THE EFFECT OF TOURISM ATTRACTION AND TOURIST EXPERIENCE ON REVISIT INTENTION MEDIATED BY TOURIST SATISFACTION (A STUDY AT MOUNT BROMO TOURIST DESTINATION, EAST JAVA)

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Abstract: This study aims to determine the influence of tourism attraction and tourist experience on revisit intention through tourist satisfaction as a mediating variable in a study at Bromo National Park. The four variables were tested to draw conclusions. This study used a quantitative approach, data collection techniques through observation, interviews, documentation, and distribution of questionnaires to 100 respondents, data analysis techniques using research instrument tests, path analysis, hypothesis testing, and Sobel test. Through this study, it shows that the influence of tourism attraction, tourist experience on tourist satisfaction has a positive and significant effect, the influence of tourism attractiveness, tourist experience on revisit intention indirectly mediated by tourist satisfaction has a positive and significant effect. Theoretical implications: tourist satisfaction as a mediator of tourism attraction and tourist experience can increase revisit intention, by increasing tourist satisfaction, it has the potential to increase revisit intention at the Mount Bromo tourist destination, East Java.

Keywords: Tourist Experience, Tourism Attractiveness, Tourist Satisfaction and Revisit Intention

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1. Introduction

Bromo Tourism is one of the most popular natural tourist destinations in Indonesia, located in East Java, specifically in Malang, Pasuruan, and Probolinggo regencies. Bromo is an active volcano with an altitude of 2,329 meters above sea level. Various attractive natural tourist attractions include the sea of sand, Bromo Crater, and Teletubbies Hill. The high tourist appeal of Bromo makes this destination one of the favorite tourist destinations for domestic and foreign tourists. In 2022, the number of tourists visiting Bromo reached 1.3 million people. This figure increased significantly from 2021, which was only 700,000 people, Tourists' intention to revisit is influenced by complex factors, including tourism attraction, satisfaction, and experience (Lee et al., 2020). Previous research has shown that tourism attraction influences behavior intention (Nafis et al., 2019). A memorable experience is a form of satisfaction that then encourages revisits (Piramanayagam et al., 2020). The suitability of needs and offerings will create satisfaction for tourists, and therefore will create a desire to revisit in the future (Sappewali, 2022:38).

Tourist satisfaction is one of the important factors that influence tourists' desire to return to a tourist destination. Tourist satisfaction can be influenced by various factors, one of which is tourist experience, defined as a series of events experienced by tourists during their stay in a tourist destination. Tourist experiences can be physical, emotional, and intellectual. This study aims to analyze the influence of tourism attraction and tourist experience on tourists' intention to revisit Bromo. This study uses a survey method with domestic tourist respondents who have visited Bromo, In the last four years, the number of tourist visits to Bromo Tengger Semeru National Park has fluctuated, as shown in Table 1.1 below:

Table 1. International Tourist Visits to East Java

Year	Target (Million)	Jumlah Kunjungan (Thousands)	Percentage
2019	5	4,3 Juta	86 %
2020	5	1,7	0,034 %
2021	5	1,3	0,026 %
2022	5	1,5	0,030 %

Sources: Disbudpar East Java, 2022

In table 1 it can be explained that the number of international tourist visits has not reached the expected target due to the Covid 19 pandemic and the endemic in 2019 to 2021, while in 2022 the recovery period for various sectors, especially tourism, the number of tourist visits has increased but does not match the percentage. expected target.

Table 2. Domestic Tourist Visits to East Java

Year	Target (Thousands)	Jumlah Kunjungan (Thousands)	Percentage
2019	95	93,5	98,4 %
2020	95	55,3	58,2 %
2021	100	46,8	46,8 %
2022	105	51,9	49,4 %

Sources: Disbudpar East Java, 2022

Table 2 shows that the number of domestic tourist visits has decreased, in addition to the effects of the Covid-19 pandemic and the influence of volcanic eruptions that occurred in July 2019, December 2021, and December 2022, resulting in restrictions on visits to tourist destinations. The attractiveness of tourist destinations is the main motivation for visitors. This study will investigate the influence of tourism attractiveness and tourist experience on revisit intention, with satisfaction as a mediating variable. The study found a gap in the conceptual and methodological aspects of previous studies. The gap found was the placement of the satisfaction variable as a mediating variable, which mediates the factors of tourism attractiveness and tourist experience on revisit intention.

According to Nafis et al. (2019) in their study titled "The Effect of Tourism Attractiveness and Destination Image on Revisit Intention Through Tourist Satisfaction", the satisfaction variable was placed as an independent variable. Similarly, in the study by Putri et al. (2021) titled "The influence of memorable tourism experience on tourist satisfaction, affective commitment and storytelling behavior", the satisfaction variable was also placed as an independent variable. In the study by Mardiana (2021) titled "The influence of tourism attractiveness and service facilities on tourist satisfaction at the Gading Mataram beach", the satisfaction variable was placed as a dependent variable. This study fills the gap in the conceptual aspect by placing the satisfaction variable as a mediating variable. The study also fills the gap in the methodological

aspect by using a research instrument that is consistent with the dimensions or indicators of variables that refer to the theories used in building research variables.

The novelty of this study is the innovative research model, namely tourism attraction and tourist experience, which have an influence on revisit intention in the Gunung Bromo destination area in East Java. In terms of tourism, it is known that this research provides benefits, namely in an effort to explain economic, social, and business strategies scientifically. a systematic approach to analyzing tourist desire to revisit a tourist destination. This will certainly provide representative data. This thinking and research will contribute to the development of tourism theories and deepen understanding of the factors that influence tourist interest in revisiting destinations, academic contributions to tourism literature, which can be used as a basis for further research and can help governments, destination managers, and the tourism industry in developing strategies to increase tourist interest in revisiting.

The analysis of this study will focus on the existence of a revisit intention from tourists, which can be defined as the likelihood of tourists being interested in tourist attractions and having a memorable travel experience. In this industry, the level of satisfaction is highly related. Tourists who feel satisfied when visiting will create a positive image of tourism services, providing a significant contribution to the development of the tourism sector. Based on the background that has been explained.

The problems in this study are as follows: (1) To determine the influence of tourist attractions on the intention of tourists to revisit the Mount Bromo tourist destination; (2) To determine the influence of tourist experiences on the intention of tourists to revisit the Mount Bromo tourist destination; (3) To determine the influence of tourist attractions on tourist satisfaction at the Mount Bromo tourist destination; (4) To determine the influence of tourist experiences on tourist satisfaction at the Mount Bromo tourist destination; (5) To determine the influence of tourist satisfaction on the intention of tourists to revisit the Mount Bromo tourist destination; (6) To determine the influence of tourist attractions and tourist experiences on satisfaction at Mount Bromo; (7) To determine the influence of tourist attractions and tourist experiences on the revisit intention at Mount Bromo mediated by tourist satisfaction.

2. Literature Review

Based on previous relevant research, it will strengthen the research. This study will discuss the dependent variable, Revisit Intention (RI). The meaning of revisit intention is according to Zeithaml et al., (in Wijaksono, 2019) states that revisit intention (revisit intention) is a form of behavioral intention (behavioral intention) or the desire of customers to come back, give positive word of mouth, stay longer than expected, and shop more than expected. With many consumers coming to buy products or services, the company will achieve the expected profit, the interest of tourists to revisit products or services, a direct response to an action, where customers will act to buy back in the future in response (Kawatu et all, 2020). Market target fulfillment based on research by Scarpi et al., (2019) states that "Revisits by customers are an important factor for firms profits." meaning customer revisits are an important factor in company profitability. if the feeling they feel after using a particular product or service is positive (Ling et al., 2021). The latest research defines the intention to return to a tourist destination as the likelihood of tourists to return to a tourist destination. The emergence of the influence of visitation interest in consumers is caused by the existence of an impressive experience for tourists that is expected to form memories of a particular event (Qu and Uk, 2017). Previous research by Luo et al. (2021) found a relationship between tourist experience that causes the influence of revisit intention.

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Tourism attraction is the main motivation for visitors to make a tourist visit, or in other words, everything that becomes a tourist attraction for visitors who visit a certain area. Everything in a place that has uniqueness, beauty, ease, and value in the form of diversity of natural and man-made wealth that is attractive and has value to be visited and seen by tourists (Fitria et al., 2022). Previous research by Ngajow, et al., (2021) stated that tourism attraction has a positive and significant effect on interest in visiting tourist attractions. Tourist satisfaction becomes a mediating variable between the influence of tourism attraction and tourist experience on the interest in revisiting, satisfaction can mediate the influence between tourism attraction and the interest in revisiting (Marpaung, 2019).

The Impact of Tourism Attraction on the Interest in Revisiting

Tourism attraction is anything that can encourage tourists to visit a tourist destination to enjoy the uniqueness within it, which is tangible and static, namely tourist objects and tourist attractions (Hermawan et al., 2022). Then, tourism attraction is a tourist attraction that can be seen through performances and requires preparation and even requires sacrifice to enjoy it (Wang et al., 2022). Therefore, it can be concluded that tourism attraction has a positive effect on the interest in returning to the tourist destination of Mount Bromo.

The Effect of Tourist Experiences on the Intention to Return

In research on tourist experiences, some researchers have found a correlation between the variable of tourist experiences and the intention to return to a tourist destination. For example, a previous study found that tourists who have unique and memorable experiences are more likely to return to Nagari Tuo Pariangan, Indonesia. This finding was statistically significant (Puranama and Wardi, 2019). In another study, the flow experience variable was found to have a significant effect on the intention to tell stories about a scuba diving trip in Turkey (Cater et al., 2020). Based on these findings, it can be concluded that tourist experiences have a positive effect on the intention to return to a tourist destination.

The Effect of Tourist Attractions on Tourist Satisfaction

In research on tourist attractions, some researchers have found a correlation between the variable of tourist attractions and tourist satisfaction at a tourist destination. For example, a previous study found that the attractiveness of a tourist attraction is based on the availability of resources that can create a sense of pleasure, beauty, comfort, and cleanliness, and the high accessibility to visit it (Suwantoro, 2014: 19). In line with this finding, another study found that tourist attractions have a significant effect on tourist satisfaction at the Psangkayu tourist attraction in Indonesia (Sappewali, 2022). Based on these findings, it can be concluded that tourist attractions have a positive effect on satisfaction at a tourist destination

The Effect of Tourist Experiences on Tourist Satisfaction

In research on tourist experiences, some researchers have found a correlation between the variable of tourist experiences and tourist satisfaction at a tourist destination. For example, a previous study found that Memorable Tourism Experience has a positive effect on satisfaction at the Borobudur Temple tourist attraction in Indonesia (Zhong et al., 2017); (Putri, 2022). In line with this finding, another study found that the visiting experience has a significant effect on tourist satisfaction at the Psangkayu tourist attraction in Indonesia (Chan, 2018, Dixit, 2020). Based on these findings, it can be concluded that tourist experiences have a positive effect on satisfaction at a tourist destination.

The Effect of Satisfaction on the Intention to Return

Many studies have used customer satisfaction as an intervening variable with the customer's desire to return. For example, a study by Kolonio & Djurwati, (2019); Yasami et al., (2020); Lee, (2020) found that customer satisfaction as an intervening variable affects customer satisfaction in restaurants. This finding is also in line with research conducted in the tourism industry, which found that overall satisfaction has an effect on the intention to return (Cakici et al., 2019); (Zhou et al., 2020); (Liang et al., 2021). In a study by Bundawi, (2022) who studied customer satisfaction in the fast food industry, it was found that there is a relationship that affects the customer's satisfaction with the intention to buy again. Based on these findings, it can be concluded that tourist satisfaction has a positive effect on the intention to return to the Mount Bromo tourist destination.

The Effect of Tourist Attractions and Tourist Experiences on Tourist Satisfaction

In research on the effect of tourist attractions on visitor satisfaction, the Tourism Law No. 10 of 2009 defines tourist attractions as "anything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and human-made products that are the target or destination of tourist visits." This definition is in line with the research of Maharani and Fenny (2019) on the Villa Gardenia tourist attraction in Lampung. The results of the study showed that the variable of attraction had a significant effect on visitor satisfaction. Pitana and Gayatri (2005) define tourist experiences as "everything that is felt by tourists during their visit to a tourist destination, both positive and negative." This definition is in line with the research of Nafis (2019), which states that tourist experiences have a positive effect on satisfaction. Tourists who are interested in the attractions of a tourist destination are more likely to have positive travel experiences that can satisfy tourists. Based on these findings, it can be concluded that tourist attractions and tourist experiences have a significant effect on tourist satisfaction at the Mount Bromo tourist destination.

The Effect of Tourist Attractions and Tourist Experiences on the Intention to Return, Mediated by Tourist Satisfaction

In the research conducted by Zhong et al. (2017) with the title "a Model of Memorable Tourism Experience: The Effects on Satisfaction, Affective Commitment, and Storytelling", it was found that tourist experiences have a positive effect on satisfaction and that tourist experiences indirectly affect the intention to return through tourist satisfaction in the tourism industry of Hong Kong, China. In the field of history, Putri (2020) found that Memorable Tourism Experience has a significant effect on storytelling behavior through tourist satisfaction at Borobudur Temple. Based on these findings, it can be concluded that tourist experiences have a significant effect on the intention to return, mediated by tourist satisfaction at the Gunung Bromo tourist destination.

3. Method

The type of research used in this study is explanatory research. Explanatory research, according to Timotius (2017:12), is used to find explanations for certain events and phenomena. The reason for choosing this type of research is because the researcher wants to explain the relationship between the variables used, namely Tourism Attraction and Tourist experience as independent variables that influence Revisit Intention as a dependent variable with satisfaction as an intervening variable. This research is quantitative research that uses a descriptive research design, aims to show the relationship between variables that are seen through a survey conducted by giving questionnaires to respondents. Descriptive research is research on

problems that are in the form of current facts of a population. The purpose of descriptive research is to test hypotheses or answer questions related to the current status of the subject being studied (Sarstedt, 2019). The researcher wants to contribute to this study to obtain empirical evidence for related variables that have previously been proven by other studies, the analysis of factors that correlate with the desire to revisit tourist destinations could be a formulation that can be followed.

The scope of this study is to examine the relationship between tourism attraction, tourist experience, satisfaction, and revisit intention. The researcher decided to focus the study on visitors to the Mount Bromo tourist destination in East Java, Indonesia. Visitors were selected based on the following criteria: (1) Must be Indonesian citizens who live outside of East Java province, (2) Must be at least 15 years old, (3) First Time Visiting Mount Bromo Destination, the sampling design used in this study is non-probability sampling, because respondents were selected based on specific criteria, which limited their chances of being selected. Purposive sampling was used because the researcher had determined the criteria for respondents to make it easier for respondents to provide information that is relevant to their comfort and the information needed by the researcher.

According to Sekaran et al. (2016), the ideal number of respondents for a study is between 30 and 500. Hair et al. (2011) state that the minimum sample size is 5-10 times the number of questions. Based on the Lemeshow formula, the sample size for the population is infinite (unlimited) or the population size is unknown.

The questionnaire was distributed to tourists who visited the Mount Bromo tourist destination in East Java. The number of samples obtained in this study was 97, using primary data and direct distribution of questionnaires.

Operational Definition of Variables and Measurement
Tourism Attraction

In the tourism business, the consistency of tourism attractions is important. A destination with tourism attractions that are unique, beautiful, and have a variety of values in the form of natural wealth, cultural wealth, and man-made products that are the target of tourist visits (Utama, 2017:335) will be interested in making repeat visits or visiting a place that has its own attraction (Sari & Pangestuti, 2018). The number of statements that represent the independent variable tourism attraction (TA) is 3 (three) statements (Yoeti, 2016) using a 5-point Likert scale

Tourist Experience

The experience of consuming a product is the most important source of trust in a brand because through experience, a learning process occurs that allows the formation of associations, thoughts, and conclusions that are relevant to the consumer's personality (Dewi, 2008). A satisfying travel experience will increase the desire to use the same object in the future (Hasan, 2015). The number of statements that represent the independent variable tourist experience (TE) is 7 (seven) statements (Gursoy, 2016: 436-439) using a 5-point Likert scale. The scale used is a Likert scale, to show the level of agreement of respondents to the statements that have been given.

Satisfaction

The definition of tourist satisfaction is the consumer's feeling that comes from satisfaction or dissatisfaction with the product or service experience. Customer satisfaction refers to "the cognitive state of the buyer about the conformity or non-conformity of the rewards received in return for the service experienced" (Nishimoto et al., 2020). Customer satisfaction is the difference between the perceived value of a product or service (Liu & Huang, 2020). The

number of statements that represent the mediation variable satisfaction (S) is 5 (five) questions (Harminingtyas, 2014), using a 7-point Likert scale. The scale used for this study is a Likert scale, to show the level of agreement of respondents to the statements that have been given.

Revisit Intention

The definition of revisit intention is a form of behavior (behavioral intention) to return, provide positive word-of-mouth, stay longer than expected, and spend more than expected. The intention to revisit is a manifestation of the satisfaction of the decision-making process, (Um et al in Prakoso et al., 2020), and shows the willingness of customers to use the product or service again, if the feelings they feel after using a particular product or service are positive (Ibrahim et all, 2021). The number of questions representing the dependent variable revisit intention (RI) is 5 (five) statements (Utama, 2017) using a 5-point Likert scale. The scale used in this study is a Likert scale, to show the level of agreement of respondents to the statements that have been given.

Technique of Data Collection

The data collection instrument in this study uses primary data. Primary data is taken directly from the source through several methods such as questionnaires, interviews, or surveys (Sohaib et al., 2020). Primary data for this study was compiled using a survey method with a questionnaire. The use of a questionnaire is one of the instruments in collecting primary data by way of researchers compiling questions that have been given direct answers to respondents to choose or use closed-ended questions, while for secondary data, researchers obtain data from literature, journals, or books related to the research.

Validity and Reliability Testing

The data that is generated is then edited and coded to make it easier for the researcher to analyze it. After obtaining the results, the researcher will test the instrument by conducting validity and reliability tests, so that a valid and reliable measurement tool is obtained. Validity testing is a test that is carried out after reliability, to determine whether or not the concept of each variable is consistent. This test is also a final validation, using discriminant and convergent construct validation. The validity and reliability of the measures have been proven to be scientifically accurate and have been incorporated into research studies (Sohaib et al., 2020). Reliability testing is one of the tests that is performed to determine whether there is consistency in the answers to the questionnaire given to respondents. The reliability test in this study uses Cronbach Alpha with a cutoff value of or above 0.6 and it is seen that the corrected item for each variable is above 0.5 (Hair et al., 2017).

Research Model Analysis

The researcher conducted a demographic analysis to explain the background of the respondents who participated in this study, by determining the location measure, variable measure, and shape measure. The results of this demographic analysis are seen from the standard deviation (Hair et al., 2017). SEM is a very cross-sectional, linear, and complex technique because it is used to determine the relationship between the 3 types of variables in this study. Because this study uses a Likert scale for each variable, the data generated is interval data. Therefore, SEM analysis is appropriate because this research has an intervening or mediating variable. SEM is a combination of path analysis and confirmatory factor analysis (CFA). The purpose of SEM is to determine the pattern of relationships between manifest variables and to ensure the relationships between manifest and latent variables and to show the correlation between variables (Hair et al., 2019)

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Research Model and Hypothesis Formulation

Figure 1. Conceptual framework

Based on the research model described in Figure 3, the following hypotheses are formulated:

H_1: Tourism Attraction has a significant effect on Revisit Intention

H_2: Tourist Experience has a significant effect on Revisit Intention

H_3: Tourism Attraction has a significant effect on Satisfaction.

H_4: Tourist Experience has a significant effect on Satisfaction.

H_5: Satisfaction has a significant effect on Revisit Intention

H_6: Tourism Attraction and Tourist Experience have a significant effect on Satisfaction.

H_7: Tourism Attraction and Tourist Experience have a significant effect on Revisit Intention, mediated by Satisfaction.

4. Result and Discussion

Based on the results of a survey of 100 respondents, the following characteristics were found: Gender: 60% female, 40% male, Age: 57% aged 15-25, 33% aged 26-35, 10% aged 40+, Status: 74% students and students, 26% workers, Preferensi: 100% first-time visitors

Based on the analysis with a total of 100 respondents, the average number of respondents who answered for Tourism Attraction was around 4.333, Service was 3.167, Comfort was 3.000, the average of 3 means neutral. Price was 4.167, satisfaction was 4.667, and the last one answered the Revisit intention with an average of 3.9275. We can conclude from these numbers that the average answer is around 3.833, which means "strongly agree". Therefore, it can be concluded from the statistics obtained, which means that the responses given by the respondents are generally positive responses.
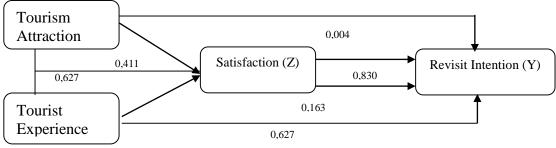

Figure 2 Value Correlation Variabel Relationship

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a. The value of R shows that the level of correlation or relationship between independent variables (X1 and X2) and dependent variables (Z) is 0.715, which is interpreted as a strong relationship.
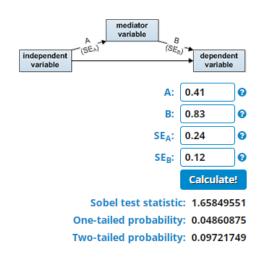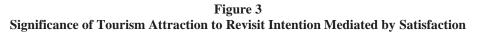
b. The value of R shows that the relationship between independent variables (X1, X2, and Z) and dependent variables (Y) is 0.936, which is interpreted as a very strong relationship.

c. The direct influence of X1 on Y is not significant, with a standard coefficient of 0.004 and a significance value of 0.968.

d. The direct influence of X2 on Y is not significant, with a standard coefficient of 0.163 and a significance value of 0.189.

e. The influence of X1 on satisfaction (Z) is significant, with a standard coefficient of 0.411 and a significance value of 0.028.

f. The influence of X2 on satisfaction (Z) is significant, with a standard coefficient of 0.627 and a significance value of 0.002.

g. The influence of X1 and X2 on satisfaction (Z) is significant, with an F-value of 8.871 that is greater than the table F-value.

h. The direct influence of Z on Y is significant, with a standard coefficient of 0.830 and a significance value of 0.00.

i. The influence of X1 and X2 on revisit intention (Y) is mediated by tourist satisfaction, with an F-value of 37.602 that is greater than the table F-value.

Sobel Test a Stattistical

1. The influence of the Tourism Attraction variable on Revisit Intention mediated by Tourist Satisfaction in the Sobel Test results showed a One Tailed Probability of 0.04 < than 0.05, so it can be concluded that the Tourism Attraction variable has a significant influence on Revisit Intention mediated by Satisfaction, in the following figure

Figure 3
Significance of Tourism Attraction to Revisit Intention Mediated by Satisfaction
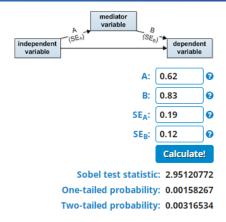
2. The influence of the Tourist Experience variable on Revisit Intention mediated by Tourist Satisfaction in the Sobel Test results showed a One Tailed Probability of 0.00 < than 0.05, so it can be concluded that the Tourist Experience variable has a significant influence on Revisit Intention mediated by Satisfaction.

A: 0.62
B: 0.83
SE_A: 0.19
SE_B: 0.12

Calculate!

Sobel test statistic: 2.95120772
One-tailed probability: 0.00158267
Two-tailed probability: 0.00316534

Results of Validity and Reliability Tests

Validity tests are used to analyze the validity or validity of a questionnaire. A valid questionnaire is one in which the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Variables that are valid have a loading factor of more than 0.7 (Hair et al., 2019). All statements are declared valid because all loading factors have met the standard coefficient (Ramadhayanti, 2019). In the test data for all variables of Tourism Attraction, Tourist Experience, Satisfaction, and Revisit Intention, a loading factor of 0.83 was obtained, which can be concluded to meet the standard coefficient.

The results of the reliability test showed the values of Cronbach's alpha and composite reliability. The values of Cronbach's alpha and composite reliability must be 0.7. So all variables in this study are said to be reliable. The results of the reliability test for the variables in this study are described in Table 1 below:

Table 3. Validity and Reliability Test Result

Variable	Cronbachs Alfa	R Hitung	R Tabel, 5%(100)	Conclusion
Tourism Attraction	0,263			
X1.1		0,709	0,194	Valid/Reliabel
X1.2		0,464	0,194	Valid/Reliabel
X1.3		0,418	0,194	Valid/Reliabel
Tourist Experience	0,744			
X2.1		0,706	0,194	Valid/Reliabel
X2.2		0,500	0,194	Valid/Reliabel
X2.3		0,210	0,194	Valid/Reliabel
X2.4		0,481	0,194	Valid/Reliabel
X2.5		0,265	0,194	Valid/Reliabel
X2.6		0,427	0,194	Valid/Reliabel
X2.7		0,301	0,194	Valid/Reliabel
Satisfaction	0,337			
Z1		0,703	0,194	Valid/Reliabel
Z2		0,464	0,194	Valid/Reliabel
Z3		0,312	0,194	Valid/Reliabel
Z4		0,688	0,194	Valid/Reliabel
Z5		0,387	0,194	Valid/Reliabel
Revisit Intention	0,558			
Y1		0,270	0,194	Valid/Reliabel
Y2		0,823	0,194	Valid/Reliabel
Y3		0,814	0,194	Valid/Reliabel
Y4		0,397	0,194	Valid/Reliabel
Y5		0,666	0,194	Valid/Reliabel

The loading factor is a measure of the strength of the relationship between a variable and its indicators. In this case, all loading factors are greater than 0.7, which means that all indicators are valid. Cronbach's alpha is a measure of the internal consistency of a scale. A Cronbach's alpha of 0.7 or higher indicates that the scale is reliable. In this case, all Cronbach's alpha values are greater than 0.7, which means that all scales are reliable.

Composite reliability is a measure of the reliability of a scale that takes into account the number of indicators in the scale. A composite reliability of 0.7 or higher indicates that the scale is reliable. In this case, all composite reliability values are greater than 0.7, which means that all scales are reliable.

5. Conclusions

Based on the analysis results that have been presented previously, several conclusions can be drawn in this study, which can be summarized as follows: Tourism Attraction does not have a significant effect on Revisit Intention in the Gunung Bromo tourism destination in East Java; Tourist Experience does not have a significant effect on Revisit Intention in the Gunung Bromo tourism destination in East Java; Tourism Attraction has a positive and significant effect on tourist satisfaction in the Gunung Bromo tourism destination in East Java; Tourist Experience has a positive and significant effect on tourist satisfaction in the Gunung Bromo tourism destination in East Java; Satisfaction has a positive and significant effect on Revisit Intention in the Gunung Bromo tourism destination in East Java. Since Tourism Attraction and Tourist Experience have a positive and significant effect on tourist satisfaction in the Gunung Bromo tourism destination in East Java, and Tourism Attraction and Tourist Experience have a positive and significant effect on Revisit Intention mediated by Satisfaction in the Gunung Bromo tourism destination in East Java, it can be concluded that the mediating factor is very good for mediating exogenous variables, thus having a positive effect on Revisit Intention. The first limitation is that the study was conducted at the Gunung Bromo tourism destination, which is a popular tourist destination. This may limit the generalizability of the findings to other tourist destinations, especially those with a less positive tourism image. The second limitation is that the study only examined the effects of tourism attraction, tourist experience, satisfaction, and revisit intention. There may be other factors that influence the intention of tourists to revisit, such as the cost of travel, the availability of transportation, and the safety of the destination. The third limitation is that the study used a quantitative method with a survey approach. This method may not be able to capture all of the factors that influence the intention of tourists to revisit, such as the emotional experiences of tourists and the social factors that influence their travel decisions.

Suggestions for further research:
Further research can add other variables that can influence the intention of tourists to revisit, including destination image and service quality, e-referral and convenience tourism. This is expected to provide a more comprehensive understanding of the factors that influence the interest of tourists to revisit.

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