ABSTRACT

this study aims to analyze visitor satisfaction with the facilities and services provided by

Cikao Park in Purwakarta. The method used in this study is quantitative, conducting a survey

using a Likert scale involving between 1 and 100 respondents who have visited Cikao Park.

To evaluate the relationship between visitor satisfaction and facilities and services, the

data was analyzed through validity, reliability, and linear regression analysis. The findings

of this study indicate that facilities and services have a significant influence on visitor

satisfaction levels. It is hoped that these results can serve as a reference for tourism

destination management to improve facility and service standards

order to enhance visitor experiences.

Keywords: Facilities, Services, Cikao Park, Tourism