Study on Public Satisfaction with Using Public Facilities (Kebun Bunga Stadium Complex, Medan City)

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ABSTRACT

Rapid urban growth demands the availability of comfortable, safe, and functional public open spaces as part of the quality of life for urban communities. The Kebun Bunga Stadium Complex in Medan is one such public space used for various social, sports, and recreational activities. This study uses the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods to evaluate the level of public satisfaction with the utilization of public facilities at the Kebun Bunga Stadium Complex. Primary data was collected through the distribution of questionnaires to 130 randomly selected respondents. The results of the importance analysis (MIS) identified the highest importance values, reflecting the most dominant customer expectations or perceptions, in terms of comfort with very high importance (up to 4.64), visitor activities receiving significant attention (up to 4.61), and sociability, which respondents rated as very important (up to 4.59). This confirms that comfort and visitor activities are the primary focus areas that need to be addressed and improved to meet visitor expectations. The analysis results showed a CSI value of 76.89%, which falls into the "satisfied" category. However, based on the IPA mapping, several important attributes were identified, such as inadequate gym facilities, cleanliness and comfort, as well as access to public transportation and dedicated pathways for people with disabilities, which are not yet adequate. These are the main focus areas because they have a high level of importance but low performance. The results of this study serve as the basis for recommendations for the government to improve the management and service of public facilities, thereby providing optimal comfort and satisfaction for the community.

Keywords: public satisfaction, public facilities, green open spaces, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA).

INTRODUCTION

Green open spaces are areas dominated by plants that are cultivated to protect certain habitats, environmental facilities, or city infrastructure and networks, as well as agricultural cultivation. In addition to improving atmospheric quality, supporting water and soil sustainability, green open space also serves to improve the quality of the city [1]. Green Open Space (RTH) is important in controlling and maintaining environmental integrity and quality. The development of urban areas must be carried out proportionally, balancing development with environmental functions [2]. Green Open Space (RTH) is a crucial element in maintaining ecosystem balance and supporting environmental sustainability in urban areas. According to Carr et al., several factors can increase visitor satisfaction in public spaces: comfort, recreation, passive attachment, active attachment, and creation. Thus, visitor comfort is one important aspect that needs to be considered in the utilization of public open spaces [3].

The rapid growth of Medan city encourages the need for public open spaces that can support the social, sports and recreational activities of the community. The Kebun Bunga Stadium Complex is one of the green open spaces utilized by the community for these activities. This revitalized green

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open space still needs to be reviewed to ensure that its use is optimal for the community. However, the level of community satisfaction with the available facilities has never been evaluated comprehensively. One of the steps that can be taken is to assess the level of community satisfaction with its existence and function. The level of satisfaction is a reflection of the experience that has been experienced, where satisfaction itself is the result of an evaluation of the characteristics of a product or service [4].

Previous research shows that a number of public open spaces in various cities are still to optimally fulfill the needs and expectations of visitors. One example is shown in a study conducted by Mua and Suheri [5] on Bandung City Square which measured the level of public satisfaction with Bandung Square as a public open space based on the quality of services and facilities available then Tuahena et al. [6] on Fort Rotterdam Public Open Space, which revealed that visitor discomfort was caused by a number of facility problems.

This study aims to assess the level of community satisfaction in utilizing public facilities at the Kebun Bunga Stadium Complex, as well as identifying facility attributes that need to be prioritized for improvement. The novelty of the research lies in the mapping of improvement priorities based on the Customer Satisfaction Index (CSI) and Importance Perfomance Analysis (IPA) methods, which can be a reference for government in improving the quality of public space services in urban areas. Medan City, in an effort to create a livable city, revitalizes various public areas, including the Kebun Bunga Stadium Complex. As a multifunctional public space, this area needs to be assessed for its utilization effectiveness, especially from the user's perspective.

Moreover, the sustainable management of urban spaces aligns with broader efforts in sustainable engineering practices, including circular economy principles applied in the built environment. Previous studies have demonstrated bibliometric approaches in mapping sustainable practices, as highlighted in the work by Hasibuan et al. [7], which reviews circular economy integration into construction and demolition waste management. These perspectives reinforce the need for adaptive strategies in public space planning that are both user-centered and environmentally responsible.

RESEARCH METHODS

Materials

The research begins with an identification of the community's perception of public facility provision in Medan City, especially at the Kebun Bunga Stadium Complex. This perception is then assessed to determine the level of community satisfaction with public facility utilization in Medan City. The goal is to determine strategies to improve public facilities in Medan. The materials and data sources used in this research are as follows:

1. Primary Data
   a. Observation: Direct data collection in the field by utilizing visual recording devices to document conditions. Data collected through this method includes the existing physical conditions as well as various activities carried out by users in the Green Open Space.
   b. Questionnaire: Data collection using questionnaires is very efficient and concise as respondents only select answers that are already structured i.e., the content of the objectives of the research questions, the measurement scale (1-5) is designed to measure the level of community satisfaction with the physical quality of the available Green Open Space. The questionnaire was distributed in two ways: directly in the field (offline) and through digital media (online). It was addressed to Medan City residents who have visited the Kebun Bunga Stadium area.
2. Secondary Data
   a. Strategic Plan 2021-2026 of the Medan City Government
   b. Detailed Engineering Design (DED) for the Kebun Bunga Stadium Revitalization Project, obtained from PT Permata Anugerah Yalapersada and PT Permata Lansekap Nusantara, KSO.

The study population consists of all visitors to Kebun Bunga Stadium, with an estimated weekly attendance of approximately 3,500 individuals. The sample size was determined using the Slovin

formula with a 10% margin of error, resulting in 98 respondents selected through simple random sampling.

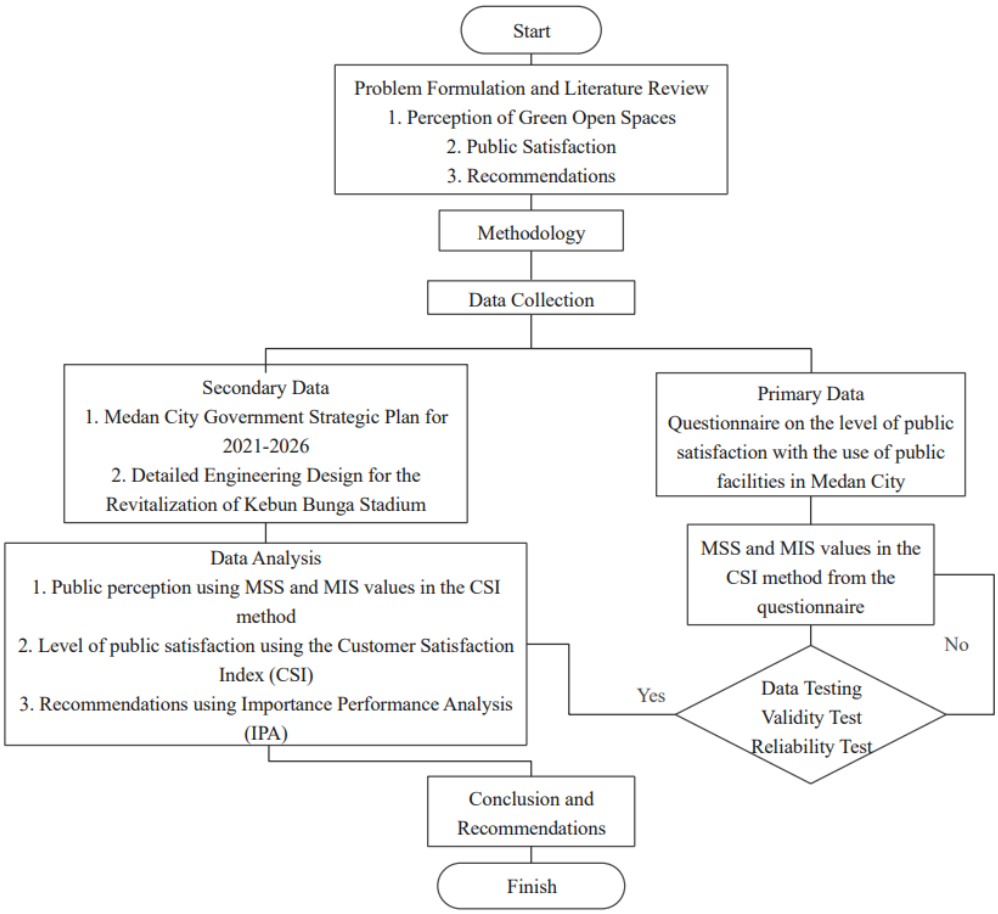

Figure 1. Flow Chart

Methods

This research was conducted in the Medan City area, North Sumatra at the Kebun Bunga Stadium in Medan City in February 2025 - March 2025. The approach taken in this study was qualitative and quantitative. The data obtained comes from the perceptions of the community (users). The quantitative data was then analyzed qualitatively according to benchmarks regarding how people's perceptions and knowing the level of community satisfaction on each factor, sub-factor on each aspect with the Likert Scale calculation [8].

The research started with the identification of public perception regarding the provision of public facilities in Medan, particularly at the Kebun Bunga Stadium Complex. This was followed by an assessment of community satisfaction and the formulation of strategies to improve public facilities.

The variables studied include public perception (sociability, visitor activities, accessibility, comfort) and satisfaction evaluation (environmental conditions, safety of green open spaces, and facility conditions). Each variable was operationalized into measurable indicators assessed through questionnaires and field observations.

Data Collection Techniques:

1. Observation: Direct observation of the physical condition of the stadium complex, supporting facilities, and surrounding buildings, as well as user activities (visitors, vendors, and local residents) [9].

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2. Questionnaire: Structured questionnaires were administered to randomly selected respondents to collect data on each variable related to the quality of the public space.
3. Documentation: Collection and analysis of relevant documents, photographs, and official reports [10].
4. Literature Study: Review of books, journals, and scientific publications relevant to the research topic.

Data Analysis

This research uses descriptive analysis to describe the characteristics of visitors and evaluate their opinions about the quality and physical condition of the Kebun Bunga Stadium. The first step involved field observations to collect data directly [8]. Information from observations and a list of questions designed based on literature studies are used as a reference in compiling a questionnaire.

Quantitative data from the questionnaires were coded and entered into SPSS for comprehensive statistical analysis. Descriptive statistics, including measures of central tendency such as means, medians, and modes, as well as percentages and frequency distributions, were calculated for each variable to summarize the data and identify patterns. The Customer Satisfaction Index (CSI) method was used to quantify overall satisfaction, while Importance Performance Analysis (IPA) helped identify priority areas for improvement.

The combination of qualitative and quantitative data provided a comprehensive understanding of public perception and satisfaction, as well as actionable recommendations for improving public facilities at Kebun Bunga Stadium Complex.

RESULT AND DISCUSSION

Customer Satisfaction Index (CSI)

This study was conducted to assess the level of community satisfaction in utilizing public facilities at the Kebun Bunga Stadium Complex. The research focused on the community's perception of important aspects at the Kebun Bunga Stadium. The assessment of the level of satisfaction is expected to provide an objective picture of the quality of service received by the community, as well as provide input for government in formulating strategies to improve the quality of public facilities on an ongoing basis.

Table 1. Social Aspects of the Kebun Bunga Stadium

No	Statement	Performance (MSS) Mean Value	Importance (MIS) Mean Value	Total Score
1.1	Availability of seating area for socializing activities	4,24	4,58	-0,34
1.2	Visitors to the park feel comfortable and release stress.	4,17	4,59	-0,42
1.3	The number of garden chairs is adequate for the needs of visitors, and visitors who come to the park feel comfortable and relaxed.	3,70	4,43	-0,73
1.4	The available seats are comfortable to use	3,72	4,33	-0,61
1.5	Seats at Kebun Bunga Stadium are easy to find	3,86	4,45	-0,59

No	Statement	Performance (MSS) Mean Value	Importance (MIS) Mean Value	Total Score
1.6	The seating at Kebun Bunga Stadium is very good.	3,81	4,45	-0,64
1.7	The park's facilities are up to standard.	3,97	4,56	-0,59
	Visitors activities aspects of the Kebun Bunga Stadium			
2.1	Visitors can easily do various activities in the park.	4,21	4,55	-0,34
2.2	The freedom to use spaces and facilities, as well as the freedom from harassment, is very low.	3,99	4,52	-0,53
2.3	Rates for using sports facilities are still affordable	3,6	4,32	-0,72
2.4	The children's play facilities are in very good condition and safe.	4,27	4,58	-0,31
2.5	The garden gym facilities are in very good condition and undamaged.	3,82	4,61	-0,79
	Accessibility aspects of the Kebun Bunga Stadium			
3.1	The Kebun Bunga Stadium's location is very strategic.	4,28	4,59	-0,31
3.2	Kebun Bunga Stadium can be reached by various public and private transportation options.	3,6	4,55	-0,95
3.3	The access road to Kebun Bunga Stadium is in good condition.	4,15	4,58	-0,43
3.4	The Kebun Bunga Stadium parking lot is well-organized.	3,12	4,49	-1,37
3.5	The Kebun Bunga Stadium parking lot is very secure.	3,61	4,47	-0,86
3.6	The park's pedestrian paths are of a high quality.	4,02	4,54	-0,52
3.7	The Kebun Bunga Stadium area has provided a special path for people with disabilities.	3,86	4,56	-0,7
3.8	The garden lighting level at night is fulfilled.	4,05	4,55	-0,5
3.9	The street lighting is sufficient.	4,04	4,51	-0,47

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3.10	The lighting for pedestrians is sufficiently bright.	4,06	4,49	-0,43
3.11	The lighting in each facility and garden is evenly distributed.	4,08	4,52	-0,44
	Comfort aspects of the Kebun Bunga Stadium			
4.1	The facilities are good quality. The parks are good quality. Visitors feel comfortable and at home when they visit.	4,15	4,64	-0,49
4.2	Maintaining a clean garden is an essential aspect of garden design.	3,93	4,63	-0,7
4.3	Every facility and park has garbage bins.	3,67	4,49	-0,82
4.4	The number of trash bins is sufficient	3,49	4,44	-0,95
4.5	The pedestrian area is very clean.	3,03	4,49	-1,46
4.6	The Kebun Bunga Stadium is well-maintained and organized.	3,84	4,54	-0,7
	Environmental Conditions aspects of the Kebun Bunga Stadium			
5.1	The noise level in the park is very low.	**3,69**	**4,26**	**-0,57**
5.2	The park is very clean.	2,85	4,52	-1,67
5.3	The Kebun Bunga Stadium has a beautiful and cool atmosphere.	3,49	4,55	-1,06
5.4	The beauty of the garden is very important in its design.	4,17	4,57	-0,4
5.5	Noise is an important issue in designing the park.	3,91	4,34	-0,43
5.6	Sclupture is enough to attract the eyes of visitors Facilities and Gardens	4,11	4,42	-0,31
	Safety aspects of the Kebun Bunga Stadium			
6.1	Kebun Bunga Stadium is crime-free.	3,76	4,49	-0,73
6.2	There is no vandalism or damage to the park.	3,25	4,47	-1,22
6.3	Crime is a very important issue for the convenience of park users.	3,96	4,55	-0,59
6.4	The park security system is complete.	3,39	4,45	-1,06
	Condition of Facilities aspects of the Kebun Bunga Stadium			

7.1	Garden elements are important for creating a beautiful and comfortable impression.	4,12	4,45	-0,33
7.2	Park facilities are an essential part of park design.	4,12	4,43	-0,31
7.3	It is important to maintain the good condition of the park's facilities.	4,12	4,55	-0,43

The results of the analysis of all indicators in seven main aspects—sociability, visitor activity, accessibility, comfort, environmental conditions, security, and facility conditions—show which attributes respondents rated highest in terms of performance level and importance level. The highest importance (MIS) and performance (MSS) values on certain attributes can be used to identify priorities for improvement or service excellence, but the final result of customer satisfaction is still based on the aggregation of all attributes through a complete CSI calculation [11].

Based on the data, the highest importance (MIS) identifies the most dominant customer expectations or perceptions, thus prioritizing service improvement or strengthening he following is the order of importance from highest to lowest:

1. Comfort
   The importance rating is very high (up to 4.64), indicating that visitors prioritize cleanliness and the park's physical quality for a comfortable visit.
2. Visitor Activities

High importance scores (up to 4.61), especially on the aspects of gym facilities, activity space, and freedom of uninterrupted activity.

3. Sociability
   Respondents rated this aspect as very important, especially in terms of the comfort of socializing, the availability of seating, and the emotional atmosphere of the park.

Based on the results of the analysis of the seven dimensions that influence the level of community satisfaction in utilizing public facilities at the Kebun Bunga Stadium Green Open Space, it is known that all dimensions obtain a high importance value, indicating that the community has great expectations of the quality of the park as an ideal public space. Understanding the most important dimensions allows government to develop targeted, efficient, and sustainable strategies to improve the quality of green open spaces.

Customer Satisfaction Index (CSI)

The Customer Satisfaction Index (CSI) is a measurement used to determine user satisfaction and inform special strategies for maintaining and increasing public satisfaction with public facilities at the Kebun Bunga Stadium in Medan City [12].

Table 2. Customer Satisfaction Index (CSI)

No	Variables	MIS_J	WF_J	MSS_J	WS_J
1.	$X_{1.1}$	4,577	2,419	4,238	10,252
2.	$X_{1.2}$	4,585	2,423	4,169	10,102
3.	$X_{1.3}$	4,431	2,342	3,700	8,664
4.	$X_{1.4}$	4,331	2,289	3,715	8,504
5.	$X_{1.5}$	4,454	2,354	3,862	9,089
6.	$X_{1.6}$	4,454	2,354	3,808	8,963
7.	$X_{1.7}$	4,562	2,411	3,969	9,567
8.	$X_{2.1}$	4,554	2,407	4,208	10,127
9.	$X_{2.2}$	4,515	2,386	3,985	9,509
10.	$X_{2.3}$	4,323	2,285	3,600	8,225

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No	Variables	MIS_J	WF_J	MSS_J	WS_J
11.	$X_{2.4}$	4,577	2,419	4,269	10,327
12.	$X_{2.5}$	4,608	2,435	3,815	9,291
13.	$X_{3.1}$	4,592	2,427	4,277	10,380
14.	$X_{3.2}$	4,554	2,407	3,600	8,664
15.	$X_{3.3}$	4,577	2,419	4,146	10,029
16.	$X_{3.4}$	4,492	2,374	3,123	7,415
17.	$X_{3.5}$	4,469	2,362	3,608	8,521
18.	$X_{3.6}$	4,538	2,399	4,023	9,650
19.	$X_{3.7}$	4,562	2,411	3,862	9,309
20.	$X_{3.8}$	4,546	2,403	4,046	9,721
21.	$X_{3.9}$	4,508	2,382	4,038	9,621
22.	$X_{3.10}$	4,492	2,374	4,062	9,643
23.	$X_{3.11}$	4,523	2,390	4,077	9,746
24.	$X_{4.1}$	4,638	2,451	4,154	10,183
25.	$X_{4.2}$	4,631	2,447	3,931	9,620
26.	$X_{4.3}$	4,492	2,374	3,669	8,711
27.	$X_{4.4}$	4,438	2,346	3,485	8,174
28.	$X_{4.5}$	4,485	2,370	3,031	7,183
29.	$X_{4.6}$	4,538	2,399	3,838	9,207
30.	$X_{5.1}$	4,262	2,252	3,692	8,316
31.	$X_{5.2}$	4,515	2,386	2,846	6,792
32.	$X_{5.3}$	4,546	2,403	3,485	8,372
33.	$X_{5.4}$	4,569	2,415	4,169	10,068
34.	$X_{5.5}$	4,377	2,313	3,908	9,039
35.	$X_{5.6}$	4,415	2,334	4,108	9,585
36.	$X_{6.1}$	4,492	2,374	3,762	8,931
37.	$X_{6.2}$	4,469	2,362	3,246	7,667
38.	$X_{6.3}$	4,546	2,403	3,962	9,518
39.	$X_{6.4}$	4,546	2,403	3,392	8,150
40.	$X_{7.1}$	4,454	2,354	4,115	9,687
41.	$X_{7.2}$	4,431	2,342	4,115	9,637
42.	$X_{7.3}$	4,546	2,403	4,115	9,888
	Total				384,050

$$CSI = \frac{WS_j}{HS} = \frac{384{,}050}{5} = 76{,}890\%$$

HS (Highest Scale) is the maximum scale used (scale 5).

Based on the table above and the results of the calculation of the CSI value, a value of 76.890% was obtained. This value is in the interval value “60-80” which means that visitors to the Kebun Bunga Stadium in Medan City are satisfied with the overall service. Even though it has received a very good CSI value, the agency needs to improve and maintain service quality.

Importance Performance Analysis (IPA)

The Importance Performance Analysis (IPA) method is one of the analytical techniques that can be used to evaluate consumer satisfaction with company performance [13]. In researching the level of public satisfaction using the Importance Performance Analysis (IPA) method, which was carried out at the Kebun Bunga Stadium with 130 respondents. The level of importance and performance of each attribute was obtained by combining the X and Y coordinate axes, where the X axis represents performance and the Y axis represents importance. The dimensions used are seven dimensions, namely sociability, user activity, accessibility, comfort, environmental conditions, security, and facility conditions. Attribute mapping reveals which attributes fall into quadrant I ("Concentrate Here"), quadrant II ("Keep Up The Good Work"), quadrant III ("Low Priority"), or quadrant IV ("Possible Overkill") [14].

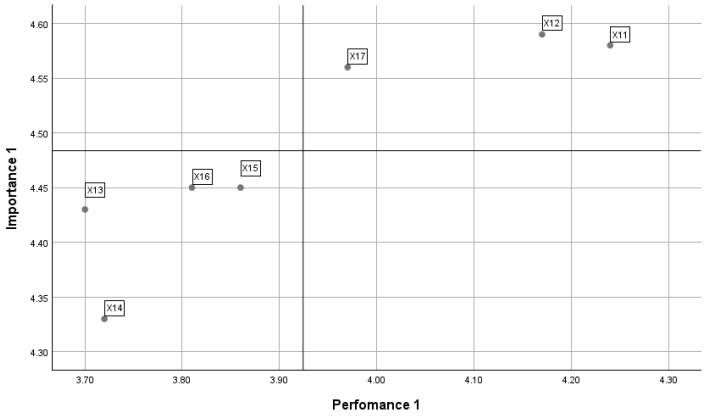

Figure 2. The Sociability Dimension

Table 3. Variable Position - Sociability Dimension Variables

Position	Indicator	Description
Quadrant II	X_{11}	Availability of seating area for socializing activities
	X_{12}	Visitors to the park feel comfortable and release stress.
	X_{17}	The park's facilities are up to standard.
Quadrant III	X_{13}	The number of garden chairs is adequate for the needs of visitors, and visitors who come to the park feel comfortable and relaxed.
	X_{14}	The available seats are comfortable to use
	X_{15}	Seats at Kebun Bunga Stadium are easy to find
	X_{16}	The seating at Kebun Bunga Stadium is very good.

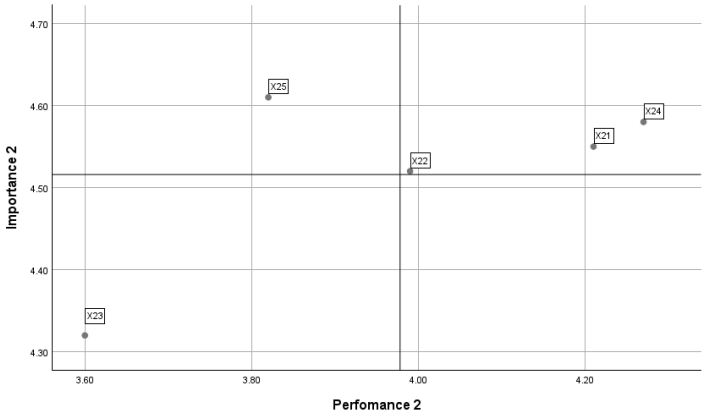

Figure 3. The Visitor Activities Dimension

Table 4. Variable Position - Visitor Activities Dimension Variables

Position	Indicator	Description
Quadrant I	X_{25}	The garden gym facilities are in very good condition and undamaged.
Quadrant II	X_{21}	Visitors can easily do various activities in the park.
	X_{22}	The freedom to use spaces and facilities, as well as the freedom from harassment, is very low.

	X_{24}	The children's play facilities are in very good condition and safe.
Quadrant III	X_{23}	Rates for using sports facilities are still affordable.

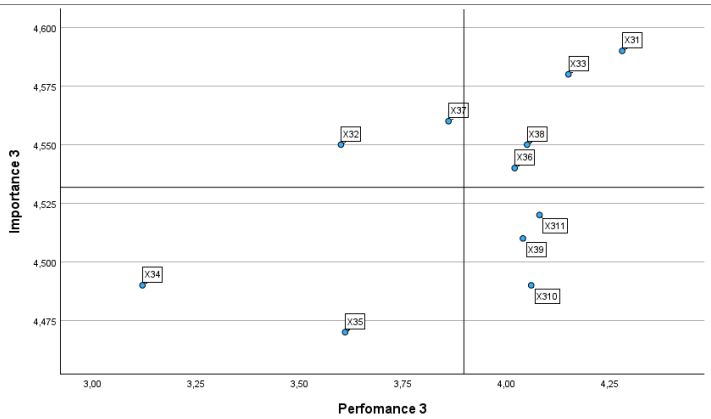

Figure 4. The Accessibility Dimension

Table 5. Variable Position - Accessibility Dimension Variables

Position	Indicator	Description
Quadrant I	X_{32}	Kebun Bunga Stadium can be reached by various public and private transportation options.
	X_{37}	The Kebun Bunga Stadium area has provided a special path for people with disabilities.
Quadrant II	X_{31}	The Kebun Bunga Stadium's location is very strategic.
	X_{33}	The access road to Kebun Bunga Stadium is in good condition.
	X_{36}	The park's pedestrian paths are of a high quality.
	X_{38}	The garden lighting level at night is fulfilled.
Quadrant III	X_{34}	The Kebun Bunga Stadium parking lot is well-organized.
	X_{35}	The Kebun Bunga Stadium parking lot is very secure.
Quadrant IV	X_{39}	The street lighting is sufficient.
	X_{310}	The lighting for pedestrians is sufficiently bright.
	X_{311}	The lighting in each facility and garden is evenly distributed.

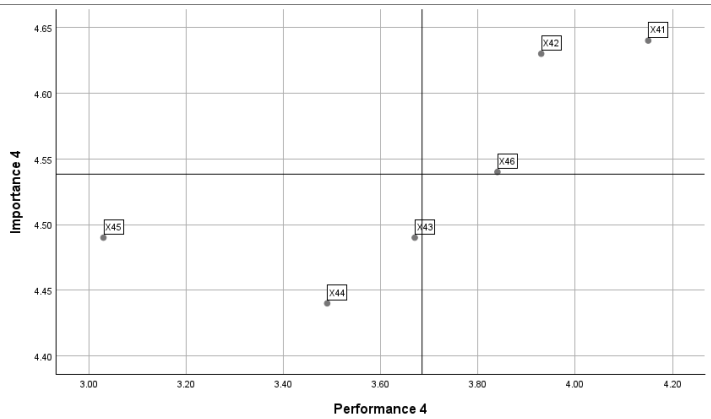

Figure 5. The Comfort Dimension

Table 6. Variable Position - Comfort Dimension Variables

Position	Indicator	Description
Quadrant II	X_{41}	The facilities are good quality. The parks are good quality. Visitors feel comfortable and at home when they visit.
	X_{42}	Maintaining a clean garden is an essential aspect of garden design.
	X_{46}	The Kebun Bunga Stadium is well-maintained and organized.
Quadrant III	X_{43}	Every facility and park has garbage bins.
	X_{44}	The number of trash bins is sufficient
	X_{45}	The pedestrian area is very clean.

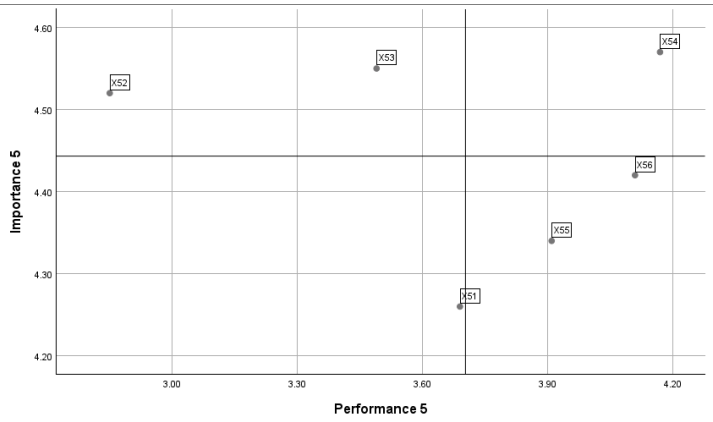

Figure 6. The Environmental Conditions Dimension

Table 7. Variable Position - Environmental Conditions Dimension Variables

Position	Indicator	Description
Quadrant I	X_{52}	The park is very clean.
	X_{53}	The Kebun Bunga Stadium has a beautiful and cool atmosphere.
Quadrant II	X_{54}	The beauty of the garden is very important in its design.
Quadrant III	X_{51}	The noise level in the park is very low.
Quadrant IV	X_{55}	Noise is an important issue in designing the park.
	X_{56}	Sclupture is enough to attract the eyes of visitors Facilities and Gardens

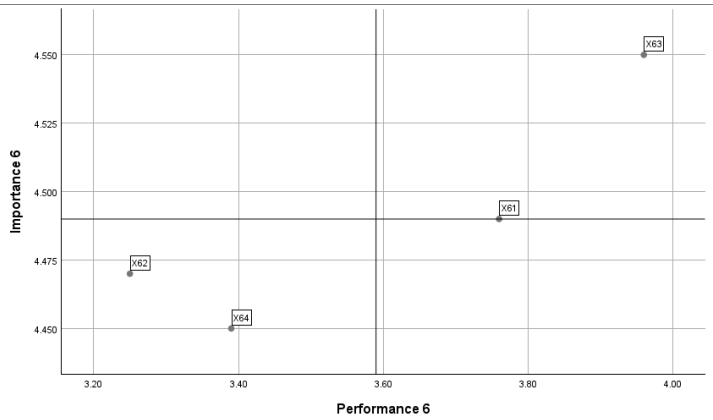

Figure 7. The Safety Dimension

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Table 8. Variable Position - Safety Dimension Variables

Position	Indicator	Description
Quadrant II	X_{61}	Kebun Bunga Stadium is crime-free.
	X_{63}	Crime is a very important issue for the convenience of park users.
Quadrant III	X_{62}	There is no vandalism or damage to the park.
	X_{64}	The park security system is complete.

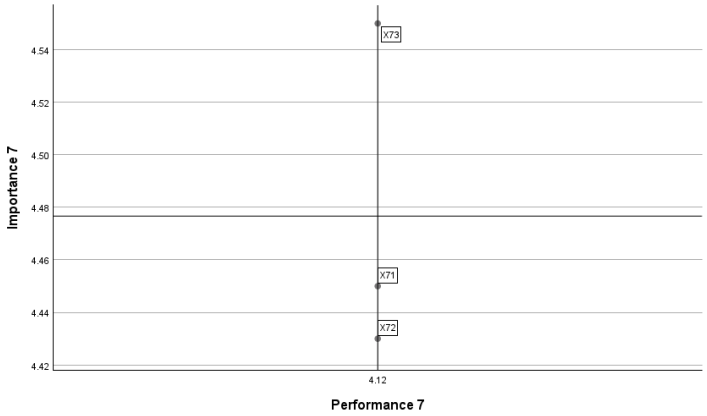

Figure 8. The Condition of Facilities Dimension

Table 9. Variable Position - Condition of Facilities Dimension Variables

Position	Indicator	Description
Quadrant II	X_{73}	It is important to maintain the good condition of the park's facilities.
Quadrant IV	X_{71}	Garden elements are important for creating a beautiful and comfortable impression.
	X_{72}	Park facilities are an essential part of park design.

According to the Importance Performance Analysis (IPA) quadrant mapping results of the seven analyzed dimensions, Quadrant I (Top Priority) includes dimensions with attributes that are highly important but underperform, requiring immediate attention and improvement. Quadrant I usually includes attributes that are important to visitors but have not been properly fulfilled by the manager. In the context of green open space or public park research, the following dimensions often appear in Quadrant I:

1. The dimensions of environmental conditions, especially cleanliness and a beautiful atmosphere, are important, but the performance is not yet optimal.
2. The Accessibility dimension, in the ease of accessibility to the location of the park and the existence of special paths for people with disabilities has not met the expectations of the Community.
3. The Visitor Activity dimension, where the park's gym facilities are often a top priority because they are considered important but the conditions are inadequate.

In general, Quadrant I appears most frequently in the Visitor Activities and Environmental Conditions dimensions. This indicates that improving these aspects should be the main focus to increase visitor satisfaction. Based on the views of the experts who developed the IPA method and public service researchers, the Government is recommended to focus on top-priority improvements,

efficient resource management, periodic monitoring and evaluation, improved communication, and visitor participation [15].

CONCLUSION

The results of the data analysis of the research on the level of community satisfaction when using public facilities at the Kebun Bunga Stadium Complex in Medan City are presented below. From the results of the study, there are several things that are concluded, including. Community perceptions of the provision of public facilities, especially in the Kebun Bunga Stadium Complex, show a fairly positive view on several aspects. The community appreciates the existence of facilities that have been available, especially in terms of comfort with very high importance (up to 4.64), visitor activities receive great attention (up to 4.61), and respondents' sociability considers this aspect very important (up to 4.59). These results confirm that visitor comfort and activities are the main focus areas that need improvement to meet visitor expectations. The level of community satisfaction with the utilization of public facilities in general, the level of community satisfaction in utilizing public facilities at the Kebun Bunga Stadium is quite good. Based on the calculation of the Customer Satisfaction Index (CSI) value of 76.890%, it can be concluded that visitors to the Kebun Bunga Stadium in Medan City are generally satisfied with the services provided. The CSI value which is in the 60-80% range indicates a good level of satisfaction with the overall service. Nevertheless, the relevant agencies still need to make efforts to improve and maintain service quality so that visitor satisfaction can be maintained and even improved in the future. Strategies for Improving Public Facilities in the Future Based on the results of the Importance Performance Analysis (IPA), clear improvement priorities have emerged. The strategy for developing public facilities should focus on improving attributes located in Quadrant I. Quadrant I (top priority) is mainly found in the dimensions of environmental conditions, accessibility, and visitor activities. Attributes such as inadequate gym facilities, cleanliness, comfort, and access to public transportation and special paths for the disabled are not yet qualified. These attributes will become the main focus because they are highly important but perform poorly. This indicates the need for immediate improvement in these areas to increase visitor satisfaction.

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