

The Effect of Tourism Image, Tourism Attraction, Promotion, and Service Quality on the Revisit Decision with Tourist Satisfaction as a Mediating in Harau Valley Tourism Object

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ABSTRACT

Tourism is one of the most promising sectors to make progress of a region. The development of the times, then the number of the human will also continue to grow and their needs will also vary. For that competitors should be able to provide service, very effective against what is needed by tourists. This study aims to determine the effect of the tourism image, Tourism attraction, promotion, and service quality on the revisit decision with the tourist satisfaction as a mediating in Harau Valley Tourism Object. This study aimed to travelers who had visited more than one time to the Harau Valley Tourism Object with 230 respondents. Data analysis was performed using SmartPLS 3.0. The results of this study indicate that the tourism image and tourism attraction has no significant effect on the revisit decision. Promotion and service quality have a significant effect on the revision decision. Tourism image and tourism attraction have no significant effect on tourist satisfaction. Promotion and service quality have a significant effect on tourist satisfaction. Tourist satisfaction has a significant effect on the revisit decision.

Keywords: *Tourism Image, Tourism Attraction, Promotion, Service Quality, Revisit Decision, Tourist Satisfaction.*

1. INTRODUCTION

Competition in the business world is getting tougher and many companies are competing in promoting their company. Customer service and satisfaction is one of the important factors in attracting consumers and making consumers feel satisfied with what they have provided. In this universe of business rivalry, all that assistance can cause buyers or vacationers to feel fulfilled. With savage rivalry, organizations are needed to have the option to change the necessities and wants of their shoppers. However, other than that the organization should likewise believe that buyer needs are for one day, yet can offer great assistance so they can keep on being utilized later on.

Tourism is one of the most promising sectors to make progress in a region. As time progresses, the number of people will also continue to grow, and their needs will also vary. For this reason, competitors must be able to provide very effective services to what

customers need. In increasing the role of tourism, it is very necessary to link nature as a tourism object that can be displayed with adequate supporting facilities and infrastructure related to the tourism industry. In developing a tourist destination, various factors must be considered that will affect the existence of the area as a tourist destination. Agencies engaged in tourism are one example of objects that must make new innovations in order to support tourism in their area and make tourists satisfied with what is a Tourism attraction in the region.

A Tourism attraction is all that exists in a vacationer location which is a fascination so that individuals need to stay with the spot. In Indonesia, there are many beautiful and amazing Tourism attractions. The tourism sector is an economic activity that has become a mainstay and development priority for several countries, especially for developing countries such as Indonesia, which has a lot of potential for such a wide area that it makes a large enough Tourism attraction, with many natural charms,

various cultural heritages and various cultural heritages. community life.

One of the potential tourism objects in Indonesia is the Harau Valley Tourism attraction which is located in West Sumatra Province, precisely in Limapuluh Kota Regency. This Tourism attraction is located in Harau District, Limapuluh Kota Regency, approximately 18 km from Payakumbuh City. This Harau Valley Tourism attraction has several waterfalls surrounded by hills so it has beautiful and amazing views to see and provides a comfortable atmosphere and fresh air that we are hard to get these days. The Harau Valley Tourism Object also provides a place to watch or see waterfalls, rock hill views, swimming pools, canoeing and sound reflection (bias).

Right now the Harau Valley region has turned into the Harau Valley The travel industry Park and has seven shocking cascades. The stature of every cascade differs between 50-90 meters. The cascade streams from the highest point of the gorge that runs along the Harau Valley. Entering the Harau Valley traveler park, it resembles being in a post encircled by rosy bluffs with a tallness of somewhere in the range of 150 and 200 meters. The bluff stands solidly that encompasses 3 valleys. The Harau Valley tourism attraction fascination region comprises of 3 areas: Otherwise known as Aka Barayun, Sarasah Bunta and Rimbo Piobang regions.

In the world of tourism, we cannot ignore the tourists who come to visit our area. Tourist satisfaction must be prioritized, because if tourists feel comfortable and satisfied with a Tourism attraction, it can affect their decision to visit a tourist place. If a tourist is satisfied with the service he receives during his visit to a tourist spot, then it is an added value for those engaged in tourism. But this is also a new challenge for the Tourism Office, because they are engaged in tourism, they must provide good services to tourists.

With this problem, tourist satisfaction will affect a person's decision to visit a tourist place. To determine the level of tourist satisfaction, it requires a comprehensive study, especially aspects that are closely related to a person's decision to visit a tourist place and its impact on tourist satisfaction itself. In addition to tourist satisfaction which has to do with the revisit decision, tourist image is also one of the factors that can influence a person's decision to visit Tourism attractions. Then after that, what attraction can be used to attract more tourists is also an important factor. And the quality of services provided to tourists when they visit Tourism attractions must also be considered, because the quality of services provided to tourists will affect tourist satisfaction.

2. THEORETICAL BASIS

2.1 Revisit Decision

The revisit decision is a form of tourist concern about the destination based on previous experience [1]. Its application in research on the meaning of a return to choice is that buyers will make repurchase moves in the future as an immediate reaction to post-visit conduct inside a specific timeframe. The return to choice according to vacationer visits in buying the travel industry administrations is alluded to as thoughtfulness regarding visit conduct. The return to choice is a type of fulfillment which will then, at that point, empower further buys which will shape a feeling of dependability to customers.

The indicators of the revisit decision are as follows:

- a. Desire to visit again
- b. Plan to visit again
- c. Intention to make return visits
- d. Determine a return visit schedule

2.2 Tourism Image

Tourism image is a decision on a journey from individual thoughts in the form of knowledge, feelings, and perceptions to the overall goal of the experience based on the level of visitor satisfaction with the destinations visited [2]. Tourism image is the conviction that travelers have about the items or administrations that sightseers purchase or will purchase. The picture of the travel industry isn't constantly shaped for a fact or realities, however can be a solid rousing or driving element for making vacationer outings to a travel industry location [3].

The main components in forming a destination image or destination image are identified as elements of a destination image as follows:

- a. Cognitive Image (Cognitive Destination Image). Consists of the quality of the experience gained by tourists, the Tourism attractions in a destination, the environment and infrastructure in the environment, the entertainment and culture of the destination.
- b. Affective Image (Effective Destination Image). Consists of pleasurable, evocative, relaxing and exciting feelings when at a destination.

2.3 Tourism Attraction

Tourism attraction is the fundamental focal point of driving the travel industry in an objective. The travel industry fascination is the super main impetus that spurs vacationers to visit a spot. Meanwhile, according to [4] stated that "Tourism attraction greatly influences the selection of tourist destinations. Someone will not want to visit tourist areas with

ordinary attractions, because they have to pay and take the time to do the travel experience". Tourism attraction is all that has uniqueness, magnificence, and different qualities as normal riches, social abundance and man-made items that are the objective of traveler visits [5]. Objects and Tourism attractions have a very close relationship with travel fashion and also travel motivation, it is because tourists want to visit and also get an interesting experience in their tour.

So, it can be said that product quality determines the state and existence of a product. If the quality of a product is bad then the attractiveness of a product will be low, this is because attractiveness is something that is very important for the product. The travel industry item is a bundle that isn't just with regards to the excellence or exoticism of a vacationer place, yet from a more extensive perspective. The travel industry items incorporate attractions, offices when voyaging, and furthermore admittance to these Travel industry attractions.

2.4 Promotion

The primary motivation behind advancement is to give data, stand out and afterward impact to build deals. [6] promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Meanwhile, advancement is a sort of correspondence that gives clarifications that persuade expected customers about labor and products. The reason for advancement is to stand out enough to be noticed, instruct, remind, and persuade shoppers.

According to [7] promotion indicators include:

- a. Promotional Message. Is a measure of how well the promotional message is carried out and delivered to the market.
- b. Promotion media. Is the media used by companies to carry out promotions.
- c. Promotion Time. Is the length of promotion carried out by the company.
- d. Promotion Frequency. Is the number of sales promotions carried out at a time through sales promotion media.

2.5 Service Quality

Service quality is the appropriateness of item use (qualification for use) to address client issues and fulfillment. The appropriateness of the utilization depends on five fundamental qualities, in particular:

- a. Technology, namely strength and toughness.
- b. Psychological, namely the picture of taste or status.
- c. Time, namely dependability.
- d. Contractual, namely the presence of an assurance.
- e. Ethics, namely respectfulness, cordial and fair.

For administrations, important to offer types of assistance to clients can please or fulfill clients. Alluding to these administrations, the degree of good help quality will consistently be seen and estimated from the side of the shopper and the satisfaction of his fulfillment with the assistance he gets. Besides, this quality influences the shopper's impression of an item and this impression will affect the interaction from the normal quality to the apparent quality.

Administration quality can be distinguished by contrasting purchaser impression of the administrations they really get/get with the administrations they really expect/need for the help credits of an organization. On the off chance that the help got or seen is true to form, the assistance quality is seen as great and agreeable, assuming the assistance got surpasses purchaser assumptions, the help quality is seen to be excellent and of top caliber. Then again, in the event that the assistance got is lower than anticipated, the help quality is seen as terrible. Service quality can be measured using five dimensions, namely:

- a. Reliability (reliability), the capacity to offer the guaranteed assistance quickly, precisely and acceptably.
- b. Responsiveness, specifically the craving to help customers and offer the most ideal support.
- c. Assurance, specifically the information and civility of the organization's workers and the capacity to encourage customer trust in the organization.
- d. Empathy, including the simplicity of doing connections, great correspondence, individual consideration and understanding the necessities of clients.
- e. Tangibles incorporate actual offices, hardware, representatives and method for correspondence. Quality service is the company's ability to present or fulfill what it promises to customers.

2.6 Tourist Satisfaction

Tourist satisfaction is one proportion of the exhibition of non-monetary associations that have an extremely huge commitment to the accomplishment of business association objectives. According to [8] there is a positive relationship between customer satisfaction, post-purchase behavior and business performance. Customers who are satisfied with their purchases will have a positive effect on post-purchase behavior, meaning that consumers who feel that their expectations are met before the purchase with the perceived performance of the results after the purchase will increase purchase commitments such as interest in repurchasing, the percentage of the number of purchases, the number of brands purchased., etc.

The impression of the nature of vacationer locations felt by guests during and in the wake of visiting traveler locations is the nature of the travel industry and influences guest fulfillment. According to [9] the main principle of satisfaction is the comparison between what is expected and the level of work felt by tourists. If performance and expectations are comparable, then tourists will be satisfied and happy, otherwise if performance and expectations are not comparable, then tourists will be dissatisfied and disappointed.

2.7 Conceptual Framework and Hypothesis

This shows that the picture of the travel industry has a positive and huge impact on the revisit decision. This implies that the return to choice is impacted by the travel industry picture utilized, the better the traveler picture at the Harau Valley The travel industry Article and the better the impression conveyed to tourists, it will have an impact on the influence of the revisit decision to the Harau Valley Tourism Object. Stated that Tourism attraction has a positive effect on consumers' revisiting decision. The higher the Tourism attraction of a Tourism attraction, the higher the tourists will want to make a return visit to the Tourism attraction.

- H1: tourism image has no significant effect on revisit decision.
- H2: tourism attraction has no significant effect on revisit decision.

Promotion has an influence on the decision to return tourists to the Harau Valley Tourism Object. Which means that the promotions carried out by the Harau Valley Tourism Object are going very well, thus making tourists who have already visited, come again to the Harau Valley Tourism Object. The quality of service provided by the Harau Valley Tourism Object to tourists who visit there has a significant influence because it is one of the reasons for these tourists to come back to visit Harau Valley Tourism Object. So, the quality of service affects the decision to return tourists to the Harau Valley Tourism Object.

- H3: promotion has a significant effect on revisit decision.
- H4: service quality has a significant effect on revisit decision.

Tourism image then can increase tourist satisfaction. This means that an increase or decrease in Tourism Image will not significantly affect the increase or decrease in Tourist Satisfaction at the Harau Valley Tourism Object. The tourism attraction enjoyed by tourists will automatically lead to satisfaction for visitors and will respond positively to every service that is enjoyed and felt by both individuals and community groups. Tourism attraction

is something that must exist, because tourism attraction is the main element of tourism products.

- H5: tourism image has no significant effect on tourist satisfaction.
- H6: tourism attraction has no significant effect on tourist satisfaction.

Tourism promotion is an activity to inform about the beauty or uniqueness of a Tourism attraction that is offered to potential tourists. The better the Tourism Promotion, the better tourist satisfaction. The service quality of a tourism attraction is everything that can make tourists want to be back or return to visit the tourism attraction because of the feeling of satisfaction with the services obtained at the tourism attraction as well as the uniqueness and high value, which is the goal of tourists coming to a certain area. The better the service quality, it can increase tourist satisfaction.

- H7: promotion has a significant effect on tourist satisfaction.
- H8: service quality has a significant effect on tourist satisfaction.

Tourist satisfaction has a positive effect on the revisit decision, so that if visitor satisfaction increases, it will affect expanding the choice to visit once more. Traveler fulfillment positively affects the return to choice, so it shows that the more fulfilled vacationers are, the higher the return to choice sightseers. The less satisfied tourists are, the lower the decision to return tourists to the Harau Valley Tourism Object.

- H9: tourist satisfaction has a significant effect on revisit decision.

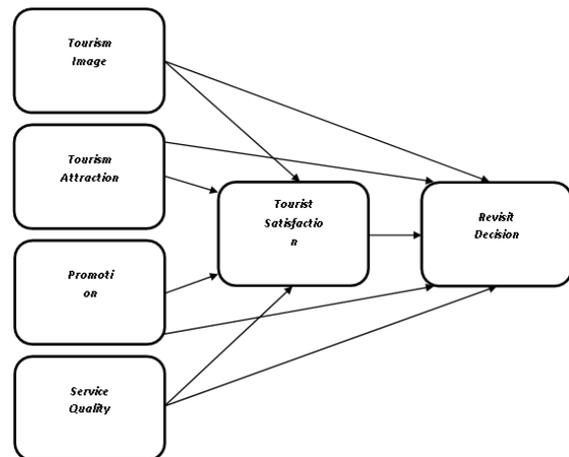


Figure 1: Conceptual Framework

3. RESEARCH METHOD

The research instrument is a questionnaire made using google form shared via Instagram, Whatsapp

and Facebook to anyone who according to the researcher is suitable as a data source. Question items are measured using a Likert scale with points 1-5. 1 strongly disagree and 5 strongly agree. The sample in this study was 230 respondents. The sampling technique in this study was a non-probability sampling technique, namely accidental sampling. The data was processed using SmartPLS 3.0.

4. RESEARCH RESULTS AND DISCUSSION

4.1 Charateristic Of Respondent

Below are the criteria of respondents who filled out the questionnaire.

Table 1. Charateristics of Respondents

Criteria	Total	Percentage (%)
Respondents	230	100
Age:		
<20	35	15,2
21-30	95	41,3
31-40	28	12,2
>40	72	31,3
Gender:		
Male	119	51,7
Female	111	48,3
Education:		
Primary School	9	3,9
Junior High School	7	3
Senior High School	130	56,5
Diploma	11	4,8
Bachelor	68	29,6
Postgraduate	5	2,2
Profession:		
Student	73	31,8
ASN/Doctor/Police/Army	7	3
Private Employee	70	30,4
Entrepreneur	44	19,2
Etc	36	15,6

Source: Primary Data Processed, 2021

4.2 Outer Model

Convergent validity test is using the loading factor or outer loading with value > 0.5. Furthermore, to determine whether discriminant validity of the construct is adequate, it can be seen from the cross loading value by comparing the correlation indicators of a variable with other variables. If the construct indicator has a higher value than the indicator's display against other constructs, then the construct is said to have discriminant validity. Items are said to be valid when the cross loading value is ≥ 0.5 .

The reliability test is conducted by observing the value of composite reliability and Cronbach's alpha. The result is shown below.

Table 2. Result of Test Reliability and Validity Analysis

Variables	Cronbach Alpha	rhoA	Composite Reliability	AVE
Tourism Image	0,858	0,901	0,896	0,633
Tourism Attraction	0,878	0,895	0,901	0,543
Promotion	0,923	0,941	0,938	0,687
Service Quality	0,963	0,970	0,968	0,736
Revisit Decision	0,809	0,878	0,860	0,531
Tourist Satisfaction	0,940	0,945	0,950	0,680

Sources: Primary Data Processed, 2021

Based on the table above, the composite reliability and Cronbach's alpha of all variables is ≥ 0.7 . Accordingly, it is concluded that all indicators are consistent in measuring their constructs.

4.3 Inner Model

Goodness of fit is done to determine the effect of the independent variable on the dependent variable. This test can be evaluated by looking at the value of R-Square. The following is the result of R-square estimation.

Table 3. R-Square Analysis Result

Variabel	R Square	R Square Adjusted
Revisit Decision	0,339	0,336
Tourist Satisfaction	0,791	0,788

Source: Primary Data Processed, 2021

The results of the data in the table above show that the R square revisit decision is 0.339, meaning that tourism image, tourism attraction, promotion, and service quality explains the revisit decision variable by 33.9%, the remaining 66.1% is explained by other constructs outside of this study. R-square tourist satisfaction is 0.791 which means tourism image, tourism attraction, promotion, and service quality explains the tourist satisfaction variable by 79.1% while the remaining 20.9% is explained by other constructs.

4.4 Hypothesis Testing Result

Hypothesis testing is done to see and to comprehend the immediate impact, backhanded impact and the complete impact between factors. This

test is directed by working bootstrapping on the SmartPls 3.0 program until the connection between exogenous factors and endogenous factors is gotten.

Theory testing is directed by assessing the t-measurements > 1.96 produced by the Internal model and a P-Values < 0.05 . The consequences of theory trial of this exploration are as per the following:

Hypothesis 1: The consequences of the primary speculation test showed negative and inconsequential outcomes in light of the fact that the p-values > 0.05 , which was 0.561 and the t-measurement esteem < 1.96 , which was 0.581. This shows that the travel industry picture on the return to choice has a negative and inconsequential impact. This it tends to be presumed that the speculation is dismissed.

Hypothesis 2: The aftereffects of the subsequent speculation test showed negative and immaterial outcomes on the grounds that the p-values > 0.05 , which was 0.143 and the t-measurement esteem < 1.96 , which was 1.465. This shows that the travel industry fascination with the return to choice has a negative and unimportant impact. In this way it very well may be reasoned that the speculation is dismissed.

Hypothesis 3: The consequences of the third speculation test showed positive and huge outcomes on the grounds that the p-values < 0.05 , which was 0.002 and the t-insights esteem > 1.96 , which was 3.164. This shows that the advancement of the return to choice has a positive and critical impact. In this way it tends to be reasoned that the theory is acknowledged.

Hypothesis 4: The consequences of the fourth speculation test show positive and huge outcomes in light of the fact that the p-values < 0.05 , which is 0.000 and the t-measurement esteem > 1.96 , which is 5.157. This shows that the help quality on the return to choice has a positive and critical impact. In this way it very well may be reasoned that the theory is acknowledged.

Hypothesis 5: The consequences of the fifth theory test show negative and immaterial outcomes on the grounds that the p-values > 0.05 , which is 0.545 and the t-measurement esteem < 1.96 , which is 0.606. This shows that Travel industry Picture on Vacationer Fulfillment has a negative and inconsequential impact. Subsequently it very well may be presumed that the theory is dismissed.

Hypothesis 6: The aftereffects of the 6th speculation test showed negative and irrelevant outcomes in light of the fact that the p-values > 0.05 , which was 0.121 and the t-measurement esteem < 1.96 , which was 1.554. This shows that Travel industry Fascination on Traveler Fulfillment has a negative and unimportant impact. Subsequently it tends to be inferred that the speculation is dismissed.

Hypothesis 7: The consequences of the seventh speculation test showed positive and huge outcomes in light of the fact that the p-values < 0.05 , which was 0.001 and the t-insights esteem > 1.96 , which was 3.373. This shows that Advancement on Traveler Fulfillment has a positive and huge impact. Along these lines it very well may be reasoned that the speculation is acknowledged.

Hypothesis 8: The consequences of the eighth speculation test show positive and huge outcomes on the grounds that the p-values < 0.05 , which is 0.000 and the t-measurement esteem > 1.96 , which is 6.010. This shows that Help Quality on Traveler Fulfillment has a positive and huge impact. Along these lines it tends to be reasoned that the theory is acknowledged.

Hypothesis 9: The aftereffects of the 10th speculation test showed positive and critical outcomes on the grounds that the p-values < 0.05 , which was 0.000 and the t-measurement esteem > 1.96 , which was 8.933. This shows that Vacationer Fulfillment on the return to choice has a positive and huge impact. Subsequently it tends to be reasoned that the theory is acknowledged.

Hypothesis 10: The consequences of the 10th speculation test showed negative and immaterial outcomes in light of the fact that the p-values > 0.05 , which was 0.561 and the t-measurement esteem < 1.96 , which was 0.581. This shows that Vacationer Fulfillment intercedes The travel industry Picture on Return to Choice and has a negative and immaterial impact. Subsequently it very well may be presumed that the theory is dismissed.

Hypothesis 11: The consequences of the 11th speculation test showed negative and irrelevant outcomes on the grounds that the p-values > 0.05 , which was 0.143 and the t-measurement esteem < 1.96 , which was 1.465. This shows that Vacationer Fulfillment intervenes The travel industry Appreciation for Return to Choice has a negative and unimportant impact. Consequently it tends to be presumed that the theory is dismissed.

Hypothesis 12: The aftereffects of the twelfth speculation test showed positive and critical outcomes on the grounds that the p-values < 0.05 , which was 0.002 and the t-measurement esteem > 1.96 , which was 3.164. This shows that Traveler Fulfillment intervenes the Advancement of Return to choice has a positive and critical impact. Along these lines it very well may be reasoned that the theory is acknowledged.

Hypothesis 13: The aftereffects of the thirteenth speculation test showed positive and huge outcomes on the grounds that the p-values < 0.05 , which was 0.000 and the t-measurement esteem > 1.96 , which was 5.157. This shows that Vacationer Fulfillment intervenes Administration Quality on Return to Choice has a positive and critical impact. Hence it

tends to be inferred that the speculation is acknowledged.

Table 4 Hypothesis Result

Variabel	T Statistics	P Values
X1->Y	0,581	0,561
X1->Z	0,606	0,545
X2->Y	1,465	0,143
X2->Z	1,554	0,121
X3->Y	3,164	0,002
X3->Z	3,373	0,001
X4->Y	5,157	0,000
X4->Z	6,010	0,000
Z->Y	8,933	0,000
X1->Z->Y	0,581	0,561
X2->Z->Y	1,465	0,143
X3->Z->Y	3,164	0,002
X4->Z->Y	5,157	0,000

Source: Primary Data Processed, 2021

4.5 Discussion

The results showed that there was no influence of Tourism Image on the revisit decision to the Harau Valley Tourism Object. According to [10] the tourism image has a significant effect. This shows that the travel industry picture has a positive and critical impact on the return to choice sightseers. This implies that the return to choice is affected by the travel industry picture utilized, the better the travel industry picture at the Harau Valley The travel industry Article and the better the impression passed on to sightseers, it will affect the impact of the return to choice to the Harau Valley The travel industry Item.

Stated that tourism attraction has a positive effect on consumers' revisiting decisions. The higher the tourism attraction of a tourism attraction, the higher the tourists will want to make a revisit decision to the tourist attraction.

This shows that the tourist attraction of the Harau Valley Tourism Object does not have a significant influence on the revisitt decision tourists, it is not in accordance with what is happening in the field, which shows that the Harau Valley Tourism Object's tourism attraction is not good in the eyes of tourists to make revisit decision.

In this case, according to the results of research found in the field, promotion has an influence on the revisit decision tourists to the Harau Valley Tourism Object. Which means that the promotions carried out by the Harau Valley Tourism Object are going very

well, thus making tourists who have already visited, come again to the Harau Valley Tourism Object.

Service quality positively affects the return to choice travelers, great assistance quality is regularly supposed to be one of the significant elements in the accomplishment of a business. Here it very well may be seen that the help quality given by the Harau Valley The travel industry Object to vacationers who visit there has a huge impact since it is one reason for these sightseers to return to visit Harau Valley The travel industry Item. So, the service quality affects the revisit decision tourists to the Harau Valley Tourism Object.

According to [11] Tourism Image partially has no significant effect on Tourist Satisfaction. Tourism Image is a person's way of expressing, describing, or imagining all that is known objectively about cultural tourism destinations, natural beauty, and handicrafts of a particular tourist area that later he wants to visit. The better the Tourism Image, the better the tourist satisfaction. This means that an increase or decrease in Tourism Image will not significantly affect the increase or decrease in Tourist Satisfaction at the Harau Valley Tourism Object. The results of research by [12] support the results of research which also found that tourism image is a complex perception of a tourist (visitor) on the salient attributes of a tourism attraction.

According to [13] shows that tourism attraction has no effect and is not significant on tourist satisfaction. The tourism attraction enjoyed by tourists will automatically lead to satisfaction for visitors and will respond positively to every service that is enjoyed and felt by both individuals and community groups. Vice versa, if the tourist attraction is not enjoyed and felt by tourists, it will have an impact on satisfaction and interest in tourist visits will decrease. The results of this study can be interpreted that tourists will still feel satisfaction even though there is no tourism attraction. This of course is not in line with the existing theory. Tourism attraction is something that must exist, because tourism attraction is the main element of tourism products.

Tourism promotion is an activity to inform about the beauty or uniqueness of a tourism attraction that is offered to potential tourists. The better the Tourism Promotion, the better tourist satisfaction and vice versa. From the exploration shows that advancement has a positive and huge impact on Traveler Fulfillment. Advancement of the Harau Valley The travel industry Article is improving or an affects expanding Vacationer Fulfillment, the expansion is huge. Tourists at the Harau Valley Tourism Object are very concerned about the Promotion factor. A good promotion invites tourist interest so that it has an impact on Tourist Satisfaction.

The service quality a tourism attraction is everything that can make tourists want to be back or

revisit decision the tourism attraction because of the feeling of satisfaction with the services obtained at the tourism attraction as well as the uniqueness and high value, which is the goal of tourists coming to a certain area. The better the service quality, it can increase tourist satisfaction.

Tourist satisfaction has a positive effect on the decision to revisit, so that if visitor satisfaction increases, it will have an effect on increasing the decision to visit again. From the research in the field, it was found that tourist satisfaction had a positive effect on the revisit decision, thus indicating that the more satisfied tourists are, the higher the revisit decision tourists, and vice versa, the less satisfied tourists are, the lower the revisit decision tourists to the Harau Valley Tourism Object.

The outcomes showed that there was no Vacationer Fulfillment interceding the impact of The travel industry Picture on Sightseers' Return to Choices at the Harau Valley The travel industry Item. This implies that vacationer fulfillment as a middle person can't expand the impact of traveler picture on the choice to return sightseers to the Harau Valley The travel industry Article.

The outcomes showed that there was no vacationer fulfillment interceding the impact of the travel industry fascination on the return to choice sightseers at the Harau Valley The travel industry Item. This implies that traveler fulfillment as an arbiter can't expand the impact of vacation destinations on the choice to return sightseers to the Harau Valley The travel industry Article.

The outcomes showed that there was vacationer fulfillment intervening the impact of advancement on the return to choice travelers at the Harau Valley The travel industry Article. This implies that vacationer fulfillment as a go between can build the impact of advancement on the choice to get back to the Harau Valley The travel industry Article.

The outcomes showed that there was traveler fulfillment interceding the impact of administration quality on the return to choice sightseers at the Harau Valley The travel industry Item. That is, traveler fulfillment as a middle person can expand the impact of administration quality on the return to choice to the Harau Valley The travel industry Item.

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the results of data analysis and discussion of the influence of Tourism Image, Tourism Attraction, Promotion, and Service Quality on Revisit Decisions with Tourist Satisfaction as a mediating on the Harau Valley Tourism Object, it can be concluded several conclusions as follows:

The outcomes showed that Travel industry Picture and The travel industry Fascination had no critical impact on the Return to Choice on the Harau Valley The travel industry Item. In the mean time, Advancement and Administration Quality significantly affect the Return to Choice on the Harau Valley The travel industry Item.

The outcomes showed that Travel industry Picture and The travel industry Fascination had no critical impact on Traveler Fulfillment at the Harau Valley The travel industry Article. In the mean time, Advancement and Administration Quality significantly affect Traveler Fulfillment at the Harau Valley The travel industry Article. And furthermore Vacationer Fulfillment significantly affects the Return to Choice on the Harau Valley The travel industry Article.

The outcomes showed that Vacationer Fulfillment intervening The travel industry Picture and The travel industry Fascination on Return to Choices at the Harau Valley The travel industry Article didn't have a critical impact. In the mean time, Traveler Fulfillment intercedes Advancement and Vacationer Fulfillment with Return to Choice on the Harau Valley The travel industry Article has a critical impact.

5.2 Suggestion

To the management to pay more attention to Tourism Image and Tourism Attraction in the Harau Valley Tourism Object because from the results of the research these two variables are quite a concern for tourists visiting the Harau Valley Tourism Object. Maintaining and improving again in terms of Promotion and Service Quality provided to tourists. For the promotions carried out by the manager, they can continue to intensively do to tourists and if possible to be improved again so that they can invite more tourists to come to visit the Harau Valley Tourism Object. For the service quality provided to tourists, it can continue to be improved because if the service provided is good then tourists will feel satisfied and will make them make return visits to the Harau Valley Tourism Object.

Academics and researchers further conduct research with other variables that can affect tourist satisfaction to further expand the topic of further research so that they can create more in-depth research writings and conduct further research by developing a wider range of respondents.

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