Investigating The Determining Factors of Tourist Revisit Intention in a Natural-based Tourism Destination

Indah Fatmawa1, and Frido Olga2

1 Doctor of Management Study Program, Universitas Muhammadiyah Yogyakarta, Bantul, DIY, Indonesia
2 Department of Management, Universitas Muhammadiyah Yogyakarta, Bantul, DIY, Indonesia

Abstract. Tourism is one of the growing sectors in Indonesia. Natural-based tourism is one of the most attractive tourism destinations among various tourism types in Indonesia. Investigating factors influencing tourist revisit intention in a natural-based tourism destination is interesting since it could reveal what factors drive tourists to revisit a particular destination they have visited. This study aims to analyze the influence of environmental quality, attractiveness, accessibility, facilities, and tourist satisfaction on tourist objects' revisit intention. We use a quantitative approach and an explanatory design to test the proposed hypothesis. Respondents in this study were tourists who had visited Sarangan Lake, located in Magetan, East Java. The sampling method uses purposive sampling, and the final usable responses were 168 respondents. The analytical tool used in this research is Structural Equation Modeling (SEM) with the AMOS application program.

Results indicated that environmental quality, attractiveness, accessibility, and facilities positively affect tourist satisfaction. Furthermore, tourist satisfaction positively impacts tourist revisit intention. Several research recommendations were discussed in our study.

1 Introduction

Tourism growth in Indonesia has been significant over the years, and the government has played a crucial role in fostering this development. Indonesia has diverse natural landscapes, stunning shorelines, lively coral ecosystems, and a cultural legacy. These attractions have been instrumental in attracting tourists. The Indonesian government has promoted these assets through various initiatives and campaigns[1]. The government has also significantly invested in improving infrastructure to support tourist growth. Developing airports, roads, and public transportation has enhanced connectivity and accessibility to tourist destinations. The government has encouraged private sector involvement in infrastructural projects to promote tourism and adopted policy reforms. Improved laws to attract foreign investment in the sector and promoted Indonesia as a tourism destination through worldwide campaigns, travel fairs, and internet marketing. It has announced Indonesia's attractions with travel brokers, airlines, and media. The government supports sustainable tourism and protects the environment and local populations. It has promoted ecotourism, community-based tourism, and sustainable tourism practices[1].

Research investigating the factors influencing tourist satisfaction and its consequences on revisit intention has yielded inconclusive findings in some cases, highlighting the complexity of these factors.
Tourism locations must pursue sustainability to improve the environment. Waste management, energy saving, and responsible tourism improve the environment. Environmentally conscientious visitors are more satisfied with their experiences, and positive service encounters in destinations with better environmental quality increase the likelihood of revisit intention. Responsible destinations are crucial to tourist pleasure and return. Destination managers may improve tourist experiences and satisfaction by considering and addressing the above-mentioned aspects.

1.1 Literature Review

1.1.1 Environmental Quality

Environmental aesthetics are associated with positive emotions, relaxation, and tourists' experience evaluation. Positive eco-tourism experiences lead to repeat visits and positive word-of-mouth by considering and emphasizing the importance of sustainable practices. The natural and built environments in tourist destinations affect visitor satisfaction and revisit intention. Destination attractiveness and environmental quality are closely linked to service quality and tourist satisfaction.

Research has shown that tourists are more satisfied when they perceive environmentally positive practices. Aesthetics such as pristine landscapes, clean air, and natural beauty contribute to tourists' perception of environmental quality.

Environmental quality could cover aesthetic aspects, service quality, and authenticity, and sustainable operations. Environmental factors positively affected tourist satisfaction, they found that while destination attractiveness influenced revisit intention, environmental factors positively affected tourist satisfaction, they did not directly affect revisit intention. Environmental quality and destination attractiveness are commonly used theories, and the Theory of Reasoned Action states that the intention of individuals to behave in a certain way, such as revisiting tourist attractions, is a planned behavior that follows the predictable and explain behavior associated with an activity.

This study is based on Ajzen 1991's Theory of Planned Behavior (TPB), a development of the Theory of Reasoned Action. According to Fishbein and Ajzen TPB, destination managers and politicians must understand the importance of the above-mentioned aspects concerning tourist pleasure, environmental quality, and revisit intention. This study investigates the environmental quality, tourist destination attractiveness, and accessibility, and facilities as the influencing factors in shaping tourism destinations, involving visitors who participate in tourism experiences lead to repeat visits via word-of-mouth. Positive eco-tourism experiences, destination attractiveness, and environmental qualities positively affect tourists' perception of environmental quality and enhance visitors' perceptions, enjoyment, and future intentions concerning responsible tourism destinations being more satisfied with their experiences and increasing tourist satisfaction levels.
1.1.2 Tourist Destination Attractiveness

Destination’s attractiveness shapes tourist satisfaction. Factors such as landscapes, heritage, attractions, immersive activities, and engaging experiences in attractive destinations enhance visitor satisfaction. Studies have shown that destinations perceived as authentic tend to be more appealing to tourists, resulting in increased visitation rates and destinations attract more likely to choose a destination that offers convenient transportation options. Moreover, accessible transportation networks improve ease of access and exploring destinations, contributing to the perceived attractiveness of a destination. Effective destination marketing strategies also play a pivotal role in the appeal of tourist destinations. It’s a significant factor in shaping destination attractiveness and tourist satisfaction. Authentic experiences provide a sense of novelty and uniqueness, fostering positive long-term memories. Marketing a destination’s identity is preserved, it enhances the perceived authenticity of a destination. Tourism destination accessibility refers to how easily a destination can be reached and explored. It encompasses transportation networks, infrastructure, and amenities contributing to destination attractiveness. Research consistently found that improved accessibility positively influences a destination’s attractiveness, tourist behavior, and satisfaction. Engaging marketing campaigns, online presence, and positive word-of-mouth play a role in attracting tourists and enhancing their experiences. Tourism is increasing due to distinctive attractions, natural beauty, cultural offerings, and hospitality which boost tourist satisfaction. Tourism today needs sustainability measures to attract visitors. Sustainable destinations conserve natural resources and cultural heritage and complement tourist ideals, improving satisfaction. Responsible tourism and inclusive tourism experiences are designed as one of the key factors contributing to inclusive and sustainable tourism development, as it enables barrier-free travel and job creation. Additionally, the World Tourism Organization (UNWTO) recognizes accessibility as one of the key factors influencing tourists’ perceptions of a destination, leading to higher satisfaction and repeat visitation. Reduced reliance on private vehicles, leading to lower carbon emissions and greater inclusivity, are key aspects of responsible tourism. Memorable and enjoyable experiences are available.

1.1.3 Tourist Destination Accessibility

Tourist destination accessibility refers to how easily a destination can be reached and explored. It encompasses transportation networks and responsible tourism. Sustainable destinations conserve accessible transportation, leading to lower carbon emissions and greater inclusivity. Inclusive tourism experiences are designed as one of the key factors contributing to inclusive and sustainable tourism development, as it enables barrier-free travel and job creation. Additionally, the World Tourism Organization (UNWTO) recognizes accessibility as one of the key factors influencing tourists’ perceptions of a destination, leading to higher satisfaction and repeat visitation. Reduced reliance on private vehicles, leading to lower carbon emissions and greater inclusivity, are key aspects of responsible tourism. Memorable and enjoyable experiences are available.
Tourist destination facilities are essential for attracting and satisfying tourists by providing necessary infrastructure while minimizing negative environmental and cultural impacts. These facilities are crucial in the digital age as tourists seek destination details. To meet the needs of tourists, facilities need to be provided, starting from the place of residence of tourists while in transit to the destination. Accessible transportation hubs like terminals, stations, or airports facilitate tourists' return trips, and convenience for reaching tourist sites, and ample parking is essential during visits. Furthermore, well-maintained transportation facilities in the destination post-trip experience influence tourism satisfaction.

1.1.4 Tourist Destination Facilities

Tourist satisfaction is a significant factor in the success and sustainability of the tourism industry. It involves the extent to which their expectations are met. Visitor satisfaction results from overall visitor opinion on each destination's quality of products or services. The quality of services, facilities, and sense of well-being are crucial in the digital age as tourists seek destination details. To recommend the destination to others, tourists need positive experiences and preferences.

1.1.5 Tourist Satisfaction

Tourist facilities should cater to visitors' needs at every stage of their trip, including before, during, and after their visit. Prior to their arrival, marketing information and internet searching provide valuable data to form expectations about the destination. Arriving tourists assess the destination's quality of products or services. During the visit, facilities positively influenced tourists' overall satisfaction, highlighting the importance of well-maintained and diverse amenities. Additionally, these facilities positively affected tourists' perceived value, leading to higher satisfaction and intention to revisit.

Tourism destination facilities are essential for attracting and satisfying tourists by promoting tourism competitiveness and success of destinations. These include accommodations, restaurants, attractions, and destination facilities for enhancing tourists' satisfaction and willingness to revisit. To make the most of the visit, tourists expect well-maintained and diverse amenities. Facilities positively influenced tourists' perceived value, leading to higher satisfaction and repeat visitation. The quality of services, facilities, and sense of well-being are crucial in shaping tourists' experiences and post-trip recommendations.

Tourism destination facilities are crucial in the digital age as tourists seek destination details. To meet the needs of tourists, facilities need to be provided, starting from the place of residence of tourists while in transit to the destination. Accessible transportation hubs like terminals, stations, or airports facilitate tourists' return trips, and convenience for reaching tourist sites, and ample parking is essential during visits. Furthermore, well-maintained transportation facilities in the destination post-trip experience influence tourism satisfaction. To recommend the destination to others, tourists need positive experiences and preferences. Visitor satisfaction results from overall visitor opinion on each destination's quality of products or services. The quality of services, facilities, and sense of well-being are crucial in the digital age as tourists seek destination details. To recommend the destination to others, tourists need positive experiences and preferences.
The environment in tourist attractions impacts tourist satisfaction. A clean, neat, and comfortable environment positively influences satisfaction. When tourists see a well-maintained and secure environment, they feel satisfied and perceive the community as caring. Previous research found that the quality of the environment affects tourist satisfaction. Additionally, tourists' perception of authenticity positively influenced their revisit intention.

1.2 Hypotheses Development

1.2.1 The Effects of Environmental Quality on Tourist Satisfaction

Hypotheses

Hypothesis 1: The environment's cleanliness, aesthetics, and safety surrounding the heritage sites affect tourists' satisfaction with the destination experience, including the quality of services, attractions, and overall tourism activities. It is critical for destinations to focus on maintaining a comfortable and secure environment to enhance tourist satisfaction and foster long-term loyalty, even during challenging times.

Evidence

Previous research has highlighted the crucial role of a positive destination image and perceived value in shaping tourists' overall satisfaction and engagement with the cultural heritage experience. Furthermore, tourists' perception of authenticity positively influenced their destination image and emotional attachment in shaping tourists' intention to return. Value for money, influenced tourists' satisfaction with the destination experience, including the quality of services, attractions, and overall tourism activities. Impacts destination competitiveness, revenue generation, and long-term growth.

Furthermore, the role of safety and hygiene measures in ensuring tourists' satisfaction and trust. It emphasized that destinations that prioritize and effectively communicate their health and safety protocols can enhance tourist satisfaction and foster positive word-of-mouth (WOM) dissemination of news about new tourist attractions at the destination.

1.2.6 Tourist Revisit Intention

Several factors highlighted the importance of understanding and influencing tourists' revisit intention. It may be influenced by their appearance at the destination, as well as by promotional efforts and the dissemination of news about new tourist attractions at the destination. Tourist revisit intention represents an individual's willingness and readiness to revisit a destination again, which can influence the reputation and success of a particular destination.

Tourist revisit intention is critical for money, and building a favorable destination image to attract tourists for vacation packages tailored for that particular destination. It is essential to engage in positive word-of-mouth (WOM) communication, which can influence the reputation and success of a destination. The environment in tourist attractions impacts tourist satisfaction. A clean, neat, and comfortable environment positively influences satisfaction. When tourists see a well-maintained and secure environment, they feel satisfied and perceive the community as caring.
1.2.2 The Effect of Tourist Destination Attractiveness on Tourist Satisfaction

[Further text]

1.2.3 The Effect of Tourist Destination Accessibility on Tourist Satisfaction

[Further text]

1.2.4 The Effect of Tourist Destination Facilities on Tourist Satisfaction
customer satisfaction, the availability and quality of facilities at a tourist destination play a crucial role in shaping tourists' overall satisfaction and enjoyment of their travel experiences.

Previous research supports the hypothesis that tourist destination facilities affect tourist satisfaction. Studies indicated a positive relationship between the quality and availability of facilities, such as ski lifts, accommodations, and restaurants, and tourist satisfaction. Furthermore, findings indicated that tourists who perceived the availability and quality of facilities, including museums, visitor centers, and transportation, to be satisfactory reported higher levels of overall satisfaction with their cultural tourism experiences. Additionally, highlighted that the availability and quality of facilities, such as beach amenities, hotels, and restaurants, influenced tourist satisfaction.

From the results of the study, the author proposes the following hypothesis:

Hypothesis 4: Tourist destination facilities positively influence tourist satisfaction.

1.2.5 The Effect of Tourist Satisfaction on Tourist Revisit Intentions

Tourist satisfaction will affect the tourist's decision whether to revisit it. Satisfied travelers will compare it to their satisfaction when visiting other attractions. If tourists value greater perceived satisfaction, it will impact the emergence of intentions to make repeat visits. Visitor satisfaction results from overall visitor opinion on each destination's quality. So, the satisfaction level of tourists affects the revisit intention.

Research showed that overall satisfaction affected the revisit intention. The study also showed that tourists' satisfaction at the destination determines their revisit intention. These discussions guided the author to propose the following hypothesis.

H5: Tourist satisfaction has a positive effect on tourist revisit intentions.

The research model is shown in Figure 1.

Fig. 1. Research Model

2 Research Method
3 Results

Table 1. Respondents Demographic Characteristics

<table>
<thead>
<tr>
<th>Demographic Characteristics</th>
<th>Classifications</th>
<th>Total</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>17-24</td>
<td>117</td>
<td>69.6</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>13</td>
<td>7.6</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>31</td>
<td>18.2</td>
</tr>
<tr>
<td></td>
<td>&gt;45</td>
<td>18</td>
<td>10.7</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>92</td>
<td>54.8</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>76</td>
<td>45.2</td>
</tr>
<tr>
<td>Province/City of Origin</td>
<td>West Java</td>
<td>133</td>
<td>79.0</td>
</tr>
<tr>
<td></td>
<td>East Java</td>
<td>18</td>
<td>10.7</td>
</tr>
<tr>
<td></td>
<td>Central Java</td>
<td>3</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>D.I Yogyakarta</td>
<td>3</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>East Kalimantan</td>
<td>3</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Papua</td>
<td>3</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Jakarta</td>
<td>1</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>South Kalimantan</td>
<td>1</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>Ambon</td>
<td>1</td>
<td>0.6</td>
</tr>
<tr>
<td>Occupation</td>
<td>Student</td>
<td>92</td>
<td>54.8</td>
</tr>
<tr>
<td></td>
<td>Self Employed</td>
<td>25</td>
<td>14.9</td>
</tr>
<tr>
<td></td>
<td>Civil servants</td>
<td>28</td>
<td>16.4</td>
</tr>
<tr>
<td></td>
<td>TNI/POLRI</td>
<td>4</td>
<td>2.4</td>
</tr>
<tr>
<td></td>
<td>Employee</td>
<td>8</td>
<td>4.8</td>
</tr>
<tr>
<td></td>
<td>Housewives</td>
<td>2</td>
<td>1.2</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>9</td>
<td>5.4</td>
</tr>
<tr>
<td>Monthly Income</td>
<td>&lt; IDR 3.000.000</td>
<td>120</td>
<td>71.4</td>
</tr>
<tr>
<td></td>
<td>IDR 3.000.000 – 5.000.000</td>
<td>30</td>
<td>17.9</td>
</tr>
<tr>
<td></td>
<td>&gt; IDR 5.000.000</td>
<td>18</td>
<td>10.7</td>
</tr>
<tr>
<td>Visiting Frequencies</td>
<td>1</td>
<td>26</td>
<td>15.5</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>7</td>
<td>4.2</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>4</td>
<td>2.4</td>
</tr>
<tr>
<td></td>
<td>&gt;3</td>
<td>131</td>
<td>78.0</td>
</tr>
<tr>
<td>Tourism Source of Information</td>
<td>Social Media</td>
<td>37</td>
<td>22.2</td>
</tr>
<tr>
<td></td>
<td>Friend</td>
<td>118</td>
<td>70.2</td>
</tr>
<tr>
<td></td>
<td>Family</td>
<td>4</td>
<td>2.4</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>9</td>
<td>5.4</td>
</tr>
</tbody>
</table>
After several weeks of the Google form distribution, we received 168 final usable responses. The description of the demographic of respondents is shown in Table 1. Table 1 shows that most respondents are 17-24 years old and live in East Java. Most of them are students with a monthly income of less than IDR 1,000,000 and have visited Sarangan Lake more than three times and heard the destination information from friends.

3.1 Instrument Testing

We continue the data processing with instrument testing, including validity and reliability tests. We tested the construct validity to test how well an instrument is intended to measure, while reliability is used to test how consistent the measuring instrument is. This study uses IBM SPSS AMOS version 22 to examine 168 respondents’ instrument quality using 30 statements representing all variables.

Table 2 shows the results of validity and reliability testing. It indicated that each item has a loading factor higher than 0.5 for validity, meaning it is a valid instrument. The reliability testing results showed that all six variables tested for reliability were reliable, based on the magnitude of CR greater than 0.6.
3.2 Normality and Outlier Test

The critical ratio value (C.R) for kurtosis (showing pointedness) and skewness (representing asymmetry) within the range of \(-2.58\) to \(2.58\) was determined using a normality test. When a value surpasses a crucial threshold, the data’s univariate distribution is not normally distributed. The critical ratio (C.R.) values for kurtosis (pointiness) and skewness (astonishment) are in the range of \(-2.58\) to \(2.58\), indicating that the majority of univariate normality tests are normally distributed. Because the value of \(-1.334\) ranges from \(-2.58\) to \(2.58\), multivariate data meets standard assumptions.

Data that exhibit distinctive features that differ in appearance from other observations or take extreme forms are called outliers. A significance level of \(p<0.001\) was used to examine the Mahalanobis Distance Squared value to test the presence of outliers. Our study uses 30 statement items. The result is 59.703, meaning that all cases whose value is greater than 59,703 are multivariate outliers. The 94th respondent with a \(d^2\) Mahalanobis value of 52,939 is the highest \(d^2\) Mahalanobis value. Thus, no data is greater than 59,703, and no outliers exist.

3.3 Goodness of Fit Test

Table 3 displays the Goodness of Fit test results.

<table>
<thead>
<tr>
<th>The goodness of the fit index</th>
<th>Cut-off value</th>
<th>Research Model</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodness of fit index</td>
<td>(\geq 0.05)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marginal Fit Chi-Squares</td>
<td>(\leq 0.08)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RMSEA</td>
<td>(\leq 0.08)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GFI</td>
<td>(\geq 0.90)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AGFI</td>
<td>(\geq 0.80)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMIN/DF</td>
<td>(\leq 2.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TLI</td>
<td>(\geq 0.90)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CFI</td>
<td>(\geq 0.90)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The RMSEA, CMIN/DF, TLI, and CFI, as shown in Table 3, all point to a satisfactory fit. According to the principle of parsimony, the model is good overall if one or both requirements are satisfied. Given that the data fit the suggested model, the goodness-of-fit test results.

3.4 Hypothesis Testing

The subsequent phase involves the interpretation and estimation of the model. Figure 2 below displays the estimation of the final model. LI stands for Environmental Quality, DT for Destination Attractiveness, KJ for Destination Accessibility, FA for Destination Facilities, KP for Tourist Satisfaction, and NI for Tourist Revisit Intention. Figure 2 shows the final model estimation of the direct influence values between variables. The direct relationship between variables is shown in Table 4.

Based on Table 4, our hypothesis testing yielded these results. The first hypothesis’s estimated value is 0.517, showing that tourism satisfaction rises with environmental quality. A \(P\) value of 0.000, less than 0.05, supports this result. Thus, Hypothesis 1, that environmental quality increases visitor happiness, is supported.
Table 4. Relationship between Variables

<table>
<thead>
<tr>
<th>No</th>
<th>Hypothesis</th>
<th>Estimate</th>
<th>P</th>
<th>Border</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Environmen...</td>
<td>0.517</td>
<td>0.000</td>
<td>0.05</td>
<td>Supported</td>
</tr>
<tr>
<td>2</td>
<td>Tourist Destination Attractiveness → Tourist Satisfaction (H1)</td>
<td>0.228</td>
<td>0.001</td>
<td>0.05</td>
<td>Supported</td>
</tr>
<tr>
<td>3</td>
<td>Tourist Destination Accessibility → Tourist Satisfaction (H3)</td>
<td>0.129</td>
<td>0.006</td>
<td>0.05</td>
<td>Supported</td>
</tr>
<tr>
<td>4</td>
<td>Tourist Destination Facilities → Tourist Satisfaction (H4)</td>
<td>0.326</td>
<td>0.000</td>
<td>0.05</td>
<td>Supported</td>
</tr>
<tr>
<td>5</td>
<td>Tourist Satisfaction → Tourist Revisit Intention (H5)</td>
<td>0.888</td>
<td>0.000</td>
<td>0.05</td>
<td>Supported</td>
</tr>
</tbody>
</table>

The second hypothesis' calculated value is 0.228, suggesting a link between tourist attraction appeal and satisfaction. This finding shows that tourists are more satisfied at more enticing destinations. A substantial link is indicated by the P value of 0.01, less than 0.05. Thus, Hypothesis 2, that visitor satisfaction increases with tourism location appeal, is validated.

Our third hypothesis test showed an estimated value of 0.129. This result indicates that tourism location accessibility increases visitor satisfaction. A P value of 0.006, below 0.05, indicates a substantial connection. Hypothesis 3, that tourist destination accessibility affects visitor satisfaction, is supported, suggesting that more accessible access to a tourist attraction increases visitor contentment.

Our estimated value for the fourth hypothesis is 0.326. It suggests that greater tourism destination amenities increase visitor satisfaction. P = 0.000 indicates significance. Thus, Hypothesis 4 is supported, demonstrating that improved tourism destination facilities increase visitor contentment and that better tourism destinations have higher satisfaction.

Our fifth hypothesis showed a positive correlation between visitor satisfaction and the intention to return, with an estimated value of 0.888. This finding suggests that tourist satisfaction increases the intention to return. Results with P values of 0.000 (below 0.05) are significant. Thus, Hypothesis 5, is supported, demonstrating that improved tourism destination facilities increase visitor contentment and that better tourism destinations have higher satisfaction.
environmental quality on tourist satisfaction. Good accessibility will determine whether or not the location is easy to reach, and the destination as easily accessible, with good transportation infrastructure and convenient travel options, reported higher satisfaction in their visit to the destination as visually appealing, with natural and cultural diversity and complexity of attractions that attract tourists. Tourist satisfaction increases with the attractiveness of a destination enhances tourist satisfaction. The results of this study prove that the level of destination attractiveness in a popular cultural destination. The results support hypothesis 3, indicating a positive link between tourist destination attractiveness and tourist satisfaction. This finding is consistent with earlier research highlighting the significance of destination attractiveness in shaping tourist experiences.

4 Discussion

Tourist satisfaction strongly affects tourist return intentions, is validated, showing that higher tourist satisfaction increases the likelihood of returning to the destination. Distance, lodging, road quality, and ease of reach affect tourist pleasure by making the destination more appealing. The present research backs hypothesis 3, asserting that environmental quality positively influences tourist satisfaction in a national park setting. The findings showed a positive relationship, demonstrating that tourists who perceived the surroundings as clean, well-maintained, and aesthetically pleasant reported higher satisfaction. The results of this study align with earlier studies on environmental quality's effect on tourist satisfaction. The results also support previous research on the impact of destination accessibility on tourist satisfaction in a rural tourism setting. These findings have practical implications for destination management. Recognizing the favorable impact of destination attractiveness on tourist experiences, destination managers can prioritize improving and protecting the natural and cultural environments. This effort may include trash management, cleanliness, infrastructure upkeep, and strategies for sustainable growth. Environmental variables on satisfaction.

Hypothesis 2 research findings indicate a favorable association between tourism location and visitor satisfaction, finding a positive link, indicating that an attractive destination enhances tourist satisfaction. The results support previous studies on the impact of destination attractiveness on tourist satisfaction. This finding supports prior studies on the impact of destination attractiveness on tourist satisfaction. The findings examined the impact of environmental elements on tourist experiences. Previous research found a similar effect. The research supports hypothesis 3, indicating a positive link between tourist destination attractiveness and tourist satisfaction. This finding supports the notion that destination appeal in shaping tourist experiences.

Tourist contentment increases the likelihood of returning to the destination. The ramifications of these findings for destination management and marketing. Acknowledging the importance of destination appeal in shaping tourist experiences, destination managers can prioritize improving and protecting the natural and cultural environments. This effort may include trash management, cleanliness, infrastructure upkeep, and strategies for sustainable growth. The findings examined the impact of environmental elements on tourist experiences. Previous research found a similar effect. The research supports hypothesis 3, indicating a positive link between tourist destination attractiveness and tourist satisfaction. This finding supports the notion that destination appeal in shaping tourist experiences.

Tourist contentment increases the likelihood of returning to the destination. The ramifications of these findings for destination management and marketing. Acknowledging the importance of destination appeal in shaping tourist experiences, destination managers can prioritize improving and protecting the natural and cultural environments. This effort may include trash management, cleanliness, infrastructure upkeep, and strategies for sustainable growth. The findings examined the impact of environmental elements on tourist experiences. Previous research found a similar effect. The research supports hypothesis 3, indicating a positive link between tourist destination attractiveness and tourist satisfaction. This finding supports the notion that destination appeal in shaping tourist experiences.

Tourist contentment increases the likelihood of returning to the destination. The ramifications of these findings for destination management and marketing. Acknowledging the importance of destination appeal in shaping tourist experiences, destination managers can prioritize improving and protecting the natural and cultural environments. This effort may include trash management, cleanliness, infrastructure upkeep, and strategies for sustainable growth. The findings examined the impact of environmental elements on tourist experiences. Previous research found a similar effect. The research supports hypothesis 3, indicating a positive link between tourist destination attractiveness and tourist satisfaction. This finding supports the notion that destination appeal in shaping tourist experiences.

Tourist contentment increases the likelihood of returning to the destination. The ramifications of these findings for destination management and marketing. Acknowledging the importance of destination appeal in shaping tourist experiences, destination managers can prioritize improving and protecting the natural and cultural environments. This effort may include trash management, cleanliness, infrastructure upkeep, and strategies for sustainable growth. The findings examined the impact of environmental elements on tourist experiences. Previous research found a similar effect. The research supports hypothesis 3, indicating a positive link between tourist destination attractiveness and tourist satisfaction. This finding supports the notion that destination appeal in shaping tourist experiences.
5 Conclusions, Limitations and Suggestions
experiences boosts satisfaction and encourages repeat visits. This effort may involve improving service quality, customer interactions, and tailored experiences to increase tourist satisfaction and return visits.

Sarangan Lake is a popular tourist destination in East Java that is accessible and has various tourist attractions. However, there is a conception that the tourist satisfaction in visiting Sarangan Lake still needs to be higher than visiting other attractions. This study only considers four antecedents of tourist satisfaction. Future research still has the opportunity to develop a more comprehensive research variable to be considered.

References

1. Indonesia Investments, “Tourism in Indonesia: The Role of the Government.”
I. Frochot and A. Morrison, “The measurement of service quality in the tour operating sector: A methodological comparison,” *J Travel Res*.


D. Wang, X. Li, and P. Xie, “Destination authenticity and tourist satisfaction: The mediating role of perceived value,” *J Travel Res*.


C. F. Chen and F. S. Chen, “Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists,” *Tour Manag*.


B. McKercher, P. Ho, and H. Du Cros, “Relationship between tourism and quality of life: Visitors’ Facebook comments,” *Ann Tour Res*.


M. Kozak and M. Rimmington, “Tourist Satisfaction with Mallorca, Spain, as an Off Season Holiday Destination,” *J Travel Res*.


D. Gursoy, K. Kim, and M. Uysal, “Perceived impacts of festivals and special events by tourists visiting a remote rural area,” *Journal of Sustainable Tourism*.


R. Govers and F. M. Go, “Place imagined and experienced,” *Palgrave Macmillan*.  
S. Baloglu and D. Brinberg, “Affective images of tourism destinations,” *J Travel Res*.  
R. Dhar and K. Wertebroch, “Consumer choice between hedonic and utilitarian *,” *Journal of Marketing Research*.  
S. W. Litvin, R. E. Goldsmith, and B. Pan, “Electronic word of mouth in hospitality and tourism management,” *Tour Manag*.  
E. Woo and H. K. Fock, “The effect of tourists’ perceived accessibility on satisfaction with a budget travel destination,” *J Travel Res*.  
D. Buhalis and E. Michopoulou, “Information study of the island of Mykonos, Greece,” *J Travel Res*.  
U. A., & G. H. Ozturk, “Destination attributes, satisfaction, and the cruise visitor’s intent to revisit and recommend.”  

https://doi.org/10.1051/e3sconf/202344401014


