

THE INFLUENCE OF TOURISM EVENTS AND TOURISM FACILITIES ON THE INTENTION TO REVISIT THROUGH TOURIST SATISFACTION

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh event wisata dan fasilitas wisata terhadap niat berkunjung ulang melalui kepuasan wisatawan di Telaga Ngebel, Kabupaten Ponorogo. Pendekatan yang digunakan bersifat kuantitatif dengan metode purposive dan accidental sampling melalui penyebaran kuesioner, dengan total 385 responden wisatawan yang pernah berkunjung ke Telaga Ngebel. Analisis data dilakukan menggunakan analisis jalur (path analysis) dengan bantuan SPSS versi 25. Hasil penelitian menunjukkan bahwa event wisata dan fasilitas wisata secara positif dan signifikan meningkatkan kepuasan wisatawan. Selain itu, event wisata, fasilitas wisata, dan kepuasan wisatawan juga terbukti berpengaruh positif dan signifikan terhadap niat berkunjung ulang, baik secara langsung maupun melalui jalur mediasi. Temuan ini mengindikasikan bahwa keempat variabel saling berkaitan dan berperan penting dalam membentuk loyalitas pengunjung, serta dapat menjadi acuan bagi pengelola destinasi dan pemerintah daerah untuk meningkatkan kualitas layanan dan daya tarik Telaga Ngebel.

Kata Kunci: *Event* Wisata, Fasilitas Wisata, Kepuasan Wisatawan, Niat Berkunjung Ulang, Telaga Ngebel

Abstract

This study aims to analyze the effect of tourism events and tourist facilities on revisit intention through tourist satisfaction at Telaga Ngebel, Ponorogo Regency. A quantitative approach was applied using purposive and accidental sampling through questionnaires, with a total of 385 respondents who had previously visited Telaga Ngebel. Data were analyzed using path analysis with the assistance of SPSS version 25. The results indicate that tourism events and tourist facilities positively and significantly increase tourist satisfaction. Furthermore, tourism events, tourist facilities, and tourist satisfaction also have a positive and significant effect on revisit intention, both directly and indirectly through mediation. These findings suggest that all four variables are interrelated and play a vital role in shaping visitor loyalty, providing

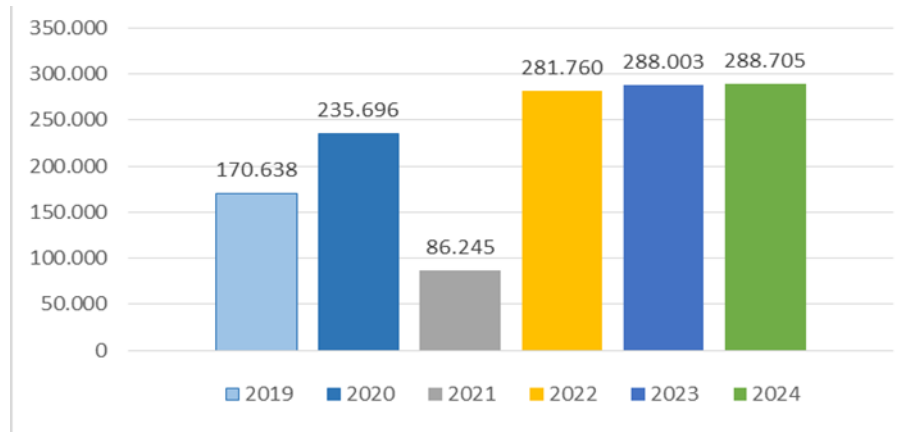
guidance for destination managers and local government to enhance service quality and the attractiveness of Telaga Ngebel.

Keywords: *Tourism Events, Tourism Facilities, Tourist Satisfaction, Revisit Intention, Telaga Ngebel*

A. INTRODUCTION

Indonesia is a vast archipelagic country rich in culture, ethnic diversity, historical sites, biodiversity, and unique species that can only be found within its territory. These resources represent a crucial asset for national development, particularly in the tourism sector. Tourism is a strategic sector that plays an essential role in improving community welfare, as it generates foreign exchange, creates employment opportunities, and simultaneously stimulates the growth of other business sectors (Sappewali et al., 2022). According to information from the Ministry of Tourism and Creative Economy, the number of international tourists visiting Indonesia has continued to show a positive trend in the post-pandemic period (Kemenparekraf, 2024).

East Java is one of the provinces endowed with abundant natural and cultural tourism potential, with Telaga Ngebel in Ponorogo serving as a flagship destination due to its natural beauty, cultural values, and supporting tourism events. Telaga Ngebel is a prominent natural tourist attraction located in Ngebel Village, Ngebel District, Ponorogo Regency, East Java. Situated at the western slope of Mount Wilis at an altitude of approximately 730–740 meters above sea level, Telaga Ngebel offers not only scenic beauty but also cultural richness. Previous studies highlight its diverse visual attractions, such as dragon statues and heart-shaped photo spots that are highly favored by visitors, as well as cultural performances like *Reog Ponorogo*, which strengthen its cultural identity and enhance its tourism value (Suaidi et al., 2024). These findings demonstrate that the development strategies implemented by the local government have successfully attracted tourist interest and reinforced Telaga Ngebel's position as one of Ponorogo's leading tourism destinations. The following section presents visitor data for Telaga Ngebel over the past five years:



Picture 1.1 Visitors to Telaga Ngebel Tourism in 2019-2024
Sumber: Badan Pusat Statistik Kabupaten Ponorogo (2025)

Based on the tourist visitation data of Telaga Ngebel has demonstrated a relatively complex dynamic over the past five years. Tourist visitation data reveal a fluctuating pattern, with a significant increase in 2019–2020, a sharp decline in 2021 due to the Covid-19 pandemic, followed by a recovery in 2022–2024 that has shown a stable trend. These facts indicate that the number of tourist visits is strongly influenced by situational factors such as the pandemic, holiday seasons, and the organization of tourism events aligned with the cultural characteristics of the Ponorogo community. Telaga Ngebel possesses substantial potential through its natural and cultural wealth, which is packaged into various tourism events, including *Larangan Sesaji*, *Festival 1000 Obor*, *Grebeg Suro*, and the *Fountain Festival*. These events have proven effective in attracting tourists by combining cultural, religious, and entertainment elements that deliver a profound emotional experience.

In addition to events, tourism facilities play a crucial role in creating visitor comfort and satisfaction. Adequate, clean, safe, and accessible facilities—such as parking areas, prayer rooms, restaurants, accommodations, boat rentals, and photo spots—significantly shape the overall tourist experience. The availability of facilities that meet tourist needs has been shown to positively influence satisfaction, which in turn encourages repeat visitation. However, several challenges

remain, including damaged access roads, suboptimal waste management, and limited facility integration, all of which must be addressed to further enhance visitor satisfaction. Tourist satisfaction itself has been proven to be a crucial mediating variable in the relationship between tourism events, facilities, and revisit intention. Visitors who feel satisfied with the quality of services, the adequacy of facilities, and the alignment of events with their expectations tend to exhibit stronger loyalty, as reflected in their willingness to revisit and recommend the destination to others. This study underscores that the development of Telaga Ngebel as a flagship destination in Ponorogo Regency should be directed toward more innovative event management, improved quality of tourism facilities, and stronger involvement of the local community in maintaining cleanliness and environmental sustainability. By optimizing these factors, Telaga Ngebel has great potential to enhance tourist satisfaction, strengthen loyalty, and maintain its position as a leading tourism destination in East Java.

Theoretical Review

1. Theory of Planned Behavior (TPB)

This study employs the Theory of Planned Behavior (TPB), an extension of the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975). TRA initially explained the relationship between individual attitudes and behavior, while TPB (Ajzen, 1991) added the component of perceived behavioral control. In this study, TPB serves as a framework to understand how tourism events and tourist facilities influence tourist satisfaction, which in turn affects revisit intention, with tourist satisfaction acting as a mediator between internal factors (attitudes), social factors (norms), and control factors (ease of access/facilities) on tourists' actual behavior at Telaga Ngebel.

2. Tourism Events

Tourism events refer to the planning and promotion processes aimed at capturing tourists' attention and serving as a communication medium to showcase a region's attractions, culture, and potential to attract visitors. According to Getz (2008), tourism events are temporary

activities specifically designed to celebrate, entertain, or provide meaningful experiences, typically involving gatherings of people at a specific time and place.

3. Tourist Facilities

Tourist facilities are physical resources that must be available before services are offered to the public and serve to support the activities and comfort of tourists during their visit to a destination (Tjiptono, 2014). These facilities include physical elements such as restrooms, parking areas, places of worship, food stalls, information boards, seating areas, and adequate accessibility.

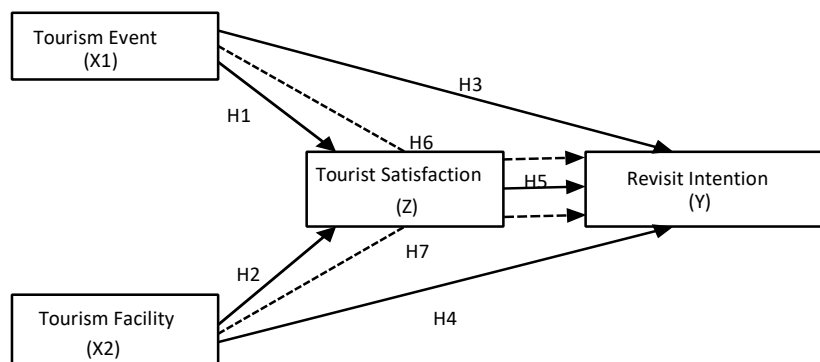
4. Tourist Satisfaction

Tourist satisfaction is a key indicator for evaluating the quality of service at a tourist destination and is a crucial factor in forming loyalty and revisit intention. According to Tjiptono (2014), satisfaction is the feeling of pleasure or disappointment that arises after comparing expectations with the perceived performance of a product or service received.

5. Revisit Intention

Revisit intention reflects consumers' desire to return to a destination after previous experiences. It originates from tourists' tendency to revisit a particular destination due to satisfaction with services, facilities, or attractions (Kotler & Keller, 2009).

Conceptual Framework



Source: Modified from Aini & Purwanto(2023), Arevin (2024),
Sugiama et.al.(2024) and Ibrahim & Susanti (2025)

H1: Tourism events are hypothesized to have a significant effect on tourist satisfaction at Telaga Ngebel, Ponorogo Regency.

H2: Tourist facilities are hypothesized to have a significant effect on tourist satisfaction at Telaga Ngebel, Ponorogo Regency.

H3: Tourism events are hypothesized to have a significant effect on revisit intention at Telaga Ngebel, Ponorogo Regency.

H4: Tourist facilities are hypothesized to have a significant effect on revisit intention at Telaga Ngebel, Ponorogo Regency.

H5: Tourist satisfaction is hypothesized to have a significant effect on revisit intention at Telaga Ngebel, Ponorogo Regency.

H6: Tourism events are hypothesized to have a significant effect on revisit intention through tourist satisfaction at Telaga Ngebel, Ponorogo Regency.

H7: Tourist facilities are hypothesized to have a significant effect on revisit intention through tourist satisfaction at Telaga Ngebel, Ponorogo Regency.

B. METHOD

This study employs a quantitative approach with a sample of 385 respondents, consisting of visitors to Telaga Ngebel, Ponorogo Regency. The sampling techniques used were purposive sampling and accidental sampling through the distribution of questionnaires. Data analysis was conducted using **path analysis** with the assistance of SPSS version 25 to examine the effects of tourism events and tourist facilities on revisit intention through tourist satisfaction.

C. RESULTS AND DISCUSSIONS

Respondent Profile

Based on the analyzed questionnaires, of the 385 respondents visiting Telaga Ngebel, the majority were female (199 respondents or 51.7%), while males accounted for 186 respondents (48.3%). Regarding age, most respondents were in the 16–26 years group, totaling 260 respondents (67.5%). In terms of occupation, the majority were students/university students (200 respondents or 51.9%), followed by entrepreneurs (95 respondents or 24.7%), private employees (64 respondents or 16.6%), and civil servants (26 respondents or 6.8%). Looking at monthly income, the largest group was the 27–36 years age range with 132 respondents (34.3%), followed by the 16–26 years group with 118 respondents (30.6%). Regarding visit frequency, most respondents had visited three times (144 respondents or 37.4%), followed by more than five times (140 respondents or 36.4%), and four to five times (101 respondents or 26.2%). These findings indicate that Telaga Ngebel is particularly popular among young people, especially students, and demonstrates a strong attraction that encourages tourists to visit more than three times.

Validity Test

Based on the validity test, it was found that all items in the Tourism Events variable (X1) consisting of 6 questions were valid, as the calculated r values (0.695–0.722) were greater than the r table value (0.100) with significance < 0.05 . Similarly, the Tourist Facilities variable (X2) with 4 questions was also valid, with r values ranging from 0.733 to 0.829, exceeding the r table value and with significance < 0.05 . The Tourist Satisfaction variable (Z), consisting of 3 questions, was confirmed valid, with r values between 0.802 and 0.828 $> r$ table (0.100) and significance < 0.05 . Likewise, the Revisit Intention variable (Y) with 4 questions showed r values ranging from 0.793 to 0.829, exceeding the r table and with significance < 0.05 . Thus, all questionnaire items in this study met the validity requirements and can be used as research data.

Reliability Test

Reliability testing measures the consistency of an instrument in assessing the same variable under different conditions. An instrument is considered reliable if it consistently produces similar results when re-administered to the same subjects (Sugiyono, 2020). In this study, reliability tests were conducted on the questionnaire items measuring Tourism Events (X1), Tourist Facilities (X2), Tourist Satisfaction (Z), and Revisit Intention (Y) using SPSS 25. The results showed that all variables had Cronbach's Alpha values greater than 0.60 (X1 = 0.804; X2 = 0.796; Z = 0.744; Y = 0.817), indicating that the instruments are reliable. Therefore, all questionnaire items are consistent, trustworthy, and suitable for use in this research.

Normality Test

According to Sugiyono (2020), the normality test is used to determine whether the data obtained in a study follows a normal distribution. The results of the normality test using the One-Sample Kolmogorov-Smirnov Test are presented in the following SPSS output:

Based on the One-Sample Kolmogorov-Smirnov Test, the significance value was $0.196 > 0.05$, indicating that the data are normally distributed. Therefore, the normality assumption is satisfied, and the data are suitable for further analysis using linear regression.

Multicollinearity Test

The multicollinearity test is conducted to assess whether there is an excessively high correlation among independent variables in a regression model. High correlation between independent variables can distort regression coefficients and make the interpretation of each variable's effect invalid (Ghozali, 2018). Based on Table 4.17, all independent variables have Tolerance values greater than 0.10 and VIF values below 10. This indicates that multicollinearity is not present, allowing each independent variable's effect on revisit intention to be interpreted individually.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the residual variance in a regression model is consistent (homoscedasticity) or varies across observations. Constant variance reflects a

stable and reliable regression model, while varying variance indicates heteroscedasticity and potential instability in the model (Ghozali, 2018). Based on the Glejser test, all independent variables have significance values greater than 0.05 (Tourism Events = 0.614, Tourist Facilities = 0.545, Tourist Satisfaction = 0.137), indicating that the regression model is free from heteroscedasticity and suitable for further analysis.

Autocorrelation Test

The autocorrelation test aims to examine whether the residuals of one observation are correlated with those of other observations. A good regression model should be free from autocorrelation, which can be detected using the Durbin-Watson (DW) test based on the DW statistic (Sugiyono, 2020).

Table 1.1 Results of the Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.881 ^a	.775	.774	1.32285	1.913

a. Predictors: (Constant), Tourism Events, Tourist Facilities, Tourist Satisfaction

b. Dependent Variable: Revisit Intention

Source: Data processed using SPSS 25 (2025)

Path Analysis Diagram



Source: Data processed using SPSS 25 (2025)

Partial Test (t-Test)

Partial test, or **t-test**, is used to examine the effect of each independent variable (X) on the dependent variable (Y) individually. According to Sugiyono (2020), the t-test is employed to test whether an independent variable has a significant partial effect on the dependent variable within a linear regression model. The hypothesis testing using the t-test can be conducted as follows:

Table 1.2 Results of the Partial Test (t-Test) Sub-Structural 1 Coefficients^a

Model		Unstandardized		Standardized	t	Sig.
		Coefficients	Std. Error	Coefficients		
	B			Beta		
1	(Constant)	3.472	.758		4.578	.000
	Event Wisata	.115	.033	.162	3.470	.000
	Fasilitas Wisata	.360	.037	.450	9.644	.000

a. Dependent Variable: Tourist Satisfaction

Source: Data processed using SPSS 25 (2025)

Table 1.3 Results of the Partial Test (t-Test) Sub-Structural 2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.036	.505		2.054	.000
	Event Wisata	.287	.022	.105	3.957	.000
	Fasilitas Wisata	.235	.027	.194	2.259	.000
	Kepuasan Wisatawan	.189	.036	.177	2.680	.000

a. Dependent Variable: Revisit Intention

Source: Data processed using SPSS 25 (2025)

The results indicate that Tourism Events (X_1) and Tourist Facilities (X_2) have a positive and significant effect on Tourist Satisfaction (Z) and directly enhance Revisit Intention (Y). Furthermore, Tourist Satisfaction also significantly mediates the effect of X_1 and X_2 on Y , indicating that both Tourism Events and Facilities not only increase satisfaction but also encourage tourists' intention to revisit Telaga Ngebel.

Sobel Test

The Sobel Test results indicate that Tourist Satisfaction acts as a significant mediator in the relationship between Tourism Events and Tourist Facilities on Revisit Intention, with Sobel values of 2.903 for Tourism Events and 4.620 for Tourist Facilities (>1.96), demonstrating a significant indirect effect through tourist satisfaction.

Determinant Test (R^2)

The R^2 test results show that in Model 1, Tourism Events and Tourist Facilities explain 28.2% of the variation in Tourist Satisfaction, while the remaining 71.8% is explained by other factors. In Model 2, Tourism Events, Tourist Facilities, and Tourist Satisfaction together explain 77.5% of

the variation in Revisit Intention, indicating a strong contribution from these variables and confirming the important mediating role of Tourist Satisfaction in the relationship between Events and Facilities on Revisit Intention.

D. CONCLUSIONS

Based on the results of the analysis and discussion, the following conclusions can be drawn. Tourism events have a positive and significant effect on tourist satisfaction at Telaga Ngebel, Ponorogo Regency, indicating that the better the implementation of tourism events, the higher the satisfaction experienced by tourists. Tourist facilities also have a positive and significant effect on tourist satisfaction, meaning that the more complete and adequate the available facilities, the higher the visitor satisfaction. Tourism events have a positive and significant effect on revisit intention, showing that attractive events encourage tourists to return to Telaga Ngebel. Likewise, tourist facilities positively and significantly influence revisit intention, indicating that adequate infrastructure is an important factor in shaping tourists' intention to revisit. Tourist satisfaction also has a positive and significant effect on revisit intention, meaning that the higher the satisfaction with their visit experience, the greater the likelihood of returning to the destination. Furthermore, tourism events have a positive and significant effect on revisit intention through tourist satisfaction as a mediating variable, indicating that the influence of tourism events on revisit intention occurs via tourist satisfaction. Similarly, tourist facilities positively and significantly affect revisit intention through tourist satisfaction, meaning that good facilities not only enhance satisfaction but also positively impact tourists' intention to revisit.

E. SUGGESTIONS

Based on the results of this study, several suggestions are put forward. Future researchers are encouraged to incorporate additional variables, such as destination image, promotional strategies, or the perceived value of tourist experiences, to create a more comprehensive research framework. Expanding the research to include other tourist destinations is also recommended to achieve

findings that are more generalizable. For the management of Telaga Ngebel, it is advisable to consistently organize engaging and innovative events that appeal to tourists across different age groups, improve and maintain the quality of facilities including cleanliness, places of worship, parking areas, information boards, and photo spots and actively respond to visitor feedback gathered through surveys or social media to enhance visitor satisfaction and loyalty in Telaga Ngebel, Ponorogo Regency.

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