

## THE INFLUENCE OF TOURISM PRODUCT COMPONENTS ON DOMESTIC TOURIST SATISFACTION WHEN VISITING TEBING BREKSI

Dharma Yudha Wicaksono<sup>1</sup>, Delviano Alfin Pranawa Putra<sup>2</sup>, Tri Hajar Prasetyo<sup>3</sup>, Arif  
Dwi Saputra<sup>4</sup>, Hary Hermawan<sup>5</sup>

AMPTA Yogyakarta Tourism College, Tourism Department, Jl. Laksada Adisucipto  
No. 6 km, Nologaten, Caturtunggal, Depok District, Sleman Regency, Special Region of  
Yogyakarta 55281

[dharmayudha020304@gmail.com](mailto:dharmayudha020304@gmail.com)

---

### Abstract

This study aims to analyze the influence of tourism product components on domestic tourists' satisfaction and expectations when visiting Tebing Breksi. The method used in this study is quantitative with a survey approach, where data is collected through questionnaires from tourists who have visited the destination. The analysis was carried out using statistical methods to measure the relationship between tourism product elements, such as attractions, facilities, accessibility, and other supporting factors to the level of tourist satisfaction and expectations. The results of the study indicate that tourism product components have a significant influence on tourist satisfaction, with tourist attractions being the most dominant factor. In addition, there was a gap between the expectations and reality of tourist experiences, especially in terms of facilities and services. These findings provide implications for destination managers to improve the quality of tourism products in order to meet tourist expectations and increase their satisfaction.

**Keywords:** Tourist Satisfaction, Tourist Expectations, Tourism Product, Tebing Breksi, Domestic Tourism

Received: May 2025

Accepted: May 2025

Published: June 2025

## INTRODUCTION

Nature tourism is a type of recreation by holding travel activities or some of these activities are temporary to enjoy the uniqueness and beauty of nature through ecotourism terminology (Sudiarta et al., 2022). One of the leading tourist destinations in Yogyakarta that offers the beauty of unique and interesting natural rocks is the Tebing Breksi tourism. Tebing Breksi Sambirejo is a conservation area and tourism area that was recently developed by the Sambirejo community in May 2015, with an area of approximately 4 hectares. Tourists from within and outside the country continue to come because they are interested in the Tebing Breksi Sambirejo Yogyakarta tourist attraction.

Breksi Hill is one of the new tourist attractions in Yogyakarta that has succeeded in attracting the attention of many people. Initially, this hill was just an ordinary stone quarry that resembled a small hill approximately 20 meters high. However, lately tourists who want to visit Ijo Temple have taken the time to stop by this place just to take pictures. In addition to looking exotic, Breksi Cliff also offers extraordinary landscape views. From the top of the cliff, tourists can see Prambanan Temple, Sojiwan Temple, and Barong Temple with the majestic Mount Merapi as the backdrop (Setiawan, 2017). The uniqueness of the breccia rocks in this area also adds to its own appeal, so it is not surprising that this area continues to develop as one of the favorite tourist destinations in the Special Region of Yogyakarta.

The development of tourist destinations will be something useful and in accordance with what tourists expect if its existence is based on the interests of tourists and has good performance (Hanunnindya et al., 2022). Tourist assessments of the performance of tourist destinations can provide information about the performance that has been carried out so far. This is a reference or basis for evaluating tourist destinations to improve, maintain, and increase their performance. A tourism product is said to be successful if it attracts many tourists and gets a lot of financial benefits (Sudiarta et al., 2022). In order to increase the number of tourist visits, maximum service is needed, both in terms of destinations, human resources, and infrastructure. According to the Sleman Regency Tourism Statistics Agency, the number of tourist visits in 2023 at Tebing Breksi was 742,330 tourists.

Previous research conducted by Pertiwi et al (2024) showed that based on the findings, it was known that the aspects that received the lowest scores were tourists' assessments of prices and tourist tastes. This means that the price of the Tebing Breksi tourist attraction is still considered disproportionate to what is expected or obtained by visiting tourists. For this reason, the facilities and

attractions offered at Tebing Breksi still need to be improved so that visiting tourists have a satisfying experience and can return to the tourist destination. Based on these findings, the focus of the problem in this study is to analyze the extent to which tourism product components, including attractions, facilities, cleanliness, and services, influence the satisfaction and expectations of domestic tourists at Tebing Breksi, with an emphasis on the gap between expectations and reality felt by tourists.

This study aims to analyze the influence of tourism products on tourist satisfaction at Tebing Breksi. Service quality is a crucial factor that can determine the level of satisfaction of visiting tourists and has an impact on their loyalty to a tourist destination. By conducting further studies, it is hoped that the right strategy can be found to improve the quality of service at Tebing Breksi tourism so that this destination can continue to develop and provide a better experience for visitors. In addition, this study will also explore other factors that contribute to tourist satisfaction, such as aspects of cleanliness, security, accessibility, and friendliness of staff at the Tebing Breksi destination. Thus, the results of this study are expected to provide applicable recommendations for Tebing Breksi managers in an effort to increase the attractiveness and sustainability of the Tebing Breksi tourist destination in the future.

## **METHOD**

This study aims to analyze the level of satisfaction or expectations among domestic tourists when visiting Tebing Breksi. The study will be conducted on March 4, 2025, with a location in Tebing Breksi, Sleman, Yogyakarta. The research population consists of all tourists visiting the location, with samples taken through stratified sampling, including 50 domestic tourist respondents. Data will be collected using a questionnaire, which is used to find data that has been tested for validity and reliability before, so that it is valid as a tool for finding data by measuring tourist satisfaction and expectations with a Likert scale (Strongly Agree-Strongly Disagree), as well as through observation of tourist behavior and interactions at the location. Data analysis was carried out using descriptive statistics and independent sample t-tests to determine their satisfaction and expectations of the experience at Tebing Breksi.

## RESULT AND DISCUSSION

### Profile of Research Objects

Breksi Cliff Tourism Before becoming a tourist attraction, the location of the Breksi Cliff tourism park was previously a natural stone mining site. This mining activity has been carried out since the 80s by the local community. The mining area has places for cutting rocks from mining to be used as building decoration materials. In mid-2014, mining activities in this place were closed by the government. This closure was based on the results of a study which stated that the rocks in this mining location were rocks originating from the volcanic activity of the Semilir Ancient Volcano. Then the mining location was designated as a protected area and mining activities were not permitted. In October 2015, the Breksi Cliff tourism park area was designated as one of Yogyakarta's geoheritage. After the closure of the mining activity, the local community decorated this former mining location into a tourist spot worth visiting. On May 30, 2015, the Breksi Cliff tourism was inaugurated by Sri Sultan Hamengku Buwono X as a new tourist spot in Yogyakarta.

Breksi Cliff Tourism has its own charm that makes it popular and worth visiting by tourists. Several local artists have given an artistic touch to the cliff wall, namely by providing art carvings in the form of reliefs and statues from puppet stories, such as the Arjuna carving killing Buto Cakil, the Dragon carving with its crown, and also the Semar Statue. The view of the Cliff Wall with carved ornaments also provides its own attraction. This cliff has indeed been formed millions of years ago. Although it is no longer a mining site, the remains of mining activities are able to present carved ornaments that make this cliff look like a cake. Breksi Cliff Park Tourism is a destination located in the administrative area of Groyokan Hamlet, Sambirejo Village, Prambanan District, Sleman Regency, Special Region of Yogyakarta.

The Breksi Park area on the map is located at coordinates 7 46'54"S 110 30'15"E-7.781668, 110.504588. With an area of 274,422.18 m<sup>2</sup>, 84,238.07 m<sup>2</sup> has been developed and 190,184.11 is in the development process. The Tebing Breksi Park tourist destination is located at an altitude of approximately 220 m above sea level, so that the Tebing Breksi Park can see the vastness of the Yogyakarta city view. The Tebing Breksi Park tour is also a strategic tour 700 m to the East there is Ijo Temple, Batu Papal 2.1 km, Watu Payung 3 km. South of the Tebing Breksi tourist park there is a Domes house which can be reached in 6 km, on the West side there is the Ratu Boko Palace which is 3.3 km away, Barong Temple 2.2 km, and Banyunibo Temple 1.6 km. The north side of Tebing Breksi Park has Prambanan Temple covering a distance of 7.2 km, Sojiwan Temple 5.9 km, Miri

Temple 2.4 km, and Riyadi Spot 2.8 km. In terms of the orbit of the Tebing Breksi Park tourist destination area, the distance of the tourist destination to the sub-district reaches 11 km. The travel time to the sub-district by motorized vehicle reaches 18 minutes. The distance to the sub-district by foot or non-motorized vehicle reaches 1.5 hours.

The activities of tourism actors in Breksi Cliff Park and its surroundings include various roles that become attractions for tourists. The Breksi Cliff Park Manager (Lowo Ijo) is tasked with developing and managing tourism by creating new spots through community cooperation. Balkondes Sambirejo provides restaurant services, homestays, and accommodation for various events such as weddings, birthdays, and meetings. Stall and culinary actors offer various types of food and drinks at affordable prices, and serve tourists with friendliness through Smiles, Greetings, and Greetings. In addition, mining activities are still ongoing in order to tidy up the shape of the cliff, as well as being educational material for visiting students and students. For nature tourism, there is a camping location called Watu Tapak which is attractive for students, families, friends, and couples. Tourists can also enjoy the trip using the Tourist Jeep (Shiva Plateau) which offers a trip around the Breksi Cliff area. In addition, photographers from ENLIVEN provide photography services with various interesting spots that are the main attractions for visitors to Breksi Cliff Park.

**The Analysis of Tourist Satisfaction and Expectation Levels**

**Table 1. Kolmogorov-Smirnov Test**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.075	50	.200*	.989	50	.932

\*. This is a lower bound of the true significance.

Based on the results of the normality test, testing was carried out with Kolmogorov-Smirnov and Shapiro-Wilk on the unstandardized residuals. The results of the Kolmogorov-Smirnov test showed a Significance value (Sig.) of 0.200, while the Shapiro-Wilk test showed a Significance value (Sig.) of 0.932. Both significance values are greater than 0.05, which indicates that the residual data is normally distributed.

**Table 2. Durbin-Watson (DW) Test**

**MODEL SUMMARY<sup>B</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.945 <sup>a</sup>	.893	.884	.617

a. Predictors: (Constant), x4total, x1total, x3total, x2total

b. Dependent Variable: ytotal

Based on the results of the regression analysis, the R value is 0.945, which indicates a very strong relationship between the independent variables (X1, X2, X3, and X4) and the dependent variable (Y). The R Square (R<sup>2</sup>) value of 0.893 indicates that 89.3% of the variation in the Y variable can be explained by the variables X1, X2, X3, and X4, while the remaining 10.7% is influenced by other variables outside the model. In addition, the Adjusted R Square of 0.884 indicates that after being adjusted for the number of predictor variables, the model still has a high level of accuracy. The Standard Error of the Estimate value (0.617) indicates the level of standard error in the model estimation.

**Table 3. F Test**

**ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	143.468	4	35.867	94.319	.000 <sup>b</sup>
Residual	17.112	45	.380		
Total	160.580	49			

a. Dependent Variable: ytotal

b. Predictors: (Constant), x4total, x1total, x3total, x2total

From the analysis results, the F count value is 94.319 with a significance value (Sig.) of 0.000. Because the Sig. value <0.05, it can be concluded that the regression model used is statistically significant. This shows that the independent variables (X1, X2, X3, and X4) together have a significant effect on the dependent variable (Y). In other words, the regression model used is feasible for use in this study.

Table 4. Regression Analysis

COEFFICIENTS<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.299	.793		1.638	.108
x1 Fasilitas	.458	.089	.390	5.164	.000
x2Kebersihan	.157	.094	.133	1.668	.102
x3Daya Tarik	.128	.078	.114	1.644	.107
x4 Pelayanan	.738	.100	.490	7.343	.000

a. Dependent Variable: ytotal

The linear regression equation obtained from the table is as follows:

$$Y = 1.299 + 0.458 X1 + 0.157 X2 + 0.128 X3 + 0.738 X4$$

From the table results: The constant (Intercept) of 1.299 indicates that if all independent variables are zero, then the value of the dependent variable Y will be 1.299. The results of this study indicate that of the four components of the tourism product analyzed, namely facilities (X1), cleanliness (X2), attractiveness (X3), and service (X4), only facilities and services have a significant influence on tourist satisfaction and expectations. Variable X1 (B = 0.458, Sig. = 0.000) shows that X1 has a positive and significant influence on Y, because the significance value is less than 0.05. The regression coefficient value on the facility variable (X1) of 0.458 with a significance of 0.000 indicates that adequate facilities, such as clean toilets, rest areas, parking areas, and clear directions, are important aspects that influence visitor experience. This strengthens the theory (Tjiptono & Chandra, 2005:93). Regarding service facilities, it has a significant influence on the quality of the service in the eyes of customers.

Facilities (X1) are proven to be significant in this study because they are key elements that directly affect the comfort and satisfaction of tourists during their stay at the destination. Complete and well-maintained facilities create a more enjoyable and efficient visiting experience, thereby increasing positive perceptions of the overall quality of the destination. The driving factors of this

significance include the increasing expectations of domestic tourists for basic service standards at tourist attractions, such as toilet cleanliness, availability of rest areas, adequate parking areas, and easy access through clear directions. In addition, facilities are also an indicator of the readiness of tourism managers to serve visitors. Therefore, when the facilities provided are able to meet or even exceed tourists' expectations, this will have a significant impact on their satisfaction, which ultimately strengthens the positive relationship between variables X1 and Y in this study.

Variable X2 ( $B = 0.157$ ,  $Sig. = 0.102$ ) shows that X2 has a positive but insignificant influence, because the significance value is greater than 0.05. Variable X3 ( $B = 0.128$ ,  $Sig. = 0.107$ ) shows that X3 also has a positive but insignificant influence on Y. Although cleanliness (X2) and attractiveness (X3) do not show a statistically significant influence (with significance  $> 0.05$ ), it does not mean that these aspects are not important. It could be that tourists already have high expectations for the natural attractions and cleanliness of Tebing Breksi, so that when they are met, this aspect is no longer the main differentiator in their satisfaction. However, if the quality of these two aspects decreases, it is not impossible that it will trigger dissatisfaction in the future. Therefore, managers still need to maintain and improve the quality of both as a strategy to maintain visitor loyalty. This is not in line with the theory According to Ismayanti (2009:147) which explains that tourist attractions are the main focus of tourism drivers in a destination.

This phenomenon is interesting to analyze further because logically, both cleanliness (X2) and attractiveness (X3) are important components in tourism products that in theory should significantly influence tourist satisfaction. There are several reasons that can explain why these two variables do not show significance in the results of statistical analysis. The insignificance of the cleanliness (X2) and attractiveness (X3) variables on tourist satisfaction can be explained through the factual conditions directly felt by visitors while in the Tebing Breksi tourist area. Although visually Tebing Breksi has strong potential for attraction through its natural beauty, hilly panorama, and historical and geological value, the reality in the field shows that the management of cleanliness and security aspects is still not optimal. Several points look poorly maintained, such as garbage piled up around the seating area and photo spots, the lack of trash bins in strategic locations, and toilet facilities that are still dirty and not maintained. This condition indirectly reduces visitor comfort and causes the tourism experience to be less than enjoyable.

On the other hand, the results of observations and respondents' responses show that tourists visiting Tebing Breksi tend to be more interested in local culinary activities available around the tourist area. Many of them are more impressed by the diversity of traditional foods, the relaxing atmosphere while enjoying food, and the social interactions created. This tendency shows that visual appeal and cleanliness are not the main factors determining satisfaction in this context, so it is natural that these two variables do not show a statistically significant effect. In addition, the safety aspect is also an important issue. Many tourists feel unsafe because of some slippery, uneven paths, and minimal security such as sturdy guardrails in the cliff area. This raises concerns, especially for tourists who bring children or the elderly. Therefore, although cleanliness and appeal play an important role in shaping the impression of tourism, the mismatch between expectations and reality in the field causes both to not have a statistically significant effect on tourist satisfaction. The safety aspect is also an important concern. Some pedestrian paths made of natural rocks seem slippery and dangerous, especially during the rainy season. The lack of safety fences in the cliff area also raises concerns for tourists, especially those who bring children or the elderly. The absence of safe and comfortable supporting facilities reduces tourists' perception of the quality of the attraction, even though it is still visually attractive.

Variable X4 ( $B = 0.738$ ,  $Sig. = 0.000$ ) shows that X4 has a positive and significant influence on variable Y, namely tourist satisfaction. Service (X4) is the most significant variable in this study, with the highest regression coefficient value of 0.738 and a significance value of 0.000. This indicates that the service aspect has a very important role in shaping the positive experience of tourists when visiting Tebing Breksi. One of the main reasons why service is very significant is because of the quality of direct interaction between tourists and officers in the field, from ticket officers, parking attendants, to traders and local guides. Their friendliness, alertness, and cooperative attitude are added values that are greatly felt by visitors. Tourists respond positively to the warm welcome, the use of polite language, information assistance with a smile, and the attitude of caring about the needs and comfort of visitors. This hospitality creates a friendly atmosphere and makes tourists feel appreciated and well received. Even when there are shortcomings in other aspects such as cleanliness or security, friendly and helpful service can cover up these shortcomings and still leave a pleasant impression. This is in line with Tjiptono's theory (2007) which states that service quality is the main benchmark in determining the level of customer satisfaction. In the context of Tebing Breksi, excellent service has become a

separate differentiation that strengthens loyalty and the possibility of repeat visits from tourists.

## CONCLUSION

This study proves that the components of facilities and services have a significant influence on the satisfaction and expectations of domestic tourists at the Tebing Breksi tourist destination. Service is the most dominant factor in forming a satisfying tourist experience, while facilities play a major role in creating comfort during the visit. Although attractiveness and cleanliness do not have a statistically significant effect, both are still important elements that support the overall quality of the destination.

These findings provide strategic insight for Tebing Breksi managers to focus more on improving service quality and developing physical facilities, while maintaining attractiveness and cleanliness as basic elements in building a destination reputation. Thus, sustainable destination management can be achieved through an integrated approach between excellent service, adequate facilities, and good environmental management.

## REFERENCES

- Adhianti, A. A., & Herlinda, H. (2020). The 7P marketing communication strategy of the Jakarta History Museum management in an effort to increase the attractiveness of foreign tourists. an Academic Path from Geography to and satisfaction of Indian.
- Ceballos-Lascurain, Hector. Tourism, ecotourism, and protected areas: The state of nature-based tourism around the world and guidelines s for its development. Iucn, 1996.
- Devi Aprilia, S., Eny Endah Pujiastuti, and Lukmono Hadi. "The Influence of Destination Image, E-Wom, on Tourist Satisfaction and Trust (A Study on Tourists Visiting Tebing Breksi, Special Region of Yogyakarta)." (2019). Foreign adventure tourists visiting Gelora Aksara Pratama. Erlangga.
- Hanunnindya, R. P., & Marsoyo, A. (2022). Level of Importance and Performance of Breksi Cliff Park Tourist Destination Based on Tourist Perception. *Cakra Wisata*, 23(1), 23-34.
- Hindersah, Hilwati, et al. "Challenges of Inclusive Tourism Development in Ciletuh Geopark, Ciwaru Village, Sukabumi Regency-West Java Province." *Proceedings-of-the-National-Seminar-on-Inclusive-Development-Planning-of-Villages-Cities*. Vol. 6. No. 3. 2017. India"
- Indonesia, Republic. "Law Number 10 of 2009 concerning Tourism." Jakarta: Republic of Indonesia (2009). Indonesia. Introduction, Information, and Applications.
- Ismayanti. 2010. Introduction to tourism. Jakarta: PT Gramedia Widiasarana

- Kuntarto, Andreas, and Retno Murnisari. "Analysis of Tourism Potential and Tourism Awareness on Domestic Tourist Satisfaction (Study on Pehpulo Beach in Summersih Village, Panggungrejo District, Blitar Regency)."
- Lovelock, Christopher H., et al. *Marketing des services*. Vol. 5. London: Pearson education, 2004.
- Marceta, N. (2022). Capacity of Village Government in Utilizing Breksi Cliff Tourism Object (Governability Study in Sambirejo Village, Prambanan Subdistrict, Sleman Regency, Special Region of Yogyakarta) (Doctoral dissertation, VILLAGE COMMUNITY DEVELOPMENT COLLEGE STPMD "APMD").
- Oka, A. Yoeti. "Introduction to tourism science." Bandung: Angkasa 197 (1996). *Tourism. Marketing, Volume 1, Edition 13*. PT Supervision and Control
- Pertiwi, A. T., Saraswati, B. D., Fevriera, S., Siwi, V. N., & Agilita, Y. (2024). CONSUMER SATISFACTION OF TESTINATION TESTINATION THROUGH SERVICE QUALITY AS A MEDIATION VARIABLE. *Economic Dynamics: Journal of Economics and Business*, 17(1), 30-49.
- Saputra, Arif Dwi, Heni Susilawati, and Hary Hermawan. "Differences in Perception and Expectations of Local and Foreign Tourists towards Service Quality at Borobudur Temple." *Tourism Media* 17.2 (2019).
- Setiawan, Aldiza Dili. *Analysis of Breksi Cliff Tourism Potential in Prambanan Sleman Yogyakarta Indonesia*. Diss. STP AMPTA Yogyakarta, 2017.
- Sudiarta, I. N., Wirawan, P. E., Astina, I. N. G., & Dewi, I. G. A. M. s (2022). Service quality and tourist destinations towards tourist satisfaction to revisit tourist villages. *Journal Of Management And Bussines (JOMB)*, 4(1), 508-526.
- Sunyoto, Danang. 2014. *Marketing Management Basics (Concept, Strategy, Case)*. CAPS. Yogyakarta DIY
- Supriono, S. (2017). *Analysis of Tourism Potential Description of Batam City in the Framework of Attracting Foreign Tourists*
- Tjiptono, Fandy and Gregorius Chandra. 2016. *Service, Quality and Satisfaction*. Edition 4. Andi. Yogyakarta.
- Tjiptono, Fandy.(2007).*Marketing Strategy*First Edition.Andi offset.Yogyakarta Indonesia. Tourism