TOURIST ATTRACTIONS, SATISFACTION AND INTEREST TO VISIT REPEAT TOURIST
(Case Study on the Mirror Beach of Serdang Bedagai Regency)

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Abstract: *This research to find out the effect of tourist attraction, satisfaction and interest in revisiting tourists at the Cermin beach in Serdang Bedagai Regency. The data used in this study were 120 respondents with quantitative research types and primary data sources. The analytical tool used is Structural Equation Modeling (SEM) using AMOS-20 (Analysis of Moment Structure). The results of this study indicate that Cermin beach tourist attraction has a significant effect on satisfaction. The tourist attraction of Cermin beach does not have a significant effect on interest in revisiting tourists. Cermin beach tourist satisfaction has a significant effect on the interest in revisiting tourists. Satisfaction does not mediate the influence of tourist attraction on interest in revisiting tourists.*

Key Words: *Tourist Attraction, Satisfaction, Revisiting Interest.*

1. INTRODUCTION:

Indonesia, especially North Sumatra, has tourism potential that has a special attraction for tourists. Its nature has many diverse tourism potentials, making North Sumatra one of the tourist destinations for tourists. The tourist attraction of course has an impact on tourist interest in North Sumatra, where based on the calculation results of the North Sumatra Central Bureau of Statistics the number of foreign tourists increased in 2017. The increase was 12.02 percent compared to the same period in 2016 to 261,736 people.

Undeniably, this extraordinary tourist attraction must also be well managed in order to satisfy tourists so that tourists have an interest in revisiting various tourism objects in North Sumatra. This is consistent with the opinion of Tian-Cole et al. (2002) and Baker and Crompton (2000) which state that satisfaction is a good predictor of visitors' future behavioral intention. Furthermore, Basiya and Rozak (2012) also stated that the attraction of tourist attractions is the main driver for tourists to make tourist visits.

One of the attractions in North Sumatra is the Cermin beach tourist attraction. Cermin beach is one of the attractions in the Mirror District of Sergai Regency with its beautiful scenery and beaches. Named a mirror because if during the day and the sun's sand the beach can reflect little light from the sun like a mirror, this beach is named a mirror beach. The tourism object that became the pride of Serdang Bedagai residents in North Sumatra has been equipped with modern facilities such as in Ancol, Jakarta. Of course with a variety of exciting game facilities. At the Cermin Theme Park beach speed boats, banana boats or lazy pools, jet skis, swimming pools, water slides, kayaks, and other game facilities are available. This modern facility will continue to be developed to become a tourist area complete with hotels. Besides that there is also a water boom. Even though the beach is a tourist attraction, there is also a mini zoo or animal park in this area. Here, visitors can see various animals such as peacocks, gifts, spotted deer, and more.

But it is unfortunate that the beautiful tourist attraction of Cermin beach is not followed by an increase in the number of tourists. This can be seen on the Idul Fitri 1439 holiday H Cermin beach experienced a decline in the number of tourists. This decline in figures compared to 2017 reached almost 30 percent (Gosumut.com, 2018). Whereas North Sumatra from year to year experienced an increase in the number of   tourists. This indicates that the Mirror Beach has not become a destination for most North Sumatra tourists.

One of the causes of the decline in tourists to the Mirror Beach was due to the operation of the Medan toll road towards Tebing -Tinggi. This makes domestic tourists prefer to visit Lake Toba tourism objects and Berastagi tourism objects. But from the other side, some tourists are reluctant to visit tourist attractions at Cermin beach due to several factors, including damaged road conditions, traffic jams every major holiday and the high price of admission.

According to tourists, they vacation to the beach only see sea water and decoration of buildings on site. While they have to take a long time to arrive at the location. While ticket prices per person reach Rp. 40 thousand. They assume that the expensive admission money can be used to refuel the car to Parapat to see the beauty of Lake Toba and Samosir Island. All of these complaints indicate a lack of tourist satisfaction on the Cermin beach tourist attraction which causes a decrease in the number of tourist visits at the Cermin beach tourist attraction.

Based on the phenomenon that the researcher has described, the researcher is interested in examining " Tourist Attractions, Satisfaction and Interest to Visit Repeat Tourist (Case Study on the Mirror Beach of Serdang Bedagai Regency)".

2. THEORICAL BASIS:

2.1 Tourist Attraction

Based on Law Number 10 of 2009, it has been stated that "Tourist attraction is everything that has uniqueness, beauty and value as well as the diversity of natural, cultural, and man-made wealth that is the target or destination of tourist visits". Whereas in Yoeti's opinion (2002) attraction or tourist attraction is anything that can attract tourists to visit a tourist destination, such as: natural attractions (landscape, sea views, beaches, climate and other geographical features of the destination), attraction culture (history and folklore, religion, art and special events, festivals), social attractions (way of life, population, language, opportunities for social gatherings), and the attractiveness of buildings (buildings, historic and modern architecture, monuments, parks, garden, marina).

Furthermore, according to Cooper, there are 4 (four) components that must be possessed by a tourist attraction, namely: (1) First, attractions, such as attractive nature, charming regional culture and performing arts; (2) Second, accessibility (accessibilities), such as local transportation and the existence of a terminal; (3) Third, amenities or facilities, such as the availability of accommodation, restaurants and travel agents; (4) Fourth, ancillary services are tourism organizations needed for tourist services such as tourism marketing management organizations (Cooper, 2005). Four components according to Cooper (2005) are then used by researchers to measure tourist attraction variables in this research.

2.2 Satisfaction

1) Consumer satisfaction is a match between what is felt and what is expected by consumers from their consumption experience. According to Kotler and Keller (2009) states satisfaction is a feeling of pleasure or disappointment of consumers that arise after comparing perceived performance with products (results) to their expectations. Furthermore, Kottler (2012) proposed 4 (four) satisfaction measurement indicators, namely: The fulfillment of consumer expectations is that when consumers use the products offered, consumer expectations have been fulfilled.
2) A feeling of satisfaction when using services is a feeling of satisfaction of consumers towards the products offered by service providers.
3) Satisfaction with the facilities offered is a feeling of satisfaction of consumers towards the facilities that have been offered.
4) Satisfaction of consumers as a whole towards the products offered.

Furthermore, to measure the level of tourist satisfaction at Pantai Cermin researchers use indicators according to Kotler (2012).

2.3 Interest to revisit

Interest in revisiting in theory has the same definition as repurchase interest. According to Hellier et al. (2003), repurchase interest is the decision of consumers to repurchase a product or service based on experience by issuing costs to obtain goods or services, and tends to be carried out periodically. With the experience gained by consumers from a product or service, giving rise to a positive impression that causes consumers to buy again.

Panthura (2011), stated that there are 4 indicators to measure repurchase interest, namely:
1) *Willingnes to buy*. It is someone's desire to buy a product again.
2) *Trend to repurchase*. Explain the behavior of consumers who tend to buy back a product in the future.
3) *More repurchase*. Describes someone's desire to continue to add to the purchase of product variations
4) *Repurchase the same type of product*. Interest that indicates the behavior of consumers who have the main preference for the product they buy.

To measure the interest variable of revisiting tourists at Cermin Beach, this indicator according to Panthura (2011) is what researchers use to make questionnaires.

2.4 Hypothesis

The hypothesis is a temporary answer to the formulation of research problems that still need to be tested for truth.
- Effect of tourist attraction on satisfaction Research from Hermawan (2017)

Found that tourist attraction had a significant effect on tourist satisfaction at Nglanggeran Ancient Volcano. The results of this study are reinforced by the results of research from Basiya and Rozak (2012) found that the satisfaction of foreign tourists visiting Central Java tourist destinations is influenced by the quality of tourist attraction both natural tourist attraction, tourist attraction of buildings, cultural tourist attraction and attraction social tourism.

Based on previous research, the hypothesis 1 (H1) in this study can be stated as follows:

H_1: tourist attraction has a significant effect on satisfaction.
- Effect of tourist attraction on re-visiting interest

The research from Sopyan (2015) found that variables of tourist attraction and service quality have a positive effect on visitor satisfaction. Tourist attraction variables, service quality and visitor satisfaction have a positive effect on interest in revisiting. Furthermore, a study from Irawan (2017) found that tourist attraction did not have a significant effect on tourists' revisiting interest in Kiluan Bay attractions.

Based on previous research, the hypothesis 2 (H2) in this study can be stated as follows:

H_2:   Tourist attraction has a significant effect on interest in revisiting.

-     Effect of satisfaction with interest in revisiting

The research from Sopyan (2015) found that variables of tourist attraction and service quality have a positive effect on visitor satisfaction. Tourist attraction variables, service quality and visitor satisfaction have a positive effect on interest in revisiting. Furthermore, studies from Parastiwi and Farida (2016) found that there was a positive influence on natural tourist attraction and word-of-mouth significantly on satisfaction, and satisfaction had a positive effect on repeat visits.

Based on previous research, the hypothesis 3 (H3) in this study can be stated as follows:

H_3:   Satisfaction has a significant effect on interest in revisiting.

-     Satisfaction mediates the influence of tourist attraction to revisiting interest

The research from Basiya and Rozak (2012) found that based on the results of path analysis showed that the attraction of natural tourism, tourist attraction of buildings, and cultural tourist attraction does not mediate satisfaction and intention of return visits means natural attractions, building and power tourism attraction cultural tourism has a direct effect on the intention of returning visits not through satisfaction. Furthermore, studies from Parastiwi and Farida (2016) found that there was a positive influence on natural tourist attraction and word-of-mouth significantly on satisfaction, and satisfaction had a positive effect on repeat visits. Based This full model before modification test is presented to see how far the initial model was formed in meeting the Goodness Of Fit (GOF) criteria before the model was modified. The following full image model will be presented before being on the results of the multiple test analysis, it is known that the variables of natural tourist attraction and word-of-mouth have a significant effect on satisfaction, then satisfaction has a significant effect on repeat visits.

Based on previous research, the hypothesis 4 (H4) in this study can be stated as follows:

H_4:   Satisfaction mediates the influence of tourist attraction to revisiting interest.

3. RESEARCH METHODOLOGY:

The object in this study is all tourists in the Cermin beach tourist attraction. As for the location in this study is Cermin beach which is located in the Mirror District of Serdang Bedagai Regency. Furthermore, the population in this study is all tourists from Cermin beach, both domestic and foreign.

In determining the number of samples also consider the research model used. The research model used in this study is a model of Structural Equation Modeling (SEM) with the help of AMOS version 20.0, where in SEM the ideal sample number is between 100-200 (Hair et al, 2009) and also must consider the number of indicators in the model. Hair et al (2009) further said that for the determination of the number of samples can amount to 5-10 of the number of indicators. In this study there are 12 indicators so that the number of samples can range from 60-120 respondents. The number of samples is determined by multiplying the number of indicators by 10, so that the total sample is 12 x 10 = 120 respondents. To guard against the occurrence of outlier data, 10 respondents were added. So that the number of samples is 130 respondents. In this research the survey method was conducted using a questionnaire distributed directly to Cermin beach tourists. Data collection techniques using a Likert scale of 5-1, where 5 represent statements strongly agree and 1 represent a statement strongly disagree (Sugiyono, 2012). Where sampling techniques are carried out using probability sampling techniques with accidental sampling approach.

To see the mediating effect of satisfaction with tourist attraction with an interest in revisiting researchers using the Sobel test with the Preacher's Tool.

4. RESEARCH RESULTS AND DISCUSSION:

4.1 Research result

Test the suitability of the model is carried out through a flow chart in the full model equation, which is a test carried out on all exogenous and endogenous variables that have been combined into one intact path through a variant or covariance matrix and the full model is called the research model. The full model test is carried out in two stages: full SEM model before modification and full SEM model after modification.
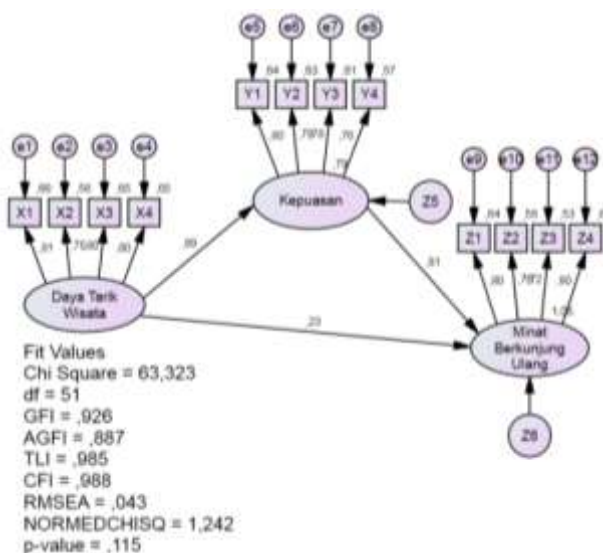modified:

Figure 1. Full Research models Before Modified

Based on Figure 1 it is clear that not all Goodness of Fit (GOF) values meet the required criteria, such as the AGFI value is still marginal (0.887 <0.90). Thus the research model is not yet appropriate and has not been able to explain the research model appropriately and well, so that the model needs to be modified

The full model after modification is intended so that the model that is formed can meet GOF requirements. Modification is done by connecting each errorterm suggested by the system, with the aim of increasing the GOF value that does not meet the criteria. The following full image model will be presented after being modified:
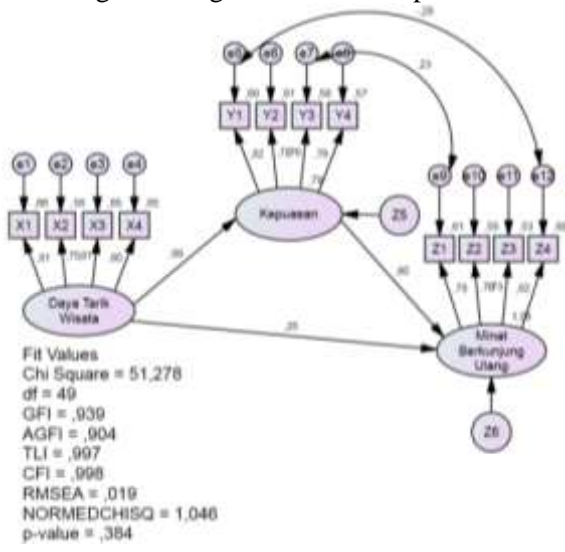

Figure 2. Full Model Research After Modification

Based on Figure 2 it is clear that all constructs used to form this research model have met GOF criteria. Like the chi-square value, TLI, CFI, RMSEA, CMIN / DF which have fulfilled the required criteria and are further emphasized with a p-value of 0.384 which is greater than 0.05 indicating that the model formed has been very significant.

5. DISCUSSION:

Statistical test is done by observing the level of significance of the relationship between variables indicated by the value of C.R (Critical Ratio) which is identical to the t-test in the regression and the probability value (P). Significant relationships are characterized by a C.R value greater than 2.58 and a P value smaller than 0.05 (Ferdinand, 2014). To see how much influence the independent variable (tourist attraction) on the dependent variable (interest in revisiting and satisfaction) is shown in Table 2 below:

Table 2. Effect of Independent Variables on Dependent Variables

			Std. Estimate	Estimate	S.E.	C.R.	P
Satisfaction	<---	Tourist Attraction	,889	,909	,098	9,267	***
Interest to revisit	<---	Tourist Attraction	,249	,228	,136	1,670	,095
Interest to revisit	<---	Satisfaction	,796	,712	,148	4,817	***

Source: output AMOS-20, 2018.

Based on Table 2 will be described in detail to be able to more clearly answer this research hypothesis as follows.
- Effect of Travel Attraction on Satisfaction

Based on the results of the analysis it can be seen that tourist attraction has a significant effect on tourist satisfaction at Cermin beach with a standardized regression weight estimate value of 0.889 (88.9%), a critical ratio value of 9.267 which is greater than 2.58 and a probability value of (* **) or equal to 0.0001 which means very significant.

This proves that tourist attraction has a significant effect on tourist interest. The tourist attraction that is beautiful and attracts the eyes of tourists will certainly have a positive effect on tourist satisfaction. If attractions are available in full and conditions are good, smooth accessibility is not jammed, facilities such as prayer rooms, toilets etc. are also available well, coupled with the presence of friendly tourism organizations and active role in promoting Cermin beach tourism will certainly satisfy tourists.
- The effect of tourist attraction on revisiting interests

Based on the results of the analysis, it can be seen that tourist attraction has a significant effect on tourist interest with a standardized regression weight estimate value of 0.249 (24.9%), a critical ratio value of 1.670 which is smaller than 2.58 and a probability value of 0.095. It can be concluded that tourist attraction does not significantly influence the interest of revisiting tourists at Cermin beach.

For the North Sumatra region, the tourist attraction owned by Cermin beach is not as strong as the tourist attraction of Lake Toba and Berastagi. Cermin beach Tourism Object does not have many choices of attractions such as Lake Toba and Berastagi. Plus Lake Toba and Berastagi have more tourist facilities such as restaurants and hotels that attract tourists to visit Lake Toba and Berastagi attractions.
- Effect of Satisfaction on Revisiting Interests

Based on the results of the analysis, it can be seen that satisfaction significantly influences tourist interest with a standardized regression weight estimate value of 0.796 (79.6%), a critical ratio value of 4.817 which is greater than 2.58 and a probability value of (****) or equal to 0.0001 which means very significant. It can be concluded that satisfaction significantly influences the interest in revisiting tourists at Cermin beach.

For Serdang Bedagai Regency, Cermin beach tourist attraction is a mainstay tourist attraction for the surrounding community. According to their perception, the tourist attraction has been able to provide satisfaction to tourists, especially domestic tourists, so that it is already a magnet that is strong enough to generate interest in revisiting tourists.
- Satisfaction mediates the effect of tourist attraction on revisiting interests

To find out whether or not to mediate satisfaction with the influence of tourist attraction with an interest in revisiting, can be seen in the following test results:

Input:		Test statistic:	Std. Error:	p-value:
a 0.889	Sobel test:	1.79469364	0.12334194	0.07270252
b 0.249	Aroian test:	1.78430675	0.12405995	0.07437383
s_a 0.098	Goodman test:	1.80526407	0.12261973	0.07103337
s_b 0.136	Reset all		Calculate	

Figure 3. Test of Satisfaction on Tourist Attraction with Revisit Interests

Based on the calculation results found the significance of the -a path (0.0001) and the -c path (0.0001), while the -b path (0.095) and the -c pathway (0.073). So it can be concluded that satisfaction does not mediate the influence of tourist attraction to revisiting interest. This means that satisfaction only affects directly to increase interest in revisiting visits to Pantai Cermin.

6. CONCLUSION:

Based on the discussion that has been described previously, this research can provide some conclusions as follows: 1) Tourist attraction has a significant effect on satisfaction. 2) Tourist attraction has a significant effect on the interest of re-visiting tourists. 3) Satisfaction significantly influences the interest in revisiting tourists. 4) Satisfaction does not mediate the effect of tourist attraction on revisiting interest.

7. SUGGESTION:

This study produced several practical implications aimed specifically at the community, tourism managers and local governments as follows:

To increase tourist attraction at Cermin beach, the efforts that can be done by the Regional Government in collaboration with the community are by: providing a variety of attractions that are available in full and good conditions, smooth accessibility is not jammed, facilities such as prayer rooms, toilets etc. are also available with well, coupled with the existence of friendly tourism organizations and play an active role in promoting tourism and of course will give

satisfaction to tourists and increase repeat visits. To increase tourist satisfaction during a visit, it is expected that the managers of tourist attractions can meet the expectations of consumers by providing friendly and fast service, tourists are satisfied to use various facilities and various games that are on the tourism vehicle, complete and adequate tourist facilities, and tourists can enjoy attractions with a sense of comfort and satisfaction.

To increase interest in revisiting tourists, tourism managers must be able to continue to increase the existing tourist attraction and add local wisdom from Serdang Bedagai Regency. Hospitality, comfort, and suitable ticket prices must also be a concern for tour managers so that tourists feel satisfied and interested in making a re-visit to Cermin beach tour.

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