International Journal of Social Sciences and Management Review

Volume: 08, Issue: 06 November - December 2025

ISSN 2582-0176

LEVERAGING RETURN VISIT INTEREST THROUGH TOURIST SATISFACTION AND TOURIST ATTRACTIONS

SRI HARINI*, NISPI YANI SYA'BANNIAH & SITI MUTMAINNAH
Department of Management, Universitas Djuanda, Bogor, Indonesia

https://doi.org/10.37602/IJSSMR.2025.8610

ABSTRACT

Tourism is one of the mainstays of the country's economic development, increasing employment opportunities and reducing poverty in Indonesia. Therefore, efforts to develop tourism management are continuously designed to increase the number of local and international tourists. This study analyzed the influence of tourist attractions and visitor satisfaction on tourists' return intention. The quantitative research used a descriptive verification method and was analyzed statistically using a random sampling technique of 200 respondents. The results obtained from tourist attractions and visitor satisfaction have a firm relationship, contribute to return intention moderately, and have a significant effect.

Keywords: Revisiting Intention, Something to See, Something To Do, Something to Buy

1.0 INTRODUCTION

Bogor Regency is one of the leading tourist areas in West Java Province, with abundant natural potential and continues to develop as a destination for nature tourism, water tourism, and supporting facilities (Pebriani et al., 2025). Based on data from the West Java Tourism and Culture Office in 2024, the number of tourist visits in West Java was 88,201,549 for Domestic Tourists and 1,242,782 for Foreign Tourists (goodstats, 2025). One of the tourist attractions that is currently being developed is the Luwihaja Hill natural tourism area located on Jalan Tegal Luhur, Paseban, Megamendung District, Bogor Regency. Luwihaja Hill offers tourism products such as camping areas, campfire areas, water cafes, and lodging villas designed to attract tourists seeking a comfortable and unique natural experience, while still having supporting facilities. With such an attraction, the Luwihaja Hill destination has high potential to attract the attention of local and out-of-town tourists. However, the success of a tourist destination is not solely determined by its attractiveness, but also by the extent to which visitors are satisfied with their experience, thus encouraging return visits (Batubara, 2022). Companies need to pay close attention to return visitation, as it directly contributes to tourism revenue and the long-term sustainability of the destination (Adinegara, 2022).

In 2024, the target number of visitors to Luwihaja Hill was 9,600. Luwihaja Hill has not yet met its tourist target despite offering various tourism products. Table 1 shows data on the achievement of the 2024 visitor target for Luwihaja Hill:

Table 1: Luwihaja Hill Visitor Data In 2024

Target Visitors	Actual Number of Visitors	Target Achievement

Month	(People)	(People)	(%)	Information
January	800	823	102,9	Achieved
February	800	789	98,6	Not achieved
March	800	669	83,6	Not achieved
April	800	801	100,1	Achieved
May	800	750	93,8	Not achieved
June	800	742	92,8	Not achieved
July	800	739	92,4	Not achieved
August	800	758	94,8	Not achieved
September	800	761	95,1	Not achieved
October	800	738	92,3	Not achieved
November	800	771	96,4	Not achieved
December	800	812	101,5	Achieved
Amount	9.600	9.153	1.144	Not achieved
Rate-rate	800	762,8	95,3	Not achieved

Source: Buhiaja Hill, 2024

Based on Table 1, it is known that the 2024 visitor target at the Luwihaja Hill Unit, PT Citra Wisata Alam Paseban, was 95.3%. This means that the target was not achieved by 4.7%. This achievement was due to the national holiday season in January, April, and December. This underachievement is suspected to be due to suboptimal return visit interest, tourist attractions, and visitor satisfaction.

1.1 Research Objectives

Based on the background of the problems outlined, this study aims to understand how tourist attractions and visitor satisfaction directly influence return visits to Luwihaja Hill. Furthermore, this research is expected to provide strategic input for managers and stakeholders in formulating more effective and sustainable destination development steps.

1.2 Interest in Returning

Revisit intention is a drive or desire that can influence visitor behavior in deciding to revisit, as the destination is perceived to offer greater benefits (Hidayah, 2019). Revisit intention is also defined as behavior that emerges in response to an object that reflects the visitor's desire to return (Kawatu et al., 2020). Furthermore, revisit intention arises from an individual's internal motivation to revisit a place they find interesting (Safitri et al., 2023).

Volume: 08, Issue: 06 November - December 2025

ISSN 2582-0176

Several factors that influence a person's interest in revisiting a destination include: 1) travel experience, 2) the destination's image, 3) perception of the value provided, 4) the attractiveness of the tourist attraction, and 5) the level of visitor satisfaction (Salim, 2023). Meanwhile, indicators of intention to revisit include: 1) revisiting intention, 2) recommendation intention, and 3) promotion intention (Hidayah, 2019).

1.3 Tourist Attractions

A tourist attraction is anything that is unique and beautiful, whether from natural resources, culture, or human creations, which is the main reason for tourists to visit (Page & Connel, 2020). Tourist attractions can be defined as elements offered by product or service providers to attract the interest, attention, and desire of the market to search for, purchase, and consume the product (Supriadi & Roedjinandari, 2017). In the context of tourism, tourist attractions motivate visitors because they contain attractive elements that encourage travel (Sutaguna et al., 2024). The stronger the attraction offered, the greater the potential for increasing the number of tourist visits. There are three main indicators in assessing tourist attractions, namely: 1) something to see, 2) something to do, and 3) something to buy (Page & Connel, 2020).

1.4 Visitor Satisfaction

Visitor satisfaction is an assessment given by visitors regarding the extent to which a product or service is able to meet their needs and desires (Elvera et al., 2020). This satisfaction is also a reaction from visitors based on an evaluation of the difference between initial expectations before receiving a product or service, and the actual experience after using it (Qomariah, 2021). Visitor satisfaction describes the level of feeling that arises after they compare the results obtained with their previous expectations. Visitors will assess the service received and match it with their expectations (Baharuddin et al., 2017). Thus, visitor satisfaction arises as a form of reaction to the performance received by visitors compared to their initial expectations. If the service provided does not meet expectations, visitors tend to feel dissatisfied. Visitor satisfaction is also closely related to the intention to revisit, which is indicated by several indicators such as: 1) access/reachability, 2) location, 3) service (Elvera et al., 2020).

2.0 MATERIALS AND METHODS

This research was conducted at Luwihaja Hill in the Megamendung area. Data collection, processing, and report preparation were conducted over 10 months, from September 2024 to July 2025. This research used a quantitative approach with descriptive and verification methods. The quantitative approach was used because this research was based on data collected through questionnaires and analyzed statistically (Sugiyono, 2019). The descriptive method was used to describe visitors' responses to the tourist attractions at Luwihaja Hill, as well as their perceptions of satisfaction and intention to revisit. Meanwhile, the verification method was used to test the formulated hypotheses, to determine the extent of the influence of tourist attractions and visitor satisfaction on intention to revisit.

This research was conducted at Luwihaja Hill, with 200 visitors as respondents. The analysis technique used was multiple linear regression. The test results were measured on a 5-point Likert scale, with 5 being the maximum score. The analysis tool used was SPSS version 27.00.

2.1 Research Framework

The framework of thought in this research can be seen as follows:

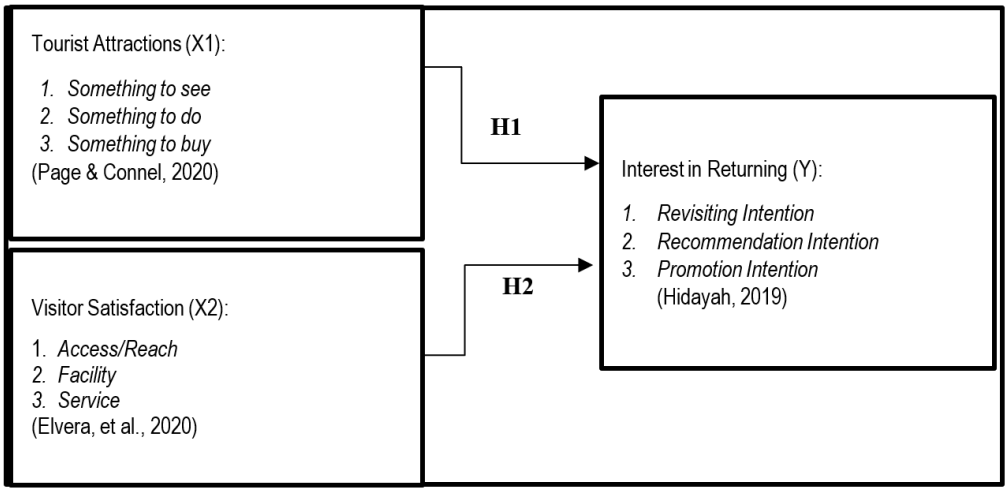

Figure 1: Research Framework

2.2 Validity Test

The validity test in this study was conducted on 30 respondents with the following results:

Table 2: Research Validity Test

Variables	No Statement	r_{count}	r_{table}	Information
Interest in Returning (Y)	1	0,524	0,3	Valid
	2	0,456	0,3	Valid
	3	0,222	0,3	Invalid
	4	0,736	0,3	Valid
	5	0,676	0,3	Valid
	6	0,510	0,3	Valid
	7	0,622	0,3	Valid
	8	0,633	0,3	Valid
Tourist Attractions (X1)	1	0,691	0,3	Valid
	2	0,633	0,3	Valid
	3	0,635	0,3	Valid
	4	0,574	0,3	Valid

	5	0,548	0,3	Valid
	6	0,726	0,3	Valid
	7	0,829	0,3	Valid
Visitor Satisfaction (X2)	1	0,722	0,3	Valid
	2	0,680	0,3	Valid
	3	0,596	0,3	Valid
	4	0,478	0,3	Valid
	5	0,661	0,3	Valid
	6	0,690	0,3	Valid
	7	0,746	0,3	Valid
	8	0,591	0,3	Valid

Source: Statistical Data Processing Results with SPSS Version 27.00, 2025

Based on the results of the validity test on all research instruments, it is known that the variable of intention to revisit (Y), seven items are declared valid because they have an r value.countgreater than rtable(0.3). However, one item, namely the third item, is invalid, so this item needs to be corrected or deleted. Meanwhile, all items in the tourist attraction variable (X1) and visitor satisfaction (Z) are declared valid because the count for each item is greater than the count for rtable (0.3). Thus, the instruments of the three variables, after revisions to the Y variable, were declared suitable to proceed to the reliability testing stage.

2.3 Reliability Test

Reliability testing is the degree of consistency and stability of data or findings. Reliability testing is conducted to evaluate the level of reliability, accuracy, precision, and consistency of the indicators contained in the questionnaire. If the reliability coefficient value obtained is Cronbach's alpha (a) >0.6, then the instrument is said to be reliable (trustworthy). Conversely, if the value of Cronbach's alpha (a) < 0.6, then the instrument is said to be unreliable (Sugiyono, 2019). The summary of the results of the reliability testing of this study is described below:

Table 3: Research Reliability Test

Variables	*Cronbach Alpha*	Limit Value	Information
Interest in Returning (Y)	0,760	0,6	Reliable
Tourist Attractions (X1)	0,790	0,6	Reliable
Visitor Satisfaction (X2)	0,804	0,6	Reliable

Source: Statistical Data Processing Results with SPSS Version 27.00, 2025

Table 3 shows that the reliability value obtained for each variable is greater than the fixed value of 0.6. The test results show that the measuring instrument used is reliable, so it can be used to measure the variables of revisit interest (Y), tourist attraction (X1), and visitor satisfaction (X2) with consistent results.

2.4 Normality Test

Table 4: Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.37213424
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.049
Test Statistic		.059
Asymp. Sig. (2-tailed)[c]		.086
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Statistical Data Processing Results with SPSS Version 27.00, 2025

2.5 Multicollinearity Test

Table 5: Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Tourist Attractions	.511	1.959
	Visitor satisfaction	.511	1.959

a. Dependent Variable: Visitor Satisfaction

Source: Primary Data, Processed with SPSS version 27, 2025

Table 5 shows that the normality test results for the first equation showed that the VIF value was 1.959, meaning it was lower than the VIF limit of ≤ 5. In addition, the value tolerance = 0.511, meaning it exceeds the specified limit tolerance value> 0.05. So it is concluded that the data in the equation does not experience multicollinearity problems**.**

2.6 Heteroscedasticity Test

Heteroscedasticity testing in this study looks at the results output by SPSS through Scatterplot between the predicted value of the dependent variable, namely ZPRED, and its residual SRESID. The following are the results of the heteroscedasticity test in this study:

Scatterplot

Dependent variable: Revisit intention

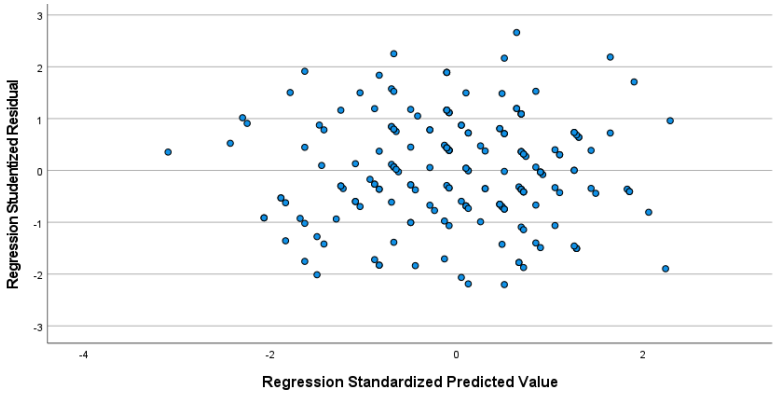

Figure 2 Scatterplot Graph

Source: Primary Data, Processed with SPSS version 27, 2025

Figure 2 shows that the points on the graph are spread with an unclear pattern above, below, to the right, and to the left of the number 0 on the Y axis. This shows that the regression model does not experience heteroscedasticity and is suitable for predicting each variable in this study.

3.0 RESULTS

3.1 Multiple Linear Regression Test

Table 6: Multiple Linear Regression Equation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.411	1.313		-1.075	,284		
	Daya Tarik Wisata	.542	.044	.566	12.278	,001	.511	1.959
	Kepuasan pengunjung	.477	.056	.392	8.506	,001	.511	1.959

a. Dependent Variable: Visitor Satisfaction
Source: Statistical Data Processing Results with SPSS Version 27.00, 2025

Table 6 shows that the equation model in this study is as follows:

$Y = -1.411 + 0.542\ X1 + 0{,}477\ X2 + Ɛ1$

Volume: 08, Issue: 06 November - December 2025

ISSN 2582-0176

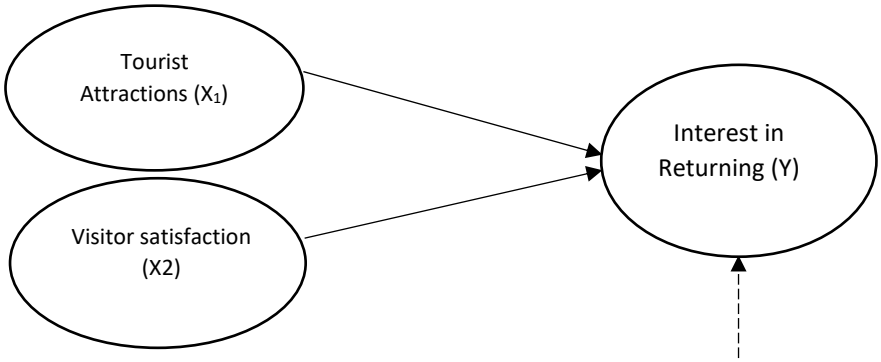

Figure 3 Research Model

The interpretation of the results of the equation in this study is as follows:

1) A tourist attraction has a positive sign, meaning the tourist attraction variable influences visitor satisfaction. This indicates that every increase in a tourist attraction's attractiveness will be followed by increased return visits, assuming the visitor satisfaction variable remains constant.

2) Visitor satisfaction is positive, meaning that the variable of visitor satisfaction influences return intention. This indicates that each increase in visitor satisfaction will be followed by an increase in visitor satisfaction, assuming the tourist attraction variable remains constant.

3.2 Correlation Coefficient Results

The correlation coefficient analysis was used to determine the relationship between the variables of tourist attraction and visitor satisfaction. The results of this study are as follows:

Table 7 Correlation Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1		.786	.784	1.379

a. Predictors: (Constant), Tourist Attraction, Visitor Satisfaction
b. Dependent Variable: Visitor Satisfaction

Source: Results of statistical data processing with SPSS Version 27.00, 2025

Table 7 shows that the correlation between tourist attractions, visitor satisfaction, and revisit intention was 0.877, indicating a powerful correlation. This indicates that the relationship between the three variables is unidirectional and very strong. This means that increases in tourist attraction scores and visitor satisfaction will follow increases in revisit intention.

3.3 Results of the Coefficient of Determination

Based on Table 6, it is known that the R-squared value in the study was 0.786. This shows that the contribution of the influence of tourist attractions (X1) and visitor satisfaction (X2) on

revisit intention (Y) by 78.6%. The remaining 21.4% is contributed by unexamined variables such as tourism experience, visitor satisfaction, and perceived value (Salim, 2023).

3.4 Uji F

Table 8: F Test Results

Coefficientsa

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	1375.552	2	687.776	361.632	,001
	Residual	374.668	197	1.902		
	Total	1750.220	199			

a. Dependent Variable: Return Visit Interest
Source: Statistical Data Processing Results with SPSS Version 27.00, 2025

Table 8 shows that Fcount amounts to 361,632, while Ftable. It is necessary to calculate using a significance level of α = 0.05 with degrees of freedom (dk=n-k-1) or 200-2-1 = 197. The F value is obtained by looking at the results of the degrees of freedom. F-table as much as 3.04 up to F-count > F-table (361,632 > 3.04), then it can be concluded that Ho is rejected and Ha is accepted, meaning that the tourist attraction (X1) and visitor satisfaction (X2) simultaneously had a positive and significant effect on the intention to revisit Luwihaja Hill, Bogor. This indicates that the higher the visitor's perception of the tourist attraction and the satisfaction obtained, the higher their intention to revisit the destination. Therefore, Luwihaja Hill management needs to maintain and improve the quality of the attraction and tourist experience to create long-term visitor loyalty.

3.5 Uji T

Table 9: T-test results

No	Variables	tcount	ttable	Sig	Conclusion
1	Tourist Attractions	12.278	1,653	0,001	Tourist attractions positively and significantly influence the interest in returning to visit.
2	Visitor Satisfaction	8.506	1,653	0,001	Visitor satisfaction has a positive and significant effect on the intention to return to visit.

Source: Processed data, 2025

Table 9 shows that the tourist attraction variable obtained a t-count of 12,278 and the t-value table for α= = 0.05 with degrees of freedom (df = 200 – 2 - 1 = 197) of 1.653, meaning t-count> t-table (12.278 > 1.653) with significance<0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted. This means that tourist attractions have a direct and positive influence on the intention to revisit.at Luwihaja Hill.

Volume: 08, Issue: 06 November - December 2025

ISSN 2582-0176

It is also known that the visitor satisfaction variable obtained a t-count of 8.506 and the t-table for α= = 0.05 with degrees of freedom (df = 200 – 2 – 1 = 197) of 1.653, meaning t-count> t-table (8.506 > 1.653) with a significance of less than 0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted. This means that visitor satisfaction directly and positively affects the intention to revisit.at Luwihaja Hill.

4.0 DISCUSSION

Overall, tourist attractions and visitor satisfaction have been shown to have a positive and significant influence on revisit intention, both simultaneously and partially, as supported by various previous studies. The results of the F and T tests confirm that both tourist attractions and visitor satisfaction, individually and collectively, contribute significantly to increasing revisit intention at Luwihaja Hill.

4.1 The Influence of Tourist Attractions on Return Visit Intention

Based on the results of testing the tourist attraction variable on the intention to revisit, it was concluded that there were a direct positive and significant influence of tourist attraction on the intention to revisit Luwihaja Hill. The results of this study are in line with the results of previous research conducted by An et al. (2024), Ćulić et al. (2021), and Shahnia et al. (2024), who showed that tourist attractions have a positive and significant effect on revisit intention. However, these findings are inconsistent with another study by Ningrum & Fauzi (2024), which showed that tourist attractions do not affect revisit intention.

4.2 The Influence of Visitor Satisfaction on Return Visit Intention

Based on the results of testing the visitor satisfaction variable on the intention to revisit, it was concluded that there was a direct positive and significant influence of visitor satisfaction on the intention to revisit Luwihaja Hill. The results of this study are in line with the results of previous research conducted by Rizki and Fathor (2024), Torabi et al. (2022), and Sulistyanda et al. (2022), who showed that visitor satisfaction has a significant influence on the intention to revisit.

5.0 CONCLUSION & RECOMMENDATIONS

Based on the research and hypothesis testing results in this study, the following conclusions were obtained regarding visitor responses to the variables studied. The average rating for intention to revisit is in the high category, with the highest score on the indicator promotion intention and the lowest at recommendation intention. The average rating for tourist attractions falls into the attractive category, with the highest score on the indicator, something to see, and the lowest at something to buy. The average assessment of visitor satisfaction falls into the satisfied category, with the highest score for the service indicator and the weakest for access or reach. The simultaneous test results show that tourist attractions and visitor satisfaction simultaneously have a positive and significant effect on revisit intention. The partial test results show that both tourist attractions and visitor satisfaction partially have a positive and significant effect on revisit intention.

Future researchers should expand the scope of the research by including other variables that are not included in this study and can influence the intention to revisit, such as tourism experience, destination image, and the value perceived by visitors.

REFERENCE

Adinegara, G. N. J. (2022). Anteseden Dan Konsekuensi Kepuasan Wisatawan Yang Berkunjung Ke Bali. Bali. Deepublish.

An, L. T., et al., (2024). Exploring Relationships Between Nature-Based Destination Attractiveness, Satisfaction, Perceived COVID-19 Risk, and Revisit Intention in Bach Ma National Park, Vietnam. SAGE Open, 14(4), 21582440241289988.

Baharuddin, et al., (2017). Analisis Kepuasan Wisatawan Terhadap Daya Tarik Wisata Malioboro Kota Yogyakarta. Jurnal Ad'ministrare, 3(2), 107.

Batubara, R. P., (2022). Analisis Pengaruh Daya Tarik Wisata terhadap Minat Berkunjung Ulang Wisatawan di Taman Nasional Gunung Halimun Salak. Jurnal IndustrI Pariwisata, 4(2), 94–101.

Ćulić., (2021). Rookie Tourism Destinations—the Effects of Attractiveness Factors on Destination Image and Revisit Intention with the Satisfaction Mediation Effect. Sustainability, 13(11), 5780.

Elvera, (2020). Pemasaran Pariwisata: Kepuasan dan Loyalitas Wisatawan. Surabaya. Scopindo Media Pustaka Hidayah, N. (2019). Pemasaran Destinasi Pariwisata. Alfabeta.

Kawatu, dkk (2020). Pengaruh Daya Tarik Wisata Terhadap Niat Kunjungan Ulang Dengan Kepuasan Sebagai Variabel Intervening Pada Tempat Wisata Bukit Kasih Kanonang. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 8(3). https://doi.org/10.35794/emba.v8i3.30221

Ningrum, & Fauzi, (2024). Pengaruh Daya Tarik Dan Fasilitas Terhadap Minat Berkunjung Ulang Dengan Kepuasan Sebagai Variabel Intervening Pada Bendungan Dawuhan. SIMBA: Seminar Inovasi Manajemen, Bisnis, Dan Akuntansi, 6.

Page, S. J., & Connel, J. (2020). Tourism a Modern Synthesis (5th ed.). New York. Vanderbit Avenue.

Pebriani, S., Harini, S., & Yulianingsih, Y. (2025). Kepuasan Pengunjung Sebagai Mediator Pengaruh Daya Tarik Wisata Dan Citra Destinasi Terhadap Minat Berkunjung Kembali Ke Taman Rekreasi Cimalati, Cicurug Sukabumi. Jurnal Manajemen Dan Bisnis, 4(1), 257–278.

Qomariah, N. (2021). Pentingnya Kepuasan dan Loyalitas Pengunjung: Studi Pengaruh Customer Value, Brand Image, dan Atribut Produk Terhadap Kepuasan dan Loyalitas Pengunjung Pariwisata Pantai. Jember. Pustaka Abadi

Shahnia, et al., (2024). The Effect of Halal Awareness, Halal Certification, and Social Servicecafe on Purchase Intention in Indonesia: The Mediating Role of Attitude. International Review of Management and Marketing, 14(3), 97–104. https://doi.org/10.32479/irmm.16186

Sugiyono. (2019). Merode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung. PT Alfabeta.

Sulistyanda, (2022). Pengaruh pengalaman pengunjung dan citra destinasi terhadap minat berkunjung kembali dengan kepuasan sebagai variabel mediasi pada wisatawan Telaga Sarangan. SIMBA: Seminar Inovasi Manajemen, Bisnis, Dan Akuntansi, 4.

Supriadi, & Roedjinandari,. (2017). Perencanaan dan Pengembangan Destinasi Pariwisata. Malang. Universitas Negeri Malang

Sutaguna, et al (2024). Pengantar Pariwisata. Batam. Cendikia Mulia Mandiri

Torabi, (2022). Enhancing Memorable Experiences, Tourist Satisfaction, and Revisit intention through smart tourism technologies. Sustainability, 14(5), 2721. https://doi.org/10.3390/su14052721

