Influence Of Amenities, Tourist Attractions, And Accessibilityto The Loyalty Of Tourists ToThe Destinationtangkahan Tourism Langkat Regency with Satisfaction As A Variable Intervening

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Abstrak

This research is a quantitative study that aims to determine whether amenities, tourist attractions, and accessibility affect the loyalty of tourists to the Tangkahan Langkat tourist destination with satisfaction as an intervening variable. The population in this study were all tourists visiting Tangkahan tourism with a sample of 130 respondents. The data obtained is the result of distributing questionnaires and processed through the SPSS application. The results of the study showed that partiality had no positive and no significant effect on tourist loyalty with a tcount of 1.134 with a significance level of 0.259. Tourist attractions partially have a positive and significant effect on tourist loyalty with a tcount of 7,144 with a significance level of 0,000. Partial accessibility does not have a positive and significant effect on tourist loyalty with a tcount of 1.422 with a significance level of 0.158 while a ttable value of 1.567. Partially does not have a positive and significant effect on tourist satisfaction with a tcount of 0.330 with a significance level of 0.742. Tourist attractions partially positive and significant effect on tourist satisfaction tcount of 4.297 with a significance level of 0.000. Accessibility is partially positive and significant effect on tourist loyalty with a tcount of 4,250 with a significance level of 0,000. Accessibility is partially positive and not significant effect on tourist loyalty with a tcount of 1.679 with a significance level of 0.096. Amenity has no direct effect on tourist loyalty and also indirectly through customer satisfaction as an intervening variable. Tourist attractions have a direct effect on tourist loyalty and also indirectly through customer satisfaction as an intervening variable. Accessibility does not directly affect tourist loyalty and indirectly influences through consumer satisfaction as an intervening variable.

Keywords: Amenitas, Tourist Attraction, Accessibility, Tourist Satisfaction and Tourist Loyalty

1. INTRODUCTION

The tourism sector in indonesia is now getting serious attention from the government. Tourism has an important role as a foreign exchange earner, increasing employment opportunities and increasing people's income. This is in line with the stated in Law No. 10 of 2009 on Tourism which states that the implementation of tourism is shown to improve the welfare and prosperity of the people, expand and level the opportunities of business and employment, encourage regional development, introduce and use tourism objects and attractions in Indonesia.

The quality of the attraction can not only be judged from the condition of the attraction itself, but also seen from the Amenities, Attractions and Accessibility that support the attraction. Tourist assessment of

existing attractions can be used as a reference for the development of tourist attractions in the future. Tourism development in accordance with what it receives during a visit to the tourist attraction, the increasingly sharp competition in the tourism industry causes the priority of the management of the attraction should focus on the satisfaction of visitors. Once the visitor is satisfied, it is ultimately the visitors visit the place consistently.

In addition to Java and Bali, Sumatra is the main destination for tourists withdrawal through the natural wealth contained therein. One of them is North Sumatra Province, one of which is Tangkahan which is located in Langkat Regency, the capital is in Stabat. Tangkahan tourist destination or the Hidden Paradise in North Sumatra is a suitable nickname for this place. Tangkahan has long been known by foreign tourists, especially for those outside the island of Sumatra, when there are beautiful places that can be used as tourist destinations for people who need refreshing. Tangkahan is one of the answers to the needs of people in need naturally. tangkahan famous for its Elephant Attractions, because Tangkahan is known as the place where wild elephants and rivers are there are very clear and tourists can play with the elephants, therefore also many foreign tourists who hunt for tourists to the place. Tangkahan ecotourism is present in the Gunung Leuser National Park area located in Langkat Regency. The number of tourists visiting Tangkahan increased in 2014, recorded at least 8,567 foreign tourists. 40,433 Domestic tourists totaled 49,000 tourists while in 2015 the number of visitors increased with the number of tourists reaching the damaged roads and poorly maintained cleanliness around tangkahan tourist area.

In the research conducted there are several factors that become a decrease in tourists to tangkahan namely incomplete facilities such as the lack of toilets and the condition of dirty toilets and smells Make wistawan uncomfortable, because this facility is a very important part in tourism in Tangkahan, Tourist attractions that do not attract no statues or paintings depicting illustri about Tangkahan tourism so that visitors can not see the statue y ang there around tangkahan tourism. At least Transportation or Bus to tangkahan ecotourism area, road conditions are also experiencing very severe damage so that tourists have difficulty to reach the destination. tourists do not regularly make visits tangkahan tourism, because the location is very far and visitors often experience discomfort and feel bored. Based on the background description he was above, the research is interested to raise a study with the title "Influence of Amenities, Tourist Attractions and Accessibility To the loyalty of tourist visitors tangkahan tourist destination Langkat with satisfaction as an intervening variable.

2. THEORICAL BASIS

2.1 Marketing

Marketing is one of the functions that also plays an important role in a company in addition to the financial functions of production or operations and human resources. According to Kotler &Keller (2009:5) apprenticeship is the art and science of choosing the means and grabbing, maintaining, and growing customers by creating, delivering and communicating superior customer value. Tourism marketing according to Wahab (2011:153) is systematic and integrated efforts made by national tourism organizations or tourism business entities at the international, national and local levels to meet the satisfaction of tourists both in groups and individuals respectively with the intention of increasing tourism growth.

2.2 Tourism

According to Spillane (2010:20) tourism is a travel activity with the aim of getting pleasure, seeking

satisfaction, knowing something, improving health, enjoying sports or rest, performing tasks, pilgrimage, and others. Yoeti (2010) defines tourism as a trip that is done for a while, organized from one place to another with the intention not to try (business) or make a living in the places visited, but solely to enjoy the trip for the first time and recreation or to fulfill its diverse desires.

2.3 Traveller loyalty

Customer loyalty has an important role in maintaining their company means increasing the profitability and maintaining the company's survival. According to (Hasan, 2014:134) loyalty is a psychological condition related to attitudes towards products, consumers will form beliefs, establish likes and dislikes, and decide if they want to buy a product. While according to (Hasan 2014:121) consumer loyalty is behavior related to the brand of a product, including the possibility of renewing brand contracts in the future, how likely customers change their support for the brand, how likely the customer wants to improve the positive image of a product.

2.4 Customer satisfaction

The main principle of satisfaction is the comparison between what is expected and the level of performance felt by tourists. This means that satisfaction is a comparison between performance and expectations, if the performance of the product is felt higher than expectations then the traveler will be satisfied or happy otherwise, if the performance felt lower than expectations, tourists will be disappointed or dissatisfied (Hasan, 2015). According to Reunom (2014) customer satisfaction is an emotion or feeling indicated by an individual to express pleasure using a product or consuming a particular product.

2.5 Amenities

Tourists in traveling need supporting facilities to meet the needs of the trip. The components of facilities and services (amenities) usually consist of elements of transportation equipment, accommodation facilities, dining and drinking facilities and other supporting facilities are specific and tailored to travel needs. According to Sunary (2013) Amenities are basic facilities such as highways, transportation, accommodation and tourism information centers that serve to make tourists who visit. feel comfort. While according to sugiama (in sunaryo and Bambang 2013) amenities are all supporting facilities used to meet the needs of tourists when conducting tourist activities in a tourist destination such needs. Meanwhile, according to Cahyani and Aditya (2014) amenities such as lodging, restaurants, and local transportation may be tourists traveling in the place and other communication tools.

2.6 Attractions

Attractions are the main product of a destination. According to Karyono (1997) Attractions or tourist attractions related to what can be seen and done by tourists in a tourist destination. Attractions can be in the form of beauty and uniqueness of nature, culture of local people, as well as artificial attractions According to Suwena and Widyatmaja (2010) Tourist attractions are a crucial component in terms of attracting tourists to visit a tourist destination, tourist attractions are capital or tourism resources.

2.7 Accessibility

In the development of tourism as a system in the form of travel planning, provision of information

about routes and destinations, availability of transportation facilities, or other facilities to reach the destination becomes the determinant of successful destination development opportunities. According to Hadiwijoyo 2012:96) accessibility is a means that provides convenience to tourists to go to tourist destinations, not only concerning the ease of transportation for tourists. Meanwhile, according to Sunaryo (2013:30) suggests that accessibility is all facilities and modes of transportation that allow and ease and make tourists comfortable to visit a destination, According to Ahmad (2014) accessibility is an ease in reaching tourist destinations either geographically or speed tennis and the availability of transportation facilities to the destination

2.8 Conceptual Framework

According to Sugiyono (2014) the conceptual framework is about how the theory relates to various factors that have been identified as an important issue. Based on the basis of the theory that has been outlined, prnulis formulated the conceptual framework in this study, namely:

1. Effect of Amenities on Satisfaction

According to Hasan (2014) accommodation and facilities as a significant factor affects the satisfaction of tourists both physically and psychologically. Akomodasui and facilities or amenities will greatly affect the satisfaction of tourists while in the tourist destination that is being visited, the better the amenities, the higher the satisfaction of the tourist to the tourist destination

2. The Effect of Attraction on Satisfaction

A tourist destination will be interesting in the eyes of tourists when offering a variety of natural and cultural attractions. Tourists who witness interesting attractions will feel happy and will give positive things to the destination. According to Hasan (2014) The culture of behavior of tourism products is seen as a pluralistic, intergrative and multidimensional social phenomenon. The more interesting the attraction, the higher the tourist level.

3. Effect of Accessibility on Satisfaction.

According to Suryadana and Octavania (2015:49) greetings a tourist trip there are also factors that are no less important in influencing the satisfaction of tourists, namely accessibility factors that mean the ease available to reach tourist destinations. A destination can be reached if there is supporting access to get to destination. Good accessibility quality will make wisatawam , erasa comfortable and arise a sense of satisfaction for the tourists. The better accessibility the higher the satisfaction of tourists.

4. Amenities, Attractions And Accessibility Each Affect Tourist Loyalty.

According to Hasan (2015: 378) segmented preferences and loyalties show that loyal travellers are more satisfied with their past visiting experiences i.e. different cultural experiences, security and convenient transportation in addition to the factors that influence destination loyalty are explained by the strength of the attractiveness of destinations attracting the number of previous visits. Therefore, it can be said that the more attractive the amenities, the higher the loyalty of tourists, the better the accessibility, the higher the loyalty of tourists and so the better tourist attractions as high as the loyalty of tourists.
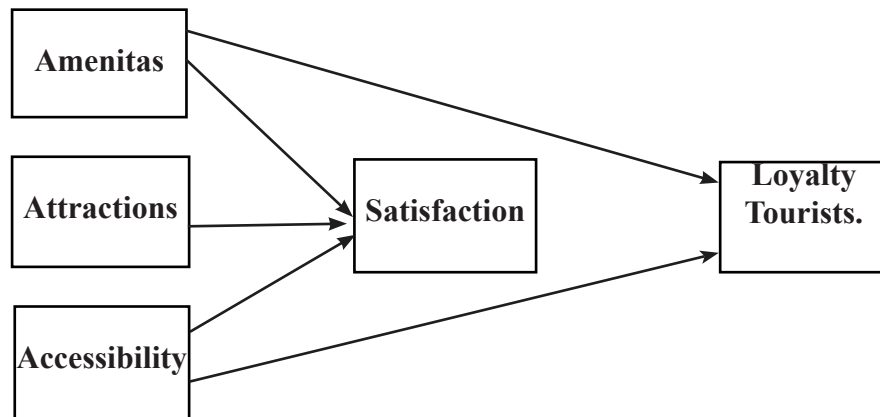
Figure 1. Conceptual framework

Based on the conceptual outline image above, the hypothesis in this study can be outlined as follows:

H1. Amenities have a positive and significant effect on tourist loyalty to tourist destinations Tangkahan

H2 Tourist attractions have a positive and significant effect on the loyalty of tourists to tangkahan tourist destinations

H3 Accessibility has a positive and significant effect on tourist loyalty to Tangkahan tourist destinations

H4. Tourist satisfaction has a positive and significant effect on tourist loyalty to Tangkahan tourist destinations

H5 Amenities have a positive and significant effect on the satisfaction of tourists to Tangkahan tourist destinations

H6 Tourist attractions have a positive and significant effect on the satisfaction of tourists to tangkahan tourist destinations

H7 Accessibility has a positive and significant effect on the satisfaction of tourists to Tangkahan tourist destinations

H8 Amenities positively and significantly affect tourist loyalty through the satisfaction of tourists to tourist destinations

H9 Tourist attractions have a positive and significant effect on tourist loyalty through the satisfaction of tourists to tourist destinations

H10 Accessibility positively and significantly affects tourist loyalty through the satisfaction of tourists to tourist destinations

3. RESEARCH METHODOLOGY

The type of research used is quantitative with an associative approach This research was conducted in Namo Sialang Village and Sei Serdang Village in Batang Serangan district. The population in the study is all tourists who often visit tangkahan in Namo Sialang Village and Sei Serdang Village Batang Serangan

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District, based on the level of 17 to 60 years. Research samples refer to Roscoe in the present (2006) ie sample size of more than 30 and less than 500 is appropriate for most studies, further ferdinand (2014) which states that the sample size is determined based on 5 to 10 times the number of indicators of research variables (Purwati et al., 2017). Because in this study there are 13 indicators, n = 13 x 10 Data = 130 Respondents. Data collection techniques using questionnaires with a likert scale of 5-1. Measurement of research instruments using SPSS software version 24.0 through validity tests and reliability tests tested to all respondents in people who have the same characteristics or close to the research object. Before the hypothesis test was conducted first evaluation of possible violations of classical assumptions, namely: normality, heterokedastisity and multicolinearity. Classic assumption testing is only done to describe the first model.

The model used in this study is multiple linear regression analysis models. The equation of multiple linear regression analysis is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \dots\dots\dots 1)$$

Where :

information:

Y = Purchase Decision (Dependent Variable)

A = Constant

ß = Multiple Regression Coefficient

X1 = Amenities (Independent Variable)

X2 = Attractions (Independent Variable)

X3 = Accessibility (Independent Variable)

€ =   Error term

Hypothesis Testing using t Test (Partial Testing) and F Test (Simultaneous testing).

4. RESEARCH RESULTS AND DISCUSSION

4.1. Research Result

Tangkahan Tourism Institute is the name agreed by the community to manage tourist activities. Lpt is like a community body that is authorized to develop, organize, manage tourism activities in tangkahan area. LPT then formed a CTO (Community Tour Operator) that serves to ride elephants, promotions and others. This CTO functions like a one-stop service body. The establishment of LPT is the forerunner of tourism development in Tangkahan. People here in the 80s to 90s were active in logging in Gunung Leuser National Park. Then, as one non-governmental lemabga Flora Fauna International (FFI), initiated forest hazing activities by conducting forest patrols parsipatively for. To complete the activity, several elephants were brought from Aceh as patrol vehicles.

The choice of developing tourism is done because of the potential that is still good. Part of the forest, the river can be developed to become a tourist attraction as it is found in Bukit Lawang. Because there is an elephant patrol, the elephant ride attraction in the forest was developed which later became an icon to

attract tourists. As well as Bukit lawing which is known because it has orang Utan icon. Long story short around 2001, the community conducted deliberations to stop illegal logging while improving the welfare of the community. The deliberations agreed that ecotourism activities should be developed in tangkahan area which then formed the community to manage the activity of ecotourism here (lingkunganhidup.co/wisata-tangkahan-sumatera-utara/).

4.1.1 Characteristics of Respondents

Based on the results of the analysis found that the majority of visitors are women with a percentage of 55.4% or as many as 72 people out of 130 respondents. Meanwhile, tourist visitors with male gender only amounted to 55.4% or as many as 58 people out of 130 respondents. In terms of age The majority of visitors are wisatwan with USIS 21-30 years with a percentage of 51.5% or as many as 67 tourists aged 21-30 years. Meanwhile, tourists aged 31-40 years with a percentage of 36.2% or as many as 47 people and tourists with the age of 17-20 years with a percentage of 12.3% or as many as 16 people. In terms of education, the majority of tourists who visit tangkahan are educated diploma with a percentage of 43.1% or as many as 56 tourists, followed by high school education with a percentage of 42.3%. Some tourists with higher education also make visits tangkahan in order to conduct research for higher education. In terms of employment, the majority of Tangkahan tourists are private employees with a percentage of 30.8% or as many as 40 people out of 130 respondents, followed by student tourists with a percentage of 21.5% or as many as 28 people out of 130 respondents. From the revenue point of view the majority of Tangkahan visitors are tourists with an income level of Rp500,000 - Rp2,000,000 with a percentage of 40% or as many as 52 people from 130 respondents. Followed by income of Rp2,000,000 – Rp5,000,000 percentage of 26.2% or as many as 34 people from 130 respondents.

The majority of Tangkahan tourists know the attractions from online media with a percentage of 43.8% or as many as 57 people out of 130 respondents, followed by information from friends with a percentage of 41.5% or as many as 54 people out of 130 respondents. In terms of vehicles used by tourists the majority of tourists visit Tangkahan by car with a percentage of 69.2% or as many as 90 people out of 130 respondents, while others with a large percentage of each 15.4% or 20 people use Buses and Motorcycles to visit tangkahan. The majority of tourists visiting Tangkahan is for baths with a large percentage of 49.2% or as many as 64 people out of 130 respondents, followed by the aim of gathering families with a percentage of 27.7% or as many as 36 people out of 130 respondents.

4.1 2 Validity and Reliability Test

Based on the results of data analysis with n = 94, obtained a calculated r value greater than 0.300. Thus it can be concluded that the entire item on the research variable is valid. Then the output result of SPSS is known value cronbach's Alpha variable amenities factor (X1) = 0.841, tourist attraction factor (X2) 0.824, Accessibility Factor (X3) = 0.649 , satisfaction factor (Z) = 0.726, and Tourist loyalty (Y) = 0.766. Where of all the variables the value of Cronbach's Alpha is greater > 0.30 so it can be concluded that the statement that has been presented to the respondent is valid. From the result of reliability through cronbach's alpha column which is an amenities variable with a value of 0.853; variable tourist attractions with 0.838; accessibility variable with a value of 0.684; satisfaction variable with a value of 0.707 and a traveller loyalty variable with a value of 0.770. From these results it can be concluded that all variables are declared reliable or reliable because they have a value of Cronbach's Alpha above 0.60.

4.1.3 Classic Assumption Test

a. Multicolerity Test

The multicolonrity test aims to test whether in the regression model there is a correlation between free (independent) variables. This test was conducted by looking at tolerance and variance inflation (VIF) values from the analysis using SPSS. If the tolerance value > 0.10 or VIF < 10, then it is concluded that there is no multico-collocity (Fahri in Rusiadi, 2018).

Tabel 4.1.1.

Multicolerity Test

Collinearity Statistics			
Model			
Tolerance		VIF	
1	(Constant)		
	Amenitas (X1)	.565	1.768
	Atraction (X2)	.331	3.018
	Aksebilitas (X3)	.365	2.738
	Satisfaction (Z)	.429	2.334

Source: SPSS Processing Results Version 25.0 (2020)

From table 4.1.1 it was obtained that the tolerance value for psychological factors is 0.407; tolerance value for situational factor is 0.847 and tolerance value for social factor is 0.447. As for the variance inflation (VIF) value psychological factors are worth 2,458; situational factor 1,181 and social factor 2,238. From the information can be concluded that the tolerance value of each variable is more than 0.10 and the VIF value of each variable is less than 10, it is concluded that all variables are free from multicolerity.

b. Conformity Test (Test Goodness Of Fit)

 t Test (Partial)

The t test is performed to partially test the influence between independent variables against dependent variables assuming that other variables are considered constants. The t test basically shows how far the influence of one independent variable

shows how far the influence of one independent variable individually in describing variable variations is related to the level of siginifikan 5% (Kuncoro in Rusiadi, et al. 2013).

Table 4.1.2

Partial Test (t) on Loyalty Toursm

Coefficientsᵃ			
Model		T	Sig.
1	(Constant)	4.186	.000
	Amenitas (X1)	1.134	.259
	Atraction (X2)	7.144	.000
	Aksebilitas (X3)	.745	.458
	Satisfaction (Z)	1.679	.096
Dependent variable: Loyalty Toursm (Y)			

Source: SPSS Processing Results Version 25.0 (2020)

Based on table 4.1.2 it can be seen that thitung on the amenity variable is 1,134; thitung on variable tourist attractions of 7,144; thitung value on the accessibility variable of 0.745; thitung value in the satisfaction variable of 1,679 while the value of ttabel is 1,657 (thitung in the appendix of thettabel). The probability of significant amenity in variables is much greater than 0.05 which is 0.259; in variable tourist attractions greater than 0.05 i.e. 0.000 and at variable accessibility much greater than 0.05 i.e. 0.458; on a satisfaction variable much greater than 0.05 i.e. amounting to 0.96. From the explanation it can be concluded that partial amenities have no positive and significant effect on tourist loyalty, tourist attractions partially positively and significantly affect tourist loyalty, partial accessibility has no effect and insignificant to tourist loyalty and partial satisfaction has no positive and significant effect on tourist loyalty.

Table 4.1.3

Partial Test (t) on Satisfaction

Coefficientsᵃ			
Model		t	Sig.
1	(Constant)	1.313	.191
	Amenitas (X1)	.330	.742
	Atraction (X2)	4.297	.000
	Aksebilitas (X3)	4.250	.000
Dependent variable: Satisfaction (Y)			

Source: SPSS Processing Results Version 25.0 (2020)

Based on table 4.1.3 it is known that the thitung value of the amenities variable is 0.330; tourist attraction variables have a thitung value of 4,297 and variable accessibility has a thitung value of 4,250 while a ttabel of 1,657 (thitung in the appendix of the ttabel). A significant probability of an amenities variable greater than 0.05 is 0.742; variable tourist attractions smaller than 0.05 i.e. 0.000; the accessibility variable is less than 0.05 i.e. 0.000. The conclusion of the explanation is that the amenity partially has no positive and insignificant effect on the satisfaction of tourists, tourist attractions partially positively and significantly affect the satisfaction of tourists and the accessibility partially affects the satisfaction of tourists.

F Test (Anova)

An F test or simultaneous test is performed to see if all the free variables included in the model have simultaneous influence on bound variables. The effect of independent variables on dependent variables is tested with a confidence interval of 95% or at α = 5% or 0.05. The results of the processing of questionnaire data through SPSS application can be seen from the following table:

Table 4.1.4 .

Test F (Anova) On Tourist Loyalty

ANOVAª						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
	Regression	678.338	4	169.585	66.738	.000ᵇ
1	Residual	317.631	125	2.541		
	Total	995.969	129			
a. *Dependent Variable*: Loyalitas (Y)						
b. *Predictors*: (Constant), Satisfaction (Z), Amenitas (X1), Aksebilitas (X3), Atraction (X2)						

Source: SPSS Processing Results Version 25.0 (2020)

From table 4.1.4 it is seen that Fcalculate is 66,739 while Ftabel is 2.28 as seen in α = 0.05 (attachment to Ftabel), the probability is significantly smaller than 0.05 i.e. 0.000 < 0.05. From this explanation can be concluded that in this study amenity, tourist attractions, accessibility and satisfaction simultaneously have a positive and significant effect on tourist loyalty.

Table 4.1.5

Uji F (Anova) On Traveller Satisfaction

ANOVAª						
Model	Sum of Squares	df	Mean Square	F	Sig.	
	Regression	1046.283	3	348.761	56.016	.000ᵇ
1	Residual	784.494	126	6.226		
	Total	1830.777	129			
a. Dependent Variable: Satisfaction (Z)						
b. Predictors: (Constant), Aksebilitas (X3), Amenitas (X1), Atraction (X2)						

From table 4.1.5 it is seen that Fcalculate is 56.016 while Ftabel is 2.28 as seen at α = 0.05 (attachment to Ftabel), the probability is significantly smaller than 0.05 i.e. 0.000 < 0.05. From this explanation can be drawn the conclusion that in this study amenities, tourist attractions and accessibility simultaneously have a positive and significant effect on the satisfaction of tourists.

4.1.4 Path Analysis Test

Table 4.1.6

Equation Path Analysis I

Coefficients[a]				
Model		*Unstandardized Coefficients*		*Standardized Coefficients*
	B	*Std. Error*	*Beta*	
1	(Constant)	1.941	1.478	
	Amenitas (X1)	.022	.065	.026
	Atraction(X2)	.393	.091	.407
	Accessibility (X3)	.322	.076	.383
Dependent variable: Satisfaction (Z)				

Source: SPSS Processing Results Version 25.0 (2020)

Model Summary				
Model	R	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.821[a]	.674	.666	1.606
a. *Predictors*: (Constant), Accessibility ((X3), Amenitas (X1),Atraction(X2)				
b. *Dependent variable*: Satisfaction (Z)				

Based on table 4.1.6 obtained the value of standardized beta coefficient of variable amenities of 0.026; standardized beta value of variable tourist attractions of 0.407; the standardized beta value of the accessibility variable of 0.383 is the path value or path P1. Magnitude $e\_1 = [(1-0.666)]^2 = 0.1115$

Equation : $I : Z = 0{,}26X_1 + {,}407X_2 + {,}383X_3 \ \ 0{,}1115\varepsilon1$

Table 4.1.7.

Equation Path Analysis II

Coefficients[a]				
Model		*Unstandardized Coefficients*		*Standardized Coefficients*
B		*Std. Error*	*Beta*	
1	(Constant)	3.980	.951	
	Amenitas (X1)	.047	.042	.076
	Atraction (X2)	.447	.063	.627
	Accessibility (X3)	.039	.052	.062
	Satisfaction (Z)	.096	.057	.130
Dependent variable: Loyalty (Y)				

Source: SPSS Processing Results Version 25.0 (2020

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762ª	.581	.568	2.477
a. *Predictors*: (*Constant*), Accessibility (X3), Amenitas (X1), Atraction Wisata (X2)				
b. *Dependent variable*: Satisfaction (Z)				

Based on table 4.1.6 obtained the value of standardized beta ariable amenity coefficient of 0.076; standardized beta ariable value of tourist attractions of 0.627; standardized beta ariable accessibility value of 0.062 and standardized beta ariable satisfaction value of 0.130 is the value of path or path P2. Magnitude $e\_2 = [(1-0.568)]^2 = 0.1866$

Equation $= II : Y = 0,076\ X_1 + ,627X_2 + 0,\ 062X_3 + 0,\ 130Z + 0,\ 186\ \varepsilon2$

It can be seen that based on the results of data processing, the value of kolmogrov Smirnov signification of 0.669 can be concluded abnormally distributed data, where the signification value is greater than 0.05 (p= 0.669 < 0.05).
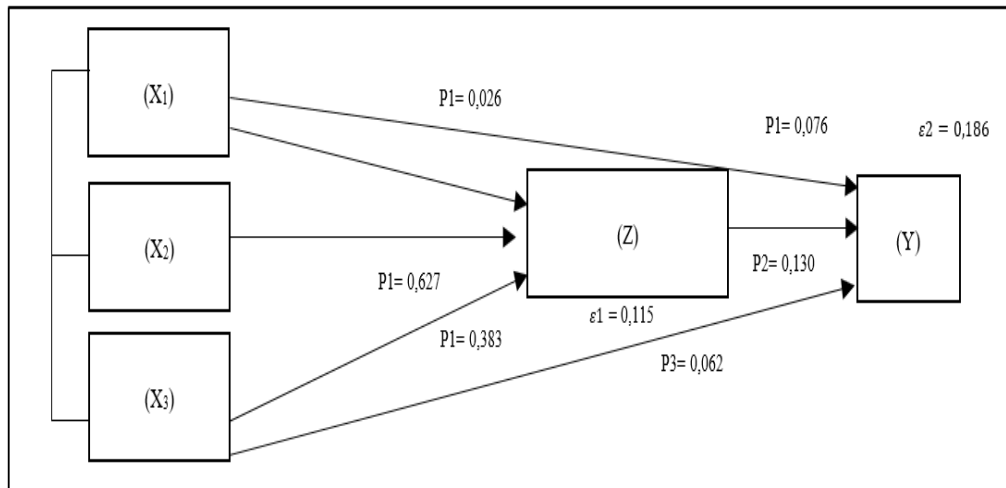

Figure 4.3 Path Analysis

Source: Author-Driven , (2020

4.1.5 Mediation Test

1) The Effect of Amenities On Tourist Loyalty With Satisfaction As Intervening Variables.

Based on table 4.23 it is known that the value of variable thitung accessibility is 1,679 with a significance rate of 0.096 while the value of ttabel is 1,567 or it can be interpreted that the value of thitung > ttabel and sig > 0.05. Based on these results, it was concluded that partial accessibility had a positive and insignificant effect on tourist loyalty.

2)The Influence of Tourist Attractions On Tourist Loyalty With Satisfaction As Intervening Variables.

Based on table 4.23 it is known that amenities either directly or through satisfaction affect the loyalty of tourists. The amount of direct influence is 0.627 while the amount of indirect influence must be calculated by multiplying by its indirect coefficient, which is 0.40 x 0.130 = 0.052 or the total influence of amenities to tourist loyalty = 0.627 + (0.40 x 0.130) = 0.679. Because the value of P3 < P1 x P2, consumer satisfaction serves as an intervening variable.

3) 3) Effect of Accessibility On Tourist Loyalty With Satisfaction As An Intevening Variable.

The results showed that amenities either directly or through satisfaction had no effect on traveller loyalty. The amount of direct influence is 0.062 while the amount of indirect influence must be calculated by multiplying by its indirect coefficient, which is 0.383 x 0.130 = 0.0497 or the total influence of amenities to tourist loyalty = 0.062 + (0.383 x 0.130) = 0.1117. Because the value of P3 < P1 x P2, consumer satisfaction serves as an intervening variable

4.1.6 Coefficiencies of Determination

This determination analysis is used to determine the percentage of the magnitude of the change variation from the the variable is free against changes to bound variables, formulated with: $R^2 \times 100\%$.

Table 4.1.7.

Coefficient of Determination towards Traveller Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821ᵃ	.674	.666	1.606
a. Predictors: (Constant), accessibility (X3), Amenitas (X1), Atraction (X2)				

Source: SPSS Processing Results Version 25.0 (2020)

Based on the results of table 4.37 can be seen adjusted R Square value of 0.666 or 66.6% which means independent variables of amenities, tourist attractions and accessibility are able to explain variations of dependent variables consumer repurchase decisions by 66.6%% while the remaining 33.4% are influenced by other varibaels that are not studied or do not fit into this research model.

5. CONCLUTION

The conclusions obtained from the results of the study : 1) Partial amenities have no positive and insignificant effect on tourist loyalty.2) Tourist attractions partially positively and significantly affect tourist loyalty 3) Partial accessibility has no positive and insignificant effect on tourist loyalty. 4) Partial amenities have no positive and insignificant effect on tourist satisfaction 5. Tourist attractions partially have a positive and significant effect on tourist satisfaction. 6) Accessibility partially positively and significantly affects the satisfaction of tourists. 7) Amenities have no direct effect on tourist loyalty and nor indirectly through traveler satisfaction as an intervening variable. 8) Tourist attractions directly affect tourist loyalty and also indirectly through the satisfaction of tourists as intervening variables.9.) Accessibility has no direct effect on tourist loyalty and indirectly affects traveller satisfaction as an intervening variable.

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