

The Effect of Tourist Attraction on Revisit Decisions with Visiting Interest as an Intervening Variable (Case Study: Punti Kayu Nature Park in Palembang)

Meisya Anggraini^{1*}, Vania Okky Putri², Kartika Theresia Simangunsong³, Wisanggeni Agus Priyanto⁴

Politeknik Pariwisata Palembang, Indonesia ^{1,2,3,4}

Email: meisyaan@poltekpar-palembang.ac.id

Abstract

This research is motivated by the decrease of attraction of the Taman Alam Punti Kayu Nature Park which is the only natural tourist attraction in Palembang City. The study aims to determine the effect of tourist attraction on revisit decision with a visiting interest as intervening variables. Based on initial observations that have been made at Punti Kayu Nature Park Palembang, the attraction component is quite adequate for the accessibility, amenities, attractions, and other public facilities. The study included 95 individuals who visited the Punti Kayu Nature Park. The analysis of data used in this research is descriptive and quantitative, and uses the structural technique Equation Modeling (SEM-PLS) Version 3.0. to test the relationship between variables. The findings of the study are divided into two stages, an outer model evaluation that tests the validity and reliability of research data, and an inner model evaluation that tests the practicality of research instruments. Research findings indicate that variable appeal significantly affects revisit decisions and visiting interests. Subsequently, the interest in visiting has had a significant impact in mediating the appeal of tourist attraction and revisit decisions.

Keywords: Tourists Attraction; Revisit Decision; Visiting Interest.

A. INTRODUCTION

The development of ecotourism emphasizes three main areas: natural or ecological sustainability, economic benefits, and psychologically acceptable social life. Ecotourism is composed of natural resources and human resources that can be integrated into an integrated component of tourism utilization (Shinta, 2017).

Punti Kayu Nature Park is the only forest tourism in South Sumatra and a nature conservation area utilized for nature tourism and recreation activities in Palembang, South Sumatra. Strategically located (6 km from the city center) the Punti Kayu Nature Park area is a conservation area whose development concept is based on the principles of protecting the diversity of plant and animal species. Based on initial observations that have been made at Punti Kayu Nature Park Palembang, the attraction component is quite adequate for the accessibility, amenities, attractions, and other public facilities. However, it is necessary to maintain or repair existing facilities. For instance, access roads that must be repaired, game sites, toilets that must be renovated, and the lack of cleanliness of the gazebo area which is usually used as a place for tourists to relax. This is an unfortunate thing because Punti Kayu Nature Park is one of the tourist destinations in Palembang City which has the potential for the development of tourism activities by providing good and adequate tourist facilities that can be used by visiting tourists. Considering that Punti Kayu Nature Park is visited by many tourists during school holidays or on weekends, it has even become one of the interesting family tourism arenas. Therefore, the role of the local government should also be needed in this case, such as improving facilities and renewing the existing tourist attractions at Punti Kayu Nature Park. The renovation and addition of tourist facilities in various aspects, especially in the provision of facilities in each tourist attraction as one of the attractions for tourists to revisit. The

* Meisya Anggraini

Received: August 08, 2024; Revised: March 30, 2025; Accepted: April 30, 2025

improvements and additions to facilities and plant maintenance continue to be carried out so that tourists can be more comfortable and to increase the attractiveness of foreign tourists and domestic tourists to visit the Punti Kayu Nature Park in Palembang City. Punti Kayu Nature Park must be able to adjust to the trends that people want, this is used to influence the decision to visit tourists again. When the tourist revisit decision increases, the Punti Kayu Nature Park will be increasingly recognized, this is beneficial for the survival of the Punti Kayu Nature Park and is used to further develop existing attractions or create new tourist attractions to meet the needs of tourists in the tourism sector.

Previous research has been one of the main sources of this research. Several previous studies conducted by Kawatu et al., (2020) show that the tourist attraction has had an effect on re-visits, while research conducted by Murdani et al., (2023) has resulted in that the tourist attraction proved to have no effect on revisiting decisions. According to Kerap et al., (2022) the tourist attraction is influential in visiting interest, whereas research conducted by Novitaningtyas et al., (2022) has resulted in the fact that tourist attraction is not substantially affecting visitors' interest. Through this research is expected to provide a new lesson, especially in the era of tourist recovery, by looking at the influence of visiting interests as intervening variables. No research has been found on past studies to gauge the influence of tourist attraction on revisiting decisions with an intervening variable at Punti Kayu Alam Taman Alam Kota Palembang.

Tourism is defined as a journey that is often traveled or rotated, from one place to another. Tourism is an activity related to recreational travel. Tourism was coined in 1959 at the Second Turist National Congress in Tretes, East Java. The term was used as a replacement for Tourism before the term was taken from Sanskrit. (Suwena et al., 2017:15). According to the Indonesian Ministry of Environment and Forestry, 55 National Parks and 130 Natural Tourism Gardens are located in conservation areas covering an area of 27.4 million hectares and are spread from Sabang to Merauke. The definition of nature tourism as a trip or part of the event is voluntary and temporary in order to enjoy the symptoms of natural uniqueness in the national park, forest park, nature tourism park, buru park, forest protection forest, and production forest.

According to Cooper et al., in Khotimah et al., (2017) the framework for the development of tourism destinations consists of four attractions: attraction, accessibility, amenity and ancillary. Suwena and Widyatama in Ilham (2019) suggested that the tourist attraction is a crucial component in attracting tourists to a tourist destination, as the tourist attraction is a tourist capital or resource. Amenities are defined as any kind of infrastructure and means necessary to tourists during their stay in the tourist destination (Shita, 2020). Facilities and infrastructure are meant for such as, lodging, restaurants, transportation, and travel agencies. According to Hadiwijoyo (2018: 40) in Ilham (2019), accessibility is a factor that supports the convenience of tourists to reach the village, such as the signage, the mode of transportation that tourists can use to reach the various attractions owned by the village, and the condition of a road to a good village. According to Sunaryo (2013) in Khotimah et al., (2017) it describes ancillary as a public facility used as a tourist facility such as a bank, telecommunications facilities, hospital, and so on. The existence of the ancillary complements the amenity and accessibility. According to this explanation, it is understandable that the meaning of the Ancillary is any form of public facility that can be used as a tourist attraction.

Arumni (2013) in Aziza et al., (2022) states that there are four indicators used to judge visiting interests, among them the following: (1) Preferential interests, none of which describe a consumer interested in a service or product. (2) An interest in exploration, pre-purchasing activity of a consumer seeking to obtain information on a service or product. (3) Transactional interest, the willingness of a customer to purchase a service or product. (4) Referential interest, the willingness of a consumer to recommend a service or product to another party. According to Petrick, Morais and Norman (2011), the desire to travel in the future is influenced by their attitude towards his past experiences. The decision to

revisit is an impulse influenced by a person's internal factors and external influence to participate in a specific tourist activity based on their desire and knowledge.

B. RESEARCH METHOD

This research is called explanatory research, which describes the relationship between variables that influence each other through quantitative approaches to prove the influence of tourist attraction on revisiting decisions with interest in visiting as mediation. According to Sugiyono (2019:13), quantitative methods are defined as a research method in which, for example, population or sample analysis, data collection, statistical analysis of data, hypothesis determination, based on the philosophy of positivism.

The data was obtained through the distribution of questionnaires using a likert-scale assessment, which had a five-point gradation on a scale from 1 (one) to 5 (five). According to Hardani et al. (2020:16), the Likert scale is a scale used to assess a person's opinions, attitudes, perceptions of a social phenomenon. The study found that tourists and locals visiting the Punti Kayu Tourism Park for the longest period of one year. According to Hair et al in Enjelina (2022), 95 individuals have visited the Punti Kayu nature tourism park at least once.

The conceptual framework for this research begins with the exogenous variable for attraction (X), the intervening variable is visiting intention (Z), and the endogenous variable is revisiting decision (Y), so that it can be made as follows:

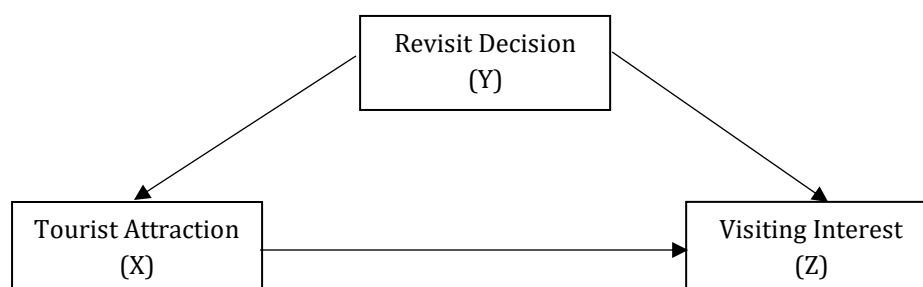


Figure 1. Conceptual Framework
 Source: Processed primary data, (2024)

Hypotheses in this research are as follows:

H1: There is an influence of tourist attraction on the revisit decision.

H2: There is an influence of tourist attraction on visiting interest.

H3: There is an influence of visiting interest on the revisit decision to Punti Kayu Nature Park.

H4: There is an effect of tourist attraction on the revisit decision which is mediated by visiting interest.

The analysis of the study used a Partial Least Square or SmartPLS 3.0 software. Testing hypotheses conducted in this research with the Structural Equation Model (SEM)-based Partial Least Square (PLS) approach is shortened to SEM-PLS. Each hypothesis will be analyzed using Smart PLS version 3.0 app to test the relationship between variables. SEM is also known as a technique soft modeling whose requirements are not as strict as those of the SEM, for example in terms of scale of measurement, sample size and residual distribution Some of the tests carried out to process research data through SmartPLS are Validity Test and Data Reliability Test.

C. RESULTS AND ANALYSIS

The results of the questionnaire to all the respondents who have visited Punti Kayu nature tourism park on a minimum of one visit were obtained by 95 respondents, with the following results being the sex of 26 males and 69 females. This is in accordance with a statement from The American Consumer, that in a relationship between males and females who plan more travel details, recommend destination to relatives or conduct research in tourism is female. According to (Yesawich, Pepperdien, Brown & Russell in Hudiono, 2022), 87% of women go on a field trip looking at the scenery, while males make only 72%. The age of 17 to 22 is the age of 71 respondents, followed by age 23 to 28 by 16, and age 29 to 38 by 8, in line with research conducted by (Giantinus, 2018) that coming of age chooses a tourist destination that can be gathered with friends or family. Characteristics of respondents based on education are dominated by high school/vocational high school students with 44 respondents. This was followed by a bachelor's education of 23 respondents. Meanwhile, 20 respondents from an education setting such as elementary school, junior high school, etc., and 8 respondents from a postgraduate level. For the dominating work are the 77 students, 7 respondents for employees and others such as homemakers. Thus, the self-employed employed number was 3 respondents and the private number was only 1 respondent. This is in line with research conducted by (Nugraheni et al 2019) that the current generation of students wants to find out more about tourism by finding information media like the internet. The park is suitable for a weekend tourist destination for students or students who want to take off their weights because of their scenery and beautiful natural scenery.

The findings of the study are divided into two stages: an outer model evaluation that tests the validity and reliability of research data, and an inner model evaluation that tests the practicality of research instruments.

Outer Model Evaluation

The measurement model has the aim of representing the relationship between constructs and their corresponding indicator variables (outer model in PLS-SEM). The measurement model explains constructs can be measured and relied upon or valid and reliable by looking at convergent validity, discriminant validity, and construct reliability (Hair et al., 2017). The measurement model analysis (outer model) uses tests of validity and reliability tests. The validity test was carried out, namely the convergent validity test and discriminant validity. Meanwhile, the reliability test in this study uses the calculation of the composite reliability value and Cronbach's alpha value.

Convergent Validity Test

Convergent validity relates to the principle that the measures of a construct should be highly correlated. In this case, an indicator can be declared to meet Convergent Validity if the Outer Loading Factor value is > 0.50 . Below is the outer loading value of each indicator used in the research variables.

	Tourist Attraction (X)	Revisit Decision (Y)	Visiting Interest (Z)
X1	0.775		
X2	0.841		
X3	0.784		
X4	0.853		

	Tourist Attraction (X)	Revisit Decision (Y)	Visiting Interest (Z)
X5	0.521		
X6	0.67		
X7	0.83		
X8	0.823		
Y1		0.702	
Y2		0.746	
Y3		0.922	
Y4		0.899	
Y5		0.884	
Y6		0.886	
Y7		0.678	
Y8		0.767	
Z1			0.955
Z2			0.969
Z3			0.96

Figure 2. *Outer Loading Results*
 Source: processed research data, SmartPLS 3 (2024)

Based on the tables above, it can be concluded that all statement indicators are declared valid with an outer loading value > 0.50 and have met the research criteria to be measured at the next stage.

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) test results are said to be valid if the Average Variance Extracted (AVE) value is > 0.5. The following is the AVE value of each indicator on the research variable.

Variable	Average Variance Extracted (AVE)
Tourist Attraction (X)	0.592
Revisit Decision (Y)	0.665
Visiting Interest (Z)	0.924

Figure 3. *Average Variance Extracted Test Results*
 Source: processed research data, SmartPLS 3 (2024)

Based on the table above, it can be seen that the value of AVE variable Tourist Attraction (X) is 0.592, Revisit Decision (Y) is 0.665, and Visiting Interest (Z) is 0.924. With all three variables valued at > 0.5 it can be interpreted that each variable is considered to be Valid.

Fornell-Larcker

According to Hair (2016), the Fornell Larcker test is performed to test for discriminatory validity, so the AVE value for any latent variable must be higher than the R2 value for all other latent variables. The Fornell Larcker test has a condition that the konstruk value should be > 0.70 and is arguably valid if the latent contribution is better valued on its own indicator than the variant value of other latent constructs. Here are the results from the Fornell Larcker test that was conducted.

	Tourist Attraction (X)	Revisit Decision (Y)	Visiting Interest (Z)
Tourist Attraction (X)	0.77		
Revisit Decision (Y)	0.763	0.815	
Visiting Interest (Z)	0.69	0.88	0.961

Figure 4. Fornell Larcker Test Results
 Source: processed research data, SmartPLS 3 (2024)

Through the above test results it can be concluded that discriminatory validity tests with Fornell-Lacker criteria for all variables are valid. It can be seen that the overall value of the indicator of each variable of Tourist Attraction (X), Revisit Decision (Y), and Visiting Interest (Z) is greater than that of other variants of latent construction.

Reliability Test

Measurement of reliability was intended to measure how accurately the consistency of the responses of respondents in filling questionnaires, as asked (Jumawan, Saputra, et al., 2023). There are two methods that were used in the test and described as the following:

Composite Reliability

Composite reliability measures the true reliability value of a variable. Composite Reliability aims to measure the extent to which all indicators (Tourism Attraction (X), Revisit Decision (Y), and Interest in Visiting (Z)) associated with a latent construct are mutually consistent and reliable. When the composite reliability value of a construct is > 0.7 , it is considered reliable.

Variable	Composite Reliability
Tourist Attraction (X)	0.919
Revisit Decision (Y)	0.94
Visiting Interest (Z)	0.973

Figure 5. Composite reliability Test Results
 Source: processed research data, SmartPLS 3 (2024)

Based on the results of the above test, each variable value can be accepted because the Composite Reliability value is > 0.70 , so it can be considered Reliable. (Tourist Attraction (X) for 0.919, Revisit Decision (Y) for 0.94 and Visiting Interest (Z) for 0.973.

Cronbach's Alpha

Cronbach alpha is used to support reliability testing results using construct reliability. It also aims to measure the extent to which indicators in the instrument collate. According to Ghozali (2018) Cronbach's alpha value is acceptable if on each variable > 0.6 . The closer to 1 then the higher the reliability.

Variable	Cronbach's Alpha
Tourist Attraction (X)	0.898

Variable	Cronbach's Alpha
Revisit Decision (Y)	0.926
Visiting Interest (Z)	0.959

Figure 6. *Cronbach's alpha* Test Results
 Source: processed research data, SmartPLS 3 (2024)

Based on the table it can be concluded that all the research variables were declared Reliable. This is indicated by each of the available variables, which is 0.6 for Tourist Attraction (X) of 0.898, Revisit Decision (Y) of 0.926 and Visiting Interest (Z) of 0.959.

Inner Model Evaluation

The Structural Model (Inner Model) defines the relationship between latent constructs by looking at the results of the parameter coefficient estimate and its significance level. The inner model evaluation will explain the results of R-Square and Q-Square. The path or inner model coefficient value shows the level of significance in hypothesis testing.

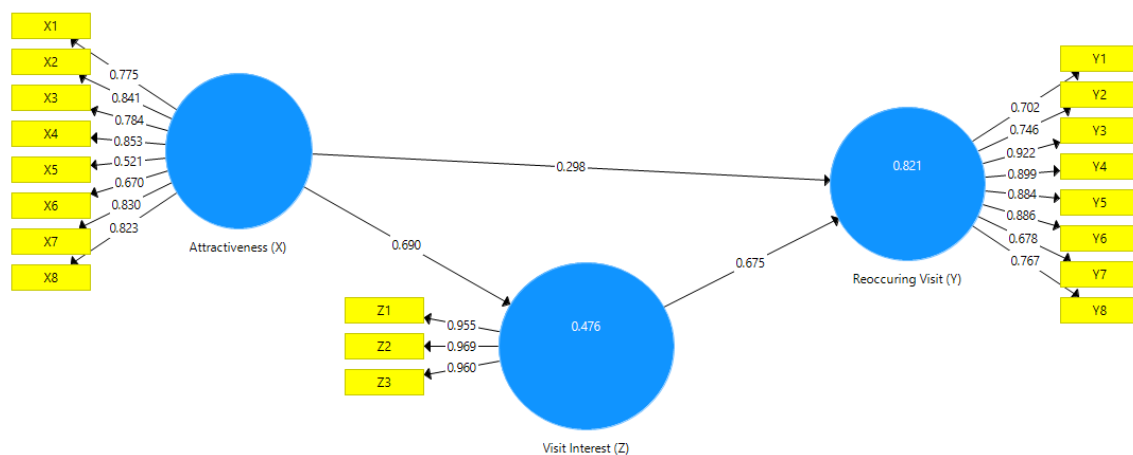


Figure 7. Structural Model Analysis Results
 Source: processed research data, SmartPLS 3 (2024)

R-Square (R²) Test

An assessment using the R-square Test can illustrate the effect of independent variables (exogens) on dependent variables (endogens) with several criteria in describing their strength of influence: R-square value 0.67 means strong, R-square value 0.33 means moderate, and R-square by 0.19 has a weak meaning (Musyaffi, Khairunnisa, and Respati, 2022). As a result of this, the higher the R-square value, the more the independent variable can affect the dependent variable.

Variable	R Square	R Square Adjusted
Revisit Decision (Y)	0.821	0.817
Visiting Interest (Z)	0.476	0.471

Figure 8. *R-Square* (R²) Test Results
 Source: processed research data, SmartPLS 3 (2024)

The results of the above test show that the R-square value of Decision Revisit Decision (Y) variable is 0.821 which means that this Y variable can be explained by a construct of Tourist Attraction at 82.1%.

For Visiting Interest variable (Z), the value of R-square is 0.471 which means that this Z variable can be explained by the Attraction of Tourism constructs at 47.1%. It can therefore be concluded that the effect of the Tourist Attraction on Revisiting Decisions is 82.1% (Strong Influence). Tourist attraction to visiting interests increased by 47.1% (moderate influences).

Q-Square (Q2) Test

Q-Square's value has the same meaning as R-Square's, the higher the Q-Square's value, the better the model used in this research. Category is low if Q-Square value is 0.02, category medium if Q-Square value is 0.15, and category high if Q-Square value is 0.35. According to Hair et al (2017) when the value of Q-Square > 0 then the model has an predictive relevance.

Variable	SSO	SSE	Q ² Prediksi
Resvisit Decision (Y)	760	356.479	0.531
Visiting Interest (Z)	285	161.623	0.433

Figure 9. Q-Square (Q²) Test Results
 Source: processed research data, SmartPLS 3 (2024)

Based on the results of the test, it can be seen that the value of Q-Square (Q2) the Return Visit Decision (Y) variable of 0.531 and Visiting Interest (Z) of 0.433 meaning > 0 (zero). The value of such a variable can therefore be considered predictive relevance or relevant predictive value. This indicates that the structural model is structured to explain Revisiting Decisions and Visiting Interests is relevant or good.

Hypothesis Test

This study has 4 (four) hypotheses that will be tested using statistical T values and P values with a significance of 5% ($\alpha = 0.05$) or equivalent to 95% confidence levels. Testing of this hypothesis is carried out through Direct Effect Tests and Indirect Effect Tests. Gozali's decision-making criteria (2018) if t-statistics > 1.97 (T-table for two-tailed) and p-values < 0.05 (5% significance rate) are accepted and the nul (Ho) hypothesis is rejected.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Remarks
Tourist Attraction (X) -> Revisit Decision (Y)	0.298	0.302	0.064	4.624	0.00	Ha ₁ accepted
Tourist Attraction (X) -> Visiting Interest (Z)	0.69	0.699	0.057	12.143	0.00	Ha ₂ accepted
Visiting Interest (Z) -> Revisit Decision (Y)	0.675	0.669	0.064	10.529	0.00	Ha ₃ accepted

Figure 10. Direct Effect Test Results
 Source: processed research data, SmartPLS 3 (2024)

Based on the table above, the results obtained show the Direct Effect hypothesis as follows:

The Effect of Tourism Attraction on the Revisit Decision

Through the experimental results of the hypothesis, the value of the pathway coefficient, is 0.298, the T Statistics value is 4.624 and the P Values value is < 0.05. It meant that the Tourist Attraction had a significant effect on the Revisiting Decision by the visitors (Ha₁ accepted). This suggests that tourist attractions that have an original, diverse, unique and growing attraction are increasingly being considered for visitors to revisit and enjoy the attractions. As tourism attractions are the reason for revisiting, Suwena and Widyatama in Ilham (2019) suggest that tourist attractions are a crucial component in the process of attracting tourists to a tourist destination, as tourist attractions are tourism capital or resources.

In this case the attraction is Punti Kayu Nature Park, which has a wide range of activities or attractions to which visitors can enjoy. Like tracking while enjoying the beauty of pine trees, taking a boat trip to the lake, playing in a children's park, doing field trips in the flying fox area, and taking photographs in the world's landmark miniature areas. In addition to recreation, tourists can also travel for education, especially for special interests that aim to learn about the environment and nature. This may be done on the Environmental Education Vehicle (WEL). The diversity of tourist attractions, however, is not enough to reassert the decision of the visitors to return. The maintenance of these facilities is required in every possible tourist attraction and attraction to ensure that the expansion and comfort of the timber park is maintained.

This is in line with research conducted by Nurjaman (2021), which shows that travelers first value the alternative destination in their choice as appropriate or not to visit. Furthermore, tourists are judged to be required to ensure the diversity of tourist attraction, availability of facilities and accessories.

The Effect of Tourism Attraction on Visiting Interest

The next hypothesis is that tourist attraction to visiting interests has a line coefficient or a value of 0.69, a T Statistics value of 12.143 and a P Value of < 0.05 . It meant that the Tourist Attraction had a significant effect on visitors' Interest (Ha2 accepted). Visiting interests are certainly based on curiosity arising about something or object, in this case tourism attractions or various tourist attractions. The curiosity is the result of an interest in seeing the beauty or uniqueness of an object. Until the end of time the visit interest is realized in the form of activities such as enjoying atmosphere and experiences, the purchase of the goods in it either merely attempts meals or even buys souvenirs for memorabilia, and tries and enjoys other services available on the object. As Susanto notes, B. and Astutik (2020) define tourists' interest in a site to gauge their enthusiasm for travel there. This is in line with research conducted by (Nurbaeti et al 2021) finding that there is a very significant influence tourist attraction to the tourist attraction because the tourist attraction of Lake Cipondoh has its orisinality and natural beauty, variative, scarcity, wholeness which makes it an important element and the motivation of tourists to visit tourist destinations that have an accompanying tourism platform. This is also similar to the Punti Kayu Nature Tourism Park, which has its own appeal with scenery and diverse trees, and is ideal for spending holidays with family and friends.

The Punti Kayu Nature Park with a variety of activities can certainly give attention to the visitors. This is due to object packaging techniques when sold and promoted via various social media platforms. Most visitors eventually created their own perceptions of the attraction he visited before arriving on the scene. Good perception certainly results in a fulfilled expectation and need for visitors, which in this case corresponds to Kotler and Armstrong (2012) who argue that the appeal of goods or services is said to be attractive the customer whose product or service provided a value larger than the customer expected.

The Effect of Interest in Visiting on the Revisit Decision

Analysis of the hypothetical interest in visiting decisions again yielded the value of the path coefficient, the value (O) of 0.675, the value of the T statistics of 10.529 and the P value < 0.05 . This shows that Visiting Interest has a significant influence on Revisiting Decisions (Ha3 accepted).

As interest in visiting is divided into indicators (Arumni, 2013) such as Prefancial Interest, Exploratory Interest, Transactional Interest and Referential Interest, it is important that the visit contribute at least to determining whether or not visitors will make a return visit to a previously visited destination or a tourist attraction. The interest is considered to arise because of the satisfaction or fulfillment of the needs and wishes of visitors while in their place or object.

It can be seen in the Punti Kayu Nature Park which presents the needs of visitors in terms of recreation and education, and even some other business and reference needs. Recreational and educational activities that can be carried out in Punti Kayu have led to references for visitors or other visitors to organize similar events or even new ideas for other activities in the area. This is in line with the Prefencing and Referential Side of the visiting Interest indicator. A situation where consumers or visitors are interested in a service or product (Prefential Interest) occurs in Punti Kayu, which can be seen through several gathering of families, offices and from schools for children. Interest in visiting is such that consumer or visitor willingness to recommend services or products in Punti Kayu Tourism Park to others (Referential Interest). On the end, this kind of tourist interest influences visitors' decisions to make Punti Kayu a place or tourist attraction for future visits to undertake activities such as education, recreation, business, or else as a tourist attraction.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Remarks
Tourist Attraction (X) -> Revisit Decision (Z) -> Visiting Interest (Y)	0.466	0.466	0.044	10.514	0.00	Ha₄ accepted

Figure 11. Indirect Effect Test Results
 Source: processed research data, SmartPLS 3 (2024)

In addition, based on the table above, the results show the Indirect Effect, which is the effect of tourism on revisiting decisions through the interest of visiting. When viewed from the results of the above hypothesis test, the attraction of tourism to visiting decisions again through the interest of visiting, has a pathway coefficient or value (O) of 0.466, the T Statistics value of 10.514 and P Value < 0.05. It meant that the Attraction of the Tour through the Attraction of Visiting had a significant effect on the Revisiting Decision (Ha₂ accepted).

Visiting interest resulting from visitors' interest in a tourist attraction is little or much of an influence on how they decide to revisit the attraction. As tourism attractions with varied quality and quantity is certainly a reason for satisfaction with meeting the needs and desires of visitors. The better the quality of tourist attraction, the more diverse attractions within it, the more complete the facilities that make it easier to visitors, the more points to increase the interest in visiting. Ultimately the realization or fulfillment of the expectations and interest of a visitor may be a consideration to their desire to make a visit to subsequent events in the attraction. This influence is depicted through the attraction of the Punti Kayu Tourism Park. While the packaging of promotion conducted through social media for some of the region's tourist attractions, the revisiting decision is even comparable to the low visitor attraction. This is based on the lack of maintenance done on objects in the area, which lowers the level of beauty and function that supports the visitor's activity. This study (Purwanto et al, 2021) states that the higher an individual's interest in seeing and obtaining desired information, the higher the number of visits a person may be made, and may undertake further visits. This can be used for the management of Punti Kayu nature tourism park to develop the attraction and promote it so that it can increase the interest of tourists to revisit the Punti Kayu nature nature park.

This is in line with the research done by Wibowo, et al. (2016) who found the attraction to be one of the factors that cause satisfaction or dissatisfaction of tourists in a visit to a tourist attraction. And so this level of satisfaction finally gives visitors their own preference in deciding whether or not to go back to visit.

D. CONCLUSION

Based on the results of the study done above, it can be concluded that the attraction of tourism has a significant effect on revisiting decisions, either directly or indirect effects through visiting interests. This means that the value of a tourist attraction creates a perception of the attraction or the attraction itself,

which ultimately leads to the attraction or attraction of the visitor, which influences the visitor to decide whether to revisit or not afterwards. Moreover, if the tourist attraction that is there is in nurse, renewed, and well-guarded, it is certainly the tourist attraction that can visit again, because basically natural tourism is able to relieve stress and penat, converge with nature, relaxed mind, positively thinking, enjoy the natural beauty of pine forest ecotourism (Leuwol et al., 2020).

In the future, the research conducted at the Punti Kayu Nature Park will be expected to provide an idea on increasing the quality of tourist attraction through a management system either of objects or facilities within them. This is intended to increase interest in visiting Punti Kayu with improved attraction so that visitors have a good perception of the Punti Kayu Nature Park and make it a reference to being able to revisit it even as a place with goods and services that can be offered to the public to continue to visit.

REFERENCES

- Claudius, V., & Ardiansyah, I. "Pengaruh Daya Tarik Wisata Terhadap Minat Berkunjung di Objek Wisata Kampung Marunda Jakarta Utara." *INSPIRE: Journal of Culinary, Hospitality, Digital & Creative Arts and Event*, Vol.1 No.2 (2023): 101-112. <https://ojs-inspire.pib.ac.id/index.php/inspire/article/view/18>
- Giantinus. (2018). Preferensi wisatawan terhadap kunjungan wisata di Kusuma Agrowisata Kota Batu Jawa Timur: Peer Review. <http://ejournal.upnjatim.ac.id/index.php/sear/article/view/1626>
- VS Kawatu., Mandey, Silvy L., & Lintong, Debry Ch. A. "Pengaruh Daya Tarik Wisata Terhadap Niat Kunjungan Ulang Dengan Kepuasan Sebagai Variabel Intervening Pada Tempat Wisata Bukit Kasih Kanonang." *Jurnal EMBA*, 8(3), (2020): 400-410. <https://ejournal.unsrat.ac.id/v3/index.php/emba/article/view/30221>
- Khotimah, Khusnul, and Wilopo Wilopo. "Strategi Pengembangan Destinasi Pariwisata Budaya (Studi Kasus Pada Kawasan Situs Trowulan Sebagai Pariwisata Budaya Unggulan Di Kabupaten Mojokerto)." *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, vol. 42, no. 1, Jan. 2017, pp. 56-65. <https://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/1657>
- NV Leuwol et al, 2020. Kajian Pengembangan Ekowisata Sebagai Pendekatan Terapi Hutan Di Kawasan Wisata Hutan Mangrove Kota Sorong. *Noken Vol. 6 (No. 1) Halaman: 13-22*. <https://ejournal.um-sorong.ac.id/index.php/jn/article/view/1088>
- Meisya Anggraini., Faisal Rachman, A., & Pasir Padi, P. (2023). Analisis partisipasi masyarakat setempat dalam kegiatan pariwisata di Pantai Pasir Padi, Kota Pangkalpinang, Provinsi Kepulauan Bangka Belitung. *Journal of Innovation Research and Knowledge*, 3(1), 5067-5076. <https://doi.org/10.53625/JIRK.V3I1.6073>
- Murdani, Dkk. 2023. Fasilitas, Lokasi Dan Daya Tarik Wisata Pada Minat Berkunjung Kembali Ke Objek Wisata Pantai Carocok Painan. *Jurnal Nawasena Vol 2 No. 1 (April 2023) - E-ISSN : 2828-9110 P-ISSN : 2828-9536*. <https://jurnal-stiepari.ac.id/index.php/nawasena/article/view/616>
- Normalasari, N., Johannes, J., & Yacob, S. "Minat kunjungan kembali wisatawan daya tarik wisata yang dimediasi oleh electronic word of mouth." *Jurnal Manajemen Terapan dan Keuangan*, Vol.12 No.01, (2023): 156-169. <https://online-journal.unja.ac.id/mankeu/article/view/17918>
- Nurbaeti et al, 2021. Pengaruh Daya Tarik Wisata, Aksesibilitas, Harga Dan Fasilitas Terhadap Minat Berkunjung Wisatawan Di Objek Wisata Danau Cipondoh, Kota Tangerang. *Jurnal Ilmu Sosial dan Humaniora*. Vol. 10, No. 2, Agustus 2021. <https://ejournal.undiksha.ac.id/index.php/IISH/article/view/33456>
- Nurjaman, M., Sukomo, S., & Basari, M. A. "Pengaruh Daya Tarik Wisata Terhadap Keputusan Berkunjung (Suatu Studi Pada Objek Wisata Sayang Kaak Kabupaten Ciamis)." *Business Management and Entrepreneurship Journal*, Vol. 3 No. 2 (2023): 123-131. <https://jurnal.unigal.ac.id/bmej/article/view/5778>
- Purwanto Hari et al, 2021. Pengaruh Daya Tarik Dan E-WOM Terhadap Keputusan Berkunjung Melalui Minat Berkunjung Sebagai Variabel Intervening. *Management and Business Review* 5 (2) 2021, 251-264. <https://ejournal.unikama.ac.id/index.php/mbr/article/view/5867>
- Saputra, F., Putri, G. A. M., Puspitasari, D., & Danaya, B. P. "Pengaruh Pengembangan Karier dan Budaya Kerja terhadap Loyalitas Karyawan dengan Kepuasan Kerja Sebagai Variabel Intervening pada PT Graha Sarana Duta Cabang STO Gambir." *Trending: Jurnal Manajemen dan Ekonomi*, Vol.2 No.1, (2024): 168-186. <https://jurnaluniv45sby.ac.id/index.php/Trending/article/view/1937>
- Yuniari. (2017). Pengelolaan Ekowisata Mangrove sebagai penunjang perekonomian masyarakat melalui pendekatan ekologi dan sosial. Studi kasus Taman Nasional Alas Purwo, Banyuwangi, Universitas Brawijaya Malang. <https://publishing-widyagama.ac.id/ejournal-v2/agrika/article/view/453>

- Shita, G. (2020, Desember 17). Mengenal Konsep 3A dalam Pengembangan Pariwisata. Retrieved Mei 30, 2022, from Handal Selaras: <https://www.handalselaras.com/mengenal-konsep-3a-dalam-pengembangan-pariwisata/>
- Susanto, B & Astutik, P. Pengaruh Promosi Media Sosial Dan Daya Tarik Wisata Terhadap Minat Berkunjung Kembali di Obyek Wisata Edukasi Manyung. Jurnal Riset Bisnis Dan Ekonomi, xx(x), (2020): 46–56. <https://ojs.unik-kediri.ac.id/index.php/risk/article/view/874>
- Suvena & Widyatmaja. (2017). Pengetahuan Dasar Ilmu Pariwisata. Denpasar: Pustaka Larasan.
- Wibowo, S. F., Sazali, A., & Kresnamurti R. P., A. The Influence Of Destination Image And Tourist Satisfaction Toward Revisit Intention Of Setu Babakan Betawi Cultural Village. JRMSI - Jurnal Riset Manajemen Sains Indonesia, Vol. 7 No.2 (2016). <https://journal.unj.ac.id/unj/index.php/jrmsi/article/view/833/739>