Improved service is one of the marketing strategies emphasized in an effort to provide satisfaction to customers or service users, complaints perceived to be a very interesting to study, especially with the increasing number of tourist places that offer a wide range of services and facilities for pampering package offers consumers accompanied by a varied and competitive prices. Therefore, this study aims to determine how the effect of the quality of tourism services (tourism product components) that consists of attractions, Amenities (facilities) and the accessibility of visitor satisfaction.

This research is a quantitative survey approach. The total sample of 100 people were obtained from the formula Maholtra, while sampling technique using samples of Non-Probability Sampling Methods of sample collection using accidental sampling, the independent variables consisted of attractions (X1), Everyday (X2) and accessibility (X3). Tests using the instrument validity and reliability. While the methods of data analysis using multiple linear regression analysis with F test and T test.

The results showed that the attraction variable (X1), Everyday (X2) and accessibility (X3) simultaneously significant effect on visitor satisfaction and Goa Maharani Zoo Lamongan (MAZOLA). And calculation of $F_{13,214} > F_{2.70}$ with $p$ value $= 0.000 \leq 0.05$ level. besides the value of the determinant adjusted $R$ square of 0527 which means that the influence of independent variables on the dependent variable was 52.7 %. and partial test (T test) showed that the attraction variable $(X1) X1 \geq t_{table} 1.98$, Everyday $(X2) \geq X2 2.201 t_{table} 1.98$ and accessibility $(X3) \geq t_{table} 1.98 X3 4.477$, which means that all variables have a significant influence on the dependent variable $(Y)$. Thus, these results indicate that the quality of tourism services Mazola has a significant influence either partially or simultaneously on visitor satisfaction.