

The Effect of Tourist Attractions and Facilities on Tourist' Revisit Intention Kerinci Regency, with Visitor Satisfaction as a Mediating Variable

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Abstract

This study aims to examine the impact of tourist attractions and tourism facilities on tourists' revisit intention to Lake Kerinci in Kerinci Regency, with visitor satisfaction as a mediating variable. 95 respondents who were chosen using a significance-based sampling technique to guarantee statistical reliability were surveyed as part of a quantitative approach. According to the specifications for Partial Least Squares (PLS) analysis, the sample size was deemed adequate, guaranteeing reliable and legitimate results. The hypothesis testing showed four significant direct effects: (i) tourist attraction and revisit intention; (ii) tourist attraction and tourist visitor satisfaction; (iii) tourist facilities and tourist visitor satisfaction; (iv) visitor satisfaction and revisit intention. However, one direct effect is not significant, namely tourist facilities and revisit intention. Additionally, visitor satisfaction mediates the relationship between tourist attractions and tourism facilities on tourists' revisit intention to Lake Kerinci in Kerinci Regency. These findings highlight the critical role of enhancing tourist facilities and attractions in order to revisit intention, as well as the crucial role that visitor satisfaction plays as a mediating factor. The implications suggest that tourism stakeholders in Kerinci Regency should prioritize enhancing attractions and facilities to increase satisfaction and ensure sustainable tourism growth.

Keywords: tourist attractions; tourist facilities; visitor satisfaction; revisit intention

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Introduction

Numerous tourism destinations in Indonesia are well-known both domestically and internationally. As a result, Indonesian tourism is developed throughout the country. To this end, the Tourism Office in each Province and Regency serves as an authorized institution that regulates regulations, gives instructions, and provides technical assistance to allow investors and the community to try to boost tourism in their area. (Rahmat Fajrin et al., 2021) It is generally accepted that the tourism industry may help boost revenue in areas with strong natural resource potential for management as a means of promoting economic growth (Wantara & Prasetyo, 2023).

Kerinci Regency is one of the regions that realises the importance of tourism. The superiority of tourism potential in Kerinci Regency can be seen from the quantity, quality and attractiveness of tourism. However, the tourist attractions in Kerinci Regency are currently not well developed and managed including supporting facilities and infrastructure so that they have not become a tourist destination that is able to make a significant contribution to the economy of Kerinci Regency. Tourism potential in Kerinci Regency is spread across 16 sub-districts, with approximately 127 tourist attractions in 2020. The level of tourist visits in Kerinci Regency in the last three years has decreased. The number of foreign tourist visits in

2020 was 81 tourists, decreased in 2021 by 52 tourists, and in 2022 by 49 tourists. For domestic tourists, the number of tourist visits in 2020 was 84,012 tourists, decreased in 2021 by 14,375 tourists, and in 2022 by 14,370 tourists.

The same thing also happened to the tourist attraction that became the flagship in Kerinci Regency, namely Lake Kerinci. Kerinci Lake is one of the largest lakes in Sumatra, located in the village of Sanggaran Agung. This tourist attraction

is also the venue for the Kerinci Festival, an event that has been included in the Ministry of Tourism's *Calendar of Events*, which aims to increase tourist visits in Kerinci Regency. However, behind the potential there are still many challenges and problems that must be resolved by Kerinci Regency and this is proven to affect tourist interest in visiting again. The following is data on the number of tourist visits to Lake Kerinci in 2021-2023.

Table 1. Number of Tourist Visits to Kerinci Lake Tourism Objects in 2021-2023

Year	Number of Visits
2021	20.272
2022	64.958
2023	36.205

Source: Dinas Pemuda Olahraga Pariwisata dan Kebudayaan Kab. Kerinci 2023

The table above shows that tourist visits to Kerinci Lake fluctuate and in 2023 experienced a significant decline. This indicates that tourists' interest in visiting tourist attractions in Kerinci Regency still needs to be increased. The phenomena of travelers' interest in visiting Kerinci Regency's tourist attractions, as determined by the findings of a preliminary survey of thirty visitors who have been to the Lake Kerinci tourist destination, the frequency distribution of the variable interest in returning, overall obtained an average score of 3.79 with a percentage of the respondent achievement rate (TCR) of 75.88% with a fairly high category. This finding indicates that overall tourist interest in visiting tourists back to the Lake Kerinci tourist attraction still needs to be improved.

This study is based on adjustments made to earlier studies by (Ćulić et al., 2021; Sefira & Putra, 2023; Nguyen Viet et al., 2020a; Yusuf et al., 2022). Where in the research Ćulić et al. (2021) used tourist attraction as a independent variable, visitor satisfaction as a middle factor and return visit interest as the dependent variable. Research Sefira & Putra, (2023) uses facilities as the independent variable and interest in visiting again as the dependent variable. Research Nguyen Viet et

al., (2020) uses the variable of interest in visiting again as the dependent variable, visitor satisfaction as moderation, attractiveness as the independent variable. While in research (Yusuf et al., (2022) uses accessibility and facilities as independent variables, visitor satisfaction as a mediating variable and interest in visiting again as the dependent variable. The revisit intention is the dependent variable in this study, and visitor satisfaction is positioned as a mediating variable. Facilities and tourist attractions are employed as independent variables.

However, the findings of the study by Ingkadijaya et al, (2022) demonstrated that visitor satisfaction was unable to mediate the relationship between tourist facilities and the intention to revisit, and that tourist facilities did not significantly affect the intention to return. Furthermore, there is still a dearth of prior study on tourists' intentions to return, particularly when it comes to lake kerinci in Kerinci Regency.

The title of this research is: *The effect of Tourist Attractions and Tourist Facilities on Tourists' Return Visit Interest with Visitor Satisfaction as a Mediating Variable*. By combining the variables of tourism facilities and attractions as independent variables and employing

visitor satisfaction as a mediating variable that affects revisit intention. This research offers novelty. In contrast to other research, this study concentrates on the particular context of Kerinci Lake, a popular tourist destination in Kerinci Regency that has a lot of potential but has received little scholarly attention.

Furthermore, this study employs a cutting-edge quantitative approach built on Smart PLS 3.0, enabling a more thorough examination of the correlation between variables. As a result, this study not only broadens the body of knowledge in academia but also provides helpful suggestions for raising the level of competition for regional travel destinations.

Numerous earlier studies have looked at how visitor pleasure, tourist facilities, and attractions affect the likelihood of returning. However, little specific information was provided for the Kerinci Lake tourist attraction because the majority of the studies were carried out in a generic context or at other tourist locations. Additionally, little is known about the interaction between these variables, particularly in a local environment with distinctive features like Kerinci.

Thus, using visitor satisfaction as a mediating variable, this study attempts to investigate how tourist attractions and tourist facilities affect travelers' revisit intention. The quantitative technique approach used in this work is based on Smart PLS 3.0. In order to increase the competitiveness and sustainability of tourism in Kerinci Regency, it is intended that the results would not only enhance scholarly literature but also offer managers of tourist destinations strategic recommendations.

Thus, it is anticipated that this study would be able to address the difficulties in overseeing tourist attractions lake kerinci in Kerinci Regency and make significant contributions to initiatives aimed at creating more focused and sustainable tourism.

Literature Review

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is often used to

understand and predict human behavior, including in the context of tourism. According to TPB, three primary factors—attitude toward the action, subjective norms, and perceived behavioral control—have an impact on a person's desire to engage in a behavior. TPB is a pertinent theoretical framework in the research of revisit intention that explains how these elements affect travelers' inclination to return to a particular location in the future. One of the key elements in TPB is the attitude toward a tourism location. This mindset is shaped by visitors' prior experiences, including the standard of the tourist attractions, the warmth of the locals, and the comfort of the amenities offered. Positive attitudes are often the result of positive encounters, which raises the possibility that visitors will want to return. Subjective norms or social influences from those in the tourist's immediate vicinity, including friends, family, or online communities, also have a significant impact. Tourists are more likely to be interested in returning if those in their immediate vicinity encourage or support a return trip. Through user evaluations and suggestions, social media is another significant medium that shapes subjective norms.

The point to which travelers believe they can return to a place is then referred to as perceived behavioral control. This perception may be influenced by elements including price, accessibility, and transportation availability. Travelers are more likely to want to return to a place when they believe they have enough resources and skills. TPB factors are frequently paired with other variables, such as visitor satisfaction, which might serve as mediators in tourism research. Tourist pleasure has the potential to reinforce the association between favorable sentiments and the desire to return. Additionally, elements like tourist attractions have the power to directly affect the attitudes and intents of visitors.

By using the TPB approach, managers of tourism destinations can create more successful plans to boost return business. Enhancing the caliber of tourism attractions, enhancing visitor

satisfaction services, bolstering social media marketing, and making destinations more accessible are some ways to do this. A greater comprehension of visitor behavior can be attained by applying this theory, which will boost the competitiveness of tourist sites and promote sustainable tourism management

Revisit Intention

A person's goal or behavior to return to a location based on prior experiences or impressions is referred to as revisit intention (Ajzen & Fishbein, 2005). This curiosity is triggered by a tourist attraction that makes one want to return. This desire is impacted by the learning process, ideas, and motivations that are stored in the mind (Umar, 2003), and it is connected to the person's attitude toward the goal that motivates them to accomplish it (Peter & Olson, 2013). Zeithaml *et al.* (2018) state that revisit intention can be interpreted as a visitor's mindset while deciding whether or not to return, as well as their willingness to leave positive evaluations or stay longer. According to Viet *et al.*, (2020), returning tourists typically spend longer time at the location, engage in consumptive activities, feel more content, and promote the destination. In this instance, revisit intention indicates travelers' propensity to return to a location because of their satisfying experiences there (Lay *et al.*, 2021). Customers' decisions to return or make more purchases are also influenced by a positive experience (Saragih & Sari, 2019; (Setiawan *et al.*, 2021).

Tourist Attraction and Revisit Intention

Tourist attraction is one of the elements that affects desire in returning (Murdana *et al.*, 2023). Research (Amalia *et al.*, 2023; Culic *et al.*, 2021) found that attributes associated with site appeal directly raise the probability of returning. found that the attractiveness of the destination has a direct beneficial impact on interest in returning. Nafis *et al.* (2019) also had a favorable and noteworthy impact on desire in returning. This suggests that the more appealing a tourist destination is, the more people want to return. Conversely, a tourist

attraction that is not good, will make interest in visiting again decrease. Furthermore, Smith & Warburton (2012)) state that tourist attractions represent the emotions and thoughts of visitors regarding the capacity of tourist attractions to meet their needs. In addition, An essential component of drawing in, energizing, and motivating tourists to prolong their vacations is tourist attractions. (Amalia *et al.*, 2023).

Numerous prior research have demonstrated empirically that tourist attractions positively impact visitors' intentions to return. (Amalia *et al.*, 2023; Chien, 2017; Harahap *et al.*, 2021; Wang Zhu, & Laksito, 2022). The following is a statement of the study's first hypothesis based on the preceding description:

H1 : Tourism attraction has a positive effect on the interest of revisiting tourists in Kerinci Regency.

Tourist Facilities and Revisit Intention

Research Sefira & Putra, (2023) found that facilities have a positive and significant effect on revisit intention. Research conducted by Adrianty & Chairy (2021) said that tourist amenities positively impact visitors' desire to return. Good amenities at a tourist destination will produce an aesthetically pleasing experience that will satisfy customers and encourage return visits. On the other hand, there will be less desire to return if the tourist attraction's amenities are subpar.

Empirically, numerous earlier research have demonstrated that tourist amenities positively impact visitors' desire to return. (Adrianty & Chairy, 2021; Ariesta *et al.*, 2020; Lay *et al.*, 2021; Masnadi, 2023).. Based on the description above, the second hypothesis in this study can be stated as follows:

H2 : Tourist facilities have a positive effect on the interest of returning tourists in Kerinci Regency.

Tourist Attraction and Visitor Satisfaction

Destination attractiveness shapes travel satisfaction (Chi & Qu, 2008). Research (Culic *et al.*, 2021) discovered a favorable impact of tourist attraction factors on tourist satisfaction.

Furthermore, Amalia *et al.* (2023) demonstrated that tourist attractions have a favorable effect on visitor satisfaction. This implies that visitor satisfaction will rise with a better tourist attraction and fall with a low-quality one. Visitor satisfaction is often impacted by a destination's beauty. Tourists will be happier in a location with more varied and appealing tourist attractions. (Nguyen Viet *et al.*, 2020b). This contentment stems from the enjoyable experience that travelers have as a result of the destination's allure. (Cong, 2016). Additionally, a major factor in determining the general level of visitor pleasure is the beauty of tourist destinations. In the end, visitors' contentment with tourism attractions may motivate them to return. (Akgün *et al.*, 2020).

Numerous prior research have demonstrated empirically that tourism attractions positively impact visitor pleasure.. (Amalia *et al.*, 2023; Harahap *et al.*, 2021; Setiawan *et al.*, 2021; Suanmali, 2014). The third hypothesis in this study can be expressed as follows in light of the foregoing description:

H3 : Tourist attractions have a positive effect on tourist visitor satisfaction in Kerinci Regency.

Tourist Facilities and Visitor Satisfaction

Research (Yusuf *et al.*, 2022) found that tourist facilities have a positive effect on tourist satisfaction. Furthermore, (Saragih & Sari, 2019) proves that tourist facilities are a factor that affects tourist satisfaction. This indicates that visitor satisfaction will rise with improved tourist amenities and fall with inferior ones. In the meantime, Sammeng (2001) asserts that tourist amenities are what customers require in a destination. In order to increase consumer happiness and outperform their rivals by offering better tourism amenities and rates, administrators of tourist locations must develop strategies.

Numerous prior research have demonstrated empirically that tourist amenities positively impact visitor pleasure.. (Gadoo, 2017; Saragih & Sari, 2019; Ullah *et al.*, 2019). Based on the description

above, the fourth hypothesis in this study can be stated as follows:

H4 : Tourist facilities have a positive effect on tourist visitor satisfaction in Kerinci Regency.

Visitor Satisfaction and Revisit Intention

Research (Yusuf *et al.*, 2022) discovered that visitor satisfaction significantly and favorably affects on revisit intention. Furthermore Setiawan *et al.* (2021) explained that visitor satisfaction has a positive effect on interest in visiting again. Dayour & Adongo (2015) also explained that almost more than two-thirds of the occurrence of return visit interest is influenced by the satisfaction factor. Happy and good travel experiences increase the likelihood that visitors will stick with a destination and plan to return. (Nafis *et al.*, 2019). Likewise, on the other hand, tourists who feel disappointed are less likely to have interest in visiting in the future. (Som *et al.*, 2012).

According to empirical study, visitor satisfaction significantly and favorably influences the desire to return. (Culic *et al.*, 2021; Fatmawati & Olga, 2023; Juliana *et al.*, 2023; Seetanah & Nunkoo, 2020). Given the above description, the fourth hypothesis in this study can be stated as follows:

H5: Visitor satisfaction has a positive effect on the interest of returning tourists in Kerinci Regency.

Visitor Satisfaction as Mediating

Consistent evidence supports the idea that visitor satisfaction plays a mediating role in the relationship between tourist attractions and the intention to return, according to empirical findings from earlier research. (Culic *et al.*, 2021; Harahap *et al.*, 2021; and Nafis *et al.*, 2019) conducted studies that demonstrated the importance of visitor pleasure in mediating the relationship. It has been demonstrated that tourist attractions, which are competitive features in the tourism sector, raise visitor satisfaction, which influences their intention to return (Raimkulov *et al.*, 2021). Therefore, it can be said that tourist attractions play a significant role

in boosting both visitor pleasure and their likelihood of returning.

Furthermore, Yusuf *et al.*, 2022) and other studies emphasize the significance of tourist satisfaction as a mediator in the relationship between tourism facilities and intention to return. The results of Saragih & Sari (2019), which demonstrate that visitor happiness serves as a mediating variable and that tourism amenities have a major impact on revisit intention, further confirm this. Additionally, research by Al-ababneh (2013) highlights how tourism amenities have a direct impact on visitors' pleasure, which in turn influences their propensity to return to a destination.

These results suggest that visitor satisfaction plays a key mediating role in the association between elements like tourist attractions and amenities and inclinations to return. The notion that these elements interact to influence travelers'

willingness to return to tourist destinations is supported by the substantial visitor satisfaction found in earlier research. Therefore, the hypothesis put forward in this study is supported by both empirical data and current theories, which demonstrate that visitor satisfaction significantly influences the strength or weakness of the relationship between tourist attractions, tourist amenities, and inclinations to return. Thus, given the context of Kerinci Regency, the theory put out in this study is pertinent and worthy of future testing. So the hypothesis that can be proposed in this research is as follows::

H6 : Visitor satisfaction mediates the relationship between tourist attraction and tourist revisit intention Kerinci Regency.

H7 : Visitor satisfaction mediates the relationship between tourist facilities and tourist revisit intention in Kerinci Regency.



Figure 1. Conceptual Framework

Methods

This study uses quantitative methods with direct data collection through questionnaires. The sampling technique used *Accidental Sampling*, namely visitors to tourist attractions in Kerinci Regency for one or more times were invited to complete the survey. Revisit Intention using 4 statement items (Stylos *et al.*, 2016). Visitor satisfaction using a 5-item statement questionnaire (Cong, 2016). Tourist attraction consists of 4 factors (Kim & Perdue., 2011; Vigolo., 2015). Tourist facilities are measured based on four indicators put forward Yoeti (2003).

Respondents' scores were recorded on a five-point Likert scale, with five being Strongly Agree (SS), four being Agree (S), three being Neutral (N), two being Disagree (TS), and one being Strongly Disagree (STS). The Measurement Model Assessment (MMA) statistical method is used to examine data using Smart-Partial Least Square (PLS) 3.0 statistical software.

Results and Discussion

95 questionnaires resulted in a 100% response rate.

Table 2. Characteristic of Respondents

Demographics	Category	Number (people)	Percentage (%)
Gender	Men	27	28.4
	Women	68	71.6
	Total	95	100
Current age	15-27 years old	42	44.2
	28-38 years old	27	28.4
	39-49 years old	20	21.1
	50-60 years old	5	5.3
	Over 60 years old	1	1.1
	Total	95	100
Jobs	PNS	20	21.1
	Entrepreneurship	12	12.6
	Lecturer/Teacher	16	16.8
	Student	29	30.5
	Private Employee	14	14.7
	Housewife	4	4.2
	Total	95	100
Regional Origin	Sungai Penuh	36	37.9
	Kerinci Regency	36	37.9
	Outside Kerinci	23	24.2
	Total	95	100
Visiting Intensity	1 time	29	30.5
	More than 1 time	66	69.5
	Total	95	100

Source: Processed data (2024)

With 68 replies (71.6%) and 27 respondents (28.4%), female visitors made up the majority of the respondents. Previous studies have also demonstrated that female tourists are more likely to return to tourist destinations.. (Al-ababneh, 2013; Amalia *et al.*, 2023). 42 respondents (44.2%) were between the ages of 15 and 27, followed by 27 respondents (28.1%) who were between the ages of 28 and 38, 20 respondents (21.1%) who were between the ages of 39 and 49, 5 respondents (5.3%) who were between the ages of 50 and 60, and 1 respondent (1.1%) who was over 60.

These findings suggest that young and mature visitors predominate at Kerinci Regency's tourist attractions.. The same thing was also found by (Nguyen Viet *et al.*, 2020b) that over 70% of visitors return to the same places, making the young age group (under 22) and the mature age group (between 22 and 35) the largest dispersion.

Based on occupation, the majority of respondents are visitors with student jobs as many as 29 people (30.5%), civil servants as many as 20 people (21.1%), Lecturers / Teachers as many as 16 people (16.8%), private employees as many as 14 people (14.7%), entrepreneurs as many as 12 people (12.6%), and housewives as many as 4 people (4.2%). This is also proven by previous researchers who also show that students are more interested in revisiting tourist destinations (Amalia *et al.*, 2023). Furthermore, according to the region's origins, the majority of visitors 36, or 37.9% of the total came from Sungai Penuh and Kerinci Regency, while 23, or 24.2%, come from outside Kerinci. Lastly, the majority of study participants had a visiting intensity that was more than one times that of 66 individuals (69.5%), and a visiting intensity of 1 time as many as 29 people (30.5%). This is the same as research conducted by

(Fatmawati & Olga, 2023) that the frequency of tourists who return on average is more than 3 times.

Measurement Model Assessment

Model Assessment (MMA) can be used to examine the latent variable of each statement item,

including convergent and discriminatory validity. Convergence validity is indicated by external loadings (>0.7), composite reliability (>0.07), and AVE (>0.5). Discriminative validity is based on the Fornell-Larcker criterion and the cross-loading approach.

Table 3. Convergent Validity Results

	Revisit Intention	Visitor Satisfaction	Tourist Attraction	Tourist Facilities	Cronbach's Alpha	Composite Reliability	AVE
RI1	0,782						
RI3	0,862				0,804	0,885	0,720
RI4	0,898						
RI5		0,713					
VS2		0,784					
VS3		0,784			0,822	0,876	0,585
VS4		0,799					
VS5		0,741					
TA1			0,772				
TA2			0,749				
TA3			0,812				
TA4			0,820				
TA5			0,823				
TA6			0,769		0,951	0,957	0,651
TA7			0,816				
TA8			0,729				
TA9			0,841				
TA10			0,876				
TA11			0,844				
TA13			0,816				
TF1				0,908			
TF2				0,918			
TF3				0,835			
TF6				0,702			
TF7				0,897	0,954	0,961	0,734
TF8				0,824			
TF10				0,919			
TF11				0,827			
TF12				0,857			

Source: Processed data (2024)

Following the elimination of invalid statement items (RI 2, RI 12, RI 14, RI 15, VS 4, VS 5, and TF 9) based on the results of convergent validity, Cronbach's alpha, composite reliability, and average variance extracted (AVE) are tested. If

a statement item has a Cronbach's alpha value > 0.7, composite reliability > 0.7, and average variance extracted > 0.5, it is considered valid and reliable. (Yi and Bagozzi, 1988). It is evident from the data processing results that the analysis of each research variable, such as tourist attractions.

R Square and Q Square

To determine the extent to which the percentage of external variables influences endogenous variables, R Square (R2) is utilized.

The ability of exogenous factors to predict endogenous variables (predictive relevant) is assessed using Q Square (Q2).The following are the outcomes of the R Square and Q Square analyses.

Table 4. R Square and Q square

	R Square	Description	Q Square	Description
Visitor Satisfaction (Z)	0,459	Medium	0,248	Medium
Revisit Intention (Y)	0,440	Medium	0,293	Medium

Source: Processed data (2024)

The effect of tourism facilities and attractions on visitor satisfaction is 45.9% (medium), according to the visitor satisfaction variable's R Square of 0.459. The revisit intention variable is 0.440, indicating that visitor contentment, tourist facilities, and tourist attractions have a medium (44%), effect on revisit intention. Additionally, the Q Square visitor happiness variable is 0.248, indicating that tourist facilities and attractions fall into the middle group when it comes to forecasting visitor satisfaction characteristics. The

contentment of the visitors The Q Square for the variable is 0.293, indicating The medium group includes the ability of tourist attractions, amenities, and visitor satisfaction to forecast interest in returning.

Structural Model Assessment

The following are the outcomes of the bootstrapping approach used to evaluate the Structural Model Assessment (SMA):

Table 5. Direct Effect

	Original Sample	T Statistics	P Values	Hypotesis
Tourism Attraction -> Revisit intention	0,216	2,173	0,030	H1 accepted
Tourist Facilities -> Revisit intention	0,090	0,769	0,442	H2 rejected
Tourist Attraction -> Visitor Satisfaction	0,243	2,685	0,007	H3 accepted
Tourist Facilities -> Visitor Satisfaction	0,532	5,634	0,000	H4 accepted
Visitor Satisfaction -> Revisit intention	0,466	4,778	0,000	H5 accepted

Source: Processed data (2024)

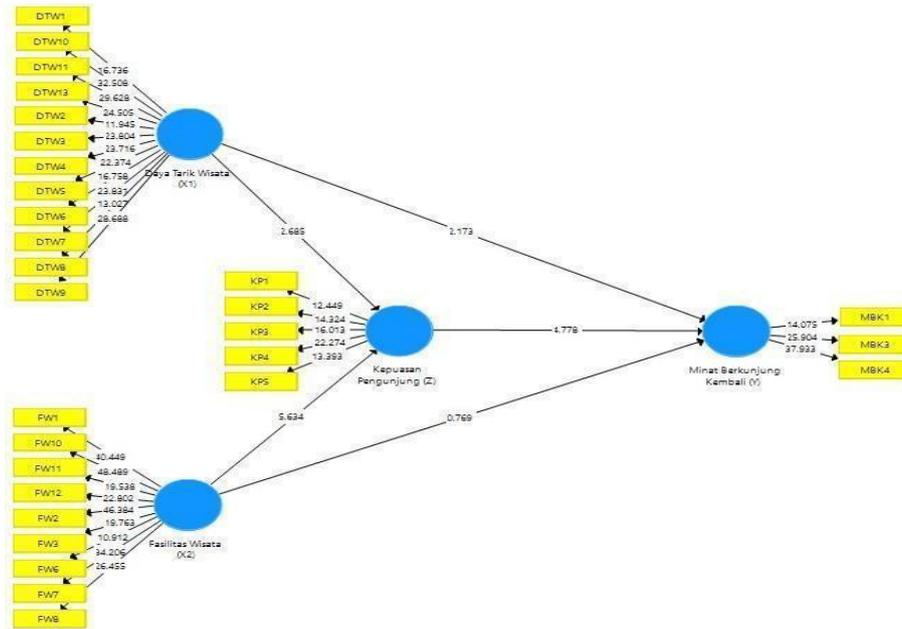


Figure 2. Structure Model Assessment

The t-statistic for the relationship between tourist attraction and revisit intention is 2.173 (>1.96), and the p-value is 0.030 (<0.05), so H1 is accepted. his study suggests that visitors' intentions to return will rise in proportion to the quality of the tourist attraction, and vice versa. The findings of earlier studies corroborate the conclusions of this investigation (Amalia *et al.*, 2023; Chien, 2017; Harahap *et al.*, 2021; Wang *et al.*, 2022). The effect of tourist facilities on return visit interest t-statistic 0.769 (<1.96) and *p-value* 0.442 (>0.05), so H2 is rejected. This finding is rejected, which means that there are inadequate tourist facilities such as inns that are less diverse so that they do not affect the interest of tourists to visit again. Previous research findings support the results of this study (Ingkadijaya *et al.*, 2022).

The t-statistic for the relationship between tourist attraction and visitor satisfaction is 2.685 (>1.96), and the p-value is 0.007 (<0.05), so H3 is accepted. One interpretation of this result is that the more attractive and diverse tourist destinations in an area, the more satisfied tourists will feel, and

vice versa. Previous research findings support the results of this study (Amalia *et al.*, 2023; Culic *et al.*, 2021). The t-statistic for the relationship between tourist amenities and visitor satisfaction is 5.634 (>1.96), and the p-value is 0.000 (<0.05), so H4 is accepted.

This finding canbe interpreted that the better the tourist facilities can increase visitor satisfaction, and the other way around. The findings of earlier studies corroborate the conclusions of this investigation (Gadoo, 2017; Saragih & Sari, 2019; Ullah *et al.*, 2019). The t-statistic for the relationship between visitor happiness and revisit intention is 4.778 (>1.96), and the p-value is 0.000 (<0.05), so H5 is accepted. One interpretation of this result is that the higher the visitor satisfaction, the higher the interest in visiting tourists again, and the other way around. The findings of earlier studies corroborate the conclusions of this investigation (Culic *et al.*, 2021; Fatmawati & Olga, 2023; Juliana *et al.*, 2023; Seetanah & Nunkoo, 2020).

Table 6. Indirect Effect

		Original Sample	T Statistics	P Values	Hypothesis
Tourism	Attraction-> Visitor Satisfaction -> Revisit Intention	0,113	2,357	0,019	H6 accepted

Tourist Facilities	-> Visitor Satisfaction -> Revisit Intention	0,248	3,435	0,001	H7 accepted
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Source: Processed data (2024)

A t-statistic of 2.357 (>1.96) and a p-value of 0.019 (<0.05) indicate that visitor satisfaction mediates the association between tourist attractions and revisit intention, thus H6 is accepted. According to one interpretation of this finding, the more satisfied tourists are with a tourist site, the more likely they are to return, and vice versa. Furthermore, the T-Statistic of 3.435 (>1.96) and the P-Value of 0.001 (<0.05) indicate that visitor satisfaction acts as a mediator between tourist amenities and the revisit intention, this H7 is accepted. These findings indicate that the better the tourist facilities will result in high visitor satisfaction, and in turn will increase interest in visiting again and vice versa.

Conclusion

The study's findings allow for the following conclusions to be made: (i) tourist attractions have a positive and significant impact on tourists' intentions to return; (ii) tourist attractions have a positive and significant impact on tourists' satisfaction; (iii) tourist facilities have a positive and significant impact on tourists' satisfaction; and (iv) visitor satisfaction has a positive and significant impact on tourists' intentions to return. However, there is one direct effect that is not significant: tourist facilities have no effect on the intention to return; (v) visitor satisfaction uses a complementary mediation type to mediate the relationship between tourist attractions and intention to return; and (vi) visitor satisfaction uses an indirect-only mediation type to mediate the relationship between tourist facilities and intention to return. Some of the study's limitations are the following: (a) because the research was limited to tourist destinations in the Kerinci Regency, its findings might not be as applicable to destinations in other areas. In order to perform empirical testing on tourist attractions in different regions, it is recommended that this research model be replicated; (b) this study restricts the variables of

tourist attraction, tourist facilities, and visitor satisfaction as predictors of interest in returning. Future researchers are advised to include more variables that may hypothetically affect tourists' desire to return.

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