

Tourist Satisfaction in Mediating the Influence of Tourist Attractions and Facilities on the Intention to Revisit Waduk Darma, Kuningan Regency (6945)

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Abstract

The research aims to determine tourists' satisfaction in mediating the influence of tourist attractions and facilities on their interest in revisiting Waduk Darma, a breathtaking natural dam in Kuningan Regency. This study uses a quantitative approach. The population of this study is tourists who visit Waduk Darma. Sampling was done using the Accidental Sampling technique, and data analysis was carried out using the Structural Equation Modeling-Partial Least Square (SEM-PLS) program. The results of this study are as follows: tourist attractions have a positive and significant influence on tourists' satisfaction, facilities have a positive and significant influence on tourists' satisfaction, tourists' satisfaction has a positive and significant influence on their interest in revisiting, tourist attractions have a positive and significant indirect influence on their interest in revisiting through tourists' satisfaction with significant values, facilities have a positive and significant indirect influence on their interest in revisiting through tourists' satisfaction. To increase the level of tourist visits, the Kuningan local government is expected to improve facilities and tourist attractions that can increase tourists' satisfaction.

Keywords: tourist attractions, facilities, tourist satisfaction, intention to revisit

A. Introduction

Development of the tourism sector can be a priority policy to stimulate the national economy and increase economic growth in Indonesia. This is supported by government programs for sustainable tourism development. The government, through Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 9 of 2021, provides guidelines for sustainable tourism destinations. These guidelines serve as a reference for the central government, local governments and other stakeholders in developing sustainable tourism destinations (Kemenparekraf, 2021). This is closely related to the development of tourism which is linked to other sectors such as agriculture, services, trade and transportation. Tourism development is often considered an effective strategy to reduce poverty and promote sustainable livelihoods (Lasso & Dahles, 2018). Therefore, tourist attraction is the main focus in driving tourism in a destination (Lapian et al., 2015).

Along with the end of the pandemic, tourism in the region began to flourish. Even though the pandemic has had a huge impact on the economic sector (Adriana, 2021; Purike, 2021), it has positively contributed to improving environmental quality, as evidenced by improved air quality. As a result, nature-based tourism is expected to become a popular option following the pandemic (Darma & Kristina, 2020). One area with abundant natural tourism potential is Kuningan Regency. This area has the potential of man-made and cultural natural resources which have the potential to be developed as a tourist destination. Kuningan Regency has supporting facilities for the field of tourism including natural, historical/cultural and man-made tourist attractions as well as supporting facilities such as accommodation and restaurants. The tourist attraction in this area is dominated by natural tourism potential, one of which is the Waduk Darma. Indicators of tourist attraction in the tourism industry that are very important, namely: uniqueness, beauty, natural wealth, culture and souvenirs (Tazkia & Hayati, 2012).

Waduk Dharma a tourist attraction; which is a formation and/or activity and related facilities, which can attract tourists or visitors to come to a certain area/place (Marpaung, 2016). The area has the potential to develop itself as a tourism village due to its natural attractions, village institutions (Bumdes and Kompepar), capacity building (community cohesiveness), and potential tourism facilities (such as the eligibility of houses for homestays). Waduk Darma is surrounded by several tourist villages, such as the tourist villages of Cipasung, Sakerta Timur, and Cibuntu. The existence of tourist destinations can trigger the transformation of traditional livelihoods and dependence on tourism-based income, as happened in the village of Komodo on Komodo Island, Indonesia (Lasso & Dahles, 2018).

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Waduk Darma is an irrigation dam with an area of 425 ha, with a maximum inundation capacity of 39,000,000 m³. The benefits derived from this reservoir include the fisheries sector, agricultural irrigation, the provision of raw water for PDAMs, as well as supporting the tourism sector (Pratama et al., 2017). In the fisheries sector, there is floating net cage fish farming carried out by the local community (Heriyanto et al., 2018), this adds to the economic value of the utilization of the dam area (Pratama et al., 2017). Apart from this, the city of Kuningan is surrounded by hills and Mount Ciremai, thus making the city a cool and beautiful city. The natural beauty around the Waduk Darma is one of the most enchanting tourist attractions (Adriani & Nurtanio, 2022). To this end, this study describes the variables that influence the intention to return to the Waduk Darma, Kuningan.

The results obtained in this study explain that there is a positive and significant indirect influence on tourist attraction on interest in returning to visit through tourist satisfaction. This means that the tourist attractions at tourist attractions can influence interest in visiting again if tourists who come to visit feel satisfied with the tourist attractions at that place. The results of this research are strengthened by the results found by Santouridis & Trivellas (2010), satisfaction with a destination occurs after appreciation of past trips, and influences decision making regarding intentions to revisit the same destination. Ajeng Fitri Nurlestari (2016) stated that the direct influence of tourist attraction on repeat visit intentions is stronger without having to use tourist satisfaction as an intervening variable. Siti Ma'rifatun (2018) The Influence of Tourist Attraction and Destination Image on Intention to Revisit With Visitor Satisfaction as an Intervening Variable shows that all variables have a positive and significant influence. Positive and significant indirect influence on facilities on intention to revisit through tourist satisfaction. This means that the facilities available at tourist attractions can influence interest in visiting again if tourists who come to visit feel satisfied with the facilities available at the tourist attraction. The results of this research are strengthened by the results found by Zhang et al., (2014) that visitor loyalty is often associated with the intention to revisit and word of mouth communication. Alegre and Caldera (2009) stated that to promote repeat visits to a tourist destination, it is very important to identify the determinants of revisit intention. The decision to make a return visit to a tourist destination appears to be a complex decision involving many interconnected factors.

The formulation of the problem in this research is tourist interest in visiting Darma Reservoir, Kuningan still low, because the tourist attractions and facilities available at Darma Reservoir, Kuningan are still lacking, even though if the tourist attractions and facilities are improved, this will increase

interest in visiting. tourists return to Darma Reservoir, Kuningan so that they can increase and improve the economy of the village community.

The aim of research based on background and problem formulation is to: (1) Analyze tourist attractions and their influence on tourist satisfaction to Darma Reservoir; (2) Analyze the facilities and their influence on tourist satisfaction to Darma Reservoir; (3) Analyze tourist satisfaction and its influence on satisfaction with interest in returning to Darma Reservoir; (4) Analyze tourist attractions and their influence on the satisfaction of interest in returning to Darma Reservoir; (5) Analyze the facilities and their influence on interest in returning to Darma Reservoir; (6) Analyze the indirect influence of tourist attractions on interest in returning to Darma Reservoir through tourist satisfaction as an intervening variable; (7) Analyze the indirect influence of facilities on interest in returning to Darma Reservoir through tourist satisfaction as an intervening variable.

B. Literature Review

Tourism Facilities

In order to support tourism activities, Waduk Darma has been equipped with various tourist facilities to make it easy for visitors to carry out tourism activities. With the availability of these facilities, all the needs of visitors can be met while staying at these tourist destinations (Sulastiyono, 2011). Recreational facilities available are motorized boats that will take tourists around the reservoir, a playground for children, a flying fox, a camping area, hawkers stalls providing Kuningan specialties and food, a prayer room for worship, toilets and a parking area. At certain times art performances and motor cross competitions are held at the Waduk Darma. Apart from traveling, Waduk Darma is also used as a place to hold events such as gatherings, outings/outbounds, even for wedding receptions to facilitate the tourists' activities.

Tourism Attractions

Zaenuri (2012) emphasizes facilities as one of the supporting elements of a tourist attraction which can be the initial assessment for tourists to decide to visit a tourist attraction (Zaenuri, 2012). The results showed that the more complete tourism facilities and infrastructure, the higher the level of tourist visits in an area. Meanwhile, if an area has many tourist objects without the support of facilities and infrastructure, this will not be able to support an increase in tourist visits (Fafurida et al., 2018). The facilities available at a tourist spot can meet the needs of tourists while in the tourist area. Facilities are facilities and infrastructure that support the operation of tourist attractions to meet all the needs of tourists, which although they do not directly encourage

growth, will develop along with the growth of tourist attractions (Khasani, 2014).

Apart from being an element of assessment for tourists, facilities can also support a tourist attraction to make it look more attractive. Facilities are one of the main supporters of tourist attractions in providing special motivation for tourists to come to visit a tourist spot. Tourist facilities (amenities), tourist attractions, and accessibility are important tourism product attributes for tourists who will make a visit (Muljadi, 2019). Therefore, there are three important aspects of tourism products that must be considered by tourists, namely tourist attraction (tourist attractions), ease of access to reach tourist destinations (accessibility), and facilities available at tourist attractions (amenities). In addition to facilities and several other variables, tourist attraction also plays an important role in determining tourists' interest in visiting a destination again (Basiya & Rozak, 2012; Djunaid, 2020; Kabu, 2019; Lopian et al., 2015; Nurbaeti et al., 2021). In addition to this, empirical studies also prove the effect of tourist attraction on satisfaction (Herman, 2021; Junaida, 2019) and tourist loyalty (Basiya & Rozak, 2012). Given the importance of this, identification and strategies are needed in developing tourist attractions (Barunawati & Paturusi, 2016; Putra & Sunarta, 2019), one of which is by involving the local community (Darmayanti & Nugroho, 2018; Saskariana & Ariwangsa, 2018).

Tourist Satisfaction

Tourist satisfaction has been a major topic of tourism research for decades (Hui et al., 2007). However, there is no definition that is considered absolute and precise because tourist satisfaction involves many subjective factors that are influenced by the personal experiences and perceptions of each tourist (Suhartanto et al., 2016). On the one hand, satisfaction is a post-purchase behavior that involves cognitive and affective aspects in the pre-purchase, purchase and post-purchase phases (Rahayu, 2019). This must be balanced with the provision of diverse and unique tourist facilities, as well as attractive tourist attractions so that tourists want to come to visit. Studies on tourist satisfaction are usually associated with other variables, such as service quality (Rianto & Hendratono, 2015), and Revisit Intention (Alvianna & Rizky Alviandra, 2020; Hui et al., 2007)

Revisit Intention

The concept of Revisit Intention comes from the behavioral intention of visitors, including the desire to revisit a place and come to that destination frequently (Baker & Crompton, 2000). Other factors that influence the behavioral intention are the desire to recommend and the impact of positive

word-of-mouth (Bigné et al., 2001). Place performance and promotion can also influence visitor interest to visit again (Aziz et al., 2012). Return intention is an extension of satisfaction, not the initiation of a decision-making process to return (Um et al., 2006). Revisit Intention is often influenced by service satisfaction (Bigné et al., 2001, 2005; Kozak, 2001; Kozak & Rimmington, 2000).

The interest of tourists to return to visit the Waduk Darma is very helpful in the development and advancement of tourism in the area. Visiting tourists not only provide economic advantages to local communities, but also provide useful feedback for the management of the Waduk Darma. Facilities at the site must be developed in order to satisfy the tourists who come. The development of tourist villages around the place can also affect the social and cultural life of the local community. Diverse and interesting tourist attractions are important factors that can increase tourists' Revisit Intention. Innovation and new ideas are needed to attract tourists to return to visit the Waduk Darma.

The Study

With the increase in regional tourism activities, many studies have raised the profile of tourism in Kuningan Regency. This regency has developed natural tourism, water tourism, historical tourism, religion and conservation, culinary tourism, and historical tourism. However, this potential has not been optimally developed (Masruroh & Nurhayati, 2016). Optimization can be done with Brand identity to introduce destinations to the wider community (Citra, 2020). In addition to this, research shows that the Waduk Darma area has ecotourism potential which includes natural scenery, trees, rice fields, forests, and reservoir waters which are in great demand by tourists. In addition, after analysis, it was found that the revitalization of the area had a large and positive influence on the socio-cultural life of the people around the area. However, to increase the attractiveness and comfort of tourists, it is necessary to improve facilities and rearrange other facilities (Putriady et al., 2022). Other research reports that the attractions in the Waduk Darma are in the good category, as well as the interest in visiting. Tourist attractions have a positive and significant effect (Mauludin, 2017). Apart from that, Nugraha (2013) concluded that tourism products have a positive effect on tourists' decisions to visit the Waduk Darma. Therefore, the manager of the Waduk Darma is expected to be able to improve existing facilities and make realignments to other facilities (Nugraha, 2013).

Although there have been many studies on the Waduk Darma, most of these studies have focused on analyzing the environmental quality and fishery potential of the reservoir (Heriyanto et al., 2018; Pratama et al., 2017). Waduk Darma has quite an interesting tourist attraction and adequate facilities, but the

level of visits to these tourist attractions is not optimal. Data on tourist visits for the 2021 period shows 146,588, the previous year it was visited by 228,762 (Dinas Kepemudaan, Olahraga dan Pariwisata Kabupaten Kuningan, 2021). Therefore this study aims to analyze: (1) tourist attraction and its influence on Tourist satisfaction to the Waduk Darma; (2) facilities and their influence on Tourist satisfaction to the Waduk Darma; (3) Tourist satisfaction and its effect on Revisit Intention satisfaction to the Reservoir Darma; (4) tourist attraction and its influence on Revisit Intention satisfaction to Waduk Darma; (5) facilities and their influence on Revisit Intention to Reservoir Darma; (6) indirect effect of tourist attraction on Revisit Intention to Reservoir Darma through Tourist satisfaction as an intervening variable; (7) indirect effect of facilities on Revisit Intention to Reservoir Darma through Tourist satisfaction as an intervening variable.

This study can provide benefits to various stakeholders, including the government, tourism entrepreneurs, and local communities. By knowing the potential for ecotourism in areas such as the Waduk Darma, the government can develop strategies to increase tourism in the area. Tourism entrepreneurs can take advantage of the results of this research to design tour packages that are more attractive and in accordance with the needs of tourists. Meanwhile, the local community can feel the positive impact of revitalizing the Waduk Darma on their socio-cultural life as well as increasing the local economy due to tourist visits. The research provides empirical evidence about the influence of facilities, tourist attractiveness, Tourist satisfaction, and their relation to Revisit Intention.

C. Research Methods

This research was conducted at the Waduk Darma tourism object, Kuningan Regency. The population of this study is all tourists who visit the Waduk Darma. The sampling technique used is accidental sampling, namely the process of taking tourists who happen to be visiting the Waduk Darma. The sample was determined to be 160 people (Hair et al., 2018). Data collection was carried out for three months; from August to December 2022. This study uses a quantitative method with a descriptive approach to obtain a complete picture of Tourist satisfaction in mediating the influence of tourist attractions and facilities on Revisit Intention to Waduk Darma, Kuningan Regency.

Data was collected using a questionnaire consisting of two parts, namely the profile of the respondent and variable X1 (tourist attraction), X2 (tourist facilities), and Y (Revisit Intention), and variable Z (Tourist satisfaction). The statement items in the questionnaire used 5 Likert scales, which consisted of (1) strongly disagree, (2) Disagree, (3) Fairly agree, (4) Agree, and (5) Strongly agree. This study uses the Structural Equation Modeling-Partial Least Square

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(SEM-PLS) method with the help of software Smart PLS v3.2.8. data analysis with SEM-PLS is possible with a limited number of samples (Hair et al., 2019). In SEM with PLS the value of the latent variable can be estimated according to the linear combination of the manifest variables associated with a latent variable and is treated to replace the manifest variable Alfa et al., (2017).

D. Result and Discussion

Table 1. Characteristics of Respondents

| Information | Description | Frequency | Percentage |
|-------------|----------------------|-----------|------------|
| Gender | Man | 73 | 45,6 |
| | Woman | 87 | 54,4 |
| Age | 21 to 36 years | 60 | 37,5 |
| | 37 to 45 years | 51 | 31,9 |
| | >46 years | 49 | 30,6 |
| Education | SMA/SMK | 57 | 35,6 |
| | D1 – D3 | 2 | 1,3 |
| | D4/S1 | 45 | 28,1 |
| | S2 | 55 | 34,4 |
| | S3 | 1 | 0,6 |
| Residence | Kuningan District | 86 | 53,7 |
| | Outside the District | 74 | 46,3 |

Source: Processed data (2022)

Characteristics of respondents showed that the majority of respondents were female, totaling 87 people (54.4%). While men amounted to 73 people (45.6%). This shows that women prefer the natural tourist destinations of the Waduk Darma which have facilities for traveling with their families. In terms of age, the majority of respondents aged 21-36 years were 60 respondents (37.5%), 37-45 years were 51 respondents (31.9%), > 46 years were 49 respondents (30.6%). Based on these data it can be seen that the majority of visiting tourists are aged between 21-36 years, which indicates a productive age who already has a steady income, and can invite their families to travel.

Research shows may 57 respondents (35.6%) have the last education MA/SMK/STM, Postgraduate (S2) 55 respondents (34.4%), Diploma IV/Bachelor (S1) 45 respondents (28.1%), Diploma 1/II/III by 2 respondents (1.3%), Masters (S3) by 1 respondent (0.6%). The educational background of the respondents is in line with the educational profile of the population of Kuningan Regency, where most of the Baby Boomers and Generation X completed their education at the elementary school level or equivalent. However, the millennial generation in the area tends to complete their

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education at the senior high school level or its equivalent (BPS, 2020). Interesting findings can be seen from the respondent's domicile. The data in the table shows that the majority of respondents came from Kuningan district, namely 86 respondents or 53.8%, while 74 respondents or 46.3% came from outside Kuningan district. This fact shows that the tourism popularity of the Waduk Darma has spread outside the district, so that the number of tourists from outside the district is almost the same as the number of local tourists.

Measurement Model Evaluation (Outer Model) is a stage in the Structural Equation Modeling Partial Least Squares (SEM PLS) analysis which is carried out to evaluate the validity and reliability of measurement variables (indicators) in theoretical models. One of the parameters examined in the Outer Model is Outer Loading. Outer Loading is the correlation coefficient between each measurement variable (indicator) and the latent factor estimated in the PLS SEM model. Outer Loading values range between 0 and 1, with higher values indicating that the measurement variable is better at estimating the corresponding latent factor.

Table 2. Outer Loading

| Items | X1(Tourist Attraction) | X2 (Facility) | Y (Revisit Intention) | Z (Tourist satisfaction) |
|-------|------------------------|---------------|-----------------------|--------------------------|
| X1.1 | 0.929 | | | |
| X1.2 | 0.932 | | | |
| X1.3 | 0.933 | | | |
| X1.4 | 0.911 | | | |
| X2.1 | | 0.941 | | |
| X2.2 | | 0.937 | | |
| X2.3 | | 0.937 | | |
| X2.4 | | 0.949 | | |
| X2.5 | | 0.949 | | |
| X2.6 | | 0.945 | | |
| Y. 1 | | | 0.952 | |
| Y.2 | | | 0.908 | |
| Y.3 | | | 0.873 | |
| Y.4 | | | 0.956 | |
| Z. 1 | | | | 0.824 |
| Z. 2 | | | | 0.891 |
| Z. 3 | | | | 0.906 |

Source: Processed data (2022)

Table 2 shows that the Outer Loading coefficient value is contained in the PLS SEM analysis results table. Each measurement variable (indicator) has an Outer Loading value associated with it. The higher the Outer Loading value, the greater the contribution of the measurement variables in explaining the related latent factors. The standard for the Loading Factor value is when it is declared valid, namely ≥ 0.60 (Hair et al., 2018), after processing, the results show that all values above ≥ 0.60 . It can be concluded that the indicator tools used to measure are appropriate for measuring the variables, and are declared valid and can be used for the next stage of analysis.

The Average Variance Extracted (AVE) table is used to evaluate the validity of the measurement model (Outer Model). AVE is the ratio of the variance extracted by a measurement variable (indicator) to the total variance that exists in that variable and other related variables.

Table 3. Table of Average Variance Extracted (AVE)

| | Average Variance Extracted (AVE) |
|--------------------------|-------------------------------------|
| X1(Tourist Attraction) | 0.858 |
| X2 (Facility) | 0.890 |
| Y (Revisit Intention) | 0.852 |
| Z (Tourist satisfaction) | 0.765 |

Source: Processed data (2022)

The convergent validity test with the Average Variance Extracted (AVE) in Table 3 shows the AVE value > 0.5 , so that all variables are declared valid. This AVE value indicates how much variance is extracted by a measurement variable and other related variables in explaining the latent factors estimated in the model. In the structural model, the causal relationship between latent variables in the theoretical model is examined and estimated. In SEM-PLS, the structural model consists of two parts: 1) the path model, and 2) the path coefficient model. Prior to this test, validity and reliability tests were carried out.

This validity test was carried out by comparing the square root of the AVE of each construct with the construct's correlation with other constructs in the model. If the square root value of AVE is greater than the correlation with other constructs in the model, then the construct has sufficient discriminant validity. If it meets the standard, the measurement model has sufficient discriminant validity to analyze the relationship between constructs in the structural model.

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Table 4. Criteria *Fornell-Larcker*

| Variable | X1 (Tourism Attraction) | X2 (Facility) | Y (Revisit Intention) | Z (Tourist satisfaction) |
|--------------------------|-------------------------------|------------------|--------------------------|-----------------------------|
| X1 (Tourist Attraction) | 0.926 | | | |
| X2 (Facility) | 0.684 | 0.943 | | |
| Y (Revisit Intention) | 0.771 | 0.786 | 0.923 | |
| Z (Tourist satisfaction) | 0.564 | 0.602 | 0.649 | 0.874 |

Source: Processed data (2022)

In the Fornell-Larcker Criteria test, the variable is declared valid if the latent construct must explain a better value on its own indicator than the variant value of the other latent constructs or the value of the indicator itself > the variant value of the other latent constructs. So it can be concluded in Table 4 that it is declared valid because the indicator value of each variable is greater than the variant value of other latent constructs. To evaluate construct validity in the measurement model (outer model). This table shows the loading value (factor load) of each indicator on certain constructs and other constructs in the model.

Table 5. Cross Loading

| | X1 (Tourist Attraction) | X2 (Facility) | Y (Revisit Intention) | Z (Tourist satisfaction) |
|------|----------------------------|------------------|--------------------------|-----------------------------|
| X1.1 | 0.929 | 0.646 | 0.712 | 0.560 |
| X1.2 | 0.932 | 0.634 | 0.718 | 0.553 |
| X1.3 | 0.933 | 0.647 | 0.719 | 0.517 |
| X1.4 | 0.911 | 0.607 | 0.708 | 0.454 |
| X2.1 | 0.671 | 0.941 | 0.745 | 0.548 |
| X2.2 | 0.673 | 0.937 | 0.742 | 0.567 |
| X2.3 | 0.605 | 0.937 | 0.738 | 0.565 |
| X2.4 | 0.661 | 0.949 | 0.745 | 0.563 |
| X2.5 | 0.660 | 0.949 | 0.749 | 0.597 |
| X2.6 | 0.602 | 0.945 | 0.728 | 0.568 |
| Y. 1 | 0.743 | 0.767 | 0.952 | 0.579 |
| Y.2 | 0.714 | 0.705 | 0.908 | 0.558 |
| Y.3 | 0.667 | 0.652 | 0.873 | 0.660 |
| Y.4 | 0.722 | 0.773 | 0.956 | 0.603 |
| Z. 1 | 0.351 | 0.437 | 0.458 | 0.824 |

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| | X1(Tourist Attraction) | X2 (Facility) | Y (Revisit Intention) | Z (Tourist satisfaction) |
|------|------------------------|---------------|-----------------------|--------------------------|
| Z. 2 | 0.483 | 0.544 | 0.613 | 0.891 |
| Z. 3 | 0.610 | 0.581 | 0.610 | 0.906 |

Source: Processed data (2022)

The variable is declared valid if the load indicator value in each construction must be higher than all other construction loading indicator values provided that the loading factor value is > 0.70 . In Table 5 it is known that the value of each indicator itself is greater than the value of other latent variable indicators, so it can be stated that each indicator is valid. Table 5 is clarified by the visualization in Figure 1.

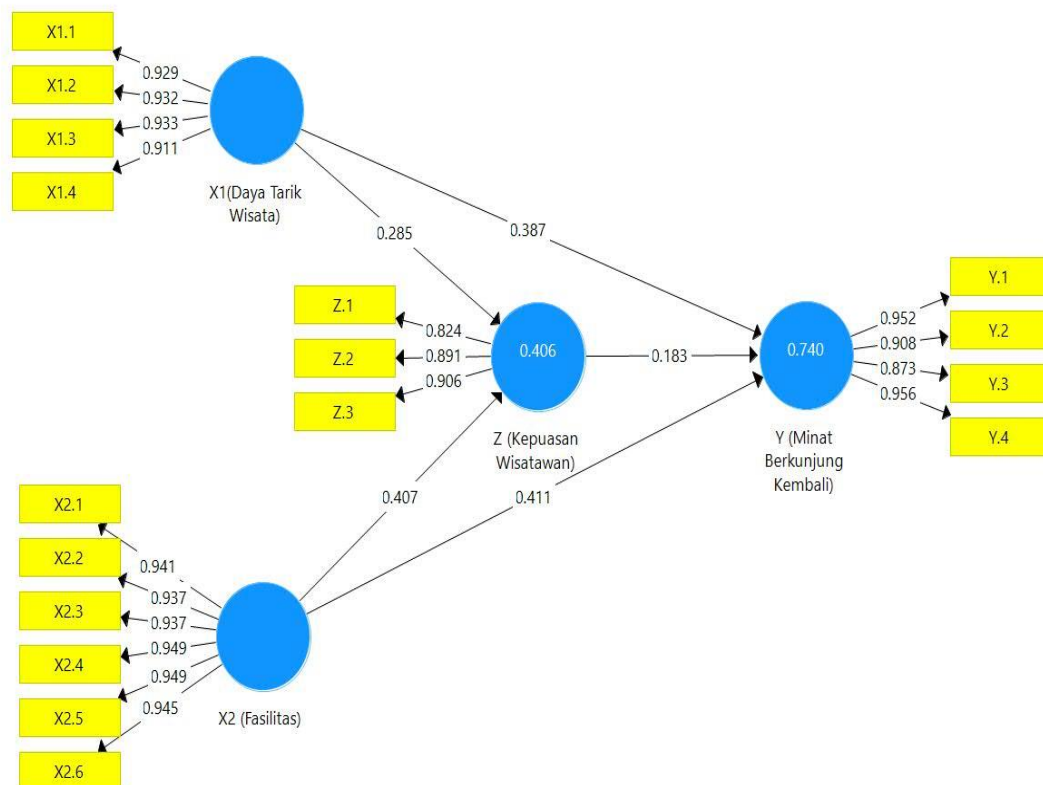


Figure 1. Visualization of *Cross Loading*
Source: Processed data (2022)

Table 6. shows the results of the reliability test with Cronbach's Alpha (CA) and Composite reliability.

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Table 6. Cronbach's Alpha and composite Reliability

| | Cronbach's Alpha (CA) | rho_A | Composite Reliability |
|--------------------------|-----------------------|-------|-----------------------|
| X1 (Tourist Attraction) | 0.945 | 0.946 | 0.960 |
| X2 (Facility) | 0.975 | 0.975 | 0.980 |
| Y (Revisit Intention) | 0.942 | 0.944 | 0.958 |
| Z (Tourist satisfaction) | 0.847 | 0.870 | 0.907 |

Source: Processed data (2022)

Table 6. shows that the overall CA value of each variable in this study is > 0.60 and can be declared reliable, while the composite reliability value is > 0.70, so that the overall Composite Reliability value for each variable is above 0.70 and can be declared reliable.

Table 7. Descriptive Statistical Analysis

| | N | Min | Max | Means | std. Deviation | Criteria |
|--------------------|-----|------|------|--------|----------------|----------------------|
| X1 | 160 | 1.00 | 5.00 | 4.2562 | .78706 | Very interesting |
| X2 | 160 | 1.00 | 5.00 | 3.8948 | .87668 | Adequate/interesting |
| Z | 160 | 1.00 | 5.00 | 3.5396 | .91869 | Satisfied |
| Y | 160 | 1.00 | 5.00 | 4.0875 | .82330 | Interested |
| Valid N (listwise) | 160 | | | | | |

Source: Processed data (2022)

Table 7 shows the assessment of respondents on each variable. Respondents have given their opinion that the tourist attraction in Waduk Darma is very attractive, with an average value of 4.2562. The facilities at the Waduk Darma are considered adequate/attractive with an average score of 3.8948. Tourist satisfaction with the Waduk Darma is categorized as Satisfied, with an average value of 3.5396. Meanwhile, interest in returning to visit the Waduk Darma is categorized as Interested, with an average value of 4.0875. All variables were given very good/good ratings by the respondents, thus showing a positive perception of the Waduk Darma and increasing their interest in making a return visit.

Table 8. R-Square Test (R2)

| | R Square | R Square Adjusted |
|--------------------------|----------|-------------------|
| Y (Revisit Intention) | 0.740 | 0.735 |
| Z (Tourist satisfaction) | 0.406 | 0.398 |

Source: Processed data (2022)

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The R2 value in this study is divided into 2, namely: (1) The R2 value for the Y variable (Revisit Intention) gets a value of 0.740 or 74.0% which is influenced by the Z variable (Tourist satisfaction) with a value of 0.406 which is 40.6% influenced by other variables not examined in research; Based on the opinion of Darmawan (2020), this research can be classified in the Strong category.

Table 9. Q-Square Test (Q2)

| | SSO | SSE | Q2 (=1-S SE/S SO) |
|--------------------------|---------|---------|-------------------|
| X1 (Tourism Attraction) | 640.000 | 640.000 | |
| X2 (Facility) | 960.000 | 960.000 | |
| Y (Revisit Intention) | 640.000 | 269.221 | 0.579 |
| Z (Tourist satisfaction) | 480.000 | 345.721 | 0.280 |

Source: Processed data (2022)

The Q-Square (Q2) value of the variable Y (Revisit Intention) is 0.579 and Z (Tourist satisfaction) gets a value of 0.280 which means > 0 (zero), so it can be categorized as a value on this variable is predictive relevance or relevant predictive value, which means that a structural model designed to explain Tourist satisfaction with Revisit Intention is relevant or good.

Table 10. Direct Effect

| | Original Sample (O) | Sample Means (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--|---------------------|------------------|----------------------------|------------------------|----------|
| X1(Tourist Attraction) -> Y (Revisit Intention) | 0.387 | 0.405 | 0.126 | 3.068 | 0.002 |
| X1(Tourist Attraction) -> Z (Tourist satisfaction) | 0.285 | 0.280 | 0.080 | 3.570 | 0.000 |
| X2 (Facilities) -> Y (Revisit Intention) | 0.411 | 0.391 | 0.141 | 2.908 | 0.004 |
| X2 (Facilities) -> Z (Tourist satisfaction) | 0.407 | 0.411 | 0.085 | 4.769 | 0.000 |
| Z (Tourist satisfaction) -> Y (Revisit Intention) | 0.183 | 0.185 | 0.053 | 3.434 | 0.001 |

Source: Processed data (2022)

The t test is used to evaluate whether exogenous variables have a significant effect on endogenous variables. If the value of the t statistic $> t$ table, then the hypothesis is rejected, whereas if the value of t table $< t$ statistic, then the hypothesis is accepted. In this study, researchers used a t table value of 1.654 with a significance level of 0.05 or 5%. In addition, researchers can also

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compare the P-Value with 0.05. If the P-Value <0.05, the hypothesis is accepted, whereas if the P-Value is > 0.05, the hypothesis is rejected.

Table 11. Indirect Effect

| | Original Sample (O) | Sample Means (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------|------------------|----------------------------|------------------------|----------|
| X1(Tourist Attraction) -> Z (Tourist satisfaction) -> Y (Revisit Intention) | 0.052 | 0.052 | 0.021 | 2.433 | 0.015 |
| X2 (Facilities) -> Z (Tourist satisfaction) -> Y (Revisit Intention) | 0.075 | 0.076 | 0.027 | 2.760 | 0.006 |

Source: Processed data (2022)

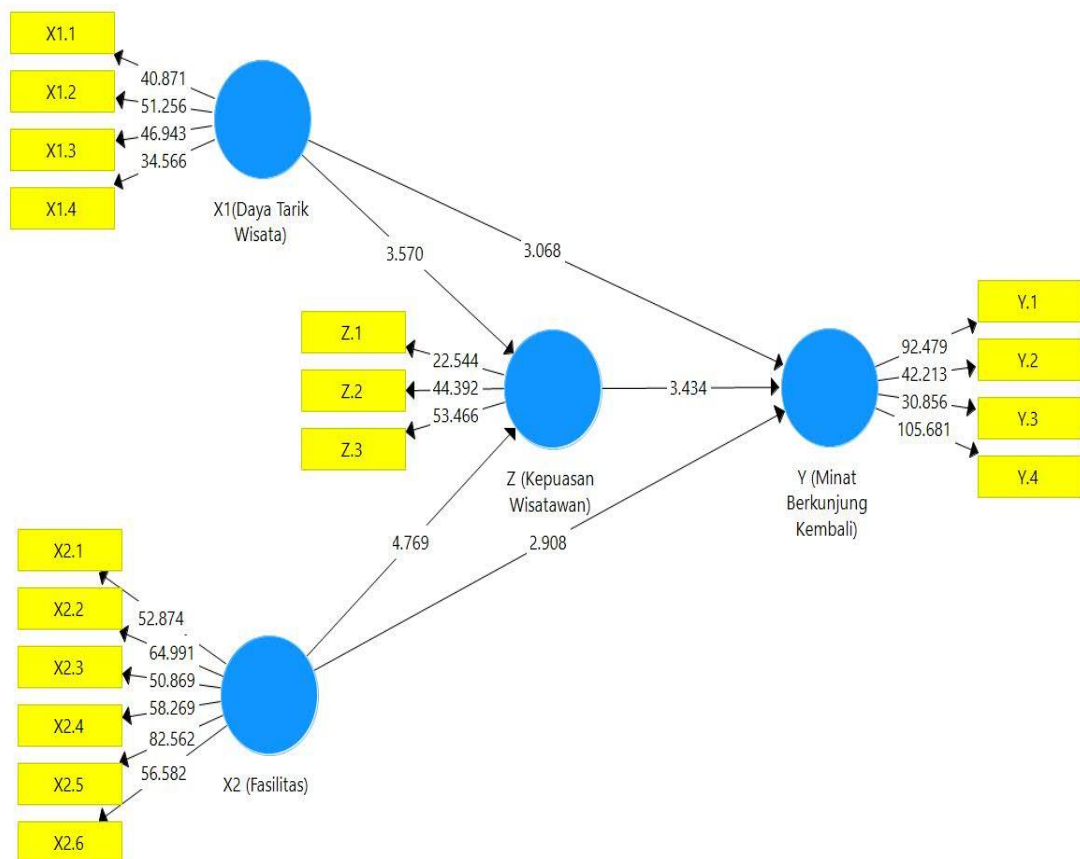


Figure 2. Effect of each variable
Source: Processed data (2022)

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The results found are H1 (Hypothesis 1) between variable X1 (Tourism Attractiveness) to Z (Tourist satisfaction) has a significant influence (H1) and a coefficient value of 0.285 and a p value of 0.00. The results of the t test on H2 (Hypothesis 2) between X2 (Facilities) and Z (Tourist satisfaction) have a significant effect (H2), because the results of the coefficient value are 0.407 and the p value is 0.000. The results of the t test on H3 (Hypothesis 3) between Z (Tourist satisfaction) and Y (Revisit Intention) coefficient value of 0.183 and p value of 0.001 means that it has a significant influence (H3). The results of the t test on H4 (Hypothesis 4) found that there was a significant influence between X1 (Tourism Attractiveness) on Y (Revisit Intention) because the coefficient value was 0.387 and the p value was 0.002 (H4).

Secontinued to test on H5 (Hypothesis 5) it was found that the variable X2 (Facilities) on Y (Revisit Intention) had a significant influence and had a coefficient value of 0.411 and a p value of 0.004 (H5). explains the results of the t hypothesis test between exogenous and endogenous variables through intervening variables. The results obtained in the test on H6 (Hypothesis 6) are that there is a significant indirect effect between X1 (tourist attraction) on Y (Revisit Intention) through the intervening variable Z (Tourist satisfaction) and has a coefficient value of 0.052 and a p value of 0.015 (H6) and in the last hypothesis, namely H7 (Hypothesis 7), it is found that there is a significant indirect effect between X2 (Tourist Attraction) on Y (Revisit Intention) through the intervening variable Z (Tourist satisfaction) and has a coefficient value of 0.

The results of testing this relationship reveal that the coefficient value of tourist attraction (coefficient value 0.387) and facilities (coefficient value 0.411) in the Waduk Darma have a direct effect on the Revisit Intention of tourists to the Waduk Darma so there is no need to go through Tourist satisfaction as an intervening variable, because it directly tourist attractions and facilities affect tourists' Revisit Intention to Waduk Darma.

On a micro scale, the results of this study are in line with previous research which stated that tourist facilities at the Waduk Darma are well regarded by tourists (Nugraha, 2013). In addition to this, this study also supports the results of previous research analysis on the tourist attraction of the Waduk Darma which is considered very attractive (Masruroh & Nurhayati, 2016; Mauludin, 2017), because it has a beautiful view (Adriani & Nurtanio, 2022). This study also provides empirical data that Waduk Darma tourists feel satisfied when traveling (Herman, 2021). This satisfaction is explained by several factors such as facilities, attractiveness, safety (Herman, 2021). An interesting research finding is that the variables of tourist attraction and facilities directly influence the interest of tourists to return to visit there. This

proves that these two main factors can explain the interest of tourists to visit again.

E. Conclusion

From the results of data analysis several conclusions can be drawn. Tourist attraction has a positive and significant influence on Tourist satisfaction. The higher the influence of tourist attraction, the more it affects tourist satisfaction. The attractiveness available at the Waduk Darma is the main motivation for tourists to make tourist visits. Tourist attractions in the Waduk Darma that can be enjoyed by tourists directly lead to satisfaction for visitors and will get a good or positive response from tourists, and vice versa if a tourist spot does not have a tourist attraction for tourists who come to visit, it will have an impact on decreasing the number of visitors. Tourists who come to visit the Waduk Darma. Facilities have a positive and significant influence on Tourist satisfaction. The higher the influence of the facilities, the more it affects Tourist satisfaction, various facilities in the Waduk Darma are deliberately built and provided according to the needs to make it easier for tourists when traveling and create comfort for tourists. The available facilities must also be cared for and kept clean.

Tourist satisfaction has a positive and significant influence on Revisit Intention. The higher the influence of tourist satisfaction that comes then affects Revisit Intention, Tourist satisfaction who comes to visit as a whole has the greatest influence on the decision of tourists to revisit a destination. Tourist attraction has a positive and significant influence on Revisit Intention. The higher the influence of tourist attraction then affects Revisit Intention, tourist attraction in a tourist spot is an important thing that must exist and be available for tourists who come to visit, this tourist attraction data is what makes tourists have an interest in visiting again. Facilities have a positive and significant influence on Revisit Intention. The higher the influence of the facility, the more it affects the Revisit Intention, the facilities that are available in good condition and are well maintained and easy to use in a tourist spot as a whole have a big influence on the tourist's decision to revisit a tourist destination.

Tourist attraction has a positive and significant indirect effect on Revisit Intention through Tourist satisfaction. The higher the influence of tourist attraction, the more it affects Revisit Intention through Tourist satisfaction, the attractiveness available at tourist attractions can make tourists feel satisfied because it is in accordance with the expected expectations and this can be related to the interest of tourists to return to these tourist attractions. Facility has a positive and significant indirect effect on Revisit Intention through Tourist satisfaction. The higher the influence of facilities, the more it affects Revisit Intention through Tourist satisfaction, complete and well-maintained

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facilities at tourist attractions can make tourists feel satisfied and can result in an increase in the number of tourists who are satisfied to revisit and recommend to others about these tourist attractions.

The management of the tourist village in Kuningan is expected to contribute to increasing tourist satisfaction. Can provide further supervision regarding the improvement of existing and available facilities in the Waduk Darma tourism area. Maintain cleanliness and maintenance of these facilities. You can also add tourist facilities such as gift shops or money changers or automated teller machines (ATMs). As well as the management can coordinate and develop new strategies for the future with the government such as the Kuningan Regency Tourism Office or other related parties so that they can develop the Waduk Darma to become a mainstay tourist attraction in Kuningan Regency to be visited by domestic and foreign tourists. As a recommendation and evaluation material for tourism object managers and business actors and all related parties so that they can be used in the development of the Waduk Darma tourism object business.

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