

THE IMPACT OF DESTINATION IMAGE AND FACILITIES ON INTEREST IN REVISITING

Cut Sukmawati¹, Novi Cyntiani Hasibuan²

^{1,2} Business Administration Program, Universitas Malikussaleh, Indonesia

Corresponding Author: ¹⁾ cutsukmawati@unimal.ac.id

Abstract

This study examines the impact of destination image and facilities on repeat visit interest at the Syakirah The View Sibibio tourist attraction in South Tapanuli Regency. 100 respondents were selected for this quantitative research study using non-probability sampling with incidental sampling techniques. Data was collected through surveys, and multiple linear regression analysis was conducted using the SPSS 25.0 software program. The findings reveal that the destination image variable does not have a positive and significant impact on repeat visit interest when considered individually. However, facility variables do have a positive and significant impact on repeat visit interest when considered individually. Furthermore, when both destination image and facilities are considered together, they have a positive and significant impact on repeat visit interest. These findings provide valuable insights for managers and stakeholders of the Syakirah The View Sibibio tourist attraction to enhance repeat visit interest by focusing on improving facilities and creating a strong destination image.

Keywords: Destination Image, Facilities, Repeat Visit Interest

1. INTRODUCTION

Tourism is a process of traveling from one place to another where it is temporary and is carried out by individuals or groups in search of happiness in life in the social, cultural and natural dimensions. Tourism is one of the sectors that can help the government to increase regional income or foreign exchange. As a country that has a diversity of natural and cultural beauty, Indonesia has a lot of natural tourism potential. The potential and natural resources have now been widely utilized and developed into attractive tourist attractions. Given the main attraction of tourists visiting Indonesia is natural beauty and local wisdom.

South Tapanuli, a regency in North Sumatra, is an agricultural area with a wealth of tourism potential. The region boasts numerous natural attractions, including the Syakirah The View tourist attraction located at the base of Lubuk Raya mountain. This destination offers breathtaking natural views and has the potential for tourism development. Although the number of visitors to Syakirah The View has fluctuated drastically, it has seen an overall increase. The tourist attraction was established in 2016, transforming a once forestry area used only for seedling and tree nursery purposes. Recognizing its potential as a tourist spot, it is now managed with the goal of generating income for the local community. The facilities at Syakirah The View are comprehensive, including amenities such as a parking area, restrooms, prayer rooms, gazebos, and eateries.

Interest is the driving force that causes a person to pay attention to other people or other objects. The interest in revisiting a tourist spot is very important, because the higher the interest in visiting the tourist spot, the more the tourist spot will develop. There are many factors that can arouse a person's interest, namely internal encouragement factors, social motivation factors and emotional factors. One factor that can provide encouragement to visitors is the image of a tourist spot. Destination image is an image or shadow of a tourist destination. According to Nurhayati et al (2019) destination image is the belief that tourists have about the products or services that tourists buy or will buy. Destination images are not always shaped from experience or facts. However, it can be formed so that it becomes a strong motivating or driving factor for traveling to a tourism destination. With a good image, it will be a stimulus for visitors to visit the place.

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Therefore, the manager can form a destination image in accordance with what visitors want. So that it becomes an attractive tourist spot that is worth visiting. Another factor can also be adequate facilities because facilities are an important component that must exist to support visitor activities in traveling. Existing facilities, which include the condition of the facilities, exterior interior design and cleanliness, must be taken into consideration. Especially those that are closely related to what visitors feel directly. Menurut Kotler dalam (Naftarisandy, 2019) stated that facilities are everything that is deliberately provided by service providers for use and enjoyment by consumers which aims to provide the maximum level of satisfaction. Facilities are adequate such as the availability of places of worship, toilets, restaurant, souvenir shops and other supporting facilities.

Based on the results of a pre-survey to 40 tourists who have visited the Syakirah The View Sibibio tourist attraction, tourists tend to find out in advance about the tour to be visited before visiting it by obtaining positive information, tourists will be interested in visiting tourist attractions. With a destination that is interesting to see and good facilities and a positive image obtained from social interactions, it will increase tourists' interest in visiting. Researchers also made observations to visitors to find out the problems that occur in tourist attractions. Visitors expressed that Syakirah The View tourist attraction is no longer attractive. Where the facilities and products displayed are many that have begun to be rundown and unkempt.

The quality of culinary products also does not match the price offered. Like the price of food that is too expensive, but not accompanied by good taste. So that these problems make visitor interest diminish and are not interested in visiting again. With the background and phenomena that occur, it is the reason for researchers to conduct research with the aim of knowing the effect of destination image and facilities on repeat visit interest in Syakirah The View Tourism Object. So that the results of the research can be used as a solution option in making decisions for problems experienced by the Syakirah The View Tourism Object. Another benefit is that it can be a reference material and input for all parties who want to explore and add insight into the interest in repeat visits.

2. LITERATURE REVIEW

In this study, the variable used is destination image as variable X1 which can be interpreted as a person's perception of the product or service of a tourist spot to be visited or that has already been visited. With indicators put forward by Lopes in (Aviolitasona, 2017) the cognitive destination image and affective destination image. Facilities as variable X2 are physical resources that must exist before a service is offered to consumers. According to Tjiptono in (Apriyani & Maya, 2022) There are five indicators of facilities, namely completeness, spatial planning, space planning, message delivery, and color layout Repeat visit interest as variable Y is a situation to reuse services due to satisfaction with the services previously obtained. According to Parasuraman in (Nadila et al., 2022) there are several indicators of repeat visit interest, namely the desire to recommend to others and the desire to return to visit.

3. IMPLEMENTATION METHOD

This type of research is quantitative research using a descriptive approach. Quantitative research method is a type of research whose specifications are systematically structured and clearly planned from the beginning to the end of the research. (Sugiyono, 2019) quantitative method is a method in the form of numbers and analysis using statistics. The data analysis technique used is multiple linear regression quantitative technique. In this study, data analysis was processed using the help of the SPSS 25.0 program.

The population in this study are tourists who have visited the Syakirah The View Sibibio tourist attraction, South Tapanuli Regency. With an unknown number of exact numbers due to researcher limitations. Sampling in this study using the Lemeshow formula (1997), from the calculation results obtained a sample size of 97 and increased to 100 tourist respondents who have visited tourist attractions. In this study, researchers used Non Probability Sampling with Incidental Sampling technique.

The data sources used in this study are primary data and secondary data. Data collection techniques using field research based on observation, documentation and questionnaires (questionnaires). The questionnaire is a data collection in the form of questions submitted to the subject and will be distributed in order to obtain answers about destination image and facilities on interest in tourist visits.

4. RESULTS AND DISCUSSION

The results of testing the validity of all items used in research for destination image variables (x1), facilities (x2) and interest in repeat visits (Y). It is obtained that the calculated r value for 35 statements is greater than the r table value of 0.197. So that the 35 items can be declared valid as a research measuring instrument.

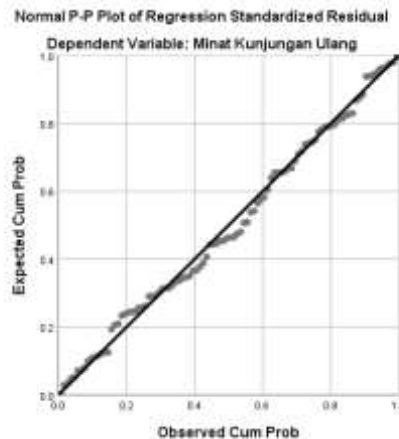
Table 1. Reliability Test

Variabel	Reliability (Alpha)	Keterangan
Destination Image (X1)	0,893	Reliable
Facilities (X2)	0,923	Reliable
Repeat Visit Interest (Y)	0,935	Reliable

Source: Data processed (2024)

Based on the table above, it can be seen that the alpha value for all variables is quite large, which is more than 0.60. Thus, it can be concluded that all questionnaire instruments from each variable in this study can be trusted or reliable.

Testing the normality of the data using a normal p-p plot graph with the following results:



Picture 1. Grafik Normal P-P Plot

Source: Output SPSS (2024)

Based on the picture it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line. So it can be concluded that the data is normally distributed. The results of the multicollinearity test can be seen in the following table:

Table 2. Multicollinearity Test

Variable	TOL/VIF	Description
Destination Image (X1)	0,424/2,361	No symptoms
Facilities (X2)	0,424/2,361	No symptoms

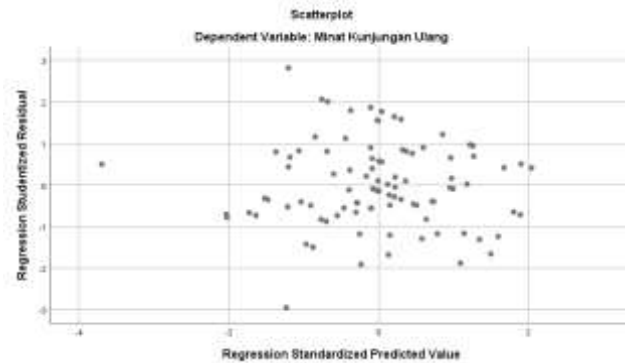
Source: Data Processed (2024)

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Based on the table above, it can be seen that the tolerance value (T) is $0.424 > 0.1$ or the VIF value is < 5 and the Destination Image variable (X1) has a VIF value of $2.361 < 5$ and the Facility variable (X2) has a VIF of $2.361 < 5$. This shows that there is no multicollinearity between the independent variables (free).

The results of the heteroscedasticity test are as follows:



Picture 2. Grafic Scatter Plot

Source: Output SPSS (2024)

Based on the picture above, it can be seen that the points spread randomly, do not form a certain clear pattern and are scattered both above and below zero on the Y axis. It can be concluded that each variable does not contain heteroscedasticity in the regression model.

Table 3. Partial Test

Variable	T _{hitung}	Sig.
Destination Image (X1)	1,652	0,102
Facilities (X2)	2,978	0,004

Source: Data processed (2024)

Based on the table above, it can be seen that the sig. destination image variable is $0.102 > 0.05$ and the tcount value is $1.652 < t \text{ table } 1.985$, so H1 is rejected. So it can be concluded that the destination image variable does not have a significant effect on the interest in revisiting Syakirah The View Tourism Object. In the cognitive destination image indicator, respondents felt that the beauty of the natural scenery offered and the availability of family tourism were true. It's just that the quality of the road to the Syakirah The View tourist spot is still not good, this is known from the lowest mean value of 3.40 which means it falls into the category of less agree. As for the affective destination image indicator, visitors already feel a positive impression because tourism is fun, safe and comfortable to spend vacation time. This is known from the answers of respondents who on average answered agree with the statement. This means that the destination image owned by the Syakirah The View tourist attraction is currently fairly good. But the current image is still not able to provide encouragement for visitors.

Partially, the sig. value for the facility variable is $0.004 < 0.05$ and the tcount value is $2.978 > t \text{ table } 1.985$, then H2 is accepted. So it can be concluded that the facility variable has a significant effect on the interest in re-visiting Syakirah The View Tourism Object. Thus tourist facilities can be one of the shapers of creating a sense of wanting to return to visit. This is because the fulfillment of good tourist facilities for tourists will create a sense of revisiting. This means that if tourist facilities continue to be improved and the quality is getting better, the interest in revisiting will also increase. Based on the simultaneous test results, it is known that the fcount value is $22.503 > f \text{ tabel } 3.09$ or sig. value of $0.000 < 0.05$. So it can be concluded that the variables of Destination Image and Facilities together have a positive and significant effect on the dependent variable, namely the Interest in Revisiting Syakirah The View Tourist Object. From the R square value, the destination

image and facility variables are able to explain 31.7%. If the destination is able to provide an experience that meets tourist expectations and responds well to requests or input from tourists, this can increase their satisfaction. Likewise, the facilities provided must be adequate with good quality, so that consumers get a positive impression when traveling to the Syakirah The View tourist attraction. When the destination image and facilities are good, it will certainly encourage visitors to visit again.

5. Discussion

5.1 The Influence Of Destination Image On Repeat Visit Interest

The results of the study show that destination image does not have a positive and significant effect on repeat visit interest. This is because visitors who have come and got their own impressions, will still come back to visit even though the destination image is negative. But if the destination image is maintained and improved towards positive, then it is possible that visitors will visit the Syaakirah The View and Resto park more often. In the cognitive destination image indicator, the beauty of the natural scenery offered and the availability of family tourism are true. It's just that the quality of the road to the Taman Syakirah the View tourist spot is still not good. While for the affective destination image indicator, visitors have felt a positive impression because the tour is fun, safe and comfortable to spend vacation time. This means that the destination image owned by Taman Syakirah the View and Resto is currently quite good.

5.2 The Influence Of Facilities On Repeat Visit Interest

The results of the study indicate that the facility variable has a significant effect on the intention to revisit Taman Wisata Syakirah The View. If the tourism facilities continue to be improved and the quality is getting better, the intention to revisit will also increase. This shows that tourism facilities are one of the makers of the feeling of wanting to visit again. This is because the fulfillment of good tourism facilities for tourists will create a feeling of wanting to visit again. In the facility variable, the results of the equipment indicator are the availability of toilets, prayer rooms, seats, and restaurants to make it easier for visitors to find food and drinks. Furthermore, the spatial planning indicator is an easily accessible location and a large tourist spot. However, road access to the tourist location is still inadequate. While the spatial planning indicator is the location of the facilities provided is adequate. Furthermore, the graphic message indicator is the presence of an information board to help visitors. Finally, the color scheme indicator is in harmony with the natural scenery and sufficient lighting.

6. CONCLUSION

The research findings suggest that the destination image does not have a significant impact on repeat visit interest at Syakirah The View Tourism Object. This implies that the current image of the destination is not enough to motivate visitors to return. However, the availability of good tourist facilities has a positive and significant effect on repeat visit interest. This means that improved facilities can create a sense of revisiting and increase the interest in returning. Simultaneous testing shows that both destination image and facilities have a positive and significant influence on interest in revisiting the tourism object. Therefore, if these two variables are effectively combined, they can greatly affect the interest in visiting again.

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