

ACCESSIBILITY, FACILITIES, AND SOCIAL MEDIA PROMOTION ON REVISIT INTENTION AT NONGKO IJO PINE FOREST, MADIUN

Dien Rohmah Arum Angresteni¹⁾, Dian Citaningtyas Ari Kadi²⁾.

¹ Management, Faculty of Economic and Business, PGRI University of Madiun
email: dien_2203102083@mhs.unipma.ac.id

² Management, Faculty of Economic and Business, PGRI University of Madiun
email: dian.citaningtyas@unipma.ac.id

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh aksesibilitas, fasilitas, dan promosi media sosial terhadap minat berkunjung kembali wisatawan pada Hutan Pinus Nongko Ijo, Kabupaten Madiun, yang mengalami penurunan jumlah pengunjung pada periode 2024–2026. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif melalui metode survei. Karena jumlah populasi tidak diketahui secara pasti, penentuan sampel menggunakan rumus Lemeshow dan diperoleh 385 responden dengan teknik purposive sampling. Data dikumpulkan melalui kuesioner skala Likert empat poin dan dianalisis menggunakan regresi linier berganda dengan bantuan IBM SPSS 25. Hasil penelitian menunjukkan bahwa aksesibilitas, fasilitas, dan promosi media sosial berpengaruh positif dan signifikan secara parsial terhadap minat berkunjung kembali. Promosi media sosial merupakan variabel yang paling dominan. Secara simultan, ketiga variabel berpengaruh positif dan signifikan terhadap minat berkunjung kembali dengan nilai Adjusted R Square sebesar 0,475. Artinya, 47,5% variasi minat berkunjung kembali dapat dijelaskan oleh ketiga variabel, sedangkan 52,5% dipengaruhi faktor lain di luar model. Temuan ini menekankan pentingnya penguatan promosi media sosial, aksesibilitas, dan fasilitas wisata.

Kata Kunci: Aksesibilitas, Fasilitas, Promosi Media Sosial, Minat Berkunjung Kembali.

Abstract

This study aims to determine the effects of accessibility, facilities, and social media promotion on tourists' revisit intention at Nongko Ijo Pine Forest, Madiun Regency, which experienced a significant decline in visitor numbers during 2024–2026. This research employed a quantitative approach with an associative research design using a survey method. Since the population size was unknown, the sample size was determined using the Lemeshow formula, resulting in 385 respondents selected through purposive sampling. Data were collected using a four-point Likert-scale questionnaire and analyzed using multiple linear regression with IBM SPSS 25. The results show that accessibility, facilities, and social media promotion each have a positive and

significant partial effect on tourists' revisit intention. Social media promotion was the most dominant variable. Simultaneously, the three variables have a positive and significant effect on revisit intention, with an Adjusted R Square value of 0.475. This indicates that 47.5% of the variation in revisit intention can be explained by the three variables, while the remaining 52.5% is influenced by other factors outside the model. These findings highlight the importance of strengthening social media promotion, accessibility, and tourism facilities.

Keywords: Accessibility, Facilities, Social Media Promotion, Revisit Intention.

A. INTRODUCTION

Tourism plays an important role in driving economic growth, creating employment, and raising community income. Following the COVID-19 pandemic, Indonesia's tourism industry has shown a positive recovery trend, which has intensified competition among destinations. Managers are therefore required not only to offer strong attractions but also to provide adequate accessibility, complete facilities, and effective social media promotion (Safira & Saodin, 2025; Adinata, 2025; Yussabila & Sutarmin, 2025; Agung et al., 2026).

East Java is Indonesia's largest domestic tourism destination, recording 207.81 million domestic trips in 2023, around 25% of the national total (www.jatim.bps.go.id). Within this province, Madiun Regency has continued to develop its tourism potential; Kare and Gunungsari Villages were even selected among the top 100 in the 2024 Indonesian Tourism Village Award (ADWI), and visitor numbers during the 2024 Eid holiday nearly doubled compared with the previous year (Rahayu, 2024). This positive trend, however, is not shared equally by every attraction. Nongko Ijo Pine Forest, located in Kare Village, has instead experienced a sharp decline in visitors despite being situated in an award-recognized tourism village (Stevani, 2024). Local reports indicate that the site is now crowded only on weekends and holidays, that its access road remains relatively narrow, and that several facilities still require improvement, while the decline in visitors has also reduced the number of vendors operating around the site from about 30 to only 16 (Widodo, 2025).

A preliminary survey of 107 previous visitors reinforced this picture: most respondents rated accessibility as fairly good but noted a narrow access road, while facilities

such as the prayer room were seen as inadequate and social media content was considered limited in reach and interactivity - indicating that accessibility, facilities, and social media promotion all warrant closer examination in relation to revisit intention.

Accessibility refers to the ease with which tourists can reach a destination through the available transportation network, road conditions, and directional signage (Yoeti, 2016; Isdarmanto, 2021). Putri, Nurhasan, and Adiatma (2024) measure accessibility through five indicators: ease of reaching the location, road conditions, availability of transportation, directional signage, and travel distance and time. Facilities are the physical resources that must be available before a service is offered to consumers, encompassing amenities that support visitors' activities during their stay (Tjiptono, 2014; Iftikar & Puspaningrum, 2024), and are measured through physical condition, ease of use, completeness, accessibility, and cleanliness (Triana, 2025). Social media promotion is the marketing communication activity that uses platforms such as Instagram, Facebook, TikTok, and YouTube to communicate a destination's benefits and persuade tourists to visit (Kotler & Armstrong, 2018; Chaffey & Ellis-Chadwick, 2022), measured through content creation, content sharing, connecting, and community building (Putri & Tjokrosaputro, 2024). Revisit intention is tourists' intention to visit a destination again in the future based on their evaluation of a previous experience (Nguyen Viet et al., 2020), reflected in the desire to revisit, prioritizing the destination for future visits, the desire to invite others, and willingness to recommend it (Iftikar & Puspaningrum, 2024).

Previous studies show inconsistent findings regarding these relationships. Accessibility was found to positively affect revisit intention by Hikmawati and Saputra (2025), Ayu Lestari (2022), and Safira and Saodin (2025), but not by Maryam et al. (2026). Facilities were found to have a significant effect by Agung et al. (2026) and Hasibuan (2025), but not by Dwi Lestyaningsih (2023). Social media promotion was found to be significant by Chin and Wong (2022) and Ariyani et al. (2022), but not by Moh Haikal

Saputra (2024). This inconsistency, together with the fact that Nongko Ijo Pine Forest remains a sought-after destination despite its accessibility, facility, and promotional shortcomings, and the limited number of studies examining these three variables simultaneously at a nature-based destination, motivates the present study. This study therefore aims to examine and analyze the partial and simultaneous effects of accessibility, facilities, and social media promotion on tourists' revisit intention at Nongko Ijo Pine Forest, Madiun Regency.

Based on the theoretical review and previous research above, the following hypotheses are proposed:

H1: Accessibility has a positive and significant effect on revisit intention at Nongko Ijo Pine Forest.

H2: Facilities have a positive and significant effect on revisit intention at Nongko Ijo Pine Forest.

H3: Social media promotion has a positive and significant effect on revisit intention at Nongko Ijo Pine Forest.

H4: Accessibility, facilities, and social media promotion simultaneously have a positive and significant effect on revisit intention at Nongko Ijo Pine Forest.

B. METHOD

This study was conducted at Nongko Ijo Pine Forest, located in Mbonromo Hamlet, Kare Village, Kare District, Madiun Regency, East Java Province, an area on the slope of Mount Wilis that has been developed as a nature tourism destination since 2016 through cooperation between the local community and Perum Perhutani. The site was selected because of the phenomenon of declining visitor numbers described above and the accessibility, facility, and promotional issues found in the field. Data collection was carried out from March to July 2026.

This study applies a quantitative approach with an associative research design, which is used to determine the relationship or influence between two or more variables (Sugiyono, 2022; Creswell & Creswell, 2023). It involves three independent variables, namely accessibility (X1), facilities (X2), and social media promotion (X3), and one dependent variable, revisit intention (Y). Data were collected through a survey method using a questionnaire distributed to visitors of Nongko Ijo Pine Forest.

Because the exact number of tourists who have visited Nongko Ijo Pine Forest cannot be determined, the population in this study is classified as an infinite (unknown) population (Sekaran & Bougie, 2020). The minimum sample size was therefore calculated using the Lemeshow formula (Lemeshow & Lwanga, 1991):

$$n = Z^2pq / d^2$$

where n is the sample size, Z is the standard score at a 95% confidence level (1.96), p is the estimated population proportion (0.5), q equals 1 - p (0.5), and d is the margin of error (10% or 0.1). This calculation yields a minimum sample size of 384.16, which was rounded up to 385 respondents. Respondents were selected using non-probability purposive sampling, based on the following criteria: (1) had visited Nongko Ijo Pine Forest at least once; (2) were at least 17 years old; and (3) were willing to complete the questionnaire in full.

The research variables and their operational definitions are summarized in Table 2. Each indicator was measured using a four-point Likert scale (1 = Strongly Disagree to 4 = Strongly Agree).

Data were collected through three techniques: (1) a questionnaire distributed to respondents to obtain data on perceptions of accessibility, facilities, social media promotion, and revisit intention; (2) direct field observation of accessibility, facilities, and promotional activity; and (3) documentation of supporting data such as visitor numbers and site photographs (Sekaran & Bougie, 2020; Creswell & Creswell, 2023; Arikunto, 2021).

Prior to the main analysis, the questionnaire was tested for validity by comparing the calculated *r* value with the *r* table value at a 5% significance level (*r* table = 0.100 for *n* = 385, *df* = 383), and for reliability using Cronbach's Alpha, with a threshold of > 0.70 considered reliable (Ghozali, 2021). Data were then analyzed using descriptive statistics, followed by classical assumption tests comprising normality (One-Sample Kolmogorov-Smirnov test, normal if Asymp. Sig. > 0.05), multicollinearity (Tolerance > 0.10 and VIF < 10), and heteroscedasticity (Glejser test, homoscedastic if significance > 0.05). The main hypotheses were tested using multiple linear regression:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

where *Y* is revisit intention, *a* is the constant, *b*₁-*b*₃ are the regression coefficients, *X*₁-*X*₃ are accessibility, facilities, and social media promotion respectively, and *e* is the error term. The regression model was tested through the partial *t*-test, the simultaneous *F*-test, and the coefficient of determination (*R*²), each evaluated at a 5% significance level (Ghozali, 2021).

C. RESULTS AND DISCUSSIONS

Nongko Ijo Pine Forest is a nature tourism destination on the slope of Mount Wilis, managed by Perum Perhutani in cooperation with the village government and local community. Visitors can enjoy the scenery, relax, take photographs, camp, and picnic, supported by facilities such as a parking area, restrooms, a prayer room, food stalls, and seating areas, although several facilities still require maintenance. Part of the access road toward the site is winding and uphill, though it remains passable for both two- and four-wheeled vehicles. Management has begun using social media to promote the destination, but the promotional effort is still considered suboptimal.

The sample is dominated by female (76.6%), young (67.5% aged 17-25), and student respondents (54.0%), most of whom live in Madiun (66.2%) and were visiting for the first

time (54.3%), although a substantial share (45.7%) had visited more than once, suggesting sufficient direct experience to assess accessibility, facilities, promotion, and revisit intention. Descriptive statistics for the four research variables are presented in Table 1.

Table 1. Descriptive Statistics

Variable	N	Min	Max	Mean	Std. Dev.
Accessibility (X1)	385	5.00	20.00	15.90	3.218
Facilities (X2)	385	5.00	20.00	15.85	3.064
Social Media Promotion (X3)	385	4.00	16.00	11.80	2.603
Revisit Intention (Y)	385	4.00	16.00	12.32	2.521

Source: Primary data processed with IBM SPSS 25 (2026)

All four variables show relatively high mean scores with standard deviations smaller than their means, indicating that respondents' perceptions were generally positive and fairly homogeneous. Consistent with these results, the descriptive category analysis of each indicator (not shown in detail) placed every item of accessibility, facilities, social media promotion, and revisit intention in the "high" category, with overall mean scores of 3.18, 3.17, 2.95, and 3.08 respectively on the four-point Likert scale.

Validity testing showed that every item across the four variables produced a calculated r value greater than the r table value of 0.100, so all items were declared valid. Reliability testing using Cronbach's Alpha produced values of 0.848 for accessibility, 0.814 for facilities, 0.796 for social media promotion, and 0.773 for revisit intention, all exceeding the 0.70 threshold, confirming that the research instrument was both valid and reliable.

The classical assumption tests indicated that the regression model was appropriate for further analysis. The One-Sample Kolmogorov-Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05, indicating that the residuals were normally distributed. The multicollinearity test produced Tolerance values of 0.746, 0.705, and 0.803 and VIF values of 1.341, 1.418, and 1.246 for accessibility, facilities, and social media promotion respectively, all within the acceptable range (Tolerance > 0.10; VIF < 10),

indicating no multicollinearity among the independent variables. The Glejser heteroscedasticity test produced significance values of 0.067, 0.068, and 0.501 for the three independent variables, all above 0.05, indicating that the model was free from heteroscedasticity.

The results of the multiple linear regression analysis are presented in Table 5.

Table 2. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	T	Sig.
(Constant)	1.446	0.592	-	2.443	0.015
Accessibility (X1)	0.199	0.034	0.254	5.939	0.000
Facilities (X2)	0.233	0.036	0.283	6.421	0.006
Social Media Promotion (X3)	0.340	0.040	0.351	8.519	0.000

Source: SPSS 25 Output (2026). Dependent variable: Revisit Intention (Y)

The regression equation derived from Table 5 is $Y = 1.446 + 0.199X_1 + 0.233X_2 + 0.340X_3 + e$. The positive coefficients indicate that an increase in accessibility, facilities, or social media promotion, holding the other variables constant, is associated with an increase in revisit intention.

The partial t-test results show that accessibility ($t = 5.939$, $\text{sig.} = 0.000$), facilities ($t = 6.421$, $\text{sig.} = 0.006$), and social media promotion ($t = 8.519$, $\text{sig.} = 0.000$) each have a significance value below 0.05, meaning that all three variables have a positive and significant partial effect on revisit intention. Based on the standardized beta coefficients, social media promotion ($\beta = 0.351$) has the strongest partial effect, followed by facilities ($\beta = 0.283$) and accessibility ($\beta = 0.254$).

The simultaneous F-test produced an F value of 117.016 with a significance level of 0.000 (< 0.05), so H_0 is rejected and H_4 is accepted: accessibility, facilities, and social media promotion together have a positive and significant effect on revisit intention. The coefficient of determination test produced an R Square of 0.480 and an Adjusted R Square of 0.475, indicating that the three independent variables explain 47.5% of the variance in

revisit intention, while the remaining 52.5% is explained by factors outside the model, such as destination image, service quality, tourist satisfaction, or price perception.

The positive and significant effect of accessibility on revisit intention indicates that ease of reaching the location is an important consideration for tourists deciding whether to return. Directional signage received the highest rating among the accessibility indicators, although field observations suggest the existing signage is relatively small and could be enlarged and multiplied at strategic points to better assist first-time visitors. This result is consistent with the perceived behavioral control component of the Theory of Planned Behavior (Ajzen, 1991), which holds that a stronger perception of ease in performing a behavior increases the intention to perform it, and aligns with Kotler and Keller's (2016) view that organizations must create and deliver value to customers, as well as Tjiptono's (2019) emphasis on continuously improving the value and satisfaction customers receive. These findings are consistent with Wahim et al. (2023), Khotimah and Astuti (2022), Hanafi (2023), and Sabban et al. (2025), all of whom found accessibility to positively affect revisit intention.

Facilities were also found to have a positive and significant effect on revisit intention, showing that complete, clean, comfortable, and easy-to-use facilities create a pleasant experience that encourages tourists to return, while inadequate facilities reduce comfort and lower revisit intention. The highest-rated indicator concerned ease of use, while toilet cleanliness, though rated positively, was noted in field observations as requiring more consistent maintenance during peak periods. This corresponds with the attitude-toward-behavior component of the Theory of Planned Behavior (Ajzen, 1991), where a positive attitude formed through comfortable experiences increases the intention to repeat a behavior, and is further supported by Kotler and Keller (2016) and Tjiptono (2019) on the role of value delivery in customer retention, consistent with Charli and Putri (2020), Ardiansyah

and Ratnawili (2021), Anggraita (2023), Hanafi (2023), Cahyani et al. (2024), and Darson et al. (2025).

Social media promotion was found to be the most dominant predictor of revisit intention, indicating its central role in shaping tourists' awareness of and interest in Nongko Ijo Pine Forest; visitors exposed to engaging, informative, and up-to-date content are more inclined to return and recommend the destination. Content encouraging visitors to share their travel experience received the highest rating, while account interactivity and the completeness of shared information (ticket prices, operating hours, facility details) were identified as areas for improvement. This aligns with the subjective-norm component of the Theory of Planned Behavior (Ajzen, 1991), whereby experiences and recommendations shared by other tourists on social media create social pressure that increases revisit intention, and is consistent with Kotler and Keller (2016) and Tjiptono (2019) on communicating value to build loyalty, supporting Azzahra et al. (2025), Hasibuan (2025), Sirait (2025), and Sugiyanti and Hidayat (2026).

Taken together, accessibility, facilities, and social media promotion simultaneously and significantly affect revisit intention, explaining 47.5% of its variance. Tourists' intention to return is thus shaped by complementary factors rather than any single element: accessibility provides ease of reaching the destination, facilities provide comfort during the visit, and social media promotion builds awareness and ongoing engagement. The three variables map onto the Theory of Planned Behavior's core components (Ajzen, 1991) facilities to attitude toward behavior, social media promotion to subjective norm, and accessibility to perceived behavioral control - reinforcing both Ajzen's framework and the value-creation perspective of Kotler and Keller (2016) and Tjiptono (2019), consistent with Aldrian (2024), Sugiyama et al. (2024), and Wilopo and Nuralam (2025).

D. CONCLUSIONS

This study finds that accessibility, facilities, and social media promotion each have a positive and significant partial effect on tourists' revisit intention at Nongko Ijo Pine Forest, indicating that easier road access, clearer directional signage, cleaner and more complete facilities, and more consistent, informative social media content all encourage tourists to return. Among the three predictors, social media promotion exerts the strongest influence, followed by facilities and accessibility, reflecting the growing importance of digital platforms as a primary source of destination information in the current tourism landscape. Simultaneously, the three variables significantly affect revisit intention and together explain 47.5% of its variance, while the remaining 52.5% is attributable to factors outside the model, such as destination image, tourist satisfaction, service quality, or price perception, which were beyond the scope of this study. These findings confirm that revisit intention at a nature-based destination such as Nongko Ijo Pine Forest is shaped jointly rather than by a single factor, and they are consistent with the Theory of Planned Behavior, in which accessibility reflects perceived behavioral control, facilities reflect attitude toward behavior, and social media promotion reflects subjective norm. A limitation of this study is that it relies on cross-sectional survey data from a single destination and considers only three predictors of revisit intention, so the findings should be interpreted within the context of Nongko Ijo Pine Forest and cannot be generalized to all nature tourism destinations without further verification.

E. SUGGESTIONS

Future researchers are encouraged to extend this study by incorporating additional variables that may influence revisit intention, such as tourist satisfaction, destination image, service quality, price perception, or overall tourist experience, and to apply the model to other nature-based destinations or alternative analytical methods to obtain more comprehensive results. For destination managers, the findings suggest prioritizing the optimization of social media promotion, since it is the most dominant factor affecting revisit

intention, while continuing to maintain and improve facility cleanliness and completeness, particularly restrooms and prayer facilities, and sustaining road conditions and directional signage at strategic points along the access route. For tourists, the results suggest that social media can be a useful source of information when planning a visit, and that sharing constructive feedback about accessibility, facilities, and promotional content can help managers evaluate and improve the quality of the destination over time.

REFERENCES

- Adinata, A. F. (2025). Pengaruh Atraksi Wisata, Amenitas, Dan Aksesibilitas Terhadap Minat Berkunjung Kembali Ke Gili Matra (Meno, Air, dan Trawangan). *Jurnal Riset Pemasaran*, 4(2), 10-18.
- Agung, A. K., Fianto, A. Y. A., Ekonomi, F., & Surabaya, U. A. (2026). Pengaruh Promosi Media Sosial, Citra Destinasi Dan Fasilitas Terhadap Minat Berkunjung Kembali Kebun Raya Mangrove Wonorejo Kota Surabaya. *Jurnal Ilmu Manajemen*, 4(4), 12633-12642.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Aldrian, A. (2024). Pengaruh Fasilitas, Promosi, Harga, Dan Aksesibilitas Terhadap Minat Berkunjung Wisatawan Taman Celosia Jokis Kenten Laut Palembang (Doctoral dissertation). Universitas Multi Data Palembang.
- Anggraita, S. L. (2023). Pengaruh Fasilitas, Persepsi Harga Dan Citra Destinasi Terhadap Minat Berkunjung Kembali Pada Objek Wisata Umbul Ponggok Klaten. *Jurnal Bisnis Manajemen dan Akuntansi (BISMAK)*, 3(2), 93-103.
- Ardiansyah, Y., & Ratnawili, R. (2021). Daya tarik, citra destinasi, dan fasilitas pengaruhnya terhadap minat berkunjung ulang pada objek wisata Wahana Surya Bengkulu Tengah. *Jurnal Manajemen Modal Insani dan Bisnis (JMMIB)*, 2(2), 129-137.
- Arikunto, S. (2021). *Prosedur penelitian: Suatu pendekatan praktik*. Rineka Cipta.
- Ariyani, R. M., Dhameria, V., & Suyitno, S. (2022). Pengaruh Daya Tarik Wisata dan Promosi Media Sosial terhadap Minat Berkunjung Kembali Wisatawan di Waduk Setu Patok Kabupaten Cirebon. *JPEKA: Jurnal Pendidikan Ekonomi, Manajemen dan Keuangan*, 6(2), 133-147. <https://doi.org/10.26740/jpeka.v6n2.p133-147>
- Ayu Lestari, A. (2022). Pengaruh Daya Tarik Wisata, Aksesibilitas, dan Kepuasan Wisatawan terhadap Minat Berkunjung Kembali. *Jurnal Administrasi Kantor*, 10(2), 153-166.

- Azzahra, S. G., Fadhlurrahmah, S. N. A., & Suhartanto, D. (2025). From social media to experience: A digital marketing model for tourism destination in Bandung Regency. *Journal of Tourism Sustainability*, 5(4), 179-192. <https://doi.org/10.35313/jtospolban.v5i4.167>
- Cahyani, N., Safitri, M., & Mahmud, M. (2024). Pengaruh Media Sosial, Citra Destinasi, dan Fasilitas Wisata Terhadap Minat Berkunjung Kembali ke Pantai Bandengan Jepara. *Bisnis-Net Jurnal Ekonomi dan Bisnis*, 7(1), 132-141.
- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation and practice* (8th ed.). Pearson Education.
- Charli, C. O., & Putri, D. A. (2020). Pengaruh Social Media Marketing, Fasilitas Wisata Dan Citra Destinasi Wisata Terhadap Minat Wisatawan Berkunjung. *Jurnal Ekonomi dan Bisnis*, 9(1), 45-56.
- Chin, C. H., & Wong, P. M. W. (2022). Exploring the impact of social media marketing on tourism destination marketing and revisit intention: The extension of stimulus-organism-response (S-O-R) model. *Studies of Applied Economics*, 40(2). <https://doi.org/10.25115/eea.v40i2.6848>
- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). Sage Publications.
- Darson, M. D., Adanan, A., Mohd Nor, M. A. I., Ariffuddin, N. M. F. M. F., Nizam, S. N. A. M., & Seman, R. (2025). Repost, recommend, revisit: Social media, influencer and facilities impact on gastronomic loyalty in heritage cities. *International Journal of Research and Innovation in Social Science*, 9(14), 1108-1120. <https://doi.org/10.47772/IJRISS.2025.914MG0084>
- Dwi Lestyaningsih, A. P. (2023). Pengaruh Fasilitas Dan Promosi Terhadap Minat Berkunjung Masyarakat Pada Objek Wisata Laguna Depok Bantul Yogyakarta. *Jurnal Bisnis, Manajemen, dan Akuntansi*, 10(2), 167-177.
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.
- Hanafi, M. H. (2023). Pengaruh Aksesibilitas Dan Fasilitas Terhadap Minat Wisatawan Berkunjung Kembali Ke Geosite Hutaginjang Di Kecamatan Muara Kabupaten Tapanuli Utara. *Journal of Social Science Research*, 3, 1644-1657.
- Hasibuan, M. (2025). Pengaruh Daya Tarik Wisata, Promosi Digital dan Fasilitas Terhadap Minat Berkunjung Wisatawan di Objek Wisata Taman Kelapa Pandan Wangi Labuhanbatu. *Jurnal Penelitian Ilmu-Ilmu Sosial*, 2(10), 377-386. <https://doi.org/10.5281/zenodo.15478288>
- Hikmawati, S., & Saputra, D. (2025). Pengaruh Aksesibilitas, Fasilitas, Dan Daya Tarik Wisata Terhadap Minat Berkunjung Kembali Wisatawan Di Pantai Temberan Kabupaten Bangka. *Jurnal Riset Multidisiplin Edukasi*, 2(7), 686-713.
- Iftikar, M. Z., & Puspaningrum, A. (2024). Pengaruh Aksesibilitas, Fasilitas, dan Persepsi Risiko Terhadap Revisit Intention. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 3(1), 98-106.

- Isdarmanto. (2021). Dasar-dasar kepariwisataan dan pengelolaan destinasi wisata. Gerbang Media Aksara.
- Khotimah, K., & Astuti, P. B. (2022). Pengaruh Aksesibilitas dan Physical Evidence Terhadap Revisit Intention dengan Kepuasan Pengunjung sebagai Variabel Intervening. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*, 4(4), 547-566. <https://doi.org/10.32639/jimmba.v4i4.148>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Lemeshow, S., & Lwanga, S. K. (1991). *Sample size determination in health studies: A practical manual*. World Health Organization.
- Maryam, D. N., Aprirachman, R., Sumbawa, U. T., & Sumbawa, K. (2026). Analisis Dampak Aksesibilitas, Fasilitas Wisata, Dan Kegiatan Wisata, Terhadap Niat Berkunjung Kembali Pada Wisata Hiu Paus Melalui Daya Tarik Wisata. *Jurnal Ilmu Sosial dan Humaniora*, 2(1), 251-265.
- Moh Haikal Saputra. (2024). Instagram Dan Fasilitas Dalam Menciptakan Minat Berkunjung Kembali Di Kabupaten Sampang. *Jurnal Bina Manajemen*, 2(2), 306-312.
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1796249>
- Putri, D., Nurhasan, & Adiatma, R. (2024). Analisis Indikator Aksesibilitas Destinasi Wisata. *Jurnal Pariwisata dan Manajemen*, 6(1), 55-66.
- Putri, C. C., & Tjokrosaputro, M. (2024). Pengaruh Social Media Marketing Terhadap Minat Berkunjung Kembali. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 8(2), 210-221.
- Rahayu, D. (2024, April 16). Kunjungan Wisatawan ke Kabupaten Madiun Meningkatkan Dua Kali Lipat di Momen Lebaran 2024, Ini Dia Wisata Favorit Pemudik. <https://share.google/FS2WaNUsCEMhgKHJn>
- Sabban, Y. A., Fachmi, M., & Sultan, Z. (2025). Distribution strategies for tourism experience value: Effects of social media promotion and accessibility on revisit intention. *Journal of Distribution Science*, 23(11), 61-73. <https://doi.org/10.15722/jds.23.11.202511.61>
- Safira, S. P., & Saodin. (2025). Analisis Pengaruh Aksesibilitas, Fasilitas dan Persepsi Harga Terhadap Minat Berkunjung Kembali Wisatawan pada Objek Wisata Krakatau Park Lampung. *Edu Society: Jurnal Pendidikan, Ilmu Sosial, dan Pengabdian Kepada Masyarakat*, 5(2), 1030-1042.
- Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill-building approach* (8th ed.). Wiley.
- Sherliya Sugiyanti, & Hidayat, R. (2026). Social Media Promotion, Tourism Facilities, and Price Effects on Revisit Intention: The Moderating Role of Visitor Satisfaction. *Jurnal Manajemen Pemasaran*, 6(1), 237-250.

- Sirait, N. R. (2025). Pengaruh Promosi Media Sosial Dan Daya Tarik Wisata Terhadap Minat Berkunjung Kembali Di Objek Wisata The Kaldera Toba Nomadic Escape (Undergraduate thesis).
- Stevani, L. R. (2024, May 26). Dua desa wisata di Kabupaten Madiun lolos 100 besar "ADWI 2024." <https://share.google/HMUmeLERhlgHoQjin>
- Sugiyama, A. G., Suhartanto, D., Lu, C. Y., Rediyasa, I. W., Sulaeman, R. P., & Renalda, F. M. (2024). Tourist satisfaction and revisit intention: The role of attraction, accessibility, and facilities of water park tourism. *GeoJournal of Tourism and Geosites*, 52(1), 257-266. <https://doi.org/10.30892/gtg.52125-1202>
- Sugiyono. (2022). Metode penelitian kuantitatif, kualitatif, dan R&D. Alfabeta.
- Tjiptono, F. (2014). Pemasaran jasa: Prinsip, penerapan, dan penelitian. Andi Offset.
- Tjiptono, F. (2019). Strategi pemasaran (4th ed.). Andi Offset.
- Triana, N. (2025). Indikator Fasilitas Wisata dalam Meningkatkan Kepuasan Pengunjung. *Jurnal Manajemen Pariwisata*, 7(1), 30-41.
- Wahim, I., Chu, J.-Y., & Huynh-Cam, T.-T. (2023). The effects of attraction, promotion and accessibility on revisiting intention to Tana Toraja, South Sulawesi, Indonesia. *Journal of Mandalika Review*, 2(1), 1-12. <https://doi.org/10.55701/mandalika.v2i1.8>
- Widodo, Y. (2025, January 3). Wisata Hutan Pinus Nongko Ijo di Madiun Mengalami Penurunan Pengunjung, Pedagang UMKM Terimbas. <https://share.google/TKvnt1q5zY9FFQuCa>
- Wilopo, W., & Nuralam, I. P. (2025). An investigating the influence of social media marketing activities on revisit intention among Indonesian international tourists. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2024.2440626>
- Yoeti, O. A. (2016). Pengantar ilmu pariwisata. Angkasa.
- Yussabila, G. Z., & Sutarmin. (2025). Pengaruh Fasilitas Dan Pengalaman Wisatawan Terhadap Minat Berkunjung Kembali Melalui Kepuasan Wisatawan: Studi Pada Kabupaten Brebes. *Peradaban Journal of Economic and Business*, 4(2), 259-263.