

The Influence of Facilities and Accessibility on Visitor Satisfaction at the Yamaha Fazzio Youth Festival Medan Event in 2024

Jesika Mayasari Lumban Gaol¹, Irwan Musriza²

¹ Politeknik Negeri Medan, Indonesia; jesikamaya329@gmail.com

² Politeknik Negeri Medan, Indonesia; jesikamaya329@gmail.com

ARTICLE INFO

Keywords:

facilities;
accessibility;
visitor satisfaction

Article history:

Received 2025-08-15

Revised 2025-09-17

Accepted 2025-11-04

ABSTRACT

This study, entitled “The Influence of Facilities and Accessibility on Visitor Satisfaction at the Yamaha Youth Festival Medan 2024”, is motivated by the importance of facilities, such as cleanliness, completeness, functionality, and physical condition, as well as accessibility, which includes distance, travel costs, and travel time, in shaping visitor satisfaction. The purpose of this research is to determine the effect of facilities and accessibility, both partially and simultaneously, on visitor satisfaction, based on consumer satisfaction theory which emphasizes the conformity between expectations and actual experiences. This study employed a quantitative method with a survey approach by distributing questionnaires to 100 respondents aged 17–30 years who attended the event, selected using purposive sampling. Data were analyzed using SPSS version 26 through validity, reliability, classical assumption tests, multiple linear regression, t-test, and F-test. The results indicate that facilities have a positive and significant effect on visitor satisfaction, accessibility also has a positive and significant effect, and both simultaneously have a significant effect on visitor satisfaction, as shown by $F_{count} > F_{table}$ and $sig < 0.05$. The coefficient of determination (R^2) of approximately 56% shows that visitor satisfaction can be explained by facilities and accessibility, while the remaining 44% is influenced by other factors not examined in this study. The discussion emphasizes that the better the facilities and the easier the accessibility provided by the organizers, the higher the level of visitor satisfaction, suggesting that event organizers should improve these aspects to create a positive experience and visitor loyalty for future events.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license.



Corresponding Author:

Jesika Mayasari Lumban Gaol

Politeknik Negeri Medan, Indonesia; jesikamaya329@gmail.com

1. INTRODUCTION

The MICE industry stands for Meeting, Incentive, Convention, and Exhibition, which is a service sector that manages various activities such as meetings, incentive trips, conventions, and exhibitions. MICE is an important part of the tourism industry because it can encourage economic growth, expand business networks, and improve the image of an area as a destination worth visiting. In practice, MICE is included in the category of business tourism, which combines elements of recreation and professionalism in one activity.

MICE events are usually large-scale, involve a large number of participants, and require supporting facilities such as hotels, meeting halls, transportation, consumption services, and information systems. With MICE activities, a region can receive direct and indirect economic impacts. Therefore, big cities, including in Indonesia, are competing to improve supporting facilities and infrastructure to become superior MICE destinations. According to Kotler (2019) in Perdana (2022), facilities are physical resources that support the provision of services to consumers. Yuriansyah in Perdana (2022) added that facilities that meet consumer expectations can attract interest and increase competitiveness. Meanwhile, Daradjat in Alfisyahri (2023) referred to facilities as a means that makes it easier and smoother to achieve goals.

Tourism Organizations as an industry with groups of companies classified as the tourism industry, coupled with the development of unique economies and other sectors that support the development of the tourism industry, must be balanced with the development of accessibility that provides convenience for the end (Yoeti, 2008:42). According to Prajalani (2017), accessibility is the convenience provided for people with disabilities to get equal opportunities in accessing various life activities and services. This is in line with Kusuma's research in the journal MICE – The Future of Indonesian Tourism Business, which states that the MICE sector has up to seven times greater profit potential compared to leisure-based tourism, especially if it is supported by modern and strategic facilities. According to Magribi in Gumilar (2023), accessibility is the ease of reaching a destination through the available transportation network. Wibowo et al. (2019) added that weather, security, and individual abilities also affect accessibility. Demartoto (2005) divides it into two, namely physical accessibility (such as ramps, handrails, and signs) and non-physical (access to education and jobs for people with disabilities).

According to Safta Pratama & Firmansyah, (2023:377), the MICE Industry (Meetings, Incentives, Conferences, and Exhibitions) is a sect that mainly handles the organization of diverse events, such as business meetings, corporate incentive programs, conferences, and trade shows, offering services to employees and business partners as a form of appreciation for their achievements. In addition, the industry also holds exhibition events to disseminate information about products and services nationally, regionally, and internationally. The implementation of Events in the MICE industry cannot be separated from the location or place where MICE Events are held. The venue for holding MICE Events or called Venues has an important role in the MICE industry, because the location or place where various Events can be held smoothly. Venues for MICE activities must meet the standards that have been set to increase competitiveness in the midst of increasingly intense competition.

According to Pertiwi and Syah (2023:114), who stated that venues are one of the important indicators in the development of the global MICE industry. A good venue not only has complete facilities, but is also able to create an atmosphere that supports the course of the event, increases participant interaction, and meets visitor expectations.

In the local context, the city of Medan has great potential as a center for MICE activities in the Sumatra region. As a metropolitan city and center of economic growth, Medan is supported by adequate infrastructure facilities to organize various activities on a national and international scale. One of the interesting events to study is the Yamaha Fazzio Youth Festival Medan 2024, which will be

held on November 28-30, 2024 at the Sports Building of the North Sumatra Provincial Youth and Sports Office. The event features visual promotions that are striking, colorful, and reflect the spirit of young people.

In organizing an Event, visitor satisfaction is an important aspect that can determine the success of the activity. The two main factors that affect visitor satisfaction are facilities and accessibility. Facilities include various physical elements such as lighting and sound systems, internet connection, cleanliness, seating comfort, availability of toilets, dining areas, and information booths as well as additional facilities such as medical teams, security officers, rest areas. Meanwhile, accessibility refers to the ease of reaching the event location, such as the availability of public transportation, parking areas, clear directional information, and access for people with disabilities.

The availability of good facilities and accessibility not only makes visitors feel comfortable, but also gives a positive impression on the overall event. On the other hand, if facilities are limited and access to the location is difficult to reach, visitors will feel disappointed and this can reduce the image of the event and the reputation of the organizer.

With this background, it is important to research how facilities and accessibility affect visitor satisfaction at the Yamaha Fazzio Youth Festival Medan 2024 Event. This research is expected to provide input for event organizers and policy makers in managing MICE Events more effectively and sustainably.

Here is a flyer image in Yamaha's website post and Instagram post on the Yamaha Fazzio Youth Festival account:



Figure 1. Flyer Event Yamaha Fazzio Youth Festival

Source: <https://yamahadeta.co.id/>

This event started with the School to School Roadshow and continued with the School Competition, Yamaha Fazzio Youth Festival is an initiative of PT Yamaha Indonesia Motor Manufacturing (YIMM) in collaboration with PT Alfa Scorpii as Yamaha's official distributor in the North Sumatra region. This festival aims to introduce Yamaha Fazzio Hybrid motorcycles, a stylish and environmentally friendly scooter product that targets the younger generation, especially high school students and college students.

Throughout 2024, the Yamaha Fazzio Youth Festival has been held in various major cities in Indonesia such as Jakarta, Bandung, Yogyakarta, Medan, Bali, Banjarmasin, Samarinda, and Makassar. Although exact data on the number of visitors is not entirely available, some reports mention the presence of thousands of visitors in a number of cities such as Banjarmasin and Samarinda. This shows the high enthusiasm of the community, especially the younger generation. The following is a table of the Yamaha Festival in Indonesian cities:

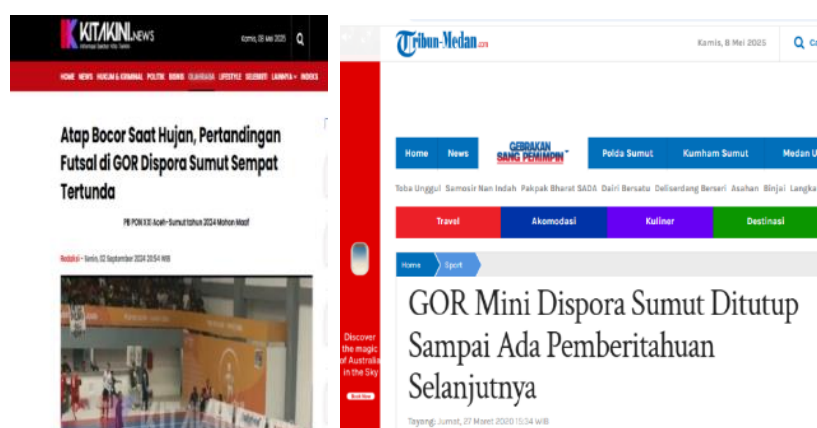
Table 1. Data on the cities held for the 2024 Yamaha Youth Festival Event

City	Event Date	Event Location	Resources
Jakarta	19–23 November 2024	Bulungan Sports Hall, South Jakarta	Coverage6
Bandung	24–26 November	Copyright © 2019 Bandung Hotels. All Rights Reserved.	Suara.com
Terrain	28–30 November 2024	North Sumatra Dispura Stadium, Fishing Road	Yamaha Deta
Bali (Denpasar)	12 December 2023	Ngurah Rai Resort & Spa	SquirtingHot
Banjarmasin	December 18-21, 2024	Hasanudin Stadium, Banjarmasin	Radar Malang
Samarinda	21 December 2024	Auditorium UNTAG 1945, Samarinda	Radar Malang

Source: www.yamaha-motor.co.id

The Yamaha Fazzio Youth Festival not only presents product promotion activities, but also a forum for young people to express themselves and show their creativity. Various activities are held in this festival, ranging from futsal competitions between schools, dance competitions, Miss Fazzio selection, graphic design competitions, to fun runs and music concerts. Visitors can also try the Yamaha Fazzio motorcycle directly through test ride activities, as well as visit a thematic booth that displays motorcycle modifications with retro-modern styles that are trending among Gen Z.

The success of this event cannot be separated from the role of Imagi Event, a professional Event organizer (EO) located at Jl. Sei Brantas No.37 Medan which is trusted to hold the Yamaha Fazzio Youth Festival. As an organizer service, Imagi Event Organizer is responsible for designing event concepts, managing the course of activities, and ensuring that technical and operational needs run well. Imagi Event Organizer is known as an event organizer who is creative and adaptive to young people's trends, so that it is able to combine promotional elements with entertainment effectively. Here's a picture of the news from the website account post:

**Figure 2.** News Related to the Phenomenon

Source: Kitakini News

With the continuous development of infrastructure and the support of the local government in the promotion of the tourism and creative economy sectors, Medan is a strategic location for large-scale events. However, there is a phenomenon reported by the media Kitakini News, and

<https://medan.tribunnews.com/> is that it hit a leaking roof during the rain, so that the futsal match at the North Sumatra Dispora Sports Complex was delayed, the incident occurred two months before the *Yamaha Fazzio Youth Festival Event*. According to Harahap (2024:79), the design of the North Sumatra GOR is directed to meet international standards and multifunction as a means of sports and recreation. The facilities available at the North Sumatra Dispora Sports Hall include a multifunctional indoor building which is the main facility and can be used for various types of sports such as basketball, volleyball, and futsal, and can be modified into a concert stage or other performances. The spectator stands have a large enough capacity and provide comfort for visitors to enjoy the event. There are men's and women's toilets available at some points, although the cleanliness condition is often not optimally maintained, especially when the number of visitors is exploding. The available parking area is large enough to accommodate two-wheeled and four-wheeled vehicles. In addition, there are food and beverage stalls around the area that make it easier for visitors to get consumption. The lighting and security systems are also considered quite adequate. In terms of accessibility, the location of the North Sumatra Dispora GOR is located on the main road that is easily accessible from the center of Medan. Various modes of public transportation such as city transportation (angkot), online motorcycle taxis, and motorcycle rickshaws are available to reach this location. There is also a ramp for wheelchair users, but it is not evenly distributed throughout the venue area. A venue that is damaged, dirty, or poorly lit will give a negative impression and interfere with the course of Allen's event, (2022:6). Directions and location information around the venue are still limited, especially within the GOR area, which can be confusing for visitors. There are several advantages and disadvantages of this venue. The advantages include a strategic and easy-to-reach location, large capacity for organizing indoor and outdoor events, and the existence of local food vendors that help meet the consumption needs of visitors. Meanwhile, the shortcomings include poorly maintained toilet cleanliness during major events, poor drainage so that there is a potential for waterlogging during the rain, accessibility for people with disabilities which is still limited and not evenly distributed throughout the area, lack of information boards and directions inside the venue, as well as parking areas that are often full causing congestion and discomfort for visitors.

This condition shows that facilities and accessibility are not just complementary in the implementation of an event, but are important factors that directly affect visitors' perception of the quality of the event. When facilities and accessibility are inadequate, this can reduce the comfort and satisfaction of visitors, and even affect the image of the organizer and the overall success of the Event.

Various studies show that attractions, facilities, and accessibility have a significant effect on the satisfaction and decision of tourists to visit. Afandi et al. (2023), Syafitri & Ezizwita (2023), and Faramedina et al. (2024) found that these three factors had a positive and significant effect on satisfaction and intention to visit. Fatiah & Saragih (2024) also prove that facilities and accessibility have a significant effect on exhibitor satisfaction, with facilities as the dominant factor. However, Daulay (2022) stated that only tourist attractions had an effect, while facilities and accessibility did not. In general, facilities and accessibility prove to be important factors in improving satisfaction and visiting decisions.

Thus, the researcher is interested in examining more deeply how these two factors affect visitor satisfaction and their interest in attending an event. Therefore, a study was conducted with the title "The Influence of Facilities and Accessibility on Visitor Satisfaction at the 2024 Yamaha Youth Festival Event".

2. METHODS

This research was conducted on visitors to the Yamaha Fazzio Youth Festival at the Sports Building of the North Sumatra Provincial Youth and Sports Office, aged 17–30 years old with citizenship identity. The goal is to analyze visitor satisfaction. According to Sugiyono (2024), the object of research is a certain attribute or characteristic of a person, object, or activity that the researcher has determined to be studied and concluded. The research was carried out in May–June 2025. The type of data in this

study consists of primary data and secondary data. Primary data was obtained directly from respondents through a Google Form questionnaire containing questions regarding facilities, accessibility, and visitor satisfaction of the Yamaha Fazzio *Youth Festival*. Meanwhile, secondary data was obtained indirectly from various sources such as books, journals, the internet, and other references relevant to this study.

The population of this study is visitors to the Yamaha Fazzio *Youth Festival* Event. The number of samples obtained was 97 respondents, but it was rounded to 100 respondents to facilitate data processing using the *Lemeshow formula* to determine the number of samples.

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{d^2}$$

Information:

n = Minimum Sample Count

Z = 1.96 (95% confidence level)

P = 0.5 Maximum estimate (Because Actual Population is unknown)

d = 0,10 (margin of error 10%)

$$n = \frac{(1,96)^2 (0,5)(1 - 0,5)}{0,01^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01^2}$$

$$n = 96,4 \text{ atau } 97$$

3. FINDINGS AND DISCUSSION

3.1. Results

1) Data Quality Test

a. Validity Test

Table 2. *Validity Test Results.*

Variabel	Statement	Calculation	Table	information
FACILITIES (X1)	X1.1	0,527	0,361	Valid
	X1.2	0,474	0,361	Valid
	X1.3	0,384	0,361	Valid
	X1.4	0,524	0,361	Valid
	X1.5	0,397	0,361	Valid
	X1.6	0,448	0,361	Valid
	X1.7	0,498	0,361	Valid
	X1.8	0,51	0,361	Valid
	X1.9	0,619	0,361	Valid
	X1.10	0,396	0,361	Valid
	X1.11	0,483	0,361	Valid
	X1.12	0,539	0,361	Valid
ACCESSIBILITY (X2)	X2.1	0,392	0,361	Valid
	X2.2	0,428	0,361	Valid
	X2.3	0,567	0,361	Valid
	X2.4	0,385	0,361	Valid
	X2.5	0,398	0,361	Valid
	X2.6	0,602	0,361	Valid
	X2.7	0,661	0,361	Valid

	X2.8	0,396	0,361	Valid
	X2.9	0,385	0,361	Valid
END SATISFACTION (Y)	Y1	0,479	0,361	Valid
	Y2	0,488	0,361	Valid
	Y3	0,429	0,361	Valid
	Y4	0,39	0,361	Valid
	Y5	0,45	0,361	Valid
	Y6	0,542	0,361	Valid
	Y7	0,454	0,361	Valid
	Y8	0,587	0,361	Valid
	Y9	0,421	0,361	Valid
	Y10	0,514	0,361	Valid
	Y11	0,415	0,361	Valid
	Y12	0,523	0,361	Valid

Source: SPSS Data Processing Results, (2025)

Based on the table above, the r_{table} value using the formula $df=(N-2)$ with a significant level of 5% is 0.165 can be seen in appendix 11. The comparative value of the validity test is the correlation coefficient that gets a value greater than $r_{table} = 0.165$. Based on the results of the validity test in the table, it is known that all statements are declared *valid*.

b. Reliability Test

Table 3. Reliability Test Results.

Variabel	Crobach's Values	Conditions	Information
	Alpha(α)	Crobach's Alpha(α)	
Fasilitas (X ₁)	0,744	0,60	Reliabel
Accessibility (x ₂)	0,746	0,60	Reliabel
End satisfaction (Y)	0,852	0,60	Reliabel

Source: SPSS Data Processing Results, (2025)

Based on the table above, it shows that the value of the variable (X₁) Facilities is 0.744, (X₂) Accessibility is 0.746 and End Satisfaction (Y) is 0.852. This shows that all studies are reliable because Crobach's Alpha (α) > 0.60. The results of the study show that the measurement tool in this study has met the reliability test and is reliable.

2) Classical Assumption Test

a. Normality Test

- Kolmogorov-Smirnov Test

Table 4. Kolmogorov-Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	3.64256096
Most Extreme Differences	Absolute	.057
	Positive	.039
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS Data Processing Results, (2025)

Based on the table above, it can be seen that the value of Asymp. Sig. (2-tailed) of 0.200 > 0.050 so that the conclusion can be drawn that the residual variable is normally distributed, which means that the basis of normality has been met. The normality test in this study also uses graph analysis which is detected by looking at the distribution of data (points) on the diagonal connection line and P-Plot can be seen in the following figure:

- Graph Histogram

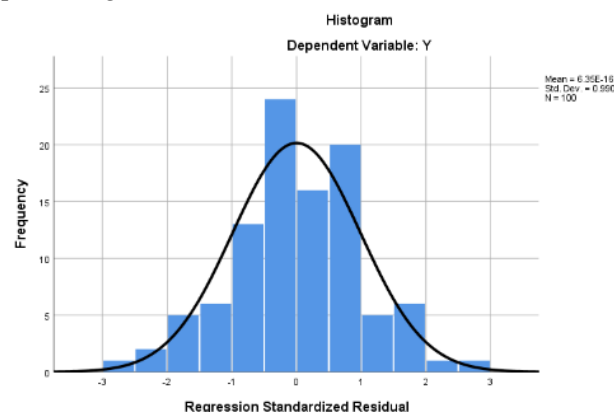


Figure 3. Graph histogram

Source: SPSS Processing Results (2025)

Based on the image above, it can be seen that the histogram shows a normal distribution pattern, with no tilt to the left or right, indicating that the peak is at zero. Therefore, it can be concluded that the variables in this study follow a normal distribution.

- Grafik Normal *Probability Plot*

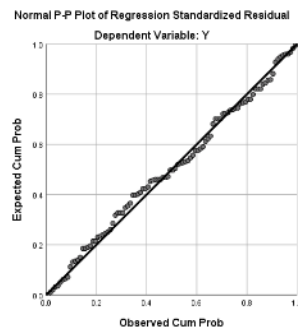


Figure 4. Grafik Normal *Probability Plot*

Source: SPSS processed data, 2024

Based on the Figure above, where the P-Plot image can be seen with points following the diagonal line, so it can be concluded that the regression model meets the assumption of normality.

b. *Multicollinearity Test*

Table 5. Multicollinearity Test Results

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Itself.	Tolerance	BRIGHT
1	(Constant)	19.694	4.844		4.066	.000		
	X1	.965	.114	.663	8.500	.000	.650	1.538
	X2	.311	.132	.183	2.350	.021	.650	1.538

a. Dependent Variable: Y

Source: Data Processing Results (2025)

Based on the table above, it can be concluded that the VIF value of all independent variables < 10 and the tolerance value > 0.1 . This means that there is no multicollinearity.

c. *Heteroscedasticity Test*

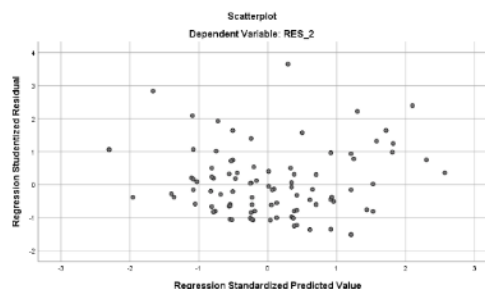


Figure 5. Graphic Scatterplot

Source: SPSS Processing Results (2025)

Based on the image above, it can be seen that there is clearly no specific pattern and the point spreads randomly and irregularly both above and below the number 0 on the Y axis.

3) Multiple Linear Regression Analysis Test

Table 6. Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	19.694	4.844		4.066	.000
	X1 FACILITIES	.965	.114	.663	8.500	.000
	X2 ACCESSIBILITY	.311	.132	.183	2.350	.021

a. Dependent Variable: Y END SATISFACTION

Source: SPSS data processing results, (2025)

Based on the table above, the following linear equations can be obtained:

$$Y = 19.694 + 0.965X_1 + 0.311X_2$$

Where Y is a dependent variable, namely Visitor Satisfaction, X_1 is Facilities, and X_2 is Accessibility. A constant value of 19.694 indicates that if the Facilities and Accessibility variables are zero, then the Visitor Satisfaction value is estimated to be 19.694. The regression coefficient for the Facility variable was 0.965 with a significance value of 0.000 ($p < 0.05$), which means that the Facility has a positive and significant effect on Visitor Satisfaction. This means that every one unit increase in the Facility will increase Visitor Satisfaction by 0.965 units. Meanwhile, the Accessibility variable had a regression coefficient of 0.311 with a significance value of 0.021 ($p < 0.05$), which also showed a positive and significant influence on Visitor Satisfaction. Thus, it can be concluded that both Facilities and Accessibility contribute significantly to increasing Visitor Satisfaction at the Yamaha Youth Festival 2024 Event.

4) Hypothesis Test

a. *Partial Significance Test (t-test)*

Table 7. Partial Significance Test Results (t-Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	19.694	4.844		4.066	.000
	FACILITIES	.965	.114	.663	8.500	.000
	ACCESSIBILITY	.311	.132	.183	2.350	.021

a. Dependent Variable: Y END SATISFACTION

Source: SPSS data processing results, (2025)

Based on the table above, the following conclusions can be given:

The Facility variable (X_1) has a calculated t-value of 8.500 with a significance level of < 0.001 . Because $t_{\text{count}} (8,500) > t_{\text{table}} (1,961)$ and $\text{sig} < 0.05$, it can be concluded that Facilities have a positive and significant effect on visitor satisfaction. Thus, the hypothesis of H_01 is rejected and H_{a1} is accepted.

The Accessibility variable (X_2) has a t -value of 2.350 with a significance level of < 0.001 . Because $t_{\text{count}} (2,350) > t_{\text{table}} (1,961)$ and $\text{sig} < 0.05$, it can be concluded that accessibility has a positive and significant effect on visitor satisfaction. Thus, the H_{02} hypothesis is rejected and H_{a2} is accepted.

b. *Simultaneous Significance Test (F test)*

Table 8. Results of Simultaneous Significance Test (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	2111.483	2	1055.742	77.962	.000b
	Residual	1313.557	97	13.542		
	Total	3425.040	99			

a. Dependent Variable: Y END SATISFACTION

b. Predictors: (Constant), X_2 ACCESSIBILITY, X_1 FACILITIES

Source: SPSS data processing results, (2025)

Based on the results of the ANOVA test, a F_{cal} value of 77.962 was obtained, greater than F_{table} of 3.09 can be seen in Appendix 12 of the F_{table} distribution reference table with a significance value of $0.000 < 0.05$. Therefore, it can be concluded that the regression model is simultaneously significant. This means that the variables of facilities and accessibility together have a significant impact on Visitor Satisfaction, thus, the zero (H_0) hypothesis is rejected and the alternative hypothesis (H_a) is accepted.

c. *Determination Coefficient Test (R Square)*

Table 9. Determination Coefficient Test Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785a	.616	.609	3.67992

a. Predictors: (Constant), X_2 ACCESSIBILITY, X_1 FACILITIES

Source: SPSS data processing results, (2025)

Based on table 4.13 of the Model Summary, an R value of 0.785 was obtained which shows that there is a strong relationship between Facilities and Accessibility to Visitor Satisfaction. An R -Square value of 0.616 means that 61.6% of the variation in Visitor Satisfaction can be explained by these two independent variables, while the remaining 38.4% is explained by factors other than the variable. The Adjusted R Square value of 0.609 indicates that the model used is quite stable and is not affected by the number of variables. With a Standard Error of the Estimate value of 3.67992, this model can be said to have a fairly good level of prediction accuracy.

3.2. Discussion

1) The Influence of Facilities on Visitor Satisfaction

Based on the results of the partial regression test (t -test), the Facility variable (X_1) has a t_{cal} value of 8.500 with a significance value of 0.001, which is smaller than the significance level of 0.05. This shows that facilities have a positive and significant effect on visitor satisfaction. This means that the

better the quality of the facilities provided during the Event, the higher the level of visitor satisfaction. Respondents gave a very positive assessment of the aspects of cleanliness, completeness, and function of facilities, such as seats, toilets, prayer rooms, and visual displays such as videotrons. These findings are in line with the theory of customer satisfaction which states that the quality of physical facilities is one of the main determinants in creating positive experiences.

2) The Effect of Accessibility on Visitor Satisfaction

The results of the t-test for the Accessibility variable (X2) showed a tcal value of 2.350 with a significance of 0.021, which is also smaller than 0.05. This proves that accessibility has a positive and significant influence on visitor satisfaction. Visitors feel that the event location is easy to reach, both by public and private transportation, and that adequate information is available through digital media. Ease of transportation, clear routes, and affordable costs are important factors in supporting satisfaction during the event.

3) The Simultaneous Influence of Facilities and Accessibility on Visitor Satisfaction

The simultaneous test (F test) showed that the Facilities and Accessibility variables together had a significant effect on Visitor Satisfaction, with a Fcal value of 77.962 and a significance of $0.000 < 0.05$. This shows that the regression model formed is able to explain the strong relationship between the two independent variables to the bound variables. The combination of adequate facilities and good accessibility is the key to creating a satisfying Event experience.

Based on the results of the discussion in this study, the results of the determination coefficient test showed an R Square value of 0.616 or 61.6%. This means that 61.6% of the variation in visitor satisfaction can be explained by both variables, namely amenities and accessibility. While the remaining 38.4% was influenced by other factors that were not studied in this study, such as weather, entertainment, social interaction, or psychological comfort. The Adjusted R Square value of 0.609 indicates that the regression model is fairly stable and unbiased even though it uses two independent variables. The Facility variable has the largest coefficient value and the strongest significance. This means that the quality of facilities such as cleanliness, completeness of facilities, layout, and functionality of facilities play a very important role in creating a positive experience for visitors. The higher the quality of the facilities felt by visitors, the higher the level of satisfaction. The accessibility in question includes the ease of reaching the location, the choice of transportation modes, and the information available. Although the impact is smaller than the facilities, accessibility is still significant and an important supporting factor in the success of the Event. These two variables do not work separately, but rather support each other in creating the overall visitor experience. If one of the variables is less than optimal, then the level of visitor satisfaction can also decrease even though the other variable is good. In general, the findings in this study indicate that both Facilities and Accessibility have a significant influence, both individually and collectively, on the level of Visitor Satisfaction at the Yamaha Youth Festival 2024 Event. This emphasizes that event organizers need to pay serious attention to the quality of facilities and ease of access in order to increase satisfaction and encourage visitor loyalty in the future.

4. CONCLUSION

Based on the results of the study on "The Influence of Facilities and Accessibility on Visitor Satisfaction at the 2024 Yamaha Youth Festival Event", the following conclusions can be drawn: 1) Based on the results of the partial test (t-test), a Thcount value of 8,500 and a significance of 0.000 which is smaller than 0.05. This means that the Facility variable (X1) significantly affects Visitor Satisfaction (Y). A regression coefficient of 0.965 indicates that improving the quality of facilities will significantly increase visitor satisfaction. 2) The results of the partial test (t-test) also show that the Accessibility variable (X2) has a calculation of 2.350 with a significance value of 0.021 (< 0.05). This shows that Accessibility has a positive and significant effect on Visitor Satisfaction. The regression coefficient of

0.311 illustrates that the better the accessibility of the Event location, the higher the level of visitor satisfaction. 3) Based on the results of the simultaneous test (F test), an F-calculation value of 77.962 was obtained which was greater than Ftable of 3.09 and a significance value of $0.000 < 0.05$. This shows that the variables of Facilities and Accessibility together have a significant effect on Visitor Satisfaction. 4) The results of the determination coefficient (R^2) test showed an R Square value of 0.616, which means that 61.6% of the variation in Visitor Satisfaction can be explained by the variables Facility and Accessibility, while the remaining 38.4% is explained by other factors outside of this model. An R value of 0.785 indicates a strong correlation between independent and dependent variables. 5) Based on the descriptive results, the majority of visitors expressed satisfaction with the facilities, ease of access, and atmosphere of the Event. This indicates that the implementation of the Yamaha Youth Festival 2024 has met the expectations of most visitors in terms of comfort, availability of facilities, and smoothness to the event location

REFERENCES

- Afandi, M. L., Wibowo, J., Candraningrat, C., & Supriyanto, A. (2023). Analisis Hubungan Atribut Destinasi Wisata Terhadap Kepuasan Wisatawan Pada Kawasan Malioboro. *Sadar Wisata: Jurnal Pariwisata*, 6(2), 89–97.
- Alfisyahri, F. 2023 Relevansi Antara Kualitas Pelayanan dan Fasilitas Produk. Indramayu: CV Adanu Abitama.
- Allen, J. 2022 .Event Planning, The Ultimate Guide to Succesful Metting, Corporate Event, Fundraising Galas, Confereces, Convention, Incentives and other Spesial Event. Canada: Tri-Graphic Printing.
- Angel, A., & Heryenzus, H. (2023). Pengaruh kelengkapan produk, kualitas pelayanan, dan accessibility terhadap keputusan pembelian konsumen pada PT. Lubrikan Jasa Tama. Universitas Putera Batam.
- Daulay, S. H. P. P. (2022). Pengaruh Daya Tarik Wisata, Fasilitas dan Aksesibilitas terhadap Keputusan Berkunjung ke Objek Wisata Pantai Bali Lestari. *Jurnal Creative Agung*, 12(2), 1–19.
- Dimas Muhammad Pambudi, & Nurizzati Nurizzati. (2024). Aksesibilitas Pemustaka Penyandang Disabilitas Di Dinas Kearsipan Dan Perpustakaan Provinsi Sumatera Barat Berdasarkan Standar IFLA Checklist. *Journal of Creative Student Research*, 2(1), 171–182.
- Farmedina, N., Lina Devika Arintawati, M., & Hariani, M. (2024). Pengaruh Aksesibilitas Dan Fasilitas Terhadap Niat Berkunjung Kembali Pada Alun-Alun Surabaya. *Jurnal Manajemen Dan Bisnis*, 3(1), 1–14.
- Fatihah, Z., & Saragih, A. M. (2024). Pengaruh Fasilitas Dan Aksesibilitas Terhadap Kepuasan Exhibitor Pada Event Medan X Beauty Tahun 2023. 4, 9607–9620.
- Ghozali, Imam. 2021. Aplikasi Analisis Multivariate dengan Program IBM SPSS 26 Edisi 10. Semarang: Badan Penerbit Universitas Diponegoro.
- Gumilar, R., Nur, z., & Ersyad, M,. (2023), Analisis Cermat Lokasi Dengan Sistem Zonasi di Kota Bandung. Jawa Barat: CV Mega Pres Nusantara.
- Harahap, Reza Kurniawan. (2024). Program Perencanaan dan Perancangan GOR Renang. Tugas Akhir, Program Studi Arsitektur, Universitas Sumatera Utara.
- Kotler, P., & Keller, K. L. (2019). Manajemen Pemasaran (Edisi ke-15). Jakarta: Erlangga.
- Perdana, Febri putera. (2022). Pengaruh Fasilitas Dan Persepsi Harga Terhadap Loyalitas Pelanggan Yang Dimediasi oleh Kepuasan Pelanggan (Studi konsumen Power Gym, Jakarta Utara. Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta, 12(2004), 6–25.
- Pertiwi, S. I., & Syah, F. (2023). Analisis Promosi Venue Pameran Di Kota Depok. 4, 112–121.
- Purnomo, H., Sardanto, R., & Muslih, B. (2020). Kepuasan Konsumen.pdf. In *Signifikansi Prediktor*

Kepuasan Konsumen Jasa Hotel.

- Safta Pratama & Firmansyah, A. (2023). Penerapan Konsep Keberlanjutan Pada Pelaku Industri MICE (Meeting, Incentives, Conference, & Exhibition) Di Indonesia. *Jurnalku*, 3(4), 375–389.
- Sari, I. R., Kartika, D. G., & Agustina, E. (2025). Pengujung pada Theme Park X Di Kabupaten Bogor 1(2), 36–45.
- Sugiyono. (2024). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (hal. 267–268). Bandung: Alfabeta.
- Sugiyono. (2024). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (hal. 57, 213). Bandung: Alfabeta.
- Syafitri, D., & Ezizwita, E. (2023). Pengaruh Daya Tarik Wisata, Fasilitas dan Aksesibilitas Terhadap Proses Keputusan Berkunjung di Objek Wisata Pantai Padang di Kota Padang. *Jurnal Ekonomi Dan Bisnis Dharma Andalas*, 25(2), 328–341.
- Yamaha Motor Indonesia. 2024. "Fazzio Hybrid Terbaru Kembali Menyapa Gen Z, Hadirkan Fazzio Youth Festival yang Jadi Ajang Gen Z Unjuk Bakat Terbaiknya." <https://www.yamahamotor.co.id>. Diakses pada 23 Juli 2025.
- Yoeti, Oka A. 2008. *Perencanaan dan Pengembangan Pariwisata*. Cetakan Kedua. Jakarta: PT Pradnya Paramita.