International Journal of Business and Quality Research

https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

The Influence of Service Quality on Visitor Satisfaction at Bagindo Aziz Chan Youth Center Padang City

Rahmi Muthia Putri[1], Sinta Westika Putri M.A.P [2]*

[1,2] *Department of Public Administration, Faculty of Social Sciences, Universitas Negeri Padang, Indonesia*

E-mail: rahmimuthiaputri05@gmail.com [1] ,
sintawestika@fis.unp.ac.id [2]

Abstract

Visitor satisfaction is an important benchmark for assessing the success of service delivery at public facilities, where optimal service ideally produces high satisfaction. However, Bagindo Aziz Chan Youth Center in Padang City still faces problems such as fluctuating visitor numbers, complaints regarding facilities, security, staff attitudes, and the absence of a formal complaint mechanism, indicating that certain aspects of service still require improvement. This study aims to examine the influence of service quality on visitor satisfaction at Bagindo Aziz Chan Youth Center Padang City. This study used an associative causal research design with a quantitative approach. Data were obtained using a questionnaire distributed to visitors who had previously used the facilities at Bagindo Aziz Chan Youth Center through a simple random sampling technique, and were subsequently analyzed using simple linear regression analysis with IBM SPSS. The results reveal that service quality has a positive and significant effect on visitor satisfaction, with a coefficient of determination (R^2) of 0.585 (58.5%) and a calculated t-value of 11.754 > the critical t-value of 1.984 at a significance level of $p < 0.001$. The regression equation $\hat{Y} = 4.708 + 0.569X$ indicates that every one-unit increase in service quality raises visitor satisfaction by 0.569 units. Based on these findings, it is recommended that the management of Bagindo Aziz Chan Youth Center continue to strengthen service quality, particularly in terms of staff responsiveness, to support the sustainable improvement of visitor satisfaction.

Keywords: Service Quality, Visitor Satisfaction, SERVQUAL, Bagindo Aziz Chan Youth Center Kota Padang

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

INTRODUCTION

Visitor satisfaction is a post-visit evaluation that compares initial expectations with the actual performance of the service received (Tjiptono, 2014). High satisfaction does not only serve as a benchmark for the success of a service but also reflects the sustainability of facility utilization in the future (Sa'adah & Ningsih, 2025), since good satisfaction ideally encourages repeat visits and a willingness to recommend the service to others (Nurmala et al., 2022). However, this condition is not always achieved in practice, as found at Bagindo Aziz Chan Youth Center (BAC Youth Center) in Padang City.

BAC Youth Center is a public facility owned by the Padang City Government, inaugurated on 19 September 2022 and managed by the Padang City Tourism Office as a collaborative space and creative economy hub for young people. The facility comprises three floors, with the ground floor functioning as the main public area for events, expos, and festivals, the second floor serving as a co-working space for youth, students, and creative economy actors, and the third floor providing a grandstand area overlooking the activities below. Visitors gain access through a single QR code registration system at the ground-floor information desk, followed by a confirmation at their destination floor. Despite its strategic role as a leading creative hub in Padang City, visitor data throughout 2025 showed unstable fluctuations, with a total of 27,078 visitors, the highest number of visits recorded in February (3,294 visitors) and the lowest in August (1,152 visitors), while several months such as May, November, and December also recorded visitor numbers below the monthly average of 2,257.

This fluctuation is reinforced by a number of observational findings and visitor reviews indicating underlying service problems. One recurring complaint concerns the unavailability and malfunction of electrical outlets in the co-working space area, which hinders visitors' productivity while studying or working. Complaints regarding security have also emerged, including a reported case of a stolen helmet in the parking area, a matter confirmed by BAC Youth Center's information staff during a field interview. In addition, a number of visitor reviews on Google Maps and social media highlighted staff attitudes perceived as unfriendly, impolite, and unresponsive when visitors requested information or assistance. Compounding these issues, BAC Youth Center has not yet provided a formal complaint mechanism, either in the form of a physical suggestion box or an online reporting system, so that visitor feedback and criticism cannot be systematically documented as a basis for service evaluation (Arevin, 2024).

Service quality is an important aspect that determines the level of visitor satisfaction at a public facility (Jannah et al., 2023). Zeithaml et al. (1990) define service quality as the level of discrepancy between customer expectations and their perception of the service

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

performance received, which is subsequently measured through five SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. In the context of BAC Youth Center, service quality encompasses not only staff attitudes but also facility consistency, comfort, and management's responsiveness to visitors' needs and complaints. A number of prior studies, such as Rizky & Ratnasari (2024), Rahma et al. (2025), Ayuningsih et al. (2024), Ramadhani (2024), and Anjani et al. (2024), have consistently found that service quality has a positive and significant effect on visitor satisfaction and encourages repeat visitation. However, most of these studies focused on tourist attractions such as beaches and museums, while research on public facilities based on Youth Centers remains very limited, making this both the novelty and the urgency of the present study, particularly given the fluctuating visitor numbers that indicate the need for a service quality evaluation.

This study aims to examine the influence of service quality on visitor satisfaction at Bagindo Aziz Chan Youth Center Padang City. It is anticipated that the findings of this study will assist the management of BAC Youth Center, particularly the Padang City Tourism Office, in formulating more targeted service improvement strategies to sustain visitor satisfaction and support the continued utilization of the facility as a creative space for young people.

THEORETICAL REVIEW

The SERVQUAL model developed by Zeithaml et al. (1990) provides a theoretical framework for understanding service quality as the discrepancy between customer expectations and their perception of the service performance received. This model originally consisted of ten dimensions, namely tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding the customer. Through a series of statistical tests, Zeithaml et al. (1990) found substantial overlap among several of these dimensions and subsequently refined the model into five core dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

As the dependent variable, visitor satisfaction in this study refers to Tjiptono's (2014) theory, which conceptualizes satisfaction as a post-purchase evaluation in which the perceived performance of the chosen product or service meets or even exceeds the visitor's initial expectations. Tjiptono (2014) further outlines six core concepts for measuring customer satisfaction, namely overall customer satisfaction, satisfaction dimensions, expectation confirmation, repurchase intention, willingness to recommend, and customer dissatisfaction. Of these six concepts, this study focuses on three indicators considered most relevant to visitor satisfaction at public facilities such as BAC Youth Center: expectation conformity, repeat visit intention, and willingness to recommend.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

METHOD

This study used a quantitative approach with an associative causal research design (Sugiyono, 2024) to measure the extent to which service quality (independent variable) influences visitor satisfaction (dependent variable) at Bagindo Aziz Chan Youth Center Padang City. The study population comprised all visitors who utilized the facilities at BAC Youth Center Padang City, with a recorded total of 27,078 visitors throughout 2025. With a 10% margin of error, the sample size was calculated using the Slovin formula, yielding a sample of 100 respondents. Visitors who had used the facilities at BAC Youth Center and were willing to fill out the research questionnaire were the respondents for the simple random sampling technique, in which every visitor had an equal opportunity to be selected regardless of background or specific characteristics. To gather data, an online questionnaire was distributed using Google Forms. The variables Service Quality and Visitor Satisfaction were measured using a four-point Likert scale, with 1 representing "strongly disagree" and 4 representing "strongly agree," which formed the foundation for the study instrument, developed based on the five SERVQUAL dimensions of Zeithaml et al. (1990) for Service Quality and the three satisfaction indicators of Tjiptono (2014) for Visitor Satisfaction. Secondary data, in the form of 2025 visitor recapitulation records and field observation documentation, were also used to support the interpretation of the primary data. SPSS software was used for descriptive analysis, validity testing, reliability testing, classical assumption testing, and hypothesis testing with t-test and F-test. Finding the influence of the Service Quality factor on tourists' Visitor Satisfaction at Bagindo Aziz Chan Youth Center Padang City was the aim of this investigation.

RESULTS

Table 1: Descriptive Analysis of Respondents' Characteristics

Variable	Categories	Frequency	%
Gender	Male	21	21
	Female	79	79
Age	< 17 years	10	10
	17–25 years	76	76

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

	26–35 years	10	10
	> 35 years	4	4
Occupation	Student	75	75
	Private Employee	11	11
	Civil Servant	5	5
	Entrepreneur	2	2
	Other	7	7
Visit Frequency	First time	25	25
	2–3 times	38	38
	More than 3 times	37	37

Table 1 presents the demographic characteristics of the study respondents. Descriptive statistics revealed that the majority (79%) of respondents were female, while male respondents accounted for 21%. In terms of age, 76 respondents (76%) were between 17–25 years old, followed by 10 respondents (10%) under 17 years, 10 respondents (10%) aged 26–35 years, and 4 respondents (4%) above 35 years. Most respondents (75%) were students, indicating that BAC Youth Center is predominantly used by young, productive-age individuals. In addition, 75 respondents (75%) had visited more than once, with 38% visiting 2–3 times and 37% visiting more than 3 times, compared to 25% who were first-time visitors.

Descriptive Statistics and Respondent Achievement Level (TCR)

Table 2: Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality	100	2.222	4.000	3.35500	0.352153

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Visitor Satisfaction	100	2.250	4.000	3.25417	0.392725
Valid N (listwise)	100				

Table 2 shows that the Service Quality variable (X) had a minimum value of 2.222, a maximum value of 4.000, a mean of 3.35500, and a standard deviation of 0.352153. The Visitor Satisfaction variable (Y) had a minimum value of 2.250, a maximum value of 4.000, a mean of 3.25417, and a standard deviation of 0.392725, indicating that both variables were rated favorably by respondents within the four-point Likert scale range.

Table 3: Respondent Achievement Level (TCR) for Service Quality

Item	STS	TS	S	SS	N	Score	Mean	TCR (%)	Category
X1	-	-	41	59	100	359	3.59	89.75	Very Good
X2	-	2	50	48	100	346	3.46	86.50	Very Good
X3	-	3	52	45	100	342	3.42	85.50	Very Good
X4	-	1	42	57	100	356	3.56	89.00	Very Good
X5	1	4	40	55	100	349	3.49	87.25	Very Good
X6	-	5	51	44	100	339	3.39	84.75	Good
X7	16	20	31	33	100	281	2.81	70.25	Good
X8	-	5	51	44	100	339	3.39	84.75	Good
X9	-	4	57	39	100	335	3.35	83.75	Good
X10	-	3	44	53	100	350	3.50	87.50	Very Good
X11	23	22	28	27	100	259	2.59	64.75	Fairly Good
X12	-	4	50	46	100	342	3.42	85.50	Very Good
X13	-	5	42	53	100	348	3.48	87.00	Very Good

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

X14	-	-	38	62	100	362	3.62	90.50	Very Good
X15	1	3	45	51	100	346	3.46	86.50	Very Good
X16	-	6	54	40	100	334	3.34	83.50	Good
X17	-	4	46	50	100	346	3.46	86.50	Very Good
X18	13	14	27	46	100	306	3.06	76.50	Good
Average					**100**	**335.50**	**3.355**	**83.875**	**Good**

Table 3 shows that the mean score of the Service Quality variable (X) is 3.355, within the 1–4 scale range, with a cumulative Respondent Achievement Level (TCR) of 83.875%, categorized as Good. At the item level, the highest achievement was recorded on item X14 (TCR = 90.50%, Very Good), while the lowest achievement was recorded on item X11 concerning staff responsiveness in assisting visitors experiencing difficulties (TCR = 64.75%, Fairly Good), followed by item X7 concerning staff responsiveness in addressing complaints (TCR = 70.25%, Good).

Table 4: Respondent Achievement Level (TCR) for Visitor Satisfaction

Item	STS	TS	S	SS	N	Score	Mean	TCR (%)	Category
Y1	-	4	52	44	100	340	3.40	85.00	Very Good
Y2	-	2	55	43	100	341	3.41	85.25	Very Good
Y3	2	7	47	44	100	333	3.33	83.25	Good
Y4	20	22	38	20	100	258	2.58	64.50	Fairly Good
Y5	-	3	49	48	100	345	3.45	86.25	Very Good
Y6	-	2	42	56	100	354	3.54	88.50	Very Good
Y7	-	4	45	51	100	347	3.47	86.75	Very Good

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Y8	19	24	29	28	100	266	2.66	66.50	Good
Y9	-	3	48	49	100	346	3.46	86.50	Very Good
Y10	-	3	51	46	100	343	3.43	85.75	Very Good
Y11	-	2	44	54	100	352	3.52	88.00	Very Good
Y12	17	22	25	36	100	280	2.80	70.00	Good
Average					**100**	**325.42**	**3.254**	**81.354**	**Good**

Table 4 shows that the mean score of the Visitor Satisfaction variable (Y) is 3.254, within the 1–4 scale range, with a cumulative TCR of 81.354%, categorized as Good. At the item level, the lowest achievement was recorded on item Y4, concerning the conformity between the comfort experienced and visitors' initial expectations (TCR = 64.50%, Fairly Good), followed by item Y12, concerning willingness to recommend the facility before its supporting amenities are improved (TCR = 70.00%, Good), while the remaining items were predominantly categorized as Very Good.

Validity and Reliability

Table 5: Results of the Instrument Validity Test for Variables X and Y

Variable	Item	r-count	r-table	Result
Service Quality (X)	X1	0.558	0.1966	Valid
	X2	0.620	0.1966	Valid
	X3	0.315	0.1966	Valid
	X4	0.486	0.1966	Valid
	X5	0.416	0.1966	Valid
	X6	0.654	0.1966	Valid
	X7	0.456	0.1966	Valid

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

	X8	0.627	0.1966	Valid
	X9	0.541	0.1966	Valid
	X10	0.548	0.1966	Valid
	X11	0.470	0.1966	Valid
	X12	0.495	0.1966	Valid
	X13	0.626	0.1966	Valid
	X14	0.594	0.1966	Valid
	X15	0.606	0.1966	Valid
	X16	0.675	0.1966	Valid
	X17	0.656	0.1966	Valid
	X18	0.546	0.1966	Valid
Visitor Satisfaction (Y)	Y1	0.596	0.1966	Valid
	Y2	0.522	0.1966	Valid
	Y3	0.671	0.1966	Valid
	Y4	0.453	0.1966	Valid
	Y5	0.603	0.1966	Valid
	Y6	0.506	0.1966	Valid
	Y7	0.672	0.1966	Valid
	Y8	0.535	0.1966	Valid
	Y9	0.602	0.1966	Valid

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

	Y10	0.575	0.1966	Valid
	Y11	0.541	0.1966	Valid
	Y12	0.575	0.1966	Valid

All items for the variables Service Quality (X) and Visitor Satisfaction (Y) can be deemed valid, according to the validity test results in Table 5. This is corroborated by the fact that every computed r-value exceeded the threshold r-table value of 0.1966 (df = 98; α = 0.05). As a result, each item can precisely measure the constructs being studied and can be employed as a research instrument in the subsequent analysis stage.

Validity and Reliability

Table 6: Results of the Instrument Reliability Test for Variables X and Y

Variable	Cronbach's Alpha	Reliability Standard	Result
Service Quality (X)	0.840	0.60	Reliable
Visitor Satisfaction (Y)	0.776	0.60	Reliable

The results of the reliability analysis in Table 6 show that both variables met the minimum criterion for an acceptable level of reliability, with Cronbach's Alpha values above 0.60. The Service Quality (X) and Visitor Satisfaction (Y) variables obtained Cronbach's Alpha values of 0.840 and 0.776, respectively, indicating that both research instruments demonstrate strong internal consistency and are dependable and appropriate for further examination.

Normality Test

Table 7: Normality Test (One-Sample Kolmogorov-Smirnov Test)

Parameter	Value
N	100
Test Statistic	0.078

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Asymp. Sig. (2-tailed)	0.144

The residuals were normally distributed according to the results of the One-Sample Kolmogorov-Smirnov test. As shown in Table 7, the test statistic was 0.078 with an asymptotic significance (two-tailed) of 0.144, which is greater than the significance level of 0.05. Therefore, this regression model meets the normality criterion and is ready for further analysis.

Linearity Test

Table 8: Linearity Test

Component	Sig.
Linearity	0.001
Deviation from Linearity	0.524

The linearity test results show a Linearity significance value of 0.001 (< 0.05), confirming a significant linear relationship between Service Quality and Visitor Satisfaction, and a Deviation from Linearity significance value of 0.524 (> 0.05), indicating no deviation from linearity. Therefore, the relationship between the two variables is linear, and this regression model is appropriate for further examination.

Heteroscedasticity Test

Table 9: Heteroscedasticity Test (Glejser)

Model	Sig.
Service Quality (X)	0.681

The Glejser test results show that the Service Quality variable has a significance value greater than 0.05 (Sig. = 0.681). This finding shows that the regression model does not exhibit heteroscedasticity; hence, the homoscedasticity requirement has been satisfied, and the regression model is appropriate for further examination.

Autocorrelation Test

Table 10: Autocorrelation Test (Durbin-Watson)

Model	Durbin-Watson (d)

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

1	1.920

With N = 100 and one independent variable (k = 1), the reference upper bound value (du) is 1.694. Since the computed d value falls within the range du < d < 4-du (1.694 < 1.920 < 2.306), it can be concluded that this regression model is free from both positive and negative autocorrelation, and is therefore suitable for further analysis.

Simple Linear Regression Analysis

Table 11: Simple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	4.708	2.937	-	1.603	0.112
Service Quality (X)	0.569	0.048	0.765	11.754	<0.001

Y = 4.708 + 0.569X + e

This equation shows that the constant value of 4.708 indicates that if the Service Quality variable (X) is held at zero, the value of Visitor Satisfaction (Y) is 4.708. The regression coefficient for the Service Quality variable is 0.569, meaning that a one-unit increase in Service Quality will result in a 0.569 increase in Visitor Satisfaction, assuming all other factors remain constant. Based on the Standardized Coefficients (Beta) value of 0.765, Service Quality has a strong positive relationship with Visitor Satisfaction.

Correlation Coefficient Test

Table 12: Correlation Coefficient Test

Variables	Pearson Correlation (r)	Sig. (2-tailed)
Service Quality * Visitor Satisfaction	0.765	0.001

The Pearson correlation test results show a correlation coefficient (r) of 0.765 with a significance value of 0.001 (< 0.05). Based on the interpretation guidelines proposed by Sugiyono (2024), this value falls within the interval of 0.60–0.799, which is categorized as a strong relationship. This indicates that the relationship between Service Quality and Visitor Satisfaction at BAC Youth Center is close and consistent.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Hypothesis Test

Partial Test (t-test)

Based on the results in Table 11, the Service Quality variable (X) produced a t-value of 11.754 with a significance value of <0.001, which is smaller than 0.05, and the t-value is greater than the critical t-table value of 1.984 (df = 98). The hypothesis (H1) is therefore accepted, indicating that Service Quality has a positive and significant effect on Visitor Satisfaction.

Simultaneous Test (F-test)

Table 13: Simultaneous Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1286.360	1	1286.360	138.168	<0.001
Residual	912.390	98	9.310		
Total	2198.750	99			

With a significance threshold of less than 0.001, the computed F-value is 138.168, as shown in Table 13. This indicates that the regression model is significant and that Service Quality (X) has a substantial effect on Visitor Satisfaction (Y). As a result, the regression model is accepted as valid and appropriate to explain the relationship between the independent and dependent variables.

Determination Test

Table 14: Determination Test (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.765	0.585	0.581	3.05125

The R-squared value is 0.585 and the adjusted R-squared value is 0.581, based on the findings in Table 14. This shows that 58.5% of the variation in Visitor Satisfaction (Y) can be explained by the Service Quality (X) variable, while the remaining 41.5% is influenced by other factors outside the research model that were not examined in this study.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

DISCUSSION

The Effect of Service Quality (X) on Visitor Satisfaction (Y)

The results of the analysis show that Service Quality has a positive and significant effect on visitor satisfaction at Bagindo Aziz Chan Youth Center Padang City, as evidenced by a significance value of <0.001 (< 0.05) and a calculated t-value of 11.754, which is greater than the critical t-value of 1.984. This indicates that the better the service quality perceived by visitors, the higher the satisfaction they experience in using the facility. These findings are consistent with the theory proposed by Zeithaml et al. (1990), which defines service quality as the level of discrepancy between visitor expectations and their perception of the actual service performance received, and are further supported by the research of Rizky & Ratnasari (2024) and Rahma et al. (2025), which found that service quality has a positive and significant effect on visitor satisfaction at public tourism facilities.

The regression equation $\hat{Y} = 4.708 + 0.569X$ indicates that every one-unit increase in service quality raises visitor satisfaction by 0.569 units, while the coefficient of determination of 0.585 shows that service quality accounts for 58.5% of the variation in visitor satisfaction. This proportion is considerably high for a single-predictor model in a public-service context, given that visitor satisfaction is typically shaped by multiple factors simultaneously (Zeithaml et al., 2018). This finding suggests that, within the specific context of BAC Youth Center, service quality operates as a particularly dominant determinant of visitor satisfaction compared to other unmeasured factors.

When examined at the dimensional level through the Respondent Achievement Level (TCR), the tangibles and reliability dimensions of Service Quality fall into the very good category, reflecting visitors' favorable perception of the cleanliness of the facility, the neat appearance of staff, and adherence to operating hours. In contrast, the responsiveness dimension, particularly staff attentiveness in addressing complaints and assisting visitors experiencing difficulties, remains in the fairly good category and is notably lower than the other dimensions. This finding is consistent with the visitor complaints regarding unresponsive and unfriendly staff attitudes identified during the initial observation of this study, as well as the theoretical proposition of Kasmir (2023) that the human factor, namely staff who serve customers quickly, precisely, and responsibly, is one of the primary determinants of overall service quality (Kasmir, 2023; Arevin, 2024).

These findings are also consistent with a considerable body of prior research examining the relationship between service quality and visitor satisfaction across various contexts. Ayuningsih et al. (2024) found a similar positive and significant effect at the Pantai Kuta Mandalika tourist attraction, while Ramadhani (2024) reported comparable results at Wisata Hidden Paradise in Sibolangit, and Anjani et al. (2024) confirmed the same pattern

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

at the Museum Seni Rupa dan Keramik Jakarta Barat, particularly with regard to the dimensions of expectation conformity, repeat visit intention, and willingness to recommend. The consistency of this positive relationship across such varied contexts, spanning museums, beaches, and now a youth-oriented creative hub, strengthens the theoretical claim that service quality is a valid and reliable predictor of visitor satisfaction, not limited to a single type of public facility (Firdausi et al., 2025; Jannah et al., 2023).

This study also contributes to filling a research gap concerning public facilities centered on youth creativity development, or creative hubs, which have received relatively limited scholarly attention compared to natural tourist attractions and museums. Prior research on the relationship between service quality and satisfaction has predominantly examined tourism destinations, whereas the present findings extend the applicability of the SERVQUAL framework to a non-tourism public facility explicitly designed to support youth collaboration and the creative economy (Sa'adah & Ningsih, 2025; Rahmawati & Nuratri, 2025).

Practically, these findings are beneficial for the Padang City Tourism Office, as the manager of BAC Youth Center, in prioritizing improvements to staff responsiveness through excellent service training, clear response-time standards, and the establishment of an official complaint mechanism. Theoretically, these findings strengthen the relevance of the SERVQUAL model (Zeithaml et al., 1990) and Tjiptono's (2014) satisfaction theory as analytical frameworks for evaluating service quality at non-tourism public facilities in Indonesia, while also extending the application of both theories to the specific context of Youth Centers oriented toward youth development.

CONCLUSION

According to the study's findings, visitor satisfaction at Bagindo Aziz Chan Youth Center Padang City is significantly influenced by service quality. The regression equation $\hat{Y} = 4.708 + 0.569X$, together with a strong Pearson correlation coefficient of 0.765 and a calculated t-value of 11.754 (> t-table 1.984, $p < 0.001$), provides robust statistical evidence that Service Quality (X) has a positive and significant effect on Visitor Satisfaction (Y), and the research hypothesis (H1) is accepted.

The five SERVQUAL dimensions collectively reached the Good category, with a Respondent Achievement Level (TCR) of 83.875% for Service Quality, while Visitor Satisfaction also reached the Good category with a TCR of 81.354%. However, at the dimensional level, the tangibles and reliability dimensions achieved the highest ratings, while the responsiveness dimension remained comparatively lower, indicating that staff attentiveness and complaint handling are the primary areas requiring improvement.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Additionally, the coefficient of determination test findings indicate an R-Square value of 0.585, which indicates that the research model accounts for 58.5% of the variation in visitor satisfaction, with other factors outside the research model influencing the remaining 41.5%. Overall, the study's findings support the notion that visitors' satisfaction with public creative-hub facilities is significantly influenced by the quality of service they receive, and that service quality remains a dominant and reliable predictor of satisfaction even outside conventional tourism settings.

Recommendations

Based on these findings, the management of BAC Youth Center, namely the Padang City Tourism Office, is advised to prioritize improving the responsiveness dimension through excellent service training for field staff, the establishment of clear response-time standards in service SOPs, and the provision of an official complaint mechanism, whether in the form of a physical suggestion box or an online reporting system, so that visitor complaints can be systematically documented and addressed. Visitors are also encouraged to actively provide feedback through available official channels, such as the Instagram account @youthcenter.pdg, so that any issues experienced can serve as a basis for continuous service improvement.

Limitations and suggestions for further study

This study has several limitations worth addressing in further study. First, the research only examines one independent variable, namely Service Quality, which explains 58.5% of the variation in visitor satisfaction, indicating that other factors outside the research model, such as price, additional facilities, or visitor experience, may also influence visitor satisfaction (Sa'adah & Ningsih, 2025). Second, the study's use of a self-reported questionnaire for data collection introduced the potential for response bias, whereby respondents may provide answers perceived as more socially desirable rather than fully reflecting their actual conditions. Third, two items related to physical facility complaints and parking security were found to be invalid during construct validity testing and were therefore excluded from the final instrument, meaning those issues are only documented qualitatively through observation. Fourth, the study was conducted only at one public facility with a fairly homogeneous sample dominated by female and young/student respondents, limiting the generalizability of the findings to other public facilities with more heterogeneous visitor characteristics. For future researchers, it is recommended to include additional variables such as price, visitor experience, or facility attractiveness, to explore the responsiveness dimension in greater depth through qualitative or mixed-methods

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

approaches, and to expand the research to other similar public facilities in different locations to improve the robustness and generalizability of future findings.

REFERENCES

Alyani, A. F., Fajri, K., & Riyanti, A. (2022). Pengaruh Kualitas Pelayanan dan Atraksi Wisata Terhadap Kepuasan Pengunjung di Desa Wisata Alamendah. Manajemen Dan Pariwisata, 1(2), 260–269. https://doi.org/10.32659/jmp.v1i2.215

Anjani, S. P., Sambas, M., & Farida. (2024). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pengunjung (Museum Seni Rupa Dan Keramik Jakarta Barat). Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK), 3, 304–313. https://doi.org/10.36441/snpk.vol3.2024.233

Arevin, A. T. (2024). The effect of tourism facilities and service quality on return intention through visitor satisfaction. Research Horizon, 4(2), 129–140. https://doi.org/10.54518/rh.4.2.2024.305

Ayuningsih, M., Nuada, I. W., & Supriyadi, E. (2024). Pengaruh Kualitas Pelayanan terhadap Kepuasan Pengunjung di Objek Wisata Pantai Kuta Mandalika. Journal Of Responsible Tourism, 4(2), 371–380. https://doi.org/10.47492/jrt.v4i2.3651

Firdausi, H. S., Alvianna, S., Puspawigati, A., & Ulya, A. F. (2025). Pengaruh kualitas pelayanan terhadap kepuasan pengunjung di The Legend Star Park Jawa Timur Park 3 Batu. Jurnal Pariwisata Tourista, 4(2), 75–79. https://doi.org/10.26905/jt.v4i2.15010

Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (9th ed.). Badan Penerbit Universitas Diponegoro.

Jannah, D. N., Novry, H., & Paninggiran, K. (2023). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pengunjung Heha Sky View Yogyakarta. Jurnal Kepariwisataan, 1(1), 16–25. https://doi.org/10.26623/jsp.v1i1.7101

Kasmir. (2023). Customer Services Excellent Teori dan Praktik (Digital). Rajawali Pers.

Kotler, P., & Keller, K. L. (2012). Marketing Management (14th ed.). Prentice Hall.

Lupiyoadi, R. (2023). Manajemen Pemasaran Jasa Berbasis Kompetensi: Edisi 3 (Digital). Salemba Empat.

Nurmala, N., Sullaida, S., & Damanhur, D. (2022). Pengaruh Fasilitas Wisata, Daya Tarik Wisata Dan Kualitas Layanan Terhadap Kepuasan Pengunjung Wisata Pantai Ujong

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Blang Lhokseumawe. E-Mabis: Jurnal Ekonomi Manajemen Dan Bisnis, 23(2), 73–78. https://doi.org/10.29103/e-mabis.v23i2.861

Rahma, S., Riesa, R. M., & Sari, W. Della. (2025). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pengunjung Di Objek Wisata Pantai Cermin Kota Pariaman. Jurnal Kajian Pariwisata Dan Bisnis Perhotelan, 6(3), 176–186. https://doi.org/10.24036/jkpbp.v6i3.82372

Rahmawati, F., & Nuratri, B. (2025). Pengaruh Harga, Fasilitas, dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung di Kolam Renang Varia Hills Kabupaten Bandung Barat. Indonesian Journal of Social Science and Education (IJOSSE), 1(3), 395–405. https://doi.org/10.62567/ijosse.v1i3.1318

Ramadhani, S. (2024). Pengaruh Kualitas Pelayanan terhadap Kepuasan Pengunjung di Wisata Hidden Paradise Kecamatan Sibolangit. Prosiding Seminar Nasional PSSH (Pendidikan, Saintek, Sosial Dan Hukum), 3, 114.1-114.9.

Rizky, M., & Ratnasari, K. (2024). Pengaruh Kualitas Pelayanan terhadap Kepuasan Pengunjung di Museum Nasional Indonesia Jakarta. Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK), 3, 405–413. https://doi.org/10.36441/snpk.vol3.2024.248

Sa'adah, A., & Ningsih, L. S. R. (2025). Pengaruh Kualitas Pelayanan dan Pengalaman Pengunjung Terhadap Kepuasan Pengunjung Objek Wisata KANSA Wonosalam Jombang. BIMA: Journal of Business and Innovation Management, 7(3), 334–344. https://doi.org/10.33752/bima.v7i3.9430

Sugiyono. (2012). Metode Penelitian Kuantitatif, Kualitatif dan R&D. CV Alfabeta.

Sugiyono. (2024). Metode Penelitian Kuantitatif Kualitatif dan R&D. CV Alfabeta.

Sujarweni, V. W. (2020). Metodologi Penelitian Lengkap, Praktis, dan Mudah Dipahami (Digital). Pustaka Baru Press.

Sunyoto, D. (2023). Konsep Dasar Riset Pemasaran dan Perilaku Konsumen (Digital). CAPS (Center for Academic Publishing Service).

Tjiptono, F. (2014). Pemasaran Jasa-Prinsip, Penerapan, dan Penelitian. Andi Offset.

Tjiptono, F., & Chandra, G. (2011). Service Quality & Satisfaction (Ketiga). Andi Offset.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services marketing: Integrating customer focus across the firm (7th ed.). McGraw-Hill Education.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. The Free Press.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.