

The Effect of Accessibility and Facilities on Return Interest with Tourist Satisfaction as Intervening Variable (Tourism of Boki Maruru Cave, Central Halmahera Regency)

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Abstract

The objectives of this study are: 1. To examine the effect of Accessibility and Facilities on Tourist Satisfaction in Goa Boki Maruru; 2. To examine the effect of Accessibility and Facilities on Interest in Revisiting Goa Boki Maruru; 3. To examine the effect of Tourist Satisfaction on Interest in Revisiting Goa Boki Maruru; 4. To examine the role of Tourist Satisfaction in mediating the effect of Accessibility and Facilities on Interest in Revisiting Goa Boki Maruru. The number of samples in this study were 90 tourists, the sampling method was non-probability sampling and the sampling technique was purposive sampling. The analytical test tool used is Partial Least Square (PLS) analysis. The results showed that: 1. Accessibility and Facilities have a significant effect on Tourist Satisfaction in Boki Maruru Cave; 2. Accessibility and facilities have no significant effect on interest in revisiting at Boki Maruru Cave; 3. Tourist Satisfaction has a significant effect on revisit interest in Boki Maruru Cave; 4. Tourist Satisfaction is able to mediate the influence of Accessibility and Facilities on Interest in Revisiting Goa Boki Maruru.

Keywords

accessibility; facilities; tourist satisfaction; interest to visit again



I. Introduction

Government Regulation No. 10 of 2009 reports that tourism attraction is anything that has characteristics, beauty and value in the form of diversity, natural wealth, customs and human creations that are targeted or visited by visitors. Tourism products and services are not only tourism potential, but there are other components that become an integral part of tourism products, namely attractions, accessibility and amenities (Bafadhal, 2018). The components of tourism products will be considered by tourists to visit a tourist attraction. These components will also affect the satisfaction and decision to revisit tourists. Furthermore, Haspara and Ahmadi (2022) one very important component in tourism activities is the accessibility or smooth movement of a person from one place to another. Accessibility is a factor that affects tourist satisfaction. Accessibility is one of the factors that help make it easier for tourists to travel to tourist attractions.

In the tourism business, there are elements that support each other, including tourist facilities not infrequently tourists visit a place, because they are interested in the facilities that can be obtained. According to Bafadhal (2018) tourist facilities are all facilities whose function is to meet the needs of tourists who stay temporarily in the tourist areas they visit. Facilities are facilities and infrastructure that play an important role in efforts to increase customer satisfaction. Not infrequently tourists visit a place, because they are attracted by the conveniences that can be obtained. This is because tourist facilities can affect the perceptions and expectations of tourists.

Ramdani (2021), suggests that customer satisfaction is the key to developing and managing customer relationships. Ayuningtyas (2021) states that in an effort to make quality standards for a product or service adjusted to the standards expected by tourists in order to create tourist satisfaction (tourist satisfaction). Muis et al (2020) that tourist satisfaction (tourist satisfaction) affects tourists in choosing destinations, consuming products and services and making return visits.

The quality of service in facilities, accessibility and tourist attraction has a direct impact on tourist satisfaction, where this has an impact on the high or low tourist visits, so that the intention of returning tourists to the attraction is influenced by the impression that tourists get. Kaukabila and Kholiq (2020) stated that visiting interest is consumer interest in visiting a destination. Revisit interest is the interest of consumers to make repeat purchases after gaining experience consuming a product/service. Visitors who feel that the level of expectations before the purchase is fulfilled with the performance of the results they feel after the purchase will increase their commitment, such as interest in repurchasing, the percentage of a number of purchases, the number of brands purchased and so on.

One of the regencies in Indonesia that has a diversity of tourist attractions, namely Central Halmahera Regency, Central Halmahera Regency is one of ten regencies and cities in North Maluku Province. Central Halmahera has many interesting destinations for tourists, one of which is Goa Boki Maruru. To get to Goa Boki Maruru takes approximately two hours with a distance of approximately 75km. The journey from the Vedas using four-wheeled vehicles, however, the travel time to Goa Boki Maruru sometimes varies depending on what vehicle is used and who is driving.



Figure 1. Boki Maruru Cave



Source: idntimes.com, 2022

Figure 2. Boki Maruru Cave

Access to the location is quite easy for tourists to reach, usually local residents will guide you. But now tourists can be guided by the Nature Lovers Group (KPA) Boki Maruru at Sagea-Kiya. The journey to Goa Boki Maruru passes through the Sagea river by using a Katinting boat belonging to a local resident which has been specially prepared for local and foreign tourists, the katinting boat rate is quite cheap. Tourists only need to spend Rp. 300,000 per group of tourists, they can also use private vehicles or public vehicles to get to tourist attractions. If you are already in a tourist location, you will definitely enjoy the beauty and uniqueness of Goa Boki Maruru because inside the Cave there are beautiful bird songs. Not only that, since from the mouth of Boki Maruru Cave, you will be greeted by the charm of stalactites and stalagmites which are a typical sight when caving. Based on the results of an interview with Hal-Teng Husain Ali Tourism on January 22, 2022, the number of tourists visiting Boki Maruru Cave can be seen in the following table:

Table 1. Number of Tourist Visits to Boki Maruru Cave

Year	Number of Visits		Total
	Local	Overseas	
2019	5.670	124	5.794
2020	4,500	20	4,520
2021	5,400	57	5.457
Total			15,771

Source: Hal-Teng Tourism Office, 2022

Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020). From the table above, it can be explained that the number of tourist visits to Boki Maruru Cave, Central Halmahera Regency in 2019 was 5,794 people, in 2020 visits decreased by 4,520 due to the covid-19 pandemic, then in 2021 the visit rate started to normal, which was 5,457 people. Meanwhile, from the results of observations and interviews with several visitors from Boki Maruru Cave on January 25, 2022, it turns out that several problems are still found regarding the not yet optimal tourism infrastructure, the absence of souvenir products, adequate places to eat and drink,

inadequate gazebos, historical information and so on. The above can affect the interest of returning tourists to Goa Boki Maruru.

Based on the above phenomenon, the research team is interested in knowing and analyzing how much influence accessibility and facilities have on interest in revisiting with tourist satisfaction as an intervening variable for the case study of Boki Maruru Cave Tourism, Central Halmahera Regency.

II. Review of Literature

2.1 Tourist

According to Law Number 10 of 2009 it is stated that tourism is a variety of tourism activities that are supported by various service facilities provided by the community, businessmen, government and local governments. In simple terms, tourism is a trip taken by one or more people with the aim of recreation, gaining new knowledge and getting new experiences that are only temporary and not permanent.

2.2 Tourist Attraction

According to law number 10 of 2009 which states that a tourist attraction is anything that has beauty, uniqueness and value in the form of diversity, natural wealth, and man-made products that are targeted or visited by tourists. According to Suwena (2017) there are four components of tourist attraction, namely:

- a. Tourist Attractions
- b. Tourism Amenities are facilities and infrastructure needed by tourists while in tourist destinations, such as lodging, restaurants, toilets, souvenir shops, parking lots and so on.
- c. Accessibility is something that makes it easy for tourists to move from one place to another, such as airports, ports and all kinds of other transportation.
- d. Ancillary service is a service to complete the amenities and accessibility that must be provided for tourists and tourism actors, such as tour guides, roads and so on.

2.3 Accessibility

The word accessibility comes from English which means easy or convenience. For companies, apart from implementing the Customer Intimacy strategy, accessibility is also an important factor in determining success in running a tourism business. Accessibility can be interpreted as a measure of comfort or convenience regarding the way land use locations can be visited in interacting with each other and also how easy or difficult the location is to reach through the transportation network system, both public and private (Sholawan, 2019). So it can be concluded that the better a location is to be accessed, the more likely consumers are to come and buy.

2.4 Facility

Tourist facilities are complementary to tourist destinations that are needed to meet the needs of tourists who are enjoying tourist trips (Nurbaeti et al, 2021). Facility is a service provided by a tourist attraction to support or support the activities of tourists visiting a tourist attraction. These facilities and services include:

- a. Accommodation: hotels, apartments, villas, campgrounds, parks, hotels, guesthouses and the like.
- b. Restaurants, bars, cafes (ranging from fast food restaurants to luxury restaurants).
- c. Transportation at the destination: taxi, car rental and the like.

2.5 Revisit Interest

According to Suryani (2017) stated that interest in revisiting is an internal drive to carry out activities to return to tourist objects that have been visited. According to Mingfang and Hanyu (2014) there are 3 indicators of interest in revisiting, namely:

- a. Good reputation in the eyes of visitors
- b. Image (image)
- c. Interested to visit again

2.6 Tourist Satisfaction

In the context of marketing, tourist behavior is related to image, attitude, perception, satisfaction, choice, motivation, decision making, and partly related to repurchase or repeat visit behavior, tourist satisfaction plays an important role in the structure of tourist behavior models. The main principle of satisfaction is the comparison between what is expected and the level of performance felt by tourists (Handayani et al, 2019). There are four important aspects in shaping tourist satisfaction:

- a. cognitive response,
- b. Emotional response
- c. The focus of the response is related to the expectations of the product and the consumption experience
- d. As well as the response to the costs that occur in each stage, expectations, and responses

III. Research Method

3.1 Research Design

This study uses a quantitative approach with descriptive analysis. According to Sugiyono (2017) states that descriptive analysis is an analysis carried out by describing or explaining data. This analysis is used to describe the information that can be extracted from the data comprehensively by describing the data.

3.2 Research Location and Time

This research was conducted at the Boki Maruru Cave Tourism object, Sagea Village, Central Halmahera Regency, North Maluku Province. The research period is three months from January to April 2022.

3.3 Population and Sample

The population in this study are all tourists who visit Goa Boki Maruru for which the latest data is not yet known. The sample determination is based on Hair et al, 1998 (Hidayatullah, 2017) who suggest that the number of samples in this study is as follows:

$$N = \text{Number of Indicators} \times 5$$

$$N = 18 \times 5$$

$$N = 90$$

Based on the above calculations, the number of samples used in this study was 90 respondents/tourists who had visited Boki Maruru Cave.

3.4 Data Types and Sources

This study uses two types and sources of data, namely primary data and secondary data. Primary data is data that is self-processed and collected directly from the object, such as interviews and questionnaires. Secondary data is data that is processed by other parties

such as visit data taken from the Tourism Office and the management of Boki Maruru Cave Tourism and other literature.

3.5 Data Analysis

The data analysis techniques in this study are: (1) Research Instrument Test, namely Validity and Reability Test, (2) Partial Least Square (PLS) is a variant-based Structural Equation Modeling (SEM) model that can simultaneously perform measurement tests (inner model) and testing of structural models (outer models). PLS is a very powerful analytical method. This is because the PLS model testing is not based on many assumptions, for example the data does not have to be normally distributed and does not require a large sample. The following is the basis for the decision to accept and reject:

- a. Hypothesis zero (H0) accepted if the value of $t_{hitung} < 0.50$
- b. Hypothesis zero (H0) is rejected if the value of $t_{hitung} > 0.50$

IV. Results and Discussion

4.1 Results

The following table provides a description of the respondent's data based on the gender classification of the research respondents;

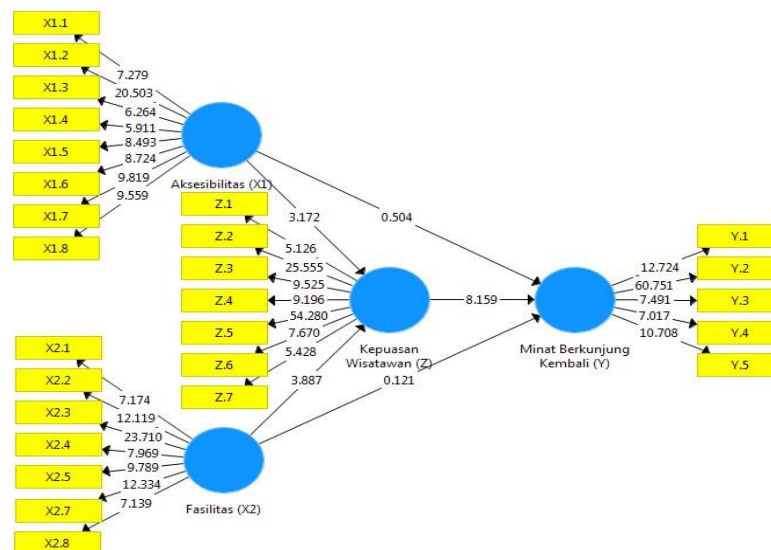
Table 2. Gender

No	Gender	Amount	Percentage (%)
1	Man	55	61%
2	Woman	35	39%
	Total	90	100%

Source: Processed primary data (2022)

Based on table 2 above, it shows that respondents with male sex are 55 people (61%) while respondents with female sex are 35 people (39%). A total of 90 respondents were sampled for this study, so that the data will then be used.

The results of the structural model analysis using the SmartPLS application can be seen in the image below:



Source: Processed primary data (2022)

Figure 2. Drawing of Structural Model (Inner Model)

The following table is the result of the R-Square estimation using SmartPLS:

Table 3. R-Square

Variable	R-Square
Tourist Satisfaction (Z)	0.661
Interest in Revisiting (Y)	0.718

Source: Processed primary data (2022)

Based on table 3 above, it can be seen that the R-Square value for the tourist satisfaction variable is influenced by the accessibility and facilities variable by 66.1%. While the variable of interest in revisiting is influenced by the variables of accessibility, facilities and tourist satisfaction of 71.8%.

Hypothesis testing is done by comparing the value of t statistic and t table. The t-statistical value was obtained from bootstrapping using the SmartPLS application, while the t-table value for 5% alpha was 1.96. The following are the results of testing the direct and indirect influence hypothesis which can be seen in the table below:

Table 4. Output Path Coefficient and Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEV)	P Values
X1 -> Z	0.391	0.386	0.123	3.172	0.002
X2-> Z	0.475	0.489	0.122	3.887	0.000
X1 -> Y	0.065	0.059	0.129	0.504	0.614
X2 -> Y	0.014	0.013	0.117	0.121	0.904
Z -> Y	0.786	0.797	0.096	8.159	0.000
X1-> Z -> Y	0.307	0.309	0.108	2.838	0.005
X2 -> Z -> Y	0.374	0.389	0.107	3,488	0.001

Source: Processed primary data (2022)

4.2 Discussion

a. The Effect of Accessibility on Tourist Satisfaction

The results of testing the first hypothesis, namely the effect of accessibility on tourist satisfaction, can be seen from table 4.17 above, showing the t statistic value of 3.172 which is greater than t table (1.96), with a p value of 0.002 less than 0.05. The results of this study indicate that the accessibility variable has a positive and significant effect on tourist satisfaction on Goa Boki Maruru tourism. This means that the better the accessibility to tourist objects, the more satisfied tourists will be with Goa Boki Maruru tourism.

Of the seven accessibility items applied, there are two items that show that the road conditions to the tourist attraction and the road conditions in the Tarawat tourist attraction area have a low / low value so that it can be interpreted that road access is not well maintained this is because the road to the tourist attraction is not can be passed easily if it often rains and the road conditions during the trip to the Boki Maruru cave are not well maintained, the access road to the Boki Maruru cave can be through two routes, namely land and through the river by using a speedboat or katinting owned by residents. Tourists understand that the road conditions are not well maintained because the Boki Maruru Cave tourist attraction has not been managed by the Sagea-Kiya village government so that road access has not been maximized.

b. The Effect of Facilities on Tourist Satisfaction

The results of testing the second hypothesis, namely the influence of facilities on tourist satisfaction in table 4.17 above, show that the t-statistical value of 3.887 is greater than t-table (1.96), with a p-value of 0.000 less than 0.05. The results of this study indicate that the facility has a positive and significant effect on tourist satisfaction in Goa Boki Maruru tourism. Kotler (2009: 45) states that facilities are everything that is intentionally provided by service providers to be used and enjoyed by consumers with the aim of providing the maximum level of satisfaction. The results of this study indicate that although the facilities in the tourist attraction area are not all adequate, the visitors feel satisfied when visiting Boki Maruru Cave because when they arrive at the tourist attraction area, tourists are immediately drawn to the scenery and enjoy the attractiveness of Goa Boki Maruru tourism so they don't pay too much attention to inadequate facilities.

c. The Effect of Accessibility on Return Interest

The results of testing the third hypothesis, namely the effect of accessibility on revisit interest in table 4.17 above, shows that the t-statistical value of 0.504 is smaller than the t-table (1.96), with a p-value of 0.614 greater than 0.05. The results of the research on the effect of accessibility on interest in revisiting indicate that accessibility has no significant effect on interest in revisiting Goa Boki Maruru tourism. Accessibility has a role in influencing the intention to visit again, accessibility is a facility and infrastructure that causes tourists to visit objects or tourist attractions.

Accessibility does not have a significant effect on interest in revisiting, this is because there are still visitors to Boki Maruru Cave who think that they agree and disagree with directions that make it easy and the distance is long and tiring. Likewise, in terms of the ease of getting to the location, tourists consider accessibility such as the condition of the access road to the Boki Maruru cave tourist attraction quite good, but there are some road conditions that are damaged and bumpy, because the road is not only traversed by public transportation but also large vehicles such as trucks that go in and out of the mining company area, as well as the condition of the roads around the tourist attraction sites that have not been well maintained. This road condition affects the decision of tourists to visit again in terms of gender, where more male visitors than female. This needs to be considered considering that the road is the main access point that is very important as a liaison for tourists to tourist objects, and provides comfort to tourists when visiting Boki Maruru Cave.

d. Influence of Facilities on Revisit Interest

The results of testing the fourth hypothesis, namely the influence of facilities on interest in revisiting in table 4.17 above, show that the t-statistical value of 0.121 is smaller than the t-table (1.96), with a p-value of 0.904 greater than 0.05. The results of the research on the effect of facilities on the interest in visiting again showed that the facilities had no significant effect on the interest in revisiting the Boki Maruru Cave tourism.

Facilities do not have a significant effect on interest in revisiting. This is because the indicators to measure the facility variables, namely the presence of toilets, ease of use of the facilities, the presence of parking lots, the cleanliness and tidiness of the facilities and the existence of security guarantees are not adequate and meet the needs of tourists. From some of these indicators, according to tourists, the facilities in the form of toilets are not adequate and well maintained, places to eat in tourist attraction areas that do not yet exist so tourists have to buy food outside the tourist attraction area, parking areas that are not yet

available, trash cans that have not been provided so that tourists littering which results in garbage scattered in any place, and worship facilities that do not yet exist.

e. The Influence of Tourist Satisfaction on Revisit Interest

The results of testing the fifth hypothesis, namely the influence of tourist satisfaction on interest in visiting again in table 4.17 above, shows that the t statistic value of 8,159 is greater than t table (1.96) with a p value of 0.000 less than 0.05. The results of the research on the effect of tourist satisfaction on the interest in visiting again indicate that tourist satisfaction has a positive and significant effect on the interest in revisiting. With the creation of tourist satisfaction that is born from a comparison between reality and expectations, it will encourage tourists to make return visits. Repeated visits to the same tourist attraction mean an increase in the number of tourists visiting which has an impact on the increase in user fees earned.

f. The Effect of Accessibility on Revisit Interests through Tourist Satisfaction

The results of testing the sixth hypothesis, namely the indirect effect of accessibility on interest in revisiting with tourist satisfaction as a mediating variable as shown in table 4.17 above, shows that the t-statistical value of 2.838 is greater than t-table (1.96) with a p-value of 0.005 less than at 0.05. The results of the research on the indirect effect of accessibility on interest in revisiting through tourist satisfaction as a mediating variable indicate that tourist satisfaction is able to significantly mediate the effect of accessibility on interest in revisiting. This means that the satisfaction of tourists as a mediator is able to strengthen the influence of accessibility on the interest in revisiting at Goa Boki Maruru.

Tourist satisfaction indirectly has a significant effect on interest in revisiting through tourist satisfaction. This shows that tourists are satisfied with access to tourist attractions, although it is not adequate because there are still access roads that are damaged and perforated but do not reduce the enthusiasm of tourists to visit Boki Maruru Cave. The satisfaction felt will encourage tourists to make return visits.

g. The Effect of Facilities on Revisit Interests Through Tourist Satisfaction

The results of testing the seventh hypothesis, namely the indirect effect of facilities on interest in revisiting with tourist satisfaction as a mediating variable as shown in table 4.17 above, shows that the t statistic value is 3.488 which is greater than t table (1.96) with a p value of 0.001 smaller than at 0.05. The results of the research on the indirect effect of facilities on interest in revisiting through tourist satisfaction as a mediator indicate that tourist satisfaction is able to significantly mediate the effect of facilities on interest in revisiting. This means that the satisfaction of tourists as a mediator is able to strengthen the influence of facilities on the interest in returning to Boki Maruru Cave.

Facilities indirectly have a significant effect on interest in revisiting through tourist satisfaction. The facilities in the tourist attraction area, although not adequate, are able to provide satisfaction to tourists visiting Boki Maruru Cave, thus encouraging tourists to make repeat visits at the Boki Maruru Cave tourist attraction.

V. Conclusion

Based on the research results that have been described previously, the following conclusions can be drawn:

- a. Accessibility directly has a significant effect on tourist satisfaction, meaning that the first hypothesis is accepted.
- b. Facilities directly have a significant effect on tourist satisfaction, meaning that the second hypothesis is accepted.
- c. Accessibility directly has no significant effect on interest in revisiting, meaning that the third hypothesis is rejected.
- d. Facilities directly do not have a significant effect on interest in revisiting, meaning that the fourth hypothesis is rejected.
- e. Tourist satisfaction directly has a significant effect on interest in revisiting, meaning that the fifth hypothesis is accepted.
- f. Accessibility indirectly has a significant effect on interest in revisiting with tourist satisfaction as a mediating variable, meaning that the sixth hypothesis is accepted.
- g. Facilities indirectly have a significant effect on interest in revisiting with tourist satisfaction as a mediating variable, meaning that the seventh hypothesis is accepted.

Recommendation

In this study, accessibility to tourist objects in terms of road access, signage is not adequate, this needs to be considered so that in the future road access can be improved and add direction signs to make it easier for tourists, because good and adequate accessibility is a consideration for tourists to visit in terms of revisit. The manager must also pay attention to tourist attraction facilities such as inadequate public toilets, there are no restaurants in the tourist attraction area, parking lots and trash cans that have not been provided, there is a need for cooperation with the government in improving and improving facilities in the tourist attraction area, so that tourists those who are in the tourist attraction feel comfortable and satisfied so that at another time they will visit again.

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