



## PERAN ATRAKSI, KUALITAS PELAYANAN, DAN FASILITAS DALAM KEPUASAN DAN NIAT BERKUNJUNG

### *THE ROLE OF ATTRACTIONS, SERVICE QUALITY AND FACILITIES IN SATISFACTION AND REVISIT INTENTION*

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#### **Abstrak**

Banyak destinasi wisata di Indonesia yang memiliki potensi besar untuk dikembangkan dan dikenal luas oleh wisatawan, baik wisatawan lokal maupun mancanegara. Salah satu kawasan wisata di Indonesia adalah Danau Lau Kawar. Masih banyak potensi wisata Danau Lau Kawar yang belum dikembangkan sebagai produk wisata untuk kesejahteraan dan peningkatan kualitas hidup masyarakat sekitar, baik berupa keindahan alam, fenomena alam dan bentang alam, maupun cara hidup rakyat. Sarana dan prasarana seperti fasilitas jalan, transportasi, penginapan, rumah makan, promosi, penerapan sapta jimat dan fasilitas pendukung lainnya kurang memadai. Masyarakat sekitar kawasan wisata juga belum berperan langsung dalam pengembangan objek wisata Danau Lau Kawar. Hal ini diduga menjadi penyebab wisatawan yang pernah berkunjung ke sana tidak tertarik untuk berkunjung lagi. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Attractions, Service Quality, dan Facilities terhadap Revisit Intention melalui Satisfaction sebagai variabel Intervening. Populasi dalam penelitian ini adalah pemilik kafe di kota Kabanjahe yang berjumlah 30 kafe. Jumlah sampel dalam penelitian ini adalah 100 orang pengunjung wisata Danau Lau Kawar dengan menggunakan teknik accidental sampling. Metode analisis data yang digunakan adalah SEM-PLS. Hasil penelitian menunjukkan bahwa Atraksi berpengaruh positif dan tidak signifikan terhadap Niat Berkunjung, Atraksi berpengaruh positif dan signifikan terhadap Kepuasan, Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Niat Berkunjung, Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan, Fasilitas berpengaruh positif dan tidak signifikan terhadap Revisit Intention, Attraction berpengaruh positif dan tidak signifikan terhadap Satisfaction, Satisfaction berpengaruh positif dan signifikan terhadap Revisit Intention.

**Kata Kunci:** Daya Tarik; Kualitas Pelayanan; Fasilitas; Kepuasan; Minat Berkunjung Kembali

#### **Abstract**

*Many tourist destinations in Indonesia have great potential to develop and are widely known by tourists, both local and foreign tourists. One of the tourist areas in Indonesia is Lake Lau Kawar. There are still many tourism potentials of Lake Lau Kawar that have not been developed as tourism products for the welfare and improvement of the quality of life of the surrounding community, both in the form of natural beauty, natural phenomena and landscapes, as well as the way of life of the people. Facilities and infrastructure such as road facilities, transportation, lodging, restaurants, promotions, the application of sapta charms and other supporting facilities are inadequate. Communities around the tourist area also have not played a direct role in the development of the Lau Kawar Lake tourism object. This is thought to be the cause of tourists who have visited there not interested in visiting again. This study aims to determine and analyze the effect of Attractions, Service Quality, and Facilities on Revisit Intention through Satisfaction as a variable Intervening. The population in this study were cafe owners in the city of Kabanjahe, totaling 30 cafes. The number of samples in this study were 100 visitors to the Lake Lau Kawar tour using the accidental sampling technique. The data analysis method used is SEM-PLS. The results showed that Attractions had a positive and insignificant effect on Revisit Intention, Attractions had a positive and significant effect on Satisfaction, Service Quality had a positive and significant effect on Revisit Intention, Service Quality had a positive and significant effect on Satisfaction, Facilities had a positive and insignificant effect on Revisit Intention, Attraction has a positive and not significant effect on Satisfaction, Satisfaction has a positive and significant effect on Revisit Intention.*

**Keywords:** Attractions; Quality of Service; Facilities, Satisfaction; Revisit Intention



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## **INTRODUCTION**

Many of Indonesia's tourism spots are well-known to both domestic and international travellers and offer a lot of development potential. In which undoubtedly a unique reason for travellers to visit a tourist attraction. Tourists are interested in returning to a location for various reasons, including the possibility that their trip will bring about many advantages that will improve their customers' pleasure. The desire to return indicates that visitors may be eager to revisit the same destination [1]. Lau Kawar Lake is one of Indonesia's tourist destinations at the foot of Mount Sinabung. It has an area of approximately 200 hectares flanked by natural mountains overgrown with tropical forest woods. On the edge of the lake stretches an area of 3 hectares as a camping site. Adventurous tourists can do rock climbing activities and, at the same time, climb to the top of Mount Sinabung through the wilderness.

The tourism potential of Lau Kawar Lake is still vast. It has not yet been fully realized as a tourism product for the welfare and improvement of the community in the surrounding area, both in terms of the natural beauty, natural phenomena, and landscapes, as well as the practices for their people's way of life. The infrastructure and amenities need to be improved, including roads, transit, accommodation, dining, advertising, Sapta Pesona implementation, and other supporting facilities. The neighbourhood that surrounds the tourist destination has yet to directly influence the growth of the Lau Kawar Lake Tourism Object. It is said that this is why visitors who have already been there are not interested in returning.

Suppose the local government and the surrounding community play an active role in improving tourist attractions and service quality and providing good facilities, which will certainly increase visitor satisfaction. Attractions, social media, service quality and facilities that are as expected or even exceeding expectations will cause satisfaction for tourists. If tourists are satisfied, they will want to repeat the journey to the same destination. The tourists having the intention to re-visit are very important because the marketing cost will be less compared to marketing to attract the tourist who comes for the first time. Noting that tourism is a vital source of income, many researchers and practitioners have investigated the factors that direct tourists' intentions to re-visit destinations [1], such as tourist attractions [2], service quality [3], facilities [4], satisfaction [5] [6].



The factor that influences the intention to revisit is customer satisfaction. Customer satisfaction measures how the products and services meet or exceed customer expectations [7]. Followingly refers to the final stage of a process where the customer evaluates the benefits obtained from using the service. Tourist satisfaction is a combination of the expectations of the previous trip and after the travel experience, and the tourists will be satisfied if their expectation is fulfilled. Conversely, tourists will feel dissatisfied if the comparison causes unhappiness [8]. For this reason, research results say that satisfaction positively and significantly affects an interest in visiting [9], However, research results also indicate satisfaction has no significant effect on interest in visiting [6]. Therefore, tourism business people or managers must be aware of how important it is to increase understanding of satisfaction factors as valuable information for the sustainability of tourism efforts.

Factors that influence the next revisit intention are tourist attractions. There are various tourist attractions in the area of Lau Kawar lake. This lake not only offers exotic views but rather historical and cultural values. There is research related to the attraction of the interest in visiting, where the research has a positive and significant effect on the interest in visiting [2].

The other factor that influences the revisit intention is service quality. Service quality refers to consumer evaluation of the advantages of the service that have been encountered [10]. Tourists who experience positive feelings and attitudes towards services during the service process are more likely to get along with the service provider, which subsequently leads to visiting again. Many studies have researched service quality of revisit intention, resulting in service quality having a positive and significant effect on revisit intention [3]. Still, studies found that service quality has a positive and insignificant effect on revisit intention [2].

The last factor that influences the revisit intention is tourism facilities. Tourism facilities are all facilities that allow tourism facilities to live and develop and provide services to tourists to meet their diverse needs [11]. Correlatively, the revisit intention may be negatively impacted by the lack of facilities, infrastructure for accessibility to the tourist areas in Lau Kawar lake, and the lack of investors in building infrastructure in Lau Kawar Lake. Good facilities can make a desire to revisit tourists. There is research on the influence of facilities on revisit intention, which says facilities have a positive and significant effect on revisit intention [9] [12].



## **THEORETICAL BACKGROUND**

### **REVISIT INTENTION**

Revisit intention is a form of customer behavioral intention to come back to a place, provides positive word of mouth and visitor perceptions of service quality that lead to behavior [13] [14], and can also be interpreted as an intention to revisit a place as an intention to plan certain behaviors [15] [5].

### **ATTRACTIONS**

Attractions are the main component in attracting tourists, both attractions in the form of natural, cultural and man-made diversity. If a destination offers interesting attractions, tourists who witness it will feel happy and give a good impression of the destination. The more attractive a tourist destination, the higher the level of tourist satisfaction [16].

### **SERVICE QUALITY**

Service quality refers to consumer evaluation of the advantages of the service encountered [10]. Tourists who experience positive feelings and attitudes towards services during the service process are more likely to get along with the service provider, which leads to the desire to visit again.

Five dimensions of Service Quality must be met, namely Tangibles, Empathy, Reliability, Responsiveness, and Assurance [10].

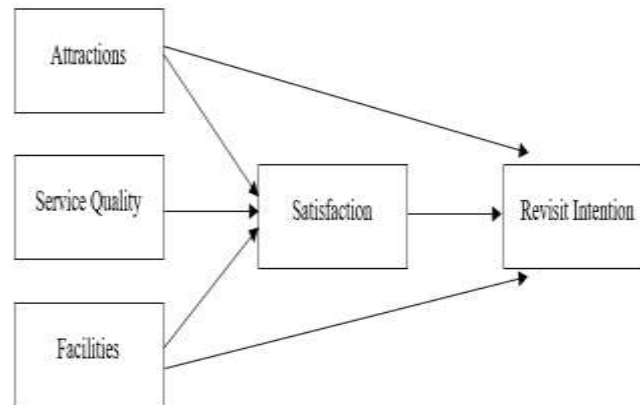
### **FACILITIES**

Facilities are physical resources before a service can be offered to consumers [17], In contrast, facilities provide physical equipment to support visitors in their activities. Thus, visitors' needs can be fulfilled while staying at their destination [18].

### **SATISFACTION**

Customer satisfaction measures how the products and services meet or exceed customer expectations [7]. This refers to the final stage of a process where the customer evaluates the benefits obtained from using the service. Tourist satisfaction is a combination of the expectations of the previous trip and after the travel experience, and the tourists will be satisfied if their expectation is fulfilled. Conversely, tourists will feel dissatisfied if the comparison causes unhappiness [8].

The conceptual framework used as the basis for the research flow is as follows:



**Figure 1**  
**Conceptual Framework**

**RESEARCH METHOD**

Research is explanatory research. The sample in this study were tourists who had visited Lau Kawar Lake, with a total sample of 100 people. The sampling technique used was accidental sampling. Data were analyzed using SEM-PLS.

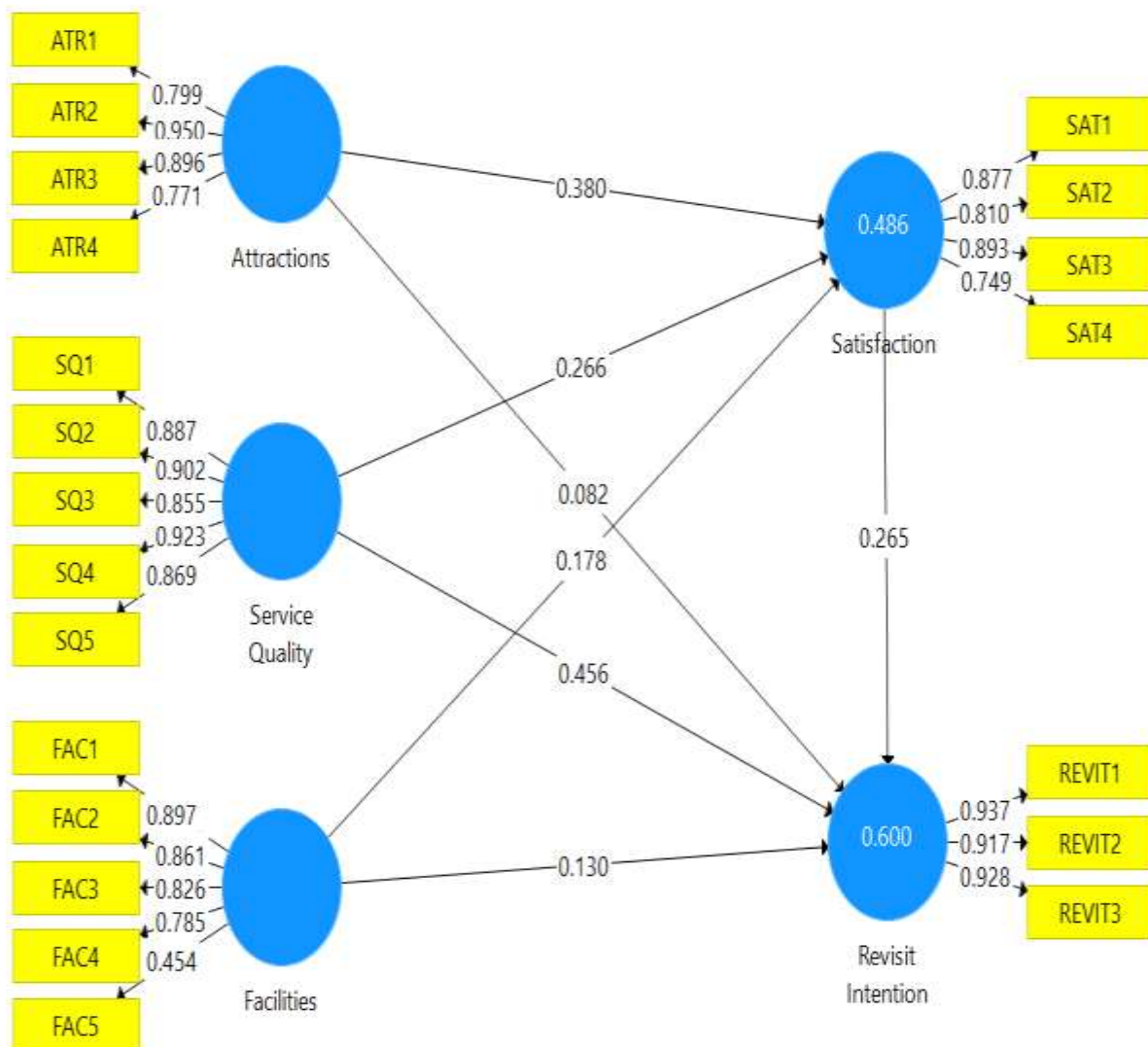
**RESULT**

**Tabel 1**  
**Descriptive Analysis**

Category	Frequency	%
<b>Gender</b>		
Male	56	56%
Female	44	44%
<b>Age</b>		
< 20	15	15%
21 – 30	45	45%
31 – 40	25	20%
> 40	15	15%
<b>Job</b>		
Student	15	15%
Government employees	17	17%
Private Employee	28	28%
Entrepreneurs	40	40%
<b>Amount of Visit</b>		
First time	57	57%
More	43	43%

From Table 1, the majority of respondents in this study were 56 males, and 44 were females. Furthermore, based on age, the majority of respondents in this study were respondents aged 21-30 years, then based on work that the majority of respondents in this study were entrepreneurs. Subsequently, based on the level of visit, most respondents had only one visit to Lau Kawar Lake.

Furthermore, the results of testing with SEM-PLS in Full Structural Model can be seen in Figure 2.



**Figure 2**  
**Full Structural Model**

Based on Figure 2, the measurement result of the correlation of items with the measuring variable, where the entire construct item has a loading factor value > 0.4, meaning that the whole item has met the convergent validity standard.



**Table 2**  
**Convergent Validity and Internal Consistency Reliability Measurement**

	Outer loading	Cronbach Alpha	Composite Reliability	AVE
ATR1	0.799			
ATR2	0.950			
ATR3	0.896			
ATR4	0.771			
Attractions		0.877	0.917	0.735
SQ1	0.887			
SQ2	0.902			
SQ3	0.855			
SQ4	0.923			
SQ5	0.869			
Service Quality		0.932	0.949	0.787
FAC1	0.897			
FAC2	0.861			
FAC3	0.826			
FAC4	0.785			
FAC5	0.454			
Facilities		0.831	0.882	0.610
REVIT1	0.937			
REVIT2	0.917			
REVIT3	0.928			
Revisit Intention		0.919	0.949	0.860
SAT1	0.877			
SAT2	0.810			
SAT3	0.893			
SAT4	0.749			
Satisfaction		0.852	0.901	0.696

Based on Table 2, the Convergent Validity Testing, which is seen in the outer loading value greater than 0.4 and the AVE value is greater than 0.5, so that the correlation item meets the convergent validity standard, as well as the measurement of internal consistency reliability Reliability and Cronbach Alpha > 0.7. Furthermore, proceed with the testing of discriminant validity.

**Table 3**  
**Discriminant Validity**

	1	2	3	4	5
<b>Fornell -Larcker Criterion</b>					
Attractions	0.857				
Facilities	0.760	0.781			
Revisit Intention	0.562	0.549	0.927		
Satisfaction	0.639	0.585	0.632	0.834	
Service Quality	0.465	0.442	0.690	0.522	0.887
<b>Heterotrait-Monotrait Ratio (HTMT)</b>					
Attractions					
Facilities	0.867				
Revisit Intention	0.625	0.605			
Satisfaction	0.733	0.673	0.711		
Service Quality	0.515	0.475	0.744	0.586	

Based on Table 3, the discriminant validity test in the full structural model, in the fornell and lacker test where all items have a value of the AVE square root that is greater than the construct item, whereas in the HTMT test, where all items have an HTMT value of < 0.9, so that with Thus, at the testing stage, the dimension level meets the standard, and the latent variable score can be taken. Furthermore, in testing the quality of the model, which can be seen in Table 4.

**Table 4**  
**Model Quality**

	R Square	Q Square	SRMR	NFI
Revisit Intention	0.600	0.501	0.072	0.761
Satisfaction	0.486	0.326		

Based on table 4, testing the quality of the model, resulting the overall quality test of the model is empirical data that fits the estimated model. Furthermore, testing the direct and indirect effects can be seen in Table 5.



**Table 5**  
**Direct Effect**

	$\beta$	T Stat	P Values	Conclusion
Attractions -> Revisit Intention	0.082	0.767	0.443	Not Significant
Attractions -> Satisfaction	0.380	<b>3.153</b>	<b>0.002</b>	Significant
Service Quality -> Revisit Intention	0.456	<b>4.610</b>	<b>0.000</b>	Significant
Service Quality -> Satisfaction	0.266	<b>3.285</b>	<b>0.001</b>	Significant
Facilities -> Revisit Intention	0.130	0.980	0.327	Not Significant
Facilities -> Satisfaction	0.178	1.327	0.185	Not Significant
Satisfaction -> Revisit Intention	0.265	<b>2.067</b>	<b>0.039</b>	Significant

Based on Table 5 direct effect testing, where the influence of attractions has a positive and not significant effect on revisit intention, while facilities have a positive and not significant effect on revisit intention and satisfaction. Furthermore, the indirect effect can be seen in Table 6.

**Table 6**  
**Indirect Effect**

	$\beta$	Tstat	Prob	Conclusion
Attractions -> Satisfaction -> Revisit Intention	0.101	1.549	0.121	Not significant
Service Quality -> Satisfaction -> Revisit Intention	0.071	1.818	<b>0.069</b>	Significant
Facilities -> Satisfaction -> Revisit Intention	0.047	1.109	0.267	Not significant



Based on Table 6, the results showed that satisfaction can only mediate the effect of service quality on revisit intention.

1. The Influence of *Attractions* on *Revisit Intention*

Some phenomena, experiences, activities, sense of belonging or feeling offered at specific locations, at a cost or for free that pulls or motivates tourists with a need to travel out of their usual environments to be satisfied and without which no trip would be made [19]. The results of this study indicate that the tourist attractions of Lau Kawar Lake have no effect on revisit intention, because the attractions provided are few, only in the form of views, and there are still many visitors who only make one-time visits, making no impression from visitors when going to Lau Kawar Lake. so that tourist attractions do not affect revisit intention.

2. The Influence of *Attractions* on *Satisfaction*

Attraction and visitor satisfaction are interrelated. Attractions are all forms of objects and activities that attract visitors, while satisfaction is a person's feelings that arise after seeing a tourist attraction. The results of this study indicate that attractions have an effect on visitor satisfaction, meaning that the tourist attractions of Lake Lau Kawar such as natural scenery can lead to satisfaction. This satisfaction is due to liking the view of Lake Lau Kawar so that it has a positive impact on visitors to Lake Lau Kawar.

3. The Influence of *Service Quality* on *Revisit Intention*

In this study, most visitors had a good perception of all indicators on the quality of Lau Kawar Lake services, such as indicators of the skills of officers in serving visitors, the skills of officers in explaining so that visitors could easily understand them, the punctuality of officers in providing services so that visitors had a good perception of officers. tour. Therefore, visitor perceptions are very important in an effort to improve service quality so that it will encourage visitors to visit again. In tourism services requiring high skills in the service process, visitors tend to be very selective in choosing tourist destinations such as Lau Kawar Lake. Visitors who are satisfied with a service provided have a very big influence. Visitors' interest in visiting Lau Kawar Lake will appear when their expectations are met, so if the quality of service provided by Lau Kawar Lake tourism is good, it will provide great benefits for Lau Kawar Lake tourist



destinations because visitors will return to visit and always make it a favorite tourist spot.

4. The Influence of *Service Quality* on *Satisfaction*

Most visitors have a good perception of all indicators on the quality of Lau Kawar Lake services such as indicators of the skills of officers in serving visitors, the skills of officers in explaining so that visitors can easily understand, the punctuality of officers in providing services so that visitors have a good perception of tour officers. Therefore, the quality of services provided has been fulfilled, then visitor satisfaction will increase.

5. The Influence of *Facilities* on *Revisit Intention*

Tourists interest in tourist objects or destinations is none other than because they feel attracted by the convenience that is obtained through the facilities. Facilities are important things that need attention to develop tourism. If visitors assess the condition of the facilities available at the Lau Kawar Lake tourist attraction, this will further increase their intention to visit again. The results of this study indicate that Lau Kawar Lake tourist facilities have no effect on intention to return, this is because the facilities available at Lau Kawar Lake are few, making a lack of interest in visiting again, so that visitors prefer other tourist objects compared to Lau Kawar Lake.

6. The Influence of *Facilities* on *Satisfaction*

Facilities are important things that need attention to develop tourism. The facilities available at the Lau Kawar Lake tourist attraction will have an impact on visitor satisfaction. The results of this study indicate that Lau Kawar Lake tourist facilities have no effect on satisfaction, this is because the facilities available at Lau Kawar Lake are few in number, making visitors less satisfied in enjoying Lau Kawar Lake tourism, so that visitors prefer other tourist objects compared to Lau Kawar Lake. Thus the facilities have no effect on visitor satisfaction.

7. The Influence of *Satisfaction* on *Revisit Intention*

The relationship between visitor satisfaction and visitor intention to revisit is a relationship in which consumers achieve the highest score for satisfaction which causes a strong emotional bond and has a long-term commitment to Lake Lau Kawar tourism. This is of course supported by an increase in quality service so that a good relationship is created between Lau Kawar Lake tourism and visitors. Thus the higher satisfaction from



visitors for the services provided by Lau Kawar Lake, the interest in visiting again will also increase.

8. The Influence of *Attractions* on *Revisit Intention* through *Satisfaction*

Attractions are the main component in attracting tourists, both attractions in the form of natural, cultural and man-made diversity. If a destination offers exciting attractions, tourists who witness it will feel happy and give a good impression of the destination. The more attractive a tourist destination, the higher the level of tourist satisfaction [16]. The result of this study indicates that the revisit intention is not based on Attractions because Lau Kawar Lake needs more tourist attractions, which are only merely of natural beauty. Moreover, the government's lack of attention also negatively impacts the interest to revisit based on the Attractions.

The indirect effect of satisfaction does not play a role in the attraction to revisit intention because visitors need more satisfaction on the tourist attractions at Lau Kawar Lake. Consequently, the revisit intention is not affected.

9. The Influence of *Service Quality* on *Revisit Intention* through *Satisfaction*

Service quality refers to consumer evaluation of the advantages of the service encountered [10]. Tourists who experience positive feelings and attitudes towards services during the service process are more likely to get along with the service provider, which subsequently leads to visiting again. The results of this study show that service quality has a positive and significant effect on revisit intention, meaning that the service provided by Lau Kawar Lake is quite good in the eyes of visitors. Many visitors have only visited Lau Kawar Lake once and had a positive response, affecting the desire to return to Lau Kawar Lake even greater.

The indirect effect of satisfaction in mediating service quality on revisit intention, meaning that because visitors are satisfied in terms of service quality, visitors want to revisit Lake Lau Kawar.

10. The Influence of *Facilities* on *Revisit Intention* through *Satisfaction*

Facilities are physical resources that exist before a service can be offered to consumers [17], while facilities are the provision of physical equipment to provide convenience to visitors in carrying out their activities. Thus the needs of visitors can be fulfilled while



staying at their destination [18]. The results of this study indicate that facilities cannot influence revisit intention. This is because the facilities provided are few, plus many visitors who are visiting Lake Lau Kawar for the first time make visitors less able to enjoy tourist attractions, so that it does not affect visit intention.

The indirect effect of satisfaction that is not able to mediate facilities on revisit intention, because there is little satisfaction from visitors for tourist attractions at Lake Lau Kawar, this does not affect revisit intention.

## CONCLUSION

In general, it should be noted that tourist attractions and the availability of facilities are located on Lake Lau Kawar, by adding several rides for games, and cultural exhibitions because the availability of tourist attractions and facilities is small in number, this makes tourist attractions and availability of facilities not affect visitor satisfaction and interest in visiting again.

Likewise, the quality of service still needs to be improved related to the understanding of officers, and the addition of the number of canoes available so that they can accommodate more visitors.

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