

Original Article

The Influence of the 4A Tourism Components (Attraction, Accessibility, Amenities, and Ancillary Services) on Tourist Satisfaction at Lawang Sewu, Semarang City

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ABSTRACT

The fluctuation of the number of tourists visiting Lawang Sewu from year to year is a major note for tourism managers, becoming a new challenge for the management on how the existence of history is maintained. This study aims to analyze the influence of tourism components on the satisfaction of Lawang Sewu tourists using a descriptive quantitative approach. Data collected through questionnaires and documentation involving 70 respondents with a purposive sampling technique. Data analysis techniques used are instrument testing, descriptive statistical testing, simple linear regression testing, hypothesis testing and coefficient of determination. The results of the study indicate that there is a significant influence of tourism components on tourist satisfaction as indicated by the value of the tourism component of 67.1% while the other 32.9% is the influence of other variables not examined in this study and based on the hypothesis test the t-value is $7.464 > 1.995$ with a significance of $0.001 < 0.05$.

KEYWORDS

Tourism
Component;
Tourist
Satisfaction;
Lawang Sewu.

Received: December 23, 2025

Accepted: March 02, 2026

Published: March, 31 2026

Citation:

Sarasvathi, N. A., & Sholeh, M. (2026). The influence of the 4A tourism components (attraction, accessibility, amenities, and ancillary services) on tourist satisfaction at Lawang Sewu, Semarang City. *Jurnal Penelitian Geografi (JPG)*, 12(1), 103–114. <https://doi.org/10.23960/jpg.v14.i1.79>



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INTRODUCTION

Indonesia is a country with immense tourism potential; geographically, each region in Indonesia has its own unique attractions. Law No. 10 of 2009 defines a tourist attraction as anything that possesses uniqueness, beauty, and value in the form of diverse natural resources, culture, and human creations that serve as destinations for tourists.

Tourism, as defined in Law No. 10 of 2009, encompasses various tourism activities supported by a wide range of facilities and services provided by the community, businesses, the central government, and local governments. In Indonesia, tourism itself has become a major industrial sector where millions of people travel to various tourist destinations (Maryani, 2019).

Indonesia's tourism potential offers immense opportunities for development, supported by natural conditions such as the lithosphere, which shapes the landscape into mountains, hills, plains, volcanoes, and soil layers. The hydrosphere, which forms the seas, lakes, and rivers; the biosphere, which supports the diverse flora and fauna of Indonesia; and the anthroposphere, encompassing the cultural and traditional aspects of each region—all of these interconnected elements contribute to each area's unique appeal (Rahma, 2020).

Semarang, the capital of Central Java Province, is located on the northern coast of Java and is one of the largest and most important cities in Indonesia. The city covers an area of 373.70 km² and is situated between 6°50'–7°10' S and 109°35'–110°50' E. Bordering Kendal Regency to the west, Demak Regency to the east, Semarang Regency to the south, and the Java Sea to the north, the city of Semarang is administratively divided into 16 subdistricts and 177 villages.

As one of Semarang's tourism icons, the "World Heritage City" designation contributes to increased tourism activity, which is expected to attract the attention of global travelers. Referring to Regional Regulation No. 5 of 2015 regarding the Master Plan for Tourism Development in Semarang City, the government has planned various strategies, including the development of tourism markets, the enhancement of the tourism image, the strengthening of cooperation in tourism marketing, and the optimization of tourism promotion activities (Widiatmika, 2015).

The Semarang City Government has the slogan "Variety of Culture," and Semarang itself offers numerous tourist attractions, including historical, cultural, religious, and modern tourism. A city's appeal as a tourist destination is inextricably linked to its history. Semarang's history is marked by numerous significant events, resulting in a wealth of historical heritage in the form of sites, buildings, and museums (Putri, 2024).

Lawang Sewu is a historic building currently owned by PT Kereta Api Indonesia (Persero) and managed by PT Kereta Api Pariwisata; it was formerly used as the headquarters of the private railway company Nederlandsch-Indische Spoorweg Maatschappij (NISM). The building was designed by Prof. Jakob F. Klinkhamer and B. J. Ouendag, architects from Amsterdam. It features an L-shaped design with numerous windows and doors to facilitate air circulation. In addition to its unique architectural design, Lawang Sewu also boasts stained-glass ornaments with their own symbolic meanings, as well as other authentic decorative elements.

The Lawang Sewu building is currently used as a tourist attraction with its own unique features, such as its historic architecture, a museum showcasing the evolution of railways in Indonesia, and the ongoing renovation of the Lawang Sewu building. In addition to being a historic building, Lawang Sewu can be rented for exhibitions, meetings, photo shoots, film shoots, festivals, bazaars, and other events (Aziizirrahim, 2022).

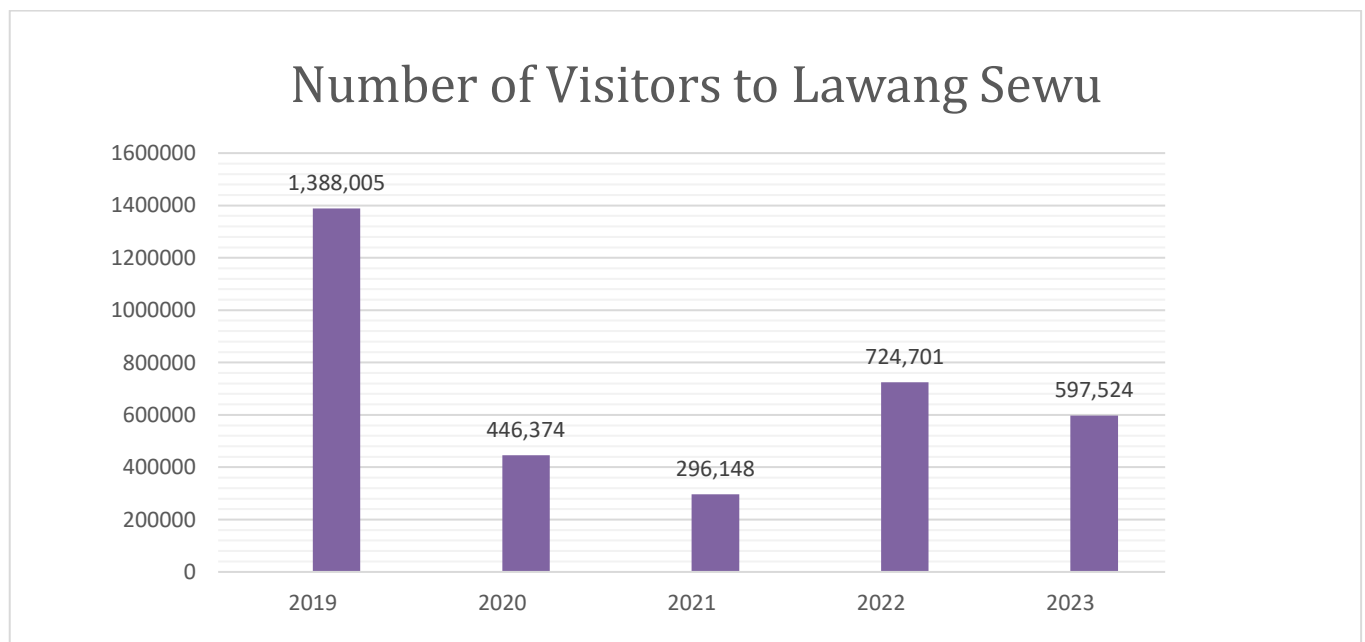


Figure 1. Visitor data for Lawang Sewu Source: Lawang Sewu Manager, PT KAI, 2019-2023

Based on visitor data for Lawang Sewu over the past five years (2019–2023), a fluctuating trend is evident. In 2019, visitor numbers were high, in line with the steadily rising tourism trend. However, in 2020 and 2021, there was a significant decline due to the COVID-19 pandemic, which led to restrictions on public activities and the temporary closure of tourist destinations. Then, in 2022, visitor numbers began to rise again as restrictions were eased, though the trend has not yet fully stabilized. In 2023, there was a decline in numbers; these fluctuations serve as a key consideration for managing Lawang Sewu tourism to maintain its authentic appeal.

When travelers go on a trip, there are two possible experiences they may encounter: positive or negative. This depends heavily on what travelers experience while at the destination and after leaving it. If travelers have a positive experience, it indicates that during their visit they received good service and their expectations were met. Generally, tourists have certain expectations based on information such as the destination's profile or recommendations. If these visitor expectations are met, it can be said that the destination managers have fulfilled their role effectively by maintaining quality and service

standards capable of delivering satisfaction. Conversely, if tourists' expectations are not met, this can lead to dissatisfaction (Ardana et al., 2024). In this situation, destination managers need to conduct a comprehensive evaluation to identify the factors causing tourist dissatisfaction.

The purpose of this study is to determine the extent to which the 4A components influence the satisfaction of tourists visiting Lawang Sewu. This study aims to analyze all components to assess their contribution to creating a satisfying tourist experience.

Through this analysis, it is hoped that the factors exerting the most dominant influence on tourist satisfaction can be identified. Research findings This isn't This study is not only useful for enriching academic research in the field of tourism, particularly regarding historical tourist destinations, but also serves as relevant input for the managers of Lawang Sewu and other stakeholders in designing strategies to improve the quality of attractions, accessibility, facilities, and tourism services. Thus, Lawang Sewu is expected to maintain its status as a premier tourist icon of Semarang and continuously enhance visitor satisfaction.

METHOD

Research Location

This study was conducted at the Lawang Sewu Tourist Area, located at Jl. Pemuda No. 160, Sekayu, Semarang Tengah District, Semarang City, Central Java 50132. The Lawang Sewu building was constructed in phases on a 18,232 m² site with coordinates 6.9841° S, 110.4108° E. Geographically, Semarang City is directly bordered to the west by Kendal Regency, to the east by Demak Regency, to the south by Semarang Regency, and to the north by the Java Sea. Administratively, Semarang City is divided into 16 subdistricts and 177 villages.

Research Approach

This study employs a quantitative approach using explanatory research to examine the influence of the 4A components (Attraction, Accessibility, Amenity, and Ancillary) on tourist satisfaction at Lawang Sewu. This approach is used to test hypotheses through statistical analysis of data collected via a questionnaire.

Research Procedure

This study involves several stages: problem formulation, data collection, data processing, data

analysis, and drawing conclusions. These stages were conducted to obtain results that provide a comprehensive overview of the findings regarding the influence of tourism components on tourist satisfaction..

Data Collection Tools

The data collection methods used in this study involved primary data obtained directly from respondents who were 17 years of age or older and had visited Lawang Sewu at least once; the primary data sources used were questionnaires and documentation. The secondary data required for this study was obtained from other sources, such as literature including journals, articles, and books, to serve as supporting data. Before distributing the questionnaires, the researcher tested the quality of the instrument using validity and reliability tests on 30 respondents who met the criteria. These tests were conducted to determine the suitability of the items for each variable being measured. The results of the validity and reliability tests are shown in the following table:

Table 1. Validity Test for Variable X

Item	R calculated	R table	Description
X1.1	0,513	0,361	VALID
X1.2	0,612	0,361	VALID
X2.1	0,627	0,361	VALID
X2.2	0,743	0,361	VALID
X3.1	0,686	0,361	VALID
X3.2	0,472	0,361	VALID
X4.1	0,558	0,361	VALID
X4.2	0,444	0,361	VALID

Source: Analysis of research data from 2025

The table above shows that the validity of variable X for each statement item is considered valid based on the calculated r value being greater than the table r value (Sugiyono, 2013).

Table 2. Validity Test for Variable Y

Item	R calculated	R table	Description
Y1.1	0,768	0,361	VALID
Y1.2	0,772	0,361	VALID
Y2.1	0,757	0,361	VALID
Y2.2	0,821	0,361	VALID
Y3.1	0,743	0,361	VALID
Y3.2	0,749	0,361	VALID

Source: Analysis of research data from 2025

The table above shows that the validity of variable Y for each statement item is considered valid based on the calculated r value being greater than the table r value (Sugiyono, 2013).

Data Analysis

The analytical technique used in this study is descriptive analysis, which aims to provide an overview of the responses given by the respondents.

Table 3. Assessment Scores

Number	Score	Description
1.	1,00 – 1,80	Very Low
2.	1,81 – 2,60	Low
3.	2,61 – 3,40	Medium
4.	3,41 – 4,20	High
5.	4,21 – 5,00	Very High

This analysis examines the frequency distribution, percentage distribution, and mean of the respondents' answers for each variable. The descriptive statistical

analysis is presented in tabular form to make the data easier for readers to understand.

Instrument Validation

Validity Testing

Validity testing is a process of evaluating research questions to determine the suitability of survey items in defining a variable. Validity serves as a measure of the reliability or validity of a measurement tool. If an instrument is deemed valid, it can be used to collect data; however, if the test results indicate the instrument is invalid, certain revisions must be made before it can be used. Validity can be determined using the Product Moment Correlation Coefficient formula, as follows:

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[(n\sum x^2) - (\sum x)^2][(n\sum y^2) - (\sum y)^2]}}$$

Notes:

- rx_y = Correlation coefficient between variables X and Y
- x = Item score
- y = Total score
- n = Number of respondents

Reliability Test

A reliability test is a measure used to assess the extent to which an instrument can produce consistent results when administered again to the same subjects. Reliability is typically expressed as a numerical coefficient; the higher the coefficient value, the higher the level of consistency or reliability of respondents' answers to the instrument used. According to Machali (2021), reliability refers to an instrument that, when used multiple times to measure the same object, will yield the same data. An instrument is considered reliable if the coefficient value is ≥ 0.06; if the coefficient value is ≤ 0.06, it cannot be considered reliable. Reliability can be determined using Cronbach's Alpha formula as follows:

$$R_{ii} = \left[\frac{k}{k - 1} \right] \left[1 - \frac{\sum ab^2}{at^2} \right]$$

Description:

- R_{ii} = Instrument Reliability
- K = Number of questions
- ∑ ab² = Item variance
- at² = Total variance

Test of Classical Assumptions

Test of Normality

A normality test is used to determine whether the independent and dependent variables follow a normal distribution. A good regression model must undergo graphical analysis and statistical testing, with the following criteria: If the significance level (probability) is greater than 0.05, the null hypothesis is accepted, meaning the data are normally distributed; if the significance level (probability) is less than 0.05, the null hypothesis is rejected, meaning the data are not normally distributed.

Simple Linear Regression Analysis

According to Sugiyono (2013), the simple linear regression model is a probabilistic model that describes a linear relationship between two variables, in which one variable is considered to influence the other. The influencing variable is called the independent variable, while the variable being influenced is called the dependent variable. The following is the general equation for simple linear regression:

$$Y = a + bX$$

Notes:

Y = Dependent variable

a = Constant

x = Independent variable

b = Regression coefficient (the magnitude of the change in Y resulting from a change in X)

Hypothesis Testing

T-Test

According to (Sahir, 2022), the t-test is essentially used to determine the extent to which each independent variable individually influences the variation in the dependent variable. In the context of this study, the t-test serves to measure the extent to which components of tourism destination development influence visitor satisfaction. Additionally, the t-test can also be used to identify which independent variable has the most dominant influence on the dependent variable.

Coefficient of Determination (R^2)

The coefficient of determination aims to assess the extent of the independent variables' influence on the dependent variable; the closer the coefficient of determination is to 100%, the greater the influence of the independent variables on the dependent variable..

RESULTS AND DISCUSSION

Lawang Sewu is located at Jl. Pemuda No. 160, Sekayu, Semarang Tengah District, Semarang City, Central Java 50132. The Lawang Sewu building was constructed in phases on a 18,232 m² site with coordinates 6.9841° S, 110.4108° E. Lawang Sewu was originally used as the headquarters of the private railway company Nederlandsch-Indische Spoorweg Maatschappij (NISM). The building was designed by Prof. Jakob F. Klinkhamer and B.J. Ouendag, architects from Amsterdam. It features an L-shaped design with numerous windows and doors to facilitate air circulation. In addition to its unique architectural design, Lawang Sewu boasts stained-glass ornaments

with their own symbolic meanings, as well as other authentic decorative elements. As a cultural heritage site, preservation is essential to ensure that its historical and cultural values are maintained (Haryadi, 2011).

The 4A tourism components—Attraction, Accessibility, Amenities, and Ancillary Services—are expected to serve as the basis for evaluating and improving the quality of facilities and infrastructure, thereby enhancing the satisfaction of tourists visiting Lawang Sewu.

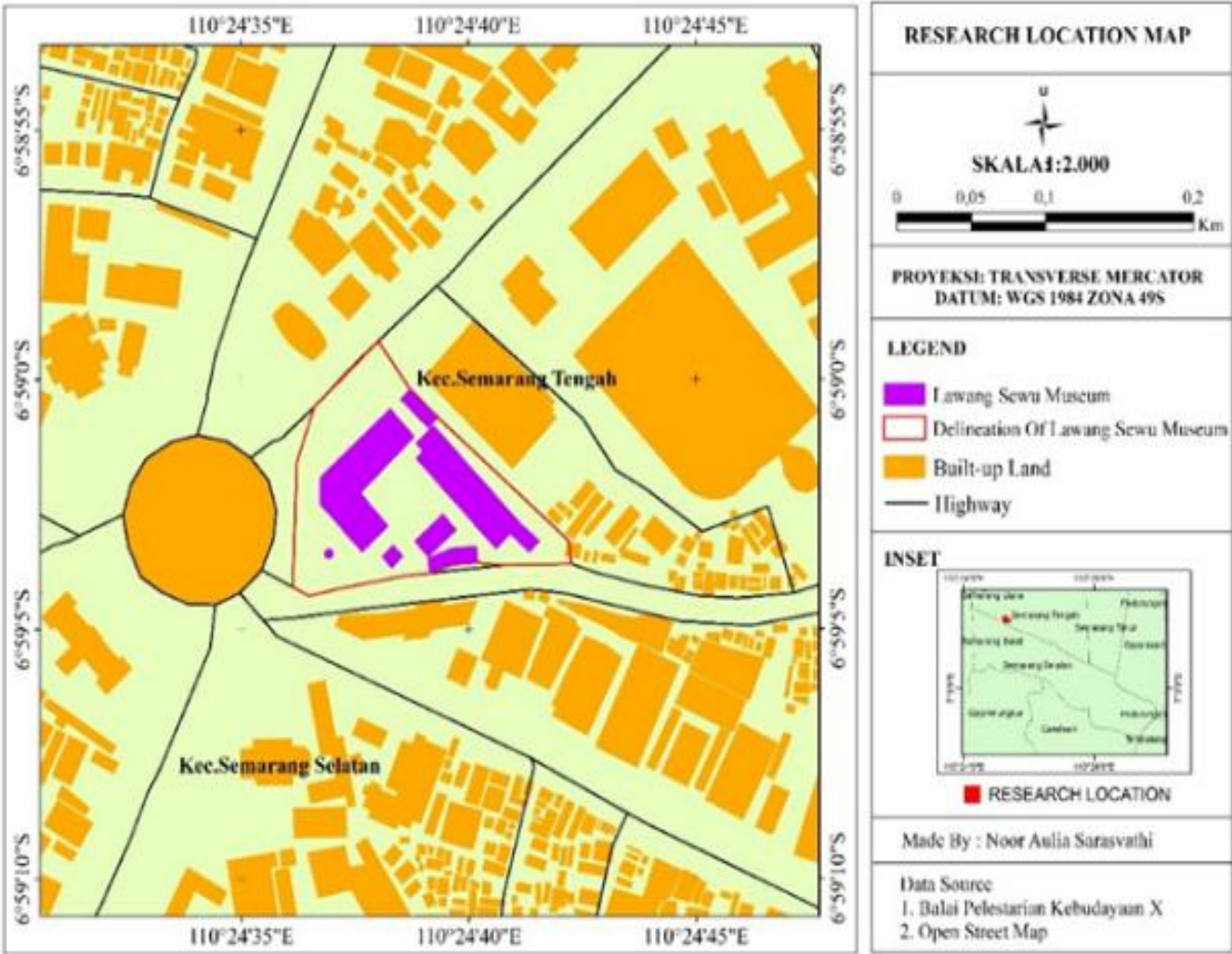


Figure 2. Map of the Study Location

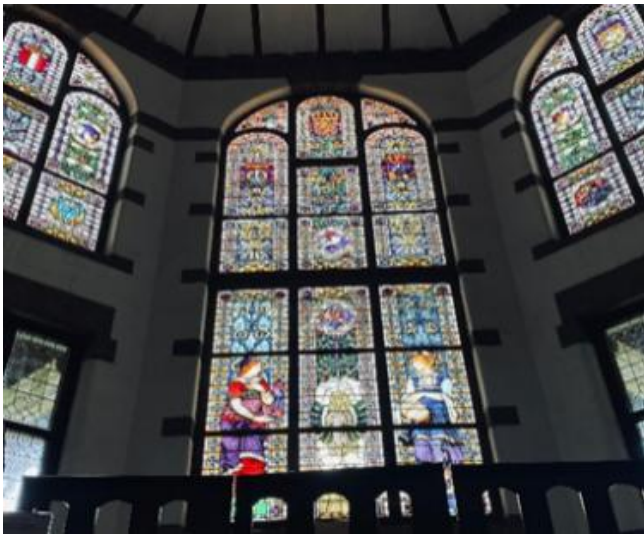


Figure 3. Researcher’s Documentation, 2025

Descriptive Analysis

This analysis aims to describe the results obtained from the questionnaire distribution so that they can be presented by transforming the raw data into a form that is easy to understand, and then organized and presented as a form of information.

The following are the results of the descriptive analysis. Table 4 presents the mean scores of the respondents' answers for the Tourism Component 4A (X) variable. The highest mean score was found in the Attraction variable (X1.1) at 3.69, which falls into the high category, with the statement "I am interested in

visiting Lawang Sewu because the building has unique architecture." This confirms that the building's visual elements and historical value play a significant role in attracting tourists. The distinctive Dutch colonial architecture, featuring grand architectural details, large windows, and long corridors, serves as an emotional and aesthetic factor that distinguishes Lawang Sewu from other tourist destinations.

Meanwhile, the lowest mean score was 2.90 for the Amenities variable (X3.2) regarding the statement "The availability of adequate parking areas for cars and motorcycles in the Lawang Sewu area."

Table 4. Descriptive analysis of the mean values for the Tourism Components variables

Item	4		3		2		1		Mean		
	F	%	F	%	F	%	F	%	Mean each Item	Average	
Attraction											
X1.1	49	70,00	20	28,60	1	1.40	0	0.00	3.69	3.36	
X1.2	45	64.30	19	27.10	5	7.10	1	1.40	3.54		
Accessibility											
X2.1	33	47.10	35	50.00	2	2.90	0	0.00	3.44		
X2.2	29	41.40	34	48.60	7	10.00	0	0.00	3.32		
Amenities											
X3.1	24	34.30	43	61.40	2	2.90	1	1.40	3.29		
X3.2	15	21.40	36	51.40	16	22.90	3	4.30	2.90		
Ancillary											
X4.1	27	38.60	40	57.10	3	4.30	0	0.00	3.34		
X4.2	33	47.10	32	45.70	5	7.10	0	0.00	3.40		

Source: Analysis of research data from 2025

Table 5. Mean scores for the Tourist Satisfaction variable

Item	4		3		2		1		Mean		
	F	%	F	%	F	%	F	%	Mean each Item	Average	
Product Quality											
Y1.1	30	42.90	34	48,60	5	7.10	1	1.40	3.33	3.27	
Y1.2	23	32.90	39	55.70	7	10.00	1	1.40	3.20		
Service Quality											
Y2.1	22	31.40	43	61.40	4	5.70	1	1.40	3.23		
Y2.2	25	35.70	33	47.10	11	15.70	1	1.40	3.17		
Experience											
Y3.1	32	45.70	34	48.60	3	4.30	1	1.40	3.39		
Y3.2	32	45.70	31	44.30	5	7.10	2	2.90	3.33		

Source: Analysis of research data from 2025

This indicates limitations in the capacity or comfort of the parking area, which can cause inconvenience, especially during holiday seasons or weekends when the number of tourists increases (Audrey et al., 2025). This factor has the potential to affect overall satisfaction, particularly for visitors arriving by private vehicle. Improving or reorganizing the parking area could be one strategy for managers to enhance the comfort and appeal of the destination. The table above shows the mean results of all respondents' answers for the Tourist Satisfaction variable (Y). The highest value in these results, 3.39 (Y3.1), falls into the moderate category for the statement "I feel happy and satisfied after visiting Lawang Sewu." This indicates that some respondents had a positive experience after visiting Lawang Sewu. The table above shows the mean scores for all respondents' Tourist Satisfaction (Y). The highest score in this result, 3.39 (Y3.1), falls into the moderate category for the statement "I feel happy and satisfied after visiting Lawang Sewu." This indicates that some respondents had a positive experience after visiting Lawang Sewu.

According to Kotler & Keller (2016), satisfaction arises when the tourism experience obtained meets or exceeds the visitor's initial expectations. In this study, some visitors felt fairly satisfied, indicating that Lawang Sewu has provided a positive experience. However, since the mean score remains in the moderate category, there is a possibility that certain aspects have not fully met visitors' expectations. The lowest mean score was 3.17 (Y2.2) for the statement "Lawang Sewu staff ensure visitors' comfort while in the Lawang Sewu area." This indicates that visitors have not fully felt the assurance of comfort provided by staff while in the Lawang Sewu area.

Normality Test

Table 6. Normality Test

Asump. Sig. (2-tailed) ^c	.200 ^d
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Source: Analysis of research data from 2025

A normality test is a statistical method used to determine whether a dataset or the residuals in a regression model follow a normal distribution. In the table above, the One-Sample Kolmogorov-Smirnov test is used; if the significance value is greater than 0.05 or 5%, the data is considered to be normally distributed. Conversely, if the One-Sample Kolmogorov-Smirnov test yields a significance level (sig.) of less than 0.05 or 5%, the data is not normally distributed (Sahir, 2022).

Based on the table above, the results show that the sig. value is 0.200, which is above the threshold of sig. > 0.05, indicating that the data is normally distributed.

Simple Linear Analysis

Table 7. Simple Linear Analysis

	Model	B
	(Constant)	2.278
1	Komponen Wisata 4A (X)	0.645

Source: Analysis of research data from 2025

From the table above, we can see that the constant (a) is 2.278 and the regression coefficient (b) is 0.645, so the regression equation can be expressed as follows:

$$Y = a + bX$$

$$Y = 2.278 + 0.645x$$

A regression coefficient of 0.645 indicates that for every 1% increase in the tourism component score, tourist satisfaction increases by 0.645 (64.5%). Since this coefficient is positive, it can be concluded that there is a relationship between the independent variable (X) and the dependent variable (Y).

Hypothesis Testing

T-Test (Partial)

Table 8. Partial T-Test

	Model	t	Sig.
1	(Constant)	.973	.334
	Komponen Wisata 4A (X)	7.464	<.001

Source: Analysis of research data from 2025

The table above shows that the p-value (Sig.) for the coefficient of Tourism Component 4A (X) on Tourist Satisfaction (Y) is 7.464 > 1.995, with a significance level of 0.001 < 0.05. Therefore, H0 is rejected and H1 is accepted, meaning that Tourism Component 4A has a positive and significant effect on tourist satisfaction.

Coefficient of Determination

Table 9. Coefficient of Determination

Model	R	R Square
1	.671 ^a	.450

Source: Analysis of research data from 2025

The following SPSS output shows that the coefficient of determination for the 4A Tourism Components on Tourist Satisfaction is 0.671 (67.1%), while the remaining 32.9% is attributed to other variables not examined in this study.

Regarding the Attraction component, the research findings indicate that most visitors perceive the appeal of Lawang Sewu to lie in its unique architecture. This aligns with the study by Darmayanti & Santoso (2023), which found that the historical architectural structures within Lawang Sewu create new experiences for visitors. In a study conducted by Ardana et al. (2024), visitors to Lawang Sewu were attracted to the site due to its historical value and the presence of many attractive photo spots. Previous research indicates that visitors decide to visit Lawang Sewu primarily because of its appeal—specifically, the building’s historical and cultural value.

In the Accessibility component, the research results show high scores derived from respondents who answered “Strongly Agree” and “Agree” for this indicator. Accessibility plays a crucial role in assessing how easily tourists can reach tourist destinations, as noted in the study by Fikiya et al. (2021), which found that tourists were satisfied with their visits due to the ease of access to public transportation such as stations, bus stops,

terminals, airports, and ports. In the study (Yu et al., 2023) cited in (Audrey et al., 2025), it is noted that adequate accessibility development is necessary to enhance tourist satisfaction.

The Amenities component in this study is assessed as still lacking, as evidenced by the scores derived from respondents who answered “Disagree” or “Strongly Disagree” to the given statements. The study (Audrey et al., 2025) states that regarding the Amenities indicator, the parking area is adequate, but parking around the main entrance remains limited. This could become an issue when visitor numbers are high, particularly during holidays and weekends. This should also serve as a note for tourism managers to consider improvements or reorganization of the parking area as one of the management strategies to enhance the comfort and appeal of the destination.

Ancillary components—that is, additional services—have a relatively high value, particularly in indicator X4.2, with the statement “I can easily find an information center at Lawang Sewu.” This indicates that the additional services available in the tourist area are well-managed, ensuring that tourists feel safe when visiting Lawang Sewu. In a study (Aziizirrahim, 2022), service quality was found to have a significant impact on tourist satisfaction, as assessed by staff who provided clear information to visitors. Furthermore, according to (Ningtiyas & Alvianna, 2021), the presence of an information center enhances tourist satisfaction.

Thus, the 4A framework used in this study not only describes the current state of tourism at Lawang Sewu but aligns with previous research linking these 4A components to tourist satisfaction in the development of tourism to ensure it runs effectively.

CONCLUSION

The results of the study indicate that the 4A Tourism Components variable (X) has a significant effect on Lawang Sewu Tourist Satisfaction (Y), as evidenced by the regression coefficient of 0.645, which indicates that for every 1% increase in the tourism component value, tourist satisfaction increases by 0.645 (64.5%). This coefficient is positive, with a significant hypothesis test result of $t\text{-value } 7.464 > 1.995$ and a significance level of $0.001 < 0.05$; therefore, H_0 is rejected and H_1 is accepted, meaning that the 4A Tourism Component has a positive and significant effect on tourist satisfaction. The coefficient of determination for the 4A Tourism

Components on Tourist Satisfaction is 0.671 (67.1%), while the remaining 32.9% is attributed to the influence of other variables not examined in this study.

The research results for the independent variable X, which includes the 4A components—Attraction, Accessibility, Amenity, and Ancillary—indicate that these four components influence tourist satisfaction, particularly the Attraction component, which has the highest value among the other variables. The historical appeal of the Lawang Sewu building itself serves as a distinctive feature attracting tourists to visit Lawang Sewu.

However, the research results also reveal the lowest score for variable X in the Amenities indicator, indicating that some respondents were dissatisfied due to inadequate parking facilities for motorcycles or cars. Management should address this by improving the quality of these facilities to ensure that tourists visiting Lawang Sewu by private vehicle feel comfortable and safe.

Acknowledgments

The authors would like to express sincere gratitude to Universitas Negeri Semarang for the institutional support provided throughout this research. Special thanks are extended

to the management of Lawang Sewu, PT Kereta Api Pariwisata, for granting access and providing visitor data essential to this study. The authors also thank all respondents who willingly participated in the survey and contributed to the completion of this research.

Conflict of interest The author has no competing interests to declare that are relevant to the content of this article.

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