



## Examination of the Impact of Facility and Infrastructure Quality on Tourist Satisfaction at the Kacirebonan Palace

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### Abstract.

**Background.** Kacirebonan Palace is a cultural and architectural tourist destination in Cirebon City, renowned for its local cuisine and beverages, which appeal to visitors to the city.

**Aims.** This study seeks to assess the impact of the Kacirebonan Palace's facilities and infrastructure on visitor satisfaction. Method.

**Methods.** The study adopted a quantitative methodology, using SPSS version 23 to assess the impact of variables based on questionnaire data gathered from 97 individuals who visited the Kacirebonan Palace, and employed incidental sampling.

**Result.** The findings of this study demonstrate that facilities and infrastructure substantially affect tourist satisfaction at the Kacirebonan Palace; however, the Palace must enhance its provision of suitable amenities for guests. Kacirebonan Palace is a cultural and architectural tourist destination in Cirebon City, renowned for its local cuisine and beverages, which appeal to visitors to the city.

**Conclusion.** This study seeks to assess the impact of the Kacirebonan Palace's facilities and infrastructure on visitor satisfaction. Method. The study adopted a quantitative methodology, using SPSS version 23 to assess the impact of variables based on questionnaire data gathered from 97 individuals who visited the Kacirebonan Palace, and employed incidental sampling.

**Implementation.** The findings of this study demonstrate that facilities and infrastructure substantially affect tourist satisfaction at the Kacirebonan Palace; however, the Palace must enhance its provision of suitable amenities for guests.

**Keywords:** Facilities and infrastructure, tourist satisfaction, tourist destinations



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## INTRODUCTION

Tourism development has increasingly emphasized visitor satisfaction as a critical indicator of destination competitiveness and sustainability. In the context of cultural and heritage tourism, visitor satisfaction plays a fundamental role in preserving historical assets while simultaneously enhancing economic and social benefits for local communities.

Adequate facilities and infrastructure are widely recognized as essential components in shaping tourists' perceptions, experiences, and post-visit evaluations.

Previous studies have consistently demonstrated that the quality of facilities and infrastructure significantly influences tourist satisfaction and revisit intention. Scholars such as Yoeti (1996) and Tjiptono (2006) argue that physical amenities, accessibility, safety, and supporting services form the foundation of destination attractiveness. Furthermore, Kotler (2006) and Tjiptono (2014) emphasize that satisfaction emerges from the congruence between tourists' expectations and their actual experiences. Empirical research by Soebiyantoro (2013) and Suchaina (2014) further confirms that inadequate facilities may reduce tourist interest and negatively affect destination loyalty.

Despite the growing body of literature on tourist satisfaction, most existing studies primarily focus on natural attractions, urban tourism, or artificial destinations, with limited attention given to heritage-based tourism sites, particularly traditional palaces in Indonesia. Cultural destinations such as the Kacirebonan Palace represent unique tourism assets that combine historical, architectural, and spiritual values. However, empirical investigations examining how infrastructure quality affects visitor satisfaction in such contexts remain scarce. This limitation indicates that current research has not fully captured the specific characteristics and challenges faced by heritage tourism destinations.

Moreover, previous studies commonly employ single-variable quantitative models, emphasizing direct relationships between facilities and satisfaction. While these approaches provide useful insights, they tend to overlook other influential dimensions such as service quality, cultural interpretation, digital facilities, experiential value, and emotional attachment. This methodological tendency results in partial explanations of tourist satisfaction and restricts the development of more comprehensive analytical frameworks.

In addition, the rapid digital transformation of the tourism industry has introduced new expectations among visitors, including access to online information, digital ticketing systems, and virtual engagement platforms. Nevertheless, research on heritage tourism in developing regions has rarely incorporated digital infrastructure as an integral component of visitor experience. The absence of this perspective further limits the relevance of existing models in contemporary tourism settings.

Based on these considerations, this study aims to examine the influence of facilities and infrastructure quality on tourist satisfaction at the Kacirebonan Palace, Cirebon, Indonesia. By focusing on a heritage tourism destination, this research contributes contextual

empirical evidence to the tourism literature. Furthermore, it highlights the importance of integrating physical and social infrastructure within cultural tourism management.

This study offers several contributions. First, it enriches the literature by providing empirical insights into visitor satisfaction within a traditional palace setting. Second, it emphasizes the role of integrated infrastructure in shaping tourists' experiences in heritage destinations. Third, it serves as a foundation for future research to develop multi-dimensional models that incorporate service quality, digitalization, and experiential factors in cultural tourism.

Accordingly, this research seeks to address the following research question: *To what extent do facilities and infrastructure influence tourist satisfaction at the Kacirebonan Palace?* The findings are expected to support destination managers and policymakers in formulating sustainable strategies to enhance visitor satisfaction and preserve cultural heritage.

Cirebon City possesses three palaces: the Kasepuhan Palace, the Kanoman Palace, and the Kacirebonan Palace. Each palace possesses an interconnected history and exhibits both similarities and distinct physical characteristics relative to the others. The Kasepuhan Palace region in Cirebon City is the historical precursor to the city itself. The Kasepuhan Palace is situated in Cirebon, West Java, Indonesia. A palace constructed during the Walisongo period in Cirebon City. The oldest palace was constructed in two phases, specifically between the 15th and 16th centuries. The palace presently functions as a hub for cultural practices and traditions, as well as a center for cultural preservation and advancement. This palace plays a significant role in safeguarding culture and enhancing the cultural wealth of Cirebon.

The distinctive nature and historical preservation of the Kacirebonan Palace enrich tourism in Cirebon City. The Kacirebonan Palace, which remains extant and adapts alongside tourism advancements, is an essential destination for vacationers. Data from the Central Bureau of Statistics of Cirebon City in 2018 indicates that the Kacirebonan Palace received 11,143 visitors. Visitors to the Kacirebonan Palace will appreciate the ambiance, characterized by the architectural beauty and grandeur of the palace, along with its cultural offerings, evoking a sense of historical immersion.

Visitors to the Kacirebonan Palace can appreciate tourist attractions as well as utilize the many facilities and infrastructure, from the entry to the inside of the palace. The provision of tourism infrastructure and facilities is essential and must be addressed during the

development of the tourism industry (Yoety, 1996). The Kacirebonan Palace must enhance its facilities and infrastructure for visitors, particularly tourists, by incorporating more comprehensive physical and digital amenities to effectively adapt and compete with other palaces in Cirebon City and beyond.

The Kacirebon Palace must furnish the requisite amenities, infrastructure, and services to guarantee tourist satisfaction during their stay. Tourist satisfaction is a crucial element for the Kacirebonan Palace to maintain its accessibility and prominence among visitors. Several factors must be evaluated based on preliminary observations of deficient amenities and infrastructure, including the lack of sanitation around the Kacirebonan Palace, unsanitary restroom facilities, and inadequate provisions to accommodate significant tourist influxes. This may influence the volume of tourist arrivals and visitors' satisfaction with the Kacirebonan Palace.

Tourist satisfaction is a comprehensive assessment of tourists' perceptions of a destination's quality (Ester et al., 2020; Coban, 2012). The inadequate facilities and infrastructure at the Kacirebonan Palace will result in visitor dissatisfaction, adversely affecting tourist satisfaction, leading to a decline in tourist attendance, and undermining competitiveness with other attractions. Kotler (2009:45) defines tourist facilities as all offerings intentionally supplied by service providers for consumer utilization and enjoyment, aimed at achieving optimal satisfaction levels. The amenities of this tourist facility comprise restrooms, a cafeteria, and a parking area. The objective of this study is to ascertain the impact of the services and infrastructure offered by the Kacirebonan Palace on tourist satisfaction.

## **LITERATURE REVIEW**

### **Visitor Satisfaction**

Fandy Tjiptono (2014: 353) states that the term "satisfaction" derives from the Latin terms "satis" (meaning sufficient) and "facio" (to do or create). Satisfaction can be defined as the endeavor to meet a requirement or render something sufficient. Greenberg (2010: 8) defines a customer as an individual or group used to purchasing a product or service, influenced by their assessment of benefits and price, and thereafter engaging with the company by telephone, mail, and other means to obtain new offers. Satisfaction is an individual's emotional response of contentment or discontent that emerges from evaluating the actual performance of a product against the anticipated performance. If

performance falls short of expectations, consumer satisfaction diminishes. Customer satisfaction is contingent upon performance meeting expectations. If performance surpasses expectations, the customer is highly delighted or pleased (Kotler, 2006: 177). According to Sangadji and Sopiah (2013: 181), consumer satisfaction is characterized by the alignment of consumer expectations for a product with the actual experience. Should the goods significantly underperform, consumers would experience disappointment. If the product meets expectations, consumers will be satisfied.

Based on the definitions of the theories provided by the experts above, it can be concluded that customer satisfaction is a person's feeling that something is good, meets expectations, or elicits pleasure or disappointment after using or receiving a product or service. Satisfaction is measured by how much a customer expects.

### **Customer Satisfaction Dimension**

Donni Juni Priansa (2017: 210) identifies five elements pertinent to consumer pleasure as follows:

1. **Anticipations.** Consumer expectations regarding a product or service are established prior to purchase. During the purchasing process, buyers anticipate that the items or services they receive align with their expectations, wants, and beliefs. Products or services that fulfill consumer expectations lead to consumer satisfaction.
2. **Efficacy.** The consumer's experience of the actual performance of goods or services when utilized, uninfluenced by their expectations. When the products or services meet expectations, consumers will experience satisfaction.
3. **Comparison.** This involves contrasting the anticipated performance of goods or services prior to acquisition with the actual performance observed after acquisition. Consumers experience satisfaction when their pre-purchase expectations align with or surpass their impressions of the product's actual performance.
4. **Experience.** Consumers' expectations are shaped by their experiences with brands that offer distinct goods or services.
5. **Verification and refutation.** Confirmation transpires when the anticipated outcome aligns with the product's actual performance. A disconfirmed or unconfirmed result arises when expectations exceed or fall short of the product's actual performance. Consumers will experience satisfaction upon receiving confirmation or disconfirmation.

### **Factors That Determine Customer Satisfaction**

Lupiyoadi (2008: 77) identifies five factors that a corporation must examine in assessing consumer satisfaction:

1. Quality of the product. Customers will be satisfied when their outcomes indicate that the products they use are of high quality.
2. Quality of service. Customers will experience satisfaction if they receive service that meets or exceeds their expectations.
3. Affective States. Customers will experience pride and greater confidence, believing others will be pleased with them when using products from specific brands known for delivering superior satisfaction. Satisfaction is not influenced by product quality; rather, it arises from social factors or self-esteem that lead people to feel satisfied with a specific brand.
4. Cost. Products of equivalent quality offered at comparatively lower prices will deliver enhanced value to consumers.
5. Expense. Customers who avoid unnecessary expenditures or time investment in obtaining a product or service generally exhibit satisfaction with it.

### **Consumer Satisfaction Benefits**

Fandy Tjiptono (2008: p. 98) defines consumer satisfaction as a post-purchase assessment in which the selected option meets expectations at a minimum level or surpasses them, whereas disappointment occurs when the outcomes fail to match those expectations. The establishment of client satisfaction can yield numerous advantages, including: the relationship between the corporation and consumers has become amicable, establishing a solid foundation for repeat purchases. It can foster consumer loyalty. Generating word-of-mouth endorsements that advantage the company. The earnings generated rose.

### **The relationship between facilities and infrastructure and visitor satisfaction**

Tjiptono (2006) asserted that adequate tourist facilities and infrastructure can cultivate a favorable perception of a tourist destination among clients. In the realm of tourism, Suchaina (2014) asserted that facilities, infrastructure, and amenities might influence tourists' interest in a tourist destination. The presence of amenities and infrastructure that fail to meet tourists' standards or expectations can diminish their interest in visiting the location and their post-visit pleasure. It is essential to oversee tourist facilities

and infrastructure to enhance consumer satisfaction. Suchaina's (2014) perspective is corroborated by earlier research, notably Soebiyantoro's (2013). Soebiyantoro (2013) investigates the influence of facility and infrastructure availability, as well as transportation options, on tourists' requirements for entertainment and attraction tourism, as reflected in their satisfaction levels.

## **METHOD**

### **Research Stages**

The research, entitled Analysis of the Influence of the Quality of Facilities and Infrastructure on Visitor Satisfaction at the Kacirebonan Palace, has two variables: the quality of facilities and infrastructure (X1) and visitor satisfaction (Y). The definition of operational can also be interpreted as an activity or process carried out by researchers to reduce the level of abstraction of concepts so that the concept can be measured (Zulganef, 2013:84). In research, the variables to be used are as follows:

#### 1. Quality of Facilities and Infrastructure (X1)

Kreck in Yoeti (1996) tourism infrastructure:

A. Economic Infrastructure, which is divided into:

- a) Transportation.
- b) Communication.
- c) Utilities Group.
- d) Banking System

B. Social Infrastructure

- a) Education System (School System)
- b) Health Service Facilities.
- c) Safety Factor.
- d) Officers who directly serve tourists

#### 2. Tourist Satisfaction (Y)

The indicators of Tourist Satisfaction in this research are as follows:

- a) *Confirmation of Expectation*
- b) *Repurchase Intention*
- c) *Customer Satisfaction*

### **Research Location**

Research on "Analysis of the influence of facilities and infrastructure on tourist satisfaction at the Kacirebonan Palace" was conducted at the Kacirebonan Palace.

**Research model**

The research study entitled "Analysis of the influence of facilities and infrastructure on tourist satisfaction at the Kacirebonan Palace" is a quantitative research study using simple linear regression analysis with SPSS application

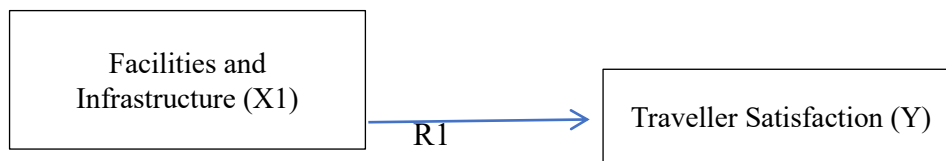


Table 1  
Likert Scale Score

Yes	Answer	Score
1	Strongly Agree (SS)	5
2	Agree (S)	4
3	Hesitation (R)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

Source: Sugiyono (2016:94)

**DISCUSSION**

The Kacirebonan Palace was founded at the behest of Prince Muhamad Haerudhin. He was the Crown Prince of Sultan Kanoman IV, who opposed Dutch colonial rule. The construction history of the Kacirebonan Palace is intrinsically linked to the conflicts that historically occurred in the Cirebon region. In 1670, the Dutch commenced asserting dominion over the Kanoman Palace, under the leadership of Prince Haerudhin. The crown prince of the sultanate, Prince Muhamad Haerudhin, rejected this. With the backing of the Cirebon populace, the conflict against the Dutch colonizers endured for over five years. In 1696, Prince Muhammad Haerudhin was vanquished and subsequently deported to Ambon, Maluku. The banishment left Prince Haerudhin, now aged, without a designated crown prince to ascend as Sultan of Kanoman. This was used by the Dutch Government unilaterally to appoint the pro-colonial Prince Imamudin as the V Sultan of Kanoman. The unapproved inauguration by the populace of Cirebon exacerbated the conflict, extending its reach beyond Cirebon's borders. Ultimately, Prince Muhamad Haerudhin

was dispatched home to alleviate the ire of the populace of this city, sometimes referred to as the city of shrimp.

The Kanoman Palace, having appointed Prince Imamudin as regent, compelled Prince Muhamad Haerudhin to form the Kacirebonan Sultanate, assuming the title Sultan Carbon Amirul Mukminin in 1808. The Kacirebonan Palace spans 2.5 hectares, with Paseban Kulon to the left and Paseban Wetan to the right. Both function as venues for hosting guests and practicing dance, specifically the traditional Cirebon mask dance. Proceeding further inward, the Selamat Tangkep Door centrally functions as the principal entrance to the primary palace structure. This entrance is accessible solely at special ceremonies or in the presence of distinguished guests at the palace. Simultaneously, general visitors may enter through the Kliningan Door, situated on both the left and right flanks of the Palace. This door also holds significance within the two lines of the shahada. Upon entering the main edifice, the Kacirebonan Palace exhibits a verdant hue, characterized by eight prominent pillars that robustly support the structure, all of which are meticulously maintained. The royal portico, known as the Jinem Prabayaksa Room, serves as the venue for the sultan's meetings with guests and the hosting of palace ceremonial events.

The Kacirebonan Palace contains numerous historical old collections. Blades, poles, and implements for crafting herbs or param, retaining their stone form, are meticulously organized in a chamber of the palace. The chambers of the Kacirebonan Palace house an array of artifacts pertaining to the palace and Islam. The books from the era of the guardians are part of the ancient collections exhibited at the Kacirebonan Palace, which is quite captivating.

This palace contains numerous antiquities, including original wooden tables, furnishings, and seats. Photographs depicting the Cirebon Sultanate, spanning from historical to contemporary periods, are shown on the walls. Within the pavilion, an assortment of artifacts is meticulously shown in the storefront, comprising keris, swords, literature, many jars from adjacent nations, old currency (bolong money), and gamelan. The cultural artifacts possessed by the Kacirebonan Palace, regarded as highly significant, can be delineated in several key points:

#### Baluarti or Kacirebonan Palace Building

In a tourism site, physical structures are among the most significant elements encountered upon arrival by visitors. In historical tourist destinations like the Kacirebonan Palace, the physical structures serve as tangible cultural legacy, testifying to its inception. In his instance, guests can directly experience the ambiance of the Palace, admire its decorative beauty, and acquire knowledge about its history.



**Image 1 Kahagung Gate of Kacirebonan Palace (Source: Aroengbinang.com)**

The historical account of the Kacirebonan Palace's physical structure, as documented in the book "Baluarti of the Kacirebonan Palace" by Bambang Irianto (2014), is articulated as follows:

In 1808, with the construction of the Kacirebonan Palace in Cirebon, the Sultan of the Kacirebonan Palace I (Prince Raja Kanoman) lacked a palace. He resided in the Lebu Block,

Kampung Sunyaragi, adjacent to the Sunyaragi Cave. Throughout his life, Prince Raja Kanoman had minimal interaction with the Dutch, receiving no assistance from them. In 1814, following the alteration of the Cirebon governmental structure, Sultan Amirul Mukminin Muhammad Khaeruddin passed away. To secure her son's survival, the Sultan's wife, Ratu Lesminingpuri, requested the Sultan to get the employment privileges conferred by the Dutch colonial administration, in the form of a salary previously unreceived by the Sultan. The appropriated finances are utilized by Ratu Lesminingpuri for the construction of the Kacirebonan Palace, including various principal edifices in the Pulasaren region. The Kacirebonan Palace has been created and passed down via his successors, who hold the title Prince Raja Madenda I. (baluarti keraton p.4).

The Palace structure presently serves as a hub for the conservation of culture and customs, encompassing its artistic heritage. Visitors to the Kacirebonan Palace can observe traditional activities or engage in celebrations.

The Kacirebonan Palace Tradition, which remains preserved to this day and is accessible to the general public, includes several examples:

1. Suraan commemorates the Islamic and Javanese New Year, occurring on the 1st of Muharram in the Islamic calendar and the 1st Sura in the Javanese calendar. The sultan, relatives, magersari, and courtiers convened at the Prabayaksa Ward of the Kacirebonan Palace for this celebration. The individuals gathered to prepare tumpeng, engaged in collective prayer, then performed a ritual of thanksgiving known as Sura by disassembling the tumpeng and distributing it to those present. Upon the completion of the core action (selametan), Wayang Semalam Suntuk was executed. The customary practice of 10 Sura persisted, occurring on the 10th day of the month of Sura, involving the Palace's ceremonial preparation of Sura porridge, which was thereafter delivered to family, relatives, and the community. This tradition embodies hope and supplication to Allah SWT. This exercise comprises a sequence of 1 Sura traditions.
2. Safaran is a tradition also referred to as Rebo Wekasan. In this practice, the Palace performs selametan, engages in collective prayer, and provides apem cakes, which symbolize the Syafaran custom. This apem cake will be disseminated among the community and mosques, including the Jagabayan Mosque. Alongside apem cakes, there exists an activity known as Tawurji. Tawurji is a tradition of renouncing reinforcements and serves as a means to express thanks for the bounties of God Almighty through Surak (the act of distributing money to the community).

3. On the 7th of Shawwal, following Eid al-Fitr, the Shawwal Raiders, alongside Sultan Kanoman, executed a raid at Astana Gunung Sembung, the sepulcher of the Kings of Cirebon. The Long Taliat Tradition is not confined to a single day or night, unlike other customs. This custom is conducted in succession until the culmination of the Traditional Ceremony, which occurs on the 12th of Rabi'ul Awal/Maulud to commemorate the birth of the Great Prophet Muhammad SAW. This is the most significant event in the Customs and Traditions series, as it features its own distinct series and attracts substantial crowds, including courtiers, families, relatives, and the general populace. Ngisis Wayang is a practice that represents an endeavor to preserve heritage puppets in the Kacirebonan Palace, safeguarding historical puppets from its collection that are centuries old. The Ngisis Wayang event occurs monthly on Friday Kliwon and is open to all interested attendees.

## **The influence of facilities and ceremonies on customer satisfaction at the Kacirebonan Palace**

### **Analysis of the Percentage of Facilities and Infrastructure**

Of the 97 respondents, 22 (22.7%) strongly agreed, 59 (60.8%) agreed, and 16 (16.5%) said neutral. "The toilet and clean water conditions can be used very easily" of the 97 respondents gave positive feedback that 9 (nine) respondents (9.3%) strongly agreed, 17 (seventeen) respondents agreed (17.5%), stated neutral (38.1%) (thirty-seven/37) respondents, 27 (twenty-seven) expressed disagreement (27.8%) and strongly disagreed as many as 7 (seven) respondents or 7.2%. "Photo spots and parks are in very good condition." Of the 97 respondents, 5 (5.2%) strongly agreed, 43 (44.3%) agreed, 42 (43.3%) stated neutral, and 7 (7.2%) expressed disagreement (27.8%). "Waste bin facilities are very easily accessible." Of the 97 respondents, 11 (11.3%) strongly agreed, 36 (37.1%) agreed, 37 (38.1%) stated neutral, and 13 (13.4%) stated disagree. "The parking lot is in very good condition." Of the 97 respondents, 6 respondents (6.2%) expressed strongly agree, 40 (41.2%) respondents agreed, 40 (41.2%) respondents stated neutrality, and 11 (11.3%) respondents stated disagree. For the question "I feel safe when visiting the Kacirebonan Palace", 97 respondents gave positive feedback, 11 respondents (11.3%) expressed strongly agree, 52 (53.6%) respondents said they agreed, 29 (29.9%) respondents stated neutrality, and 5 (5.2%) respondents said they disagreed. I feel comfortable when visiting the Kacirebonan Palace. Of the 97 respondents, 18 (18.6%) strongly agreed, 50 (51.5%) agreed,

25 (25.8%) stated neutrality, and 4 (4.1%) disagreed. "A place that can be a memory for visitors" of 97 respondents gave positive feedback that 26 respondents (26.8%) expressed strongly agree, 48 (49.5%) respondents expressed agree, 20 (20.6%) respondents expressed neutrality, and 3 (3.1%) respondents expressed disagreement. "The place is very clean, beautiful, and cool." Of the 97 respondents, 14 (14.4%) strongly agreed, 35 (36.1%) agreed, 33 (34.0%) were neutral, and 14 (14.4%) disagreed. "The place is very orderly and orderly" of the 97 respondents gave positive feedback that 10 respondents (10.3%) expressed strongly agree, 35 (36.1%) respondents expressed agreement, 43 (44.3%) respondents expressed neutrality, 8 (8.2%) respondents expressed disagreement, and 1 (1.0%) respondent expressed strongly disagree.

### **Analysis of Visitor Satisfaction Percentage**

"I always buy products at the Kacirebonan Palace " from 97 respondents gave positive feedback, 9 respondents (9.3%) expressed strongly agree, 36 (37.1%) respondents expressed agree, 48 (49.5%) respondents stated neutral, and 4 (4.1%) respondents stated disagree. " The price is in line with the product. "Out of 97 respondents, 12 (12.4%) expressed strongly agree, 34 (35.1%) expressed agree, 45 (46.4%) expressed neutrality, and 6 (6.2%) expressed disagreement. " I am satisfied with the quality of the product offered. " Out of 97 respondents, 10 (10.3%) expressed strongly agree, 46 (47.4%) respondents expressed agree, 33 (34.0%) respondents stated neutral, and 8 (8.2%) respondents stated disagree. I feel that I can benefit from buying the product. I feel that I can benefit from buying the product. Of the 97 respondents, 9 respondents (9.3%) strongly agreed, 25 (25.8%) respondents agreed, 53 (54.6%) respondents stated neutral, and 10 (10.3%) respondents stated that they disagreed. " The service has been very good." Of the 97 respondents, 8 (8.2%) strongly agreed, 39 (40.2%) agreed, 41 (42.3%) were neutral, and 9 (9.3%) disagreed. " The service has been very good." Out of 97 respondents, gave positive feedback that 4 respondents (4.1%) expressed strongly agree, 30 (30.9%) respondents expressed agree, 44 (45.4%) expressed neutrality, 17 (17.5%) respondents expressed disagreement, and 2 (0.2%) expressed strongly disagree. " Can solve the problem if the facility or product is not satisfactory," of the 97 respondents gave positive feedback, 18 (18.6%) respondents agreed, 50 (51.5%) respondents stated neutral, 29 (29.9%) respondents stated disagree. " I am willing to pay again to be able to use the facilities offered." Of the 97 respondents, gave positive feedback that 6 respondents (6.2%) expressed strongly agree, 61 (62.9%) expressed

agreement, 27 (27.8%) respondents stated neutral, and 3 (3.1%) respondents stated disagree. I am willing to pay more if there is a facility renewal. 97 respondents provided positive feedback: 6 (6.2%) strongly agreed, 53 (54.6%) agreed, 35 (36.1%) neutral, 3 (3.1%) disagreed. " I am willing to give input in the form of criticism and suggestions to the Kacirebonan Palace ." Of the 97 respondents, 7 (7.2%) strongly agreed, 40 (41.2%) agreed, 47 (48.5%) stated neutrality, and 3 (3.1%) disagreed.

### **Simple Linear Regression Analysis**

The value of the regression coefficient of facilities and infrastructure is 0.452, which means that if the variable of facilities and infrastructure (X) increases by 1 unit and the constant (a) is of a fixed value, then customer satisfaction (Y) will increase by 0.452 units. This shows that the facilities and infrastructure variables contribute positively to customer satisfaction, so that the better the facilities and infrastructure provided, the greater the visitor satisfaction at the Kacirebonan Palace.

### **T Test Results**

The variable of facilities and infrastructure (X) has a positive and significant effect on customer satisfaction, in this case, tourists (Y). This can be seen in the significance value for the leadership variable, which is 0.000 and is less than 0.05 ( $0.000 < 0.05$ ). In addition, the calculated t value of 6.931 is greater than the table t value of 1.661, so  $H_0$  is rejected, and  $H_1$  is accepted. Thus, the hypothesis that facilities and infrastructure have a significant effect on customer satisfaction, in this case, tourist satisfaction, is acceptable. This means that the better the facilities and infrastructure provided for tourists, the greater the customer satisfaction (among tourists) visiting the Kacirebonan Palace, and the better the performance of waitresses.

### **Determination Coefficient (R<sup>2</sup>) Test Results**

The Coefficient of Determination (R<sup>2</sup>) essentially measures how well a model explains variations in the dependent variable. The value of the determination coefficient is 0 or 1; a low R<sup>2</sup> value indicates that the independent variables explain the dependent variable very poorly. A value close to one means that independent variables provide almost all the information needed to predict the variation of dependent variables. The determination value in the Adjusted R-square of 0.329 means that the ability of the independent variable (X) of

facilities and infrastructure in explaining the variables related to (dependent/Y) customer satisfaction (tourists) is 32.9%, while the remaining 67.1% is explained by other variables that are not discussed in this study.

Although previous studies, including this research, have confirmed the significant influence of facilities and infrastructure on tourist satisfaction, most existing studies remain limited to single-variable quantitative models. This study also reveals that facilities and infrastructure explain only 32.9% of tourist satisfaction, indicating the presence of other unexplored determinants. Furthermore, limited attention has been given to digital facilities, cultural interpretation, service quality, and experiential dimensions in heritage tourism destinations. In addition, the absence of qualitative and comparative approaches restricts a deeper understanding of tourists' perceptions. Therefore, further research is required to develop comprehensive, multi-dimensional, and integrative models of tourist satisfaction in cultural heritage tourism.

## CONCLUSION

Based on the results of the research that has been conducted by the researcher regarding the analysis of the influence of facilities and infrastructure on customer satisfaction, in this case, the satisfaction of the people carried out at the Kacirebonan Palace, several conclusions can be drawn as follows:

1. The results of the study show that the provision of suggestions and infrastructure prepared and provided by the Kacirebonan Palace has a positive impact on customer satisfaction, which in this case is the satisfaction of tourists who come to the Kacirebonan Palace. The more prepared and well-provided suggestions and infrastructure are, the higher the tourist satisfaction will be.
2. The results of the regression analysis show that the facilities and infrastructure variable has a value of 0.452, meaning that if the facilities and infrastructure variable (X) increases by 1 unit and the constant (a) is fixed, then customer satisfaction (Y) will increase by 0.452 units. This shows that the variables of facilities and infrastructure contribute positively to customer satisfaction, so that the better the facilities and infrastructure provided, the more visitor satisfaction at the Kacirebonan palace will also increase
3. According to the results of the t-test, the t-value is calculated as 6.931, and the significance value of  $0.000 < 0.05$  is greater than the t-value of the table. 1,661, as a

result, H0 was rejected, and H1 was accepted, meaning that facilities and infrastructure have a significant impact on customer satisfaction in this case, tourist satisfaction at the Kacirebonan Palace

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