

The Effect of Service Quality on Visitor Satisfaction of the Turkish University Fair 2025 Event by PT Trans Kreasindo Production Medan

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ABSTRACT

The Turkish University Fair 2025 event is an activity carried out by PT Trans Kreasindo Prouduction which was held at the Adimulya Hotel Medan. This activity was attended by students of the leading schools of the city of Medan. which amounted to 900 visitors. This research is categorized as quantitative descriptive research, where the research instruments are in the form of questionnaires, and literature studies. The population in this study is the Turkish Universities Fair 2025 event of 900 people. Sampling of 100 respondents used the slovin formula. The validity test tool used SPSS 25, the reliability test using *Croanbach's Alpha formula* and multiple linear regression analysis were used as hypothesis tests for this study. The results of this study show that the quality of service consisting of physical evidence (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4) and empathy (X_5), simultaneously (Test F) has a positive effect on visitor satisfaction. This indicates that of all the factors of physical evidence, reliability, responsiveness, assurance and empathy were able to influence visitor satisfaction by 78.6% and the remaining 21.4% can be explained by factors not studied in this study. In addition, the t-test partially the most dominant variable, namely Reliability ($X_2 = 0.661$), became the most dominant factor influencing Visitor Satisfaction, followed by Responsiveness ($X_3 = 0.550$), Physical Evidence ($X_1 = 0.477$), and Assurance and Empathy (X_4 and $X_5 = 0.464$).

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1. INTRODUCTION

The Turkish Universities Fair 2025 held by Edutolia Education is a strategic international education event that has a big impact on the development of education in Indonesia, especially in Medan. *Edutolia Education* as the event owner is in charge of designing the concept and purpose of the event and establishing cooperation with well-known universities in Turkey. In its implementation, Edutolia Education appointed PT Trans Kreasindo Production as an event organizer who manages the

entire series of events ranging from planning, socialization, educational seminars, to the implementation of D-day.

The quality of service provided is the main factor determining visitor satisfaction during the *event*. PT Trans Kreasindo plays an important role in ensuring that all aspects of service run optimally for the success of this event. The quality of service and visitor satisfaction are very vital aspects to survive in business and win the competition. The company's management is required to always improve the quality of its services by always paying attention to the needs and expectations of its visitors. Edutolia Education relies heavily on the professionalism of PT Trans Kreasindo starting from planning, educational seminars, to the D-day of the event. The success of finding visitors from various excellent schools to exceed the target is proof of the effectiveness of event management. The quality of service formed by PT Trans Kreasindo encourages the satisfaction and trust of Edutolia Education clients.

An interesting phenomenon is the high enthusiasm of leading schools in Medan to participate. PT Trans Kreasindo Production managed to achieve the target by involving 10 leading schools and 30 participating independent schools, bringing the total number of schools to 40. This success illustrates the effectiveness of the service strategy and the facilities provided, as well as the trust established between the organizers and the school and students.

The following is a table of PT Trans Kreasindo Production's achievements in organizing the Turkish Universities Fair 2025 from February to April 2025:

Table 1. Number of achievement targets for excellent schools

Table 11. Number of achievement targets for excellent schools					
School Month	School	Total	Sum	Percentage per school	
Unggulan	Self-sufficient	School	Student	unggulan (%)	
February	15	0	15	250	27.8
March	28	10	38	550	61.1
April	30	10	40	900	100

Source: PT Trans Kreasindo Production, (2025)

The explanation of the phenomenon of table 1 data shows that PT Trans Kreasindo Production consistently increases the number of schools and students involved every month. In February, PT Trans Kreasindo Production succeeded in involving 15 leading schools with a total of 250 students, an average of around 16-17 students per school. In March, the number of schools increased to 30 (including 10 independent) with 550 students, an average of about 14-15 students per school. In April, the target of 30 excellent schools was achieved plus 20 independent schools, a total of 40 schools with 900 students, an average of 22-23 students per school.

This phenomenon indicates that PT Trans Kreasindo Production has succeeded in "speeding" up the collection of students from all schools in Medan through a gradual approach and effective educational seminars. The addition of independent schools in March and April shows an expansion of the network and an increasing trust in the quality of services provided. This is a strong indicator of PT Trans Kreasindo Production's success in managing this *event* and increasing visitor satisfaction.

Client satisfaction and *event* success are top priorities in PT Trans Kreasindo Production's services. PT Trans Kreasindo Production always strives to provide the best solution from planning to the time of the *event*. PT Trans Kreasindo Production always accepts criticism and suggestions given by *clients*, as a guide to always be able to provide satisfaction for *clients*. The following are the exhibition events that have been held by PT Trans Kreasindo Production.

Table 2. *PT Trans Kreasindo Production Event*

No	Event	Location	Year	Number of Visitors
1	MTQ Events and <i>Bazaar</i> in Medan City 2024	Mini Stadium of the University of North Sumatra	2024	1000 pengunjung
2	Anniversary Regency Stuttgart	Stabat Square	2025	1750 pengunjung
3	Malay Degree Cognate	Grand Mosque of Medan City	2025	1800 Pengunjung
4	<i>Event bazar</i> Thaipusam	Medan Prosecutor's Street	2025	1850 Pengunjung

Source: PT Trans Kreasindo Production, (2025)

Based on the data that has been presented in the table, it can be seen that there is a phenomenon of increasing the number of visitors in a certain period. This phenomenon can be caused by various factors such as the quality of services provided. The increase in the number of visitors is an indication of the advantages in the aspect of implementation, such as visitors who get good service such as clarity of information, punctuality, and adequate facilities and *venues* that cause an increase in the level of visitor trust. The increase in the number of visitors also shows that there are positive factors that encourage interest, such as the friendliness of the committee, to visitors who feel treated fairly during the event last.

Seeing this phenomenon, in mid-2025 PT Trans Kreasindo Production faces a new challenge when it is trusted to hold an educational exhibition event, namely the Turkish Universities Fair 2025 event. Unlike the *previous event*, the *Turkish Universities Fair 2025 event is an educational event that will be presented only by high school/vocational students in the city of Medan organized by Edutolia Education since 2023. This event* has succeeded in attracting thousands of visitors every year and has become an inspiring forum for the younger generation to develop their potential.

This event provides an opportunity to get direct guidance from professional mentors from campuses throughout the Turkish city area, as well as provide scholarships for outstanding students and direct discounts when participating in *the event*.

Table 3. Turkish Universities Fair Event Activities by PT Trans Kreasindo Production

No	Event	Location	Moon	Year	Number of Visitors
1	Turkish Universities Fair	Jakarta Convention Center	April	2022	650 Pengunjung
2	Turkish Universities Fair	Jakarta Convention Center (JCC), Jakarta	April	2023	700 Pengunjung
3	Turkish Universities Fair	Jakarta and Makassar	March	2024	700 Pengunjung
4	Turkish Universities Fair	Jakarta Convention Center (JCC), Jakarta	April	2025	850 Pengunjung
5	Turkish Universities Fair	Hotel Adimulya Medan	April	2025	900 Pengunjung

Source: PT Trans Kreasindo Production

It can be seen from the table above that visitors in Medan City are relatively more than in other cities and when compared to *the events* that have been organized by PT Trans Kreasindo before, it shows that there has been an increase in the number of visitors. This phenomenon is an indication that there are factors that affect the interest of visitors, one of which is related to the quality of service provided during *the event*.

The increase in the number of visitors can illustrate the existence of advantages in the implementation, such as the feasibility of facilities, so that the service fully meets the expectations of visitors. This really reflects the good potential with other PT Trans Kreasindo events that have managed to attract a larger number of visitors, where good service, clarity of information, and *venue* comfort are factors driving the increase in visitor interest. Thus, the quality of service has an important role in creating visitor satisfaction as well as influencing the number of participants in an event.

Based on research conducted by Adi Putra (2025) at the 2025 Education Fair *event*, it was revealed that the quality of service had a positive and significant effect on the satisfaction of thousands of students in Lamongan. In addition, the study in Alantoni (2023) strengthens the finding that the dimension of service quality simultaneously provides positive results on the satisfaction of *event* visitors.

Several previous studies have proven the importance of service quality in increasing event visitor satisfaction, most of these studies have focused on large-scale educational events, exhibitions or entertainment. Research that specifically examines *special events* for the development of advanced education interests such as the Turkish Universities Fair event, especially in the city of Medan is still very limited. In addition, there have not been many studies that have specifically identified what service factors most affect the satisfaction of visitors to educational events in the Medan City area.

Based on the phenomenon that occurred above, researchers are interested in conducting more in-depth research to find out how much the quality of service, especially on the satisfaction of participants at the Turkish Universities Fair 2025 event in Medan City. By understanding the factors that affect the rise and fall of the number of visitors, organizers can formulate more appropriate improvement strategies to increase visitor satisfaction in the future.

For that reason, the researcher determined the title "The Effect of Service Quality on Visitor Satisfaction of *the* Turkish Universities Fair 2025 Event at PT Trans Kreasindo Production". The acquisition of this study is expected to make an empirical contribution, as well as provide practical implications for PT Trans Kreasindo Production in optimizing service quality in the future.

2. METHODS

This research was carried out at PT Trans Kreasindo Production which is located at Jalan Cempaka Ujung (next to ACM housing) NO. A11, Medan City, North Sumatra. The research implementation time starts from April to June 2025. The population of this study is all visitors from 40 visiting schools of the Turkish Universities Fair 2025 at the Adimulya Hotel Medan. The schools consist of 30 excellent schools and 10 independent schools with a total of 900 student visitors. The sampling technique used is *purposive sampling*, which is a sampling technique with certain considerations or criteria that have been determined by the researcher. In this study, the researcher will take a sample of 100 respondents. The type of data consists of primary data obtained by the researcher directly through observation or research directly to the research location in the form of interviews or interviews with respondents. as well as secondary data obtained by researchers directly through observation or research directly to the research location in the form of interviews or interviews with respondents. There are several data collection techniques carried out in this study such as field studies and literature studies. In this study, the data processing techniques used are quantitative descriptive techniques, then the data is analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and determination coefficients with the help of SPSS software.

3. FINDINGS AND DISCUSSION

1) Data Quality Test

a. Validity Test

Table 4. Validity Test Results

Variabel	Item	Calculation	rtabel	Information
Physical Evidence	1	.833	0,361	Valid
	2	.794	0,361	Valid
	3	.792	0,361	Valid
Reliability	1	.772	0,361	Valid
	2	.779	0,361	Valid
	3	.853	0,361	Valid
Responsiveness	1	.852	0,361	Valid
	2	.747	0,361	Valid
	3	.808	0,361	Valid
Guarantee	1	.800	0,361	Valid
	2	.746	0,361	Valid
	3	.865	0,361	Valid
Empathy	1	.826	0,361	Valid
	2	.736	0,361	Valid
	3	.842	0,361	Valid
Visitor Satisfaction	1	.552	0,361	Valid
	2	.499	0,361	Valid
	3	.551	0,361	Valid
	4	.602	0,361	Valid
	5	.601	0,361	Valid
	6	.489	0,361	Valid
	7	.654	0,361	Valid
	8	.626	0,361	Valid
	9	.509	0,361	Valid

Source: Results Processed Statistical Data (2025)

Based on the table above, the value of the table with a significance level of 0.05 is 0.361 can be seen in the appendix. The comparative value of the validity test is the correlation coefficient that gets a value greater than the $r_{of\ the\ table} = 0.361$. Based on the results of the validity test in the table, it is known that all statements are valid.

b. Reliability Test

Table 5. Reliability Test Results

Variabel	Cronbach's Alpha	Criterion	Information
Physical Evidence	0,717	0,60	Reliabel
Reliability	0,733	0,60	Reliabel
Responsiveness	0,723	0,60	Reliabel
Guarantee	0,726	0,60	Reliabel
Empathy	0,723	0,60	Reliabel
Visitor Satisfaction	0,733	0,60	Reliabel

Source: Results Processed Statistical Data (2025)

Based on the results of the reliability test above, it shows that all variables have a large Alpha coefficient, above 0.60 so that it can be said that each variable of the questionnaire is reliable, meaning that the questionnaire used in this study is a reliable questionnaire.

2) Classical Assumption Test

a. Normality Test

Table 6. Kolmogorov-Smirnov Test Results

Variabel	N	Statistics K-S	Itself	Conclusion
Residual (Unstandardized)	100	0,077	0,146	Normally distributed data

Source: Results Processed Statistical Data (2025)

Based on the results of the analysis, a sig value of $0.146 > 0.05$ was obtained so that it could be declared to be normally distributed. In the image, it can be seen that the value of *Asymp.Sig. (2-tailed)* is $0.146 > 0.05$, in other words a normally distributed residual variable. The normality test can also be carried out through two graph approaches, namely, histogram graph analysis and p-plot normal graph analysis which compares between two observations with distributions that are close to the normal distribution. It can be seen that the data is distributed normally.

b. Multicollinearity Test

Table 7. Multicollinearity Test Results

Variabel	Tolerance	BRIGHT	Conclusion
Physical Evidence	0,311	3,212	Multicollinearity does not occur
Reliability	0,239	4,180	Multicollinearity does not occur
Power	0,294	3,406	Multicollinearity does not occur
Response	0,313	3,193	Multicollinearity does not occur
Assurance			
Empathy	0,283	3,531	Multicollinearity does not occur

Source: Results Processed Statistical Data (2025)

Based on the table above, it is known that the values of *Tolerance* and *VIF* in the variables of Physical Evidence (X_1) are $0.925 > 0.10$ and $1.081 < 10$, Reliability (X_2) $0.902 > 0.10$ and $1.109 < 10$, Responsiveness (X_3) $0.962 > 0.10$ and $1.039 < 10$, Assurance (X_4) $0.910 > 0.10$ and $1.098 < 10$, Empathy (X_5) $0.988 > 0.10$ and $1.013 < 10$. From these results, it can be said that there is no multicollinearity between free variables.

c. Heteroscedasticity Test

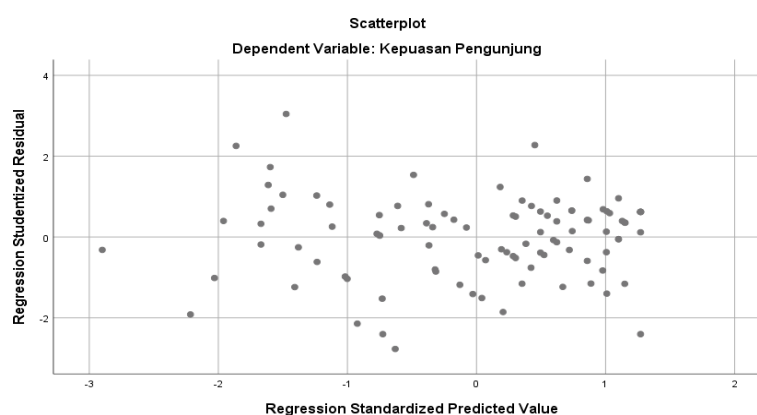


Figure 1. Heteroscedasticity Test Results

Source: Results Processed Statistical Data (2025)

d. Glejser Test

Table 8. Multicollinearity Test Results

Variabel	Sig. (p-value)	Conclusion
Physical Evidence	0,268	Heteroscedasticity does not occur
Reliability	0,056	Heteroscedasticity does not occur
Responsiveness	0,214	Heteroscedasticity does not occur
Guarantee	0,975	Heteroscedasticity does not occur
Empathy	0,150	Heteroscedasticity does not occur

Source: Results Processed Statistical Data (2025)

Based on the results of the heteroscedasticity test using the glycedasticity test, it is known that the significance value of the 5 variables > 0.05 so that it can be concluded that from the two variables there are no symptoms of heteroscedasticity. From table 4.13 above, it is known that the probability value of each free variable has a sig > 0.05 . Thus, it can be concluded that heteroscedasticity does not occur in the regression model, from the output above the five variables, there are no symptoms of heteroscedasticity because sig > 0.05 .

3) Multiple Linear Regression Analysis Test

Table 9. Multiple Linear Regression Test Results

Variabel	Coefficin B	Std. Error
(Constanta)	4,526	1,829
Physical Evidence	0,477	0,227
Reliability	0,661	0,243
Responsiveness	0,550	0,226
Guarantee	0,464	0,221
Empathy	0,464	0,221

Source: Results Processed Statistical Data (2025)

Based on the results of the regression analysis above, the regression equation is obtained as follows:

$$Y = 4.526 + 0.477 X_1 + 0.661 X_2 + 0.550 X_3 + 0.464 X_4 + 0.464 X_5$$

From these equations, it can be explained as follows:

1. The constant value of 4.526 means that if the variables of Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy do not change (value = 0), then the Visitor Satisfaction value is 4.526.
2. The regression coefficient on the Physical Evidence variable (X_1) is 0.477, meaning that if the Physical Evidence increases by 1 unit, then Visitor Satisfaction will increase by 0.477, assuming the other variables remain the same.
3. The Reliability regression coefficient (X_2) of 0.661 indicates that every 1 unit increase in Reliability will increase Visitor Satisfaction by 0.661.
4. A Responsiveness regression coefficient (X_3) of 0.550 means that every 1 unit increase in Responsiveness will increase Visitor Satisfaction by 0.550.
5. The Guarantee regression coefficient (X_4) of 0.464 indicates that every 1 unit increase in Guarantee will increase Visitor Satisfaction by 0.464.
6. The Empathy regression coefficient (X_5) of 0.464 indicates that every 1 unit increase in Empathy will increase Visitor Satisfaction by 0.464

4) Hypothesis Test

a. *Partial Significance Test (t-test)***Table 10.** Partial Significance Test Results (t-Test)

Variable	Stuttgart	Table	Sig.
Physical Evidence	2,097	1,984	0,039
Reliability	2,722	1,984	.0,008
Responsiveness	2,439	1,984	0,017
Guarantee	2,100	1,984	0,038
Empathy	2,094	1,984	0,039

Source: Results Processed Statistical Data (2025)

Based on the results of data analysis in the table above, the calculated t value for each variable is greater than the t_{table} of 1.984 at a significance level of 0.05. In addition, the significance value of the entire variable is smaller than 0.05. Thus it can be concluded that:

- The Physical Evidence variable has a tcal value of $2.097 > 1.984$ and sig. $0.039 < 0.05$, means that it has a positive and significant effect on Visitor Satisfaction. Thus, H_{a1} is accepted and H_{01} is rejected, meaning that there is a positive and significant influence between physical evidence on visitor satisfaction.
- The Reliability variable has a tcal value of $2.722 > 1.984$ and sig. $0.008 < 0.05$, means that it has a positive and significant effect on Visitor Satisfaction. Thus, H_{a2} is accepted and H_{02} is rejected, meaning that there is a positive and significant influence between reliability on visitor satisfaction.
- The Responsiveness variable has a tcal value of $2.439 > 1.984$ and sig. $0.017 < 0.05$, means that it has a positive and significant effect on Visitor Satisfaction. Thus, H_{a3} is accepted and H_{03} is rejected, meaning that there is a positive and significant influence between responsiveness and visitor satisfaction.
- The Guarantee variable has a tcal value of $2.100 > 1.984$ and sig. $0.038 < 0.05$, means that it has a positive and significant effect on Visitor Satisfaction. Thus, H_{a4} is accepted and H_{04} is rejected, meaning that there is a positive and significant influence between guarantees on visitor satisfaction.
- The Empathy variable has a tcal value of $2.094 > 1.984$ and sig. $0.039 < 0.05$, means that it has a positive and significant effect on Visitor Satisfaction. Thus, H_{a5} is accepted and H_{05} is rejected, meaning that there is a positive and significant influence between empathy on visitor satisfaction.

b. *Simultaneous Significance Test (F test)***Table 11.** Results of Simultaneous Significance Test (F Test)

Source of Variation	Sum of Squares	df	Mean Square	F	Itself.
Regression	1.489,089	5	297,818	73,603	0,000
Residual	380,351	94	4,046		
Total	1.869,440	99			

Source: Results Processed Statistical Data (2025)

Based on the data above, the results of the F test obtained an F_{value} of 73.603 with a significance level of 0.000 and F_{table} of 2.47 ($df_1 = 5$ and $df_2 = 94$). So it can be interpreted that the five independent variables simultaneously affect the variable of visitor satisfaction. From the results of the analysis of the F test above, it is known that the F value is calculated as $73.603 > 2.47 F_{table}$ and sig. is $0.000 < 0.05$. So H_{a6} is accepted, and H_{06} is rejected, meaning that simultaneously or together the variables of Physical Evidence (X_1), Reliability (X_2), Responsiveness (X_3), Assurance (X_4) and finally Empathy (X_5) have an effect on Visitor Satisfaction (Y).

c. Determination Coefficient Test (R Square)

Table 12. Determination Coefficient Test Results (R2)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,892	0,797	0,786	2,012

Source: Results Processed Statistical Data (2025)

Based on the summary model table above, the *R Square* value is 0.786. This means that 78.6% of the variation in the dependent variable, namely Visitor Satisfaction, can be explained by independent variables, namely Empathy, Responsiveness, Assurance, Physical Evidence, and Reliability. While the remaining 21.4% is explained by other factors outside this model.

Discussion

The Effect of Physical Evidence on Visitor Satisfaction

Based on the results of the study, the Physical Evidence variable (*Tangibles*) has a positive and significant effect on the satisfaction of visitors to the Turkish Universities Fair 2025 event in Medan City. This shows that PT Trans Kreasindo Production is able to present physical evidence that is considered good by visitors and is one of the important factors in increasing satisfaction.

The physical evidence indicators studied include *aspects of the venue*, cleanliness and availability of facilities (toilets, prayer rooms), lighting and sound systems, and *booth* layout. The results of the questionnaire showed that most respondents agreed and strongly agreed with these statements, although there were still respondents who gave a neutral assessment.

From the results of observations in the field, the *event venue*, the Adimulya Hotel Medan, is considered representative and comfortable to use as an international exhibition location. Public facilities such as toilets and prayer rooms are available and function well, although there are queues at certain hours in crowded conditions. The cleanliness of the facility is relatively maintained with the presence of cleaning staff, so that visitors feel comfortable when using.

Room lighting and *sound system* support are also considered adequate. This supports smooth communication between the Turkish Universities Fair and the students and teachers (visitors) who attend. However, in some sessions there were small obstacles in the form of sound imbalances in the speakers in certain areas, but this was immediately handled by the technical team so that it did not interfere with the overall course of the event.

The layout of *the Turkish Universities Fair booth* is neatly arranged and attractive, making it easier for visitors to access information from each institution. *The booth* is also equipped with promotional materials such as brochures, banners, and presentation screens, which add positive value to the physical evidence aspect.

The results of this study support the theory of Tjiptono & Chandra (2020) which states that physical evidence (*Tangibles*) is one of the important dimensions in service quality that can affect consumer perception of satisfaction. In addition, these findings are also in line with research by Alantoni et al. (2024) which found that the quality of service, including physical evidence aspects, has a positive influence on visitor satisfaction in organizing events.

Thus, it can be concluded that the physical evidence aspect provided by PT Trans Kreasindo Production plays a positive role in shaping visitor satisfaction, although it needs to continue to be improved, especially in the capacity of public facilities and the optimization of lighting in all *venue areas*.

The Influence of Reliability on Visitor Satisfaction

The results of the study show that the Reliability variable has a positive and significant effect on the satisfaction of visitors to the Turkish Universities Fair 2025 in Medan City. This means that PT Trans Kreasindo Production's ability to provide consistent services, in accordance with promises and schedules, has a real impact on visitor satisfaction. The indicators tested in this variable include the

timeliness of the event, the clarity of the information provided, and the readiness of the committee in carrying out its duties. From the results of the questionnaire, it can be seen that most of the respondents agreed and strongly agreed that the activity was running according to the rundown that had been set, although at the time of the event there were some technical adjustments. Information about the participating universities is also considered clear and easy to understand, both through print media such as brochures and direct presentations from the university.

Theoretically, Kotler & Keller (2021) emphasized that reliability is a key factor in building consumer trust, because consumers will feel satisfied if the service provider is able to provide services as promised. The findings of this study are also in line with Alantoni et al. (2024) who prove that reliability has a significant relationship with visitor satisfaction in organizing educational *events*. Thus, it can be said that the higher the level of reliability provided by the organizer, the greater the level of visitor satisfaction. However, in the future, PT Trans Kreasindo Production needs to continue to maintain consistency in the implementation of schedules and information quality so that visitor satisfaction is maintained at future *events*.

The Effect of Responsiveness on Visitor Satisfaction

The Responsiveness variable was also found to have a positive and significant effect on the satisfaction of visitors to the Turkish Universities Fair 2025. This indicates that the readiness and speed of *the crew* in providing services is one of the important factors that affect visitor satisfaction. The indicators of responsiveness tested included the speed of the committee in answering questions, the ability to handle technical obstacles, and initiatives in providing additional information. The results of the study showed that most respondents gave a positive assessment of *the crew's* readiness in serving visitors. However, during peak hours, there were some limitations in the number of officers that caused the response to take a little longer.

According to Tjiptono & Chandra (2020), responsiveness is a dimension of service quality that shows the extent to which service providers are willing to help customers and provide services quickly. The results of this study are consistent with the findings of Alantoni et al. (2024) which stated that responsiveness has a real influence on the satisfaction of *event visitors*. This means that even though most visitors are satisfied with the alertness of the committee, PT Trans Kreasindo Production still needs to increase the number of personnel in certain areas so that the speed of service can be more optimal. Thus, responsive service can continue to be a competitive advantage in increasing visitor satisfaction in the future.

The Effect of Guarantee on Visitor Satisfaction

The results of the study show that the Assurance variable also has a positive and significant effect on visitor satisfaction. This means that the sense of security, comfort, and trust provided by the organizers is an important aspect in building visitor satisfaction. The guarantee indicators in this study include *crew* friendliness, *crew* knowledge of *event information*, and a sense of security felt during the activity. Based on the results of the questionnaire, most of the respondents gave a positive assessment of the *crew's* friendliness and professionalism. Visitors feel that the information conveyed is in accordance with their needs, thus fostering a sense of trust in the organizers.

These findings support the view of Tjiptono & Chandra (2020) who affirm that *Assurance* is one of the important dimensions in service because it is related to the ability of employees to give trust to customers. The results of this study are also in line with Riyanto & Tunjungsari (2020) who stated that *Assurance* contributes greatly to consumer satisfaction. Thus, the guarantee provided by PT Trans Kreasindo Production is proven to provide a sense of security and comfort to visitors, which ultimately has an impact on their satisfaction. However, organizers still need to strengthen this aspect, for example through additional training for the committee to be more professional in dealing with various conditions in the field.

The Effect of Empathy on Visitor Satisfaction

Based on the results of the analysis, the Empathy variable has a positive and significant effect on visitor satisfaction. This shows that the organizer's concern and attention to the needs of visitors is an important factor in creating satisfaction. Empathy indicators include *crew* attention to student needs, ease of access to facilities, and fair treatment of all visitors. The results showed that most respondents considered *the crew* to be friendly, caring, and give equal attention to all visitors regardless of school origin or background.

According to Kotler & Keller (2021), empathy in service reflects the willingness of service providers to provide personal attention and understand customer needs in depth. The findings of this study also support the research of Alantoni, Sari, & Rahmawati (2024) who affirm that empathy is a significant factor in building event visitor satisfaction. Thus, empathy has proven to be one of the aspects that greatly determines the success of the Turkish Universities Fair 2025 event. In the future, PT Trans Kreasindo Production needs to maintain this aspect by continuing to train *the crew* to be able to provide inclusive and customer-oriented services.

The Effect of Service Quality on Visitor Satisfaction

Overall, this study proves that the five dimensions of service quality (X_1 – X_5) have a positive and significant effect on Visitor Satisfaction (Y) of the Turkish Universities Fair 2025. This means that the better the quality of service felt, the higher the satisfaction experienced by visitors. This shows that satisfaction is not only determined by one dimension of service, but is the result of a combination of physical evidence, reliability, responsiveness, reassurance, and empathy.

According to Tjiptono & Chandra (2020), customer satisfaction is formed from the comparison between expectations and the real experience received. In this study, the majority of visitors assessed that the service provided was in accordance with their expectations, even in some aspects such as *crew* friendliness and *booth* layout, visitors judged that they exceeded expectations. The results of this study also strengthen the findings of Alantoni, Sari, & Rahmawati (2024) who found that the quality of simultaneous service has a significant influence on visitor satisfaction in organizing events.

Thus, the satisfaction of visitors to the Turkish Universities Fair 2025 is proven to be significantly influenced by the quality of services provided. This has important implications for PT Trans Kreasindo Production, where improving service quality not only has an impact on short-term satisfaction, but can also strengthen visitor loyalty and build a positive image of the company as a professional *event organizer*.

4. CONCLUSION

Based on the results of data analysis and discussions that have been carried out regarding the influence of Physical Evidence, Reliability, Responsiveness, Guarantee, and Empathy on Visitor Satisfaction at the Turkish Universities Fair 2025 event, the following conclusions are obtained:

1. The Effect of Physical Evidence on Visitor Satisfaction

Physical evidence (*tangible*) such as event venue facilities, decoration displays, and transportation comfort have a positive and significant effect on visitor satisfaction. This shows that an attractive and representative physical environment is capable of forming positive perceptions that increase satisfaction.

2. The Influence of Reliability on Visitor Satisfaction

Reliability is the most dominant dimension affecting visitor satisfaction. The ability of the committee to run the event according to the schedule, fulfill service promises, and provide information accurately creates trust and high satisfaction among visitors.

3. The Effect of Responsiveness on Visitor Satisfaction

The *responsiveness* of the committee who is quick in responding to requests, providing assistance, and conveying information quickly and accurately also has a significant effect on visitor satisfaction. The fast and solutive service is highly appreciated by visitors.

4. The Effect of Guarantee on Visitor Satisfaction

Assurance in the form of politeness, service competence, and a sense of security generated during *the event* also contributes positively to visitor satisfaction. Visitors feel more confident and comfortable with the organization of the event.

5. The Effect of Empathy on Visitor Satisfaction

Empathy, which reflects personal attention, friendly communication, and understanding of individual needs, also has a significant effect. Visitors feel valued and humanely served, which reinforces their emotional satisfaction.

6. The Simultaneous Effect of Service Quality on Visitor Satisfaction

Simultaneously, the five dimensions of service quality have a positive and significant effect on visitor satisfaction with a contribution of 78.6%. This proves that the quality of service is The main factors when creating satisfaction in *Event* education on an international scale such as the Turkish Universities Fair 2025.

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