

## Tourist Facilities, Tourist Satisfaction, and Interest in Revisiting Tourists in Lake Toba Tourist Attraction

Megasari Gusandra Saragih

Management Study Program, Universitas Pembangunan Panca Budi

**Corresponding Author:** Megasari Gusandra Saragih

[megasarigusandrasaragih@dosen.pancabudi.ac.id](mailto:megasarigusandrasaragih@dosen.pancabudi.ac.id)

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### ABSTRACT

The research aimed to evaluate the impact of tourist facilities on tourists' revisitation interest, with satisfaction serving as a mediating factor in Lake Toba's tourist destinations. The study involved a sample of 120 visitors to Lake Toba. This investigation utilized a quantitative approach, relying on primary data collected through questionnaires distributed to respondents, using a Likert scale ranging from 1 to 5. The analysis was conducted using a hierarchical structure modeled through Structural Equation Modeling (SEM) with the AMOS-20 (Analysis of Moment Structure) software. The findings reveal that tourist facilities exert a positive and significant influence on both tourist satisfaction and their intention to revisit Lake Toba. Additionally, satisfaction significantly impacts tourists' revisitation interest. As a mediating factor, satisfaction partially mediates the relationship between tourist facilities and tourists' intention to revisit Lake Toba.

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## **INTRODUCTION**

Lake Toba is a volcanic lake with a length of 100 kilometers and a width of 30 kilometers located in North Sumatra Province, Indonesia. This lake is the largest lake in Indonesia and Southeast Asia. Geological studies reveal that the crater currently occupied by Lake Toba was formed due to a super powerful volcanic eruption about 69,000 to 77,000 years ago. This super volcanic eruption resulted in climate change events and is the largest explosive eruption that Earth has experienced in the last 25 million years. The collapse that occurred after the eruption resulted in the formation of a large caldera that is currently occupied by Lake Toba. Meanwhile, the reformed dome caused the appearance of an island in the middle of the lake. Anau Toba has a high geological and traditional heritage relationship with the local community, especially in terms of culture and biodiversity. Thanks to that, since 2020, Lake Toba has been designated as one of UNESCO's Global Geoparks.

Tourist facilities in Lake Toba, North Sumatra, include: Waters (Various water rides such as jet skis, banana boats, donut boats, and boats. You can also swim or go around the lake by cruise), Bukit (Siadataratas Hill in Silahisabungan Village offers a view of the lake from a height. Holbung Hill offers a 360° view of the lake area. Bukit Burung has an easy path to enjoy the lake from a height), Batak traditional villages (Tomok, Ambarita, and Simanindo villages offer an authentic cultural experience. In Tomok Village, you can see the stone tomb of King Sidabutar. In Ambarita Village, you can see stone chairs and stone tables used for meetings and courts by Batak kings. In Simanindo Village, you can visit the Batak Museum and watch a traditional Batak dance performance), Eden 100 Park (a conservation area in Toba Regency, Samosir, which offers natural beauty, waterfalls, and various types of protected flora and fauna), and the Sigale Gale Dance Performance (A cultural performance held in Tomok, Simanindo, Samosir Regency).

The availability of good facilities can enhance the traveler's experience and encourage them to come back. Research shows that adequate facilities have a positive effect on the intention to visit again (Lestari et al., (2022); Dwi et al., (2021), Hardiyanti (2017). However, the results of research from Praditia et al. (2022) stated that the influence of facilities on the interest in revisiting was insignificant, this stated that facilities did not have much influence or as an additional point for tourists in determining or deciding on the interest in revisiting. But Praditia et al. (2022) stated that tourist facilities have an effect on tourist satisfaction.

The many tourist facilities presented in Lake Toba certainly affect the satisfaction and interest of tourists to revisit Lake Toba tourist attractions. Tourist satisfaction still needs to be improved to increase the comfort of tourists when visiting Lake Toba objects. The tourism properties that are already available are still considered less than optimal, especially in terms of maintenance and cleanliness. All of this will eventually of course affect the interest of tourists to revisit Lake Toba tourist attractions.

Building on the description above, the researchers aim to explore the phenomenon and investigate the factors contributing to its occurrence.

Consequently, they are interested in examining the scope of "Tourist Facilities, Tourist Satisfaction, and Tourists' Interest in Revisiting Lake Toba Tourist Attractions."

## LITERATURE REVIEW

### *Tourist Facilities*

Tourist facilities encompass all amenities and infrastructure designed to fulfill the needs of visitors during their stay at a tourist destination. As noted by Lestari et al. (2022), these facilities aim to enhance convenience and utility for tourists in performing various activities, including both physical infrastructure and service-based provisions. Sunaryo (2013) emphasizes that essential tourist facilities supporting tourism activities can be categorized as follows:

1. Public Facilities. (a) Accommodation: Facilities providing tourists with comfortable spaces to rest and stay, including homestays, budget hotels, luxury hotels, resorts, and tent accommodations. (b) Accessibility and Transportation: Modes of transport and infrastructure that facilitate easier access to tourist destinations. (c) Infrastructure: General public amenities such as electricity, water supply, and sanitation facilities.
2. Supporting Facilities: (a) Tourist Information Centers, (b) Tourist signage, (c) Security services, (d) Restaurants, (e) Souvenir shops, (f) Shopping facilities.

Yoeti (2003:56) further identifies key indicators of tourist facilities, including:

1. Accommodation: Options such as hotels, motels, apartments, villas, campsites, caravan parks, hostels, and condominiums.
2. Food and Beverage Establishments: Ranging from fast food outlets to fine dining restaurants, bars, and cafes.
3. Additional Services: Craft courses and language schools.
4. Retail and Outlets: Shops, travel agencies, souvenir stores, and camping supply outlets.

### *Satisfaction*

Consumer satisfaction refers to the alignment between what consumers perceive and what they expect from their consumption experience. According to Kotler and Keller (2009), satisfaction is the emotional state—whether happiness or disappointment—that emerges when consumers compare the perceived performance (or outcome) of a product with their expectations. Building on this, Kotler (2012) identifies four key indicators for measuring satisfaction:

1. Fulfillment of Consumer Expectations: The extent to which consumer expectations are met when using the provided product or service.
2. Satisfaction with Service Experience: The level of satisfaction consumers feel while using the services offered by the provider.
3. Satisfaction with Offered Facilities: The degree to which consumers are satisfied with the facilities provided.
4. Overall Consumer Satisfaction: The comprehensive sense of satisfaction consumers experience with the products or services offered.

### *Interest in Revisiting*

Revisit interest, in theory, aligns with the concept of repurchase interest. As noted by Hellier et al. (2003), repurchase interest reflects a consumer's decision to buy a product or service again based on prior experiences, involving the expenditure of money to obtain goods or services. This behavior often occurs periodically. Positive experiences with a product or service create favorable impressions, encouraging consumers to make repeat purchases. Panthura (2011) outlines four key indicators for measuring repurchase interest:

1. Willingness to Buy: The consumer's desire to repurchase a product.
2. Tendency to Repurchase: Consumer behavior that demonstrates an inclination to purchase the product again in the future.
3. Increased Repurchase: The willingness to expand purchases to include a wider variety of products.
4. Repurchasing the Same Product: Interest shown through consumer behavior that prioritizes the product they have previously purchased.

### *Conceptual Framework*

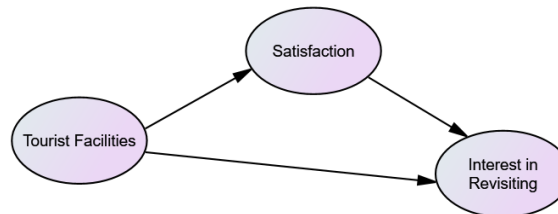


Figure 1. Conceptual Framework

## **METHODOLOGY**

This study employs a quantitative research design with an associative approach. The sample consists of 120 tourists who have visited Lake Toba. Primary data was collected by distributing questionnaires to respondents, utilizing a Likert scale ranging from 1 to 5. The analysis employs a hierarchical structure through Structural Equation Modeling (SEM) using the AMOS-20 (Analysis of Moment Structure) software.

The sampling method applies a non-probability technique with a purposive sampling approach, selecting only respondents who have previously visited Lake Toba. The comprehensive models used in this research are presented as follows:

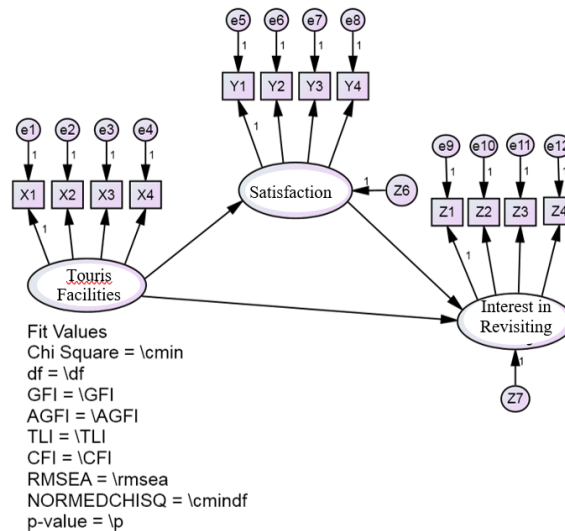


Figure 2. Research Full Model

The equation in this study can be formulated as follows:

$$Y = b_1X + Z_6 \dots\dots\dots (1)$$

$$Z = b_1X + b_2Y + Z_7 \dots\dots\dots (2)$$

Whereas:

- X = Tourist Facilities
- Y = Satisfaction
- Z = Interest in Returning
- b1-b2 = Estimation Coefficient
- Z6-Z7 = error term (residual value)

Statistical analysis was carried out by examining the significance of inter-variable relationships through the Critical Ratio (C.R) value, which is equivalent to the t-test in regression, and the probability (P) value. According to Ferdinand (2014), a relationship is considered significant if the C.R value exceeds 2.58 and the P value is less than 0.05. Additionally, the effect of moderation variables was analyzed using the Sobel Test theory proposed by Baron and Kenny (1986).

## RESEARCH RESULT

The model suitability test is conducted using a flow diagram in a full model equation, incorporating all variables—both exogenous and endogenous—into a comprehensive path diagram represented by a variance or covariance matrix. This complete representation is referred to as the research model. The full model test is performed in two stages:

1. Full SEM Model Before Modification: This stage evaluates the initial model to determine the extent to which the basic structure meets the criteria for goodness of fit, allowing it to represent the research phenomenon without any modifications.
2. Full SEM Model After Modification: Adjustments are made to improve model suitability based on the findings from the initial assessment.

The primary purpose of the pre-modification test is to assess whether the basic model adequately explains the research phenomenon while adhering to established fit criteria.

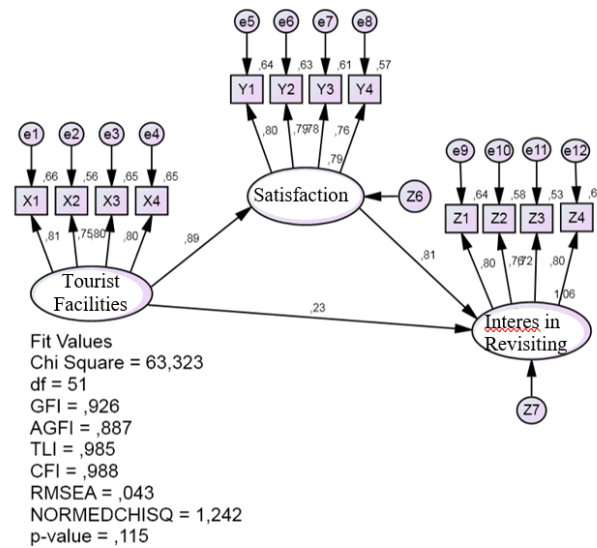


Figure 3. Full Model Research Result

The data processing results, illustrated in Figure 3 and summarized in Table 1, indicate that all constructs used to develop the research model meet the established criteria for goodness-of-fit indices. These include Chi-square, RMSEA, GFI, TLI, CFI, and CMIN/DF values. However, the AGFI value is marginal ( $0.887 < 0.900$ ) but remains close to the acceptable threshold. The model's significance is supported by a p-value of 0.115, which exceeds the 0.05 threshold, indicating a satisfactory fit.

## DISCUSSION

Table 1. The Effect of Dependent Variable on Independent Variables

Latent Variable			Estimate	Std. Estimate	S.E.	C.R.	P
Satisfaction	<---	Tourism Facilities	,879	,865	,097	8,880	***
Interest in Revisiting	<---	Tourism Facilities	,229	,218	,135	1,596	,110
Interest in Revisiting	<---	Satisfaction	,809	,763	,149	5,001	***

Based on the results of data analysis as shown in Table 1, the structural equation is as follows:

$$\text{Structural Equations I: } Y = b_1X + Z_6$$

$$Y = 0,887 X$$

$$\text{Structural Equations II: } Z = b_1X + b_2Y + Z_7$$

$$Z = 0,234 X + 0,814 Y$$

***Tourism facilities significantly impact the satisfaction of tourists***

Research reveals that the standardized regression coefficient for this relationship stands at 0.879 (87.9%), with a significance value of 0.0001 and a critical ratio (C.R) of 8.880, confirming the hypothesis (H1). This demonstrates that the quality and availability of facilities directly influence the satisfaction levels of tourists visiting Lake Toba.

Providing high-standard, well-maintained amenities is crucial for delivering a positive visitor experience. Evidence indicates that enhancing tourism facilities can directly boost tourist satisfaction, with approximately 91.7% of variations in satisfaction attributed to the quality of these amenities. Features such as clean restrooms, comfortable rest areas, and accessible infrastructure are highly valued by visitors and significantly enhance their overall comfort during their stay. As per The Expectancy Disconfirmation theory, tourist satisfaction or dissatisfaction stems from their evaluation process, where perceived outcomes are compared against their expectations (Payangan, 2014). Furthermore, Laws in Naidoo et al. (2010) emphasize that tourists' perceptions of products and services differ across destinations, influenced by variations in facilities, attractions, and service quality.

In essence, tourism facilities play a vital role in shaping positive travel experiences. For destinations like Lake Toba, providing secure, comfortable, and versatile facilities can substantially boost visitor satisfaction. This not only encourages repeat visits but also inspires travelers to recommend the location to others.

Additionally, tourists often consider facilities as one of their primary needs at a destination (Sammeng, 2001). Therefore, destination managers must strategize to create competitive advantages by leveraging superior facilities and pricing to achieve consumer satisfaction. These findings align with studies by Sulistiyana et al. (2015) and Rosita et al. (2015), both of which highlight the significant role of tourism facilities in influencing consumer satisfaction.

***Tourist facilities do not significantly influence the interest in revisiting***

This conclusion is supported by a coefficient of the estimated standardized regression weight of 0.229 (22.9%), a significance value of 0.110 (not statistically significant), and a C.R value of 1.596, leading to the rejection of hypothesis H2. In other words, the quality and availability of facilities at Lake Toba tourist attractions have a limited impact on visitors' intentions to return.

Medlik, as cited in Zaenuri (2012), noted that facilities are an essential consideration for tourists when choosing a destination. Similarly, Zaenuri (2012) argued that tourists are more likely to revisit a location if the facilities meet their needs, enhancing comfort, prolonging their stay, and leaving a positive impression. Despite this, the findings of this study suggest that while facilities do contribute to tourists' interest in revisiting, the effect is minor. A potential explanation is that many travelers now prioritize exploring new destinations rather than returning to familiar ones, possibly influenced by the growing role of social media. Tourists often prefer to showcase visits to different attractions on social platforms, reducing the likelihood of revisiting the same location.

This study's findings diverge from those of Hariyanto and Somantri (2015) as well as Arti and Yulianto (2015), who found a positive relationship between tourist facilities and revisitation interest. However, they align with the results of Praditia et al. (2022), who similarly observed an insignificant effect of facilities on revisiting interest.

#### *Satisfaction significantly impacts tourists' interest in revisiting*

This is demonstrated by a standardized regression coefficient of 0.809 (80.9%), a significance value of 0.0001, and a C.R value of 5.001, confirming the acceptance of hypothesis H3. Therefore, it can be concluded that tourist satisfaction has a substantial influence on the likelihood of revisiting Lake Toba.

Kozak and Rimmington, as cited in Huh (2002), emphasized that tourist satisfaction plays a key role in destination selection, product and service consumption, and decisions to return. Similarly, Ababneh (2013) noted that the quality of facilities, accessibility, and attractions directly affects tourist satisfaction, which in turn influences visit frequency. Satisfaction shapes the impression tourists have of a destination, and this impression often determines their intent to revisit. In essence, satisfaction derived from experiences with attractions, services, and amenities acts as a driver for repeat visits.

Tourists who leave with positive impressions from their visit are more likely to plan a return trip. For instance, visitors to the mangrove ecotourism site in Sicanang Village, Medan Belawan District, who appreciate its natural environment and conservation efforts, tend to express interest in revisiting the area.

These findings align with studies conducted by Praditia et al. (2022), Sopyan (2015), and Parastiwi and Farida (2016), which similarly highlight the positive relationship between satisfaction and the likelihood of repeat visits.

#### *Satisfaction mediates the influence of tourist facilities on interest in revisiting*

The significance value of the -c' path was calculated using the Sobel software, as illustrated in Figure 4. Below are the results of this calculation based on the Sobel test:

Input:		Test statistic:	Std. Error:	p-value:
a	0.879	Sobel test: 4.65750235	0.15268076	0.0000032
b	0.809	Aroian test: 4.63677405	0.15336331	0.00000354
s <sub>a</sub>	0.097	Goodman test: 4.67851115	0.15199515	0.00000289
s <sub>b</sub>	0.149	Reset all	Calculate	

Figure 4 . Sobel Test Results

The calculation results presented in Figure 4 reveal that the coefficients for the -a and -b pathways are significant, while the -c pathway is insignificant, and the -c' pathway is significant. This indicates that satisfaction serves as a full mediating variable in the relationship between tourist facilities and tourists' interest in revisiting Lake Toba, supporting hypothesis H4.

In other words, satisfaction not only directly influences the interest in revisiting but also acts as a bridge through which tourist facilities impact the desire to return. This suggests that tourists who are satisfied with the facilities provided at Lake Toba are more likely to revisit the destination. Satisfaction enhances the overall experience, which in turn strengthens the intention to return to the tourist attraction.

## CONCLUSIONS AND RECOMMENDATIONS

The conclusions drawn from the study are as follows: (1) Tourist Facilities and Satisfaction: Tourist facilities have a significant impact on tourist satisfaction at Lake Toba attractions. (2) Tourist Facilities and Revisitation Interest: Tourist facilities do not significantly influence tourists' interest in revisiting Lake Toba attractions. (3) Satisfaction and Revisitation Interest: Satisfaction has a significant effect on tourists' interest in revisiting Lake Toba attractions. (4) Mediating Role of Satisfaction: Satisfaction fully mediates the relationship between tourist facilities and tourists' interest in revisiting Lake Toba attractions. This means that while facilities alone may not directly drive revisitation interest, they influence it indirectly through their impact on satisfaction.

## ADVANCED RESEARCH

Further research could explore several avenues to deepen the understanding of tourist behavior and the factors influencing their decisions at Lake Toba. First, future studies could examine the specific attributes of tourist facilities that contribute most to tourist satisfaction and identify areas for improvement. Additionally, investigating other variables beyond facilities, such as destination image, cultural experiences, or environmental sustainability, might provide a more comprehensive understanding of what drives tourists' interest in revisiting Lake Toba. It would also be valuable to assess how different demographic groups perceive the role of satisfaction in mediating the relationship between tourist facilities and revisit intention. Lastly, longitudinal studies could offer insights into how these relationships evolve over time and the long-term impact of enhanced satisfaction on building loyalty among tourists.

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