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The Effect Of The Development Of Facilities And Services On The Level Of Customer Visits At Hotel De Baghraf Sumenep

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Abstrak

Abstract—This study aims to find out and analyze the influence of the development of facilities and services on the level of customer visits at Hotel De Baghraf Sumenep. In the world of hospitality, the quality of facilities and services is an important factor that can influence customer decisions in choosing and visiting certain hotels, so a facility and service improvement strategy is needed to attract interest and increase customer satisfaction. This study uses a quantitative method with a descriptive approach. The data used was primary data obtained from the distribution of questionnaires to customers of Hotel De Baghraf Sumenep as many as 40 respondents. The sampling technique in this study uses purposive sampling, which is a technique of determining samples based on certain criteria. The results of the study show that the research instruments used are valid and reliable. The data in this study is also distributed normally, so it is eligible for regression analysis. Based on the results of a simple linear regression analysis, it was found that the development of facilities and services had a positive and significant effect on the level of customer visits at Hotel De Baghraf Sumenep. Thus, it can be concluded that the development of facilities and services has an important role in increasing the level of customer visits. Therefore, the De Baghraf Sumenep Hotel is advised to continue to develop and improve facilities and services on an ongoing basis.

Kata kunci: Facility Development, Services, Visitor Rate, Visitor Satisfaction, Hotel De Baghraf

1. Introduction

Tourism in Indonesia continues to show a growing trend due to increasing public demand for recreational activities and travel. Sumenep Regency, as one of the regions in East Java Province, has diverse tourism potential, including natural, cultural, and socio-cultural aspects that require sustainable development. Adequate facilities and infrastructure, such as hotel accommodations and other tourism services, are crucial factors in attracting tourists. In the hospitality industry, increasingly fierce competition demands that hotel management continuously innovate in developing facilities and improving services to provide the best possible guest experience [1].

Hotel De Baghraf Sumenep is one of the accommodations that plays a role in supporting the development of the tourism sector in Sumenep Regency[2]. A hotel's success in attracting and retaining customers is influenced not only by location and price, but also by the quality of the facilities and services provided to guests [3]. Complete and modern facilities can enhance customer comfort, while good service can foster long-term customer satisfaction and loyalty [4]. Therefore, developing facilities and improving service quality are strategic factors in efforts to increase customer visits.

Hotels provide various supporting facilities such as comfortable rooms, parking areas, restaurants, meeting rooms, and internet services designed to meet the needs and comfort of guests during their stay [5]. Adequate and standardized facilities will shape positive customer perceptions of the hotel. In addition to facilities, service quality is also a crucial factor influencing customer satisfaction. Research shows that facilities and service quality significantly influence hotel customer satisfaction [6]. This satisfaction plays a role in encouraging repeat customer visits, making improving the quality of facilities and services a crucial strategy for maintaining customer loyalty [7].

Previous research conducted by [8] at the Calina Bato Sumenep Botanical Garden shows that the quality of services and facilities has a positive and significant influence on visitor satisfaction. The study states that facilities play a big role in creating comfort, while service quality is an important factor in building visitor impressions and loyalty. The results of this study are in line with other research conducted by [9]on Sumenep Orange Cave Tour, which

concluded that the combination of adequate facilities and good service quality was able to increase visitor satisfaction and foster the desire to visit again. Furthermore, previous research by [10] It also proves that facilities and service quality simultaneously have a significant effect on customer satisfaction in various service sectors, including hospitality. This research strengthens the argument that the facilities provided and the services provided optimally can create a positive experience for customers thereby encouraging them to make repeat visits.

The development of the hotel industry currently faces various challenges, primarily due to increasingly dynamic changes in customer needs and expectations. Technological advances, increasing levels of competition, and demands for fast and modern services are external factors that hotel management must address [11]. These conditions require hotels to implement adaptive and innovative facility and service development strategies. Facility management that is tailored to customer needs and improving service quality oriented towards comfort and satisfaction has been proven to create positive experiences for customers and encourage increased repeat visits [12].

Based on this description, this study aims to analyze and find out how much the development of facilities and services affects the level of customer visits at Hotel De Baghrif Sumenep. This research is important to make a scientific contribution in the field of service marketing management, especially hospitality, as well as provide practical recommendations for the management of Hotel De Baghrif in designing a more effective business development strategy. With this research, it is hoped that it can provide a deeper understanding of the importance of developing facilities and services as a determining factor in attracting customer interest. In addition, the results of this research are expected to be used as a reference by hotel management in improving the quality of services and facilities to create customer satisfaction which leads to increased loyalty and frequency of customer visits in the future.

2. Literature Review

2.1 Facility Theory in Service Marketing

Facilities and the physical environment play a crucial role in shaping customer experiences and satisfaction in the hospitality industry. The servicescape concept explains that interior and exterior design, layout, cleanliness, lighting, aroma, and other physical elements influence the perceptions and behaviors of both customers and employees [13]. Servicescape includes elements such as interior and exterior design, layout, cleanliness, lighting, scent, and other physical elements that collectively create a particular atmosphere in a service. Bitner classifies Servicescape into two main types: lean Servicescape and elaborate Servicescape. Lean Servicescape refers to environments with minimalist physical elements and limited customer-employee interaction, such as in self-service kiosks or vending machines. Instead, elaborate Servicescape encompassing more complex environments with a variety of physical elements and intense interactions between customers and employees, such as those found in starred hotels with a variety of supporting facilities.

Research shows that service quality and facility availability have a positive and significant impact on user satisfaction. Adequate facilities can support comfort and ease in user activities, while optimal service delivery can enhance positive perceptions of the institution. The combination of good facilities and quality service creates a pleasant experience for service users. This positive experience plays a crucial role in shaping satisfaction, which in turn can foster loyalty and a desire to continue using the services provided [14].

In the context of Hotel De Baghrif Sumenep, the development of facilities such as the addition of swimming pools, fitness centers, spas, and restaurants with attractive interior designs can improve the quality of the servicescape. Research shows that a good servicescape quality can increase customer satisfaction, which in turn drives intent to come back and recommend services to others. In addition, a well-designed physical environment can influence the emotions of customers, creating a feeling of comfort and relaxation that extends the duration of the visit and increases their spending during the stay. Thus, investing in the development of facilities that pay attention to the servicescape aspects can be an effective strategy to increase the level of customer visits at Hotel De Baghrif Sumenep.

Further [15] emphasizes that Servicescape It affects not only customers but also employees, where a pleasant working environment can increase employee satisfaction and productivity, which ultimately has a positive impact on the quality of services provided to customers. Therefore, the development of facilities that consider the needs and comfort of employees is also important in creating a conducive work environment, which in turn can improve service quality and overall customer satisfaction.

2.2 Service Quality Theory (SERVQUAL)

Service quality is a major determining factor in achieving customer satisfaction and loyalty. The SERVQUAL model developed by [16] It offers a framework for measuring service quality based on five key dimensions: physical evidence, reliability, responsiveness, assurance, and empathy. Dimension Tangible include physical aspects such as facilities, equipment, and employee appearance that reflect the quality of service. Reliability refers to the ability to deliver the promised services consistently and accurately. Responsiveness is the willingness and ability of employees to help customers and provide service quickly. Assurance It relates to the knowledge and courtesy of employees and their ability to foster customer trust and confidence. Last Empathy reflects the individual attention and care given to the customer.

In the context of Hotel De Baghrif Sumenep, the application of the SERVQUAL model can assist management in identifying areas that need improvement to improve the overall quality of service. For example, employee training in communication and customer service can enhance the dimensions of assurance and empathy, while investments in modern equipment and facility maintenance can strengthen the tangible and reliability dimensions. Research shows that improving service quality based on SERVQUAL dimensions is positively related to customer satisfaction, which ultimately increases loyalty and frequency of visits.

In addition, periodic monitoring and evaluation of service performance based on SERVQUAL's five dimensions allows management to proactively identify and address potential issues before they negatively impact customer satisfaction. The implementation of customer satisfaction surveys and the collection of regular feedback can provide valuable insights into customer perceptions of the quality of services provided [15]. Thus, Hotel De Baghrif Sumenep can continuously adjust and improve its service standards in accordance with customer expectations, which ultimately contributes to increased visitor rates and customer loyalty.

2.3 Customer Visit Rate Theory

The level of customer visits is an important indicator in assessing the success of a business, especially in the field of hospitality services. According to [17], the level of customer visits is the frequency or intensity of customers in using or returning to use the services or products offered by a company in a certain period of time. The high rate of customer visits indicates that the products or services offered by the company are successfully meeting the needs and expectations of customers. Conversely, low customer visitation rates can be an indicator of customer dissatisfaction or the emergence of competitors who offer more value [18].

In addition, the level of customer visits is influenced by several important factors, including the quality of services, facilities provided, competitive prices, convenience, and the customer's personal experience while using the service. According to [19] In the service industry, including hotels, customer behavior is greatly influenced by their perception of the quality of service received. If customers are satisfied, they are more likely to make a repeat visit. Conversely, negative experiences will reduce the likelihood of customers returning.

In the context of Hotel De Baghrif Sumenep, the development of facilities and service improvements play a very important role in increasing the level of customer visits. This is in accordance with consumer behavior theory which states that consumers' decisions in purchasing or reusing a service are greatly influenced by psychological factors such as satisfaction, previous experience, and perception of value benefits and convenience [20]. Therefore, efforts to improve facilities such as the provision of a large parking area, fast internet access, complete room facilities, and excellent service from hotel staff will give a positive impression that encourages customers to stay again.

Furthermore, according to the theory of Customer Retention, retaining existing customers through improved facilities and services is much more effective and efficient than looking for new customers. Customers who already have a positive experience tend to be easier to invite to make a repeat visit compared to new customers who still need to be convinced. Therefore, in the world of hospitality, creating a memorable stay experience is an important strategy to increase customer visitation rates [21].

Thus, this theory of customer visitation rates confirms that the quality of facilities and services provided by hotels has a significant influence on customers' decisions to make repeat visits. Customers will keep coming back if they feel they get benefits, comfort, and a positive experience during their stay. Therefore, hotel management needs to ensure that all aspects of services and facilities available are able to meet or exceed customer expectations, in order to increase customer loyalty and repeat visits to Hotel De Baghrif Sumenep.

2.4 Consumer Behavior Theory

Consumer behavior is one of the important theories in understanding how customer decisions in making visits or purchasing services are formed. According to [18] Consumer behavior is the study of how individuals, groups, or organizations choose, purchase, use, and evaluate products or services to meet their needs and wants. In the hospitality industry, consumer behavior is highly influential in determining customer visit decisions. These decisions are influenced by various internal and external factors, such as motivation, perception, past experiences, and the influence of the social environment.

According to [22] consumer behavior is influenced by the decision-making process which consists of five stages, namely identification of needs, search for information, evaluation of alternatives, purchase decisions, and post-purchase behavior. At the stage of recognition of needs, consumers feel certain needs, such as the need to stay in hotels while traveling. Furthermore, consumers will look for information about hotels that suit these needs, either through the media Online customer reviews, as well as recommendations from people close to you. After that, consumers will evaluate several alternative hotels based on factors such as price, facilities, location, and quality of service [23]. Only in the fourth stage, consumers make the decision to make a reservation or visit to a particular hotel. The final stage is post-purchase behavior, which is how the experience of staying at a hotel influences the consumer's decision to revisit or recommend others.

In its application at Hotel De Baghrif Sumenep, this consumer behavior theory is very relevant to be used as a basis in designing a strategy to increase customer visits. Hotels must be able to understand consumer behavior and what factors are considered by customers before making a visit. Factors such as room comfort, service friendliness, cleanliness of facilities, appropriate prices, and the uniqueness of the hotel is an important part of the customer evaluation process. In addition, current consumer behavior trends are also greatly influenced by digital technology, where reviews or reviews from previous customers greatly affect the perception of potential new customers.

By understanding consumer behavior, the management of Hotel De Baghrif Sumenep can more easily develop targeted marketing strategies, such as providing attractive promotions, improving personal service, and creating a unique hotel atmosphere that is different from competitors. The use of social media and digital platforms is also important to reach a wider range of consumers and provide complete information about the advantages of hotels. Thus, the application of consumer behavior theory not only helps in attracting new customers, but also keeps old customers to keep making repeat visits.

3. Research Methods

3.1 Data Types and Sources

This type of research is a quantitative research with an associative approach. Associative research aims to find out the relationship or influence between two or more variables. In this study, the independent variable (X) is Facility and Service Development, while the dependent variable (Y) is Customer Visit Rate. A quantitative approach is used to analyze numerical data obtained from questionnaires, so that research results can be measured objectively and systematically.

The source of data in this study is primary data obtained directly from respondents who are customers of Hotel De Baghrif Sumenep through the distribution of questionnaires that have been compiled according to research indicators. The respondents in this study totaled 40 people who were selected using the purposive sampling technique, which is a sampling technique based on certain criteria that have been set by the researcher. The criteria are customers who have at least stayed at Hotel De Baghrif Sumenep.

Each indicator was measured using a Likert scale of 1 to 5, ranging from strongly disagree to strongly agree.

3.2 Variable Operational Definition

In this study, there are two main variables, namely the independent variable (X), namely Facility and Service Development, and the dependent variable (Y), namely the Customer Visit Rate. The operational definition of this variable is very important to clarify the indicators used in the study so that they can be measured in a structured and valid manner according to the research objectives.

3.2.1 Variable X (Development of Facilities and Services)

The development of facilities and services is defined as the efforts of hotel management in providing, improving, and improving facilities and services to meet the needs and comfort of customers. This variable is measured through several indicators, namely:

- a. Completeness of Facilities (X1.1), which is the extent to which the facilities provided at Hotel De Baghraf Sumenep are available according to customer needs.
- b. Quality of Facilities (X1.2), related to the condition and function of hotel facilities in good and well-maintained condition.
- c. Facility Comfort (X1.3), which is the customer's comfort level when using hotel facilities.
- d. Service Innovation (X1.4), which is the hotel's creativity in creating new services that follow the development of customer needs.
- e. Speed and Accuracy of Service (X1.5), i.e. the speed and accuracy of services provided by hotel employees.

3.2.2 Variable Y (Customer Visit Rate)

Customer visit rate is defined as the frequency or intensity of customer visits to stay or use the facilities at Hotel De Baghraf Sumenep. This variable is measured by several indicators, namely:

- a. Frequency of Visits (Y1.1), which is how often customers stay at the hotel.
- b. Customer Loyalty (Y1.2), which is customer loyalty in choosing a hotel over other hotels.
- c. Repeat Return Plan (Y1.3), which is the customer's desire to return to stay in the future.
- d. Recommendations to Others (Y1.4), i.e. the extent to which customers are willing to recommend the hotel to others.
- e. Previous Visit Satisfaction (Y1.5), which is customer satisfaction based on previous stay experience.

3.3 Data Analysis Methods

The data analysis method in this study uses quantitative analysis with the help of a statistical data processing program (SPSS). This analysis was carried out in stages to test the research instruments and analyze the relationships between variables. The stages of data analysis in this study include:

- a. Validity Test
The validity test is used to measure the extent to which the question items in the questionnaire are able to measure the indicators of the variables in question. The instrument is declared valid if the Corrected Item-Total Correlation value is greater than 0.3.
- b. Reliability Test
The reliability test aims to determine the consistency of the research instrument. This test is carried out by looking at the Cronbach Alpha value, where a variable is declared reliable if the Cronbach Alpha value > 0.6.
- c. Normality Test
The normality test is carried out to find out whether the research data is distributed normally or not. This test uses the Kolmogorov-Smirnov test, provided that the data is said to be normal if the significance value is greater than 0.05.
- d. Simple Regression Analysis
Simple regression analysis was used to determine the influence between variable X (Development of Facilities and Services) and variable Y (Customer Visit Rate). The simple regression equations used are:

$$Y = a + bX + e$$

Where Y = Customer Visit Rate, = Facility and Service Development, = constant, = regression coefficient, and = error.

- e. T test
The t-test is used to determine the influence of independent variables on dependent variables partially. If the significance value (Sig) < 0.05, then the X variable has a significant effect on the Y variable.
- f. Coefficient of Determination (R-Squared)
The coefficient of determination is used to measure how much influence the variable X has on the variable Y. The R-Squared value indicates the percentage of the influence of the variable X on Y, the greater the value, the greater the influence.

The data in this study was collected through the distribution of questionnaires to 40 respondents who are customers of Hotel De Baghrif Sumenep. The sampling technique used is purposive sampling, which is the selection of respondents based on certain criteria such as having stayed at the hotel at least once.

4. Results And Discussion

4.1 Validity Test

The reliability test is carried out to determine the level of consistency or regularity of a research instrument in measuring the variables being studied. Research instruments are said to be reliable if they provide consistent results when measured under the same conditions. The reliability test in this study uses the Cronbach's Alpha technique, where an instrument is said to be reliable if the value of Cronbach's Alpha is greater than 0.70.

The higher the Cronbach's Alpha value, the higher the level of reliability of the instrument used. In this study, a reliability test was carried out on 10 statement items consisting of the variables of Facility and Service Development (X) and Customer Visit Level (Y).

Table 1. Validity Test
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	33.55	43.997	.458	0.871
X1.2	33.80	39.600	.707	0.850
X1.3	33.40	44.810	.537	0.864
X1.4	33.75	42.090	.677	0.854
X1.5	33.55	40.562	.786	0.845
Y1.1	33.60	43.887	.643	0.858
Y1.2	33.68	40.328	0.698	0.851
Y1.3	33.25	44.449	0.517	0.866
Y1.4	33.73	42.102	0.588	0.861
Y1.5	34.30	44.421	0.380	0.879

Based on the results of data processing with a total of 40 respondents and using a significance level of 5%, a table r value of 0.316 was obtained. The results of the validity test showed that all statement items both in the Facility and Service Development variable (X) and in the Customer Visit Rate variable (Y) had a Corrected Item-Total Correlation value that was greater than the r value of the table.

Thus, this result proves that all statement items on each variable are declared valid. This means that all indicators used in the research instrument have met the validity requirements, so that they can be used as a measuring tool to obtain data that is in accordance with research needs.

Overall, the results of this validity test show that the questionnaire used in this study is feasible to use for data collection because it has been proven that all statement items are valid. The validity of this research instrument provides confidence that the data obtained from the respondents can be used for further analysis in this study, especially to test the influence of Facility and Service Development on the Level of Customer Visits at Hotel De Baghrif Sumenep.

4.2 Reliability Test

Reliability test is a test that is carried out to determine the extent to which the research instrument can provide consistent results if repeated measurements are made. An instrument is said to be reliable if Cronbach's Alpha value is more than 0.70. The closer it is to the number 1, the higher the reliability of the instrument. In this study, a reliability test was carried out on two variables, namely variable X (Development of Facilities and Services) and variable Y (Customer Visit Rate).

The instrument used was tested through Item-Total Statistics analysis to determine the contribution of each item to the total score and Cronbach's Alpha value if the item was removed.

Table 2. Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
0.872	10

Based on the results of data processing, a Cronbach's Alpha value of 0.872 was obtained for all statement items in the variables of Facility and Service Development (X) and Customer Visit Rate (Y). The number of statement items tested in this study was 10 statements.

An instrument is said to be reliable if Cronbach's Alpha value is greater than 0.70. This is in accordance with the opinion of experts who state that the higher the value of Cronbach's Alpha, the higher the level of reliability of the instrument. Thus, the results of the reliability test in this study show that Cronbach's Alpha value of 0.872 has met the reliability criteria.

Based on these results, it can be concluded that all statement items used in this research questionnaire have met the reliability requirements. This means that the research instruments used have a high level of consistency and can be trusted to be used in the collection of research data. With reliable instruments, the data obtained from respondents can be ensured to be stable, consistent, and accountable in further analysis. Therefore, the instrument in this study is suitable to be used to determine the influence of Facility and Service Development on the Level of Customer Visits at Hotel De Baghrif Sumenep.

4.3 Classic Assumption Test

The normality test was carried out to find out whether the data in this study was normally distributed or not. Normally distributed data is one of the requirements in linear regression analysis, because normal distribution gives an idea that the data can be representative of the population in general. The normality test in this study was carried out using the One-Sample Kolmogorov-Smirnov Test method by paying attention to the Asymp. Sig. (2-tailed). If the significance value is greater than 0.05, then the data is normally distributed.

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

N		Unstandardized Residual
Normal Parameters ^{a,b}		40
	Mean	0.0000000
	Std. Deviation	.48034951
Most Extreme Differences	Absolute	0.108
	Positive	0.108
	Negative	-.0095
Test Statistic		0.108
Asymp. Sig. (2-tailed)		0.200c,d

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test in Table 3 above, it is known that the value of Asymp. Sig. (2-tailed) is 0.200. This value is greater than 0.05 so it can be concluded that the residual data in this study is normally distributed.

In addition, the Mean value of 0.0000000 and the Standard Deviation of 0.48034951 indicate that the data distribution is around the middle value and there are no significant deviations. The Most Extreme Differences (absolute, positive, and negative) values are also still within reasonable limits.

Thus, the test results show that the data in this study has met the assumption of normality, so that it can be used for further analytical testing such as linear regression tests. The normality of the data that was fulfilled also showed that the research model used was appropriate and could represent the population validly.

4.4 Simple Linear Regression Analysis and Partial Significance test (t-test)

A simple linear regression test was used to determine the influence of the independent variable (X), namely Facility and Service Development, on the dependent variable (Y), namely Customer Visit Rate. The results of the simple linear regression test in this study are shown in the following Table 4:

Table 4. Simple Regression and t-Test

Type	Coefficient			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	0.993	0.380		2.612	0.013
Development of Facilities and Services	0.712	0.098	0.762	7.247	0.000

Development of Facilities and Services 0.712 0.098 0.762 7.247 0.000

Based on the results of the simple linear regression test in Table 4, the following regression equations are obtained:

$$Y=0,993+0,712X$$

The equation means that a constant value of 0.993 indicates that if the Facility and Service Development variable is in a fixed condition (no increase or decrease), then the Customer Visit Rate still has a value of 0.993 units. Meanwhile, a regression coefficient of 0.712 shows that every 1 unit increase in the Facility and Service Development variable will cause an increase in the Customer Visit Rate by 0.712 units. This positive coefficient also emphasizes that the development of facilities and services and the level of customer visits has a one-way relationship, where the better the facilities and services developed by Hotel De Baghrif Sumenep, the higher the potential for increasing customer visits.

In addition, from the results of the t-test in the Coefficients table, a calculated t-value of 7.247 with a significance value of 0.000 was obtained. This significance value is smaller than the significance level used in the study, which is 0.05 (5%). This shows that partially the Facility and Service Development variable (X) has a significant effect on the Customer Visit Rate (Y). In other words, the research hypothesis (Ha) that states that the Development of Facilities and Services has a significant effect on the Customer Visitation Rate at Hotel De Baghrif Sumenep is acceptable, while the zero hypothesis (Ho) is rejected.

These results also reinforce that facilities and services are important factors in attracting customers to repeat visits or even increase customer loyalty to hotels. With complete, comfortable facilities, and friendly and responsive services to customer needs, customers will feel satisfied and have a tendency to visit again.

Furthermore, in the context of hotel business competition, especially in the Sumenep area, the results of this study emphasize the importance of developing facilities and services as a strategy to increase hotel competitiveness. Today's customers are not only looking for a place to stay, but also pay attention to the quality of the facilities offered such as cleanliness, room comfort, completeness of hotel facilities, to the hospitality and service of hotel employees. Therefore, Hotel De Baghrif Sumenep must continue to innovate and develop facilities and services to meet customer expectations and needs.

In conclusion, based on the results of this simple linear regression test, it is known that the Development of Facilities and Services has a significant influence on the Customer Visitation Rate at Hotel De Baghrif Sumenep. The better and higher the quality of the development of facilities and services carried out, the greater the chance of increasing the number of customer visits to the hotel. Therefore, the recommendation in this study is that the management of Hotel De Baghrif Sumenep is expected to continue to improve the quality of facilities and provide the best service to customers as a strategic effort to maintain and increase customer visits in the future.

Next, a t-test was carried out to find out whether the Facility and Service Development variable (X) had a significant effect on the Customer Visit Rate (Y). Based on the results of the t-test, a t-count value of 7.247 with a significance (Sig.) of 0.000 was obtained.

The significance value is smaller than $\alpha = 0.05$ ($0.000 < 0.05$), so it can be concluded that the Facility and Service Development variable (X) has a significant effect on the Customer Visit Rate (Y) variable. Thus, H₀ is rejected and H_a is accepted, which means that there is a positive and significant influence between Facility and Service Development on Customer Visit Rates.

This shows that the better the facilities and services provided, the higher the level of customer visits. Factors in the development of facilities and services such as the comfort of the place, cleanliness, availability of facilities, speed of service, and the friendliness of the officers, are all important parts in attracting customers to make repeat visits.

4.5 Coefficient of Determination Test (R²)

The determination coefficient test or R Square was carried out to determine how much contribution or influence independent variables (Facility and Service Development) have on dependent variables (Customer Visit Rate) in this study.

Table 5. Coefficient Determination Test

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.762a	0.580	0.569	0.4866

Based on the results of the regression analysis shown in the Model Summary table, it is known that the value of R Square is 0.580 or 58%.

The R Square value of 0.580 means that 58% of the variations or changes that occur in the Customer Visit Level (Y) variable can be explained or influenced by the Facilities and Services Development variable (X). In other words, the development of facilities and services carried out by Hotel De Baghrat Sumenep contributes 58% in influencing or increasing the rate of customer visits.

Meanwhile, the remaining 42% (100% - 58%) was explained by other factors outside the variables of this study that were not specifically studied, such as price factors, promotions, location, hotel image, employee service, environmental comfort, quality of food and beverages, and other external factors that may influence the customer's decision to visit Hotel De Baghrat Sumenep.

In addition, the Model Summary table also shows an Adjusted R Square value of 0.569 or 56.9%. Adjusted R Square is used to measure the degree of goodness of regression models by taking into account the number of independent variables used in the model. Because in this study only one independent variable was used, the difference between the value of R Square and Adjusted R Square is not too far. This shows that the regression model used in this study is quite good in explaining the influence between independent variables on dependent variables.

Furthermore, an R value or correlation coefficient of 0.762 indicates that there is a strong relationship between Facility and Service Development and Customer Visit Rate. This R-value is close to 1, so it can be concluded that the relationship between the two variables is positive and strong. This means that the better the development of facilities and services provided by the hotel, the higher the likelihood of customers returning to visit.

5. Conclusion

Based on the results of the discussion of the entire series of data analysis in this study, it can be concluded that the development of facilities and services carried out by Hotel De Baghrat Sumenep has a very significant influence on the level of customer visits. This is evidenced by the results of the validity and reliability test which shows that all research instruments used have met the valid and reliable requirements, so they are suitable for use for data

collection in this study. In addition, the results of the normality test also show that the data is distributed normally, thus meeting the basic assumptions in simple linear regression analysis. Furthermore, from the results of linear regression analysis, it was obtained that the development of facilities and services had a positive effect on the level of customer visits. This means that the better the development of facilities and services provided by the hotel, the higher the level of customer visits who come and take advantage of the hotel's services. This is also reinforced by the results of the t-test which shows that the variables of facility and service development significantly affect the level of customer visits. In addition, the results of the determination coefficient test show that the development of facilities and services contributes significantly to the level of customer visits. However, there are still other factors outside of this study variable that also affect the level of customer visits, such as promotional factors, price, location, employee service, environmental comfort, and other external factors. Based on this conclusion, the advice that can be given to Hotel De Baghrif Sumenep is to continue to develop facilities and services in a sustainable manner in accordance with customer needs and expectations. The hotel also needs to regularly evaluate the available facilities, both in terms of cleanliness, completeness, comfort, and ease of access for customers. In addition, improving the quality of employee service is also very necessary in order to create a positive experience for customers. Not only that, hotels are also advised to innovate in services, pay attention to current trends in customer needs, and improve promotional strategies to be able to reach a wider range of customers, so as to increase loyalty and frequency of customer visits in the future.

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