



Revisiting Intention Among Tourist: The Role of Facilitating Infrastructure and Service Quality

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Abstract

The study aims to investigate the effect of facilities and service quality on return visit intentions. This research uses Smart PLS path analysis. Tourists that visited Kampoeng Wisata Cinangneng Recreation Park, Ciampea District, Bogor Regency, were studied. This study had 147 participants. The results showed: (1) Direct Effects showed that the facility had no significant effect on satisfaction and revisit intention, while service quality did, then satisfaction did; (2) Indirect Effects showed that the facility has no significant effect on the intention to revisit through satisfaction, while service quality does; In this study, service quality from addressing complaints and difficulties, speed and readiness to deliver services, providing a safe and comfortable area, and understanding tourists' needs can boost customer satisfaction and return intentions. The manager of Kampoeng Wisata Cinangneng Recreation Park should maintain and improve service quality to keep tourists coming back.

Keywords: *Facilities Infrastructure, Quality of Service, Satisfaction, Revisit Intention, Tourism Village*

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh fasilitas dan kualitas pelayanan terhadap niat kunjungan kembali. Penelitian ini menggunakan analisis jalur Smart PLS. Wisatawan yang berkunjung ke Taman Rekreasi Kampoeng Wisata Cinangneng, Kecamatan Ciampea, Kabupaten Bogor, diteliti. Penelitian ini memiliki 147 peserta. Hasil penelitian menunjukkan: (1) Pengaruh Langsung menunjukkan bahwa fasilitas tidak berpengaruh signifikan terhadap kepuasan dan niat berkunjung kembali, sedangkan kualitas pelayanan berpengaruh, kemudian kepuasan berpengaruh; (2) Pengaruh Tidak Langsung menunjukkan bahwa fasilitas tidak berpengaruh signifikan terhadap niat berkunjung kembali melalui kepuasan, sedangkan kualitas pelayanan berpengaruh; Dalam penelitian ini, kualitas layanan dari mengatasi keluhan dan kesulitan, kecepatan dan kesiapan untuk memberikan layanan, menyediakan area yang aman dan nyaman, dan memahami kebutuhan wisatawan dapat meningkatkan kepuasan pelanggan dan niat kembali. Pengelola Taman Rekreasi Kampoeng Wisata Cinangneng harus menjaga dan meningkatkan kualitas pelayanan agar wisatawan tetap datang kembali.

Kata Kunci: *Infrastruktur Fasilitas, Kualitas Pelayanan, Kepuasan, Berkunjung Kembali, Kampung Wisata*

INTRODUCTION

In line with these dynamics, the tourism development movement has penetrated in various ways, such as sustainable tourism development, village tourism, ecotourism, and agrotourism, a tourism development approach that seeks to ensure tourism can be carried out in non-urban tourist destinations. One of the alternative tourism development approaches is village tourism for sustainable rural development in the tourism sector. The main thing in a tourist village is manifested in its people's lifestyle and quality of life. Authenticity is also influenced by rural economic, physical, and social conditions, such as space, cultural heritage, agricultural activities, landscapes, services, historical and cultural tourism, and unique and exotic regional experiences. Thus, tourism pilot villages must continue and creatively develop regional identities or characteristics. However, making a tourist village is not easy; it involves many elements or aspects, such as social, economic, and environmental. This makes the desire to create a tourist attraction or tourist destination or recreation park with a rural feel.

A recreational park is a place of recreation that is in the open without being limited by a building or recreation related to the environment and the use of natural resources such as water, rain, natural scenery, or life in the wild.

One of the recreational parks in Bogor Regency is the Kampoeng Wisata Cinangneng Recreation Park, Ciampea District, Bogor Regency.

Tourism activities carried out by the Kampoeng Wisata Cinangneng Recreation Park (KWC) are a concept of nature-based agro-tourism activities and community-based educational tours. The tourism activity program carried out by the KWC Recreational Park is not only limited to one environment, which includes the environment around

Kampoeng Cinangneng, which involves the local community as a form of empowering the surrounding community by the KWC Recreational Park.

The annual reports from the management of the Kampoeng Wisata Cinangneng Recreation Park in 2014 and 2020 show that the level of visits is still fluctuating. According to previous researchers, several factors influence the interest of returning tourists to a tourist attraction, including facilities and service quality. Way, et al (2019) states that amenity or supporting facilities of a tourist destination must be able to answer the needs of tourists while in tourist locations. Starting from basic facilities such as the presence of toilets, places of worship, parking lots, rest areas, and places to eat. In addition, the existence of hotels or inns, restaurants or culinary places, places to buy souvenirs, and all the carrying capacity can complement tourism activities.

Saghier (2015) states that there are five dimensions of Service Quality which are a simplification of ten dimensions of service quality, namely: response, responsiveness, assurance, empathy, and tangibles. Basiya & Rozak (2012) tourist satisfaction positively influence returning tourists' interest. Hadiyono & Palumian (2019) stated that: facilities had no significant effect on repurchase intentions, while other researchers, namely: Anam et al (2021), stated that facilities had a positive and significant effect on revisit interest.

This study wanted to find out whether the facilities affect tourists' satisfaction visiting the Kampoeng Wisata Cinangneng Recreation Park. As for the quality of service. Thi et al (2020) states that service quality significantly affects tourist satisfaction.

So this study will examine the effect of facilities and service quality on satisfaction and the interest of returning tourists to the Kampoeng Wisata Cinangneng Recreation

Park, Ciampea District - Bogor Regency.

LITERATURE REVIEW

Tourist Facilities

Tourist facilities complement tourist destinations needed to meet the needs of tourists enjoying tourist trips to support the existing concept of tourist attraction (Nurbaeti et al., 2021). The existence of tourist facilities that support these tourism activities so that in the end, each of these components is interrelated with each other a series of tourist trips ranging from tourist attractions, and tourist activities, to tourist facilities, is an inseparable unit (Sarim & Wiyana, 2017).

Service Quality

Service quality is how good the service is that can be provided to interpret customer expectations (Ismail & Yusuf, 2021). Perception and customer attitude towards a product the company is by expectations or a statement of feelings by comparing the expectations of the product and the reality experienced by a customer (Nilasari & Istiatin, 2015).

Tourist Satisfaction

Tourist satisfaction is a feeling of pleasure or disappointment after comparing perceptions/impressions of the performance or expectations of tourist destinations (Rahma, 2018). Satisfaction is something tourists feel after receiving how the quality of services provided to meet the expectations formed when receiving attractions, facilities, and accessibility from tourist destinations (Octafian & Palupiningtyas, 2019).

Revisit Intention

Interest has a relationship with intentionality, namely direction, and direction is an important sign for all life symptoms. Trend differs in intensity in each individual (Nuraeni, 2014). Interest is a sense of preference and a sense of attachment to a thing or activity as an unintentional concentration of attention born with full will and depending on talent and environment (Suharto, 2019; Ratnaningtyas et al, 2022).

Research Method

Type of Research

This type of research is quantitative in nature. Based on the research question, this research is aimed to test the effect of facilities and service quality on visitor satisfaction and revisit intention.

Population and Sample

The population in this study were all tourists who visited the Kampoeng Wisata Cinangneng Recreation Park, Ciampea District, Bogor Regency. The sample in this study amounted to 147 people, because in Sugiyono (2017) that the appropriate sample size in the study is between 30 to 500. The sampling technique uses accidental sampling to respondents who happen to meet researchers at tourist objects. Collecting data by distributing questionnaires with a Likert scale from 1 to 5.

Data Analysis

To answer the proposed model in the hypotheses is using path analysis. The method used in this study was path analysis with the help of Smarth PLS software.

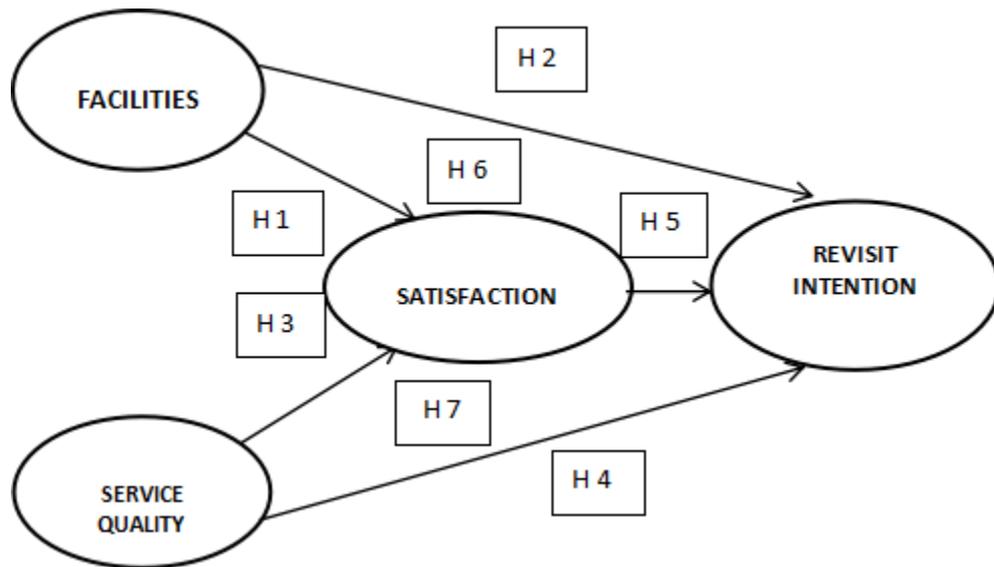


Figure 1. Theoretical Framework

Results and Discussion

Results

Direct Effect

This test is conducted by observing the significance of determining the effect between variables through the bootstrap procedure. The significance value can be done by looking at the coefficient parameters and T - Statistics on the Path Coefficient. The hypothesis in this study overcomes a significance level (significant level) of 5%. Using a t table of 1.97 so that T-Statistics must be > 1.97 and a confidence level (confidence level) of 95%.

The data above shows that the Original Sample, T - Statistics, and P - values are used as a reference for deciding to accept or reject the hypothesis. The hypothesis can be accepted if the value of T-Statistics $>$ t-table or P - Values < 0.05 .

The first hypothesis is that facilities significantly affect tourist satisfaction at the Kampoeng Wisata Cinangneng Recreation Park. Based on Table 1, it can be seen that the facilities on tourist satisfaction have no significant effect; this is indicated by the T - Statistics value of $1.126 < 1.97$, or it can also

be seen from the P - Values that are feasible at $0.262 > 0.05$. A positive Original Sample value of 0.111 indicates that the direction of the relationship between facilities affecting tourist satisfaction is positive. Thus the first hypothesis is rejected. This can be interpreted that the facility is having an insignificant effect on satisfaction.

The second hypothesis is that facilities significantly affect interest in returning to the Kampoeng Wisata Cinangneng Recreation Park. The value of T - Statistics of facilities on interest in revisiting is $1.033 < 1.97$, or it can be seen from the value of P - Values that are feasible $0.303 > 0.05$, which indicates that facilities have no significant effect on interest in revisiting. The Original Sample value has a positive value of 0.114, which indicates that the direction of the relationship between facilities and interest in revisiting is positive. So rejected twice. This can be interpreted that the facility has no significant effect on the interest in visiting again.

The third hypothesis is that service quality is significant to tourist satisfaction at the Kampoeng Wisata Cinangneng

Recreation Park. The value of T - Statistics of service quality on tourist satisfaction is $8,012 > 1,97$, or it can be seen from the value of P - Values which is worth $0,00 < 0,05$. The original Sample value is positive at 0.730, which indicates that the direction of the relationship between service quality and tourist satisfaction is positive. Thus the third hypothesis is accepted.

The fourth hypothesis is that service quality significantly affects an interest in returning to the Kampoeng Wisata Cinangneng Recreation Park. The value of T - Statistics of service quality on interest in revisiting is $2,203 > 1,97$, or it can be seen from the value of P - Values worth $0,029 < 0,05$. The Original Sample value has a positive value of 0.281, which indicates that

the direction of the relationship between service quality and interest in revisiting is positive. Thus the fourth hypothesis is accepted.

The fifth hypothesis is that satisfaction significantly affects an interest in returning to the Kampoeng Wisata Cinangneng Recreation Park. T value - Statistics of tourist satisfaction with interest in visiting again at $3,942 > 1,97$ or it can be seen from the P-value - Values which is worth $0,000 < 0,05$. The Original Sample value has a positive value of 0.399, which indicates that the direction of the relationship between tourist satisfaction and interest in revisiting is positive. Thus, the fifth hypothesis is accepted.

Table 1. Hypotheses testing

Hipotesis	Pengaruh	Original Sample (O)	T Statistics	P Values	Hasil
H1	Facilities => Satisfaction	0.111	1.126	0.262	rejected
H2	Facilities => Revisit Intention	0.114	1.033	0.303	rejected
H3	Service Quality => Satisfaction	0.730	8.012	0.000	accepted
H4	Service Quality => Revisit Intention	0.281	2.203	0.029	accepted
H5	Satisfaction => Revisit Intention	0.399	3.942	0.000	accepted

Sources: Primary Data, 2022

Table 2. Indirect Effects

Hipotesis	Pengaruh	Original Sample (O)	T Statistics	P Values	Hasil
H 6	Facilities => Satisfaction => Revisit Intention	0.044	1.091	0.276	rejected
H 7	Service Quality => Satisfaction => Revisit Intention	0.291	3.247	0.001	accepted

Sources: Primary Data, 2022

Indirect Effects

The indirect effect test is to see the effect of the independent variable on the dependent variable through the intervention variable. This study was conducted by looking at the output of the specific indirect effect with a significance level value of <0.05 (P-Values) and a T-Statistics value of > 1.97 .

Hypothesis: Indirect effect of facilities at the Kampoeng Wisata Cinangneng Recreation Park on interest in revisiting through tourist satisfaction as an intervention. The T-Statistics value of facilities on interest in revisiting through tourist satisfaction as an intervening variable is $1.091 < 1.97$, or it can be seen from its proper P-Values value of $0.276 > 0.05$, which indicates that facilities have no significant effect on interest in revisiting through tourist satisfaction.

Original Sample value is positive at 0.044 which means that the direction of the relationship between facilities and interest in revisiting through satisfaction is positive. Thus rejected. This can be interpreted that the facility is having an insignificant effect on the interest in revisiting through satisfaction.

The seventh hypothesis is an indirect effect of service quality at the Kampoeng Wisata Cinangneng Recreation Park on the interest in revisiting through tourist satisfaction as an intervention variable. The value of T-Statistics of service quality on the interest in revisiting through tourist satisfaction as an intervening variable is $3.247 > 1.97$, or it can be seen from the P-Values value worth $0.001 < 0.05$. The original sample value has a positive value of 0.291, which indicates that the direction of the relationship between service quality and interest in visiting again through tourist satisfaction as an intervening variable is positive. Thus, the seventh hypothesis is accepted.

Discussion

The Influence of Facilities on Satisfaction

The results of this study indicate that the facility has no significant effect on satisfaction. This shows that the good or bad tourist facilities provided by the Kampoeng Wisata Cinangneng Recreation Park do not affect tourist satisfaction because most tourists at the Kampoeng Wisata Cinangneng Recreation Park enjoy natural and artificial attractions more than tourist facilities, such as natural attractions, namely being able to enjoy the natural beauty of the countryside, then Artificial attractions can make tourists learn about the culture and the local people who live around the Kampoeng Wisata Cinangneng Recreation Park farm. This study is in line with Wahyudi & Yusra (2001) and Utari (2014), which show that tourist facilities do not affect tourist satisfaction..

The Influence of Facilities on Revisit Intention

The results of this study indicate that the facility has no significant effect on revisit intention. This shows that facilities are not one of the factors that make tourists visit the Kampoeng Wisata Cinangneng Recreation Park because the main factor for tourists to be interested in seeing this place is the Cinangneng Bogor Tourism Village introduces various Sundanese cultures from farming, crafts, musical instruments. Crafts, traditions, and lifestyle of the villagers in Kampung Cinangneng Bogor. This study is in line with research conducted by Ismail & Rohman (2019) and Harahap et al. (2021), which showed that tourist facilities did not affect the revisit intention of tourists.

The Influence of Service Quality on Satisfaction

The results of this study indicate that service quality has a significant effect on satisfaction. This shows that the management

of the Kampoeng Wisata Cinangneng Recreation Park has recruited trained and knowledgeable tourist officers, how to handle complaints and problems, the ability to provide services, the attention is given, the speed of delivering services, readiness to offer assistance, availability of officers, trust in tourists, providing a safe and comfortable place, and understand the wishes of tourists, all these aspects have been carried out by officers at the Kampoeng Wisata Cinangneng Recreation Park well, to provide satisfaction to tourists who visit there. This research is in line with the study by Bahar et al. (2020) & Widyaningrum (2020), showing that service quality significantly affects tourist satisfaction.

The Influence of Service Quality on Revisit Intention

The results of this study indicate that service quality has a significant effect on revisit intentions. This shows that the Kampoeng Wisata Cinangneng Recreation Park officers have provided good service quality so that tourists are interested in visiting again. The quality of service is one factor that makes tourists interested in seeing it again. The quality of service at the Kampoeng Wisata Cinangneng Recreation Park that makes tourists want to visit again is to provide complaints and problems, speed and service readiness, a safe and comfortable place, and an understanding of the wishes of tourists. This study is in line with research by Riyanti et al. (2020), which shows that service quality significantly affects revisit intentions.

The Influence of Satisfaction on Revisit Intention

The results of this study indicate that satisfaction has a significant effect on revisit intention. This shows that the Kampoeng Wisata Cinangneng Recreation Park has an

attraction that is themed with agro-tourism related to the environment and is oriented to the use of natural resources such as water, rain, natural scenery, or life in the wild. Then another attraction that the Kampoeng Wisata Cinangneng Recreation Park owns is the concept of educational tourism, which is to introduce the value of Sundanese tradition and culture to tourists. In addition, the service quality is very good, owned by the officers of the Kampoeng Wisata Cinangneng Recreation Park. The attractiveness and quality of these services make tourists satisfied and decide to return to the Kampoeng Wisata Cinangneng Recreation Park. This study is in line with research conducted by Anjani (2021) & Kristiutami (2017), showing that service quality significantly affects revisit intention.

The Influence of Facilities on Revisit Intention Through Satisfaction

The results of this study indicate that the facility has no significant effect on the intention to revisit through satisfaction. This shows that facilities are not one factor that influences tourists to be satisfied and willing to return to Kampoeng Wisata Cinangneng Recreation Park. The main factors are the attractiveness of natural attractions, artificial attractions, and quality of service. This research is in line with the study conducted by Mardiyani & Murwatiningsih (2015), which shows that the facility has no significant effect on the intention to revisit through satisfaction.

The Influence of Service Quality on Revisit Intention Through Satisfaction

The results of this study indicate that service quality has a significant effect on revisit intention through satisfaction. This shows that the quality of service at the Kampoeng Wisata Cinangneng Recreation Park is very good. Of high quality, therefore,

tourists want to decide to visit again because the perception of the service quality felt by tourists is very satisfying and has an impact on increasing the number of visits to the Kampoeng Wisata Cinangneng Recreational Park. This study is in line with the research by Putra et al. (2016) and Septianing & Farida (2021), showing that service quality significantly affects revisit intention through satisfaction.

Conclusion and Suggestion

Conclusion

The results of the study show: (1) Direct Effect shows that the facility does not have a significant effect on satisfaction and revisits, while service quality has a significant effect on satisfaction and revisits, then satisfaction has a significant effect on revisit intention; (2) Indirect Effect shows that the facility has no significant effect on return visits through satisfaction, while service quality has a significant effect on return visits through satisfaction. This proves that the complete and adequate facilities provided by Kampoeng Wisata Cinangneng Recreation Park do not affect tourist satisfaction in deciding to visit the tourist attraction. Still, good service quality can satisfy tourists, which impacts the decision to return to the tourist attraction.

The quality of service that affects the satisfaction of tourists who want to return to Kampoeng Wisata Cinangneng Recreation Park is that the tourist officers at the attraction can handle complaints and problems, speed and readiness to provide services, provide a safe and comfortable place, and understand the wishes of tourists. Another factor that is the main factor that causes tourist satisfaction to return to Kampoeng Wisata Cinangneng Recreation Park is agro-tourism that adapts to natural scenery and life in the countryside and

recognizes the value of Sundanese tradition and culture to tourists.

Suggestion

This study only focuses on analyzing the influence of facilities and service quality on the satisfaction and interest of returning tourists to one place of activity, namely the Kampoeng Wisata Cinangneng Recreation Park, Cisarua District, Bogor Regency. This is the limitation of the study because it did not test the difference between the influence of facilities and service quality at the Kampoeng Wisata Cinangneng Recreation Park and the influence of facilities and service quality in other places.

Further researchers are advised to add other variables that affect visitor satisfaction, such as price, time sacrifice, and distance traveled to reach tourist sites. This is intended to make the research carried out more useful for tourism object managers.

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