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The Effect of Facilities and Service Quality on Visitor Satisfaction at Polbeng Business Expo Chapter Two

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Abstract

Business Expo serves as an effective promotional platform that supports the growth of Micro, Small, and Medium Enterprises (MSMEs) while facilitating direct interaction between exhibitors and visitors. The success of a Business Expo is determined not only by the number of participants and visitors but also by visitor satisfaction with the facilities and services provided throughout the event. This study aims to analyze the influence of facilities and service quality on visitor satisfaction at Polbeng Business Expo Chapter Two. A quantitative approach with an associative research design was employed. Data were collected through questionnaires distributed to 100 visitors selected using incidental sampling and analyzed using multiple linear regression with SPSS version 31. The findings reveal that facilities have a positive and significant effect on visitor satisfaction ($\beta = 0.475$; $p < 0.001$), while service quality also has a positive and significant effect ($\beta = 0.434$; $p = 0.001$). Simultaneously, both variables significantly influence visitor satisfaction, with an R^2 value of 0.808, indicating that 80.8% of visitor satisfaction is explained by facilities and service quality. These findings provide practical recommendations for improving future Business Expo events through enhanced facilities, responsive services, and continuous visitor-oriented event management strategies

Keywords: Facilities, Service Quality, Visitor Satisfaction, Polbeng Business Expo Chapter Two

1. Introduction

The development of entrepreneurship through business exhibitions has become one of the strategies to support the growth and promotion of Micro, Small, and Medium Enterprises (MSMEs). Business exhibitions provide opportunities for MSMEs to introduce their products directly to consumers, strengthen brand awareness, establish relationships with customers, and expand market networks. In addition, exhibitions create opportunities for interaction between business actors and visitors, where the experience obtained by visitors becomes an important factor in determining the success of an event. A well-organized event with good quality management can increase visitor satisfaction and encourage positive behavioral intentions, such as recommending and revisiting the event in the future [1].

Business exhibitions are not only promotional activities but also become learning platforms, especially when organized by educational institutions. Through entrepreneurship-based exhibitions, students can develop practical competencies in marketing, communication, and event management, while MSMEs can gain opportunities to promote local products. The success of an exhibition is influenced by various factors, including event quality, venue conditions, facilities, and services provided by the organizers.

In addition to event quality, facilities and service quality are important aspects that determine visitors' perceptions of an event. Facilities include physical elements such as venue arrangement, accessibility, cleanliness, comfort areas, and supporting infrastructure that help visitors enjoy the event. Adequate facilities can increase visitor convenience and create a better experience during the activity. Simangunsong and Setyorini stated that exhibition facilities and venue management influence visitors' perceptions of exhibition quality because appropriate facilities support visitor comfort and overall satisfaction [2].

Service quality also plays an important role in creating visitor satisfaction. In an exhibition environment, service quality can be reflected through the responsiveness of organizers, availability of information, friendliness of staff, and ability to handle visitor needs. Good service quality can build positive impressions and improve visitors'

evaluation of an event. Khalida found that service quality has a significant relationship with visitor satisfaction in exhibition activities, showing that service aspects are essential in creating positive visitor experiences [3].

POLBENG Business Expo is an entrepreneurship event organized by the Bachelor of Applied International Business Administration Study Program at Bengkalis State Polytechnic. This event serves as a platform for students and MSMEs to develop entrepreneurial skills while promoting local products to the community. POLBENG Business Expo Chapter Two was held on May 20–22, 2025, under the theme “Local Innovation, Global Impact.” The event involved 133 MSME tenants from various sectors, including culinary, beverages, fashion, and handicrafts. Compared with the previous implementation, this event presented improvements through a larger number of tenants, competitions, and supporting activities designed to increase visitor participation.

The increasing scale of POLBENG Business Expo Chapter Two creates challenges for organizers, particularly in maintaining visitor satisfaction. A larger event requires better management of facilities and services to ensure that visitors receive a comfortable and enjoyable experience. Previous research by Meidina et al. showed that facilities and service quality simultaneously influence visitor satisfaction because both factors determine visitors’ perceptions of the quality of an activity [4]. Similar findings were also reported by Tunas et al., who explained that service quality and facilities have a significant effect on visitor satisfaction because they influence visitor comfort and overall evaluation of an event [5].

Visitor satisfaction is an important indicator in evaluating the success of an event because it reflects the extent to which organizers are able to fulfill visitor expectations. Satisfied visitors tend to provide positive feedback, recommend the event to others, and show willingness to participate in similar activities. Ridwan and Sukriadi found that facilities and service quality have a positive and significant effect on visitor satisfaction, indicating that improving these factors can enhance visitor perceptions and experiences [6]. Furthermore, Ramadhani demonstrated that service quality significantly affects visitor satisfaction at The Korean Wave 2022 event, showing the importance of service management in entertainment and exhibition-based activities [7].

Previous studies have also examined the relationship between facilities, service quality, satisfaction, and behavioral intentions. Septianing and Farida found that facilities and service quality influence visitor satisfaction and revisit intention, indicating that visitor satisfaction can become a bridge between event attributes and future visitor behavior [8]. Astuti and Dewi also stated that service quality and supporting attributes contribute to visitor satisfaction by shaping visitors’ overall impressions of an activity [9].

Previous research has shown that visitor satisfaction is influenced by various supporting factors, including service performance, facilities, and visitor experience. Ulhaq et al. emphasized that service quality evaluation is important in understanding visitor satisfaction because different activities may create different expectations among visitors [10]. Berliana et al. also found that service quality and supporting attributes influence visitor satisfaction through visitors’ perceptions of experience and value [11].

Recent studies on event-based activities also indicate that facilities and service quality influence visitor satisfaction in public events. Anhar and Parlindungan found that facilities and service quality significantly affect visitor satisfaction in event activities, showing that event organizers need to consider both physical and service aspects to create positive experiences [12]. Similarly, Lumban Gaol and Musriza demonstrated that facilities and accessibility influence visitor satisfaction in festival activities, emphasizing the importance of supporting elements in event management [13].

Although previous studies have demonstrated that facilities and service quality significantly influence visitor satisfaction in tourism destinations, festivals, and commercial exhibitions, limited studies have examined these relationships in university-organized Business Expo events. Unlike commercial exhibitions, POLBENG Business Expo Chapter Two combines entrepreneurship education, MSME promotion, and student involvement in event management, creating a different context of visitor experience. Therefore, this study aims to analyze the effect of facilities and service quality on visitor satisfaction at POLBENG Business Expo Chapter Two. The findings are expected to contribute to the literature on educational exhibition events and provide practical recommendations for improving future Business Expo management.

2. Research Methods

This study employed a quantitative method with an associative approach to analyze the effects of facilities and service quality on visitor satisfaction at Polbeng Business Expo Chapter Two. The research utilized quantitative data collected through questionnaires distributed to visitors to examine the relationships among the research variables [14]. The study was conducted during the Polbeng Business Expo Chapter Two, which took place on May 20–22, 2025, at Bengkalis State Polytechnic.

Data were collected using a questionnaire based on a five-point Likert scale. The respondents in this study were visitors to Polbeng Business Expo Chapter Two. The sampling technique employed was non-probability sampling using the accidental sampling method, in which respondents were selected based on their availability during the event and their willingness to complete the questionnaire. A total of 100 respondents participated in this study.

The research instrument consisted of three variables: facilities (X_1), service quality (X_2), and visitor satisfaction (Y). Each variable was measured using seven questionnaire items, resulting in a total of 21 items.

The measurement indicators of each variable were adapted from previous empirical studies and adjusted to the characteristics of Polbeng Business Expo Chapter Two. The facilities variable was measured through indicators related to the availability of supporting facilities, comfort, accessibility, cleanliness, and venue layout [15]. The service quality variable was measured based on responsiveness, reliability, assurance, empathy, and the clarity of information provided by the organizing committee [16]. Meanwhile, visitor satisfaction was measured through overall satisfaction, fulfillment of expectations, willingness to recommend the event, and intention to revisit similar events [17].

Table 1. Research Variables

Variable	Code	Indicators	Number of Items
Facilities	X1	Availability of Supporting Facilities, Comfort, Accessibility, Cleanliness, Venue Layout	7
Service Quality	X2	Responsiveness, Reliability, Assurance, Empathy, Information Clarity	7
Visitor Satisfaction	Y	Overall Satisfaction, Expectation Fulfillment, Recommendation, Revisit Intention	7

The collected data were analyzed using IBM SPSS Statistics version 31. The data analysis consisted of validity and reliability tests, followed by classical assumption tests including normality, multicollinearity, and heteroscedasticity tests before conducting multiple linear regression analysis.

Multiple linear regression analysis was used to determine the effect of facilities and service quality on visitor satisfaction. Hypothesis testing was conducted using a partial test (t-test) to determine the effect of each independent variable, a simultaneous test (F-test) to determine the combined effect of the independent variables, and a coefficient of determination (R^2) test to determine the extent to which facilities and service quality contribute to explaining visitor satisfaction [18].

3. Results and Discussion

This section presents the results of the research and discusses the findings obtained from the data analysis. The discussion is arranged based on respondent characteristics, research instrument testing, regression analysis, and hypothesis testing to explain the effect of facilities and service quality on visitor satisfaction at Polbeng Business Expo Chapter Two.

3.1. Respondent Characteristics

This study involved 100 respondents who visited the Polbeng Business Expo Chapter Two. Respondent characteristics were analyzed based on age, gender, and respondent status to provide an overview of the visitors who served as the research subjects.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Age	<18 Year	4	4
	18–22 Years	41	41
	23–26 Years	35	35
	>26 Years	20	20
Gender	Male	28	28
	Female	72	72
Status	High School Student	3	3
	University Student	38	38
	General Public	59	59

The majority of respondents were aged 18–22 years. Female respondents represented the largest proportion of visitors, while most respondents were members of the general public. These findings indicate that the POLBENG Business Expo Chapter II attracted visitors from various demographic backgrounds, both from the academic community and the wider public.

3.2. Research Instrument Testing

Before testing the proposed hypotheses, validity and reliability tests were conducted to ensure that the questionnaire items accurately measured the research variables and produced consistent results.

Table 3. Validity Test Results

Variable	Item	r-count	r-table	Result
Facilities (X1)	X1.1	0.738	0.197	Valid
	X1.2	0.664	0.197	Valid
	X1.3	0.676	0.197	Valid
	X1.4	0.625	0.197	Valid
	X1.5	0.683	0.197	Valid
	X1.6	0.663	0.197	Valid
	X1.7	0.701	0.197	Valid
Service Quality (X2)	X2.1	0.738	0.197	Valid
	X2.2	0.664	0.197	Valid
	X2.3	0.676	0.197	Valid
	X2.4	0.625	0.197	Valid
	X2.5	0.683	0.197	Valid
	X2.6	0.663	0.197	Valid
	X2.7	0.701	0.197	Valid
Visitor Satisfaction (Y)	Y1	0.764	0.197	Valid
	Y2	0.674	0.197	Valid
	Y3	0.715	0.197	Valid
	Y4	0.648	0.197	Valid
	Y5	0.661	0.197	Valid
	Y6	0.707	0.197	Valid
	Y7	0.670	0.197	Valid

The test results indicate that all questionnaire items have r-count values greater than the r-table value of 0.197. Therefore, all indicators used in this study are declared valid and suitable for measuring the facilities, service quality, and visitor satisfaction variables.

Table 4. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Result
Facilities (X1)	7	0.804	Reliable
Service Quality (X2)	7	0.826	Reliable
Visitor Satisfaction (Y)	7	0.816	Reliable

The facilities variable obtained a Cronbach's Alpha value of 0.804, while the service quality and visitor satisfaction variables obtained values of 0.826 and 0.816, respectively. Since all values exceed the minimum reliability criterion of 0.60, all variables are considered reliable. These results indicate that the research instrument has good internal consistency and can be used for further statistical analysis.

3.3. Regression Model Testing

Before conducting the multiple linear regression analysis, classical assumption tests were performed, including tests of normality, multicollinearity, and heteroscedasticity.

Table 5. Classical Assumption Test Results

Test	Result	Criteria	Description
Normality	0.082	Sig > 0.05	Normally
Tolerance	0.123	>0.10	Accepted
VIF	8.117	<10	No multicollinearity
Heteroscedasticity X1	0.722	>0.05	No heteroscedasticity
Heteroscedasticity X2	0.925	>0.05	No heteroscedasticity

The results indicate that the regression model satisfies the classical assumptions. The significance value of the normality test is 0.082, which is greater than 0.05, indicating that the residuals are normally distributed. In addition, the Variance Inflation Factor (VIF) value is below 10, and the significance values for the heteroscedasticity test are greater than 0.05. Therefore, the regression model is appropriate for further analysis.

The multiple linear regression analysis produced the following equation:

$$Y = 2.836 + 0.475X_1 + 0.434X_2 + e$$

The regression equation indicates that both facilities and service quality have positive effects on visitor satisfaction. In other words, improvements in the quality of facilities and services provided during the event are associated with higher levels of visitor satisfaction.

3.4 Hypothesis Testing and Discussion

Hypothesis testing was conducted using the partial test (t-test), simultaneous test (F-test), and coefficient of determination (R^2).

Table 6. Hypothesis Testing Results

Variable	Coefficient	t-value	Sig.	Decision
Facilities	0.475	3.761	0.000	Accepted
Service Quality	0.434	3.454	0.001	Accepted
Simultaneous Test	F = 204.580		0.000	Accepted

The partial test results indicate that facilities have a positive and significant effect on visitor satisfaction, with a coefficient of 0.475 and a significance value of 0.000. This finding suggests that better facilities at Polbeng Business Expo Chapter Two lead to higher levels of visitor satisfaction. Facilities such as comfortable event areas, easy access to exhibition booths, supporting amenities, and well-organized venue layouts contribute to enhancing visitors' overall experience during the event.

The results indicate that facilities are not only supporting elements in an event but also part of the visitor experience. In a Business Expo, visitors spend time exploring tenant booths, participating in activities, and interacting with exhibitors. Therefore, comfortable areas, organized layouts, and accessible supporting facilities can help visitors enjoy the event and create a positive impression. This shows that proper facility management is important for maintaining visitor satisfaction during the event.

Furthermore, service quality also has a positive and significant effect on visitor satisfaction, with a coefficient of 0.434 and a significance value of 0.001. This result indicates that the quality of services provided by the event

organizers including friendliness, promptness in delivering information, and responsiveness to visitors' needs plays an important role in creating a positive visitor experience.

In addition to physical facilities, service quality also plays an important role in shaping visitors' perceptions of the event. Friendly, responsive, and informative committee members help visitors obtain the information they need and create a welcoming atmosphere throughout the event. These results suggest that committee members should receive adequate preparation and training before the event so that they are able to provide consistent and professional services to visitors.

The simultaneous test results show that facilities and service quality jointly have a significant effect on visitor satisfaction, with an F-value of 204.580 and a significance value of 0.000.

Table 7. Coefficient of Determination

R	R Square	Adjusted R Square
0.899	0.808	0.804

The coefficient of determination test shows the ability of the regression model to explain visitor satisfaction through the independent variables used in this study. The results indicate that facilities and service quality provide a substantial contribution to explaining visitor satisfaction, while the remaining variation is influenced by other factors outside this research model.

These findings suggest that the success of Polbeng Business Expo Chapter Two depends not only on the availability of adequate facilities but also on the quality of services delivered throughout the event. The combination of well-maintained facilities and high-quality service plays a crucial role in enhancing visitor satisfaction.

The results of this study also provide practical implications for future Polbeng Business Expo activities. Event organizers should pay attention to both physical aspects, such as facility preparation and venue arrangement, and service aspects, such as committee readiness and communication skills. A balanced improvement in these aspects can create a better experience for visitors and support the success of future Business Expo events.

This study also contributes to the existing literature by examining visitor satisfaction in a university-organized Business Expo, a setting that has received relatively limited attention compared with tourism destinations and commercial events. Unlike previous studies, this research focuses on an event that combines entrepreneurship education, MSME promotion, and student involvement in event management. From a practical perspective, the findings can serve as a reference for educational institutions and event organizers in improving the quality of future business exhibitions through better facilities and more effective service delivery.

4. Conclusion

This study concludes that facilities and service quality have positive and significant effects on visitor satisfaction at Polbeng Business Expo Chapter Two, both partially and simultaneously. These findings indicate that improving event facilities and service quality can enhance visitor satisfaction and contribute to the success of Business Expo events. Therefore, event organizers should prioritize the provision of comfortable facilities and responsive, friendly, and reliable services to create a better visitor experience. This study is limited to one university-organized Business Expo and only examines facilities and service quality as the independent variables. Future research is recommended to include other factors, such as event quality, event atmosphere, promotion, perceived value, and visitor experience, to provide a more comprehensive understanding of visitor satisfaction in Business Expo events.

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