

## The Effect of Epistemic Value on Tourists Revisit Intention in Lake Toba with Satisfaction as Mediation Variable

Megasari Gusandra Saragih<sup>1</sup>, Elfitra Desy Surya<sup>2</sup>, Mesra B<sup>3</sup>

<sup>1,2,3</sup>Universitas Pembangunan Panca Budi, Medan, Indonesia

[megasari.gusandrasaragih@dosen.pancabudi.ac.id](mailto:megasari.gusandrasaragih@dosen.pancabudi.ac.id)

### Abstract

*The influence of epistemic value on the interest of returning tourists to the super priority tourist attraction of Lake Toba with satisfaction as a mediation is very important to be studied during this covid 19 pandemic. The number of samples as many as 110 respondents with the sample withdrawal technique is purposive sampling. The analytical model used is path analysis and Sobel Test with an analytical tool. The study results found that epistemic Value had a significant impact on tourist satisfaction; epistemic value and satisfaction affected the interest of returning tourists to the super-priority tourism of Lake Toba. Satisfaction mediating partial mediation is the effect of epistemic Value on the welfare of returning tourists to the super-priority tourism of Lake Toba.*

### Keywords

epistemic value; satisfaction; revisit intention



### I. Introduction

Lake Toba is currently being prepared by the Government of Indonesia as the location of a Super Priority Tourism Destination (DPSP) to replace the island of Bali. The natural charm of Lake Toba tourism to be 'sold' to foreign travelers does not seem to be in vain. In fact, Lake Toba has been designated by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as the 209th UNESCO Global Geopark (UGG) in 2020 in France. The Dutch King Willem Alexander and Queen Maxima Zorreguieta Cerruti have also visited there for a tour to enjoy the beauty and panorama of Lake Toba and see the culture of the Batak people.

Lake Toba has an area of approximately 1,145 square kilometers, and a depth of 450 meters which makes it the largest lake in Southeast Asia. Not only can they enjoy nature tourism, tourists who visit here can enjoy kayaking or canoeing to explore Tongging-Silalahi Lake, Tongging-Samosir, or the North Circle around Lake Toba. In the Sibisa area, Ajibata District, Toba Samosir Regency, the tourism manager of The Caldera Toba Nomadic Escap has prepared a location for glamping activities (luxury tents) to enjoy the nature around Lake Toba. The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020). The natural beauty of Lake Toba has made the Ministry of Tourism and Creative Economy (Kemenparekraf) set the location as a new icon of Indonesian tourism based on natural beauty.

The uniqueness of the natural beauty of Lake Toba is an epistemic value that must be maintained. The origin of Lake Toba which is so unique and has a certain historical value is the main attraction for visiting tourists. If this epistemic value is explored to the maximum, it will no doubt be able to increase the number of tourist visits to Lake Toba. The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020). However, it is

very unfortunate, because of the PPKM (Enforcement of Community Activity Restrictions) as a result of the Covid 19 Pandemic the number of foreign tourists visiting the super priority of Lake Toba decreased sharply, until at the beginning of the first quarter of 2020 only 85 tourists (Central Bureau of Statistics North Sumatra, 2021).

However, this did not happen to domestic tourists, even at the beginning of 2021 the Samosir Regency Government claimed to have received Regional Original Income of not less than Rp. 400 million. This is an extraordinary achievement and can be a driving force for Small and Medium Enterprises affected by the COVID-19 pandemic around the Lake Toba tourist attraction. This shows that the interest of domestic tourists is quite large for the super priority tourist attraction of Lake Toba. So it is not an exaggeration if during this pandemic the target focus of the Regional Government is to increase repeat tourist visits to Lake Toba by exploring the epistemic value of Lake Toba.

## **II. Review of Literature**

### **2.1 Epistemic Value**

The projected benefits throughout the consumer experience are provided by epistemic value (Williams & Soutar, 2000). Meeting new people, trying new foods, gaining new knowledge, learning about culture, and making new discoveries are all fantastic tourist motivators (Paggiaro, 2012) while exploring adventures such as taking risks and pushing within of safe boundaries brings personal pleasure (Dolnicar & Kemp, 2008), knowledge seeking experiences also were provided (Park & Yoon, 2009). Waheed & Hassan (2016) describe epistemic value as "new experience, adventure, having to learn culture, different belief system, and new knowledge."

### **2.2 Tourist Satisfaction**

Tourist satisfaction is the most important aspect in tourism business rivalry, influence on destination choice, and product and service consumption (Naidoo et al., 2010). In the tourism industry, the intention to return has long been regarded as a critical factor for business growth and survival (Pratminingsih, 2014; Ngoc & Trinh, 2015); most studies have found that destinations with a high intention to return are more likely to succeed (Pratminingsih, 2014; Ngoc & Trinh, 2015). Indicators of satisfaction include: island (destination), locals, guest house services, employees performance, nature (Waheed & Hassan, 2016).

### **2.3 Revisit Intention**

The strong desire of tourists to return to visit in the future (Sopyan, 2015) is the definition of revisit intention. Meanwhile Hellier et al. (2003) stated that revisit intention has the same meaning as repurchase intention. Then it was said that and satisfaction had a significant effect on repeat visits (Parastiwi & Farida, 2016). Indicators of revisit intention include: intention, plan, (schedule/booking), recommend, grouping (alliance), and attachment (Waheed & Hassan, 2016).

### III. Research Methods

This research approach is quantitative research with a Path Analysis model. Sources of data used in the form of primary data sources using a questionnaire. Only visitors who have visited Lake Toba can be utilized as respondents, and the sample technique was carried out utilizing a nonprobability sampling strategy with a purposive sampling approach.

The population in this study were all tourists in Lake Toba's super-priority tourism, totaling 12,371,465 tourists (BPS Province of North Sumatra, 2019). The number of samples is determined based on the analytical tool used. According to SEM, the number of pieces can range from 5-10 of the number of indicators. Therefore, the number of samples in this study amounted to  $15 \times 7 = 105$  respondents. They coupled with five respondents in case of data outliers so that the total respondents were 110 tourists on the super-priority tourism of Lake Toba. Data collection techniques were carried out by giving a list of questions or questionnaires directly to 110 respondents who were Lake Toba tourists, which were made using a scale of 1-5 (Likert).

SEM (Structural Equation Modeling) with the AMOS (Analysis of Moment Structure) tool was used to analyze the data in this investigation. The focus on a particular have been used to evaluate the model's viability:

**Table 1.** Model Feasibility Test Index

Goodness Of Fit Index	Cut-off Value
$\chi^2$ C-square Statistics	df, $\alpha = 5\%$
Probability	$\geq 0,05$
CMIN/DF	$\leq 2,00$
GFI	$\geq 0,90$
AGFI	$\geq 0,90$
TLI	$\geq 0,95$
CFI	$\geq 0,95$
RMSEA	$\leq 0,08$

Source: Ghozali (2013)

Using Ferdinand (2014) as a guide, we examine the significance level of the relationship between variables.

### IV. Results and Discussion

#### 4.1 Results

##### a. Confirmatory Factor Analysis (CFA)

The variable pointer is said to be substantial in the event that the stacking figure esteem for each thing or marker is more noteworthy than 0.60 (Ghozali, 2013). The comes about of the CFA test for each variable can be seen in Table 2 underneath:

**Table 2.** CFA Variable Test Result

Indicator Variable	Estimate	Cut of Value	Conclusion
X1 <--- EpistemicValue	,865	0.60	Valid
X2 <--- EpistemicValue	,874	0.60	Valid
X3 <--- EpistemicValue	,736	0.60	Valid
X4 <--- EpistemicValue	,748	0.60	Valid
X5 <--- EpistemicValue	,770	0.60	Valid
Z1 <--- Satisfaction	,818	0.60	Valid
Z2 <--- Satisfaction	,799	0.60	Valid
Z3 <--- Satisfaction	,836	0.60	Valid
Z4 <--- Satisfaction	,815	0.60	Valid
Z5 <--- Satisfaction	,787	0.60	Valid
Y2 <--- RevisitIntention	,756	0.60	Valid
Y3 <--- RevisitIntention	,809	0.60	Valid
Y4 <--- RevisitIntention	,850	0.60	Valid
Y5 <--- RevisitIntention	,674	0.60	Valid
Y1 <--- RevisitIntention	,772	0.60	Valid

Based on Table 2, it can be clarified that all markers of the information factors are substantial. It is known from the stacking calculate esteem of all hands, none of which is underneath 0.60. In case all the pointers shaping the variable build are noteworthy, they can be utilized to speak to information examination.

### b. Normality Test

**Table 3.** Normality Test Result

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y1	2,000	5,000	,037	,159	-,314	-,673
Y5	2,000	5,000	-,402	-1,723	,261	,558
Y4	2,000	5,000	-,066	-,282	-,758	-1,623
Y3	2,000	5,000	-,195	-,833	,080	,172
Y2	2,000	5,000	-,074	-,316	-,315	-,674
Z5	2,000	5,000	-,049	-,209	-,497	-1,065
Z4	2,000	5,000	-,139	-,596	-,605	-1,294
Z3	2,000	5,000	,138	,589	-,501	-1,072
Z2	2,000	5,000	-,192	-,821	-,047	-,101
Z1	2,000	5,000	,132	,565	-,773	-1,654
X5	2,000	5,000	,035	,148	-,575	-1,230
X4	2,000	5,000	-,169	-,725	-,096	-,206
X3	2,000	5,000	-,311	-1,334	-,212	-,454
X2	2,000	5,000	-,196	-,840	-,468	-1,001
X1	2,000	5,000	,173	,739	-,647	-1,385
Multivariate					-2,243	-,521

From Table 3, the critical ratio skewness esteem does not have any univariate values that are exterior the esteem extend of  $\pm 2.58$ . Moreover, the multivariate basic proportion esteem of kurtosis is additionally within the field of  $\pm 2.58$ , which is -0.521, so it can be concluded that both univariate and multivariate information in this consider are regularly disseminated.

### c. Model Fit Test

Figure 1 describes the modified SEM model in its complete:

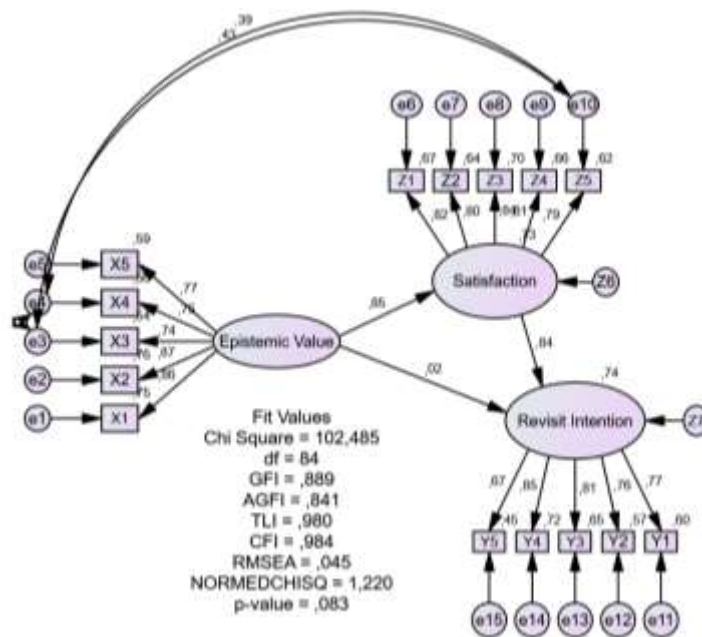


Figure 1. Full Model After Modification

From Figure 1 it is detailed to Table 4 the following GOF criteria:

Table 4. Criteria for Goodness of Fit Full Model

Goodness Of Fit Index	Expected value	Result value	Conclusion
$\chi^2$ C-square Statistics	Expected small	102,485	Good
GFI	$\geq 0,90$	0,889	Marginal
AGFI	$\geq 0,90$	0,841	Marginal
TLI	$\geq 0,95$	0,980	Good
CFI	$\geq 0,95$	0,984	Good
RMSEA	$\leq 0,08$	0,045	Good
CMIN/DF	$\leq 2,00$	1,220	Good
P-Value	$\geq 0,05$	0,083	Good

From Table 4, it can be seen that develops utilized to make this inquire about show have met the GOF criteria, but for the GFI and AGFI values which are still minimal but near to great. The importance of demonstrate is seen from the p-value, which is as of now critical, which is 0.083, which is more prominent than 0.05.

### 4.2 Discussion

To see how much influence the independent variable has on the dependent variable, it is shown in Table 5 below:

**Table 5.** The Effect of Dependent Variables on Independent Variables

Influence Between Variables			Unstandardized Estimate	Standardized Estimate	S.E.	C.R.	P
Satisfaction	<---	EpistemicValue	,853	,811	,092	8,831	***
RevisitIntention	<---	EpistemicValue	,024	,019	,127	,153	,878
RevisitIntention	<---	Satisfaction	,838	,708	,152	4,646	***

Based on the results of data analysis as shown in Table 5, the structural equations are as follows:

$$\begin{aligned} \text{Structural Equation I :} \quad Z &= b_1X + Z_6 \\ Z &= 0,853 \\ \text{Structural Equation II :} \quad Y &= b_1X + b_2Z + Z_7 \\ Y &= 0,024X + 0,838Z \end{aligned}$$

#### **a. Effect of Epistemic Value on Satisfaction**

The effect of the epistemical value in satisfaction is significant with the ranking coefficient of the normalized regression of 0.853 (85.3%), the probability or the meaning of 0.0001 (significant) and the value of CR of 8,831. In other words, the epistemical value affects the satisfaction of tourists for Toba Lake Super Priority Tourist.

#### **b. Effect of Epistemic Value on Revisit Intention**

The effect of epistemic value on revisit intention is not significant with the estimated standardized regression weight coefficient of 0.024 (2.4%), the probability or significance value of 0.878 (not significant) and the C.R value of 0.153. In other words, epistemic value does not have a significant effect on tourists' revisit intention to super priority tourism of Lake Toba.

This proves that the epistemic value that should be owned by Lake Toba must be explored and optimized again by providing New Experience, Adventure, Learn Culture, Different Belief System, and New Knowledge to visiting tourists. Creating a new look of Lake Toba by providing a variety of more complete facilities so that tourists feel they are getting something new in Lake Toba. So tourists who have visited want to revisit Lake Toba.

#### **c. Effect of Satisfaction on Revisit Intention**

The effect of satisfaction on revisit intention is positive and significant with the estimated standardized regression weight coefficient of 0.838 (83.8%), the probability or significance value of 0.0001 (significant) and the C.R value of 4.646. In other words, satisfaction has a significant effect on tourists' revisit intention to super priority tourism of Lake Toba.

#### **d. Mediation Effect Analysis (Intervening)**

This study follows the opinion of Baron & Kenny (1986) for its mediating effect:

### To conduct the Sobel test

Details can be found in Baron and Kenny (1986), Sobel (1982), Goodman (1960), and MacKinnon, Warsi, and Dwyer (1995). Insert the  $a$ ,  $b$ ,  $s_a$ , and  $s_b$  into the cells below and this program will calculate the critical ratio as a test of whether the indirect effect of the IV on the DV via the mediator is significantly different from zero.

Input:		Test statistic:	Std. Error:	p-value:
$a$	0.853	Sobel test: 4.738705	0.15084585	0.00000215
$b$	0.838	Aroian test: 4.71847306	0.15149265	0.00000238
$s_a$	0.092	Goodman test: 4.75919944	0.15019627	0.00000194
$s_b$	0.152	Reset all	Calculate	

Figure 2. Sobel Test Results

Based on Figure 2, it was found that the probability of path -a (0.0001) and path -b (0.0001) was significant, -c (0.878) was not significant, and path -c' (0.00009) was significant. It can be concluded that satisfaction full mediates the effect of epistemic value on tourist's revisit intention to super-priority tourism of Lake Toba. It can be supposed that to increase the revisit intention of tourists to the super-priority tourism of Lake Toba.

## V. Conclusion

Based on the results of the analysis, several conclusions can be drawn as follows: 1) Epistemic value has a significant effect on tourist satisfaction in the super-priority tourism of Lake Toba; 2) Epistemic value has not a significant effect on the revisit intention of tourists in the super-priority tourism of Lake Toba; 3) Satisfaction has a significant effect on the revisit intention of tourists in the super-priority tourism of Lake Toba; 4) Satisfaction full mediates the effect of functional Value on tourist's revisit intention to super-priority tourism of Lake Toba.

## References

- Badan Pusat Statistik Sumatera Utara, 2021.
- Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction In Social Psychological Research: Conceptual, Strategic, And Statistical Considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.
- Dolnicar, S. & Kemp, B., 2008. Tourism segmentation by consumer-based Variables. In: *Handbook of Tourist Behavior: Theory & Practice (pp. 177-194)*. New york: Routledge, pp. 177- 194.
- Ferdinand, Augusty. (2014). *Structural Equation Modeling Dalam Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2013). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program Amos 21.0*. Cetakan V: Januari 2013. Universitas Diponegoro. Semarang.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J.A. (2003). Customer repurchase intention: A general structural equation model. *Journal of Marketing*, 37(1), 11-12.
- Lubis, F.R.A., Suharyanto, A., Effendy, R., Meidasari, V.E., Shahnaz, L. (2020). Role of Facebook Advertising in Promoting Tourism in Asia. *International Journal of Psychosocial Rehabilitation*.

- Naidoo, P et al. (2010). Tourist Satisfaction with Mauritius as a Holiday Destination. *Global Journal of Business Research Volume 4 No. 2. The University of Technology Mauritius*.
- Ngoc, K. M. & Trinh, N. T., (2015). Factors Affecting Tourists' Return Intention towards Vung Tau City, Vietnam-A Mediation Analysis of Destination Satisfaction. *Journal of Advanced Management Science, 3(4)*, pp. 292-298.
- Ningrum, P. A., et al. (2020). The Potential of Poverty in the City of Palangka Raya: Study SMIs Affected Pandemic Covid 19. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No 3, Page: 1626-1634*
- Parastiwi, Fitriandini Dwi dan Farida, Naili. (2016). *Pengaruh Daya Tarik dan Word-Of-Mouth Terhadap Kunjungan Ulang Melalui Kepuasan*. Universitas Diponegoro.
- Park, D.-B. & Yoon, Y.-s., 2009. Segmentation by motivation in rural tourism: A Korean case study. *Tourism Management, 30(1)*, pp. 99-108.
- Pratminingsih, S. A., Rudatin, C. L. & Rimenta, a. T., (2014). Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung – Indonesia. *International Journal of Innovation, Management, and Technology, 5(1)*, pp. 19-24.
- Saleh, A., Mujahiddin. (2020). Challenges and Opportunities for Community Empowerment Practices in Indonesia during the Covid-19 Pandemic through Strengthening the Role of Higher Education. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 2, Page: 1105-1113.
- Shah, M. M., et al. (2020). The Development Impact of PT. Medco E & P Malaka on Economic Aspects in East Aceh Regency. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 1, Page: 276-286.
- Sihombing, E. H., Nasib. (2020). The Decision of Choosing Course in the Era of Covid 19 through the Telemarketing Program, Personal Selling and College Image. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No. 4, Page: 2843-2850*.
- Sopyan. (2015). *Analisis Pengaruh Daya Tarik Wisata dan Kualitas Pelayanan Terhadap Minat Berkunjung Ulang Pengunjung dengan Kepuasan Pengunjung Sebagai Variabel Intervening (Studi pada Cagar Budaya Gedung Lawang Sewu)*. Fakultas Ekonomika dan Bisnis. Universitas Diponegoro. Semarang.
- Suharyanto, A., Barus, R. K. I., & Batubara, B. M. (2020). Photography and Tourism Potential of Denai Kuala Village. *Britain International of Humanities and Social Sciences (BioHS) Journal, 2(1)*, 100-108.
- Waheed, Nishan & Hassan, Zubair. (2016). Influence of Customer Perceived Value on Tourist Satisfaction and Revisit Intention: A study on Guesthouses in the Maldives. *International Journal of Accounting & Business Management. Vol. 4 (No.1), April , 2016 ISSN: 2289-4519 DOI: 10.24924/ijabm/2016.04/v4.iss1/98.119.pp.98-199*.
- Williams, P. & Soutar, G., 2000. Dimensions of Customer Value and the Tourism Experience: An Exploratory Study', *paper presented at Australian and New Zealand Marketing Academy Conference. New zealand, s.n.*