Artikel

Enhancing Religious Tourist Satisfaction: The Role of Service Quality and Facilities at Bubohu, Gorontalo

Dian Adi Perdana[1] · *Abdul* Rahim Hamzah[2] · *Hendri* Ajihuda[3] · *Abdul* Charis[4] · *Saerozi*[5]

[1,3]IAIN Sultan Amai Gorontalo, Kota Gorontalo
Penulis koresponden: dianadiperdana@iaingorontalo.ac.id

[2]KUA Pulubala, Kabupaten Gorontalo
[4,5]UIN Walisongo, Kota Semarang

Abstrak: Wisata religi Bubohu berada di kawasan pesisir Desa Bongo dan berdekatan dengan wisata lainnya yaitu Masjid Walima Emas dan Pantai Dulanga. Wisata ini dekat dengan daerah perbukitan dan laut yang menjadi daya tarik tersendiri. Industri wisata halal ini memiliki daya tarik bagi masyarakat dalam maupun luar negeri, sehingga dari waktu ke waktu terus berkembang. Wisata halal yang dikelola swasta ini terus meningkatkan kualitas pelayanan dan fasilitas untuk memberikan yang terbaik bagi pengunjung (visitor). Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pengunjung wisata religi bubohu di Provinsi Gorontalo. Penelitian ini merupakan penelitian kausalitas dengan pendekatan kuantitatif. Populasinya adalah seluruh pengunjung wisata religi bubohu di Provinsi Gorontalo, sedangkan sampel ditentukan sebanyak 100 pengunjung dengan menggunakan random sampling. Data dikumpulkan dengan menggunakan kuesioner, kemudian dianalisis dengan menggunakan analisis regresi berganda. Hasil penelitian menunjukkan bahwa kualitas dan fasilitas pelayanan secara parsial maupun bersama-sama berpengaruh signifikan terhadap kepuasan pengunjung wisata religi Bubohu, yang lebih dari 50% masyarakat gorontalo merasakan kepuasan saat berwisata atau berkunjung ke wisata religi Bubohu Provinsi Gorontalo.
Kata Kunci: Kualitas Pelayanan, Fasilitas, Kepuasan Pengunjung, Wisata Religi, Bubohu.

Abstract: *Bubohu religious tourism is located in the coastal area of Bongo Village and is close to other tours, namely the Walima Emas Mosque and Dulanga Beach. This tour is close to hilly areas and the sea which is the main attraction. This halal tourism industry has an attraction for both domestic and foreign people, so that from time to time it continues to grow. This privately managed halal tourism continues to improve the quality of services and facilities to provide the best for visitors. This study aims to examine and analyze the effect of service quality and facilities on visitor satisfaction of religious tourism "bubohu" in Gorontalo Province. This research is a causality study with a quantitative approach. The population is all visitors to religious tourism "bubohu" in Gorontalo Province, while the sample is determined as many as 100 visitors by using random sampling. Data were collected using a questionnaire, then analyzed using multiple regression analysis. The results of the research show that the quality and service facilities, partially or jointly, have a significant effect on the satisfaction of visitors to the Bubohu religious tourism, with more than 50% of Gorontalo people feeling satisfaction when traveling or visiting the Bubohu religious tourism, Gorontalo Province.*
Keywords: *Service Quality, Facility, Visitor Satisfaction, Religious Tourism, Bubohu*

1 INTRODUCTION

Advances in science, technology and various knowledge are always happening in this world. Various results of developments and progress that have occurred are continuously used and utilized by the community. Science and technology, which is often known as science and technology, has provided various changes in every human life, from waking up, to going back to sleep, from morning until we meet again in the morning even from small to adult and old. Globally, all sectors in life have become spirits that must exist in every body in order to create a life or civilization in a region. Users of this science and technology advancement do not look at human backgrounds, because every human activity utilizes the results of the progress and developments that have now occurred. The changes that occurred were very significant from the previous era, which was previously known as the ancient era, has now turned into the modern era. In this modern era, the progress and development of science and technology has an impact on unlimited free trade, for the sake of advancing humans, introducing modernity and generating profits.

International trade has attracted a lot of interest from consumers from various countries, which is due to the presence of various kinds of quality goods and services that are able to compete in this modern era. Indonesia, which has a large population, has provided great opportunities for producers from various countries to expand their products to be known and used by the world community, especially Indonesia. The tourism industry is an industry that continues to grow and advance and has focused on two aspects of the industry, namely the tourism industry and the MSME industry. This industry has grown rapidly due to several reasons such as public facilities for public entertainment, increasing community mobility and the lack of representative areas to relieve fatigue in the area near the house. The community has considered that tourism is important in accommodating each of their activities and the government can do a lot to present tourist areas. This makes people have a high desire to travel so that one of the reasons this industry is experiencing rapid growth is the support and potential.

The country of Indonesia already has various opportunities for the tourism industry, which is now growing rapidly. There are many things that support this industry to develop, such as being able to improve the economic level of the community, both MSMEs and the middle class, being able to encourage state and regional income through taxes and foreign exchange, and being able to invite the presence of investors who are interested in Indonesia's wealth and natural beauty. Starting from the tourism industry, it will present a variety of main, supporting and supporting activities that can move the local tourism world, such as MSME people's businesses, guiding service businesses to travel ticketing businesses and internal and external tourism or regional tourism transportation services, even when the industry is progressing. and developments will bring inn, hotel and resort businesses.

The tourism sector industry is one form of the application of Islamic economics in the form of Islamic tourism or can be known as Islamic tourism or religious tourism. This sector is continuously promoted, and experiences its implementation, development and progress which is relatively in line with domestic and local conditions. The existence of ethnographic and demographic differences in Indonesia causes the Islamic tourism industry to not be fully considered. Moreover, Indonesia is a multicultural and multi-ethnic country, the unification of perceptions needs to be carried out continuously with various approaches. Geographically, Indonesia is a very rich country whether it is seen, felt or just heard. The Islamic tourism sector has become a current trend that continues to be developed with various patterns and actions, to be optimized and have a major impact on the local community.

Islamic tourism or what can be called Islamic tourism applies the concept of halal, so far the fast growing market segment is not only in Indonesia or countries with Muslim majority populations, but has developed globally such as in Asean, Ocean and East Asian countries (Chookaew et al. 2015). The concept of Islamic tourism or halal tourism is very much related to a person's primary needs, that tourism managers must provide various needs for consumers or customers, especially for Muslims, such as hotels, food, to closed baths. The existence of facilities that support Muslims in traveling will potentially be a program advantage for managers.

Based on the data for the last 5 years, the tourism sector in Indonesia has always experienced an increase. In 2016, the tourism sector created foreign exchange of Rp. 176-184 trillion (prognosis), an increase from Rp. 144 trillion in 2015. In 2017, the amount of foreign exchange earnings exceeded the target set at Rp. 202.13 trillion or the achievement of foreign exchange by 111.06% of the target. which was set at Rp 182 trillion, or an increase from the previous year. In 2018, the amount of foreign exchange earnings exceeded the target of IDR 229.5 trillion with an

achievement of 102.91% of the target of IDR 223 trillion. In 2019, the amount of foreign exchange earnings increased from the previous year of IDR 229.5 trillion, increasing to IDR 280 trillion (RI 2019). There is a positive increase in foreign exchange, of course, accompanied by positive employment, so that the micro economy will grow and develop.

In Indonesia, one of the provinces that has various tourist areas is Gorontalo Province, the province with the capital city of Gorontalo has many tourist areas that are developing rapidly. This province has many areas that have the potential to be used as tourist areas, both public tourism and religious tourism. Gorontalo Province is one of the provinces located on the peninsula of North Sulawesi, bordered by North Sulawesi in the east, the South China Sea in the north, Central Sulawesi in the west and Tomini Bay in the south. Gorontalo province is inhabited by various ethnic groups or tribes, and the original tribe is the Gorontalo tribe. Various domestic tourists and foreign tourists have made Gorontalo Province one of the destinations to be used as tourist areas to be visited in Indonesia because apart from having a variety of interesting and diverse local cultures and tourism, both natural tourism, historical tourism, cultural tourism and artificial tourism. The strategic location of Gorontalo allows people from outside to easily enter the Gorontalo area. Evidence of Gorontalo's long history is actually the many data sources left by the Colonial Government and are now available at the National Archives Institute of the Republic of Indonesia, Jakarta (Dian Adi Perdana 2022).

Halal tourism is published throughout Indonesia, including Gorontalo, which is a province in the north of Sulawesi Island. Gorontalo has become an Autonomous Region since 2000, which means that as a new area, Gorontalo is guided to stand on its own feet by struggling to build the economy of its people in various ways that can increase regional income than before. Wawan Gunawan as Director of Destination II Development, Kemenparekraf RI, once said that Gorontalo has a lot of potential, especially in the tourism sector, so this sector deserves to be developed (Alex 2021). Gorontalo has inherited various beauties and charms of culture and customs which are still being preserved, even to the point of being applied in the philosophy of life of its inhabitants.

The people of Gorontalo, who are predominantly Muslim, strongly adhere to the prevailing religious norms, even though culture and customs are upheld and maintained, but both are in synergy and in balance. There is a philosophy of life that applies in Gorontalo, namely: adati

hula-hulaa to syara'a, syara'a hula-hulaa to quruani (*Adati hula-hula'a to Sara'a, Sara'a hula-hula'a to Kuru'ani*) (Baruadi 2014).This philosophy is still firmly held today, especially to stabilize human social behavior both towards God and to others. The enactment of this philosophy provides a great utility and benefit for the Gorontalo government to develop the potential of areas that can be used as tourism, or areas that have aesthetic value and attractiveness for tourists to come to Gorontalo.

Halal tourism or also known as religious tourism which is a means that can be used by collaborating with community trends to further know and apply life according to sharia economic norms, this can be applied in Gorontalo (Perdana, Dian Adi, Tomayahu, Moh Hidayat, Kaaba 2022). Moreover, Gorontalo has the nickname Veranda of Medina, which means that the positive connotation in applying the principles of sharia will be more easily conveyed to the wider community. Various tourist attractions in Gorontalo are mostly natural attractions, which are still maintained and preserved by local residents, even though many local governments are minimal in managing tourism potential in their area. This opportunity, of course, must be found in effective and efficient formulation, so that the micro economy in tourist areas can be optimized.

The Gorontalo Provincial Government has an important role in developing Bubohu religious tourism. Efforts made include infrastructure development to support accessibility, tourism promotion, as well as providing public facilities such as tourist information centers and parking areas. These programs aim to make Bubohu an attractive religious tourism icon in Gorontalo. Through the Tourism Department, the government also provides training and assistance to local communities so they are able to manage this tourist village well and sustainably. Apart from the government's role, the development of Bubohu religious tourism also involves other elements within the Penta helix collaboration framework, which includes five main factors:

Academics: Researchers from local universities or other educational institutions conduct research on tourism potential and provide development recommendations based on data and scientific studies, including cultural and religious aspects. Business Actors (Business): The role of the private sector includes support in the form of sponsorship, partnerships for tourism activities, as well as investment in the accommodation or culinary sector. They help provide the services tourists need so that the tourism experience is more complete. Community: The surrounding community plays a direct role in managing and

providing services to tourists. They also act as guardians of local values that give the Bubohu tourist destination its distinctive character. This community involvement increases the sense of ownership of tourism development, so that it is sustainable in the long term. Media: Mass media functions in promoting the Bubohu Tourism Village through publications that reach a wider audience, both in the form of news, documentation and promotions on social media. The media also helps increase public awareness of the cultural and religious values that exist in Bubohu. Government: As the main coordinator, the government ensures that synergy between pentahelix elements runs well through policies, regulations and supervision that support sustainable tourism growth.

This pentahelix collaboration is an important strategy because the development of religious tourism such as Bubohu requires the involvement of various parties so that it can grow holistically, taking into account economic, social and cultural aspects, in this case represented by the Tourism Office, noted that during 2020 the tourism sector had experienced several improvements. First, see from the increasing duration of stay of tourists with an average of 1.58 days or an increase of 52.66% from the previous year. Second, there is an increase in the quality of Human Resources for Tourism and Creative Economy Actors according to the target of 31.25% or 5 sectors of the 16 sub-sectors of the creative economy that have been set by the central government, namely 1) game application and development; 2) Architecture; 3) Product Design; 4) Fashion; 5) Interior Design; 6) Visual Communication Design; 7) Performing Arts; 8) Films, animations and videos; 9) Photography; 10) Crafts; 11) Culinary; 12) Music; 13) Issuance; 14) Advertising; 15) Fine Arts and 16) TV and Radio, the five sectors namely Culinary, Fashion, Photography, Craft and Performing Arts (Gorontalo 2021).

As previously mentioned, Gorontalo is an area with a majority Muslim population, known as the Veranda of Medina, with great potential and opportunities in developing Islamic and halal tourism to promote micro-economy. According to Widagdyo, halal tourism is an activity of visiting tourist destinations and the tourism industry that prepares product facilities, services, and tourism management that meet sharia elements. The other purpose of halal tourism is a form of culture-based tourism that puts forward the values and norms of Islamic law as its basic foundation (Widagdyo 2015). All preparations to improve services and governance are urgently needed in Gorontalo, with its natural and cultural wealth, Gorontalo can

become a national gem and a source of foreign exchange for this country.

Regional development has many things that need to be considered for the local economy, for example building tourism sites along with supporting and supporting tourism facilities that can increase regional income. Tourism needs to be managed sustainably to bring out the many meanings and potentials of a destination. Gorontalo Province with various potentials, there is one tourist attraction that has good potential and is fairly complete as traditional, historical, natural and religious tourism. This tour is often called the Bubohu Religious Tourism Village. Bubohu Religious Tourism Village has the potential to develop in the world of tourism (Astuti, Anwar, and Junarti 2019), The existence and presence of Bubohu religious tourism can bring many benefits to the government and the community so it needs to be managed properly, which of course is to improve the welfare of the surrounding community.

The management of the Bubohu Religious Tourism Village needs to receive optimal attention because the potential of this village as a religious tourism destination not only supports local economic growth, but also plays a role in preserving culture and increasing the community's religious understanding. Good management can increase the number of tourist visits, which in turn encourages job opportunities and income for local residents. In addition, with proper management, obstacles such as lack of adequate facilities, limited accessibility, or inconsistent service quality can be overcome, so that tourist satisfaction increases and this tourist village becomes more sustainable in the long term. Bubohu religious tourism located in Bongo Village needs to obtain an assessment of the facilities and quality of service from the visitors. Bubohu religious tourism is geographically located in Bongo Village, Batudaan Pantai District, Gorontalo Regency, Gorontalo Province. This area has been known as Bubohu Village. But in 1750 the name of Bubohu Village was changed to Bongo Village which means coconut. Bongo is a sign of the success of negotiations from the king of Gorontalo with religious, customary, and community leaders in formulating a government and expanding his territory. This 400-hectare village holds various natural, cultural and traditional potentials that are strongly embedded in the daily life of the community. Of course, it is very closely related to the religious values of the community (Katibino 2016).

The life of the Bongo community adheres to culture and customs that are based on the teachings of Islam, these teachings apply in everyday life.

Bongo Village is located in a coastal area so that the livelihoods of the people of Bongo Village are mostly fishermen, some are crab fishermen and some are labor fishermen. Now Bongo Village is a tourist destination which is also a tourist icon in Gorontalo Province. The enthusiasm of visitors to Bubohu religious tourism has an impact on the high number of visits and this makes Bubohu religious tourism one of the most popular tourist destinations in Gorontalo Province. On weekends and national holidays Bubohu religious tourism is always visited by visitors, visitor satisfaction can be identified from the increase in the number of visitors. Visitor satisfaction will lead to the dominance of the desire of existing visitors and new visitors to come to a tour, which of course is due to the image built by managers and visitors.

There are several opinions that contradict the religious tourism that should be given to visitors. Researchers get opinions from interviews with several samples of respondents regarding Bubohu religious tourism directly, the thing that is most noticed by the sample of respondents is that the facilities that are of concern are still considered lacking, besides the quality of services provided is still lacking. One of the visitors with the initials IZ (19) was successfully interviewed and admitted that he was not satisfied with the condition of the picnic area or gazebo which was lacking in quantity and several samples of respondents MJ (25) and AD (19) simultaneously conveyed that ornamental pond were often not filled with water or were often filled with water. dry conditions, which of course will affect the cleanliness of Bubohu religious tourism. These things certainly affect the level of visitor satisfaction, because the sample respondents revealed that the main purpose of visiting Bubohu religious tourism is to refresh, find the best photo spots, learn about the local religion and culture of Gorontalo.

Based on these phenomena, the researchers found that the quality of service and facilities is a major problem and concern that must continue to be improved to be able to increase the number of visitors in the future. However, at this time the management of Bubohu religious tourism continues to make improvements to the services provided to visitors and the available facilities in order to be able to provide satisfaction to the visitors. Based on the above background, the authors want to conduct research related to the facilities and quality of services provided by the manager to visitors, the condition of the existing facilities and how the impact of the quality-of-service management and the available facilities on the level of satisfaction of tourists visiting Bubohu religious tourism in the Province of Gorontalo. So,

it is hoped that with this research, it can be a suggestion and reference for tourism managers in solving problems faced and finding solutions to problems that arise and are related to the quality of services and facilities in Bubohu religious tourism to increase visitor satisfaction of Bubohu religious tourism. The formulation of the problem that will be discussed in this study is how does the quality of service provided to visitors affect Bubohu religious tourism; How is the impact of the facilities provided for visitors in Bubohu religious tourism? and how does the quality of services and facilities provided by the tour manager to visitors affect the satisfaction of visitors to Bubohu religious tourism.

2 RESEARCH METHOD

This research includes causality research, which is connecting the independent variables (service quality (x^1) and facility (x^2)) with the dependent variable (visitor satisfaction (Y)). Quality of service (x1) and facilities (x2) as well as visitor satisfaction (y). Visitor satisfaction (y) will affect the quality of service (x1) and facilities (x2), so that the quality of service (x1) and facilities (x2) affects visitor satisfaction (y).

The research approach used is quantitative. Quantitative research is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what we want to know (Djollong 2014). The research was carried out at Bubohu Religious Tourism, Bongo Village, Batudaa Pantai District, Gorontalo Regency, Gorontalo Province from December 2021 to July 2022. The population was all visitors to Bubohu Religious Tourism, while the sample was set at 99.8 which was fulfilled into 100 people by using random sampling. The data was obtained by distributing questionnaires, after having first tested the validity and reliability. The data was then analyzed using Multiple Linear Analysis with the SPSS Version 20.

3 RESULT AND DISCUSSION

The results and discussions of 100 respondents or 100 visitors were then tabulated and analyzed using SPSS version 20. The results of the analysis can be described, namely, first, Instrument Testing Results consist of validity and reliability tests. Second, Prerequisite Analysis Test Results consist of normality test, multicollinearity test, and heteroscedasticity test. Third, the results of the hypothesis test consisting of multiple linear

VARIABLE	STATEMENT	CORRELATION	DESCRIPTION
SERVICE QUALITY (X1)	Item 1	0,508	VALID
	Item 2	0,660	VALID
	Item 3	0,624	VALID
	Item 4	0,672	VALID
	Item 5	0,722	VALID
	Item 6	0,632	VALID
	Item 7	0,602	VALID
	Item 8	0,686	VALID
	Item 9	0,643	VALID
	Item 10	0,631	VALID
FACILITY (X2)	Item 1	0,606	VALID
	Item 2	0,525	VALID
	Item 3	0,666	VALID
	Item 4	0,526	VALID
	Item 5	0,590	VALID
	Item 6	0,543	VALID
	Item 7	0,259	VALID
	Item 8	0,349	VALID
	Item 9	0,698	VALID
	Item 10	0,588	VALID
VISITOR SATISFACTION (Y)	Item 1	0,718	VALID
	Item 2	0,811	VALID
	Item 3	0,771	VALID
	Item 4	0,774	VALID
	Item 5	0,772	VALID
	Item 6	0,793	VALID
	Item 7	0,794	VALID
	Item 8	0,762	VALID
	Item 9	0,732	VALID
	ITEM 10	0,734	VALID

regression test, t test, F test, and the coefficient of determination test R2.

Instrument Test Results

The results of the instrument testing consist of a validity test, namely validity is a measure that shows the extent to which the measurement instrument is able to measure what will be measured (Purbayu Budi Santosa 2005). Validity shows the performance of the questionnaire in measuring what is being measured has been declared valid. To test the validity, the method used is to measure the correlation between the question items and the overall question score. Based on the description above, it can be presented the results of data processing related to the validity test of the research instrument with a total of 100 respondents to find out whether the questionnaire is valid or not

it can be seen, on the basis of taking the Pearson validation test with a significance value of 5% of 100 respondents, or the r_{table} value. N = 100 at 5% significance in the distribution of statistical values, then the r_{table} value is 0.195.

It can be said if the value of $r_{count} > r_{table}$ = valid, and vice versa. Look at the following table:

Source: primary data processed

Based on the results from the table above, all of the question items used in this study to measure the service quality and facility variables on the satisfaction of religious tourism visitors "bubohu" in Gorontalo province are declared valid. The value of each question item is based on the value of the correlation coefficient which has a positive coefficient value and is greater than the r_{table} value of 0.195. The results of the normality test showed that the data was normally distributed.

Furthermore, the reliability test, if a measurement tool is declared valid, then the next step is to measure the reliability of the tool. This analysis is used to prove whether a reliable questionnaire can provide a convincing answer if it is retested with the same results (Purbayu Budi Santosa 2005). To measure reliability, Crobach's Alpha can be used. The criteria for a research instrument are said to be reliable if the reliability coefficient is > 0.60. The test results can be seen from the following table:

Reliability Statistics

Cronbach's Alpha	N of Items
.959	30

VARIABLE	NORMAL LIMIT	CRONBACH ALPHA VALUE	DESCRIPTION
SERVICE QUALITY (X1)	>0,60	0,877	RELIABEL
FACILITY (X2)	> 0,60	0,848	RELIABEL
KEPUASAN VISITOR (Y)	>0,60	0,872	RELIABEL

Source: primary data processed

Based on the results of the reliability test on all the variables above, it shows the Cronbach Alpha value > 0.60, so that it is declared reliable and feasible to be used as a measuring instrument for the questionnaire instrument in this study.

Analysis Prerequisite Test Results

Test Results Prerequisite Testing The analysis consists of a normality test, namely there are two ways to detect whether the residuals are normally distributed or not, namely by graph analysis and statistical tests (Purbayu Budi Santosa 2005). It is said to meet normality if the residual

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.807	2.233		2.153	.034		
Service Quality	.502	.078	.560	6.471	.000	.329	3.041
Facility	.388	.095	.352	4.070	.000	.329	3.041

a. Dependent Variable: Kepuasan Visitor

value is greater than 0.05. Normality tests can be tested using the Klosmogorov-Smirov model. Hypothesis used:

H_0: residuals are normally distributed

H_1: residuals are not distributed

The results of the normality test can be seen in the following table:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0128631
	Std. Deviation	2.15252874
Most Extreme Differences	Absolute	.137
	Positive	.060
	Negative	-.137
Kolmogorov-Smirnov Z		1.317
Asymp. Sig. (2-tailed)		.062

a. Test distribution is Normal.

b. Calculated from data.

Source: primary data processed

The results shown in the table show the Asymp value. Sig. (2-tailed) of 0.062 where the value is greater than 0.05 so that the provisions of H0 are accepted or the residual value is normally distributed and it can be said that the assumption of normality is met.

Furthermore, a multicollinearity test is used to determine whether there is a relationship or correlation between the independent variables. Multicollinearity states the relationship between independent variables. A good regression model should not have a correlation between the independent variables. Detection of the presence or absence of multicollinearity in the regression model can be seen from the amount of VIF (Variance Inflation Factor) and tolerance. Regression is free from multicollinearity if the value of VIF < 10 and tolerance value > 0.10 (Purbayu Budi Santosa 2005).

H_0: there is no correlation between the independent variables

H_1: there is a correlation between the independent variables

The results of the multicollinearity test are as follows:

Source: primary data processed

The results shown in the table above all variables have tolerance values above 0.1 and VIF values below 10, so it can be concluded that the regression model in this study does not occur multicollinearly.

Then the heteroscedasticity test is carried out to determine whether in a regression model there are similarities or differences in variance from the residuals of one observation to another. If the residual variance from one observation to another observation remains, it is called homoscedasticity and if it is different, it is called heteroscedasticity. A good regression model is homoscedasticity. Detection of the presence or absence of heteroscedasticity can be seen by the presence or absence of certain patterns on the scatterplot graph. If there is a certain plot, it indicates that heteroscedasticity has occurred. But if there is no clear pattern, the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity (Purbayu Budi Santosa 2005).

H_0: Homogeneous residual variance (no cases of heteroscedasticity)

H_1: Residual variance is not homogeneous (cases of heteroscedasticity occur)

If significant value (p-value) of all independent variables > 0.05 then H_0 is accepted, which means the residual variance is homogeneous (no case of heteroscedasticity). The results of the heteroscedasticity test are as follows:

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.625	1.245		1.306	.195
Service Quality	-.089	.051	-.350	-1.749	.084
Facility	.081	.060	.272	1.358	.178

a. Dependent Variable: ABS

Source: primary data processed

Based on the output results above for the heteroscedasticity test with the Gelejser test, it is enough to look at the output coefficients table with the variable abs_res acting as the dependent. Shows the results of the heteroscedasticity test. From these results it is known that the significant value for all independent variables is greater than

0.05 (alpa 5%), which means that there is no effect of the dependent variable on the variables X1 X2, then H_0 is accepted, so it can be concluded that there is no heteroscedasticity so that the heteroscedasticity assumption is met.

Hypothesis Testing Results

The results of the Hypothesis Testing consist of multiple linear regression tests, namely this test aims to determine the effect of the independent variables on the dependent variable partially (Test Statistics t) and simultaneously (Test Statistics f). In this study, the effect of service quality and facility on the satisfaction of religious tourism visitors "bubohu" in the province of Gorontalo.

INDEPENDENT VARIABLE	KOEFISIEN B
(CONTANT)	4.807
X1	0.502
X2	0.388

Source: primary data processed

Furthermore, the statistical t test or t test, is basically used to find out how much influence each independent variable (X) has on the dependent variable (Y). The t-test was carried out by comparing the value of t_{count} with t_{table}, with a significant level of 5%. If the value of $t_{count} > t_{table}$,

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.807	2.233		2.153	.034
Service Quality	.502	.078	.560	6.471	.000
Facility	.388	.095	.352	4.070	.000

a. Dependent Variable: Keputusan Visitor

then H_0 is rejected. Ha is accepted, meaning that there is a significant effect between each independent variable and the dependent variable. If the value of $t_{count} < t_{table}$, then H_0 is accepted and Ha is rejected, meaning that there is no significant effect between each independent variable and the dependent variable.

Source: primary data processed

From the above output, it can be said that:
a) The effect of service quality (X1) on visitor satisfaction (Y), from the analysis results obtained the value of sig. variable (X1) of 0.000 < 0.05. And the value of t_{count} (6.471) > t_{table}

(1.98397), then H_1 is accepted. It can be said that partially there is an influence between service quality on visitor satisfaction.

b) The effect of facility (X2) on visitor satisfaction (Y), from the analysis results obtained the value of sig. variable (X2) of 0.000 < 0.05. And the value of t_{count} (4.070) > t_{table} (1.98397), then H_2 is accepted. It can be said that partially there is an influence between facilities on visitor satisfaction.

To prove the results, evidenced by the t and f tests. Judging from the t test that the service quality and facility variables have a significant effect on visitor satisfaction.

Furthermore, the f statistic test or f test is used to show whether all the independent variables in this regression model have a joint influence on the dependent variable. The following can be seen in the table of f test results below:

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1349.120	2	674.560	154.456	.000^b
Residual	423.630	97	4.367		
Total	1772.750	99			

a. Dependent Variable: Keputusan Visitor
b. Predictors: (Constant), Facility, Service Quality

Source: primary data processed

Based on the results of the regression above, it is known that the significant value for the effect of X1 and X2 together on Y is 0.000. It is known that the F_{count} value is 154.456 and the F_{table} value is 3.09, so the F_{count} (154.456) > F_{table} (3.09) with a significant value of 0.000 <0.05, then H_3 is accepted. It can be said that X1 and X2 together (simultaneously) have a significant effect on the satisfaction of religious tourism visitors "bubohu" in Gorontalo Province.

Then the coefficient of determination test (R2) is used to measure how far the model's ability to explain the variance of the dependent variable. The following table shows the results of multiple regression analysis:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872^a	.761	.756	2.090

a. Predictors: (Constant), Facility, Service Quality

Source: primary data processed

Based on the table shows that the result of R Square is 0.761 or 76.1%. This means that 76.1% of the variation of the independent variable can explain the dependent variable, namely service quality and facility. While the remaining 23.9% is explained by other factors outside the research model. The results of the coefficient of determination test mean that there are other independent variables that affect the satisfaction of religious tourism visitors "bubohu" in Gorontalo Province.

Based on the results of the tests that have been carried out, the results of the validity test show that there are 30 items that are all valid, because the results of the $r_{count} > r_{table}$ (0.195). It can be said that a statement of 30 items is a valid statement.

The results of the reliability test can be seen in the Cronbach Alpha value, where the test results show that the Cronbach Alpha value of each variable is the variable X1 (0.877), X2 (0.848) > 0.60, which means that the questionnaire which is an indicator of the variable is reliable or reliable.

The results of testing the effect of the independent variable partially on the dependent variable show that Variable X1 value t_{count} (6.471) > t_{table} (1.98397) meaning it has an effect and Variable X2 value t_{count} (4.070) > t_{table} (1.98397) means it has an effect.

Among the variables X1 and X2 the most influential is the variable X1 (service quality). This shows that the increase in visitor satisfaction of religious tourism "bubohu" in Gorontalo Province is influenced by the service quality provided by the manager of religious tourism "bubohu", so the hypothesis proposed by the researcher is accepted.

This is in line with and supported by Nurmala's research that there is an influence between tourist facilities and visitor satisfaction. The better and more complete the tourist facilities provided, the higher the level of tourist satisfaction, such as the provision of parking spaces, public toilets, places of worship, huts for accommodation. rest after exploring the beauty of the beach and surrounding tourist areas as well as culinary stalls selling various foods and drinks, this explains that tourist facilities have an influence on visitor satisfaction.

Apart from that, there is an influence between service quality and visitor satisfaction. Service quality such as a comfortable beach and tourist atmosphere and having an adequate security team or SAR team as well as the cleanliness of tourist attractions such as beaches and surroundings can increase satisfaction for tourists. This shows that service quality influences visitor satisfaction (Nurmala, Sullaida 2022).

Judging from the tests and data obtained, for regression testing, namely the t test and f test. Partial test results for both variables has a significant effect. While the results of simultaneous testing of the two variables have a significant effect.

4   CONCLUSION

Service Quality partially has a relationship and affects the satisfaction of religious tourism visitors "bubohu" in Gorontalo Province, with a value of t_{count} (6.471) > t_{table} (1.98397) and a significant value of 0.000 <0.05, then H_1 is accepted. It can be partially concluded that there is an influence between service quality on the satisfaction of religious tourism visitors "bubohu" in Gorontalo Province.

Facility partially has a relationship and affects the satisfaction of religious tourism visitors "bubohu" in Gorontalo Province, with a value of t_{count} (4.070) > t_{table} (1.98397) and a significant value of 0.000 <0.05, then H_2 is accepted. It can be partially concluded that there is an influence between the facility on the satisfaction of religious tourism visitors "bubohu" in Gorontalo Province.

Service Quality and Facility simultaneously have a significant effect on the satisfaction of religious tourism visitors "bubohu" in Gorontalo Province with a value of F_{count} (154.456) > F_{table} (3.09) with a significant value of 0.000 > 0.05, then H_3 is accepted, meaning that it can be concluded that X1 and X2 together (simultaneously) have a significant effect on visitor satisfaction of religious tourism "bubohu" in Gorontalo Province.

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