THE EFFECT OF ATTRACTION AND FACILITIES ON THE REVISIT INTENTION BY TOURISTS SATISFACTION AS AN INTERVENING VARIABLE (A STUDY IN BANYUWANGI IJEN CRATER)

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ABSTRACT

This study aims to determine what factors affect the interest of tourists visiting the Crater Ijen Banyuwangi. This type of research is classified in descriptive and explanatory research with quantitative approach. The population of this study is all the tourists who come to Ijen Crater Banyuwangi. The sample of this study was 385 respondents (tourists) with non-probability sampling technique. The result of this research are (1) the attraction has positive and significant effect on the revisit intension (2) the facility has positive and significant effect on the revisit intension (3) the attraction has a significant positive effect on the tourists satisfaction (4) the facility has a significant positive effect on the tourists satisfaction (5) satisfaction has a significant positive effect on revisit intension. (6) the attractiveness has a significant positive influence on the revisit intention through tourist satisfaction (7) facility has a significant positive influence on the revisit intention through tourist satisfaction.

Keywords: Attraction, Facilities, Tourists' Satisfaction, and Revisit Intention, Ijen Crater

1. INTRODUCTION

Tourism is a journey made for recreation or vacation. Various factors of travel attraction owned by the tourist destination will cause tourists to choose a particular tourist destination to fulfill their needs. In attracting tourists, the object should always look at the quality in order to get a significant increasing in tourism that visits to the tourist attraction (Kotler and Amstrong, 2004). Attraction shows that an object is attracted by the specific information of the subject to further indicate intent and action for satisfaction.

The attraction shows the characteristics of recreational sources and special charm created by people, or services and facilities that can satisfy the needs of consumers to increase revisit intension (Hultman *et al,* 2015).

Tourist facilities are an important factor to be considered.According to (Sammeng, 2001) one of the important things to develop tourism is through facilities (ease). Sometimes, the tourists visit a place or area or country because of interest by convenience facilities.Therefore, tourism facilities should be an important factor that must be considered in order to create the satisfaction of tourists who will shape the interest of re-visit.

Aware of the improvements in tourism to attract tourists, facilities and infrastructure are improved to further enhance the satisfaction and interest of tourist visiting. Satisfaction is the feeling of pleasure or disappointment of a person arising from comparing the perceived performance of the product (service) to their expectations or expectations. If the performance is below customer expectations are not satisfied, on the contrary, if the performance meets the expectations of customers are satisfied (Kotle et al, 2009). The satisfaction of tourists encourages tourists to be loyal to tourist destinations by making a return visit and willing to recommend tourist destinations to others. According to Oliver (1999) loyalty is an in-depth customer commitment to re-subscribe or re-purchase consistent products or services consistently in the future.

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The interest of a return is an interest in willing or willing travelers to visit the same destination (Cole & Scot, 2004). According to Basiya and Rozak (2012) satisfaction of tourists have a positive influence on the intention of returning tourists.

Based on the description above the attractiveness and facilities need to be considered in order to support the satisfaction of tourists who will shape the interest of tourists visiting the crater Ijen Banyuwangi. Based on that background, the researcher is interested in conducting a research entitled "The Effect of Attraction and Facilities To The Revisit Intention By Tourists Satisfaction As An Intervening Variable".

2. LITERATURE REVIEW

2.1 Revisit Intension

The revisit intension is an interest in willing or willing travelers to visit the same destination (Cole & Scot, 2004). Marinkovic et al (2014) defines the intention of re-visiting as a behavioral trend that will bring customers back in the future. According to Kun &Teng (2011) defines the

revisit intension visit as a buy-back intention and a behavior that indicates a willingness to recommend and disseminate positive information to service providers.

2.2 Tourism Satisfaction

Satisfaction is the feeling of pleasure or disappointment of a person arising from comparing the perceived performance of the product (service) to their expectations or expectations. If the performance is below customer expectations are not satisfied, on the contrary, if the performance meets the expectations of customers are satisfied (Kotler et al, 2009). Customer satisfaction (Saladin, 2003) is the feeling of pleasure or disappointment of someone who derives from the comparison between his impressions of a product's performance and its expectations. According to Gerson (2004) customer satisfaction is the customer's perception that his or her expectations have been met or exceeded.

2.3 Facilities

Satisfaction is the feeling of pleasure or disappointment of a person arising from comparing the perceived performance of the product (service) to their expectations or expectations. If the performance is below customer expectations are not satisfied, on the contrary, if the performance meets the expectations of customers are satisfied (Kotler et al, 2009). Customer satisfaction (Saladin, 2003) is the feeling of pleasure or disappointment of someone who derives from the comparison between his impressions of a product's performance and its expectations. According to Gerson (2004) customer satisfaction is the customer's perception that his or her expectations have been met or exceeded.

2.4 Attractiveness

The attraction according to Ismayanti (2009) is the main factor driving tourism in a destination. In a sense, the tourist attraction as the prime mover that motivates tourists to visit the sights. Based on the Law of the Republic of Indonesia No.10 Year 2009, tourist attraction is described as everything that has uniqueness, convenience, and value in the form of diversity of natural wealth, culture, and man-made products become the target or tourist visit.

The hypothesis in this study are as follows:

H1: The attractiveness positively and positively affects the interest of the returning
H2: The facility has a positive and significant impact on the interest of the visit
H3: The attractiveness has a positive and significant impact on the satisfaction of tourists
H4: Facilities have a positive and significant impact on tourist satisfaction

H5: The satisfaction of the tourists has a positive and significant impact on the interest of the visit

H6: The appeal of positive and significant influences on interest is re-visited through tourist satisfaction

H7: The facility has a positive and significant impact on the interest of visiting through the satisfaction of tourists

3. METHOD

This research uses quantitative approach with explanatory research type. Quantitative research methods are methods to test certain theories by examining the relationship between variables (Cresswell, 2013). Explanatory research is a research method that intends to explain the position of the variables studied and the influence of one variable with another variable (Sugiyono, 2014). The population in this study is all the tourists who come to Ijen Banyuwangi Crater. The sample of this study were 385 respondents (tourists) with non-probability sampling technique. Data analysis techniques used in this research is descriptive analysis and path analysis using SPSS 22 for Windows.The research model can be seen in Figure 1 as follows:
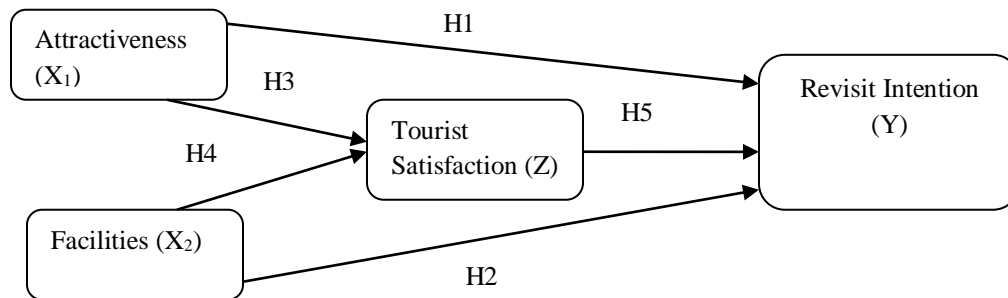
Figure 1: Research Model

4. THE RESEARCH RESULTS

4.1 Descriptive Analysis

Descriptive analysis is to provide descriptive or empirical description of the data collected in a study (Ferdinand, 2006). The interpretation of the respondent average value in this study is based on the criteria set by Masri (2009) presented as follows:

Table 1: Interval and category

No	Interval	category
1	1.0 – 1.80	Strongly Disagree (SD)
2	1.81 – 2.60	Disagree (Da)
3	2.61 – 3.40	Doubtful (Db)
4	3.41 – 4.20	Agree (A)
5	4.21 – 5.0	Strongly Agree (SA)

Source: Masri (2009)

Attractiveness Variable (X1)

The result of instrument percentage calculation of the attractiveness variable was obtained by average score 4.15. Based on this result, it can be concluded that the respondents mostly gave an "agree" value on the statements about all aspects of Banyuwangi Ijen Crater attractiveness.

Facilities Variable (X2)

The result of instrument percentage calculation of the facilities variablewas obtained by average score 4.12. Based on this result, it can be concluded that the respondents mostly gave an "agree" value on the statements about all aspects of Banyuwangi Ijen Crater facilities.

Tourist Satisfaction Variable (Z)

The result of instrument percentage calculation of the tourist satisfaction variable was obtained by average score 4.09. Based on this result, it can be concluded that the respondents mostly gave an "agree" value on the statement about all aspects ofBanyuwangi Ijen Crater tourist satisfaction.

The Revisit Intention Variable (Y)

The result of instrument percentage calculation of therevisit intentionvariable was obtained by average score 4.15. Based on this result, it can be concluded that the respondents mostly gave an "agree" value on the statement about all aspects of Banyuwangi Ijen Crater revisit intention.
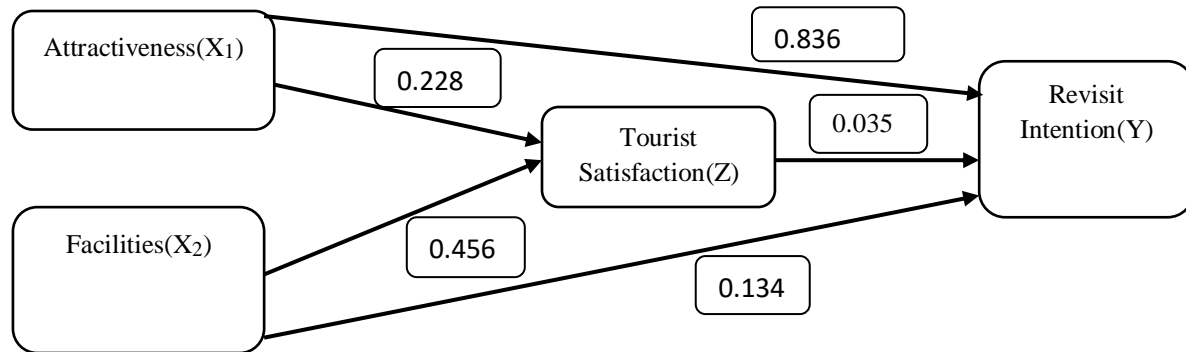
Picture 2: the Result of Path Analysis

Based on the picture of the relationship structure among the variables with parameter values above, it can be determined the influence of one variable to another variable, either directly or indirectly.

Table 2: the Result of Path Analysis Test

No	Variable	Direct Effect	Indirect Effect	Total Effect
1	X1 to Y	0.836	0.00798	0.84398
2	X2 to Y	0.134	0.01596	0.14996
3	X1 to Z	0.228	-	0.228
4	X2 to Z	0.456	-	0.456
5	Z to Y	0.035	-	0.035

Source: The data processed by the researcher (2018)

1. The First Hypothesis Test

The result of analysis shows that the t_{count} 37.265 is with the path value of 0.836 and the value of count significance of0.00<0.05. This means that there is a direct significant positive influence of the attractivenesson the revisit intention, so that Ha is accepted and Ho is rejected. Therefore, H1 which states there is the influence of the attractiveness on the revisit intention is accepted.

2. The Second Hypothesis Test

The result of analysis shows that the t_{count} 5,769 is with the path value of 0.134 and significance the value of count significanceof 0.000 <0.05. This means that there is a direct significant positive effect of the facilities on the revisit intention, so that Ha is accepted and Ho is rejected. Therefore, H2 which states there is the influence of facilities on the revisit intention is accepted.

3. The Third Hypothesis Test

The result of the analysis shows that t_{count} 2.902 is with the path value of 0.228 and the value of count significance of 0.004 <0.05. This means that there is a direct significant positive influence of the attractivenesson satisfaction, so that Ha is accepted and Ho is rejected. Therefore, H3 which states that there is influence of attractivenesson the tourist satisfaction is accepted.

4. The Fourth Hypothesis Test

The result of analysis shows that t_{count} 5.809 is with the path value of 0.456 and the count significance of 0.000 <0.05. This means that there is a direct positive influence of the facilities onsatisfaction, so that Ha is accepted and Ho is rejected. Therefore, H4 which states that there is influence of facilities on tourist satisfaction is accepted.

5. The Fifth Hypothesis Test

The result of analysis shows that t_{count} 2.405 is with the path value of 0.035 and the significance of 0.017 <0.05. This means that there is a direct positive influence of satisfaction on the revisit intention, so that Ha is accepted and Ho is rejected. Therefore, H5 which states that there is an influence of tourist satisfaction on the revisit intention is accepted.

6. The Sixth Hypothesis Test

The result of the direct influence calculation of the attractiveness (X1) on the revisit intention (Y) is 0.836 while the indirect influence of attractiveness (X1) through the tourist satisfaction (Z) on the revisit intention (Y) is multiplication of the β value of attractiveness (X1) on the tourist satisfaction (Z) with the β value of tourist satisfaction (Z) on the revisit intention (Y) is 0.007. Then the total influence of attractiveness (X1) on the revisit intention (Y) is the direct influence plusthe indirect influence that is 0.843.

Based on the above calculation, it can be seenthat the value of direct influence is 0.836 and indirect influence is 0.007. It means that the value of indirect influence is smaller than the value of direct influence. This result indicates that indirectly the attractiveness (X1) has a significant positive influence on the revisit intention (Y) through the tourist satisfaction (Z).

7. The Seventh Hypothesis Test

H7 based on the table 4.15 shows that the value of H7 known as the direct influence given by the facilities (X2) on the revisit intention (Y) is 0.134 while the indirect influence of facilities (X2) through the tourist satisfaction (Z) on the revisit intention (Y) is multiplication of the β value of facilities (X2) on the tourist satisfaction (Z) with the β value of tourist satisfaction (Z) on the

revisit intention (Y) is 0.015. Then the total influence given by facilities (X2) on the revisit intention (Y) is direct influence plus the indirect influence that is 0.149.

Based on the above calculation, it is known that the value of direct influence is 0.134 and the indirect influence is 0.015 which means that the value of indirect influence is smaller than the value of direct influence. This result indicates that indirectly facilities (X2) have a significant positive influence on the revisit intention (Y) through the tourist satisfaction (Z).

5. DISCUSSION

5.1 The Influence of Attractiveness on the Revisit Intention

The result of this study indicates that there is a significant positive influence of the attractiveness (X1) on the revisit intention(Y) because the sig value is smaller than 0.05 with the value of 0.836. Thus, this research supports the previous research which investigated that the variable of attractiveness had a significant positive influence on the revisit intention. This resultis also in line with the opinion of Chine (2016), Sopyan & Widyanto (2015), Baziya & Rozak (2012) that state theattractiveness has a positive significant influence on the revisit intention.

According to the result of empirical research, the attractiveness variable has positive significant influence on the revisit intentionof Banyuwangi Ijen Crater. It happens because the attractiveness affects the revisit intention due to the attractiveness of Banyuwangi Ijen Crater which is unique or extraordinary that can attract tourists to visit it again.

The attractiveness found in Banyuwangi Ijen Crater is one point that makes tourists desire to visit it. When the researcher interviewed one of the tourists, he said that he was interested to visit Banyuwangi Ijen Crater because it has a special characteristic that is blue fire. It is not owned by another similar tourism objects in Indonesia. Besides, the scenery is so beautiful that makes tourists interested to visitBanyuwangi Ijen Crater.

Based on these findings,the researcher thought that the attractiveness gave effect on the revisit intentionnot only because the natural beauty that makes tourists still want to visit, but also the attractiveness of the blue fire. However, not all tourists can see it if they are heading to Ijen crater atthe time before sunrise because they will not meet blue fire at 4 to 5 a.m.or because the weather is suddenly getting bad like suddenly raining.

5.2 The Influence of Facilities on the Revisit Intention

The result of this study indicates that there is a significant positive influences of the facilities (X2) on the revisit intention (Y) since the sig value is smaller than 0.05 with the value of 0.136. Thus, this research supports the previous research that was investigated. The research conducted

by Sofyan, *et al* (2013), Ngoc and Trinh (2015) stated that the facilities had a significant positive effect on the revisit intention.

The result of empirical research indicates that facilities variable has a positive significant influence on the revisit intention. According to Lupiyoadi (2008), the facilities are the appearance, the ability of infrastructure facilities and the circumstances of the surrounding environment in showing its existence to the external that include physical facilities, equipment and instrument. Therefore, the facilities are a necessity needed by the tourists of Banyuwangi Ijen Crater for a visit.

Available facilities in Banyuwangi Ijen Crater are fairly complete and adequate which consist of lodgings, transportations to the place, the security posts, toilets, and restaurants. When the researcher interviewed one of their tourists, he said that the available facilities to support tourists during the trip are quite complete and adequate. Moreover, now, there aretoilets built right in the tourist area. Based on the finding of facilities that already support the tourists can be considered for tourists to visit Banyuwangi Ijen Crater again.

5.3 The Influence of Attractiveness on the Tourist Satisfaction

The result of this study indicates that there is a significant positive influence of attractiveness (X1) on the tourist satisfaction (Z) because the sig value is smaller than 0.05 with a value of 0.228. It is in line with the research investigated by Aprilia & Edriana (2017), Basiya & Rozak (2012), which state thatthe attractiveness has a significant positive influence on the tourist satisfaction.

The result of empirical research shows that the attractiveness variable has a significant positive influence on the tourist satisfaction of Banyuwangi Ijen Crater. This is because the attractiveness affects the tourist satisfaction. We can say that the attractiveness can produce the tourist satisfaction.

The attractiveness of Banyuwangi Ijen Crater is very interesting for tourists. When the researcher interviewed one of the tourists, he said that the most interesting attractiveness in Banyuwangi Ijen Crater was a unique blue fire that could only be found in two countries around the world, namely in Indonesia, precisely in Banyuwangi, and in Iceland. According to Tjiptono (2006), the customer satisfaction is a full-time evaluation in which the selected alternatives at least provide outcomes which are equal or exceed customer expectations, while dissatisfaction arises when the results do not meet customer expectations.

Based on the finding, the attractiveness gives an influence on the satisfaction because when the tourists get interested in the special features or beauty of Banyuwangi Ijen Crater, they will give

evaluation after visiting the place whether they are satisfied or not with the attractiveness that has been seen by them.

5.4 The Influence of Facilities on the Tourist Satisfaction

The result of this study indicates that there is a significant positive influence of the facilities (X2) on the tourist satisfaction (Z) because the sig value is smaller than 0.05 with the value of 0.456. Therefore, this research is also supported by the previous research. The research conducted by Mohammad and Som (2014), Sofyan et al (2013), Aliman, et al (2016) indicate that the facilities have a significant positive effect on tourist satisfaction.

According to the result of empirical research, the facilities variable has a positive and significant effect onthe tourist satisfaction of Banyuwangi Ijen Crater. This can happen because the facilities which satisfy the tourists will result in their satisfaction.

The available facilities in Banyuwangi Ijen Crater are fairly adequate for tourists. Whenthe researcher interviewed one of the tourists, he said thatthe available facilities on Banyuwangi Ijen Crater were in accordance with his expectation.

The research result conducted by researcher shows that the facility affects the satisfaction because the facility is the supporting way to facilitate the tourists in their tour. Based on the research result got by the researcher, facilities that exist around Ijen Crater Banyuwangi are quite complete and adequate. This is in accordance with the expectations of the tourists, so that they feel satisfied with the available facilities.

5.5 The Influence of Tourist Satisfaction on the Revisit Intention

The result of this study indicates that there is a significant positive influence of the tourist satisfaction (Z) on the revisit intention (Y) because the sig value is smaller than 0.05 with the value of 0.035. Thus, this research is supported by previous research which states that the tourist satisfaction variable has a significant positive influence on the revisit intention. The result of this study is also in line with the opinion of Basiya & Rozak (2012), Lee et al (2011), Sofyan et al (2013) which shows that the tourist satisfaction has a significant positive effect on the revisit intention.

The tourists satisfaction is one of the conditions where Banyuwangi Ijen Crateris repeatedly visited and is not affected by the situation and conditions that will cause tourists to visit other similar tourism objects. The average value of the tourist satisfactionvariable is good.

The results of empirical research indicate that the tourist satisfaction formed by the environment Banyuwangi Ijen Crater can be accepted by the tourists so that they are satisfied with the

attractiveness and facilities. Therefore, when the researcher interviewed one of the tourists, they said that they feel satisfied and have revisit intention.

Based on the findings done by the researcher, tourists who came were quite satisfied with the beauty and completeness of existing facilities in the area of tourism. This would be a recommendation for the tourists to visit again and invite their family or close friends to visit Banyuwangi Ijen Crater.

5.6 The Influence of Attractiveness on the Revisit Intentionthrough the Tourist Satisfaction

In the path analysis picture shows that the direct influence of the attractiveness on the revisit intention is 0.836. While the indirect influence through satisfaction is 0.007. From the result obtained by the calculation, it shows that the indirect influence through the satisfaction is smaller than the direct influence on the revisit intention. This result suggests that the attractiveness does not indirectly affect the revisit intention through tourist satisfaction, or it can be concluded that the tourist satisfaction is not a variable mediating between the attractiveness and the revisit intention. This is because Banyuwangi Ijen Crater is the only tourism object that has the unique blue fire throughout Indonesia and even around the world; it can only be found in two places, namely in Indonesia precisely in Banyuwangi Ijen Crater, and in Iceland.

5.7 The Influence of Facilities on the Revisit intentionthrough Tourist Satisfaction

In the path analysis picture shows that the direct influence of the facilities on the revisit intention is 0.136. Meanwhile, the indirect influence through the satisfaction is 0.015. Based on the result obtained by the calculation,the indirect influence through the tourist satisfaction is smaller than the direct influence on the revisit intention. The result indicates that the facilities do not indirectly affect the revisit intention through the tourist satisfaction, or it can be concluded that the tourist satisfaction isthe variable that mediatesthe facilities on therevisit intention. This is because the tourist area of Banyuwangi Ijen Crater provides adequate and complete facilities such as, hotel / villa / guest house, transportations, security, toilets in tourist areas, and restaurants or cafes as a support for the touristswho visit the place.

6. CONCLUSIONS

6.1 The attractiveness has a significant positive influence on the tourist intention in revisiting Banyuwangi Ijen Crater

6.2 Facilities have a significant positive influence on the tourist intention in revisiting Banyuwangi Ijen Crater

6.3 The attractiveness hasa significant positive influence on the tourist satisfaction toward Banyuwangi Ijen Crater

6.4 Facilities havea significant positive influenceon the tourist satisfaction toward Banyuwangi Ijen Crater

6.5 The tourist satisfaction has a significant positive influence on the tourist interest in revisiting Banyuwangi Ijen Crater

6.6 The attractiveness has a significant positive influence on the revisit intention through tourist satisfaction Banyuwangi Ijen Crater.

6.7 Facilities have a significant positive influence on the revisit intention through tourist satisfaction Banyuwangi Ijen Crater.

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