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The influence of tourism facilities and attractions on revisit intentions with visitor satisfaction as an intervening variable (A study on Kampung AEWO Mulyaharja Bogor)

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Abstract: This study aims to analyze the influence of tourism facilities and attractions on visitors' revisit intentions, with visitor satisfaction serving as an intervening variable, focusing on Kampung AEWO Mulyaharja, Bogor. The research method used is a quantitative approach using PLS SEM (Partial Least Squares Structural Equation Modeling). The population of this study consists of visitors who have visited AEWO Mulyaharja Village in Bogor at least once, with a total sample of 366 respondents. Sampling was conducted using a combination of probability sampling and purposive sampling techniques, with a minimum respondent age of 18 years. The research findings indicate that 1) tourism facilities directly influence visitor satisfaction. 2) tourist attractions have a direct influence on visitor satisfaction. 3) tourism facilities have a direct influence on revisit intention. 4) tourist attractions have a direct influence on revisit intention. 5) visitor satisfaction has a direct influence on revisit intention. 6) tourism facilities significantly indirectly influence revisit intention, with visitor satisfaction as an intervening variable. 7) tourist attractions significantly indirectly influence revisit intention with visitor satisfaction as an intervening variable. The results of this study can serve as a guide for the management of tourist villages, such as AEWO Mulyaharja Village in Bogor, in developing facilities and services that cater to visitors' needs.

Keywords: agrotourism, revisit intention, tourism, tourist attractions, tourism facilities, visitor satisfaction

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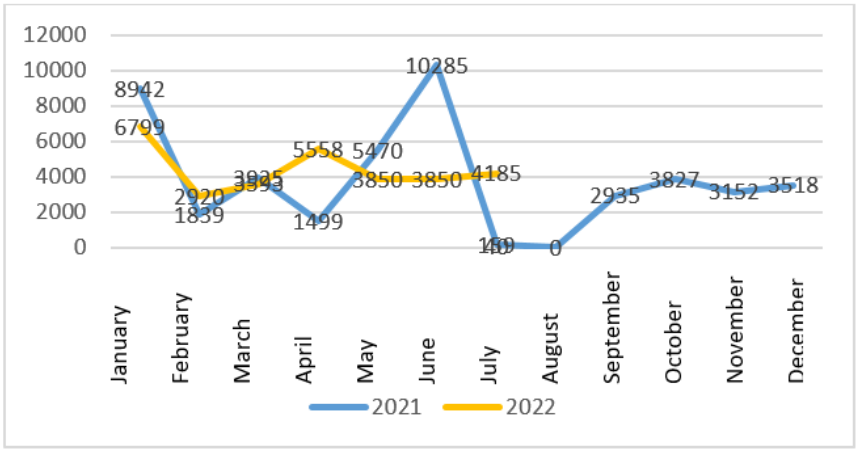
Introduction

The tourism sector is experiencing significant growth, evidenced by a large portion of the population considering travel an essential need in their lives. According to Pitana & Gayatri, as cited in in (Winata & Idajati, 2020), the tourism industry has also become the most significant economic sector for the country, making a crucial contribution to foreign exchange earnings alongside the non-oil and gas sector. To develop a captivating destination for domestic and international travelers, support is required to cultivate innovative services and offerings within the tourism sector. This includes having a clear and professionally executed concept. One form of development being pursued in Indonesia within the context of tourism is agricultural tourism, also known as agrotourism (Chandrashekhara, 2018). Agrotourism is defined as an innovative activity combining agriculture with tourism, both domestically and internationally, involving urban and rural segments.

Agricultural tourism is suitable for development in rural and urban areas, including village tourism or tourist villages that introduce their tourism potential (Yohanes Sulistyadi, 2024). Tourist villages are social activities involving many communities working together towards a common goal. Tourist villages do not just affect one or a few community elements, they also engage numerous components (Junaid, 2020). Efforts to develop this form of tourism hold the potential as an educational platform in agriculture, benefiting both the local community and visiting tourists. The education offered through the agrotourism concept can be enhanced to become a key pillar of a tourist destination. Agro-tourism, an educational activity within

agrotourism areas, aims to provide a tourist such as practical knowledge of organic farming, sustainable agriculture practices, local food production, hands-on farming activities, eco-friendly agricultural methods, and insights into rural livelihoods.

Agro Eduwisata Organic (AEWO) Mulyaharja Village, located in Ciharashas Village, RT, is one of the agrotourism destinations in Bogor, 006/001, Mulyaharja Subdistrict, South Bogor. AEWO Mulyaharja Village was officially inaugurated on January 17, 2021, covering an area of 30.4 hectares of organic rice fields, with land ownership shared between the local community (75%) and the developer (25%). AEWO Mulyaharja Village has become a sought-after tourist destination in Bogor, as evidenced by the visitor data shown in Figure 1.



(Source: Management of Agro Eduwisata Organic Mulyaharja Village, Bogor, 2022)

Figure 1. Visitor levels at Agro-Eduwisata Organic Mulyaharja Village for 2021–2022

Figure 1 shows the number of visitors experiencing an increase at the beginning of the opening ceremony in January 2021, with a total of 8,942 visitors on the first and second days of opening. On weekends, there were 1,700 visitors, while on weekdays, there were 400 visitors. However, in February 2021, the visitor count dramatically dropped to 1,839 due to the temporary closure of AEWO Mulyaharja Village on February 6, 2021, following the government's lockdown directive during the COVID-19 pandemic. The village was reopened on March 5, 2021. In June 2021, there was a significant increase in visitor numbers, reaching 10,285. This surge was attributed to post-Eid holiday tourism, leading to increased visitors on weekends (1,100 visitors) and weekdays (450 visitors). However, in July 2021, the visitor count dropped again by 159 due to AEWO Village's decision to close the tourist area on July 3, 2021, to curb the spread of COVID-19. Moving on to August 2021, there were no visitors at all, totaling 0 visitors, as AEWO Mulyaharja Village in Bogor remained closed. In 2022, the visitor count experienced unstable or fluctuating increases and decreases.

Yoeti in (Oktaviany , Sayuti, & Setiawan, 2020) states that the success of a tourist destination depends on the 3A's: amenities, accessibility, and attractions. According to (Suryadana & Oktavia, 2015), explain that tourism amenities include all components necessary to meet travelers' needs from the beginning to the end of their journey. These components encompass dining options, transportation, accommodation, infrastructure, and other elements essential for providing a complete and comfortable travel experience. Furthermore, aminities play a critical role in tourism development, as their availability ensures comfort for visitors at tourist destinations (Marcellina, 2018). The following are the amenities provided by AEWO Mulyaharja Village in Bogor, as shown in Table 1.

Table 1. Facilities of AEWO Mulyaharja Village, Bogor

No	Facilities	Sum	Condition	Information
1	Public toilet	10 units	Clean	5 female toilets and 5 male toilets
2	Rinse place	6 units	Clean	Two rinse holders cannot be used

3	Parking	2 areas Two-wheelers (6 m x 6 m) and four-wheelers (12m x 6m)	Neat and Clean	Capacity of 8 four-wheeled vehicles and 30 two-wheeled vehicles (1 parking lot specifically for four-wheeled vehicles) 1 parking lot for two-wheeled vehicles.
4	Garbage bin	10 sets of Garbage bin	Neat	Each set is 3 pieces of trash cans (organic, non-organic, and B3)
5	Gazebo	10 units	Clean	3 Gazebos for rent
6	Handwashing stations	5 units	Good	1 at the entrance, 1 in the dining area, 1 in the small gazebo area, and 2 in the large gazebo area in the middle of the rice fields
7	Restaurant	6 units	Clean	Located by the rice fields
8	Saung coffee	1 unit	Clean	Several chairs are damaged and cannot be used
9	Tiket Post	1 unit	Clean	Located at the entrance
10	Mushola	2 units	Clean	1 is in good condition 1 in less-maintained and damaged condition
11	Mosque	1 unit	Lack of maintenance	There is a lot of peeling paint, making it appear less maintained
12	Homestay	5 units	Clean	Located village area
13	Directional signage	3 units	Good	1 at the front entrance 1 at the exit 1 at the ticket-checking post
14	Highway	2 lanes	There are potholes in several spots on the road	Two pathways can be used when visiting and leaving the AEWO Mulyaharja area
15	Water supply	1 spring	Clear	Utilizing wells and channeled to taps/faucets
16	Transportation		Good	Providing transportation if needed (public minivans
17	Electric power		Good	Adequate electricity supply is already available
18	Waste disposal area	1 Waste disposal area	Neat	Waste disposal is sent to the nearest Waste Collection Point

(Source: Observation result, 2022)

Based on Table 1 above, it is evident that AEWO Mulyaharja Village in Bogor offers facilities that are clean, tidy, and well-maintained. However, some facilities are not well-kept and are damaged. According to (Isdarmanto, 2017)mattractions are the main products of a tourist destination. These attractions are related to what can be done and seen at the destination. Attractions can include the cultural uniqueness of the local community, historical buildings, natural beauty, and artificial attractions like amusement parks. (Suryawardani & Diarta, 2020) define a tourist attraction as anything that can be seen or enjoyed by tourists when visiting a destination. From this definition, it can be concluded that tourist attractions are the core elements of a tourism product, characterized by their appealing beauty that attracts visitors. An attraction is crucial to have a high level of differentiation, making it distinct and unique from other regions or areas. The determining factor for the success and development of a tourism destination is its tourist appeal. Tourist appeal is the main element of a tourism system that plays a significant role in

attracting visitors to a specific tourist destination (Ismoyo, 2021). Indicators of tourist appeal include everything in a tourist location that possesses uniqueness, beauty, convenience, and tangible value, whether it's the diversity of natural or man-made wealth that is attractive and has value for visitors to visit and see (Utama, 2017). The following are the tourist attractions in AEWO Mulyaharja Village, Bogor, as shown in Table 2.

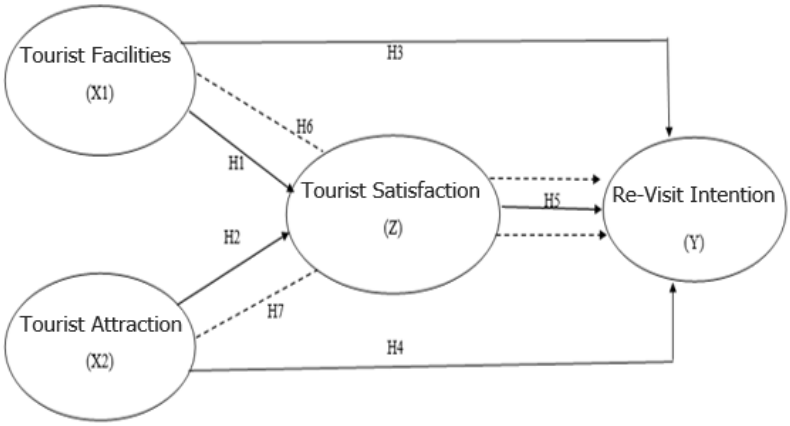
Table 2. Tourist attractions of AEWO Mulyaharja Village, Bogor

No	Attraction	Capacity	Description
1	Educational tour (Rice planting)	10 visitors	One rice field plot can be used for educational tours for 1 hour for every 10 visitors
2	Nature tour	There is no limit to the number of visitors	Enjoy the natural beauty in the provided gazebos or traditional huts
3	Fish catching	10 visitors	One rice field plot is adjacent to the educational tour rice field, with a duration of 30 minutes for every 10 visitors
4	Trekking	20 visitors	It can accommodate more than that with a few guides and a duration of 1 hour (2km). For 2–3 hours (3–4 km)
5	River tubing	10 visitors	Combined with a trekking package with the same duration as the trekking activity
6	Handwashing stations	12 visitors	Duration of 30 minutes to 60 minutes
7	Taking photo (Selfie)	3-4 visitors	8 selfie spots with a duration of time adjusted to visitors' preferences
8	Biking track	5-10 visitors	No time limit
9	Annual festival		
	a. Harvest festival	300-500 visitors	Held every year in January and August
	b. Kite festival	300-500 visitors	Held every year in February
	c. Mulyaharja festival (UMKM bazaar, lantern festival, festival shows, village tourism festival, photography competition)	300-500 visitors	It is a unified event held in July

(Source: Observation result, 2022)

Based on Table 2, it is evident that the capacity of each tourist attraction can accommodate 10–20 visitors, with neat and clean conditions at each site. According to Kotler, as cited in Nurmala (Nurmala & Sullaida, 2022) visitors' feelings of satisfaction reflect their responses to experiences at the tourist destination, encompassing both satisfaction and dissatisfaction. (Kant & Jaiswal, 2017) further emphasize that visitor satisfaction is a key foundation for marketing success, as having satisfied customers is crucial for achieving a company's competitiveness. Similarly, Hasan, as cited in (Hariani, 2020) explains that visitor satisfaction is the feeling experienced by tourists after comparing their expectations with reality. This satisfaction is considered a fulfillment process, where the comparison between customers' experiences, their expectations, and the reality of the services provided plays a central role (Yuen & Van Thai, 2015). Satisfied tourists tend to develop a desire to revisit the destination. The intention to revisit, in turn, serves as the motivation for individuals to return to a destination later and recommend it to others (Mingfang & Hanyu, 2014). (Chien, 2016) further explains that the intention to revisit involves the desire to widely recommend a previously visited tourist destination to others, as well as the willingness to return due to satisfaction with the prior experience. This recommendation is often expressed as

a form of loyalty through word-of-mouth. Previous studies have found that tourists' intention to revisit a destination is influenced by the tourist attraction (Setiawan, 2023; Abdurrohman, 2021; Nurlestari, 2016; Zai, 2017). On the other hand, other research indicates that tourist facilities influence tourists' intention to revisit revisit (Lestari, Yulita, & Prabowo, 2022; Fajrin, Wijayanto, & Kornita, 2021). Based on the exploration of revisit intention to a destination, this study aims to analyze the influence of facilities, tourist attractions, and visitor satisfaction on the intention to revisit AEWO Mulyaharja Village Bogor. This research contributes to the tourism industry by providing insights into how both tourist attractions and facilities affect tourists' satisfaction and their intention to revisit a destination. The findings can help tourism managers and policymakers improve the quality of the tourist experience, increase visitor retention, and enhance the sustainability of the destination. By focusing on AEWO Mulyaharja Village, this study highlights the significance of both physical and experiential factors in fostering repeat visits, which is crucial for the long-term success of tourist destinations, especially in rural or community-based tourism settings.



(Source: Observation result, 2022)
Figure 2. Conceptual framework

The hypotheses proposed in this study are as follows:

1. First Hypothesis:
    1) Ho1 = There is no effect of tourism facilities on visitor satisfaction.
    2) Ha1 = There is an effect of tourism facilities on visitor satisfaction.
2. Second Hypothesis:
    1) Ho2 = There is no effect of tourist attractions on visitor satisfaction.
    2) Ha2 = There is an effect of tourist attractions on visitor satisfaction.
3. Third Hypothesis:
    1) Ho3 = There is no effect of tourism facilities on the intention to revisit.
    2) Ha3 = There is an effect of tourism facilities on the intention to revisit.
4. Fourth Hypothesis:
    1) Ho4 = There is no effect of tourist attractions on the intention to revisit.
    2) Ha4 = There is an effect of tourist attractions on the intention to revisit.
5. Fifth Hypothesis:
    1) Ho5 = There is no effect of visitor satisfaction on the intention to revisit.
    2) Ha5 = There is an effect of visitor satisfaction on the intention to revisit.
6. Sixth Hypothesis:
    1) Ho6 = Visitor satisfaction does not mediate the effect of tourism facilities on the intention to revisit.
    2) Ha6 = Visitor satisfaction mediates the effect of tourism facilities on the intention to revisit.
7. Seventh Hypothesis:
    1) Ho7 = Visitor satisfaction does not mediate the effect of tourist attractions on the intention to revisit.

2) Ha7 = Visitor satisfaction mediates the effect of tourist attractions on the intention to revisit.

Methodology

This study employs a quantitative approach focusing on numerical data or figures. Data collection techniques were carried out through interviews, observations, and questionnaires. The questionnaire in this study was designed and adapted using several literatures, including Tourism Facilities and Tourism Attractions as Independent Variables (X1 and X2), Revisit Interest as the dependent variable (Y) and Visitor Satisfaction as the Intervening/Median Variable (Z). The population in this study consists of visitors who have visited AEWO Mulyaharja Village in Bogor. The data used is the average number of visitors in 2021, which is 3,796 visitors. The sampling techniques used in this study are probability sampling and purposive sampling, as well as incidental sampling.

Table 3. Questionnaire obtain

No	Date	Questionnaire Obtain
1	11 March 2023	86 respondents
2	18 March 2023	77 respondents
3	1 May 2023	83 respondents
4	7 May 2023	103 respondents
5	14 March – 7 May 2023	17 respondents (Google Form)
	Total	366 respondents

(Source: Observation result, 2022)

Combining these two sampling techniques allows the researcher to generate a representative and relevant sample for the study while minimizing bias and providing a more comprehensive understanding of the phenomenon being researched. The required sample size is obtained using the Slovin formula (Sugiyono, 2019), as shown in Equation (1).

$$n = \frac{N}{1 + N\,e^2} \tag{1}$$

Where :
n = The required sample size
N = The population size
e = Sampling error rate, typically 5%

Therefore, the results of the calculation above are as follows:

$$n = \frac{3.795}{1 + 3.795\ (0.05)^2}$$

$$n = \frac{3.795}{1 + 3.795\ (0.0025)}$$

$$n = \frac{3.795}{1 + 9.4875}$$

$$n = \frac{3.795}{10.4875} = 361.95 = 362\ respondents$$

Based on the results of the reliability test, the results obtained show that the Composite Reliability value has a value greater than (>) 0.7 so it can be concluded that all indicators are reliable. The analysis method used in this research is Structural Equation Model (SEM). The parameter estimation produced by PLS is categorized into three types as outlined by (Sugiyono, 2019) : 1) Weight estimate, used to generate latent variable scores. 2) Reflects path estimate estimation connecting latent variables and between latent variables and their indicator blocks

(loadings). 3) Relates to the means and location parameters (regression constant values) for indicators and latent variables. Evaluation in Smart PLS consists of outer model evaluation (measurement model) and inner model evaluation (structural model). Analysis in PLS is conducted in three stages: 1. Outer model analysis or measurement model testing that specifies the relationship between latent variables and their indicators or manifest variables. 2. Inner model analysis or structural model testing that specifies the relationships between latent variables. 3. Hypothesis Testing.

Results and Discussions

Results

Respondents Characteristric

The characteristics of the 366 respondents yield the following results: 32% are male, while 68% are female. In terms of age, the highest percentage falls within the 18-27 years range at 45%. Regarding occupation, the highest percentage is comprised of students at 38%. Based on income, the majority fall under the < Rp5,000,000 category, accounting for 83%. As for domicile, the highest proportion comes from Bogor, amounting to 54%. Lastly, in terms of visitation frequency, 68% reported visiting once.

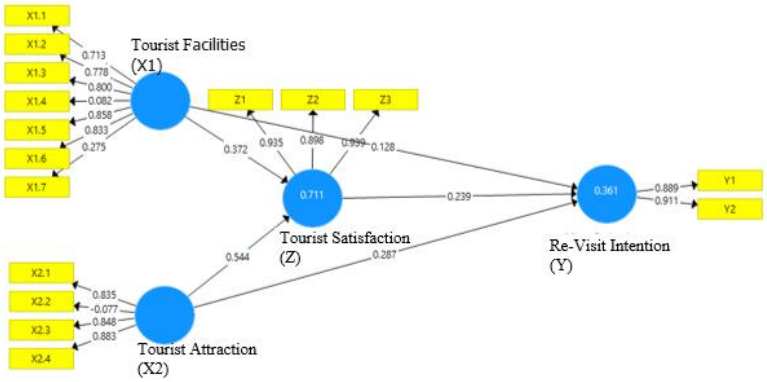
Table 4. Respondents characteristic

Variable	Description	Number	Percentage
Gender	Female	258	68%
	Male	118	32%
Occupation	Student	141	38%
	Government employee	6	2%
	Private employee	73	20%
	Entrepreneur	15	4%
	Lecture	9	2%
	Housewife	112	31%
	Others	10	3%

(Source: Observation result, 2022)

This study provides theoretical benefits in the form of references related to the influence of tourism facilities and tourist attractions on the interest in revisiting with visitor satisfaction as an intervening variable in the Tourism Village, especially in the Mulyaharja Organic Agro Eduwisata Village, Bogor. At the same time, the practical implications of this study are that the managers of the Mulyaharja Organic Agro Eduwisata Village, Bogor need to pay attention to the variables that are the main elements that form a tourist village, including tourism facilities and tourist attractions to increase the interest in revisiting and visitor satisfaction.

Research Findings Analysis



(Source: Smart PLS 3.0 data analysis, 2023)

Figure 3. PLS algorithm

1. Calculating the Measurement Model (Outer Model)
   a. Outer Loading
      Based on the PLS Algorithm data, the results of outer loadings for the study can be observed as presented in the table below:

Table 5. Outer loading

	Attraction (X2)	Tourist Facility (X1)	Visitor Satisfaction (Z)	Revisit Intention (Y)
X1.1		0.713		
X1.2		0.778		
X1.3		0.800		
X1.4		0.082		
X1.5		0.858		
X1.6		0.833		
X1.7		0.275		
X2.1	0.835			
X2.2	-0.077			
X2.3	0.848			
X2.4	0.883			
Y1				0.889
Y2				0.911
Z1			0.935	
Z2			0.898	
Z3			0.939	

(Source: Data analysis using Smart PLS 3.0, 2023)

Based on the analysis of Table 5, we can observe that almost all indicators of the research variables have outer loading values greater than (>) 0.7, indicating that these indicators are considered valid. However, a few indicators with outer loading values less than (<) 0.7 are considered invalid.

b. Average Variance Extracted (AVE) Analysis
According to (Gozali & Latan, 2015), a variable's Average Variance Extracted (AVE) should be higher than the value of 0.5. Below are the results of the Average Variance Extracted (AVE) from the study:

Table 6. Average variance extracted

	Average Variance Extracted (AVE)
Attraction (X1)	0.732
Tourist facility (X2)	0.640
Visitor satisfaction (Z)	0.854
Revisit intention (Y)	0.810

(Source: Data analysis using Smart PLS 3.0, 2023)

From the analysis of Table 6, it can be observed that each variable has an Average Variance Extracted (AVE) value greater than (>) 0.5. This indicates that each variable can be considered valid.

c. Discriminant Validity Analysis Based on Cross Loading
According to Gozali & Latan (2015), the measurement standard to assess validity involves cross-loading values greater than (>) 0.7. The research conducted has produced the following cross-loading test results:

Table 7. Cross loading

	Attraction (X2)	Tourist Facility (X1)	Visitor Satisfaction (Z)	Revisit Intention (Y)
X1.1	0.512	0.716	0.561	0.462
X1.2	0.487	0.786	0.565	0.454
X1.3	0.621	0.805	0.599	0.363
X1.5	0.587	0.850	0.643	0.386
X1.6	0.513	0.835	0.594	0.346
X2.1	0.836	0.455	0.562	0.428
X2.3	0.848	0.671	0.732	0.427
X2.4	0.883	0.604	0.733	0.584
Y1	0.506	0.415	0.459	0.889
Y2	0.515	0.490	0.551	0.911
Z1	0.747	0.753	0.935	0.496
Z2	0.725	0.625	0.898	0.538
Z3	0.738	0.678	0.939	0.528

(Source: Data analysis using Smart PLS 3.0, 2023)

From Table 7 above, it can be concluded that:

1) The Cross-Loading values of each indicator belonging to the Facilities of Tourism variable (X1) are greater than (>) 0.7 and have higher values compared to the indicators of other variables.
2) The Cross-Loading values of each indicator belonging to the Attractions of Tourism variable (X2) are greater than (>) 0.7 and have higher values compared to the indicators of other variables.
3) The Cross-Loading values of each indicator belonging to the Intention to Revisit variable (Y) are greater than (>) 0.7 and have higher values compared to the indicators of other variables.
4) The Cross-Loading values of each indicator belonging to the Visitor Satisfaction variable (Z) are greater than (>) 0.7 and have higher values compared to the indicators of other variables.

d. Composite Reliability Analysis
Measuring the reliability of a construct with reflective indicators can be done by calculating the Composite Reliability value. To test reliability, each variable should have a value greater than 0.7 (Gozali & Latan, 2015). In this study, here are the results of the reliability test:

Table 8. Composite reliability

	Composite Reliability
Attraction (X1)	0.891
Tourist facility (X2)	0.898
Visitor satisfaction (Z)	0.946
Revisit intention (Y)	0.895

(Source: Data analysis using Smart PLS 3.0, 2023)

Table 8 shows that the composite reliability values are greater than (>) 0.7, indicating that all indicators are reliable.

e. Cronchbach's Alpha Analysis
The reliability test can be reinforced using the above Composite Reliability values by examining Cronbach's Alpha values. In the Cronbach's Alpha test, each variable should have a value greater than (>) 0.7 (Gozali & Latan, 2015). In this study, here are the results of the reliability test based on Cronbach's Alpha values:

Table 9. Cronbach's Alpha

	Cronbach's Alpha
Attraction (X1)	0.818
Tourist facility (X2)	0.858
Visitor satisfaction (Z)	0.914
Revisit intention (Y)	0.766

(Source: Data analysis using Smart PLS 3.0, 2023)

The analysis results in Table 9 show that Cronbach's Alpha values are greater than (>) 0.7. Therefore, all indicators are reliable.

2. Calculating the Structural Model (Inner Model)
a. Analysis R Square (R2)
Changes in the R2 value can be used to explain the substantive influence of a specific exogenous latent variable on an endogenous latent variable. This is determined by R-square values of 0.75 (strong model), 0.50 (moderate model), and 0.25 (weak model) (Gozali & Latan, 2015). This implies that higher R2 values indicate better predictive and research model performance.

Table 10. R Square

	R Square	R Square Adjusted
Visitor satisfaction (Z)	0.710	0.708
Revisit intention (Y)	0.363	0.358

(Source: Data analysis using Smart PLS 3.0, 2023)

From Table 10, based on the R-Square output, the following can be observed:
1) The R-Square value for Visitor Satisfaction (Z) is 0.710. This indicates that the influence of the exogenous latent variables, namely Facilities of Tourism

(X1) and Attractions of Tourism (X2), on the intervening variable Visitor Satisfaction (Z) has a substantive and moderately strong effect.

2) The R-Square value for Intention to Revisit (Y) is 0.363. This suggests that the combined influence of the exogenous latent variables Facilities of Tourism (X1), Attractions of Tourism (X2), and the intervening variable Visitor Satisfaction (Z) on the endogenous latent variable Intention to Revisit (Y) has a weak to moderately moderate effect.

b. Analysis Predictive Relevance (Q-Square/Q2)

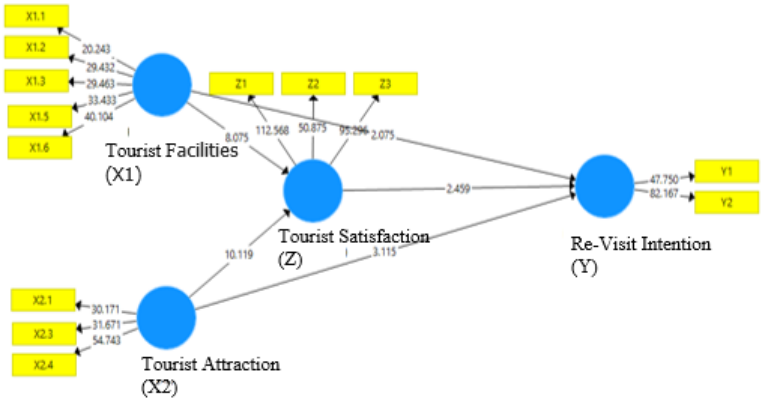
The Q-Square value has the same meaning as the coefficient of determination (R-Square) in regression analysis, where a higher Q-Square indicates a better-performing model (Gozali & Latan, 2015). The assessment of Q-Square with a value of Q2 > 0 suggests good Predictive Relevance. Q-Square can be calculated from the computed R-Square value. Here is the R-Square value from the study:

Q-Square/Q2 = 1 – [(1 – R21) x (1 – R22)]
= 1 – [(1 – 0.710) x (1 – 0.363)]
= 1 – [0.29 x 0.637]
= 1 – 0.1847
= 0.8153

Based on the calculations above, this research model exhibits a strong Predictive Relevance, as evidenced by the Q-Square value of 0.8153. This value indicates that the research model can explain 81.53% of the variation in the research data, while the remaining 18.47% can be attributed to other factors outside the scope of the research model. Therefore, based on the obtained Q2 value, this research model demonstrates a good level of Goodness of Fit.

3. Hypothesis Testing

The testing was conducted by performing a T-Test using SmartPLS 3.0 software with the Bootstrapping method as follows:



(Source: Smart PLS 3.0 data analysis, 2023)

Figure 4. Bootstrapping output model

a. Partial Hypothesis Testing Using Path Coefficients

Table 7. Result of Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (|O/STDEV|)	P Values
Attraction (X2) → Visitor Satisfaction (Z)	0.544	0.545	0.054	10.119	0.000

Attraction (X2) → Revisit Intention (Y)	0.291	0.302	0.094	3.115	0.002
Tourist Facility (X1) → Visitor Satisfaction (Z)	0.372	0.372	0.046	8.075	0.000
Tourist Facility (X1) → Revisit Intention (Y)	0.134	0.136	0.065	2.075	0.039
Visitor Satisfaction (Z) → Revisit Intention (Y)	0.231	0.216	0.094	2.459	0.014

(Source: Data analysis using Smart PLS 3.0, 2023)

Based on the information in Table 11, the direct influence analysis of the hypothesis testing can be summarized as follows: Hypothesis H1: Accepted. There is a direct influence between tourist facilities and visitor satisfaction. This suggests that the quality and adequacy of facilities directly contribute to enhancing visitor satisfaction. Hypothesis H2: Accepted. There is a direct influence between tourist attractions and visitor satisfaction. This implies that the appeal and attractiveness of tourist attractions directly impact visitor satisfaction. Hypothesis H3: Accepted. There is a direct influence between tourist facilities and the intention to revisit. This indicates that well-maintained facilities have a direct effect on shaping visitors' intention to revisit. Hypothesis H4: Accepted. There is a direct influence between tourist attractions and the intention to revisit. The captivating nature of tourist attractions directly influences visitors' intention to revisit. Hypothesis H5: Accepted. There is a direct influence between visitor satisfaction and the intention to revisit. Higher levels of visitor satisfaction directly lead to an increased intention to revisit.

b. Simultaneous Hypothesis Testing (Indirect Influence)

Table 12. Indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (|O/STDEV|)	P Values
Attraction (X2) → Visitor Satisfaction (Z) → Revisit Intention (Y)	0.126	0.118	0.048	2.620	0.009
Tourist Facility (X1) → Visitor Satisfaction (Z) → Revisit Intention (Y)	0.086	0.082	0.038	2.237	0.026

(Source: Data analysis using Smart PLS 3.0, 2023)

Based on the information provided in Table 12, the indirect influence analysis from hypothesis testing can be summarized as follows: Hypothesis 6 (H6) is accepted, indicating the presence of an indirect influence between tourist facilities and the intention to revisit, with visitor satisfaction acting as an intervening variable. This implies that the impact of tourist facilities on the intention to revisit is partially mediated by visitor satisfaction. Hypothesis 7 (H7) is accepted, signifying the existence of an indirect influence between tourist attractions and the intention to revisit, with visitor satisfaction acting as an intervening variable. This suggests that the effect of tourist attractions on the intention to revisit is partly mediated by visitor satisfaction.

Discussions

The Influence of Tourist Facilities on Visitor Satisfaction

The research findings indicate tourist facilities' positive and significant influence on visitor satisfaction. This aligns with previous studies conducted by by (Albayrak, 2018) and (Handayani,

2019), both of which concluded that well-maintained facilities contribute positively to visitor satisfaction. The quality and adequacy of tourist facilities play a significant role in enhancing visitor satisfaction. This emphasizes the importance of offering well-designed and functional facilities to create a positive visitor experience, leading to higher satisfaction levels.

The Influence of Tourist Attraction on Visitor Satisfaction

The study confirms tourist attraction's positive and significant influence on visitor satisfaction. This finding is supported by research conducted by by (Agrawal, 2017) and (Darojat, 2021), both of which highlighted the positive correlation between tourist attraction and overall visitor satisfaction. The results underscore the importance of captivating and attractive tourist attractions that contribute to a positive and satisfying experience for visitors.

The Influence of Attraction on Revisit Intention

The research demonstrates a positive and significant influence of tourist attraction on the intention to revisit. This aligns with studies conducted by (Markus, 2019) and (Dahmiri, 2022), which emphasized the role of attractions and amenities in influencing the intention to revisit. The findings highlight that visitors are more likely to revisit a destination if the attractions meet their expectations and needs. This underscores the importance of continuously developing and enhancing tourist attractions to encourage repeat visits and strengthen the potential for increased revisit rates.

The Influence of Tourist Attraction on Revisit Intention

The results of hypothesis testing 4 in this study demonstrate that tourist attraction positively and significantly influences the intention to revisit. This finding is further corroborated by research conducted by by (Waruwu, 2022) and (Sinambela, 2021), which found that tourist attraction strongly and positively impacts the intention to revisit. In this context, "positive" refers to the direct relationship between the quality of tourist attractions and the increasing interest of tourists to revisit those attractions. Overall, the findings from this study and other research concluded that tourist attraction significantly influences the intention to revisit. The more appealing and high-quality the tourist attractions are, the greater the motivation for tourists to revisit those attractions.

The Influence of Visitor Satisfaction on Revisit Intention

The results of hypothesis testing 5 in this study indicate that visitor satisfaction positively and significantly influences the intention to revisit. This finding is further supported by research conducted by Rajput (2020) and Fajrin, Wijayanto, & Kornita (2021), which found that satisfaction positively and significantly impacts revisit intention. Overall, the findings from this study and other research concluded that visitor satisfaction significantly influences the intention to revisit. The higher the visitor satisfaction with the tourist facilities, the stronger the visitor's inclination to return to the destination.

The Influence of Visitor Satisfaction on Revisit Intention

The results of hypothesis testing 5 in this study indicate that visitor satisfaction positively and significantly influences the intention to revisit. This finding is further supported by research conducted by (Rajput, 2020) and (Fajrin, Wijayanto, & Kornita, 2021), which found that satisfaction positively and significantly impacts revisit intention. Overall, the findings from this study and other research concluded that visitor satisfaction significantly influences the intention to revisit. The higher the visitor satisfaction with the tourist facilities, the stronger the visitor's inclination to return to the destination.

The Influence of Tourist Facilities on Revisit Intention with Visitor Satisfaction as an Intervening Variable

The results of hypothesis testing 6 in this study demonstrate that tourist facilities significantly indirectly influence the intention to revisit, with visitor satisfaction acting as an intervening variable. This finding is supported by another study which states that facilities positively and significantly impact revisit intention through satisfaction (Fajrin, Wijayanto, & Kornita, 2021). In conclusion, visitor satisfaction is crucial as a mediating variable between tourist facilities and intention to revisit. The higher the visitor satisfaction with the tourist facilities, the stronger the visitor's inclination to return to the destination.

The Influence of Tourist Attraction on Revisit Intention with Visitor Satisfaction as an Intervening Variable

The results of hypothesis testing 7 in this study reveal that tourist attraction significantly indirectly influences the intention to revisit, with visitor satisfaction as an intervening variable. Another study corroborates this finding which asserts that tourist attraction and satisfaction significantly impact revisit intention (Sappewali, 2022). In conclusion, visitor satisfaction is crucial as a mediating variable between tourist attraction and intention to revisit. The higher the visitor satisfaction with the tourist attraction, the stronger the visitor's inclination to return to the destination.

Conclusions

The analysis of direct and indirect influences among variables reveals significant findings. Hypotheses 1, 2, 4, and 5 are supported, demonstrating direct relationships between key factors. Tourist facilities significantly impact visitor satisfaction (Hypothesis 1), while tourist attractions also directly influence both visitor satisfaction (Hypothesis 2) and revisit interest (Hypothesis 4). Moreover, visitor satisfaction itself directly affects revisit interest (Hypothesis 5). On the other hand, Hypothesis 3, which proposed a direct relationship between tourist facilities and revisit interest, is not supported, indicating no significant effect. Additionally, the results of indirect influence analysis validate Hypotheses 6 and 7, highlighting the role of visitor satisfaction as a mediating variable. Visitor satisfaction mediates the influence of tourist facilities on revisit interest (Hypothesis 6) and similarly mediates the impact of tourist attractions on revisit interest (Hypothesis 7). These findings underscore the critical role of visitor satisfaction in connecting tourist facilities and attractions with visitors' intention to return.

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