Analysis The Quality Of Tourism Services And Facilities In Increasing The Happiness Of The Visiting Community
(Study On Kayangan Hill Tourism, Renah Kayu Embun Village, Sungai Penuh City, Jambi Province)

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ABSTRACT

Bukit Khayangan is the name of a flagship tour of Sungai Penuh City which is managed by the Department of Culture and Tourism of Sungai Penuh City. However, problems are still found because there are visitors who are disappointed because Bukit Khayangan Tourism is not well maintained, such as garbage scattered about because the trash can is not yet available. In addition, there are no guide officers who directly serve tourists. Tourist facilities such as tourist huts that were built on the strategic side of this tour are feared that the roof will fall on visitors who are sitting in the hut. Then the unavailability of lodging around the tour. This study uses a quantitative method with an associative approach whose aim is to determine the effect of the independent variable (Quality of Service and Tourism Facilities) on the dependent variable (Community Happiness). The population in this study were visitors to Bukit Khayangan Tourism in 2020, amounting to 15,512 people. The sample in the study was determined by the Taro Yamane formula and an error rate of 10%, so that a sample of 100 respondents was obtained. Then from the sample, using the Proportional Random Sampling technique, if the technique is not sufficient in the number of samples, it will be continued with the Accidental Sampling technique. by 26.6% ; tourism facilities on the happiness of the community from the R Square value of 0.103, which is 10.3%. And simultaneously, the two dependent variables on people's happiness from the Adjusted R Square value of 0.347, which is 34.7%. From the results of data processing, it is proven that the people who visit Bukit Khayangan Tourism are happy with the services provided by the tour manager and also the tourist facilities provided by the Sungai Penuh City Culture and Tourism Office.

Keywords: Service Quality; Tourism Facilities; Community Happiness

INTRODUCTION

Khayangan Hill is the name of a leading tourist attraction in the city of Sungai Penuh. The natural beauty in the Sahalun Suhak Salentuak Bedei area is popular with local and foreign tourists visiting. It is known that at the end of 2017, this tour of the pride of the people of Sungai Penuh City and Kerinci Regency received the 1st place award as the famous highland tourism in the Anugerah Pesona Indonesia stage by the Ministry of Tourism of the Republic of Indonesia.

Recently, many visitors claimed to be disappointed when they visited Bukit Khayangan Tourism, this was due to the lack of tourist cleanliness, due to the unavailability of trash cans, also the tourist objects were also poorly maintained. In addition, the tourist lodge which is located in a strategic corner of the hill panorama is also not well maintained. Visitors who

should be able to enjoy the beautiful natural panorama of Bukit Khayangan instead feel uncomfortable and worried about the ruins of the roof of the building that is already porous, especially when it rains when it rains from the roof of the viewing post that has been separated from the construction of the building. Currently, Bukit Khayangan, which is the pride of Sungai Penuh City, is in a worrying condition, because the management does not pay attention to infrastructure and tourist facilities.

This is in line with the observations of researchers when conducting initial observations to Bukit Khayangan Tourism, researchers saw that there were no officers who directly served tourists, so foreign tourists had to find a guide first in order to find out the route in exploring tourism and receive information about the tour. In addition, in terms of tourist facilities, it is also inadequate, such as many roofs of viewing post that were lost by the wind, as well as places of worship and gazebos that were poorly maintained, and the absence of lodging around the tour (Researcher Preliminary Observations, 2021).

Based on the background of the problem above, several problems were found in the aspects of services and facilities for the happiness of the people visiting the Khayangan Hills tour. This phenomenon makes researchers interested in conducting deeper research with the title "Analysis of the Quality of Tourism Services and Facilities in Increasing Community Happiness in Visiting Khayangan Hill Tourism". as for the form of literature review of this research is as follows:

Quality of Service

Service quality is a form of activity carried out by an agency or service provider to complete the needs and satisfy the wishes of consumers. Parasuraman et al.(1994) says there are five (5) parameters to measure service quality, while these indicators are: (1) Appearance (tangible), appearance of workers (physical facilities, equipment), teams and communication media can provide variety in serving. The arrangement of equipment/technology used can affect the views of consumers or the readiness of agencies in providing services. (2) Reliability, expertise in keeping promises, on time, stable and agility in serving are the main things when providing services. (3) Responsiveness, attention and desire to help consumers also provide the right service is an element of service. This level of attention and sensitivity can be seen from how strong the agency team is ready to help consumers. Ready to accept comments, criticisms, and suggestions in the form of questions or complaints, with the location of existing communication media to make it easier for consumers to access information available at agencies, such as: internet (website/online media), and information magazines. (4) Assurance, understanding and courtesy (polite, friendly, responsive, friendly) to workers with their capabilities when giving trust and convincing customers. (5) Concern (empathy), the agency's attention to its individual consumers. Empathy to consumers such as: responsive to consumer problems related to the services provided by the agency, taking the time to respond to consumer complaints, and receiving customer complaints for the services provided.

Tourist Facilities

According to Heriani et al.,(2018) tourist facilities are all facilities / tools that are used to complement the needs of visitors who will stay for some time at the tourist location they visit. Facilities are an important tool in an effort to increase visitor satisfaction.

Parasuraman et al., (1985) say that to create quality facilities there are five (5) aspects that must be considered by the company, namely: (1) Spatial Planning, related to location, elements of distance, description, and scale, which this relates to time efficiency. (2) Spatial planning, is an element that includes interior planning and building design, such as the placement of tools and equipment in the room. (3) Equipment, namely in the form of complementary facilities that can provide peace, as decoration and supporting facilities in the use of consumer goods. (4) Lighting and color arrangement, namely the arrangement of light and style of the room in accordance with the ongoing activities, as well as the conditions to be built in the room. (5) Graphic message, is the display of depiction, placement, determination of physical form, determination of color, lighting, and choosing the style of symbol embodiment that will be used for certain purposes.

Community Happiness

According to Son et al.,(2019) Happiness is a form of feeling or condition of a person's thinking power which is characterized by a sense of comfort, peace and a desire to be better.

Happiness describes a person's judgment or behavior towards himself, including the psychological side and love. According to Lu & Miller (2019) Psychological assessment is an element of one's happiness aimed at assessing individual satisfaction in all elements of life, such as work, family, and marriage. While the evaluation of love is an assessment of how often a person feels positive and negative emotions.

Uzunoğlu & Misci Kip, (2014) say Happiness can be measured using three (3) dimensions with 8 indicators. The three dimensions are: (1) Comfortable, which is a person's perspective in enjoying a beauty. The indicators are: expression, fresh, and interesting. (2) Peace, namely the condition of the area that is able to create a relaxed atmosphere. The indicators are relaxation and infrastructure. (3) Positive action is a reflection on positive thinking. The indicators are enthusiasm, pride and joy.

METHODS

The research in this study uses a quantitative method with an associative approach that is useful and has the aim of knowing the effect of the dependent variable on the independent variable. This research was conducted on Bukit Khayangan Tourism which is located in Sungai Penuh City. The population in this research is the people who come to Bukit Khayangan Tourism in 2020, amounting to 15,512 people.

Table 1

Data form Bukit Khayangan Tourism Visits in 2020

Number of International Tourists	Number of Indonesian Tourists
0	15.512

Source: Sungai Penuh City Culture and Tourism Office, 2020

From a total population of 15,512, the number of respondents obtained using the Taro Yamane formula in Riduwan (2013: 65) with an error rate of 10%, namely:

$$n = \frac{N}{1+(N \, x \, e^2)} = \frac{15.512}{1+(15.512 \, x \, 0,1^2)}$$

$$n = \frac{15.512}{156,12} = 99,36 \text{ rounded up } \mathbf{100}$$

So in this study obtained a sample of 100 respondents, using the Proportional Random Sampling sampling technique, if this technique is not sufficient, the number of samples taken will be continued with the Accidental Sampling technique.

RESULT AND DISCUSSION

Result

1. Descriptive Analysis of Research Variables

Descriptive analysis is needed in order to get an overview of the measurement of each indicator of the research variable. This research has two independent variables and one dependent variable. The independent variables are: service quality variable (X1), and tourism facilities variable (X2). Meanwhile, the dependent variable in this study is people's happiness (Y).

a. Descriptive Analysis of Service Quality Variables

Table 2
Description of Service Quality Variables (X1)

	Statement	Option				N	Mean	TCR	Category
		STS	TS	S	SS				
	Tangible								
1	The cleanliness of Khayangan Hill is maintained	0	0	43	57	100	3.57	89.25%	Strongly agree
2	Neat tour manager appearance	0	0	56	44	100	3.44	86%	Agree
	Reliability								
1	Parking attendants are quick to arrange the	0	0	58	42	100	3.42	85.50%	Agree

Statement	Option				N	Mean	TCR	Category
	STS	TS	S	SS				
vehicle								
2 There is a tour guide who directs visitors	36	62	1	1	100	1.67	41.75%	Strongly not agree
Resvonsiveness								
1 The tour manager responds to visitors well	0	0	50	50	100	3.50	87.50%	Agree
2 Tour managers require visitors to wear masks to prevent the spread of Covid-19	0	3	50	47	100	3.44	86%	Agree
Assurance								
1 The existence of a sentence guarantees the safety of visitors on the ticket	17	83	0	0	100	1.83	45.75%	Strongly not agree
2 Parking attendants always keep an eye on the parking area	0	0	38	62	100	3.62	90.50%	Strongly agree
Empathy								
1 Tour managers are polite to visitors	0	0	61	39	100	3.39	84.75%	Agree
2 Tour managers provide the same service without discriminating against visitors (no discrimination)	0	0	60	40	100	3.40	85%	Agree
Average Service Quality Variables						**3.13**	**78.20%**	**Just Agree**

Source: Processed Results of Research Data Using IBM SPSS Version 25, 2021

Based on the results of the processed data in table 2 above, it can be seen that the average service quality variable has a Mean value of 3.13 with a TCR value of 78.20% which is in the category of quite agree with a value range of 65%-79% which means that people who visit Visiting the tour, they quite agree with the quality of service from the Bukit Khayangan tourism manager. If we look in more detail at the indicators that make up the quality of service, the Assurance indicator in question number 2, namely "Parking attendants always supervise the parking area", has the largest value, namely the Mean value of 3.62 with a TCR value of 90, 50% and are in the category of strongly agree. These results explain that the community has assessed that the Bukit Khayangan tourism manager has implemented good service quality in terms of parking attendant preparedness in supervising visitor vehicles. In contrast to the

reliability indicator in statement number 2 "there is a tour guide who directs visitors", this indicator only has a Mean value of 1.67 with a TCR value of 41.75% and is in the category of strongly disagree. Based on this, the reliability indicator in the statement "there is a tour guide who directs visitors" needs to be improved in order to increase satisfaction which will have an effect on the happiness of the people visiting the Khayangan hill tour.

b. Descriptive Analysis of Tourism Facilities Variables

Table 3
Description of Tourism Facilities Variables (X2)

Statement		Option				N	Mean	TCR	Category
		STS	TS	S	SS				
Spatial Planning									
1	The location of Bukit Kayangan is easy for visitors to reach	0	0	66	34	100	3.34	83.50%	Agree
2	Impressive building shape	0	0	69	31	100	3.31	82.75%	Agree
3	Good cellular network at the Bukit Khayangan tourist location	0	0	76	24	100	3.24	81%	Agree
Space Planning									
1	Availability of Wi-Fi network for visitors	37	63	0	0	100	1.63	40.75%	Strongly not agree
2	Availability of hand washing facilities (Prokes Covid-19)	0	0	82	18	100	3.18	79.50%	Agree
3	Availability of electrical plugs/cables for visitors to use	36	64	0	0	100	1.64	41%	Strongly not agree
Equipment									
1	The tour manager responds to visitors well	0	0	50	50	100	3.50	87.50%	Agree
2	Tour managers require visitors to wear masks to prevent the spread of Covid-19	0	3	50	47	100	3.44	86%	Agree
Lighting And Color									

	Statement	Option				N	Mean	TCR	Category
		STS	TS	S	SS				
1	Availability of adequate lighting	0	0	54	46	100	3.46	86.50%	Agree
2	Cool building colors	0	0	66	34	100	3.34	83.50%	Agree
Graphic Message									
1	There is a 3M health protocol banner (Using masks, washing hands, and maintaining distance)	0	0	49	51	100	3.51	87.75%	Agree
2	Availability of disaster mitigation boards (disaster instructions)	0	0	75	25	100	3.25	81.25%	Agree
Average of Tourism Facilities Variables							3.05	76,29%	**Just Agree**

Source: Processed Results of Research Data Using IBM SPSS Version 25, 2021

Based on the results of the processed data in table 3 above, it can be seen that the average tourist facility variable has a Mean value of 3.05 with a TCR value of 76.29% in the category of quite agree with a range of values of 65%-79% which means that people who visiting the tour considered quite agree on the availability of hills of heaven tourism facilities. If we look in more detail at the indicators making up the facility, the graphic message indicator in statement number 1, namely "availability of health protocol banners", then this indicator has the largest value, namely the Mean value of 3.51 with a TCR value of 87.75% and are in the agree category. These results explain that the people who visit the Khayangan hills follow the directions of the health protocol. Following health protocols is an important aspect when visiting tourist attractions during the COVID-19 pandemic. People who visit Khayangan Hill will feel safe from the spread of Covid-19. In contrast to the equipment indicator in statement number 1 "availability of Wi-Fi for visitors", this indicator has a Mean value with the lowest TCR value among other indicators. This indicator only has a Mean value of 1.63 with a TCR value of 40.75% and is in the Strongly Disagree category. Based on this, the equipment indicator for the availability of Wi-Fi for visitors needs to be considered by the manager in order to increase the pleasure and happiness of the people who visit tourist facilities.

c. Descriptive Analysis of Community Happiness Variables

Table 4
Description of Community Happiness Variables (X2)

Statement	Option				N	Mean	TCR	Category
	STS	TS	S	SS				
Comfortable								
1 Interesting sights	0	0	34	66	100	3.66	91.5%	Strongly agree
2 The air around tourist sites is cool	0	0	32	68	100	3.68	92%	Strongly agree
3 I am free to take selfies and take pictures on the heavenly hill tour	0	0	51	49	100	3.49	87.25%	Agree
Peace								
1 Calm mind (relax) when you are here	0	0	24	76	100	3.76	94%	Strongly agree
2 Khayangan hill tourism is safe from thuggery	0	2	54	44	100	3.42	85.50%	Agree
Positive Action								
1 Natural scenery makes my mood better	0	1	33	66	100	3.65	91.25%	Strongly agree
2 I am proud to tell you about the beauty of khayangan hill tourism	0	0	33	67	100	3.67	91.75%	Strongly agree
3 Coming home from the hill of heaven, I am so excited to carry out my duties/work again	0	0	43	57	100	3.57	89.25%	Agree
Average of Community Happiness Variables						3,61	90,31%	Strongly agree

Source: Processed Results of Research Data Using IBM SPSS Version 25, 2021

Based on the results of the processed data in table 4 above, it can be seen that the average community happiness variable has a Mean value of 3.61 with a TCR value of 90.31% in the category of strongly agree with a value range of 90%-100% which means that people who visiting the hills of heaven tourism rate strongly agree on their happiness in receiving services and facilities from the hills of heaven. If you look in more detail at the indicators that make up the happiness of the community, the indicator of peace in question number 1, namely the mind is calm (relaxed) when you are here, then this statement has the greatest value, namely the Mean

value of 3.76 with a TCR value of 94% and are in the category of strongly agree. These results explain that the people who visit assess the Khayangan hill tour can provide a peaceful atmosphere for people who visit the Khayangan hill tour because their minds are calm (relaxed) when visiting the tour.

B. Prerequisite Test

1. Normality Test

Table 5
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.94120788
Most Extreme Differences	Absolute	.096
	Positive	.096
	Negative	-.074
Test Statistic		.096
Asymp. Sig. (2-tailed)		.125[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Processed Results of Research Data Using IBM SPSS Version 25, 2021

In Table 5, it can be understood that the normality test using the one-sample Kolmogrov-Smirnov test formula shows the Asymp number. Sig (2-tailed) 0.125 > 0.05. This indicates that the data is normally distributed.

2. Uji Multikolinieritas
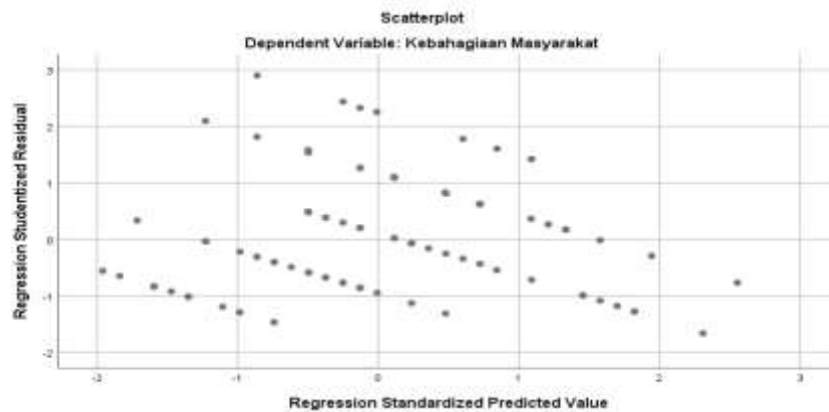
Table 6
Multicollinearity Test Results

Coefficients[a]			
		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service quality	.999	1.001
	Tourist Facilities	.999	1.001
a. Dependent Variable: Community Happiness			

Source: Processed Results of Research Data Using IBM SPSS Version 25, 2021

From table 6, it can be understood that the VIF value of 1.001 is less than 10 and the tolerance value of 0.999 is greater than 0.10 of the two dependent variables. This means that there is no multicollinearity.

3. Heteroscedasticity Test

Source: Processed Results of Research Data Using IBM SPSS Version 25, 2021

Figure 1. Heteroscedasticity Test Results

From Figure 1, the test results show that the spots extend arbitrarily, either on the upper side of the zero or the lower side of the zero on the vertical Y line and do not accumulate certain patterns. This means that there is no heteroscedasticity and indicates that this test has met the heteroscedasticity requirements.

4. Autocorrelation Test

Table 7
Autocorrelation Test Results

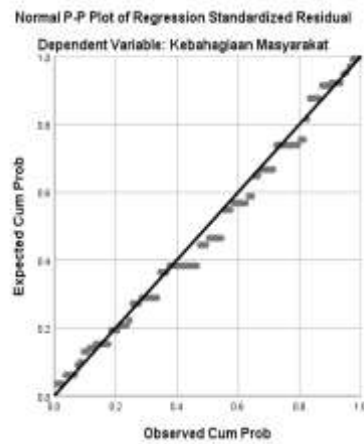|		Model Summary[b]			
R	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
.600[a]	.360	.347	.95086	1.868

a. Predictors: (Constant), Tourist Facilities, Quality of Service
b. Dependent Variable: Community Happiness

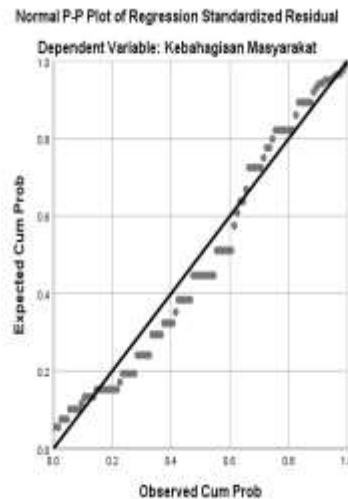*Source: Processed Results of Research Data Using IBM SPSS Version 25, 2021*

From table 7 above, it can be seen that the value in the column DW 1.882 means that the value is between -2 to +2 so it can be interpreted that in this study there is no autocorrelation problem.

5.   **Linearity Test**

Source: Processed Results of Research Data Using IBM SPSS Version 25, 2021

Figure 2. Linearity Test Results of Service Quality Towards Community Happiness Figure

Source: Processed Results of Research Data Using IBM SPSS Version 25, 2021

Figure 3 Linearity Test Results of Tourism Facilities for Community Happiness

From Figures 2 and 3 above, it can be understood that the spots move and extend along the diagonal line and there is no excessive scattering. This shows that this test has met the normality requirements of the data.

C. Research Test Results

This research has 3 initial hypotheses:

1. **First hypothesis**
   Ha1   : Found a significant influence between the quality of service on the happiness of the people visiting the Bukit Kayangan tour.
   H02   : No significant effect was found between the quality of service on the happiness of the people visiting Bukit Kayangan tourism.

2. **Second hypothesis**
   Ha2   : Found a significant influence between tourist facilities on the happiness of the people visiting the Bukit Kayangan tour.
   H02   : No significant effect was found between tourist facilities on the happiness of the people visiting the Bukit Kayangan tour.

3. **Third hypothesis**
   Ha 3   : It is found that there is a significant influence between service quality and tourist facilities on the happiness of the people visiting Bukit Kayangan tourism.
   H03   : No significant effect was found between the quality of service and tourist facilities on the happiness of the people visiting Bukit Kayangan tourism.

In the three hypotheses, this study will use statistical regression methods. For hypotheses 1 and 2, a T (Partial) test will be carried out using simple linear regression, while to test hypothesis 3, an F (Simutan) test will be carried out using multiple regression.

   a. **T Statistic Test (Partial Test)**
   b.

Table 8
T-Test Results (Partial) Service Quality on the Happiness of the Visiting Community

Model Summary				
R	R Square	Adjusted R Square	t Count	Coefficients Sig
.516[a]	.266	.259	6.233	.000

a. Predictors: (Constant), Quality of Service

Source: Processed Results of Research Data Using IBM SPSS Version 25,2021

Table 8 above shows that the significance value of service quality is 0.000 < 0.05. The point is that there is a significant influence of service quality variables on people's happiness with a level of trust reaching 100%. The percentage influence of the service quality variable on the community happiness variable can be seen in the rsquare value of 0.266. This, when viewed from the quality of service, has an influence of 26.6% on the happiness of the people visiting Bukit Khayangan Tourism. Then, when viewed from the t-count, for 100 respondents, the t-table = t (α/2; n-k-1) value can be obtained. k is the number of independent variables and the number of respondents. For the value of t table = t (α/2;nk-1) = (0.05 / 2 : 100-2-1) = (0.025 : 97) = 1.98472, this means that the value of t count is 6.233 > the value of t table is 1.98472. In the explanation above, it can be said that the accepted hypothesis is the finding of a significant influence between the quality of service on the happiness of the people visiting Bukit Kayangan tourism.

Table 9
T-Test Results (Partial) of Tourism Facilities on Community Happiness

Model Summary				
R	R Square	Adjusted R Square	t Count	Coefficients Sig
.322[a]	.103	.094	3.766	.001

a. Predictors: (Constant), Tourist Facilities
Source: Processed Results of Research Data Using IBM SPSS Version 25,2021

Table 9 above shows that the significance value of tourist facilities is 0.001 < 0.05. The point is that there is a positive and significant influence of the facility variable on the happiness of the visiting community. The percentage of the influence of the tourist facilities variable can be seen in the R Square value of 0.103 or it can be meant that the tourist facilities variable has an influence of 10.3% on the variable of people's happiness visiting Bukit Kayangan Tourism. the value of t table = t (α/2;nk-1). k is the number of independent variables and n is the number of respondents. For the value of t table = t (α/2;nk-1) = (0.05 / 2 : 100-2-1) = (0.025 : 97) = 1.98472, this means that the value of t count 3.766 > The value of t table is 1.98472. In the explanation above, it can be concluded that the hypothesis Ha2 is accepted, namely the discovery of a significant influence between the quality of service on the happiness of the people visiting BukitKayangan tourism.

a.   **F Statistic Test (Simultaneous Test)**

Table 10
F Test Results (Simultaneous) Service Quality And Tourism Facilities To The Happiness Of The Visiting Community

Model Summary			
R Square	Adjusted R Square	F Count	Coefficients Sig
.360	.347	27.263	.000[b]

a. Predictors: (Constant), Tourist Facilities, Quality of Service
Source: Processed Results of Research Data Using IBM SPSS Version 25,2021

Table 10 above proves that the Adjusted R square value is 0.347. This means that the variable quality of service and tourist facilities simultaneously has a magnitude of 34.7% of the influence on the variable of visiting people's happiness, with a significance value of 0.000 <0.05, and for the value of F table = (k: nk), F=(2 : 100-2), F table = (2 : 98) = 3.09 (F count = 27.263>F table = 3.09). This indicates that the variable quality of service and tourist facilities simultaneously (simultaneously) has a significant influence on the variable of happiness of the visiting community with the percentage reaching 100%. From the description above, it can be concluded that the Ha3 hypothesis is accepted, namely the finding of a significant influence between service quality and tourist facilities on the happiness of the people visiting Bukit Kayangan tourism.

Discussion

1. The Effect of Service Quality on Community Happiness in Bukit Khayangan Tourism

From the findings in the first hypothesis, the results obtained that the service quality variable partially has a positive and significant effect on the community happiness variable. These results were obtained using the help of software SPSS25, that the significant value of the service quality variable on people's happiness was 0.000 <0.05 with a t-count value of 6.233 > the t-table value of 1.98472. So that it can be understood that the service quality variable has a significant influence on people's happiness with a level of trust reaching 100%. The percentage of influence that exists on the service quality variable on the community happiness variable is partially 26.6%. This 26.6% value was obtained from the value of RS square after conducting a T-test on the first hypothesis, namely 0.266. These results indicate the contribution of the influence of the service quality variable to the happiness of the community by 26.6%, which means that the greater and better the quality of service provided by the Bukit Khayangan Tourism Manager, the greater the happiness felt by the community when visiting Bukit Khayangan tourism.

Rangkuti (Akib et al., 2015; Hsieh & Liu, 2010; Le Blanc, 1996; Sunarsi & Baharuddin, 2019) states that there are 2 (two) types of quality used in measuring service capacity, namely technical quality (outcome), and service quality (process). Technical quality is the quality of work in delivering the service itself, while service quality is the quality of the system in delivering services. Khayangan in providing services that can make visitors feel comfortable, peaceful and happy while visiting and after visiting Khayangan Hill Tourism. The quality of service delivery can be seen in the attitude of tourism managers who require visitors to wear masks to prevent the spread of Covid-19, parking officers who always supervise the parking area of visiting public vehicles, and also in providing maximum service, tourism managers do not discriminate (Aliah et al., 2019; Bare et al., 2020; Haedar, 2018; Nur et al., 2019; Said et al., 2017).

According to Shafritz et al.,(2017) , happiness is generally understood as how much a person likes the life he lives in terms of being able to control himself from pessimistic actions so that his life is always full of enthusiasm and optimism, or more conventionally the extent to

which a person evaluates his entire life positively. And happiness is synonymous with 'quality of life' or 'well-being'. The happiness is an emotional or state of mind of a person which is indicated through a sense of comfort, peace and action to behave positively (Frinaldi & Khaidir, 2021; Rahayu et al., 2019). The findings obtained in this research are in line with the research researched by Saggaf et al.(2018) with the title The Effect of Service Quality and Satisfaction on Repetitive Company Sports Activities on the Happiness of PT Pertamina (Persero) Refinery Unit III employees. The results showed that the service quality variable (X) on employee happiness (Y) had a sig value of 0.000 <0.05 and a tcount value of 3.791> from a ttable value of 1.975.

Furthermore, the research researched by Rengifurwarin et al.(2018) with the title Service Quality, Facilities, and Work Culture Based on Digital Governance in the Context of Community Happiness at the Population and Civil Registration Office of Pariaman City. The results of the research indicate that the service quality variable (X) has a positive and significant effect on the community happiness variable (Y) with a significance value of 0.000 and the magnitude of the effect is 55.5%.

Although the two studies that are in line with the research conducted have similar variables, the results are not necessarily the same. Each research location has its own characteristics, both influenced by its environment and respondents who come from different areas. This means that Khayangan Hill Tourism is a natural tourism that is in great demand by the public. Khayangan Hill Tourism has an aesthetically pleasing natural panorama. Everyone who visits can feel comfort and peace of mind. Moreover, coupled with the attitude of the tourism manager who is friendly when welcoming visitors and does not discriminate against visitors. Therefore, from these results it can be concluded that the service quality variable can also affect the happiness variable.

2. The Effect of Tourism Facilities on Community Happiness in Bukit Khayangan Tourism

From the findings on the second hypothesis, the results obtained that the tourist facilities variable partially has a positive and significant influence on the community happiness variable. These results were obtained using the help of SPSS25 software, that the significant value of the tourism facility variable on the happiness of the visiting community was 0.001 < 0.05 with a t value of 3.766 > t table value of 1.98472. So that it can be understood that the tourism facilities variable has a positive and significant influence on the happiness of the visiting community. The percentage of the influence contained in the tourism facilities variable on the community happiness variable is partially 10.3%. This 10.3% value is obtained from the value of RSquare after the T-test is carried out on the second hypothesis, which is 0.13. ukit khayangan, the greater the happiness felt by the community when visiting the tour.

The findings obtained in the title The Effect of Photographic Behavior in Tourist Attractions on Tourist Happiness. The emergence of motivation when taking pictures can be influenced by internal and external factors. In this research, the motivational factor studied is external motivation related to the availability of facilities and accessibility to tourist objects. The results of his research indicated that most of the visitors with a percentage of 73.1%, explained

that the completeness and condition of the photo facilities at tourist objects became a stimulant to take pictures at tourist objects.

Then the research conducted by Assyahri & Frinaldi, 2021) (2021) with the title Service Quality, Facilities, and Work Culture Based on Digital Governance in the Context of Community Happiness at the Population and Civil Registration Office of Pariaman City. The results of this research indicate that the Facility variable (X) has a positive and significant effect on the community's happiness variable (Y) with a significance value of 0.000 and the magnitude of the effect is 55.4%.

Assyahri & Frinaldi (Assyahri & Frinaldi, 2021; Frinaldi, 2021) argues that moods, attitudes and feelings are a unity of understanding and understanding the meaning of the word happiness. The main and important thing in happiness is life satisfaction in the form of feelings that can bring satisfaction, but it cannot be denied that the process for each individual is different. According to (Chen et al., 2018), the assessment of life satisfaction must complete the validity standard. affective from subjective well-being and can identify between positive and negative feelings.

The mood referred to by Griffin (2004) in (Assyahri & Frinaldi, 2021; Frinaldi, 2021) is related to the dimensions of happiness according to (Frinaldi, 2014; Frinaldi & Embi, 2011, 2014) which are comfortable, peaceful and positive actions. This is because a person's mood can be influenced by feelings of comfort, as well as a peaceful emotional state as well as attitudes and feelings of wanting to always act positively to bring satisfaction in living life. In this study, tourist facilities can affect the happiness of people who visit Khayangan Hill Tourism. This can be seen from the arrangement of buildings at Bukit Khayangan Tourism which is appropriate and suitable for visitors to take photos so that visitors feel comfortable taking photos both selfies and together. The building arrangement referred to in this study is a form of tourist facility developed from spatial planning indicators by Tjiptono and Gregorius Chandra (2016: 46).

Khayangan Hill Tourism has a beautiful and impressive building architecture, because the color of the building is beautiful and soothing to the eyes for every visitor who looks at it. People who visit feel happy because the location of the buildings on Bukit Khayangan Tour fits perfectly with the background scenery when taking photos. Of course, this leaves a deep impression in the hearts of people who visit Bukit Khayangan Tourism when they reopen the photo gallery. For this reason, it can be concluded that the variable of tourist facilities can affect the happiness of visiting people.

3. **The Influence of Service Quality and Tourism Facilities on Community Happiness in Bukit Khayangan Tourism**

Based on the results of the third hypothesis, it was found that the variable quality of service and tourist facilities simultaneously had a positive and significant effect on the variable of community happiness. This can be proven through the results of data processing with the help of SPSS 25 software, which has obtained a significant value of the variable quality of service and tourist facilities on people's happiness with a number of 0.000 < 0.05 with a calculated F

value = 27.263 > F table = 3.09. Based on these results, it can be understood that the variables of service quality and tourist facilities simultaneously (simultaneously) have a significant influence on the variable of community happiness with the level of trust reaching 100%.

The quality of service, tourist facilities and community happiness are of course also related to the level of community visits to Bukit Khayangan Tourism. Based on data on visits to Bukit Khayangan Tourism from 2015-2020, it can be seen from 2015 to 2019 visits to Bukit Khayangan Tourism have always increased significantly. However, in 2020 there was a decrease in visits to Bukit Khayangan Tourism, where the number of visits was categorized as the least compared to 2015 to 2019. This is because in 2020, the COVID-19 pandemic began to plague Indonesia, so outdoor activities must be limited including visits to tours. Despite the decline in the number of visits in 2020, there are still people who visit Khayangan Hill Tourism. By influencing the happiness of the visiting community from the aspect of service quality and tourist facilities, it can be understood that visitors feel satisfied and fulfilled feelings of comfort, peace and positive attitude when visiting and after visiting Bukit Khayangan Tourism.

The magnitude of the influence that the variables of service quality and tourist facilities have simultaneously on the community's happiness variable is 34.7% at the location of this study. This 34.7% value was obtained based on the Adjusted R Square number after the F test was carried out on the third hypothesis, which was 34.7%. These results mean that the influence contributed by the variable quality of service and tourism facilities to the happiness of the community is 34.7%, which means that the better the quality of services provided and the more complete and maintained the facilities provided by the City of Sungai Penuh's Culture and Tourism Office on tourism. Bukit Khayangan, the greater the happiness felt by the community when visiting the tour.

The magnitude of the influence that the variables of service quality and tourist facilities have simultaneously on the community's happiness variable is 34.7% at the location of this study. This 34.7% value was obtained based on the Adjusted R Square number after the F test was carried out on the third hypothesis, which was 34.7%. These results mean that the influence contributed by the variable quality of service and tourism facilities to the happiness of the community is 34.7%, which means that the better the quality of services provided and the more complete and maintained the facilities provided by the City of Sungai Penuh's Culture and Tourism Office on tourism. Bukit Khayangan, the greater the happiness felt by the community when visiting the tour.

Frinaldi & Embi (2014) argues that the quality of services provided to the community is influenced by the integrity of service providers, which can be seen in their work culture. On the other hand, service quality and community satisfaction are related to the challenges and prospects of service providers. Then Aldri (2014); Aldri and Ali Embi (2015); Aldri, Afriva & Vivi (2019) Community satisfaction can also be analyzed from the aspect of service quality performed by the apparatus/managers when carrying out their duties and responsibilities. In this study, tourism managers require visitors to wear masks to prevent the spread of Covid-19. This is a form of the integrity of the tourism manager in complying with the health protocols recommended by the government. So that tourism managers can pay attention to the safety of visitors by always following health protocols, namely using masks when visiting Bukit Khayangan Tourism. In addition, parking officers always supervise the parking area of vehicles

as a form of service quality from the manager of Bukit Khayangan Tourism in carrying out their duties and responsibilities, namely providing a sense of comfort and peace to visitors, so that visitors feel happy and satisfied when visiting Bukit Khayangan Tourism.

According to Vivi, Aldri & Afriva (2019), Happiness is a natural human desire. Happiness is something that is pleasant, exhilarating, brings pleasure in achieving life's goals. Apart from the quality of service, the availability of adequate tourist facilities is also a measure of people's happiness when visiting Khayangan Hill Tourism. In this study, the availability of tourist facilities was adequate such as the availability of hand washing places that were in accordance with the rules of the health protocol at each tourist attraction, the existence of health protocol banners Using masks, washing hands, and maintaining distance (3M), and also the availability of disaster mitigation boards (disaster instructions).). These facilities can already be a guide for the community in visiting tours, so that with the availability of tourist facilities that are in accordance with the perceptions and needs of visitors, visitors will feel satisfied and happy when visiting Bukit Khayangan Tourism.

The results of this study are in line with research conducted entitled The Effect of Tourist Facilities and Service Quality on Visitor Satisfaction at the Ragunan Wildlife Park, Jakarta. The results of this study indicate that the variables X1 and X2 have a positive effect on the Y variable with an effect of 43.7%. Furthermore, research conducted by Alana and Putro (2020) entitled The Effect of Facilities and Service Quality on Tourist Satisfaction in Goa Lowo, Watulimo District, Trenggalek Regency. The results of the research indicate that there is a simultaneous influence of variables with a significance value of $0.000 < 0.005$ and an Fcount value of $28.5950 > $ Ftable of 3.090. The magnitude of the effect is 37.1% (Al-Ababneh, 2013).

According to (Ali, 2019; Brunner & Jodlbauer, 2020), happiness is closely related to one's satisfaction in several life environments such as work, family, settings, and affective experiences. In general, happiness is guided by positive emotions experienced by a person and positive activities that are liked by someone (Berno & Bricker, 2001; Heriani et al., 2018). Lyubomirsky (2007) in (Patandianan & Shibusawa, 2020; Zahra, 2012) says that happiness is a subjective and comprehensive consideration in evaluating oneself as a person who is happy or has not obtained happiness.

Based on this explanation, it can be understood and concluded that the Quality of Service and Tourism Facilities can affect the Happiness of the Visiting Community. Bukit Khayangan Tourism is a natural tourism that is in great demand by the public. Khayangan Hill Tourism has an aesthetically pleasing natural panorama. Everyone who visits can feel comfort and peace of mind. Moreover, coupled with the attitude of the tourism manager who is friendly when welcoming visitors and does not discriminate against visitors. In addition, Khayangan Hill Tourism also has a beautiful and impressive building architecture, because the color of the building is beautiful and soothing to the eyes for every visitor who looks at it. People who visit feel happy because the location of the buildings on Bukit Khayangan Tour fits perfectly with the background scenery when taking photos. Of course, this leaves a deep impression in the hearts of people who visit Bukit Khayangan Tourism when they reopen the photo gallery.

From the results of this study, it can be concluded that happiness is a form of expression in the form of joy, joy and also an enthusiastic body gesture that emanates from a person's facial features. The expression of someone's feelings of happiness is also marked by a smile and a sincere laugh, so that people who see it can feel the happiness.

CONCLUSION

From the results of the study in this research, it can be concluded that: (1) there is a significant influence of service quality on the happiness of the people who visit Khayangan Hill tourism. The significance value of the influence of service quality on people's happiness is 0.000 with a t-value of 6.233 > t-table value of 1.98472 and the magnitude of the influence of service quality on the happiness of the people visiting the research location is 26.6%. (2) there is a significant influence of tourist facilities on the happiness of the people who visit the Khayangan hill tour. Regarding the significance figure of the influence of tourist facilities on people's happiness is 0.001 with a t count of 3.766 > t table value of 1.98472 and the magnitude of the influence of tourist facilities on the happiness of people who visit tourist sites is 10.3%. And (3) the influence of the quality of service and tourism facilities as a whole (simultaneously) on the happiness of the community significantly on the Khayangan hill tour. The significance value of the influence of variables X1 and X2 on variable Y is 0.000 with a calculated F value = 27.263 > F table = 3.09 and the magnitude of the influence of this independent variable on the happiness of the people who visit the research location is 34.7%.

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