

The Influence of Attractions, Facilities and Accessibility on Tourist Satisfaction at Parai Tenggara Beach, Bangka Regency

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Abstract

This research aims to determine the influence of attractions, facilities and accessibility on tourist satisfaction. This type of research is quantitative descriptive research with multiple analysis methods. The total population in this study was 23,112 people based on January 2021 to December 2021, while the sample used the Slovin formula to be 100 respondents. The research results show that facilities and accessibility have a significant effect on tourist satisfaction. The natural beauty of the beach, with white sand and granite rocks, as well as recreational activities such as fishing and diving, add to the visitor experience. Adequate facilities and good accessibility also increase tourist comfort and satisfaction, encouraging them to return. Managers are expected to improve natural attractions, introduce new activities, and improve the quality of facilities such as toilets and eating places. Accessibility must also be considered with the development of transportation infrastructure and clear information about locations.

Keywords: attractions, accessibility facilities, tourist satisfaction

A. Introduction

The tourism industry has a crucial role in economic and social development in various regions in Indonesia. One destination that attracts attention is Parai Tenggara Beach, which is located in Bangka Regency. This beach is known for its stunning natural beauty and the various tourist attractions it offers. The quality of a tourist's experience really depends on various factors, including available attractions, supporting facilities, and accessibility to the location (Indonesia-tourism.com, 2021). Although tourism in Bangka Regency shows significant growth, a deep understanding of the influence of these three factors on tourist satisfaction is still limited. This research aims to explore the relationship between attractions, facilities and accessibility and tourist satisfaction at Parai Tenggara Beach. By exploring these aspects, it is hoped that this research can provide new insights that are useful for tourism managers and stakeholders, as well as filling gaps in existing literature. In addition, it is hoped that the research results can become an important reference in formulating more effective tourism development policies and strategies in this region.

Tourist satisfaction is a crucial factor in determining the success of a tourism destination (Ratnaningtyas et al., 2021), including Parai Tenggara Beach in Bangka Regency. Although this beach offers enchanting natural beauty and various interesting attractions, challenges in providing a satisfying experience remain. This research focuses on three main aspects which are believed to have a significant influence on tourist satisfaction, namely attractions, facilities and accessibility. Each of these factors not only impacts tourists' perceptions and experiences, but also contributes to the desirability and development of tourism in the region. However, there is a lack of understanding regarding the interaction between these three factors in the specific Parai Tenggara Beach. By explaining this problem, this research aims to analyze and analyze the relationship between these factors, and ensure it affects tourist satisfaction. It is hoped that the findings from this research will provide valuable insights for destination managers and stakeholders, as well as enrich existing literature on tourism in Indonesia.

This research aims to analyze the influence of attractions, facilities and accessibility on tourist satisfaction at Parai Tenggara Beach, Bangka Regency. In increasingly competitive tourism, an in-depth understanding of the factors that influence the tourist experience is critical to increasing a destination's

attractiveness. Therefore, this research not only focuses on identifying each factor, but also explores the interactions between them, which can provide a more holistic picture of tourist satisfaction. With this approach, it is hoped that this research can reveal the complex relationship between these three elements, as well as offer recommendations that can be used by tourism managers to improve the quality of services and experiences offered. It is hoped that the results of this research will not only provide theoretical contributions, but also have a significant practical impact on tourism development in the region.

Although the study of tourist satisfaction has been the focus of attention of many researchers, the literature often does not touch on the specific aspects that influence the tourist experience in certain locations, especially in areas such as Bangka Regency. Previous research has tended to focus on individual factors without considering the complex interactions between attractions, facilities, and accessibility. Research conducted by Suhud et al. (2021) which emphasizes tourists' return visit intentions by analyzing experience and satisfaction. Research conducted by Febriyana et al. (2020) which focuses on the influence of facilities on tourist satisfaction in one specific location and facilities alone as the main variable that influences satisfaction. Oktavianus & Sofiani only emphasize tourists' interest in visiting, namely their intention to come back to the location.

This creates a gap in a comprehensive understanding of the dynamics of tourist satisfaction in destinations such as Parai Tenggara Beach. Therefore, this research attempts to fill this gap by presenting a comprehensive analysis of how these three factors interact and contribute to tourist satisfaction. Through a more holistic approach, it is hoped that this research can make a significant contribution to the development of tourism theory, as well as offer practical recommendations for destination managers to improve the quality of visitor experiences.

This research presents a new aspect in the study of tourist satisfaction with the emphasis on the role of attractions, facilities and accessibility at Parai Tenggara Beach, which has not been widely explored in previous literature. By focusing on this specific destination context, this research seeks to provide a deeper understanding of how these factors interact and influence the tourist experience. The innovation of this research lies in the methodological approach used, which integrates quantitative and qualitative perspectives to explore complex dynamics in the field. In addition, the importance of this research lies in its relevance to the development of sustainable and data-based tourism

policies, which are expected to support more effective destination management. Thus, the results of this research not only provide a theoretical contribution, but also offer practical guidance that can be implemented by tourism managers and stakeholders in improving the quality of the tourism experience at Parai Tenggara Beach.

B. Literature Review

Tourist attractions are one of the main factors that influence tourists' decisions in choosing a destination. Attractions really attract visitors and are the main attraction on their trip. Various types of attractions, ranging from natural beauty, culture, to recreational activities, have a significant role in creating memorable experiences for tourists (Auliyaa & Pohan, 2024). The existence of unique and high quality tourist attractions can increase the competitiveness of a destination. Tourists tend to feel more satisfied when they are exposed to attractions that match their interests and expectations (Simanihuruk et al., 2018).

Facilities are an important element that supports tourist comfort and satisfaction while at a destination. The quality of the facilities can have a direct impact on overall attendance. Good facilities, such as accommodation, restaurants and information services, can increase comfort and provide a sense of security for visitors (Patandianan & Shibusawa, 2020). Adequate and high quality facilities contribute to tourist satisfaction and loyalty. Apart from that, the existence of environmentally friendly and sustainable facilities is also increasingly being paid attention to in the modern tourism era, where tourists are increasingly aware of the importance of social and environmental responsibility (Ariesta et al., 2020).

Accessibility is an important aspect that influences the comfort and convenience of tourists in reaching their destination. Accessibility includes transportation infrastructure, route availability, and ease of reaching tourist locations. Easily accessible destinations tend to be more attractive to tourists, thereby increasing visits and satisfaction (Napitupulu et al., 2021). Accessibility focuses not only on physical transportation, but also on the information available about how to reach that location. In addition, factors such as transportation safety and comfort also contribute to perceptions of accessibility (Octaviani & Kesuma, 2024).

Tourist satisfaction is a measure of the extent to which the experiences gained during a trip meet or even exceed their expectations. Satisfaction is the

result of evaluating experiences based on previous expectations (Chen & Chen, 2010). Tourist satisfaction is influenced by various factors, including the quality of service, facilities and overall experience. In tourism, high satisfaction can result in tourist loyalty and recommendations, which are very important for tourism destinations (Lee et al., 2011).

C. Research Methods

This research is a quantitative study which aims to analyze the influence of attractions, facilities and accessibility on tourist satisfaction at Parai Tenggara Beach, Bangka Regency. The research design applied is a survey, which allows systematic data collection from respondents to obtain relevant information regarding the variables studied. The population in this study consisted of all visitors who came to Parai Tenggara Beach during the period January 2021 to December 2021, with a total population of 23,112 people. To determine a representative sample size, the Slovin formula is used which is expressed as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Information :

n : Sample size or number of respondents

N: Population size

e : Percentage of leeway for accuracy of sampling error (0.1)

$$n = \frac{23.112}{1 + 23.112(0,1)^2}$$

$$n = \frac{23.112}{232,12}$$

$$n = 99,56$$

After rounding, the sample size used in this study was 100 respondents. The data collection technique was carried out by distributing tourist questionnaires to those who visited Parai Tenggara Beach. The questionnaire is designed to measure the variables of attraction, facilities, accessibility and tourist satisfaction. Respondents were asked to provide assessments using a predetermined Likert scale. Data analysis was carried out through several stages. First, a reliability test was carried out to measure the internal consistency of the

measuring instrument used. Next, a validity test is carried out to ensure that the questionnaire really measures the variable in question. Then the coefficient of determination test is used to determine the contribution of the independent variables (attractions, facilities and accessibility) to the dependent variable (tourist satisfaction). Finally, hypothesis testing is carried out to test the significance of the relationship between these variables. Analysis of this data will be carried out using appropriate statistical software, such as SPSS or other similar software.

D. Result and Discussion

Table 1. Characteristics of Respondents

Characteristics	Category	Number of Respondents	Percentage (%)
Gender	Male	45	45%
	Female	55	55%
Age	18-24 years	30	30%
	25-34 years	40	40%
	35-44 years	20	20%
	> 45 years	10	10%
Domicilie	Local (Bangka Regency)	60	60%
Employment	Out of the region	40	40%
Employment status	student	25	25%
	employee	50	50%
	self-employed	15	15%
	and other	10	10%

Source: Data processed by researchers (2023)

The respondent characteristics table shows the demographic composition of the 100 participants in this study. In terms of gender, there were 45% male respondents and 55% female respondents, indicating that female participation was slightly more dominant. In the age category, the majority of respondents were aged 25-34 years (40%), followed by the age group 18-24 years (30%), 35-44 years (20%), and 10% were aged 45 years and over. From a domicile perspective, 60% of respondents came from local, namely Bangka Regency,

while 40% came from outside the region. In terms of employment status, most respondents were employees (50%), followed by students (25%), self-employed (15%), and 10% from other categories. These characteristics provide a clear picture of the demographic background of the respondents who contributed to the research.

Table 2. Validity Test

Variable	Quisioner Item	r-count	r-table
Tourist Attraction	The natural attractions on offer	0.721	0.196
	Various attractions are available	0.687	0.196
	Quality of experience at the attraction	0.756	0.196
Facilities	Quality of accommodation provided	0.703	0.196
	Availability of public facilities (toilets, seating)	0.657	0.196
	Quality of restaurant service	0.735	0.196
Accessibility	Ease of access to the location	0.782	0.196
	Availability of information about routes	0.660	0.196
	Safety of transportation used	0.749	0.196
Tourist Satisfaction	Overall satisfaction with the experience	0.808	0.196
	Matching expectations with the reality of experience	0.772	0.196
	The possibility of giving the lender to another person	0.821	0.196

Source: Data processed by researchers (2023)

The validity test table shows that all question items on the variables studied are valid. This is evident from the calculated r-value which is greater than the r-table, namely 0.196, for each item tested. Thus, each question item can be considered capable of significantly measuring the construct in question, namely tourist attraction, facilities, accessibility and tourist satisfaction. This validity ensures that the research instruments used can be trusted and provide accurate results in describing respondents' perceptions.

Table 3. Reliability Test

Variabel	Cronbach's Alpha	Alpha Value
Tourist Attraction	0.859	0.600
Facilities	0.843	0.600
Accessibility	0.876	0.600
Tourist Satisfaction	0.895	0.600

Source: Data processed by researchers (2023)

The reliability table presents the results of the reliability test for each variable studied. The reliability test was carried out using the Cronbach's Alpha method, where the value obtained for each variable was above the value (0.600), which shows that all the variables are reliable. With the highest Cronbach's Alpha value on the tourist satisfaction variable (0.895) and the lowest on the facilities variable (0.843), all variables show good internal consistency. This indicates that the research instrument used can be relied on to measure the construct in question consistently.

Table 4. Coefficient of determination test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.769 ^a	.591	.578	1.44141

Source: Data processed by researchers (2023)

Table 4 shows the results of the coefficient of determination test, the adjusted R square value is 0.578, indicating that 57.8% of the variation in tourist satisfaction can be explained by these three variables (tourist attractions, facilities, accessibility). Meanwhile, the remaining 42.2% was influenced by other variables not examined in this research.

Tabel 5. Uji Hipotesis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.684	1.987		1.854	.067
Tourist attraction	.416	.089	.416	4.645	.000
Facilities	.270	.094	.285	2.860	.005
Accessibility	.147	.063	.192	2.358	.020

Source: Data processed by researchers (2023)

Table 5 presents the results of hypothesis testing for the influence of independent variables (tourist attractions, facilities and accessibility) on the variable of interest (tourist satisfaction). From this analysis, the t-count and significance (Sig.) values for each variable showed significant results. The tourist attraction variable has a calculated t-value of 4.645 which is greater than the t-table (1.984) with a significant value of 0.000 which is smaller than 0.05, this shows that tourist attractions have a very significant influence on tourist satisfaction. Then the facilities also show a significant influence with a calculated t-value of 2.860 which is greater than the t-table (1.984) with a significant value of 0.005 which is smaller than 0.05, this shows that the facilities have a very significant influence on tourist satisfaction. Meanwhile, accessibility has a calculated t-value of 2.358 which is greater than the t-table (1.984) with a significant value of 0.020 which is smaller than 0.05, which also shows that accessibility has a very significant influence on tourist satisfaction.

In this research, tourist attractions influence tourist satisfaction at Parai Tenggara Beach, Bangka Regency, this is due to its amazing natural beauty. Stunning views, with stretches of white sand, natural granite rocks and clear sea, create a pleasant visual experience for visitors. This natural beauty not only provides aesthetic satisfaction, but also creates a relaxing atmosphere that supports the overall experience. In addition, the existence of various recreational activities, such as fishing, diving and water sports, allows tourists to get more involved and enjoy the beauty of nature directly. Thus, the strong tourist attractions at Parai Tenggara Beach are a key factor in increasing tourist satisfaction, because the experiences offered are in line with their expectations to enjoy authentic and attractive natural beauty.

Simanihuruk (2019) found that tourist attractions in Sindang Barang Cultural Village have a positive and significant influence on visitor satisfaction,

which can attract more tourists. Unique tourist attractions and ritual characteristics of Sundanese traditions are dominant factors in increasing satisfaction. Sembiring et al. (2024) show that the natural beauty of Darma Reservoir, Kuningan, has a significant influence on tourist satisfaction, which encourages their interest in visiting again. The stunning views and tranquil atmosphere provide a positive experience for visitors, thereby increasing their desire to return to enjoy the beauty of the place.

In this research, tourist facilities influence tourist satisfaction at Parai Tenggara Beach, Bangka Regency, this is because adequate facilities, such as reviews, seating and public facilities, can increase the comfort and experience of visitors while at the location. The availability of good services, such as restaurants and clear information, also contributes to satisfaction, making tourists feel more valued and taken care of. Thus, quality facilities support positive experiences that encourage visitors to return.

Nurbaeti et al (2021) show that the tourist destination studied, namely Lake Cipondoh, is equipped with sufficient facilities for tourists, including parking areas, prayer rooms, toilets, rest areas and food stalls. These facilities support visitor comfort, enable them to enjoy their vacation time better, and fulfill basic needs during their visit to the location. The existence of this facility makes a positive contribution to the tourist experience and increases their satisfaction while at Lake Cipondoh. Ratnaningtyas et al. (2022) in their research on Lake Cipondoh shows that the facilities available at the lake attract visitors to come. Facilities such as parking areas, prayer rooms, toilets, rest areas and food stalls contribute to visitor comfort and satisfaction, thereby increasing the attractiveness of Lake Cipondoh as a tourist destination.

In this research, tourist accessibility influences tourist satisfaction at Parai Tenggara Beach, Bangka Regency, this is due to the ease of access to the beach location, both via land and public transportation, making it easier for visitors to reach their destination. The availability of clear routes and good road conditions also play an important role in improving tourists' travel experience. In addition, easily accessible information regarding transportation and facilities around the beach further increases visitor comfort, thus making a positive contribution to their level of satisfaction during their visit.

Dumitrascu et al.'s research. (2023) shows that ease of access, including transportation infrastructure and signage, significantly influences the tourist experience. The research results indicate that better accessibility not only makes travel smoother, but also increases the level of visitor satisfaction, the

importance of increasing accessibility as a strategy to increase tourism, encourages local governments to develop infrastructure to attract visitors. Biswas et al. (2020) research shows that easy accessibility significantly increases satisfaction, because it makes it easier for them to reach their destination and enjoy a barrier-free experience. When the journey to a tourist location goes smoothly, visitors tend to feel more satisfied and comfortable, which in turn can increase their likelihood of returning and recommending the place to others.

D. Conclusion

This research reveals that tourist attractions, facilities and accessibility at Parai Tenggara Beach make a significant contribution to tourist satisfaction. The stunning natural beauty of the beach, with white sand and natural granite rocks, creates a satisfying visual experience for visitors. Additionally, a variety of recreational activities such as fishing and diving allow tourists to become more involved with the surrounding environment, adding value to their visit. These findings suggest that natural attractions not only provide aesthetic satisfaction, but also create a relaxing atmosphere that supports the overall experience. Adequate facilities have also been proven to increase tourist satisfaction. Comfortable accommodation, rest areas and the availability of good services, such as restaurants, provide additional comfort during the visit. This shows that beach managers must pay attention to aspects of facilities to maintain the level of visitor satisfaction. In addition, the location's easy accessibility, whether via public transportation or good roads, plays an important role in creating a positive experience. With easy access, tourists feel more comfortable and tend to return.

The results of this research have important implications for the management of tourist destinations, especially in terms of developing attractions and facilities. It is hoped that the management of Parai Tenggara Beach can continue to improve and maintain existing natural attractions, as well as introduce new activities that can attract more visitors. In addition, improving the quality of facilities, such as clean toilets and comfortable dining areas, can help create a more satisfying experience for tourists. By paying attention to feedback from visitors, managers can make necessary adjustments to increase satisfaction. Accessibility is also an aspect that needs to be considered. Development of transportation infrastructure, such as bus routes and road improvements, can increase the ease of travel to the beach. In addition, clear

information regarding how to reach the location and facilities available around the beach must be disseminated effectively. With these measures, the number of visits is expected to increase, thereby having a positive impact on the local economy and improving the image of the destination.

This research opens up opportunities for further exploration of the factors that influence tourist satisfaction in different locations. For example, it is important to investigate cultural and social influences in the tourism context, as well as how interactions between factors can influence each other. Another interesting question to research is how global trends and changes in tourist behavior can influence satisfaction with certain destinations. Additionally, it is important to conduct longitudinal research that examines changes in tourist satisfaction over time, especially after policy implementation or facility improvements. With a deeper understanding of these dynamics, future research can provide more comprehensive recommendations for destination managers to improve the tourist experience.

Limitations in this research include the relatively small number of respondents and the focus on only one location, namely Parai Tenggara Beach. This may limit the generalizability of the findings to other locations that have different characteristics. Additionally, the study did not consider broader demographic factors, such as age, gender, or cultural background, that might influence tourist satisfaction. The methodology used in this research, although robust, has limitations in explaining the dynamics of interactions between factors influencing tourist satisfaction. It is recommended that future research use a more diverse approach, including qualitative interviews, to gain a deeper understanding of tourists' experiences.

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