Influence Perceived Attractiveness, Perceived Value to Revisit Intention with Satisfaction as A Mediation Variable in The Green House Lezatta Koto Hilalang Kabupaten Agam

Donal Anry Jaya Sinurat

Faculty of Economics and Business, Universitas Nusa Cendana

donal.sinurat@staf.undana.ac.id

Abstract

Currently the tourism sector is capable of becoming the fastest growing industry supported by the development of telecommunications and information technology globally. The high interest of people visiting various tourist attractions, especially in Agam Regency, can bring benefits and advantages to the surrounding community. The purpose of this study was to analyze the effect of perceived attractiveness (PA), perceived value (PV) on revisit intention (R) with satisfaction (S) as a mediating variable at the Green House Lezatta tourist attraction in Koto Hilalang, Agam Regency. This study was conducted in 2018 using a questionnaire and the sample introduction technique was convenience sampling. The population and sample in this study were 150 tourist respondents who had visited the Green House Lezatta tourist attraction. Data analysis with descriptive statistics and data processing using SEM (Structural Equation Modeling) with the Smart PLS version 2.0 program. The results of the study found that the influence of PA on S. PV on S and Ri. S to Ri, PV to Ri through S found positive and significant results, while PA to Si and PA to Ri through S had a negative and insignificant effect. The implication of this study is that tourism object managers must pay attention to visitor safety accommodation, offer a variety of cuisines, provide more attractive spots so that tourists want to return to the Green House Lezatta tourist attraction in the future.

Keywords*: Tourism, Perceived Attractiveness, Value, Satisfaction, Revisit Intention.*

1. INTRODUCTION

Currently the tourism sector is able to become the fastest growing industry supported by developments in telecommunications and information technology globally. This is proven by the continued increase in the number of tourist destinations throughout the world, especially Indonesia, from year to year. Dragicevic et al. (2012) stated that these conditions will open up a wider market share and ultimately have an impact on greater competition in the international tourism market.

Tourism has a close relationship with the economic sector, namely it is related to the country's foreign exchange sources. In Indonesia, tourism is one of the leading

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strategic sectors in national development because it is able to bring in foreign exchange for the country number three after oil and gas and palm oil (www.Tempo.com). Apart from that, sustainable tourism activities are able to increase economic growth because they can influence other sectors such as hospitality, transportation, culinary and handicrafts as souvenirs. Proper and professional tourism management will also increase local income and reduce unemployment. Dragicevic et al. (2012) explained that in the tourism industry, competition regarding territorial areas does not only focus on single aspects such as views at tourism sites, but tourism objectives are also related to facilities and ease in reaching tourism sites.

Increasing intense competition in the tourism industry and the important role of tourism in the economic sector, it is important to maintain the sustainability of tourism and maximize its potential by always paying attention to factors that can attract tourists to visit tourist attractions (Pereda, 2011). Managers who are supported by the community and government are required to be able to maintain visitor loyalty by paying attention to visitor needs. Apart from that, the right strategy and implementation will create more value compared to other tourism so that it is not only able to attract domestic tourists but also foreign tourists.

Indonesia as an archipelagic country that has potential natural wealth is one of the favorite destinations for tourists. Apart from that, Indonesia also has culture and tourist attractions that draw a large number of visitors, both domestic and international. The Central Statistics Agency claims that, the number of tourist visits to Indonesia reached 12.68 million visits or an increase of 21.84 percent compared to the number of tourist visits in the same period the previous year (2016) which amounted to 10.41 million visits (www.bps.com). West Sumatra is one of the tourism destinations in Indonesia which has many tourist attractions, both natural and artificial tourism, spread across 19 districts or cities. One of the new tourist attractions in West Sumatra is located in Agam Regency, this tourist attraction is Green House Lezatta or a tourist attraction that carries the concept of Agrotourism. Green House Lezatta is located on Jl. Bukittinggi - Payakumbuh KM 9.5, Koto Hilalang Village, Ampek Angkek Canduang District, Agam Regency, approximately 20-30 minutes from Bukittinggi city center.

In 2018, Green House Lezatta is a mini agrotourism that is currently on the rise in West Sumatra and an artificial tourist attraction that has become a favorite place for West Sumatran residents, especially today's young people (LifeStyle.com). Green House Lezatta is not very wide, only approximately 2,600 meters and is located right on the edge of the road about 12 kilometers from Bukittinggi towards Payakumbuh. To enter, visitors are required to pay IDR 10,000 per person. The management always innovates and is creative in designing this narrow location as a place to take photos. The Green House Lezatta area started as an agro-tourism area and flower nursery center, then this area was developed into a unique tourist spot with brightly colored doll houses and you can also find a greenhouse with plants creeping on the walls and sunflowers in the front yard.

The spot that is a favorite or frequently visited by tourists is the pink house with a purple roof which is very similar to Barbie's house. This place consists of three types of houses that have different designs. Even though its size is not too big, this building can accommodate three to five people. Even to support photos to make them more interesting, tourists can rent costumes that have been provided by the management. After enjoying the beauty and taking good photos, tourists can also try going to the back of the garden where flowers and other plants are cultivated. tourists can find many types of plants here such as Tapak Dara, Vinca, Orchids, and so on (jejakpiknik.com).

Professional handling is needed in an effort to attract tourist interest in the tourism sector, especially regarding tourism products related to attraction and value as well as tourist satisfaction. According to Yoeti (2006), tourism products are one of the objects of offer in tourism marketing which have three main elements, namely: (1) Tourist attractions, including tourism that originates from nature (natural and cultural based). tourism, (2) Facilities at tourist attractions include accommodation, food industry, parking, and (3) ease of reaching the tourist destination. This is in accordance with research by Epi Syahdad (2005) which states that service factors, facilities and infrastructure factors , factor tourist objects and attractions, and security factors together (simultaneously) have an influence on the number of visitors. Based on the explanation above, the important thing that must be considered in a tourist attraction is the attractiveness and value felt by visitors or tourists when visiting a tourist attraction. This

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is in accordance with Holbrook's (1999) explanation which states that tourist value is an important factor involving exchange in marketing and plays an important role in marketing activities.

Building travel motivation and decision-making theories, as well as creating efficient tourism marketing and management techniques, all depend on an understanding of why tourists return (McKercher & Petrick, 2009; Hui, Wan, & Ho, 2007), to measure Revisit Intention towards the desired destination. The same is a rare opportunity, tourists prefer to visit new places (Bigne, Sanchez, & Sanchez, 2011), tourism perceptions can help to determine the success or failure of destinations regarding tourism (Formica, 2002; Kozak & Rimmington, 2000), tourist values also have the potential to influence them to return to visit the same place (Kozak, Crotts, & Law, 2007), apart from that, tourist satisfaction with Perceived Attractiveness, Perceived Value, will have an impact on intention to visit again.

The attractiveness and value perceived by tourists has advantages such as preventing a decrease in the frequency of visits to the Green House Lezatta tour, as well as creating a good image that creates the intention to return to visit this tour. At the Green House Lezatta tourist attraction, tourists feel that the attraction at Green House Lezatta itself is the unique plants and spots, where beautiful unique plants and spots are enjoyed because the views presented are very interesting to visit, apart from that, there are other factors that support tourists to visit. Visits include food and drinks on offer, a children's play area, adequate parking facilities and many others. From these conditions and the polite service provided by the local community, tourists feel satisfied and have the intention to visit again with family and other friends. So, on holidays the Green House Lezatta tourist attraction is very busy with tourists because it has a strong attraction and perceived value and satisfaction when visiting.

2. METHOD

This research uses this type of research *explanatory* namely research used to determine whether or not there is an influence of a variable in a certain situation (Sekaran,

2017). Meanwhile, the method used in this research is *survey explanatory* which prioritizes quantitative methods. Sekaran (2017) explains that quantitative methods are research whose quantity can be calculated using statistical methods. The research time used is *one-shot (cross-sectional),* where this research only collected data in one particular period, namely only in 2018. Sekaran (2017) stated that *One-shot (cross-sectional)* is research that can be conducted with data collected only once, perhaps over a daily, weekly, or monthly period, in order to answer a research question. This research uses primary data. Sekaran, (2017) states that primary data is information obtained first hand by researchers relating to variables of interest for the specific purpose of the study or data collected from the actual place where the event occurred.

The data collection technique used in this research is by using a questionnaire. According to Sekaran (2017), a questionnaire is a data collection technique that contains a list of written questions that have been previously formulated which will be answered by respondents, usually in clearly defined alternatives. The sample in this study were tourists who had visited the Green House Lezatta tourist attraction in Koto Hilalang, Agam Regency at least once. To determine whether or not there is an influence of the independent variables, namely Perceived Attractiveness, Perceived Value on the dependent variable, Revisit Intention: The research model and hypothesis were tested using the SmartPLS tool and structural equation modeling (SEM) analysis. The analysis's findings will address the questions raised by this study.

3. RESULTS AND DISCUSSION

Based on research data totaling 150 samples, data analysis was carried out using the smartPLS method. Where the data analysis uses concepts *first order reflective*, to test instruments/measurement models and test structural construct models/hypothesis testing. Validity testing in this research uses two methods of measurement, namely *convergent validity* And *discriminant validity*. An indicator can be said to be valid when *convergent validity* has value *outer loading* greater than 0.7 or can be greater than 0.5 provided the AVE value (*average variance extracted*) greater than 0.5 (Hair *et al*, 2014).
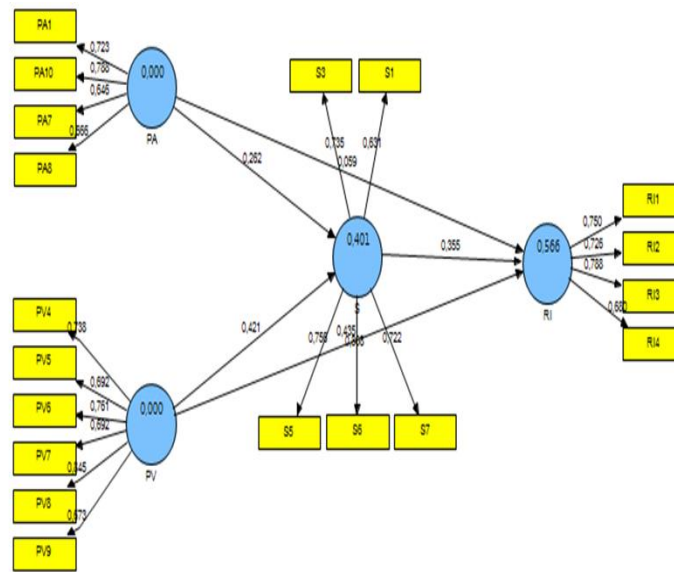
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Figure 1. SmartPLS Output Interconstruct Model

From the final SmartPLS output image above, it can be seen that all indicators have values *outer loading* above 0.5, which means that all these indicators can reflect the latent variable.

Table 1. Average Variance Extracted

	AVE
Perceived Attractiveness	0,501215
Perceived Value	0,541458
Revisit Intention	0,543418
Satisfaction	0,536836

Source: Primary data processed by SmartPLS (2018)

The table above shows that the AVE value for each research variable has an AVE value greater than 0.5, which means that the variable is able to explain more than half of the average variance of the indicator.

Table 2. Hypothesis Testing

	T Statistics (|O/STERR|)	Information
PA -> RI	0,621690	Not Significant
PA -> S	3,360310	Significant
PV -> RI	4,349413	Significant
PV -> S	5,876967	Significant
S -> RI	4,562956	Significant

Source: Primary data processed by SmartPLS (2018)

Based on the table it can be seen that the T value *statistic* (count) is used in answering the hypothesis. In research we need to determine the level of significance, where for this research the level of significance is 0.05. The next step is to compare the calculated T with the T table, where the T table can be calculated using a formula *degree of freedom* (df) = n-k, where n is the number of samples and k is the number of variables (independent and dependent), so the T table for this research is 150 – 4= 146 with *level of significant* of 95% (α = 5%) then the T table is 1.65536. If T count is greater than T table (T count > T table), then the hypothesis is accepted.

For *Perceived Attractiveness* to *Revisit Intention* can be seen the value of T *statistic* is 0.621690 which shows that T count (0.621690) < T table (1.65536), then the hypothesis is rejected, which means it is variable *Perceived Attractiveness* does not have a significant effect on the variables *Revisit Intention.*

For *Perceived Attractiveness* to *Satisfaction* can be seen the value of T *statistic* is 3.360310 which shows that T count (3.360310) > T table (1.65536), then the hypothesis is accepted, which means it is variable *Perceived Attractiveness* significant effect on the variables *Satisfaction.*

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For *Perceived Value* to *Revisit Intention* can be seen the value of T *statistic* is 4.349413 which shows that T count (4.349413) > T table (4.349413), then the hypothesis is accepted, which means it is variable *Perceived Value* significant effect on the variables *Revisit Intention.*

For *Perceived Value* to *Satisfaction* can be seen the value of T *statistic* is 5.876967 which shows that T count (5.876967) > T table (1.65536), then the hypothesis is accepted, which means it is variable *Perceived Value* significant effect on the variables *Satisfaction.*

For *Satisfaction* to *Revisit Intention* can be seen the value of T *statistic* is 4.562956 which shows that T count (4.562956) > T table (1.65536), then the hypothesis is accepted, which means it is variable *Satisfaction* significant effect on the variables *Revisit Intention.*

Mediation Effect Test

By using a linking or mediating variable, the mediation effect illustrates the relationship between independent and dependent variables. Through a transformation process exemplified by mediating variables, factors have an indirect impact on the dependent variable (Baron and Kenney, 1986).

To obtain direct and indirect effects, the data was tested twice. The direct influence of PA -> RVI and PV -> RVI is obtained through the second data test, namely the data test without involving mediating variables (SAT) with the path coefficient results as follows:

Hypothesis Testing

PA - RI 1.487852 Not Significant

PV - RI 7.759184 Significant

From the data processing above, it can be seen that the T statistic value for *Perceived Attractiveness* to *Revisit Intention* is 1.487852 which shows that T count (1.487852) < T table (1.65536), then the hypothesis is rejected. So it can be concluded that *Satisfaction* does not mediate the influence between *Perceived Attractiveness* And *Revisit Intention* in this research.

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For variables *Perceived Value* to *Revisit Intention* The direct influence can be seen from table 4.53 above, which shows that the calculated T value (7.759184) > T table (1.65536), then the hypothesis is accepted. The next step is to look at the indirect effect obtained from the first data test (Table 4.52), namely by multiplying PV -> SAT and S -> RI, so that the result is 5.876967 x 4.562956 = 26.816342. This figure shows that T count (26.816342) > T table (1.65536). And the last one is counting *Variance Accounted For (VAF)* using the formula Hair et al., 2013 to find out whether the mediating variable is categorized as full mediation or partial mediation with the following calculation:

VAF=(Indirect influence) /(Direct influence + Indirect influence)

=26.816342/(7.759184+26.816342)=0.7756 or 77.56%

From the calculation results above, it can be seen that Satisfaction is categorized as partial mediation because the VAF value is <80%. So it can be concluded that Satisfaction mediates the influence between *Perceived Value* And *Revisit Intention* partially in this research.

4. CONCLUSION

The research model uses variables *Perceived Attractiveness; Perceived Value* mediated by *Satisfaction* to *Revisit Intention*. The criteria for respondents who were used as objects in the research were tourists who had visited the Green House Lezatta tourist attraction at least once. Data was taken with a proportional sample size of 150 respondents. SEM test results *(structural equational modeling)* with software *SmartPLS* concluded that:

1. *Perceived Attractiveness* positive and significant effect on *Satisfaction* at the Green House Lezatta tourist attraction. This indicates that the better the attraction felt by tourists, the higher the tourist's satisfaction with the Green House Lezatta tour.

2. *Perceived Attractiveness* negative and insignificant effect on *Revisit Intention* at the Green House Lezatta tourist attraction. This indicates that the attractiveness felt by tourists is inversely proportional to their intention to revisit the Green House Lezatta tourist attraction in the future.

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3. *Satisfaction* does not mediate the influence between *Perceived Attractiveness* And *Revisit Intention* at the Green House Lezatta tourist attraction. This indicates that satisfaction does not mediate the influence between *Perceived Attractiveness* And *Revisit intention* at the Green House Lezatta tourist attraction. This means that the attraction felt by tourists through satisfaction has no impact on their intention to revisit the Green House Lezatta tourist attraction.

4. *Perceived Value* positive and significant effect on *Satisfaction* at the Green House Lezatta tourist attraction. This indicates that the greater the value felt by tourists, the higher the tourist's satisfaction with the Green House Lezatta tourist attraction.

5. *Perceived Value* positive and significant effect on *Revisit Intention* at the Green House Lezatta tourist attraction. This indicates that the greater the value felt by tourists, the more impact it will have on tourists' intention to revisit the Green House Lezatta tourist attraction in the future.

6. *Satisfaction* mediating influence between *Perceived Value* And *Revisit Intention* at the Green House Lezatta tourist attraction. This indicates that satisfaction mediates the influence between *Perceived Value* And *Revisit intention* at the Green House Lezatta tourist attraction. This means that the value felt by tourists produces satisfaction and has an impact on tourists' intention to revisit the Green House Lezatta tourist attraction.

7. *Satisfaction* positive and significant effect on *Revisit Intention* at the Green House Lezatta tourist attraction. This indicates that the satisfaction felt by tourists has an impact on tourists' intention to revisit the Green House Lezatta tourist attraction in the future.

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