

The Influence of Standard Operating Procedures (SOPs) for Visitor Management on Tourist Satisfaction and Revisit Intention at Pura Mangkunegaran Tourist Attraction

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ABSTRACT

This study aims to analyze the influence of the Standard Operating Procedures (SOP) for visits to satisfaction and revisit intention at Pura Mangkunegaran Surakarta. The implementation of visit SOPs serves as one of the management's efforts to provide orderly, safe, and comfortable services while supporting the preservation of the cultural heritage site. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 100 visitors of Pura Mangkunegaran Surakarta. The data were analyzed using instrument testing, classical assumption tests, simple linear regression analysis, t-test, and the coefficient of determination (R^2). The results indicate that the visit Standard Operating Procedures (SOP) have a positive and significant effect on visitor satisfaction, with a regression coefficient of 0.632, a t-value of 12.719, and a significance value of 0.000 ($p < 0.05$). Furthermore, the visit SOPs also have a positive and significant effect on revisit intention, with a regression coefficient of 0.337, a t-value of 8.257, and a significance value of 0.000 ($p < 0.05$). The coefficient of determination (R^2) of 0.623 indicates that the implementation of the visit SOPs explains 62.3% of the variation in visitor satisfaction and revisit intention, while the remaining 37.7% is influenced by other factors outside the scope of this study. In conclusion, the better the implementation of the visit Standard Operating Procedures (SOP), the higher the level of visitor satisfaction and the stronger the visitors' intention to revisit Pura Mangkunegaran Surakarta.

Keywords: *Standard Operating Procedures (SOP), visitor satisfaction, revisit intention, Pura Mangkunegaran Surakarta.*