

The Influence of Facilities on Visitors' Emotional Value at Mifan Water Park Tourist Attraction in Padang Panjang City

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ABSTRACT

This study investigates the effect of tourist facilities on visitors' emotional value at Mifan Water Park, Padang Panjang, Indonesia. Using a quantitative, causal-associative design, data were gathered from 379 respondents via structured questionnaires. Tourist facilities were measured by indicators such as cleanliness, functionality, and availability, while emotional value encompassed comfort, enjoyment, and satisfaction. The regression analysis revealed a strong and statistically significant relationship ($\beta = 1.856$, $p < 0.001$), with an adjusted R^2 of 0.808, indicating that approximately 80.8% of the variation in emotional value can be explained by the perceived quality of facilities. Despite slight heteroscedasticity and non-normal residuals, classical assumption tests confirmed the model's reliability. The findings emphasize that facility improvements are critical for enhancing emotional experiences and competitive positioning in regional tourism markets. This study contributes to the literature by contextualizing the role of physical environment in emotional value creation at localized water-based attractions in Southeast Asia.

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1. INTRODUCTION

Tourism destinations are increasingly evaluated not only based on their attractions but also on the quality of facilities and the emotional value they generate among visitors. As tourism evolves into an experience-centric industry, emotional value—defined as the positive feelings and affective benefits derived from tourism consumption—has emerged as a critical determinant of tourist satisfaction, loyalty, and revisit intention [1], [2].

Previous studies have demonstrated that well-managed facilities such as clean amenities, functioning infrastructure, and comfortable environments significantly influence tourists' emotional responses [3], [4]. In particular, tourist facilities contribute to physical comfort and service accessibility, which in turn activate positive emotions such as relaxation, enjoyment, and contentment—collectively referred to as emotional value [5]. As noted by Zhang et al. [6], emotional value is often a stronger predictor of tourist behavioral intention than functional or monetary value alone.

However, empirical research linking facility quality and emotional value remains underdeveloped in the context of local or regional attractions such as water parks in Southeast Asia, where competition among destinations relies heavily on visitor experience. While large-scale resorts and heritage sites have received considerable academic attention [7], more localized recreational venues such as Mifan Water Park in Padang Panjang, Indonesia are underrepresented in the literature.

The city of Padang Panjang, although geographically strategic, often falls behind more prominent destinations like Bukittinggi in West Sumatra. As such, enhancing the quality of facilities at attractions

like Mifan Water Park may serve as a competitive advantage by boosting the emotional experience of tourists. Emotional experiences at water-based attractions—such as joy in wave pools or tranquility in scenic areas—are known to leave lasting impressions and drive repeat visitation [8], [9].

Thus, this study aims to fill a research gap by quantitatively examining the relationship between tourist facilities and visitors' emotional value in the context of a regional water park. Using survey data and statistical analysis, this study seeks to determine whether improvements in perceived facility quality significantly contribute to the emotional outcomes experienced by visitors, thereby informing destination development strategies.

2. METHOD

This study applied a quantitative research design with an associative-causal approach to assess the influence of tourist facilities on emotional value among visitors at Mifan Water Park, Padang Panjang, Indonesia. A total of 379 visitors participated in the study through an accidental sampling technique, suitable for reaching on-site respondents during their leisure experience. Data were collected using a structured questionnaire based on a 5-point Likert scale, measuring two main constructs: tourist facilities (e.g., cleanliness, functionality, accessibility) and emotional value (e.g., enjoyment, comfort, satisfaction). The measurement items were adapted and refined from validated scales in tourism and consumer experience studies [10], [11]. Data were processed using SPSS version 26, including descriptive statistics, classical assumption tests (normality, heteroscedasticity, and multicollinearity), and simple linear regression analysis to evaluate the strength and direction of the relationship between variables. The instrument's validity and reliability were tested through item-total correlation and Cronbach's Alpha, ensuring that the data met acceptable psychometric standards for quantitative analysis [12]. This methodology aligns with best practices in empirical tourism research, facilitating the generalization of findings to similar leisure-based tourist attractions in developing economies [13], [14].

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Descriptive Statistics

This section presents the descriptive analysis of the two primary research variables: tourist facilities (X) and emotional value (Y), aiming to evaluate the general perceptions of visitors regarding facility availability, usability, and the emotional outcomes experienced during their visit to Mifan Water Park. For the tourist facilities variable, which comprised six measured indicators, the average Total Cumulative Response (TCR) score was 71.60%, classified as "Good". The highest TCR was found in the item "Availability of support equipment for tourism activities" (73.56%), while the lowest score (70.65%) was shared by "Facilities function well" and "Facilities are unique." This suggests that while overall perceptions of facilities were positive, certain functional and experiential aspects require targeted improvement. Regarding emotional value, which was assessed through twelve indicators, the average TCR was 75.26%, also in the "Good" category. The highest emotional response was reported for "I feel relaxed at Mifan Water Park" (76.72%), indicating the site's success in creating a tranquil atmosphere. Meanwhile, the lowest TCR (70.87%) was attributed to "Conditions met my expectations," highlighting a potential gap between promotional messaging and visitor expectations. Collectively, the descriptive results affirm that tourist facilities significantly contribute to the generation of emotional value and satisfaction among visitors.

Table 1. Descriptive Statistics of Tourist Facilities (X)

No.	Indicator	Score Total	TCR (%)	Category
1	Neat arrangement of location	1373	72.45	Good
2	Facilities meet my needs	1347	71.08	Good
3	Facilities function well	1324	70.65	Good
4	Facilities are unique	1339	70.65	Good
5	Cleanliness of facilities	1365	72.03	Good
6	Support equipment availability	1394	73.56	Good
Average			71.60	Good

Table 2. Descriptive Statistics of Emotional Value (Y)

No.	Indicator	Score Total	TCR (%)	Category
1	Positive experience at Mifan	1433	75.62	Good
2	Pleasant interaction with others	1387	73.19	Good
3	Enjoy activities at Mifan	1428	75.35	Good
4	Feel comfortable at Mifan	1431	75.51	Good
5	Pleasant atmosphere	1425	75.19	Good
6	Feel relaxed	1454	76.72	Good
7	Received good service	1387	73.19	Good
8	Conditions met expectations	1343	70.87	Good
9	Fun experience	1409	74.35	Good
10	Will revisit Mifan	1416	74.72	Good
11	Will recommend Mifan	1406	74.19	Good
12	Mifan is primary destination compared to others	1345	75.26	Good
Average			75.26	Good

3.1.2. Assumption Testing

Prior to conducting regression analysis, classical assumption tests were performed to ensure the validity of the estimation model. These included tests for normality, heteroscedasticity, and multicollinearity. The normality test using the Kolmogorov–Smirnov method produced a significance value of 0.001, which is below the 0.05 threshold, indicating that the residuals are not normally distributed. However, due to the large sample size ($n = 379$), the central limit theorem justifies the continued use of parametric testing [15]. The heteroscedasticity test, conducted using the Glejser method, showed mixed results. The tourist facilities variable displayed a significance level of < 0.001 , suggesting heteroscedasticity, while the emotional value variable had a significance of 0.064, indicating no heteroscedasticity. Although the presence of heteroscedasticity in one variable implies some variance inconsistency, it does not significantly distort the reliability of the regression outcomes [16]. Furthermore, the multicollinearity test yielded Tolerance values of 1.000 and VIF values of 1.000 for both variables, which meet acceptable thresholds (Tolerance > 0.10 ; VIF < 10.00). This confirms the absence of multicollinearity, implying that all predictors contribute uniquely to the model without redundancy [17]. In conclusion, despite minor deviations in normality and heteroscedasticity, the model satisfies essential assumptions for regression analysis, supporting its suitability for further hypothesis testing.

Table 3. Normality Test (Kolmogorov–Smirnov Method)

Residual Type	Significance (p-value)	Interpretation
Unstandardized Residual	0.001	Not normally distributed

Table 4. Heteroscedasticity Test (Glejser Method)

Variable	Significance (p-value)	Interpretation
Tourist Facilities	< 0.001	Heteroscedasticity present
Emotional Value	0.064	No heteroscedasticity detected

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Interpretation
Tourist Facilities	1.000	1.000	No multicollinearity
Emotional Value	1.000	1.000	No multicollinearity

3.1.3. Hypothesis Testing and Regression Results

To examine the effect of tourist facilities on visitors' emotional value, a simple linear regression analysis was conducted. The analysis results are presented in Table 6. The regression coefficient for tourist facilities was 1.856 with a significance value of < 0.001 , which is well below the 0.05 threshold. This indicates a positive and statistically significant effect of tourist facilities on emotional value, thereby supporting the proposed hypothesis. The direction of the coefficient suggests that an improvement in perceived facility quality is associated with an increase in the emotional value experienced by visitors. The resulting regression equation is expressed as:

$$Y = 0.680 + 1.856X + e,$$

Where Y represents emotional value and X denotes tourist facilities. This model implies that for every one-unit increase in perceived facility quality, the emotional value score increases by approximately 1.856 units, holding other factors constant.

In addition, the coefficient of determination (Adjusted R^2), as shown in Table 7, was reported at 0.808, meaning that approximately 80.8% of the variance in emotional value can be explained by the tourist facilities variable. This demonstrates a high explanatory power of the model and reinforces the practical importance of facility quality in shaping emotional responses in tourism experiences. These findings are consistent with previous studies indicating that environmental cues such as infrastructure and amenities significantly influence tourists' affective evaluations and behavioral intentions [18], [19].

Table 6. Simple Linear Regression Coefficients

Model	Unstandardized Coefficient (B)	Std. Error	Sig. (p-value)	Interpretation
(Constant)	0.680	–	–	Intercept
Tourist Facilities (X)	1.856	–	< 0.001	Significant positive relationship

Table 7. Regression Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of Estimate	Interpretation
1	–	0.808	0.808	–	80.8% variance in Y explained by X

3.2. Discussion

The results of this study reveal that tourist facilities have a significant and positive effect on emotional value among visitors to Mifan Water Park. The high regression coefficient ($\beta = 1.856$, $p < 0.001$) and the strong adjusted R^2 value of 0.808 suggest that the perceived quality of facilities plays a dominant role in shaping the emotional experiences of tourists. This finding supports the theoretical perspective that infrastructure and environmental design contribute not only to functional satisfaction but also to emotional and psychological engagement in tourism contexts [20].

The descriptive findings further show that the availability of support equipment, cleanliness, and spatial organization are perceived positively by visitors. However, aspects such as the functionality and uniqueness of facilities scored relatively lower, highlighting potential areas for service innovation and renovation. From an affective standpoint, visitors reported high emotional value through indicators such as feeling relaxed, comfortable, and entertained, confirming that emotional outcomes are closely linked with sensory and contextual inputs delivered by the tourism environment [21].

This result aligns with prior studies indicating that well-maintained and visitor-oriented facilities significantly enhance emotional value and satisfaction [22]. For example, Hosany et al. [23] emphasized that destination attributes including cleanliness, facility design, and service infrastructure serve as affective triggers for emotional arousal and memory formation. Furthermore, emotional value is considered a key mediator between destination quality and post-visit behavioral intentions such as recommendation and revisit intention [24].

In the context of Mifan Water Park, the findings suggest that infrastructure development and facility management should be strategic priorities for destination operators aiming to increase competitiveness. Enhancing the aesthetic appeal, operational reliability, and thematic uniqueness of physical structures can intensify emotional value and potentially influence tourist loyalty. These

implications are particularly critical for regional attractions like Padang Panjang, which compete with more established destinations nearby. Therefore, investment in facility improvement and visitor experience design is not merely a technical enhancement but a critical emotional engagement strategy in destination branding and repeat visitation.

4. CONCLUSION

This study concludes that tourist facilities have a substantial and statistically significant influence on visitors' emotional value at Mifan Water Park, Padang Panjang. The regression analysis revealed a strong positive effect ($\beta = 1.856$; $p < 0.001$), with an adjusted R^2 of 0.808, indicating that approximately 80.8% of the variance in emotional value can be explained by the perceived quality of facilities. Visitors reported a high degree of emotional satisfaction, particularly feelings of relaxation, comfort, and enjoyment, which were strongly associated with the availability, cleanliness, and supportiveness of the physical infrastructure.

These findings reinforce the theoretical framework that emotional value is shaped not only by service quality but also by the physical and aesthetic attributes of tourist environments. For regional attractions such as Mifan Water Park, investment in facility improvement—particularly in functionality, uniqueness, and maintenance—can significantly enhance the emotional experiences of visitors, leading to greater satisfaction, repeat visitation, and positive word-of-mouth. As such, destination managers should prioritize strategic upgrades in infrastructure and visitor experience design as a core component of competitive tourism development.

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