

# CULTURAL ATTRACTIONS, FACILITIES, ACCESSIBILITY, AND REPEAT VISIT TOURISTS IN HALAL TOURISM

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## *Abstract*

*This study aims to determine the effect of tourist attractions, facilities, and accessibility on interest in repeat visits among Istano Basa Pagaruyung tourists in Tanah Datar Regency. This type of research is called quantitative research. The data source in this research is primary data. The data collection method uses a questionnaire distributed to all visitors to the Istano Basa Pagaruyung tourist attraction, Tanah Datar Regency. The number of samples used amounted to 102 respondents, and the primary data was analyzed using the Structural Equation Model (SEM) data analysis technique with the help of the SmartPLS application program. The results of this study indicate that cultural attractions have a positive and significant effect on interest in repeat visits, facilities have a positive and significant impact on interest in repeat visits, and accessibility has a positive and significant impact on interest in repeat visits.*

**Keywords :** *Cultural Attractions, Facilities, Accessibility, Interest in Repeat Visits*

## **INTRODUCTION**

The tourism sector is an industry that is poised to drive rapid economic development as far as working with extraordinary open doors, payments, lifestyles and in driving various areas in tourist destination countries. The development of the tourism industry in Indonesia is very potential related to cultural-based tourist attractions. The interest of foreign tourists visiting Indonesia continues to increase from year to year where Indonesia has beautiful open natural wealth of various kinds, different cultures for each region, and so on that can attract tourists to make visits.

One of them is West Sumatra Province. West Sumatra was able to achieve results with the 2016 Best Halal Travel Award. West Sumatra won four categories, namely For the best halal travel agency, Best Halal Travel Destination, Best Halal Restaurant and Best culinary destination. Therefore, most of the tourist and cultural destinations in West Sumatra are friendly to tourists and very supportive for visiting domestic and foreign tourists so that every year they can experience a significant increase. West Sumatra Province has various favorite tourist destinations, including one in Tanah Datar Regency.

Tanah Datar Regency is an area that has enormous potential for the tourism industry. Tanah Datar Regency has impressive opportunities in the travel industry to be created, with regular

and fake tourism industry objects. Considering the very fast potential and attractions that exist in the future. Tanah Datar Regency has cultural wealth both material (in the form of buildings, sites and artifacts) and non-material (in the form of art, folklore and customs) one of which is Istana Basa Pagaruyung which is a tourist destination for local and foreign tourists. Istana Basa Pagaruyung is located in Tanjung Emas District, Tanah Datar Regency, Batusangkar, West Sumatra. Pagaruyung Base Palace.

Data on tourist visits to Istana Basa Pagaruyung, Tanah Datar Regency, 2016-2022. In 2016 there were 388,134, in 2017 there were 384,653, in 2018 there were 442,847, in 2019 there were 395,798, in 2020 there were 117,717, in 2021 there were 217,000 and in 2022 there were 279,000 visitors. Based on these data there is a decrease in the number of visits each year which will greatly affect the development of the local regional economy. The decline in visits was influenced by several factors, including less than ideal coordination and cooperation between government agencies, travel industry players, for example travel industry mindfulness get-togethers that support developing tourist attractions (attractions, accessibility, facilities), service quality and promotions provided to tourists. From these several factors the cause of the low interest in repeat visits Istana Basa Pagaruyung, Tanah Datar Regency.

An area can be said to have tourist attractions such as attractions, amenities and accessibility, if the area has uniqueness, beauty and diversity then it can grow the number of tourists who are motivated to visit Istana Basa Pagaruyung tourist destinations both foreign and domestic tourists which can influence economic development, cultural attractions, facilities and accessibility of these tourist destinations. Based on the the problems stated above, the researcher is interested in conducting research with the title "The Influence of Cultural Attractions, Facilities and Accessibility on Tourist Interests to Repeat Visits to Istana Basa Pagaruyung Tourist Attractions in Tanah Datar Regency".

Based on the background of the problems that have been described, various problems can be identified, including : 1) What is the influence of cultural attractions on interest in repeat visit the tourist attraction Istana Basa Pagaruyung, Tanah Datar Regency? 2) How does the facilities affect tourists' interest in repeat visit the tourist attraction Istana Basa Pagaruyung, Tanah Datar Regency? 3) What is the effect of accessibility on the interest in repeat visit of tourists the Istana Basa Pagaruyung tourist attraction in Tanah Datar Regency?.

## **LITERATURE REVIEW**

### **Interest in Repeat Visit**

Interest in repeat visit is the desire or longing of customers or guests to go back to a tourist spot that has been visited. Indicators: 1) There is a desire to visit the destination again. 2) Willing to share his satisfaction with the destination to others. 3) Willing to recommend to other potential visitors to visit the destination. 4) Visitors give a positive reputation value to the destination. 5) Visitors wish to provide input for the improvement of tourist destinations in the future.

### **Cultural Attractions**

Cultural attractions are various spectacles of works and works of art, traditional customs, unique and interesting religious ceremonies which are the targets and goals of tourists to come to visit. Indicator: Environmental attractions can take advantage of local potential and the attractions area displays scheduled cultural performing arts in its implementation

### **Facilities**

Facilities are various series of supporting facilities provided by a tourist spot to meet the needs and desires of tourists while in the destination. Indicators : restaurant, public toilet, rest areas, gift shop, parking lot and worship place.

### **Accessibility**

Accessibility is the ease of achieving a goal that concerns comfort, safety and travel time for tourists to visit. According to Robert Christie Mill (2000) indicators are information access, access road conditions to tourist attractions, availability of public transport and distance to center of activity.

### **Relationship Between Variables 1. The Relationship between Cultural Attractions and Interest in Repeat Visits**

The role of culture is very important in the travel industry. One of the reasons people want to get out is the desire to see the lifestyle and culture of that person. Social assets that exist in a tourist location can empower it to become a central point in attracting tourists to make repeat visits to tourist objects.

According to Witt and Mountinho stated that tourist attractions or tourist destinations are the main motivation for tourists in carrying out tourist visit activities. Meanwhile, according to

Suwena and Widyatmaja stated that attractions are a significant component in attracting tourists, attractions are the main capital (tourism resource) or tourism sources.

In research conducted by Telsya Aprilia Kartika stated that cultural tourism attractions can affect the increase in the number of tourists visiting, because it is also influenced by the number of foreign tourists who stay every year, it is believed that it will increasingly attract interest in visiting from now on. Cultural tourism attractions will look even more extraordinary because every place has differences and different types. Therefore, how can existing cultural tourism attractions be introduced to tourists so that they can be packaged better, more beautiful, and not easily abandoned or give a deep impression so that later they will be interested in visiting these visits in the future.

#### **Relationship of Amenities to Interest in Return Visits**

Amenities are everything that guests need which is really provided by the manager and kept clean to help traveler activities while at the vacation spot. The facility itself is a supporting factor for tourists visiting a tourist spot so as to generate interest in making repeat visits from these tourists. Research conducted by Nurbaeti, et al stated that amenities have a significant influence on the intention to return. Meanwhile, according to Budiman Merpaung Dian Ariesta, et al stated that facilities have a positive and significant influence on tourists' interest in repeat visits. This shows that the better and more complete the facilities available at the tourist attraction and around the tourist attraction will increase the interest of tourists to revisit the tourist attraction.

#### **Relationship between Accessibility and Repeat Visits**

According to Octavianny et al., stated that accessibility is one of the factors that determine the level of tourist visits. Good accessibility, the benefits can get and increase the interest of tourist visits. Accessibility can affect the development of tourism in an area. Accessibility can make it easier for tourists to reach tourist sites. What is included in accessibility are facilities and infrastructure to tourist sites, with good accessibility of tourist sites, more and more tourists will be interested in returning to make a repeat visit to the tourist area. The results of research conducted by Iranita and Alamsyah Dita and Zaini showed that accessibility had a significant effect on tourists' intention to revisit.

## Hypothesis

H1: Cultural Attractions have a significant effect on interest in repeat visit

H2: Facilities have a significant effect on interest in repeat visit

H3: Accessibility has a significant effect on interest in repeat visit

## RESEARCH METHODS

The research method used is a quantitative approach. This type of research is descriptive research where research is conducted to analyze the relationship or influence between two or more variables. This research was conducted in the tourist area of Istano Basa Pagaruyung which is located on Jalan Sutan Alam Bagagarsyah, Pagaruyung, Tanjung Emas District, Tanah Datar Regency, West Sumatra Province. The research instrument used a sample of 30 people, processed using the SPSS program. The population data collection technique was carried out using a nonprobability sampling approach with a judgment sampling technique. The population in this study were all tourists visiting the Istano Basa Pagaruyung tourist attraction in Tanah Datar Regency. A sample of 102 respondents was taken using the formula hair et al, from the calculation of the number of indicators multiplied by 5-10 (indicator  $17 \times 6 = 102$  respondents).

## RESULTS AND DISCUSSION

### 1. Research Instrument Tests Instrument Validity Test

A valid instrument has high validity. Conversely, an instrument that is less valid means it has low validity. To find out whether the questionnaire used is valid or not, the method is to compare  $r$  count with  $r$  table. The  $r$  table value is 0.361 for a sample of 30 people. If  $r$  count  $>$   $r$  table with a significant level of 0.05 then the statements in the questionnaire are declared valid. Validity test can be obtained using the SPSS program.

**Table 1. Validity Test**

Variables	Statement	R Count	R Table	Information
<b>Cultural attraction (X1)</b>	X1.1	0,594	0,361	Valid
	X1.2	0,680	0,361	Valid
	X1.3	0,835	0,361	Valid
	X1.4	0,857	0,361	Valid
	X1.5	0,737	0,361	Valid

	X1.6	0,573	0,361	Valid
<b>Facilities (X2)</b>	X2.1	0,693	0,361	Valid
	X2.2	0,848	0,361	Valid
	X2.3	0,777	0,361	Valid
	X2.4	0,521	0,361	Valid
	X2.5	0,498	0,361	Valid
	X2.6	0,676	0,361	Valid
<b>Accessibility (X3)</b>	X3.1	0,766	0,361	Valid
	X3.2	0,779	0,361	Valid
	X3.3	0,898	0,361	Valid
	X3.4	0,553	0,361	Valid
<b>Interest in repeat visit (Y)</b>	Y.1	0,750	0,361	Valid
	Y.2	0,751	0,361	Valid
	Y.3	0,547	0,361	Valid
	Y.4	0,586	0,361	Valid
	<b>Y.5</b>	<b>0,847</b>	0,361	Valid
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

Source: Primary Data Using Statistical Test

Based on the results of the calculation of the validity test of the variable cultural attractions, facilities and accessibility to the variable of intention to revisit, it can be seen that all statement items are declared valid because they comply with the criteria that r count is greater than r table (0.361) and can be used for data collection.

### Instrument Reliability Test

According to Ghozali, the Cronbach alpha method is more than 0.6 and the value is greater than 0.6–0.7 for exploratory research. If all variables have an alpha coefficient greater than 0.6, it means that the questionnaire used in this study is considered reliable, because it shows a very good level of consistency and accuracy.

**Table 2. Reliability Test**

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>Limit</b>	<b>Information</b>
Cultural attraction (X1)	0,799	0,7	Reliable
Facilities (X2)	0,738	0,7	Reliable
Accessibility (X3)	0,749	0,7	Reliable
Interest in repeat visit (Y)	0,725	0,7	Reliable

Source: Primary Data Using Statistical Test

Based on the table shows that the Cultural Attractions variable (X1) gets a Cronbach Alpha value of 0.799, the Facilities variable (X2) gets a Cronbach Alpha value of 0.738, the Accessibility variable (X3) gets a Cronbach Alpha value of 0.749, and the variable Interest to Repeat Visits (Y) gets a Cronbach Alpha value of 0.725. So it can be concluded that all of each variable shows a value of  $> 0.7$ , which means that all variables are reliable.

### 1) Outer Model Evaluation Convergent Validity

Testing of the measurement model is carried out to show the results of the validity and reliability tests. In this study, the validity test was carried out to determine whether the construct met the requirements to continue as research or not. In this validity test, there are two kinds of evaluation that will be carried out, namely : loading factor and AVE.

The first evaluation evaluates the outer loading and its function to show how big the correlation is between indicators and latent variables. A reflective indicator must be removed from the model measurement when the loading factor ( $\lambda$ )  $< 0.6$  and then the model is re-calculated. If the outer value ( $\lambda$ )  $< 0.6$  then the indicator is said to be valid. Indicators with high factor loading have a strong contribution to explain their latent variables. Conversely, indicators with low factor loading have a weak contribution to explain the latent variables. The value of loading factor ( $\lambda$ ) can be seen in the table below:

**Table 3. Loading Factor**

	<b>Accessibility (X3)</b>	<b>Facilities (X2)</b>	<b>Cultural attraction (X1)</b>	<b>Interest in Repeat Visits (Y)</b>
<b>X1.1</b>			<b>0,947</b>	
<b>X1.2</b>			<b>0,947</b>	
<b>X1.3</b>			<b>0,623</b>	
<b>X1.4</b>			<b>0,727</b>	
<b>X1.5</b>			<b>0,961</b>	
<b>X1.6</b>			<b>0,950</b>	

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<b>X2.1</b>		<b>0,790</b>
<b>X2.2</b>		<b>0,892</b>
<b>X2.3</b>		<b>0,903</b>
<b>X2.4</b>		<b>0,789</b>
<b>X2.5</b>		<b>0,822</b>
<b>X2.6</b>		<b>0,883</b>
<b>X3.1</b>	<b>0,866</b>	
<b>X3.2</b>	<b>0,852</b>	
<b>X3.3</b>	<b>0,860</b>	
<b>X3.4</b>	<b>0,865</b>	
<b>Y.1</b>		<b>0,877</b>
<b>Y.2</b>		<b>0,852</b>
<b>Y.3</b>		<b>0,834</b>
<b>Y.4</b>		<b>0,840</b>
<b>Y.5</b>		<b>0,881</b>

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*Source : Otput SmartPLS Algorithm*

The value of the loading factor results shows a coefficient of more than 0.6. This means that all indicators on the variables of cultural attractions, facilities, accessibility, and interest in repeat visits are eligible to be measured at 0.6, which means they have fulfilled the reliability test or can be said to be very good.

The second: AVE value describes the magnitude of the variance or diversity of manifest variables that latent variables can have. Thus, the greater the variance or diversity of manifest variables that can be contained by latent variables, the greater the representation of manifest variables to their latent variables. The AVE value is acceptable if the value is above 0.5, meaning that more than half of the diversity of the indicators can explain the latent variable.

AVE value can be presented through the table below.



**Table 4. AVE (Average Variance Extracted)**

<b>Variables</b>	<b>Average Variance Extracted</b>
Accessibility (X3)	<b>0,741</b>
Facilities (X2)	<b>0,719</b>
Cultural attractions (X1)	<b>0,756</b>
Interest in repeat visit (Y)	<b>0,735</b>

*Source : Otput SmartPLS Algorithm*

Information obtained from the table, the four variables have an AVE value above the minimum criterion of 0.5. This means that the 4 indicators of the latent variables examined in this study are able to explain and measure the variables of cultural attractions, facilities, accessibility, and interest in repeat visit.

### **Discriminant validity**

Discriminant validity refers to the extent to which certain constructs in the same model differ from one another. Used are Fornell and Larcker criteria, cross loadings and heterotrait-monotrait ratio.

**Table 5. Heterotrait-monotrait ratio**

<b>Variables</b>	<b>Accessibility (X3)</b>	<b>Facilities (X2)</b>	<b>Cultural attractions (X1)</b>	<b>Interest in repeat visit (Y)</b>
<b>Accessibility (X3)</b>				
<b>Facilities (X2)</b>	<b>0,669</b>			
<b>Cultural attractions (X1)</b>	<b>0,517</b>	<b>0,524</b>		
<b>Interest in repeat visit (Y)</b>	<b>0,731</b>	<b>0,760</b>	<b>0,582</b>	

*Source : Otput SmartPLS Algorithm*

From the table above it can be seen that the heterotrait-monotrait value of each construct has a value of  $< 0.9$  for each latent variable tested with other latent variables, meaning that each indicator can be predicted well by each latent variable.

### **Cronbach alpha dan Composite Realibility**

After evaluating the outer loading value, the next step is to look at the value of Cronbach's alpha and composite reliability. According to Ghazali, the value of composite reliability is better in assessing internal consistency compared to cronbatch's alpha in SEM due to the fact that the

quality of composite reliability does not expect the same load from each marker. It is different with Cronbach's alpha which generally will measure lower developing firm quality compared to composite reliability (see table 4.6). The composite dependency value is sufficient if the value is above 0.6.

**Table 6. Croncbach alpha and Composite Reliability**

Variables	Cronbach's Alpha	Composite Reliability
Accesibility (X3)	0,884	0,920
Facilities (X2)_	0,921	0,939
Cultural attractions (X1)	0,930	0,948
Interest in repeat visits (Y)	0,910	0,933

Source : Otput SmartPLS Algoithm

The table shows the results thatthis test produces a value of > 0.6, it can be concluded that the 4 construct indicators in the study have fulfilled the reliability test or can be said to be very good. And the composite reliability value of all construct indicators is above 0.6, it can be said that the reliability test is very good.

## 2) Evaluation of the Inner Model R-Square

The R2 value is useful for seeing the magnitude of the influence of the independent variable on the dependent variable. If a study uses more than two independent variables, then the r-square adjusted (adjusted r2) is used. The value of r square adjusted is a value that is always smaller than r square. In the research explaining the criteria for the value of R Square, namely:

If the value of R2 = 0.75 (Model is substance (strong))

If the value of R2 = 0.50 (Model is moderate)

If the value of R2 = 0.25 (the model is weak)

**Table 7. R-square**

Variable	R Square
Interest in repeat visit (Y)	0,599

Source : Otput SmartPLS Algoithm

Based on table 4. The R Square variable of intention to revisit is 0.599. This means that the latent variables cultural attractions, amenities, and accessibility are able to explain or predict intention to revisit by 59.9% while the remaining 40.9% is explained by other variables not used

in this study. This value is in the moderate category so that it can be concluded that one independent variable has a moderate effect on the dependent variable.

### Q-Square

Q-square estimates how well the perceived quality is conveyed by the model and is thus a threshold gauge. A Q-square value that is more prominent than 0 (zero) indicates that the model has a significant predictive relevance value, while a Q-square value below 0 (zero) indicates that the model has a presence that is less predictive relevance. However, if the estimation results show a Q-square value of more than 0 (zero), then the model is said to have important prescient values if the quality obtained is 0.25 (small), 0.50 (moderate) and 0.75 (very large).

**Table 8. Q-Square**

	Q <sup>2</sup> (=1-SSE/SSO)
Interest in repeat visit (Y)	0,42

*Source : Otput SmartPLS Algorithm*

The results of the Q-Square calculation in this study amounted to 0.423 or 42.3%, thus it can be concluded that the model in this study has a relevant predictive value because it is greater than 0 (zero), where the model used can explain the information contained in the research data of 57.7%.

### Hypothesis Testing

This hypothesis testing was carried out with the help of SmartPLS 3 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are | t-statistics > 1.96 with a p-value significance level of 0.05 (5%). The value of testing the hypothesis of this study can be shown in table below:

**Table 9. Path Coefficients value**

Hypothesis	Coefficient	T statistics	P Values
Culture attraction → Interest in repeat visit	0,188	0,075	0,039
Facilities → Interest in repeat visit	0,416	0,284	0,000
Accessibility → Interest in repeat visit	0,318	0,181	0,002

*Source : Otput SmartPLS 3 Bootstrapping*

The table above shows the results of hypothesis testing which can be explained as follows:

- 1) The Path Coefficients value on the cultural attraction variable in hypothesis testing gets a path value of 0.188, the path coefficients value is  $> 0$ , for a t-statistic value of 2.075, the t-statistic value is  $> 1.096$  and then for a p-value of 0.039, the p-value is  $< 0.05$  so that the first hypothesis is accepted. These results prove that cultural attractions have a positive and significant effect on Interest in repeat visit.
- 2) The Path Coefficients value on the amenity variable in hypothesis testing gets a path value of 0.416, the path coefficients value is  $> 0$ , for a t-statistical value of 4.284, the t-statistic value is  $> 1,096$  and then for a p-value of 0.000, the p-value is  $<0.05$  so that the second hypothesis is accepted. These results prove that amenities have a positive and significant effect on Interest in repeat visit.
- 3) The Path Coefficients value on the accessibility variable in testing the hypothesis gets a path value of 0.318, the Path Coefficients value is  $> 0$ , for a t-statistic value of 3.181, the t-statistic value is  $> 1.096$  and then for a p-value of 0.002, the p-value is  $<0.05$  so that the third hypothesis is accepted. These results prove that accessibility has a positive and significant effect on Interest in repeat visit.

## **Discussion**

### **1. The Effect of Cultural Attractions on Interest in Repeat Visit To The Tourism Object Of The Palace Of Basa Pagaruyung, Tanah Datar Regency**

The results of the research analysis show that cultural attractions have a positive and significant effect on Interest in repeat visit the Istano Basa Pagaruyung tourist attraction, Tanah Datar Regency. This is evidenced by the Structural Equation Model (SEM) which shows that the Path Coefficients value on the cultural attraction variable in testing the hypothesis gets a path value of 0.188, the Path Coefficients value is  $> 0$ , for a t-statistic value of 2.075, then a tstatistical value  $> 1.096$  and then for a p-value of 0.039, the p-value is  $<0.05$ . From these results it can be concluded that cultural attractions have a positive and significant effect on Interest in repeat visit. This means that the more and more interesting cultural attractions displayed at the Baso Pagaruyung Palace tourist attraction in Tanah Datar Regency, the more tourists will be interested in visiting the place again.

Respondents in this study revealed that the cultural attractions variable influenced tourists in their intention to revisit the Istano Basa Pagaruyung Tourism Object. There are traditional clothing at tourist attractions, theater arts attractions, dance arts attractions, music performances, there is a schedule for organizing cultural attractions and there is clear information regarding the performance of attractions at tourist attractions, which makes tourists have an interest in visiting the Istano Basa Pagaruyung tourist attraction.

The results are according to the research conducted by Rivan Mauludin "The Effect of Tourist Attractions on Tourist Interests in Visiting the Darma Reservoir Tourist Attraction in Kuningan Regency" the findings state that tourist attraction has positive and significant implications for the interest of tourists visiting the Darma Reservoir Tourist Attraction in Kuningan Regency, which means that the better the tourist attractions available at the Darma Reservoir Tourist Attraction, the more tourists' interest in visiting the place will also increase. Researchers recommend several steps to increase tourist attractiveness in the Darma Reservoir.

## **2. The Influence of Facilities on Interest in repeat visit Tourists Istano Basa Pagaruyung Tourist Attractions in Tanah Datar Regency**

The results of the research analysis showed that the amenity had a positive and significant effect on tourists' interest in repeat visit the Istano Basa Pagaruyung tourist attraction, Tanah Datar Regency. This is evidenced by the Structural Equation Model (SEM) which shows that the Path Coefficients value on the amenity variable in hypothesis testing gets a path value of 0.416, then the Path Coefficients value is  $> 0$ , for a t-statistic value of 4.284, then the t-statistic value is  $> 1.096$  and then for a p-value of 0.000, the p-value is  $< 0.05$ . From these results it can be concluded that amenities have a positive and significant effect on tourists' interest in repeat visit. This means that the better and more complete the amenities or facilities provided, the greater the interest of tourists to revisit the Istano Basa Pagaruyung tourist attraction, Tanah Datar Regency.

Respondents in this study revealed that the amenity variable influenced tourists in their intention to revisit the Istano Basa Pagaruyung Tourism Object. There are restaurants/restaurants, clean toilets, rest areas, souvenir sellers, places of worship, and all transportation that can enter tourist destinations, large parking areas, clear and complete

information boards that make tourists interested in visiting Istano Basa Pagaruyung Tourism Object again.

The results are according to research conducted by Hendra Syaiful "The Influence of Motivation on Foreign Tourists' Repeat Interests: Perspective of Pull Factors (Study of Religious Tourism Destinations for Mosques in Batam City)" The research findings show that amenity has a significant effect on the interest of foreign tourists to return to religious tourism destinations for mosques in Batam City with a regression coefficient value of 0.144 indicating a positive relationship between amenities and tourist intention to revisit. That is, the more complete the amenities or facilities provided, the more it will increase the interest of foreign tourists to return to religious tourism destinations for mosques in Batam City.

### **3. The Effect of Accessibility on Tourists' Repeat Interests The Tourism Object of the Palace of Basa Pagaruyung, Tanah Datar Regency**

The results of the research analysis show that accessibility has a positive and significant effect on the interest of tourists to revisit the Istano Basa Pagaruyung tourist attraction, Tanah Datar Regency. This is evidenced by the Structural Equation Model (SEM) which shows that the Path Coefficients value on the accessibility variable in testing the hypothesis gets a path value of 0.318, so the path coefficients  $> 0$ , for a t-statistic value of 3.181, then a t-statistical value  $> 1.096$  and then for a p-value of 0.002, the p-value is  $< 0.05$ . From these results it can be concluded that accessibility has a positive and significant effect on the intention to revisit.

These findings indicate that the better and easier the accessibility of the Basa Pagaruyung Palace tour, the higher the interest of tourists to make a repeat visit to the Basa Pagaruyung Palace. The availability of easy access will increase motivation to return to visit a place. In this context, ease of access is an important factor influencing tourists' interest in repeat visit.

When a place can be accessed easily, either by land, sea or air transportation, the interest to return to visit the place will be even higher. Easy accessibility includes good transportation access, clear transportation routes, and easily accessible information about travel routes. With good accessibility, the Basa Pagaruyung Palace tour as a cultural tourism destination will have a greater attraction for tourists. Ease of reaching tourist sites, such as the nearest pier or good

roads, will provide comfort and simplify the tourist travel process. This will encourage their interest to return to visit the Istano Basa Pagaruyung tourist attraction in the future.

Respondents in this study revealed that the accessibility variable influenced tourists in their interest in visiting the Istano Basa Pagaruyung Tourism Object. The location is affordable because it is close to the city center and is safe for tourists to visit, information access and road conditions are quite good and there is public transportation that can make it easier for tourists to visit, making tourists have an interest in revisiting the Istano Basa Pagaruyung Tourism Object.

The results are in accordance with the research conducted by Iranita, Putra Alamsyah "The Influence of Destination Image, Tourism Accessibility on Tourist Return Interests to Marine Tourism of Benan Village" Based on the analysis in this study, the results show that the accessibility variable has a partially significant effect on the return intention variable.

## CONCLUSION

Based on the results of data analysis and discussion of the influence of cultural attractions, amenities and accessibility on tourists' repeat visits to the Istano Basa Pagaruyung tourist attraction, Tanah Datar district, the results of the study can be concluded as follows:

- 1) Cultural attractions have a positive and significant effect on tourists' interest in revisiting the Istano Basa Pagaruyung tourist attraction, Tanah Datar Regency
- 2) Facilities have a positive and significant effect on the intention of tourists to revisit the tourist attraction Istano Basa Pagaruyung, Tanah Datar Regency
- 3) Accessibility has a positive and significant impact on tourists' interest in revisiting the tourist attraction Istano Basa Pagaruyung, Tanah Datar Regency.

## Research Implications

Based on the research results, the theoretical and managerial implications can be stated as follows:

- 1) Theoretically, the results of this study are different from research conducted by Alfitriani et al (2022), especially in terms of the accessibility variable, which has no effect on tourists' intention to revisit. In this study, the accessibility variable was found to have a significant influence on intention to revisit. With the findings from previous studies proving that the differences in the tourist objects studied can lead to different results.

2) Managerial : a) The more and more interesting cultural attractions that are displayed at tourist objects can affect the intention to revisit, in which case tourists will be interested in seeing and participating in cultural events that are held which can lead to a memorable experience so that the interest of tourists to revisit will increase. b) Amenities owned by complete, clean and wellmaintained tourist objects can influence the intention to revisit, where this can meet the needs of tourists and can provide comfort to tourists. The existence of adequate amenities plays an important role in influencing the tourist experience and as a decision to make a repeat visit. c) Good and easy accessibility can influence intention to revisit, where it can provide comfort and can facilitate the tourist travel process. In this context, ease of access is an important factor influencing tourist interest in repeat visits.

### **Research Limitations**

Based on the researcher's direct experience in this research process, there are some limitations that are experienced and can be a number of factors that can be given more attention to future researchers in further perfecting their research because this research itself certainly has deficiencies that need to be continuously improved in future studies. Some of the limitations in this study are as follows: 1) The number of respondents is only 102 people, of course it is still insufficient to describe the actual situation. 2) The object of research is only focused on the environment of Istano Basa Pagaruyung, Tanah Datar Regency, which is only one of many other tours where there are also many tourist visit activities in Tanah Datar Regency, such as: Tanjung Mutiara, Nagari Tuo Pariangan, Panorama Puncak Pato and Tabek Patah, Anai Valley and so on. 3) In the data collection process, the information provided by respondents through questionnaires sometimes did not show true opinions, this happened because sometimes different thoughts, assumptions and understandings were different for each respondent, as well as other factors such as the honesty factor in filling out the respondents' opinions in the questionnaire.

### **Suggestion**

1) For the Government

The government needs to focus its efforts on maintaining and developing cultural attractions around Istano Basa Pagaruyung. This includes efforts to preserve Minangkabau traditions and culture associated with the palace, such as traditional dances, music, traditional



clothing and traditional ceremonies. The development of cultural programs that involve the local community can also increase tourist attraction, and the government needs to pay attention to improving facilities and amenities around Istana Basa Pagaruyung. Public facilities such as toilets, parking areas, rest areas, and dining areas need to be improved to meet the needs of visitors. In addition, the management and maintenance of the palace building itself is also important to ensure that it remains in good condition and attractive to visitors.

2) For future researchers who wish to conduct research with similar variables, it is hoped that they can expand the scope of research case studies, because in this study only work motivation is limited. Then it is hoped that further research can reach a wider range in taking independent and dependent variables, considering that there are many things and other factors that can influence tourists' intention to revisit tourist attractions.

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