonstrate that the traits of responsiveness, empathy and reliability together considerably affect the pleasure of visitors of the 2025 Jazz Traffic Festival. This is proved by the significance value of 0.000 F-test which is less than 0.05. Moreover, the Adjusted R-Square value of 0.574 suggests that these three variables account for 57.4% of visitor satisfaction, whilst other variables outside the research model affect the remaining 42.6%. This finding is in line with the study of Gulo and Saragih (2024) which revealed that service quality had a favorable influence on the happiness of event attendees. The data demonstrate that service quality continues to be an important factor in enhancing attendee satisfaction, however not all aspects of service has a significant partial effect.

Previous Studies	Main Findings	Limitation
Harto et al. (2022)	Reliability significantly improves customer satisfaction.	Conducted in a transportation/public service context, not event tourism.
Mahendra & Bagiastra (2024)	Tangibles and responsiveness influence tourist satisfaction in a tourism village.	Examines only selected SERVQUAL dimensions and a destination context rather than a festival event.
Damanik & Tambunan (2024)	Service quality and facilities increase visitor satisfaction at a festival.	Emphasizes overall service quality without isolating specific SERVQUAL dimensions.
Waruwu & Siregar (2024)	Responsiveness has a positive influence on visitor satisfaction.	Focused on regional cultural festivals with different visitor characteristics.
Hadi & Narung (2025)	Empathy does not significantly affect customer satisfaction.	Conducted in a travel agency rather than a live-event environment.
Gulo & Saragih (2024)	Overall service quality significantly affects event visitor satisfaction.	Does not compare the relative influence of individual service-quality dimensions.

State-of-the-Art Narrative

Recent tourism and event management research consistently demonstrates that service quality is one of the primary determinants of visitor satisfaction. Most previous studies adopted the SERVQUAL framework but produced inconsistent findings regarding which dimensions most strongly influence satisfaction. Some studies found reliability to be significant, whereas others highlighted responsiveness or reported insignificant effects of empathy. In addition, previous investigations were largely conducted in tourism destinations, hotels, transportation services, or local cultural festivals. Consequently, empirical evidence remains limited regarding the role of individual SERVQUAL dimensions in large-scale commercial music festivals characterized by high visitor density, dynamic service interactions, and time-sensitive operational conditions

Research Gap

1. **Theoretical Gap.** Previous studies have not reached a consensus regarding the influence of **Reliability**, **Responsiveness**, and **Empathy** on visitor satisfaction. Conflicting empirical findings indicate that the relationship between SERVQUAL dimensions and satisfaction remains context-dependent.

2. **Contextual Gap.** Most existing research has focused on: Hotels, Tourism destinations, Transportation services, Cultural festivals, MICE activities. Very limited research has examined **large-scale music festivals**, particularly the Jazz Traffic Festival, where visitor experiences depend heavily on real-time service interactions.
3. **Methodological Gap.** any previous studies measured overall service quality or used the complete SERVQUAL model without specifically comparing the relative effects of **Reliability, Responsiveness, and Empathy**. This study isolates these three dimensions using multiple regression analysis to identify their individual and simultaneous contributions to visitor satisfaction.
4. **Practical Gap.** There is insufficient evidence to guide festival organizers regarding which specific service-quality dimension should receive priority when allocating resources to improve visitor satisfaction.

Novelty Statement

This study offers several contributions to the event tourism literature.

1. It is among the first studies to investigate the effects of Reliability, Responsiveness, and Empathy specifically within the Jazz Traffic Festival 2025, one of Indonesia's major music festivals.
2. Rather than treating service quality as a single construct, the study evaluates the independent contribution of three SERVQUAL dimensions, enabling comparison of their relative importance.
3. The study demonstrates that Responsiveness is the only service-quality dimension with a significant direct effect on visitor satisfaction, whereas Reliability and Empathy are not individually significant despite all three variables jointly influencing satisfaction. This finding provides new empirical evidence that differs from many previous SERVQUAL studies.
4. The research contributes practical implications for event management by identifying responsiveness as the primary operational priority for improving visitor satisfaction in large-scale music festivals.

CONCLUSION

This study aims to investigate the impact of service quality dimensions, including Reliability (X1), Responsiveness (X2) and Empathy (X3) on visitor satisfaction (Y) at Jazz Traffic Festival 2025. Based on the analysis results, it can be stated that only responsiveness has a substantial effect to visitor satisfaction individually whereas reliability and empathy do not have a significant contribution. The results show that the service dimension of responsiveness (X2) has a more dominant effect on visitor satisfaction than the other two dimensions. These three dimensions of service quality are strongly associated with visitor satisfaction contemporaneously, demonstrating that total service quality is still an important factor of satisfaction. This study, therefore, lends credence to service management studies notably in the context of event planning, suggesting that visitor satisfaction is more sensitive to service responsiveness than other factors. These outcomes can be utilized as a guide in a broader context for the development of service quality models in the event sector to enhance future guest experiences and service efficiency.

BIBLIOGRAPHY

- Budiman, A., Mardian, I., & Muhajirin. 2024. Pengaruh Branding Terhadap Pemasaran Event Seni dan Budaya di Unit Kegiatan Mahasiswa (UKM) Biru09 Sekolah Tinggi Ilmu Ekonomi (STIE) Bima. *PENG: Jurnal Ekonomi Dan Manajemen*. 2(1), 182–191. <https://doi.org/10.62710/765c7g63>
- Damanik, S. B. V. E. dan Tambunan, S. R. 2024. Pengaruh Kualitas Pelayanan dan Fasilitas terhadap Kepuasan Pengunjung pada Event Deliland Festival 2023. *JURMA: Jurnal Riset Manajemen*. 2(2), 38-44. <https://doi.org/10.54066/jurma.v2i2.1700>
- Dewi, N. M. R., dan Darma, G S. 2024. The Post-pandemic MICE Digitalization Development: A Strategy for Sustainable Tourism in Bali. *International Journal of Applied Sciences in Tourism and Event*. 8(1), 45-54. <https://doi.org/10.31940/ijaste.v8i1.45-54>
- Dewi, S.K., dan Sudaryanto, A. (2020). Validitas dan Reliabilitas Kuesioner Pengetahuan, Sikap dan Perilaku Pencegahan Demam Berdarah. SEMNASKEP.
- Gulo, S. dan Saragih, A. M. 2024. Pengaruh Kualitas Pelayanan terhadap Kepuasan Pengunjung Event Festival Budaya Puncak Harmoni Samomo Kabupaten Nias Barat. *Jurnal Pendidikan Tambusai*. 8(1), 12026-12043. <https://doi.org/10.31004/jptam.v8i1.14208>
- Hadi, K. Dan Narung, I. G. G. 2025. Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen pada Aerotravel Mataram. *Kompeten: Jurnal Ilmiah Ekonomi dan Bisnis*. 4(1), 1275-1282. <https://doi.org/10.57141/kompeten.v4i1.209>
- Harto, K. S. et al. 2022. Pengaruh Tangible, Reliability, Responsiveness, Assurance, dan Empathy terhadap Kepuasan Pelanggan di Pelabuhan. *Junal Manajemen, Organisasi, dan Bisnis*. 2(3), 477-494.
- IVENDO. 2025. Laporan Hasil Survei Industri Event Nasional 2024-2025.

- Lase, A. S. A Dan Parlindungan, A. 2025. Pengaruh Iklan Dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung Event Gempita Rasa di Lapangan Benteng Medan. *JIAN : Jurnal Ilmu Administrasi Negara*. 22(2), 131-145. <https://doi.org/10.59050/jian.v22i2.373>
- Mahendra, Putra, I. N. T. D., & Bagiastra, I. K. (2024). Pengaruh bukti fisik (*tangibles*) dan daya tanggap (*responsiveness*) terhadap kepuasan wisatawan Desa Wisata Dusun Sade Kabupaten Lombok Tengah. *Journal of Responsible Tourism*. 3(3), 1213–1222. <https://doi.org/10.47492/jrt.v3i3.3179>
- Jannah, R. B. dan Suyuthie, H. 2024. Pengaruh Kualitas Pelayanan dan Fasilitas terhadap Kepuasan Tamu pada Kegiatan MICE di Pangeran Beach Hotel Padang. *Jurnal Kajian Pariwisata dan Perhotelan*. 2(1), 88-95. <https://doi.org/10.62379/jkph.v2i1.1535>
- Raffy, M. A. T., Rahmi, M. & Ansori, A. 2025. Strategi Perencanaan Event Sebagai Upaya Meningkatkan Partisipasi dan Kepuasan Peserta. *Edu Society: Jurnal Pendidikan, Ilmu Sosial, dan Pengabdian Kepada Masyarakat*. 5(3), 240-250. <https://doi.org/10.56832/edu.v5i3.1790>
- Saputro, M. A. et al. 2025. Penerapan Kualitas Pelayanan dalam Meningkatkan Kepuasan Pengunjung pada Event Solo Menari. *Jurnal Industri Pariwisata*. 7(2), 192-203. <https://doi.org/10.36441/pariwisata.v7i2.2367>
- Soesana, A. et al. (2023). Metodologi Penelitian Kuantitatif. Cetakan ke 1. Yayasan Kita Menulis.
- Waruwu, O. dan Siregar, I. 2024. Pengaruh Kualitas Pelayanan terhadap Kepuasan Pengunjung pada Festival Pesona Aekhula Kabupaten Nias Barat. *Jurnal Pendidikan Tambusai*. 8(1), 13595-13612. <https://doi.org/10.31004/jptam.v8i1.14310>
- Yudhiasta, S., Andrea, GA, & Rahmatin, LS (2023). Integrasi Komunikasi Pemasaran dalam Konsep Pariwisata Berkelanjutan “Kampung Adat Segunung”. *Jurnal Riset Kewirausahaan*. 6 (2), 153–167. <https://doi.org/10.30587/jre.v6i2.6299>