

EFFECT ATTRACTION AND AMENITIES ON REVISIT INTENTION THROUGH VISITOR SATISFACTION WANA WISATA GRAPE MADIUN REGENCY

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Abstract

Tujuan penelitian ini untuk mengetahui apakah ada pengaruh Daya Tarik dan Amenitas terhadap Minat Berkunjung ulang melalui Kepuasan Pengunjung. Penelitian ini dilakukan pada destinasi Wana Wisata Grape Kabupaten Madiun. Sampel pada penelitian ini sejumlah 384 responden. Metode pengambilan sampel yaitu menggunakan metode *purposive sampling*. Teknik analisis data pada penelitian ini menggunakan *software* SmartSPSS 25. Hasil penelitian menyatakan bahwa Daya Tarik dan Amenitas berpengaruh positif signifikan terhadap Kepuasan Pengunjung, Daya Tarik, Amenitas, dan Kepuasan Pengunjung berpengaruh positif signifikan terhadap Minat Berkunjung Ulang, Daya Tarik dan Amenitas berpengaruh positif signifikan terhadap Minat Berkunjung Ulang melalui Kepuasan Pengunjung.

Kata Kunci: Daya Tarik, Amenitas, Minat Berkunjung Ulang, Kepuasan Pengunjung

Abstract

The purpose of this study is to determine whether Attraction and Amenities influence Revisit Intention through Visitor Satisfaction. This research was conducted at the Wana Wisata Grape tourist destination in Madiun Regency. The sample of this study consisted of 384 respondents, selected using the purposive sampling method. Data analysis was carried out using SmartSPSS 25 software. The results show that Attraction and Amenities have a significant positive effect on Visitor Satisfaction; Attraction, Amenities, and Visitor Satisfaction have a significant positive effect on Revisit Intention; and Attraction and Amenities have a significant positive effect on Revisit Intention through Visitor Satisfaction.

Keywords: Attraction, Amenities, Revisit Intention, Visitor Satisfaction

A. INTRODUCTION

Indonesia has great potential in the tourism sector, with its wealth of natural, cultural, and culinary attractions. East Java is one of the provinces that excels in tourism development, including Madiun Regency. Madiun Regency offers a variety of interesting destinations, ranging from natural and artificial attractions to cultural, educational, culinary, religious, historical, and heritage tourism. One of the natural tourism destinations in Madiun Regency with outstanding beauty is Wana Wisata Grape. Located on the slopes of Mount Wilis, Wana Wisata Grape is about 15 km from Madiun City. The area covers around 1.5 hectares and is situated near the edge of a forest managed by KPH Madiun.

Wana Wisata Grape is a natural tourist attraction located in Madiun Regency and managed by Perhutani. This area is well known for its natural beauty, cool and refreshing atmosphere, and a variety of recreational activities. However, based on interviews with the management, Wana Wisata Grape has recently experienced a decline in the number of tourist visits.

Several factors influence tourist visits, one of which is attraction. Wana Wisata Grape offers its main attraction in the form of natural beauty: a clear river flowing from the Dungus mountain springs, terraced rice fields, green hills, and the flow of the Catur River. Visitors can enjoy the sound of flowing water, play, or even swim in the river, although safety supervision is lacking and the river current can be dangerous during the rainy season. Nevertheless, its natural charm still makes it an appealing destination for nature lovers.

In addition to attractions, amenities also influence revisit intention and visitor satisfaction. Wana Wisata Grape provides several amenities to support visitor comfort, such as a spacious parking area, trash bins, food stalls offering local river fish dishes, prayer rooms (mushola), and public toilets at several points. These facilities cater to the needs of tourists and enhance the overall experience. However, some amenities, particularly toilets,

still require improvements in cleanliness and maintenance. Therefore, regular evaluation and maintenance are needed to ensure visitor satisfaction.

Visitor satisfaction arises when services, facilities, and the overall atmosphere meet or exceed their expectations. At Wana Wisata Grape, satisfaction is influenced by easy access, cleanliness, staff friendliness, and natural beauty. Satisfied visitors are more likely to return and recommend the destination to others. Reviews on Google Maps show positive feedback regarding tranquility, cleanliness, and accessibility, though there are also criticisms related to limited facilities. Thus, creating a comfortable experience that meets visitor expectations is the key to increasing revisit intention.

Tourists' intention to revisit Wana Wisata Grape is reflected in their willingness to return and recommend it to others. This intention is shaped by positive experiences such as natural scenery, comfortable facilities, and satisfactory services. Such satisfaction not only encourages tourists to return but also motivates them to share positive stories, both directly and through social media, making this destination a potential top choice in the future.

1. Theoretical Review

Grand Theory

In this study, the main theory used is the Theory of Reasoned Action (TRA), which states that the intention to perform a behavior is influenced by the individual's attitude toward the behavior and subjective norms. Attitude is shaped by experiences and evaluations of the consequences, while subjective norms come from expectations or social pressure from people around the individual (Ajzen, 1980). The Theory of Planned Behavior (TPB) adds the concept of perceived behavioral control, namely the extent to which individuals feel capable of controlling their behavior based on resources and opportunities, with intention as the main motivation (Ajzen, 1991). Both theories emphasize that behavior is influenced by attitude, social norms, and self-control, which

can explain the relationship between attraction, facilities, satisfaction, and revisit intention in tourism.

Attraction

Tourist attraction refers to various elements that can encourage visitors to come and explore a particular destination, with the intention of enjoying its uniqueness and distinctive characteristics (Ningrum *et al.*, 2024). According to Suryadana (2016), the main indicators of attraction consist of accessibility, natural scenery, and the completeness of tourism facilities. When these aspects are fulfilled, they enhance visitors' experiences and increase the likelihood of repeat visits.

Amenities

Amenities play a crucial role in supporting the comfort and satisfaction of tourists during their visits. As defined by Rusvitasari & Solihin (2014), amenities are supporting facilities that cater to tourists' needs, ranging from accommodation and food services to sanitation and worship facilities. Cooper *et al.* (1995) highlight several key indicators of amenities, including parking availability, trash bins, restaurants, places of worship, and public toilets. The presence and quality of these amenities contribute directly to visitor satisfaction and influence revisit intention.

Revisit Intention

Revisit intention refers to tourists' willingness to return to a destination they find appealing. It reflects a form of behavioral intention driven by positive experiences and satisfaction (Elake *et al.*, 2024). According to Zeithaml *et al.* (2013) in Nur Halizah Salsabila (2023), revisit intention can be measured through the willingness to revisit, to invite others, to share positive experiences, and to prioritize the destination. High revisit intention indicates strong destination loyalty and sustainable tourism growth.

Visitor Satisfaction

Visitor satisfaction is one of the key determinants of tourism success. Kotler & Keller (2007) Satisfaction or dissatisfaction is an emotional response in the form of pleasure or disappointment felt by an individual after comparing their actual experience with the performance of a tourism product against their prior expectations. Tjiptono (2014:101) Visitor satisfaction indicators include three main aspects: the alignment between expectations and the actual experience, the intention to make a repeat visit, and the willingness of visitors to give recommendations to others.

2. Conceptual Framework

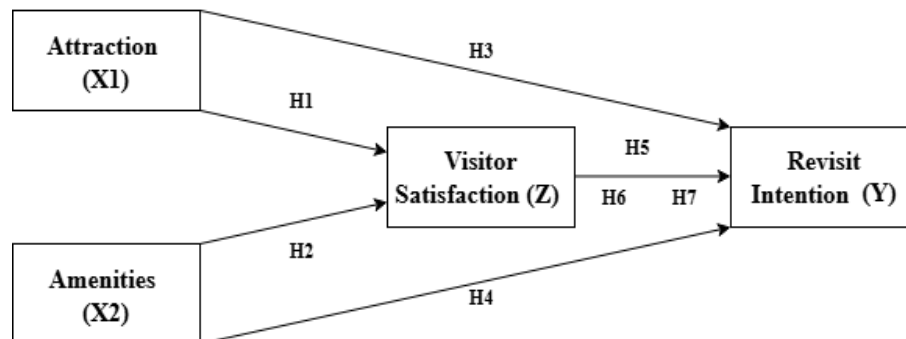


Figure 1. Conceptual Framework

Source: Modified from Ningrum *et al.*, (2024) and Putri (2024)

Based on the conceptual framework above, the hypotheses of this study are as follows:

H1: Attraction is presumed to have a positive effect on visitor satisfaction at Wana Wisata Grape, Madiun Regency.

H2: Amenities are presumed to have a positive effect on visitor satisfaction at Wana Wisata Grape, Madiun Regency.

H3: Attraction is presumed to have a positive effect on revisit intention at Wana Wisata Grape, Madiun Regency.

H4: Amenities are presumed to have a positive effect on revisit intention at Wana Wisata Grape, Madiun Regency.

H5: Visitor satisfaction is presumed to have a positive effect on revisit intention at Wana Wisata Grape, Madiun Regency.

H6: Attraction is presumed to have a positive effect on revisit intention through visitor satisfaction at Wana Wisata Grape, Madiun Regency.

H7: Amenities are presumed to have a positive effect on revisit intention through visitor satisfaction at Wana Wisata Grape, Madiun Regency.

B. METHOD

This study was conducted on tourists visiting Wana Wisata Grape, located in Kresek Village, Wungu District, Madiun Regency, using a quantitative research method. The research sample was determined through purposive sampling, consisting of 384 respondents who met the established criteria, while the research population included all tourists visiting Wana Wisata Grape. Data were collected through a questionnaire distributed via Google Forms and then analyzed with the assistance of SPSS 25 software.

C. RESULTS AND DISCUSSIONS

Partial Test (t-test)

Table 1. Results of Partial Test (t-test) Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.124	.553		7.457	.000
	Attraction	.275	.046	.294	6.034	.000
	Amenities	.201	.028	.344	7.065	.000

a. Dependent Variable: visitor satisfaction

Source: Primary Data Processed (2025)

Based on the results of data analysis, the conclusions are as follows:

- 1) For variable (X1), the calculated t-value is greater than the t-table value, namely $6.034 > 2.400$, with a significance level of $0.000 < 0.05$. This means that H_0 is rejected and H_a is accepted. In other words, partially, variable (X1) has a positive and significant effect on Z; therefore, the first hypothesis is accepted.
- 2) For variable (X2), the calculated t-value is greater than the t-table value, namely $7.065 > 2.400$, with a significance level of $0.000 < 0.05$. This means that H_0 is rejected and H_a is accepted. In other words, partially, variable (X2) has a positive and significant effect on Z; therefore, the second hypothesis is accepted.

Table 2. Results of Partial Test (t-test) Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.847	.737		5.217	.000
	Attraction	.339	.059	.273	5.715	.000
	Amenities	.170	.038	.219	4.518	.000
	visitor satisfaction	.372	.064	.280	5.850	.000

a. Dependent Variable: Revisit Intention

Source: Primary Data Processed (2025)

Based on the results of data analysis, the conclusions are as follows:

- 1) For variable (X1), the calculated t-value is greater than the t-table value, namely $5.715 > 2.400$, with a significance level of $0.000 < 0.05$. This means that H_0 is rejected and H_a is accepted. In other words, partially, variable (X1) has a positive and significant effect on Y; therefore, the third hypothesis is accepted.
- 2) For variable (X2), the calculated t-value is greater than the t-table value, namely $4.518 > 2.400$, with a significance level of $0.000 < 0.05$. This means that H_0 is rejected and H_a is accepted. In other words, partially, variable (X2) has a positive and significant effect on Z; therefore, the fourth hypothesis is accepted.

- 3) For variable (Z), the calculated t-value is greater than the t-table value, namely $5.850 > 2.400$, with a significance level of $0.000 < 0.05$. This means that H_0 is rejected and H_a is accepted. In other words, partially, variable (Z) has a positive and significant effect on Y; therefore, the fifth hypothesis is accepted.

Path Analysis

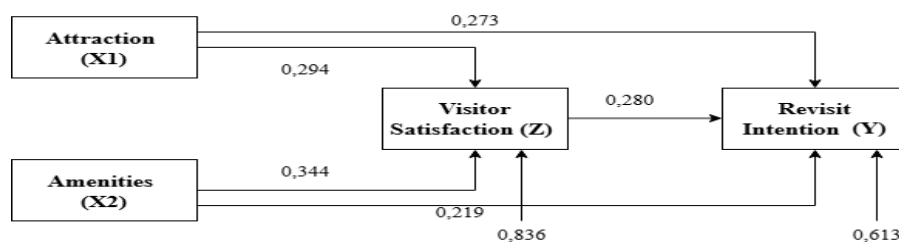


Figure 2. Path Analysis Calculation
Source: Primary Data Processed (2025)

After obtaining the t-count value, the next step to determine whether there is a significant mediating effect is by comparing it with the t-table value. If the t-count is greater than the t-table, the mediating coefficient is declared significant, which means that mediation exists in the relationship between variables. This additional explanation is provided to strengthen the basis for drawing conclusions in the statistical analysis.

- 1) To examine the effect of Attraction (X1) on Revisit Intention (Y) with Visitor Satisfaction (Z) as the intervening variable, the Sobel test is applied:

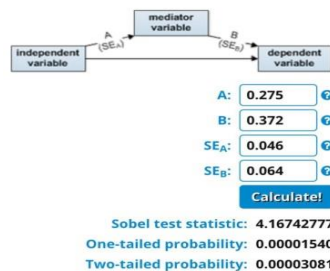


Figure 3. Calculation for the Sobel Test

Source: Sobel Test Calculator (2025)

Based on the calculation above, the Sobel test value is $4.167 > 1.96$, indicating an indirect effect of tourist attraction on revisit intention through visitor satisfaction. This result implies that visitor satisfaction can serve as an intervening variable between tourist attraction and revisit intention. Therefore, the sixth hypothesis is accepted.

- 2) To examine the effect of Amenities (X2) on Revisit Intention (Y) with Visitor Satisfaction (Z) as the intervening variable, the Sobel test is applied:

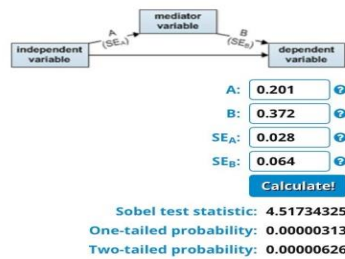


Figure 3. Calculation for the Sobel Test

Source: Sobel Test Calculator (2025)

Based on the calculation above, the Sobel test value is $4.517 > 1.96$, indicating an indirect effect of amenities on revisit intention through visitor satisfaction. This result implies that visitor satisfaction can serve as an intervening variable between amenities and revisit intention. Therefore, the seventh hypothesis is accepted.

Coefficient of Determination (R²)

Table 3. Results of the Coefficient of Determination Test (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.623 ^a	.388	.383	2.36003	1.811

a. Predictors: (Constant), Visitor Satisfaction, Attraction, Amenities

b. Dependent Variable: Revisit Intention

Source: Primary Data Processed (2025)

The coefficient of determination (R Square) of 0.623 indicates that the regression model in this study has a fairly strong explanatory power, as more than half (62.3%) of

the variation in Revisit Intention can be explained by the independent variables studied, namely Visitor Satisfaction, Attraction, and Amenities. In general, an R Square value above 0.5 is considered adequate. Meanwhile, the remaining 37.7% is influenced by other factors not included in this research model.

DISCUSSION

1. The Influence of Tourist Attraction on Visitor Satisfaction at Wana Wisata Grape, Madiun Regency

Based on the results of the t-test, the calculated t-value is 6.215, which is greater than the t-table value of 2.400, and the significance value $(0.000) < 0.05$. Therefore, H0 is rejected and H1 is accepted. This means the hypothesis is accepted. In other words, tourist attraction has a positive and significant influence on visitor satisfaction at Wana Wisata Grape, Madiun Regency. In accordance with the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), this can influence consumer behavior. These results are consistent with the studies of (Darojat, 2021; Alnawati *et al.*, 2024; Nurmala *et al.*, 2022) which demonstrate that tourist attraction positively influences visitor satisfaction.

2. The Influence of Amenities on Visitor Satisfaction at Wana Wisata Grape, Madiun Regency

Based on the results of the t-test, the calculated t-value is 6.937, which is greater than the t-table value of 2.400, and the significance value $(0.000) < 0.05$. Therefore, H0 is rejected and H2 is accepted. This means amenities have a positive and significant influence on visitor satisfaction at Wana Wisata Grape, Madiun Regency. According to the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), this can affect consumer behavior. These findings are supported by (Dewi Ratna Sari, 2022; Juliano *et al.*, 2022), who state that amenities have a positive and significant influence on visitor satisfaction.

3. The Influence of Tourist Attraction on Revisit Intention at Wana Wisata Grape, Madiun Regency

Based on the results of the t-test, the calculated t-value is 5.502, which is greater than the t-table value of 2.400, and the significance value $(0.000) < 0.05$. Therefore, H0 is rejected and H3 is accepted. This means tourist attraction has a positive and significant influence on revisit intention at Wana Wisata Grape, Madiun Regency. In accordance with TRA and TPB, this can influence consumer behavior. These findings are in line with the research of (Khoni'ah & Sidanti, 2021; Qomariyah *et al.*, 2024), who found that tourist attraction has a positive and significant effect on revisit intention.

4. The Influence of Amenities on Revisit Intention at Wana Wisata Grape, Madiun Regency

Based on the results of the t-test, the calculated t-value is 5.494, which is greater than the t-table value of 2.400, and the significance value $(0.000) < 0.05$. Therefore, H0 is rejected and H4 is accepted. This indicates that amenities have a positive and significant influence on revisit intention at Wana Wisata Grape, Madiun Regency. Consistent with TRA and TPB, this may shape consumer behavior. These findings are supported by(Putri, 2024; Nurbaeti *et al.*, 2022), who conclude that amenities have a positive and significant effect on revisit intention.

5. The Influence of Visitor Satisfaction on Revisit Intention at Wana Wisata Grape, Madiun Regency

Based on the results of the t-test, the calculated t-value is 10.020, which is greater than the t-table value of 2.400, and the significance value $(0.000) < 0.05$. Therefore, H0 is rejected and H5 is accepted. This indicates that visitor satisfaction has a positive and significant influence on revisit intention at Wana Wisata Grape, Madiun Regency. According to TRA and TPB, this can affect consumer behavior. These findings are

supported by (Alfaredo & Yuliviona, 2024; Ningrum *et al.*, 2024), who state that visitor satisfaction has a positive and significant influence on revisit intention.

6. The Influence of Tourist Attraction on Revisit Intention through Visitor Satisfaction at Wana Wisata Grape, Madiun Regency

Based on the results of the Sobel test, the calculated Z-value is 4.640, which is greater than 1.96, and the significance value $(0.000) < 0.05$. Therefore, H6 is accepted. This means that tourist attraction has a positive and significant indirect influence on revisit intention through visitor satisfaction at Wana Wisata Grape, Madiun Regency. Consistent with TRA and TPB, this relationship can influence consumer behavior. These findings are supported by (Ningrum *et al.*, 2024; Kumala *et al.*, 2023), who conclude that tourist attraction positively and significantly affects revisit intention through visitor satisfaction.

7. The Influence of Amenities on Revisit Intention through Visitor Satisfaction at Wana Wisata Grape, Madiun Regency

Based on the results of the Sobel test, the calculated Z-value is 3.895, which is greater than 1.96, and the significance value $(0.000) < 0.05$. Therefore, H7 is accepted. This means that amenities have a positive and significant indirect influence on revisit intention through visitor satisfaction at Wana Wisata Grape, Madiun Regency. In line with TRA and TPB, this shows that visitor satisfaction acts as a mediating variable. These findings are supported by Nurbaeti *et al.*, (2022), who confirm that amenities positively and significantly affect revisit intention through visitor satisfaction.

D. CONCLUSIONS

Based on the results of the study, it can be concluded that tourist attraction and amenities have a positive and significant influence on revisit intention at Wana Wisata Grape, Madiun Regency. Furthermore, visitor satisfaction is proven to serve as a mediating variable in the

relationship between tourist attraction and amenities with revisit intention at Wana Wisata Grape, Madiun Regency.

E. SUGGESTIONS

Future research is recommended to include additional variables that may influence revisit intention beyond attraction, amenities, and visitor satisfaction, such as service quality, price, accessibility, destination image, and tourist experience. The inclusion of these variables is expected to provide a more comprehensive picture of the factors affecting revisit intention. Moreover, the use of a qualitative approach or mixed methods is also suggested to explore in depth the perceptions, motivations, and subjective experiences of tourists. Such an approach would complement the quantitative data and provide a more holistic understanding of tourist behavior at Wana Wisata Grape, Madiun Regency.

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