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Research Article

An Empirical Investigation In Understanding The Key Factors In Influencing Tourist Satisfaction

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Abstract

The promotion of environmentally responsible economic growth is one of the fundamental responsibilities of biosphere reserves. Ecotourism and ethical travel are two powerful strategies that help biosphere reserves to accomplish this objective via their efforts. The satisfaction of tourists is a primary driver of tourism in areas that are designated as biosphere reserves. The purpose of this research is to evaluate the aspects of the biosphere reserve that have an impact on the level of satisfaction experienced by visitors. This research attempts to explore the primary factors that determine the degrees of satisfaction experienced by visitors. If we want to optimise service performance and boost destination attractiveness, expanding the tourism sector is dependent on having a solid understanding of the factors that influence the level of satisfaction experienced by tourists. The research is governed by three primary aspects: the quality of the service, the price, and the infrastructure. These characteristics were selected because of the tremendous influence they had on the whole journey. In the tourist industry, the quality of service is determined by the responsiveness, professionalism, and friendliness of the operators. Pricing is related to the cost of the visitors as well as their perceived worth, while infrastructure refers to the housing and other fundamental services that are provided at the location. Descriptive research was the approach that was chosen for this project. Primary data were collected via the use of a standardised questionnaire that was sent to visitors at certain places. Secondary data were obtained from published books and reports written by tourists. An examination of the link between the factors and the level of pleasure experienced by tourists was carried out with the assistance of SPSS tools. According to the data, the satisfaction of visitors is affected to some degree by all three aspects; nevertheless, the quality of service has the most impact among those that are considered..

Keywords: Service Quality, Pricing, and Infrastructure

INTRODUCTION

Tourism is a rapidly expanding industry that offers a variety of career opportunities and potential sources of revenue. As a result, promoting tourism in biosphere reserves is a realistic technique that may assist the people who live in the surrounding area. When locals are provided with more equitable benefits as a result of tourism, they are more likely to have a deeper knowledge of the need of preserving the resources that are contained inside the biosphere reserve to which they belong. Previous studies, which were conducted primarily from an economic point of view, have sought to investigate the effects that digitalisation has on the travel industry (Valetti, 2020). These studies have focused on aspects such as the increase of efficiency, the adaptation of the market, the customisation of experiences, engagement, and competitive advantage. The findings of these studies demonstrate the practical advantages and financial opportunities that digital technology presents in the travel industry, as well as its potential to manage resources (Sahroni, 2024). Research on nocturnal travel has, for the most part, concentrated on the characteristics and framework of conventional night tourism, in addition to the economic repercussions of this kind of tourism. Several academics have investigated the relationship between visitor pleasure and continuing intention by analysing a variety of factors, such as the image of the destination, the image of the brand, the perceived value, and the connection to the destination. The research indicates that the traditional night visitor experience is influenced by a variety of factors, including but not limited to atmosphere, activities, spatial arrangement, cultural display, products, and people (Eldridge, 2019).

The term "tourist satisfaction" refers to the emotional response that a person has when they compare the actual

performance of a product to the performance or outcomes that they had anticipated. This reaction may be either one of disappointment or excitement. When it comes to the quality of any site, tourist satisfaction refers to the overall evaluation of the thoughts that visitors have

as a consequence of their travels (Tran, 2017). The researchers demonstrate how the tourist experience has a direct influence on the perception and level of enjoyment associated with the location. Positive experiences have a significant effect on the desire to visit a tourist destination because long-term memories have a greater impact on visitors' intentions to return to a location than short-term recollections that are formed after an event (Kiatkawsin, 2017). The quality of service has a significant impact on both word of mouth and the likelihood of repeat visits, according to studies, even if the satisfaction of visitors also contributes to the improvement of both elements. A substantial positive correlation was found between word of mouth and the desire to return, as well as between the readiness to post images and the intention to behave in a certain way, according to the findings of the research (Wilkinson, 2024).

LITERATURE REVIEW

The term "tourist satisfaction" refers to the feelings that visitors have after returning from a journey to a certain particular region. Increasing the quality of the experiences that tourists have at various locations is contingent upon doing an analysis of the elements that influence the level of happiness that visitors feel. The purpose of this research is to evaluate the aspects that contribute to the pleasure of tourists by focusing on a recently built ecotourism area in India (Kumar, 2017). Due to the fact that it has a direct impact on the lifespan and efficiency of tourist operations, visitor satisfaction is very important for the tourism industry to experience sustainable development. Additionally, it has an impact on the long-term profitability of tourism locations. On the whole, the amount of enjoyment that visitors experience throughout their vacation is directly proportional to the degree to which a destination lives up to their expectations. High levels of satisfaction are achieved when the experiences of visitors are either on par with or even exceed their expectations. On the other hand, being disappointed is the outcome of inadequate execution of a product or service (Chen, 2020). It is possible that higher levels of satisfaction may result in more frequent patronage, favourable word-of-mouth referrals, and further financial advantages for the communities that are around the establishment. Theory of planned behaviour (TPB) is a framework that sheds light on the many aspects that contribute to behavioural

about that location (Plyushteva, 2021). This indicator demonstrates a value that is associated with the quality of outcomes at tourist locations, which includes the visitors' perceptions of the treatment and service they get, rather than just the results that they experience

intentions. According to the Theory of Planned Behaviour, attitudes, subjective standards, and perceived behavioural control are the three primary elements that most significantly influence a person's intention to behave in a certain way. A theory that emerged from the Theory of Reasoned Action, the Theory of Planned Behaviour asserts that there are three fundamental components that may be used to anticipate intention. These components include attitudes, subjective norms, and perceived behavioural control. It has been shown that the Theory of Reasoned Action (TRA) has a greater capacity for prediction when it is applied to the most recent factor that has been discovered as having an effect on intention, which is perceived behavioural control. It is suggested by this component that human behaviour is influenced by non-volitional control, which refers to the perception that an individual has about the availability or lack of supporting resources and opportunities (Saxena, 2021).

In light of the tight connection that exists between national parks, biosphere reserves, and landscape conservation zones, it is vital to conduct research with the objective of evaluating the level of satisfaction that visitors have in these places. At U Minh Thuong National Park in Kien Giang Province, researchers investigated the variables that influence visitor satisfaction with ecotourism activities (Zhang, 2023). They discovered that components such as tourism resources, infrastructure, hotel response, service price, and service style all had a role in shaping satisfaction. In the Xeo Quyt Landscape Protection Area located in Dong Thap Province, study conducted on the elements that influence tourist satisfaction in relation to service quality found that comprehension, dependability, tangible characteristics, and price of services had a positive impact on visitor satisfaction. The infrastructure, cultural attractions, and natural elements of national parks have a considerable impact on the level of satisfaction experienced by visitors (Coves-Martínez, 2023). It was discovered via research carried out in Cat Tien National Park that the means of transportation, security and safety procedures, guides, and accommodation facilities all have a role in determining the level of pleasure experienced by tourists.

The term "holistic experience" refers to a novel notion that, according to researchers, fosters the development of empathy, enhances comprehension, establishes connections with consumer lifestyles, and strengthens

relationships with consumers. According to studies, a holistic experience improves knowledge and helps to cultivate positive connections by expressing a sense of welcome in all activities (Chen, 2018). This definition is consistent with the findings of these studies. The emotional reaction of visitors who are looking for socio-psychological advantages is reflective of the quality of professional skills. Because this experience is connected to the particular service that a consumer interacts with, it is responsible for shaping the whole interaction.

MATERIALS AND METHODS

This article employs a descriptive research methodology. Through the use of a systematic definition, this strategy is the most suitable for the research since it assists in comprehending the patterns and interrelationships among the factors that influence the level of satisfaction experienced by visitors. Through the examination of a number of pertinent aspects, such as the qualities of the destination, the quality of the service, the accessibility, the price, and the overall experience, descriptive analysis provides clarity on the present level of satisfaction experienced by tourists without affecting any of the variables. Through the use of a quantitative research methodology, the aim of this study has been successfully accomplished. The researcher is able to conduct an impartial investigation into the linkages and correlations among the many aspects that influence the level of satisfaction experienced by visitors by using quantitative analysis to make the numerical assessment of obtained data feasible. The findings are improved in terms of their validity and dependability as a consequence of this technique, which ensures that the findings are statistically significant and applicable to the greater tourist community.

This study obtained its information from a variety of sources, including primary and secondary sources. The collection of primary data was accomplished via the use of a well-designed structured questionnaire that was intended to create comprehensive replies on the experiences, expectations, and level of satisfaction of visitors. For the purpose of preserving a consistent framework and assisting in the quantification of replies, the questionnaire included both closed-ended and Likert-scale items. During the course of the research, the questionnaire was distributed to individuals who were present at certain sites. The selection of the respondents was carried out via the use of purposeful sampling in order to guarantee that the research was conducted with only knowledgeable and experienced visitors. In addition to the primary data, secondary data was collected from reputable and relevant sources such as academic publications, studies on the tourism sector, publications from the government, and databases maintained by travel companies. In order to successfully explain the study subject, the sources provide the appropriate theoretical framework, historical backdrop, and contextual awareness by providing the relevant information.

Analysis

Table 1: Demographic analysis

Gender composition	Frequency	Percent
Male	82	57.70
Female	60	42.30
Age composition	Frequency	Percent
Less than 30 years	39	27.50
31 - 40 years	56	39.40
41 - 50 years	16	11.30
Above 50 years	31	21.80
Education	Frequency	Percent
Completed Under graduation	59	41.50
Completed Post graduation	36	25.40
Completed Professional course	33	23.20

Others	14	9.90
Type of organisation	Frequency	Percent
Private organisation	62	43.70
Government oriented enterprise	71	50.00
Non-Profit	9	6.30
Total experience	Frequency	Percent
Less than 3 years of experience	36	25.40
3 - 6 years	38	26.80
6 - 9 years	27	19.00
9 - 12 years	9	6.30
Above 12 years	32	22.50
Monthly Income	Frequency	Percent
Less than Rs. 50,000	71	50.00
Rs. 50,001 - Rs. 1,00,000	37	26.10
Rs. 1,00,001 - Rs. 1,50,001	17	12.00
Rs. 1,50,001 - Rs. 2,00,000	11	7.70
More than Rs. 2,00,000	6	4.20
How often do you travel for leisure in a year	Frequency	Percent
Rarely	10	7.00
1 - 2 times	7	4.90
3 - 4 times	17	12.00
5 - 6 times	66	46.50
More than 6 times	42	29.60
Total	142	100.00

With 39.40% (56 participants), respondents fall mostly in the age range of 31–40 years. Then 27.50% (39 people) are under 30, suggesting a sizable fraction of young tourists. While the 41–50 age range accounted for 11.30% (16 people), those over 50 made 21.80% (31 persons). The predominance of the 31–40 age group shows that mid-career people account for a significant share of the travel sector, maybe due to their stable income and active lifestyle. Of the responders, 41.50% (59 people), have earned undergraduate degrees. Then 25.40% (36 people) had post-graduate degrees and 23.20% (33 people) had attended professional courses. Under the "Other" category was a minority group of 9.90% (14 people). This distribution shows a high degree of education among the respondents, which might influence their impressions of infrastructure and service

quality while on trip.

Analysing the respondents' organisational ties, the largest group—50% (71 persons)—were involved in government-oriented companies. Later, a smaller percentage of 6.30% (9 people) worked in non-profit sectors; 43.70% (62 persons) were linked with commercial entities. The predominance of public and commercial sectors reveals a broad yet professional workforce engaged in tourism. Within the lower and mid-level experience categories, overall work experience is pretty evenly distributed. While 25.40% (36 individuals) had less than 3 years of experience, around 26.80% (38 individuals) had 3 to 6 years of experience. While those with over 12 years represented 22.50% (32 responses), those with 6 to 9 years of experience comprised 19.00% (27 respondents). Just 6.30% (9 individuals) have between 9 and 12 years of experience. This distribution shows thorough coverage of early to somewhat experienced workers.

According to the monthly income analysis, 26.10% (37 individuals) earned between ₹50,001 and ₹1,00,000 whereas 50% of the respondents—71 people—earned less than ₹50,000. A tiny segment got between ₹1,00,001 and ₹1,50,000 (12%, 17 persons), ₹1,50,001 and ₹2,00,000 (7.70%, 11 This suggests that a significant portion of the travel population falls into the low to moderate income range, thereby influencing their sensitivity to cost and value. In terms of frequency of travel, most respondents—46.50%, 66 persons—said they travel for pleasure five to six times year, suggesting a quite active tourist population. Moreover, 29.60% (42 people) went more than six times a year, indicating a notable degree of travel engagement. While 4.90% (7 individuals) went 1–2 times year, 12.00% (17 persons) travelled 3–4 times yearly and only 7% (10 people) reported minimal travel. This inclination suggests a group largely focused on travel, so their opinions are more relevant in determining the factors influencing tourist satisfaction.

Table 2: Correlation analysis

Correlations	Service Quality	Pricing	Infrastructure	Tourist Satisfaction
Service Quality	1	.893**	.838**	.827**
Pricing	.893**	1	.848**	.844**
Infrastructure	.838**	.848**	1	.756**
Tourist Satisfaction	.827**	.844**	.756**	1

With a high positive correlation between service quality and price (r = 0.893), improvements in service quality are clearly connected to pleasant pricing impressions among visitors. This suggests that those who get better care are more likely to find the expenditure reasonable or justified. Infrastructure (r = 0.838) shows a strong link with service quality, meaning that sites with outstanding service are like to have improved infrastructure, or that visitors regard both elements as interdependent in shaping their whole experience. The link between Service Quality and Tourist contentment (r = 0.827) supports that service quality is essential in determining a tourist's general contentment, therefore confirming its relevance as a main determinant of the tourism experience.

With r = 0.848, price shows a strong and positive correlation with infrastructure, indicating that guests who find pricing reasonable are probably going to see the infrastructure as either adequate or well-developed. This relationship suggests that the quality of infrastructure might influence or confirm price impressions; better facilities could therefore increase the perceived value for money. Not surprisingly, price and tourist happiness have a strong association (r = 0.844), which emphasises how much fair and appropriate pricing affects visitor satisfaction levels. This emphasises how important price and perceived value are in determining how well people evaluate their whole travel experiences.

Infrastructure has a much less relationship with Tourist Satisfaction (r = 0.756) in contrast to Service Quality and Pricing, even if it is still somewhat linked with the other elements. Still, this figure shows a significant and pertinent association between infrastructure and tourist happiness, suggesting that while it is much less important than the other two factors. This implies that while infrastructure is important, its influence may be more indirect, enhancing service delivery and price justification instead of being the main factor determining happiness

Table 3: Regression analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	141.133	3	47.044	130.651	.000b
Residual	49.691	138	0.36		
Total	190.824	141			
Coefficientsa	B	Std. Error	Beta	t	p value
(Constant)	0.196	0.2		0.977	0.33
Service Quality	0.356	0.107	0.343	3.336	0.00
Pricing	0.489	0.103	0.502	4.741	0.00
Infrastructure	0.044	0.09	0.043	0.493	0.62
a Dependent Variable: Tourist Satisfaction					

The predictive power of Service Quality, Pricing, and Infrastructure on Tourist Satisfaction reveals significant insights on the predictive potential of these variables by means of a regression research. With an F-value of 130.651 and a p-value of 0.000 the model summary shows the regression model is statistically significant. This suggests that the dependent variable, tourist satisfaction, is much influenced by the independent elements taken together. The model has an overall sum of squares of 190.824, including a residual sum of squares of 49.691 and a regression sum of squares of 141.134. The three independent variables together explain a significant amount of the variance in tourist satisfaction; the model clarifies almost 74% of the total variance, shown by the high F-ratio and low residual value, so indicating strong explanatory capacity.

Examining the individual coefficients helps one to understand which elements most affect visitor pleasure. With a standardised beta coefficient of 0.343, a t-value of 3.336, and a p-value of 0.00, service quality seems to be a major predictor. This suggests that visitor satisfaction benefits very significantly from increases in service quality. With a standardised beta coefficient of 0.502, a t-value of 4.741, and a p-value of 0.00 pricing is shown to be the most important fluctuation. This emphasises how sensitive tourists are to cost and how important fair and appropriate pricing is for their general pleasure with the travel experience.

On the other hand, Infrastructure shows a positive coefficient (B = 0.044), but its low t-value of 0.49 and high p-value of 0.62 suggest that it does not significantly influence visitor satisfaction in this model. This suggests that infrastructure does not appreciably improve the prediction of satisfaction on its own when assessed in concert with Service Quality and Pricing. Infrastructure may help to supply services and change opinions of value; yet, the more important factors of service quality and pricing directly affect satisfaction, therefore surpassing its direct impact.

Test of hypothesis

Table 4: ANOVA 1

Service Quality	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound

Strongly Disagree	7	1.71	0.488	0.184	1.26	2.17
Disagree	12	2.08	0.515	0.149	1.76	2.41
Neutral	20	3.5	0.827	0.185	3.11	3.89
Agree	43	4.72	0.504	0.077	4.57	4.88
Strongly Agree	60	4.78	0.415	0.054	4.68	4.89
Total	142	4.2	1.121	0.094	4.02	4.39
ANOVA	Sum of Squares	df	Mean Square	F	p value	
Between Groups	138.898	4	34.724	124.601	0.00	
Within Groups	38.18	137	0.279			
Total	177.077	141				
Robust Tests of Equality of Means						
	Statistica	df1	df2	p value		
Brown-Forsythe	104.167	4	53.885	0.00		

Depending on different degrees of agreement with the Service Quality variable, the ANOVA (Analysis of Variance) for Service Quality shows a statistically significant variation in Tourist Satisfaction. From "Strongly Disagree" to "Strongly Agree," the average ratings vary greatly throughout the five response categories, therefore illustrating the influence of perceived service quality on satisfaction levels. While those who "Strongly Agree" show a somewhat superior mean score of 4.78, those who "Strongly Disagree" with service quality assertions have a poor mean satisfaction score of 1.71. The slow climb in average satisfaction levels from disagreement to strong agreement amply illustrates how closely improved views of service quality coincide with higher visitor happiness. Particularly among those who "Agree" and "Strongly Agree," the extremely low standard deviations for every category point to a consistent and group sense of pleasure among those who positively evaluate service quality. The confidence intervals help to improve the dependability of these mean scores as lower limitations in the higher agreement categories indicate less variability and greater accuracy in the estimates. With a limited and consistent range, the 95% confidence interval for the "Strongly Agree" group runs from 4.68 to 4.89. With a matching p-value of 0.00, the F-value from the ANOVA test is 124.601, much lower than the traditional alpha level of 0.05. This proves that the differences in mean satisfaction across the five groups are statistically significant rather than the result of chance. Moreover, the Brown-Forsythe robust test for equality of means—which considers any deviations from homogeneity of variances—results in an extremely high test statistic (104.167) along with a p-value of 0.00. This supports even more the statistically significant and somewhat notable differences in visitor satisfaction depending on service quality perception

Table 5: ANOVA 2

Pricing	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	

					Lower Bound	Upper Bound
Strongly Disagree	7	1.86	0.378	0.143	1.51	2.21
Disagree	12	1.67	0.778	0.225	1.17	2.16
Neutral	20	3.75	0.91	0.204	3.32	4.18
Agree	43	4.72	0.504	0.077	4.57	4.88
Strongly Agree	60	4.97	0.181	0.023	4.92	5.01
Total	142	4.29	1.194	0.1	4.09	4.49
ANOVA	Sum of Squares	df	Mean Square	F	p value	
Between Groups	165.304	4	41.326	157.89	0.00	
Within Groups	35.858	137	0.262			
Total	201.162	141				
Robust Tests of Equality of Means						
	Statistica	df1	df2	p value		
Brown-Forsythe	103.407	4	43.678	0.00		

The ANOVA analysis of the variable Pricing shows a strong and statistically significant link between visitors' opinions on pricing and their general enjoyment. The average scores show a clear and progressive trend throughout the degrees of agreement, indicating that visitors' satisfaction levels much increase as their impressions of pricing improve. Reflecting relatively low satisfaction levels, respondents who "Strongly Disagree" with positive pricing impressions have a mean satisfaction score of 1.86; those who "Disagree" have a slightly lower mean of 1.67. While the "Agree" and "Strongly Agree" categories had raised mean ratings of 4.72 and 4.97, respectively, respectively, the "Neutral" category has a mean score of 3.75, showing a transitional stance, and shows great visitor satisfaction. Those who "Strongly Agree" (0.181) and "Agree" (0.504) show the most consistency in responses according to the standard deviation values, suggesting that guests who see pricing as fair or acceptable generally show equal degrees of satisfaction. The limited confidence intervals for the higher agreement categories—that is, 4.92 to 5.01 for the "Strongly Agree" category—show a significant degree of reliability in the computation of these averages. This narrow range supports even more the observation that guests who consider their expenses to be acceptable show regularly greater degree of pleasure with their experiences. The ANOVA table shows a p-value of 0.00 and a significant F-value of 157.89, therefore verifying the statistically significant differences in mean satisfaction across the categories of price perception. This suggests that visitor enjoyment is much influenced by price and that these differences are not resulting from chance. With a high test statistic of 103.407 and a p-value of 0.00, the Brown-Forsythe test evaluates the resilience of outcomes across unequal variances and therefore supports the dependability and strength of these conclusions

Table 6: ANOVA 3

Infrastructure	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Strongly Disagree	7	1.57	0.535	0.202	1.08	2.07
Disagree	12	1.92	0.9	0.26	1.34	2.49
Neutral	20	3.65	0.933	0.209	3.21	4.09
Agree	43	4.44	0.548	0.084	4.27	4.61
Strongly Agree	60	4.53	0.566	0.073	4.39	4.68
Total	142	4.01	1.13	0.095	3.83	4.2
ANOVA	Sum of Squares	df	Mean Square	F	p value	
Between Groups	121.253	4	30.313	70.725	0.00	
Within Groups	58.719	137	0.429			
Total	179.972	141				
Robust Tests of Equality of Means						
	Statistica	df1	df2	p value		
Brown-Forsythe	56.223	4	49.764	0.00		

The ANOVA study of the variable Infrastructure shows a statistically significant relationship between visitors' general degree of pleasure and their impressions of infrastructure. The average responses amply show a steady upward trend from lower to higher degrees of agreement. Respondents who "Strongly Disagree" on the suitability or quality of infrastructure have a low mean satisfaction score of 1.57; those who "Disagree" have a much higher mean of 1.92. These figures show unhappiness and suggest that poor infrastructure is related with unpleasant travel experiences. On the other hand, individuals categorised as "Neutral" had a satisfaction mean of 3.65, suggesting a shift towards more moderate opinions. Those who "Agree" and "Strongly Agree" with positive remarks on infrastructure show far higher mean satisfaction ratings of 4.44 and 4.53, respectively, therefore confirming that improved infrastructure greatly improves the visitor experience. The standard deviations among the groups show decreasing variation in responses as degrees of agreement increase. While the "Strongly Agree" and "Agree" groups had lesser standard deviations of 0.566 and 0.548 respectively, the "Disagree" group has a standard deviation of 0.9, therefore reflecting a wide range of beliefs. This shows a strong consensus among those who see infrastructure positively, thus supporting the reliability of their high satisfaction levels. Particularly small, the confidence intervals for the higher agreement categories range from 4.39 to 4.68 for the "Strongly Agree" group, therefore indicating increased accuracy and consistency in the satisfaction ratings of respondents happy with the infrastructure. With a p-value of 0.00 and a highly significant F-value of 70.725 the ANOVA table confirms that the changes in

satisfaction means among the several infrastructure perception groups are statistically significant. This suggests that visitor opinions of infrastructure affect the differences rather than random variation. With a p-value of 0.00 and a significant value of 56.223, the Brown-Forsythe robust test of equality of means supports these conclusions thereby confirming that the results remain valid despite any unequal group variances.

DISCUSSION

The analytical analysis of the paper emphasises how three important factors—service quality, pricing, and infrastructure—inform visitor happiness. With pricing showing the strongest correlation coefficient followed closely by service quality and infrastructure, the correlation research shows a strong and statistically significant positive link across all three independent variables and visitor satisfaction (Ponsignon, 2020). This suggests that visitors' satisfaction increases in line with their recognition of advances in these spheres. The correlation is strengthened by the regression analysis, which shows that pricing and service quality are reliable and crucial markers of visitor happiness. Following service quality (0.343) the standardised beta coefficients for price (0.502) show that pricing has the most important individual impact. Though in line with satisfaction, infrastructure proved not to be a statistically significant predictor in the regression model. This implies that while visitors could understand the need of infrastructure in improving their experience, their ideas of value and the quality of the service given may overwhelm its direct influence on their general happiness (Aylan, 2021).

The ANOVA tests for each of the three factors improve this understanding. For all three measures, there were notable fluctuations in tourist satisfaction depending on different degrees of agreement; F-values showed clear changes and p-values validated their statistical relevance. The results highlight how happy guests who strongly agree that infrastructure, pricing, and service quality match their expectations also are. The responses show a significant boost in satisfaction from the neutral to the "agree" and "strongly agree" categories, therefore demonstrating how positive impressions help to raise contentment. Still, infrastructure has less importance in the regression model than pricing and service quality even if it shows a slow increase in satisfaction throughout the degrees of agreement. This suggests that infrastructure serves essentially as a basic need, more of a facilitator than a defining characteristic of pleasure.

Further background is provided by demographic analysis, which shows a heterogeneous responder profile predominantly including men aged 31 to 40, mostly from the governmental and commercial sectors, with diverse educational backgrounds and professional experience. The findings show that the insights gained reflect the points of view of a varied and economically active segment of the travel population. Their regular travel and modest to high income levels point to their ability to evaluate tourist offerings with critical eye.

CONCLUSION

In essence, the study emphasises how important pricing and service quality are to tourist enjoyment; infrastructure provides a supporting but less important role. These results highlight the importance of governments, tourist authorities, and service providers giving top priority to the delivery of exceptional service experiences and maintaining open, reasonable pricing policies to raise visitor satisfaction. While long-term viability depends on infrastructure development, giving front-stage service improvements first priority and aligning price with perceived value might provide instant gratification benefits. In a market driven by experience, this thorough understanding provides a strategic foundation for improving visitor services and preserving satisfaction

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