



The Analysis of Visitor Satisfaction Influenced by Tourist Attractions and Service Quality through Tourism Image in Kawung Tilu, Cikarang Timur, Bekasi Regency

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ABSTRACT: The objective of this study is to analyze how tourism attractiveness and service quality impact visitor satisfaction through the tourism image in the specific area of Kawung Tilu, Cipayung Village, Cikarang Timur District, Bekasi Regency. The research methodology is a quantitative descriptive approach comprising 120 respondents who are the visitors of the tourist sites. About 20 respondents are measured by the validity and the reliability testing, whereas 100 respondents will participate in the path analysis test. The findings reveal that tourism attractiveness has a positive influence on the tourism image. Similarly, the service quality positively affects the tourism image. In addition, tourism attractiveness has a positive impact on visitor satisfaction, as the service quality does. The tourism image acts as a mediator between tourism attractiveness and visitor satisfaction, aside from its direct effects. The results emphasize the significance in maintaining and enhancing tourism attractiveness and service quality to improve the tourism image and visitor satisfaction. In the context of developing a tourism village, it is crucial to consider these factors in order to deliberately create a positive experience for tourists and to effectively promote the tourism destination.

Keywords: Tourism Attractiveness, Service Quality, Tourism Image, Visitor Satisfaction, Tourism Village.



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INTRODUCTION

The Ministry of Tourism and the Ministry of Villages have been collaborating to improve and expand tourism in rural areas by promoting and developing tourism villages and new tourist destinations. The government has implemented a policy to boost the number of tourist visits by focusing on the development of destinations beside the region of Bali. This strategy aims to transform previously popular areas, particularly among the local community, into appealing tourist destinations for both domestic and international visitors ([G. Kim et al., 2020](#); [Lee & Huang, 2014](#); [Setiadji et al., 2022](#)).

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The collaboration between the Ministry of Tourism and the Ministry of Villages aim to create sustainable tourism opportunities in rural areas. This not only helps to distribute tourism benefits more evenly across the country but also to offer unique cultural and natural experiences to visitors. In addition to the notable tourist spots in Bali, the government have put such efforts to diversify the tourism landscape in order to provide tourists with a broader range of destinations to explore.

A tourist destination is an area where visitors spend their leisure time while enjoying the natural beauty. It is important to manage tourism properly and professionally in order to enhance and sustain tourism activities in a region. According to the Republic of Indonesia Law No. 10 of 2009, Tourist Attractions can be described as anything that has uniqueness, convenience, and value in the form of diverse natural wealth, culture, and human creations serve as destinations for tourists.

The Indonesian government have shown their concern to the growth of tourism. One of the long-term programs that have been launched is the mentoring program for the development of tourism villages, from the initial stages to the independent stage. Universities are also involved in this program by participating in mentoring activities, such as providing education on tourism awareness, culinary arts, hospitality, and tour guiding. The aim of this program is to develop human resources and promote local culture and diverse local wisdom in each region.

The UNWTO, a global organization dedicated to tourism, has issued directives to all tourism institutions worldwide to address the negative impact caused by the COVID-19 pandemic. The pandemic has had a profound and enduring effect on the tourism sector, significantly impacting both the community and entrepreneurs involved in the industry. In response to the current situations, the UNWTO has provided advice and guidance aimed at expediting recovery efforts following this challenging period. One of the recommendations the UNWTO gives is the reduction of taxes for tourism entrepreneurs. This measure is intended to alleviate the financial burden on businesses in the tourism industry, providing them with much-needed relief to aid in their recovery and revitalization. By reducing taxes, these entrepreneurs can have greater financial resources at their disposal, allowing them to stabilize their operations and stimulate growth. Additionally, the development of human resource skills is identified as a crucial focus in overcoming this crisis. The UNWTO has offered recommendations and guidance in this regard, recognizing the importance of investing in skills and training to support the recovery and future resilience of the tourism industry. By enhancing the skills and the knowledge of tourism professionals, the industry can adapt to new challenges, implement innovative practices, and provide high-quality experiences for visitors. In summary, the UNWTO plays a critical role in supporting the recovery of the tourism sector. It has provided valuable recommendations and guidance to address the challenges brought about by the COVID-19 pandemic. By implementing these measures, it is hoped that the industry can rebound, restore confidence, and pave the way for a more sustainable and resilient future. ([UNWTO, 2020](#)).

The potential found in green open village tourism offers opportunities that can be optimized. These include efforts to improve and enhance tourist villages to make them more attractive to tourists, one of which is the use of digital technology in marketing and sales.

Kawung Tilu Village, located in Cipayung District, Cikarang Timur Subdistrict, Bekasi Regency, serves as an excellent example of how these opportunities have been put into practice. The village

provides a range of attractions including a rabbit park, deer breeding facilities, a selfie garden with bird rides, children playground, ATV motor entertainment accompanied by music, and dedicated bicycle lanes. Furthermore, this village is renowned for its breathtaking natural scenery.

By utilizing the natural resources and tourist attractions it possesses, this tourism village can enhance its quality and attract tourists' interest. Moreover, the use of digital technology in marketing and sales help improve the accessibility and the visibility for this tourism village, thus, it will attract more tourists to visit the area.

In fact, the opportunities in green open village tourism are the basis for developing and promoting tourism villages in Indonesia and providing economic and social benefits to the local community. There are a number of factors that influence tourists' perceptions on the image of a tourist destination, and one of them is tourist attractions. Tourist attractions are key factors in the tourism industry and distinguish one tourist destination from another one. Tourist attractions also serve as important means for tourists to express their self-image related to the tourist objects they visit.

Tourist attractions have a profound impact on how tourists perceive and evaluate a destination. Every tourist location possesses its own distinctive and exceptional attractions, which may include natural wonders, cultural treasures, or a variety of facilities and activities. These attractions are pivotal in captivating tourists' attention and generating a desire to visit a particular place. Furthermore, tourist attractions reflect tourists' self-image. Tourists choose the destinations that are aligned with their self-image and the ones to meet their personal needs and preferences. Through the tourist attractions they visit, tourists can express and portray their self-image.

From the description given above, it is obvious that tourist attractions play a crucial role in shaping tourists' perceptions and images of a tourist destination. This factor is an aspect needs considering as the development and the promotion of tourist destinations attract tourists' interest and provide satisfying experiences ([Kong et al., 2022](#); [Le-Klähn et al., 2015](#); [Lu et al., 2020](#); [Montaño et al., 2017](#); [Tešin et al., 2020](#)) Before visiting a place, potential tourists will consider several factors such as personal interests, information availability, and recommendations from others. Thus, their decision to visit a place is considered as the formation of a tourism image. In addition, potential tourists will consider their personal interests in certain destination before making a decision. Their interests vary: whether or not the place is attractive, or if it offers natural beauty, unique tourist objects, distinguished culture, good facilities and interesting activities.

The availability of information is crucial for the visitors to make final decision. They will seek information related to tourist destinations, such as their attractions, available facilities, accessibility, and reviews from others. This information helps them evaluate whether the destination aligns with their preferences and needs.

Recommendations from third parties influence tourists' decisions. They tend to trust recommendations from their friends, family, or other reliable sources. Favourable recommendation help shape a positive tourism image.

In this context, tourists' purchasing decisions can be interpreted as the formation of a tourism image based on a number of factors. The tourism image is the perception, evaluation, and expectations that potential tourists have about a tourist destination before paying a visit. Therefore,

it is important for tourist destinations to manage and promote themselves well, to provide adequate information, and to obtain positive recommendations in order to form an attractive tourism image for potential tourists.

The research aims to explore how tourist attractions and service quality influence visitor satisfaction, with the tourism image acting as a mediator. The specific focus of the investigation is on Kawung Tilu, situated in Cipayung Village, Cikarang Timur Subdistrict, Bekasi Regency. The study seeks to understand the connection between these factors and the effects on shaping visitor satisfaction with the site.

THEORETICAL REVIEW AND HYPOTHESIS DEVELOPMENT

Visitor Satisfaction

Here is Kotler's perspective ([Kotler, 2002](#)) on consumer satisfaction: Consumer satisfaction refers to the positive emotions and contentment experienced by customers when the performance of a product or service meets or exceeds their expectations. It is closely linked to fulfilling consumer needs and desires. When a product or service aligns with consumers' expectations, they tend to feel satisfied. Consumer satisfaction gives a number of advantages to a company. Satisfied customers are more likely to become loyal patrons, and will recommend products or services to others, thereby both the market share and the company reputation are well-maintained. To achieve this, companies must have a deep understanding on consumer needs and preferences and develop products or services accordingly. Conducting market research and gathering consumer feedback are valuable strategies for this purpose. Thus, surveys, interviews, or the analysis of customer data can be valuable tools as the information generated help companies identify the strengths and weaknesses and take necessary steps to improve consumer satisfaction. It is important to note that consumer satisfaction is not an end goal, it is rather a means to build long-term relationships with customers. Therefore, companies must commit to continuously enhance the quality of their products or services to sustain and expand their market share. Providing good, responsive, and friendly customer service can significantly contribute to the enhancement of consumer satisfaction.

This study uses visitor satisfaction similarly termed as consumer satisfaction. The indicators used in the study are Safety, Friendliness of the locals, Cleanliness, Adequate management, Ease of obtaining information, Accessibility, Ticket price, Variety of attractions provided, and Nightlife (Sun et al., 2013). The nightlife indicator is not used in this study due to some ethical considerations.

Tourist Attractions

Tourist attractions play a vital role in drawing visitors to a destination and have a significant impact on tourists' interest. They are a key factor that influences tourists' decision-making process and contributes to generating revenue in the tourism industry. The presence of appealing and unique attractions can capture the attention of potential tourists and motivate them to choose a particular destination over others. These attractions serve as the main selling point for tourism businesses and destinations, as they create experiences and opportunities for tourists to explore and enjoy. The popularity and quality of attractions directly affect the number of visitors and the overall success of the tourism industry in a given location. Therefore, the development, preservation, and promotion of attractive tourist attractions are of utmost importance for destinations seeking to

thrive in the tourism sector. ([Cao et al., 2016](#)). Tourist attractions can be grouped into several categories, including major tourist sites, sacred sites, new tourist sites, as well as shopping and entertainment tourism ([Chen et al., 2017](#); [Frost & Laing, 2018](#)). In managing tourist attractions, various aspects such as administration, maintenance, education, communication, and marketing need to be considered. The tourist visitation process should also be a primary concern in creating a positive experience ([Swacha & Ittermann, 2017](#)). Tourist attractions are significant elements in the tourism industry and consist of several main components. These components include attractive local scenery, unique natural resources, various tourism activities, available entertainment, and satisfactory services for tourists. All these components play a crucial role in creating a positive experience for visitors ([Lew, 1987](#))

([Pendit, 2022](#)) stated that tourist attractions encompass all the appealing and valuable aspects that attract visitors and provide opportunities for sightseeing and exploration. To effectively attract tourists, a tourist attraction must meet a number of criteria. They are as follows:

- a) Attractions to see: The destination should offer unique and captivating tourist attractions, including natural landscapes, cultural sites, activities, arts, and other notable points of interest.
- b) Activities to engage in: In addition to providing visual attractions, the destination should offer recreational facilities and activities that can engage tourists and encourage them to extend their stay.
- c) Shopping opportunities: The tourist destination should provide shopping facilities, particularly for souvenirs and local crafts that tourists can purchase as keepsakes.
- d) Accessibility: This criterion pertains to how tourists can reach the tourist attraction, the available means of transportation, and the estimated travel time required to reach the destination.
- e) Accommodation options: The destination should offer suitable accommodations, such as hotels of various ratings, to cater to the temporary stay of tourists during their vacation.

By fulfilling these criteria, a tourist attraction can enhance its appeal and increase its chances of attracting and satisfying tourists, thereby it contributes to the overall success of the destination's tourism industry.

The indicators used in this study such as Enjoyment, Cultural Heritage, Natural Conditions, and Comfort are proposed by ([Kirilenko et al., 2019](#)).

H1: The presence of tourist attractions has a significant impact on shaping the image of a destination.

H2: Tourist attractions directly influence visitor satisfaction.

H3: Tourist attractions affect visitor satisfaction indirectly through their influence on the destination image.

Service Quality

According to the research conducted by ([Parasuraman et al., 1988](#)), service quality can be defined as the extent to which the actual service delivered aligns with customer expectations. Customer expectations are formed based on the information they receive, personal needs, past experiences,

and external communications. The dimensions of service quality encompass various aspects which include :

1. Reliability: This dimension pertains to the company's ability to deliver the promised service accurately and dependably.
2. Responsiveness: It involves the company's promptness and willingness to respond to customer requests and concerns.
3. Assurance: This dimension relates to the knowledge, politeness, and professionalism of employees, as well as their ability to build trust and confidence in customers.
4. Empathy: It reflects the company's understanding of customer problems and concerns, as well as the actions taken to address them effectively.
5. Tangibles: This dimension includes the physical appearance of facilities, equipment, and the overall quality of materials used in service delivery.

By focusing on the dimensions, companies can assess and improve their service quality to meet or exceed customer expectations, and this will lead to an increased customer satisfaction and loyalty. Hence, the proposed hypotheses are as follows:

H4: Service quality has a significant impact on shaping the image of a destination.

H5: Service quality directly affects visitor satisfaction.

H6: Service quality indirectly influences visitor satisfaction through its impact on the destination image.

Destination Image

Destination image refers to the perspective or emotions that individuals or groups associate with a specific object, particularly in the context of tourist destinations. It has gained significant attention in marketing, particularly within the realm of tourist destinations. (Tan, 2017). The subjective concept of destination image is formed by the collective opinions, thoughts, experiences, and emotions of individuals in relation to visiting a tourist attraction. It encompasses the personal perceptions and impressions that individuals have of a destination based on their own experiences and interactions with the place. These subjective elements shape the overall destination image and play a crucial role in influencing people's perceptions and decisions regarding the destination (Pike, 2017). Indeed, based on the concept of destination image, an individual's evaluation of various aspects and characteristics of a place is heavily influenced by the feelings and impressions they experience. When individuals visit a destination, their emotions, perceptions, and personal experiences shape their assessment of different elements such as the natural scenery, cultural attractions, amenities, and overall atmosphere of the place. These subjective factors play a significant role in how individuals perceive and evaluate a destination, as they contribute to the overall image they form in their minds (Carballo & León, 2018). Destination image has the ability to influence people who have not yet visited a place to become interested and eventually decide to visit the destination (Zenker et al. 2019). Destination image can also be understood as the perception formed by tourists' experiences and knowledge about a particular destination, acquired through access and information acquisition (W. H. Kim et al., 2018). Destination image plays a crucial role in influencing tourists' intention to recommend a destination

to others. A favorable destination image portrays the positive characteristics and attributes of the place, which in turn enhances its attractiveness and appeal. When tourists have a positive perception of a destination and believe it offers desirable experiences, they are more likely to recommend it to others, such as friends, family, or acquaintances. Positive word-of-mouth recommendations can significantly contribute to the reputation and success of a destination, attracting more visitors and generating positive economic impacts. Therefore, managing and cultivating a favorable destination image is essential for promoting tourism and encouraging tourists to endorse and recommend the destination to others. ([Afshardoost & Eshaghi, 2020](#)). The destination image plays a vital role in determining the success or failure of a tourist destination. Research has shown that tourists are inclined to select destinations that have a positive image and offer distinctive experiences. A positive destination image generates interest and motivation among tourists, driving them to visit the destination. On the other hand, a negative image can discourage interest and influence tourists to opt for alternative destinations. To thrive in the tourism industry, it is crucial for tourist destinations to actively build and maintain a positive image that is appealing to potential tourists. This involves effective showcase to the unique attractions, experiences, and qualities that set the destination apart from others. By highlighting the positive aspects and managing the perception of the destination, it becomes more enticing to potential visitors. Creating a positive image can enhance the destination's reputation, attract more tourists, and contribute to its long-term success. Therefore, the destination management and the stakeholders need to focus on proper marketing strategies, branding, and delivering exceptional visitor experiences to shape and maintain a positive image aligned with the desires and preferences of target markets. By doing so, tourist destinations can enhance their competitiveness and attract a larger share of tourists in a highly competitive global tourism market. ([Stylidis et al., 2017](#)).

Perceptions of the public towards a company or product are known as brand image. An effective brand image has a significant impact in reinforcing product characteristics and providing emotional influence beyond mere mental images ([Keller, 1994](#)).

([Cici & Ida, 2017](#)) found that destination image directly and indirectly influences visitor satisfaction. ([Abdillah, 2017](#)) in research on B29 Argosari Lumajang Nature Tourism found that destination image does not affect destination image.

The indicators used are based on ([Glückstad et al., 2020](#)). These encompass Social environment, regional infrastructure, tourist object infrastructure, natural resources, recreation and entertainment, natural environment, culture and history, political and economic conditions, as well as atmosphere or environmental ambience.

H7: Destination image has a significant impact on visitor satisfaction.

Figure 1: Conceptual Framework

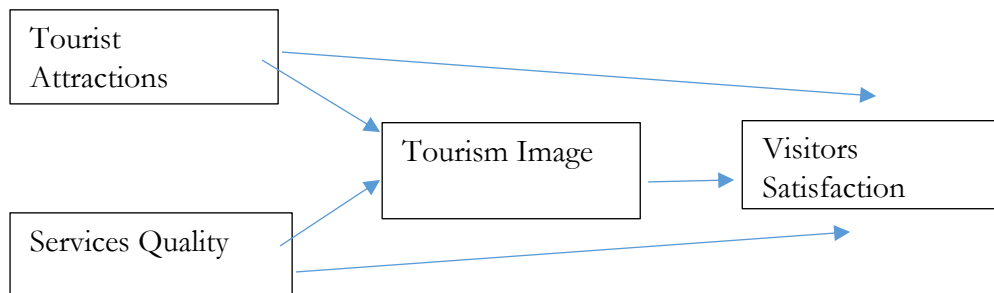


Figure 2: Substructure 1

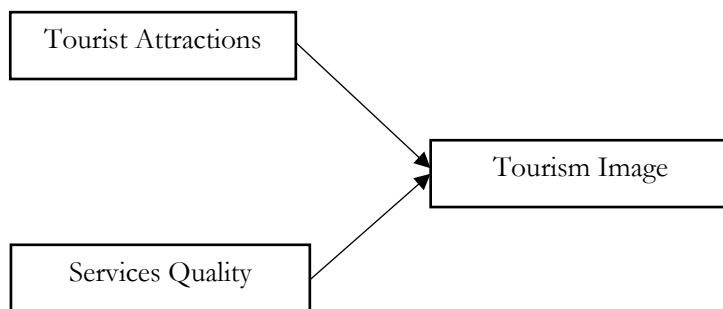
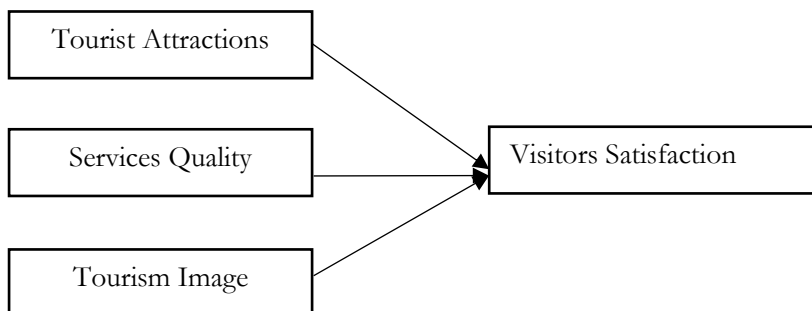


Figure 3: Substructure 2



METHOD

Population and Sample

This research utilizes a quantitative descriptive method. Quantitative descriptive research is achieved through statistical techniques or other related methods (Sugiyono, 2013). The study is conducted in the tourist area of Kawung Tilu, Cipayung Village, Cikarang Timur Subdistrict, Bekasi Regency. The data collection method used is taken from the direct interviews with customers who have repeatedly visited Kawung Tilu tourist attraction. The respondents are 120 visitors who come to Kawung Tilu tourist attraction, Cipayung Village, Cikarang Timur Subdistrict, Bekasi Regency. The analysis method selected is path analysis, which is an approach

that tests various combined correlations, both direct and indirect ([Sugiyono, 2013](#)). As for the data analysis, SPSS 2.0 software is used.

Population refers to a series of individuals or units that can be individuals, institutions, or other subjects under investigation ([Sugiyono, 2013](#)). In this study, the population is the visitors who come to Kawung Tilu tourist attraction, Cipayung Village, Cikarang Timur Subdistrict, Bekasi Regency.

The sample is designed to be the representative of the population with thorough investigation, to ensure that it accurately reflects the various components of the phenomenon being studied ([Sugiyono, 2013](#)). The researcher utilized Roscoe's sampling technique to select the participants. For the purpose of validity and reliability testing, a sample of 20 respondents was involved. This sample size is allowed to evaluate the consistency and accuracy of the research instrument or measurement used in the study.

In the subsequent path analysis testing, a larger sample size of 100 respondents was used. It enables the researcher to analyze the relationships and interactions between variables and examine the proposed pathways in the research model.

All the respondents included in the study are people who have visited the Kawung Tilu tourist attraction located in Cipayung Village, Cikarang Timur Subdistrict, Bekasi Regency. This targeted group of visitors provides valuable insights for the specific context of the research and helps to understand the influence of various factors on visitor satisfaction and destination image in that particular setting.

Research Instrument

To test the hypotheses, a Likert scale questionnaire is employed, comprising four instruments: tourist attraction, service quality, destination image, and visitor satisfaction. The Likert scale is utilized to gauge the degree of agreement or disagreement of respondents with statements pertaining to each instrument. Participants are requested to indicate their responses using a scale that includes multiple options, such as "Strongly Agree," "Agree," "Neutral," "Disagree," and "Strongly Disagree."

Data Collection Technique

The purpose of data collection is to obtain scores that can provide guidance on how tourist attraction and service quality influence visitor satisfaction through destination image. The research is conducted in July 2023.

Data Analysis Technique

In this study, the Path Analysis method is used, which involves the tests for validity, reliability, classical assumptions, and direct effects using the IBM SPSS 2.0 application. Meanwhile, the testing of indirect effects is conducted using the Sobel calculator.

RESULTS AND DISCUSSIONS

Validity Test

The validity test results for four variables, namely Tourism Attractiveness (X1), Service Quality (X2), Tourism Image (Y1), and Visitor Satisfaction (Y2), indicate that all statements are valid as the table value (r_{tabel}) is $0.444 <$ the calculated value (r_{hitung}) at a significance level of 5%.

The reliability test results below show that all variables have high Alpha coefficients above 0.700, thus, it can be concluded that all variables meet the reliability test.

Reliability Test

Variable	Cronbach's Alpha	Result
Tourism Attractiveness	0.827	Reliable
Service Quality	0.811	Reliable
Tourism Image	0.876	Reliable
Visitor Satisfaction	0.913	Reliable

Source: data analysis results (2023)

Classical Assumption Test

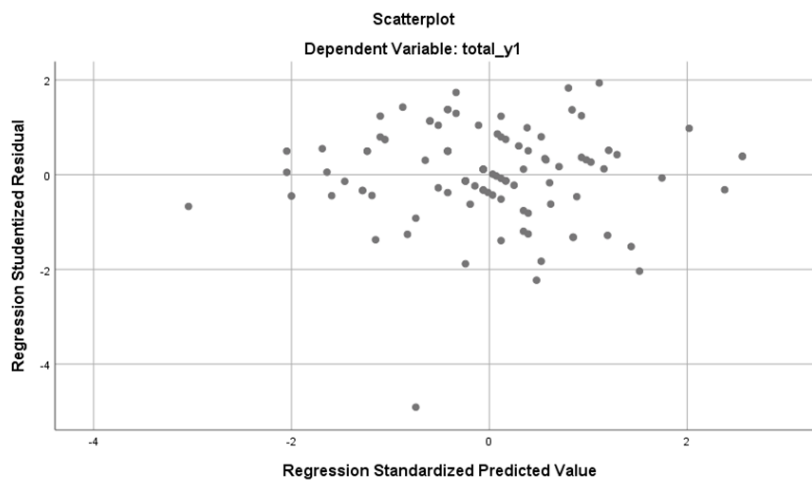
Table 2. Classical Assumption Test Results

Substructure 1			
	Multi collinearity	Linearity	Norm
Tourism Attractiveness	1.504	0.000	0.086
Service Quality	1.504	0.000	
Tourism Image			
Substructure 2			
	Multi ccollinearity	Linearity	Norm
Tourism Attractiveness	1.762	0.000	0.199
Service Quality	1.784	0.000	
Tourism Image	1.849	0.000	
Visitor Satisfaction			

Source: data analysis results (2023)

Heteroscedasticity Test

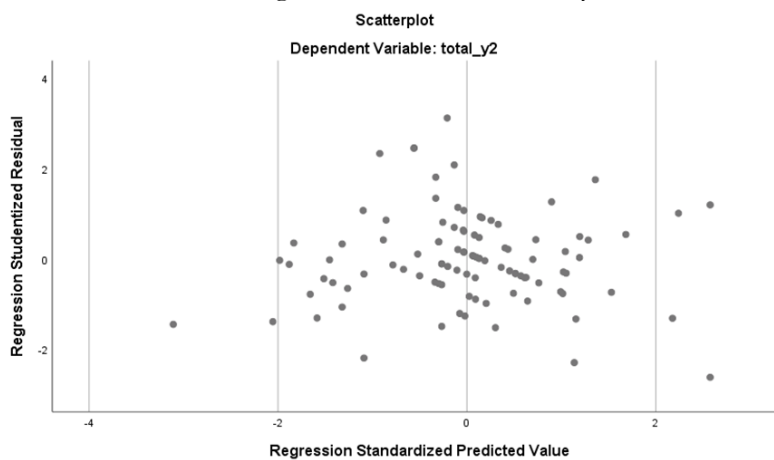
Figure 4. Heteroscedasticity Test



Substructure 1

The scatter plot shows an irregular pattern and is below the zero on the Y-axis. Therefore, there is no indication of heteroscedasticity problem.

Figure 5. Heteroscedasticity Test



Substructure 2

The scatter plot shows an irregular pattern and is below the zero on the Y-axis. Therefore, there is no indication of heteroscedasticity problem.

Hypothesis Testing

Based on Figure 1 above, there are two exogenous variables, Tourism Attractiveness (X1) and Service Quality (X2), and two endogenous variables: Tourism Image (Y1) and Visitor Satisfaction (Y2), each of which must have residual values.

Table 3. Model Summary 2 Substructures

	Substruktur 1	Substruktur 2
R	0.678	0.717
R2	0.459	0.515

Source: data analysis results (2023)

Table 4. Model Fit Test 2 Substructures

	Substruktur 1	Substruktur 2
F	41.193	33.492
Sig.	0.000	0.000

Source: data analysis results (2023)

The Analysis on the Influence of Tourism Attractiveness on Tourism Image (Substructure 1)

In the coefficient of determination test, R^2 (R-squared) is used to measure the extent to which independent variables explain the variation in the dependent variable. The R^2 value ranges from 0 to 1, where higher R^2 values indicate that the independent variables better explain the variation in the dependent variable. In Substructure 1, $R = 0.678$, $R^2 = 0.459$: This means that the independent variables in the tested model explain around 45.9% of the variation in the dependent variable. The remaining 54.1% may be explained by other factors not included in the model.

Table 3 in Substructure 1 is used to examine the simultaneous influence of Tourism Attractiveness, Service Quality, and Tourism Image on Visitor Satisfaction by calculating the Coefficient of Determination: $KD = r^2 \times 100\% = 0.459 \times 100\% = 45.9\%$. This number indicates that the simultaneous influence of Tourism Attractiveness, Service Quality, and Tourism Image on Visitor Satisfaction is 45.9%, while the remaining 54.1% is due to other factors that may affect. The value of e^2 represents the variance of the Visitor Satisfaction variable that is not explained by the independent variables in this study, namely Service Quality, Brand Image, and Tourism Image. The value of $e^2 = \sqrt{1 - R^2} = \sqrt{1 - 0.459} = 0.736$.

The feasibility of the regression model is described in Table 4. Based on the significance value of $0.000 < 0.05$, it indicates a linear relationship between Tourism Attractiveness and Service Quality with Tourism Image.

The partial influence of exogenous variables on Tourism Image will be explained in the t-test.

Table 5. Substructure 1 t-test

Model	t	Sig.
1 (Constant)	2.74	0.007
	0	

Tourism	4.07	0.000
Attractiveness	7	
Service Quality	4.25	0.000
	3	

Source: data analysis results (2023)

The Influence of Tourism Attractiveness on Tourism Image (Substructure 1)

Based on the t-value of 4.077 and significance of 0.000, with a significance level of 0.05 and t-table value of 1.661, it can be concluded that the significance value is 0.000, smaller than 0.05. This indicates that hypothesis (H1) is accepted. Therefore, it can be stated that Tourism Attractiveness has a significant and positive influence on Tourism Image. In other words, Tourism Attractiveness plays a crucial role in enhancing Tourism Image. This is consistent with the research by ([Sartika et al., 2014](#)) which indicated a positive effect of Tourism Attractiveness on Tourism Image.

The Influence of Service Quality on Tourism Image

The t-value is 4.253 and significance is 0.000, with a significance level of 0.05 and t-table value of 1.661. This means that the significance value is $0.000 < 0.05$, indicating that H4 is accepted. Service Quality has an impact on the tourism image of a tourism object. This is consistent with the research conducted by ([Dewa, 2019](#)).

The Analysis of the Influence on Tourism Attractiveness, Service Quality, and Tourism Image on Visitor Satisfaction (Substructure 2)

In Substructure 2, $R = 0.717$, $R^2 = 0.515$: This means that the independent variables in the tested model explain about 51.5% of the variation in the dependent variable. Approximately 48.5% of the remaining variation may be explained by other factors.

Table 3 in Substructure 2 is used to examine the simultaneous influence of Tourism Attractiveness, Service Quality, and Tourism Image on Visitor Satisfaction by calculating the Coefficient of Determination: $KD = r^2 \times 100\% = 0.515 \times 100\% = 51.5\%$. The number indicates that the simultaneous influence of Tourism Attractiveness, Service Quality, and Tourism Image on Visitor Satisfaction is 51.5%, while the remaining 48.5% is due to other factors that

may affect. The value of e^2 represents the variance of the Visitor Satisfaction variable that is not explained by the independent variables in this study, namely Service Quality, Brand Image, and Tourism Image. The value of $e^2 = \sqrt{1 - R^2} = \sqrt{1 - 0.515} = 0.696$.

The feasibility of the model in Substructure 2 can be seen in Table 4. The significance value is $0.000 < 0.05$, indicating a linear relationship between the exogenous variables and Visitor Satisfaction.

The partial influence of exogenous variables on Visitor Satisfaction will be explained in the t-tests.

Table 6. Substructure 2 t-test

Model	t	Sig.
(Constant)	2.863	0.000
Tourism	0.747	0.457
Attractiveness		
Service Quality	1.037	0.302
Tourism Image	6.277	0.000

Source: data analysis results (2023)

The Influence of Tourism Attractiveness on Visitor Satisfaction

The t-value is 2.863 and significance is 0.457, with a significance level of 0.05 and t-table value of 1.661. This means that the significance value is $0.457 > 0.05$, indicating that H2 is rejected. Tourism Attractiveness does not have any influence on visitor satisfaction. This is in line with the research findings by (Berliana et al., 2022) which argued that Tourism Attractiveness does not have a significant effect on Visitor Satisfaction at Puncak Mas Lampung tourist attraction.

The Influence of Service Quality on Visitor Satisfaction

The t-value is 1.037 and significance is 0.302, with a significance level of 0.05 and t-table value of 1.661. This means that the significance value is $0.302 > 0.05$, indicating that H5 is rejected. Service Quality does not have an influence on visitor satisfaction. Service Quality does not have an influence on visitor satisfaction, in line with the research (Adhayanti, 2018) that found no significant effect of service quality on visitor satisfaction at the Loco Antik sugar factory Agrotourism in Pangka, Tegal.

The Influence of Tourism Image on Visitor Satisfaction

The t-value is 6.277 and significance is 0.000, with a significance level of 0.05 and t-table value of 1.661. This means that the significance value is $0.000 < 0.05$, indicating that H7 is accepted. Tourism Image has a significant positive influence on Visitor Satisfaction. Tourism Image will enhance visitor satisfaction, as supported by the research (Setyaningsih & Murwatiningsih, 2017) that found an influence of tourism image on visitor satisfaction.

Indirect Influence

Table 7. Sobel Test Results

Hypothesis 3					
	B	Std. Error	t- hitung	Sig.	
$X_1 \rightarrow Y_1$	0.841	0.206	3.423	0.001	
$Y_1 \rightarrow Y_2$	0.534	0.085			
Hipotesis 6					
	B	Std. Error	t- hitung	Sig.	

$X_2 \rightarrow Y_1$	0.646	0.152	3.520	0.000
$Y_1 \rightarrow Y_2$	0.534	0.085		

Source: data analysis results (2023)

The indirect influence between exogenous and endogenous variables is as follows:

The t-value and significance are 3.423 and 0.001, compared to the t-table value of 1.661 and significance level of 0.05. This means that the significance value of $0.001 < 0.05$, indicating that H3 is accepted, so is the third hypothesis. Tourism Attractiveness has a significant and positive influence on Visitor Satisfaction through Tourism Image. This indicates that Tourism Attractiveness, mediated by Tourism Image, affects Visitor Satisfaction, as supported by the research ([Setyaningsih and Murwatiningsih 2017](#)) that found an influence of destination image on visitor satisfaction.

The Influence of Service Quality on Visitor Satisfaction through Tourism Image

The t-value and significance are 3.520 and 0.000, compared to the t-table value of 1.661 and significance level of 0.05. This means that the significance value is of $0.000 < 0.05$, indicating that H6 is accepted. Thus, the sixth hypothesis is accepted, pointing out that Service Quality has a significant and positive influence on Visitor Satisfaction through Tourism Image. This indicates that Service Quality, mediated by Tourism Image, improves Visitor Satisfaction, as evidenced by a research conducted by ([Mulyana and Ayuni 2017](#)).

CONCLUSIONS

The analysis of Substructure 1 indicates that Tourism Attractiveness and Service Quality have a significant influence on Tourism Image. This is consistent with the previous researches. In Substructure 2, it is shown that Tourism Attractiveness and Service Quality do not have a significant influence on Visitor Satisfaction, while Tourism Image has a significant influence on Visitor Satisfaction. This is in line with the previous study findings.

The Indirect Influence shows that Tourism Attractiveness has a significant impact on Visitor Satisfaction through Tourism Image. Service Quality has a significant influence on Visitor Satisfaction through Tourism Image.

From the conclusions made, the following recommendations are given as follows:

1. It is essential to pay attention to the importance of Tourism Attractiveness and Service Quality in building Tourism Image. Focusing on the development and improvement of both factors can help enhance the overall Tourism Image.
2. It is important to note that Tourism Attractiveness and Service Quality do not have a direct and significant influence on Visitor Satisfaction. Therefore, further research is needed to understand other factors that may affect Visitor Satisfaction beyond the variables in this study.
3. It is crucial to focus on the development and enhancement of Tourism Image to improve Visitor Satisfaction. A strong Tourism Image can contribute positively to Visitor Satisfaction.

4. It is vital to pay attention to the presence of non-linearity in the relationship between variables, as observed from the linearity test results. This indicates that the relationship between variables may be more complex, thus further study is suggested.

These are general recommendation and based on the information provided. In a more specific context, other factors and variables should also be considered.

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