

**KEY DRIVING FACTORS FOR TOURIST SATISFACTION AND REVISIT
INTENTIONS IN NORTH SULAWESI**

**FAKTOR PENDORONG UTAMA KEPUASAN WISATAWAN DAN NIAT
BERKUNJUNG KEMBALI DI SULAWESI UTARA**

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ABSTRACT

The tourism sector is one of economic cornerstones and an important source as economic drivers. This study aims to investigate the relationship between various tourism elements and their impact on tourist satisfaction and revisit intention in North Sulawesi, Indonesia. Utilizing a quantitative descriptive research design, the study employs a closed questionnaire to gather data from 206 respondents, selected through simple random sampling. The Structural Equation Model (SEM) is used to analyze the data and test the hypotheses. The results indicate that among the 5A's of tourism elements, Accommodations, Attractions, and Amenities significantly influence Tourist Satisfaction, Furthermore, Tourist Satisfaction has a significant effect on Revisit Intention. This study highlights the critical factors influencing tourist satisfaction and their subsequent effect on revisit intentions, offering valuable insights for tourism management and policymaking in North Sulawesi. The findings suggest that improving accommodations, attractions, and amenities could enhance overall tourist satisfaction and increase the likelihood of repeat visits.

Keywords: *Accessibilities, Accommodations, Attraction, Activities, Amenities, Tourist Satisfaction, And Revisit Intention.*

ABSTRAK

Sektor pariwisata merupakan salah satu pilar ekonomi dan sumber penting sebagai penggerak ekonomi. Penelitian ini bertujuan untuk menyelidiki hubungan antara berbagai elemen pariwisata dan dampaknya terhadap kepuasan wisatawan dan niat untuk berkunjung kembali di Sulawesi Utara, Indonesia. Dengan menggunakan desain penelitian deskriptif kuantitatif, penelitian ini menggunakan kuesioner tertutup untuk mengumpulkan data dari 206 responden yang dipilih secara acak sederhana. Structural Equation Model (SEM) digunakan untuk menganalisis data dan menguji hipotesis. Hasil penelitian menunjukkan bahwa di antara 5A elemen pariwisata, Akomodasi, Atraksi, dan Fasilitas secara signifikan mempengaruhi Kepuasan Wisatawan, selanjutnya Kepuasan Wisatawan berpengaruh signifikan terhadap Niat Kunjungan Ulang. Studi ini menyoroti faktor-faktor penting yang mempengaruhi kepuasan wisatawan dan efek selanjutnya pada niat berkunjung kembali, menawarkan wawasan yang berharga untuk manajemen pariwisata dan pembuatan kebijakan di Sulawesi Utara. Temuan ini menunjukkan bahwa peningkatan akomodasi, atraksi, dan fasilitas dapat meningkatkan kepuasan wisatawan secara keseluruhan dan meningkatkan kemungkinan kunjungan ulang.

Kata Kunci: Aksesibilitas, Akomodasi, Atraksi, Aktivitas, Fasilitas, Kepuasan Wisatawan, Dan Niat Berkunjung Kembali

INTRODUCTION

The tourism sector stands as a pivotal economic cornerstone, ranking among the primary sources of foreign exchange revenues for nations, following oil, gas, and palm oil commodities. tourism encompasses the travel of individuals or groups from one location to another, with the intent to engage in leisure activities and seek enjoyment according to their preferences

(Prayogo, 2018). Tourism holds significant potential to stimulate economic development As highlighted by Yakup (2019), tourism is a substantial contributor to foreign exchange earnings and plays a crucial role in fostering national economic growth, particularly by reducing unemployment and enhancing productivity.

However, this potential must be harnessed through prudent management

to mitigate adverse impacts and ensure equitable and sustainable economic advancement (Rangkuti, 2023). When effectively managed, tourism can generate substantial benefits for destinations by increasing visitor expenditures and augmenting government revenues. Given that travelers often journey from distant locales for diverse reasons, they represent a critical element of the tourism industry that requires careful consideration. Visitors bring a wide array of motivations, interests, expectations, and social, economic, and cultural factors (Said & Maryono, 2018). These diverse factors contribute to their demand for tourism-related goods and services, necessitating that destinations address their needs and preferences.

Maximizing visitor satisfaction by fulfilling their needs and expectations is essential for regional development. Positive interactions with tourism services and amenities can enhance travelers' experiences, leading to favorable word-of-mouth recommendations about their chosen destination. An enjoyable vacation experience can further bolster visitor loyalty to the destination (Corte et al., 2015).

The primary concern with tourism, despite its diversity, beauty, and government efforts, is the visitor who will come to visit. This concern extends to making sure visitors are satisfied while they are there so they will promise to return. The administration faces a problem in maintaining and growing the number of tourists that return to the region. The intention to return is comparable to a repeat customer's attitude toward a product. Kotler, Bowen, and Makens (2017) claim that customers who are pleased with the product or service they have purchased will attract customers and make them

more likely to make additional purchases. It is crucial to focus especially the number of foreign tourists because they make a large contribution to state revenues. Apart from that, the tourism sector can also be a source of livelihood for the local community where the tourism is located and also the tourist satisfaction since dissatisfied customers will react in a variety of ways, with word of mouth being the fastest way for them to share their experiences. One of the key elements in addressing the competitiveness of the tourist sector is customer satisfaction (Ikasari, 2021).

Visitors have a variety of objectives and expectations, which results in varying degrees of satisfaction. Because a high degree of tourist satisfaction indicates that the quality of the tourism it receives is good, it is a crucial aspect in the sustainability of tourism activities. This is inextricably linked to the various assessment standards that act as a framework for persuading visitors to engage in tourism-related activities in a location—in this case, regional tourism destinations in the North Sulawesi—with a focus on various aspects that will subsequently satisfy visitors' needs and wants when engaging in such activities and gauging their level of satisfaction. The aforementioned components are what visitors who are coming to a tourist destination or generally participating in tourism activities will need. Destinations can only be successful at luring visitors if they offer a variety of transportation options, lodging options, amenities that can meet needs, and activities. It all gives mutual benefits for each other, both for the tourism area and tourist satisfaction in traveling based on element 5A's tourism Accessibility, Accommodation, Attraction, Activities, and Amenities. Successful destinations meet 5A's requirements; destinations that draw

visitors create sales and revenue opportunities for the nation.

Customer satisfaction levels can influence visitors' plans to return to these tourist attractions, which will benefit the tourism area as a whole. People are more likely to return to a destination where they were previously satisfied if they are satisfied with their experience. Return visits are evidence that the area still offers high-quality tourism and is a popular location for carrying out tourism activities, which will result in an increase in revenue for the tourism area.

Indonesia has great potential in the tourism sector and is renowned for its beauty and natural resources. This is such a fantastic chance for Indonesia to establish itself as a provider of tourism services by utilizing its natural beauty and richness to draw tourists while also benefiting the Indonesian people. According to data from Sentral Statistics Agency (BPS) from January to July 2023, there were 196.85% more foreign visitors than there were during the same time in 2022. Indonesia is a developing country; therefore, it stands to reason that tourism will rise significantly in the future. For developing countries, the expansion of tourism is significant because it provides a means of escaping the limitations of underdevelopment (Pitana & Diarta, 2009). With so many provinces, Indonesia has a large number of islands, each of which has a variety of tourist attractions, making Indonesia one of the most alluring places to travel. One of them is in the province of North Sulawesi, where visitors from inside and outside the nation continue to be drawn in by the region's natural beauty. About 11 districts and 4 cities make up North Sulawesi, each of which is distinct and has a range of tourism possibilities.

Due to its abundance of tourist-related resources, the province of North Sulawesi has tremendous potential in the

tourism industry. The primary tourist attraction in North Sulawesi Province is a marine vacation spot, especially the Bunaken Marine Park as world-class marine tourism and has become a tourism icon for North Sulawesi Province. Apart from Bunaken Marine Park, there are still many natural tourist destinations in North Sulawesi Province, such as diving spots on Siladen Island, Manado Tua Island, Tumbak Marine Park, beautiful panoramic sea and underwater views on Lembeh Island, Puncak Tetetana Kumelembuai Nature Tourism, Paal and Pulisan Beaches, Tangkoko National Park with its black monkey and tarsier conservation, the beauty of Lake Tondano and Lake Linow, Mahangetan Underwater Volcano, Apar Bay Nature Reserve, Mount Mahawu, Lakban Beach, Lihaga Island, Kali Waterfall, Ratahan Telu Waterfall, Sawangan River Rafting and other natural tourist destinations. In terms of cultural resources and historical heritage, there are various tourism treasures of North Sulawesi Province such as the Tomohon International Flower Festival (TIFF) which is held every year in Tomohon City, Waruga Ancient Tomb, Mahawu Cave, Japanese heritage, Sangihe Talaud Islands Tulude Festival, Mane'e Festival Talaud Islands, East Bolaang Mongondow Tomini Bay Festival, Jagadhita Temple in Manado, North Sulawesi State Museum, Bukit Kasih Kanonang, Maengket Dance and a wealth of other cultural tourism (Siswahto, 2020).

Table 1. Number of Foreign Tourists in North Sulawesi Province, February 2023

Description	Month- Year				
	January-2022	February-2022	December-2022	January-2023	February-2023
Number of foreign	466	647	1.142	804	1848

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According to data from the Central Statistics Agency for North Sulawesi Province's official statistical news, 1,848 foreign visitors entered North Sulawesi through the Sam Ratulangi airport entrance in February 2023, a 129.85% increase from January 2023. In comparison with February 2022, foreign visitors to North Sulawesi saw a 185.63 percent rise. Through February 2023, North Sulawesi accounted for 2,652 foreign visitors overall. When compared to the number of foreign visitors, this figure has increased. Adding up to February 2022, that makes 1,113 persons. The majority of the foreign visitors were Chinese, numbering 293 (36.44 percent), followed by Singaporeans (113, 14.05 percent), Americans (44, 5.47 percent), and Germans (41, 5.10 percent).

The mentioned data also shows that while the number of visits has increased, it is still not noteworthy and is far from the goal of one million foreign tourists set by the government of North Sulawesi. In order to close this gap, it is important to ascertain the level of satisfaction of potential customers, and visitor satisfaction is undoubtedly a crucial concern. It is crucial to note that indicators of visitor satisfaction include whether or not guests would want to return or even suggest the location to their closest friends and family. One may also argue that every business or tourist attraction aims to achieve great satisfaction. Experts claim that there are differences between the tourism components that visitors can choose from that can also gauge visitor satisfaction. Based on the identification results, we measured the impact of the 5As and Chanapong Arpornpisal's journal factors, which are comprised of accessibility, lodging, attractions,

activities, and amenities (collectively referred to as "5A's"). Indeed, this can be used as information for the government to consider when making decisions about how to develop tourism, increase innovation, and create regulations to realize a cutting-edge tourism destination. It can also be used as a gauge to determine how satisfied tourists are with the way tourism activities are carried out in North Sulawesi.

Based on the research, it is important to learn more about how satisfied tourists are with their travel experiences. The author is curious to learn how satisfied tourists are with North Sulawesi's tourism destination based on the 5A's elements of accessibility, accommodation, attractions, activities, and amenities. If they are satisfied, will they be planning a return trip there? As a result, the researcher was inspired to investigate this issue and used the term Analysis of Tourist Satisfaction Based on 5A's of Tourism Elements towards Tourist Revisit Intention in North Sulawesi.

Review of Literature Tourism

Tourism is defined as the action of a person traveling to or staying in a place outside of his typical surroundings for no more than one year continuously, for pleasure, business, or other purposes according to the World Tourism Organization (Pitana & Diarta, 2009) in *Introduction to Tourism Science*. Tourism is a travel activity that is temporarily carried out from the place of origin to the destination location with the intention of achieving other goals such as having fun, satisfying one's curiosity, spending leisure time or vacation time, and other objectives rather than settling down or earning a job (Koen, 2009). However, in essence, tourism is a sign of a transient, impulsive human migration

to satisfy specific needs and ambitions. It is possible to draw the conclusion that tourism is an activity people engage in to unwind or to visit an attractive location and spend their spare time there based on the understanding of the term held by specialists.

Tourist Satisfaction

Since one of the ideas in consumer behavior is the satisfaction of customers, it can be seen as a trial assessment of the customer that arises following the decision to purchase a product or service at a certain moment or opportunity. As a result, customer satisfaction is the result of a comparison process between their subjective views of the product's performance following usage or consumption and the expectations they had before making their purchase. Tourist satisfaction, as defined by Baker and Crompton (2000), is the overall impression that visitors get from the destination's different amenities and services in addition to the caliber of their overall travel experience. Travel destinations truly need to focus on the factors that influence visitors' happiness with the many aspects of visitors who come on tours. Bowie and Chang (2005) assert that the destination's level of service determines how satisfied visitors are. Therefore, the tourist development authorities and tourism operators should take the required actions to improve the satisfaction in order to maintain and increase the destinations' competitiveness (Yoon & Uysal, 2005). Having high customer satisfaction can bring profits to service providers because they can share their experiences in experiencing the benefits of the products or services provided to customers. Whether a tourist is able to have a positive experience and sensation that makes them desire to participate in tourism activities again depends on the

emotions this tour activity evokes in them.

By comparing travelers' expectations with the reality of their experience at a tourism site, it is possible to determine if they are satisfied or disappointed. One of the most important metrics for evaluating the quality of the tourist service is visitor satisfaction. The factor "satisfaction" has a strong correlation with tourists' inclinations to return to the destinations. As such, it is among the most important factors that help any location boost revenue and gain a larger market share.

Components influencing tourist satisfaction

Law No. 10 of 2009 concerning tourism defines tourism as a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, government, and regional governments. Component 5A is made up of five points that serve as an assessment of tourists toward a tourist destination, whether the area can be a suitable tourism destination and can also provide satisfaction for tourists who travel. These components are needed to determine whether the area to be visited is feasible to become a tourism destination. Each tourism activity will, in general, consist of five major parts. The primary components of a destination are explained by Sunaryo (2013) as follows: attractions, amenities, accessibility, supporting infrastructure, ancillary services, and institutions. Buhalis (2008) proposes the 5As: attractions, accessibility, amenities, available packages, activities, and ancillary services. Tourism supplies, on the other hand, comprise everything that is provided to tourists, such as lodging, transportation, infrastructure, and auxiliary services (Zakaria & Suprihardjo, 2014). Dickman (1997)

applies the 5A principle in order to establish balance in the development of tourist places, he proposed that every destination must be built around the five "A's": attractions, activities, accessibility, accommodations, and amenities. These components, which are occasionally condensed to 5a's tourism elements—accessibility, accommodations, attractions, activities, and amenities (Samaraweera, 2019)

Table 2. Component of 5 A's

Tourism Component	Sunaryo (2013)	Buhalis (2008)	Zakharia & Suprihardjo (2014)	Dickman (1997)	Samaraweera (2019)
Attractions	√	√		√	√
Amenities	√	√		√	√
Accessibilities	√	√		√	√
Activities		√		√	√
Accommodations			√	√	√
Ancillary	√	√			
Auxiliary Service			√		
Available Packages		√			
Infrastructure	√		√		
Transportation			√		

Researchers have identified variations between the tourist components shown in the above table; only 5A from the identification results between Accommodation Activities and Attractions and Accessibility Amenities is taken for this object. It is envisaged that applying the 5A principles as a means of enhancing the economy and assessing visitor satisfaction—especially that of returning international visitors—will help to solve current issues in a tourism location.

Attractions

A tourist destination's principal offering is its attraction. Attractions, or tourist attractions, are associated with the idea of what to see and do (Karyono, 1997). What is on offer to visitors at the location. Natural beauty and distinctiveness, local culture, and man-

made attractions like amusement parks can all serve as forms of attraction. Attractions, this is the main reason to travel to a particular destination. Attractions are basically classified into four categories namely:

- Natural attractions, such as pristine beaches, waterfalls, beautiful views, climate, high rainfall, snow-capped mountains, etc.
- Man-made attractions, such as amusement parks, etc.
- Cultural attractions, such as fairs, festivals, celebrations, theaters and museums that depict the history and culture of a country.
- Social attractions, such as where one can meet and interact with native people at a destination as well as meet friends and relatives.

Drawing from the aforementioned concept, an attraction is defined as anything that draws tourists' interest and attention to a tourism destination because of the area's natural riches and distinctive cultural and tourist attractions.

2.4. Accessibilities

The level of ease with which people may interact with a product, service, or environment is known as accessibility. The ease with which a site may be reached from other areas via the transportation system is referred to as accessibility. The affordability of a location is determined by factors such as time, cost, and effort required to travel between destinations. Buildings, the environment, and other public spaces all incorporate easy access. The ease with which individuals with disabilities can utilize facilities is another aspect of accessibility. For example, wheelchair users should be able to go on public transit and stroll down sidewalks with ease. According to Soekadijo (2003), in order to be considered accessible, a

facility must be simple to locate and reach, have accessible roads that allow for travel to tourist destinations, and be present when a journey comes to an end. One aspect of the analysis of how activities interact with transportation network systems is accessibility. This analysis seeks to understand the operation of the system and predict the effects of traffic on various land uses or transportation policies by using the analytical relationships between system components. Distance, travel time, and cost are frequently linked to accessibility (Suthanaya, 2009). From the foregoing description, it can be seen that accessibility refers to the comfort and convenience with which one may get to a certain location or object, as well as the ease with which one can move about in that location.

Activities

All activities are those that are made possible by a tourist area's allure. While traveling through a tourism destination, travelers typically engage in both active and passive activities. Activities, Vacations are taken by people who desire to see and experience new things. Some people enjoy vacations that are active and include activities like fishing, hiking, and water sports. Others might rather just sit and unwind. The location may offer a variety of activities to suit various age groups and social backgrounds. A venue may draw tourists if it offers any of the above-mentioned experiences or attractions. The activities that tourists engage in, or what draws them to a destination, are known as tourism activities. For example, an activity center like a museum can attract visitors in half a day or more, depending on how long they stay. According to Khotimah (2017), tourist activities include:

- a. Hiking
- b. Assembling (rafting),
- c. Cycling (biking),
- d. Diving (diving),
- e. Sailing(sailing),
- f. Camping, and
- g. Rock climbing

It is possible to draw the conclusion that an activity is an active or passive activity performed by someone using physical or non-physical means to accomplish all tasks. Activities and tourism are closely related since the activity is necessary for a tourist to fully experience the tourism offered by a tourism destination.

Accommodations

According to Pratama (2017), accommodation is associated with supporting facilities that support and are available to visitors at tourist sites (such as eateries, lodgings, and internet networks). An area of accommodation can serve as a place for travelers to sleep, dine, and drink (Munavizt S. , 2010). According to explanations about lodging from a variety of sources and specialists, lodging is a visitor's second home when they travel far from home and is a necessity for visitors participating in tourist activities. It is typically offered at a tourist location along with other amenities such as food, drink, services, and so on.

Amenities

Amenities include additional services like a phone, currency exchange, gift shop, etc. that help with tourist travel. The Oxford dictionary defines an amenity as a desirable or practical feature or facility of a structure or site. In this case, the property's handy location puts it close to all local amenities. Amenities are conveniences that make it easier to carry out activities and facilities, according to the Big

Indonesian Dictionary. Two classifications apply to this facility:

1. Social facilities are establishments such as schools, clinics, and houses of worship that are made available to the public by the government or the private sector.
2. Public facilities are amenities such as streets and lighting fixtures that are made available to the general public.

Some experts believe that the facilities possessed by a tourist destination—such as lodging, dining options, entertainment venues, pubs, and sports facilities—are what make it attractive to visitors. Tourists doing tourism activities need facilities that facilitate travel and offer a range of amenities for visitors to improve their leisure time in addition to tourist attractions. The longer time for vacation and travel, in addition to the fact that perceived comfort does not preclude visitors from returning to the tourist region, the more amenities a location offers.

Revisit Intention

Revisit intention is a term used in business to express a customer's commitment to returning to a firm or tourist attraction in the future. From the perspective of travel and leisure, a visitor's behavioral intention is his or her desire to return to the location annually and on a regular basis (Baker & Crompton, 2000). Customer satisfaction is crucial because it affects expectations and decision-making around repurchases and site visits (Fuchs & Weiermair, 2004). Recurrence intention is influenced by satisfaction, as demonstrated by Bigne et al. (2001). Interest in revisiting is characterized by JeonHyunjin as a crucial component for maintaining business performance or profitability over the long run. The inclination of travelers to return to the

same location or other tourist attractions within the same nation is referred to as interest in revisiting (Jeon Hyunjin, 2013). According to the explanation given above, revisit intention can be defined as the actions of a person who has visited a tourist destination in the past and was pleased with it for a number of reasons. This person intends to return to the destination in the future and offer helpful recommendations to others who have also visited the destination.

Based on previous research conducted by Samaraweera (2019), this research uses the Explanatory Factor Analysis to identify the major factors that influence the domestic tourists' satisfaction in Hikkaduwa. Second stage is the Confirmatory Factor Analysis to confirm the identified major factors from the Explanatory Factor Analysis. The structural equation model is used to determine the connections among the components that have been found. The study discovered that domestic tourists' satisfaction in Hikkaduwa is influenced by accommodations, amenities, attraction, accessibility, and activities. Furthermore, the study found that domestic tourists' pleasure in Hikkaduwa is highly positively impacted by accommodations, amenities, attractions, accessibility, and activities. The most important component, though, is that the activities have a 95% impact on how satisfied domestic tourists are. The same findings from studies conducted by Chin et al. (2018). This research used quantitative the findings showed that tourist satisfaction was positively correlated with both accessibility and accommodation quality, and that visitor satisfaction was positively correlated with the intention to return. It's interesting to note that the attitude of the local community was shown to improve the correlation between the quality of accommodations and the happiness of tourists.

Based on the literature above, the hypotheses that can be developed are:

- H1 : **There is a significant effect of Accessibilities on tourist satisfaction to North Sulawesi**
- H2 : **There is a significant effect of Accommodations on tourist satisfaction to North Sulawesi**
- H3 : **There is a significant effect of Attractions on tourist satisfaction to North Sulawesi**
- H4 : **There is a significant effect of Activities on tourist satisfaction to North Sulawesi**
- H5 : **There is a significant effect of Amenities on tourist satisfaction to North Sulawesi**
- H6 : **There is a significant effect of Tourist Satisfaction on Revisit Intention to North Sulawesi**

Quantitative design can be viewed as positivist-based research methods when applied to populations or specific samples (sugiyono, 2015). Using statistics to explain a situation or paint a picture is the aim of the quantitative descriptive research approach. Data collection, analysis, presentation, and results are the first steps (Arikunto, 2016). For this research, a quantitative survey will be used to gather quantitative data, which will then be analyzed using structural equation modeling (SEM).

3.1. Population and Sampling Techniques

“Sample” describes a subset of the population as well as a segment of the entire. Due to limited resources, time, and findings, the large population makes it impossible to undertake this research on the population as a whole. These restrictions necessitate the use of population samples (Sugiyono, 2018). International visitors who travel to North Sulawesi make up the study’s population.

Due to the restricted resources for this study, a representative sample of the population must be chosen. The size of the sample actually determines the amount of accuracy or error the researcher wants. Therefore, probability sampling techniques—that is, a sampling strategy that offers every element (or member) of the population an equal chance of being sample—are used by researchers to choose samples. In this instance, the author employs simple random sampling approach is a way to randomly select samples from the population without providing an explanation of the population’s strata. Sugiyono (2018) states that the simple random sampling approach is a way to randomly select samples from the population without taking into consideration pre-existing demographic strata. The requirements established by

Based on the aforementioned theory, the literature review, and the application of the framework in research, the conceptual framework for this study was develop (Sari & Susilowati, 2019).

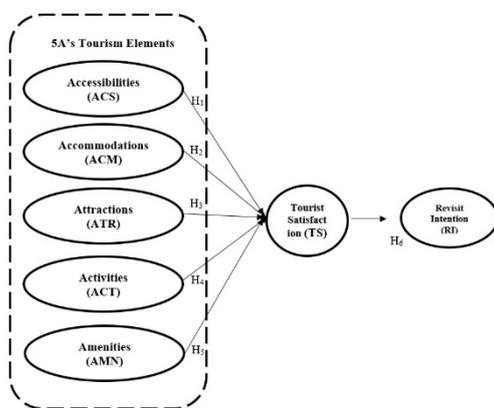


Figure 1. *Conceptual Framework*

METHODOLOGY

Research Design

A quantitative descriptive research design was used for this study.

Hair et al (2014), which state that the number of samples taken is at least 5 times the number of parameters used in the research, are followed in accordance with the data analysis used, which is SEM, when determining the number of samples. This study uses 29 indicators, which are statement items in the questionnaire. As a result, the group received 206 samples, with a minimum size of $5 \times 29 = 145$. According to Hair et al (2014), 100-200 representative samples are needed when employing SEM analysis techniques. The number of samples taken in this research was determined to be at least 145 respondents and a maximum of 210 respondents based on the minimum number of samples that must be taken and the recommendations, which state that the number of analysis samples in SEM is 100-200. The following computation illustrates the process: $n = (5/10) \times p = 145$ to 210 interviews.

Information:

n = sample

p = parameter or indicator in research

5-10= number of observers according to Hair's opinion

In order to gather data for this study, the author used a questionnaire using the Google application found at docs.google/form. Researchers studied the data using descriptive analysis methods once it was collected.

Data and Instrumentation

In this study, a questionnaire will be used to measure each variable. Respondents will score the measurement questions using a 5-point Likert scale, with the options being (1) strongly disagree and (5) strongly agree. The questionnaire is broken up into two sections: the first section has questions measuring the five variables and includes the respondent's demographic information along with some

instructions. All variables were measured using acoustic and psychometrically sound instruments, with scales customized to the study's environment. In this study, a total of 29 questionnaire measuring items were included. There are multiple indications included in the defining of the dimensions or variables employed in this study. The operational definition is as follows:

Table 3. Operational Definitions of Research Variables

Variables	Operational Definition	Indicators
Accessibilities	The degree of comfort or ease with which land use areas can interact with one another is measured as accessibility, and the degree of ease or difficulty of the place is attained through transportation (Brown, 1981).	Access of airport Access to information Access road conditions Access of parking lot
Accommodations	In the context of tourism, accommodation refers to anything that is offered to satisfy a visitor's needs. A place for tourists to stay, rest, eat, and drink is called an accommodation (Munavizt S., 2019).	Comfortable Clean Secure Good food and drink
Attractions	Natural features like wildlife, landscapes, and plants, as well as human-made features like museums, monuments, temples, and old buildings, can all serve as tourist attractions. Other forms of tourism include people and traditional dances, music, and customs (Spillane, 1997).	Cultural Attraction Natural Attraction Events Entertainment Attraction
Activities	Activities related to tourism are those that directly affect and involve the community, which has a variety of effects on it. Tourism activities are the things that travelers do, or what drives them	Usual recreational activities Cultural party visits, folk ceremonies Shop for souvenirs. Visiting natural areas. Visit of ancient historical sites. Visits to specialized institutions

	to visit a place, such as spending hours or days there. An activity center can draw visitors in half a day, depending on how long they stay (World Tourism Organization, 2020).	
Amenities	All types of facilities that cater to visitors' needs during their visit or stay at a tourist site are considered amenities (Baud-Bovy & Lawson, 1998).	Strategic Public facilities. A recognizable form of the facility (using a universal language). Utilizing the use of facilities Reasonably affordable emergency messaging The facility's quality in compliance with relevant tourism criteria
Tourist Satisfaction	Tourist satisfaction is a genuine experience that visitors have after receiving knowledge and is derived from the psychological reactions that each visitor has to different tourist locations (Hsiu-Jung, 2013).	Positive comparative evaluation of a tourist destination Fulfil the expectations of tourists satisfied with the tourist location.
Revisit Intention	The willingness of travellers to return to the same location or other tourist attractions within the same nation is referred to as revisit intention (Hyunjin, 2013).	Intend to return Setting it as a priority place for vacation Seeking for the latest up-to-date data regarding the tourist destination

Data Collection Procedure

In this study, researchers used a closed questionnaire that gave the research subject a selection of potential responses. According to Sugiyono (2018), a questionnaire is a data collection tool in which respondents are provided with a set of questions and written statements to which they must provide answers. In order to prevent erroneous or incomplete responses, 210 questionnaires will be circulated. Google forms will be used to distribute the questions via social media. The questionnaire will then be examined to make sure that all guidelines were followed when completing it. Following respondents' completion of the online

surveys, the data will be correctly arranged in a spreadsheet and exported from SmartPLS.

Data Analysis

To verify the hypotheses and ascertain the relationships between the model's specified components, the researchers utilize the Structural Equation Model (SEM). SEM is a collection of statistical methods that enables the evaluation of several very complex interactions at once (Ferdinand, 2002). SEM aims to estimate structural models based on strong rheological investigations in order to determine model feasibility, verify the model's consistency with empirical data, and test the causality between constructs or latent variables. Strong theoretical underpinnings and data analytic methods go into the design of SEM, which has to satisfy a number of parametric requirements and pass the model's fitness test (goodness of fit).

Sofyan Yamin (2009) states that the "Two Step Approach" is frequently used in the SEM estimation approach in compliance with Anderson's Gerbing's (1988) recommendations: The aim of the method is to assess the degree of validity and reliability of latent variables obtained from the theory of the proposed measurement model by simultaneously estimating the initial measurement model (CFA) and evaluating the measurement model. In addition, the measurement model helps to show how the latent variable and its indicators are causally related. The structural model will next be examined to see if there is a good fit between the measurement model and the structural model. The statistical programs SPSS and SmartPLS will be used to analyze the data. The demographic analysis will be done using SPSS, and the measurement and structural model evaluation can be done

with SmartPLS. There are various steps in the SEM process for data analysis. The first stage in evaluating the validity of the instrument or measuring instrument will be to look at the significance of the Pearson correlation coefficient. The validity of each significant indicator item is indicated by its Pearson correlation coefficient value (Hair et al, 2014). Second, once instrument validity has been established, convergent validity testing is carried out by looking at the loading factor value of each indicator of all variables. The loading factor is a numerical value that represents the link between the measurement item or indicators and the relevant variable. Convergent validity for that variable is reached if the loading factor value for each indicator is greater than 0.7. The third step, according to Hair et al. (2014), entails assessing the discriminant validity of the construct or variable. To make sure that every notion from every model is distinct from other variables, discriminant validity is used. To see ascertain how accurately a measuring device fulfills its measurement function, validity testing is done. (Ghozali, 2016). As part of the discriminant validity test in this study, the Heterotrait-Monotrait Ratio, cross loading, and the Fornell-Larcker Criterion will be looked at. The Fornell-Larcker Criterion validity test will be performed by comparing the square root value of the AVE (Average Variance Extracted) of each variable with the correlation between the variables in the model. Discriminant validity is attained when the square root of AVE is greater than the correlation between several variables. In the second test of discriminant validity, the cross loading of every indicator is investigated. The degree of correlation between each variable and its correlates is shown by the cross-loading value. The

measurement model has good discriminant validity if the correlation between the variables and their indicators is higher than the correlation between these variables and the indicators of other variables. This study uses the Heterotrait-Monotrait Ratio, a different method that is recommended, to assess discriminant validity. Discriminant validity is considered satisfied if all of the variable ratio values are less than 0.9. The construct/variable reliability test in this study will be conducted in stage four, and the significance of Cronbach's alpha, composite reliability, and EVA will be assessed. A variable is deemed trustworthy if it has an EV of more than 0.50, a Cronbach's alpha value of more than 0.7, and composite reliability of more than 0.70.

Fifth, if all validity and reliability indicators are met, the model is structurally tested. One can test a structural model or test hypotheses by analyzing the significance of the path coefficients using the PLS Bootstrapping feature of the statistical software SmartPLS.

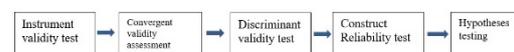


Figure 2. Data Analysis Proses

RESULTS AND DISCUSSION

Description of Research Object

North Sulawesi, also known as Sulut is a province in northern Indonesia on Sulawesi island. Manado serves as the province's seat. North Sulawesi is bordered to the east by the Pacific Ocean and the Maluku Sea, to the south by Tomini Bay and Maluku Sea, to the west by the Sulawesi Sea and Gorontalo Province, and to the north by Davao Occidental Province. North Sulawesi will have a population of 2,676,012 and an area of 13,892.47 km² by the middle of 2023. There are 287 islands in the archipelago of North Sulawesi, with 59

of them being inhabited. North Sulawesi's administrative region is made up of 1,664 villages/sub-districts spread among 11 districts and 4 cities. There are two zones in North Sulawesi: the southern zone, which is made up of highlands and lowlands, and the northern zone, which is made up of islands. North Sulawesi's exclusive economic zone spans 190,000 km², with 2,395.99 km of shoreline and 701,885 hectares of forest. Because North Sulawesi is situated on the edge of the Sunda Plate, it is home to a large number of volcanoes. North Sulawesi Province has a lot of potential in the tourism sector because there are a lot of resources associated to the business. The marine tourism destination in North Sulawesi Province is the main draw for tourists, particularly the world-class marine park Bunaken Marine Park, which has grown to become a local tourist landmark. North Sulawesi Province still has a lot of natural tourist attractions outside of Bunaken Marine Park. Some of these include diving spots on Siladen Island, Manado Tua Island, Tumbak Marine Park, Lembeh Island's stunning sea and underwater panoramas, Puncak Tetetana Kumelembuai Nature Tourism, Paal Beach and Pulisan, Tangkoko National Park with its preservation of black monkeys and tarsiers, the natural beauty of Lake Tondano and Lake Linow, Mahangetan Underwater Volcano, Apar Bay Nature Reserve, Mount Mahawu, Lakban Beach, Lihaga Island, Kali Waterfall, Ratahan Telu Waterfall, River Rafting Sawangan, and other natural tourist spots. North Sulawesi Province is home to many tourist attractions with rich cultural and historical legacy, including the annual Tomohon International Flower Festival (TIFF) in Tomohon City, the Waruga Ancient Tomb, Mahawu Cave, Japanese ancestry, and the Sangihe Talaud Islands. Numerous

cultural tourism assets may be found in the Talaud Islands, including the Mane'e Festival, Tulude Festival, East Bolaang Mongondow Tomini Bay Festival, Manado Jagadhita Temple, North Sulawesi State Museum, Kanonang Kasih Hill, Maengket Dance, and many more (Siswahto, 2020).

Description of Respondent

Table 4. Respondent Demographic Data

T	Level	n	%
Gender	Male	97	47
	Female	109	53
Ages	16-28	111	53.88
	29-40	80	38.33
	41-50	14	6.80
	>50	1	0.49
Country	America	12	5.83
	Asia	158	76.70
	Europe	10	4.85
	Africa	0	0.00
	Australia	26	12.62
Visit Frequency	Once	127	62
	2 - 5	33	16
	>5	46	22
Purpose Visiting	Recreation/vacation/traveling	153	74.27
	Sport	26	12.62
	Ritual/Culture/Worship	5	2.43
	Research/Education	14	6.80
	Business	2	0.97
	Spend time with family	2	0.97
	Work	2	0.97
	Event	1	0.49
	Work & Holiday	1	0.49
	Period Visit	3-7 days	6
3-13 days		133	64.56%
14-21 days		36	17.48%
21-28 days		10	4.85%
more than a month		21	10.19%

The number of respondents obtained in this study were male with a

presentation of 47% and female 53%, 206 respondents. Based on their age, 16-28 years is 53.88%, 29-40 years by 38%, from the age of 41-50 by 6.80% and above 50 is 0.49%. Based on which country the respondent comes from 158 respondents answered from Asia by 76.70%, 5.83% from America, 4.85% from Europe and the rest is 12.62% from Australia. Respondent have done visited to North Sulawesi, number of people who answered 1 time was 127 people with a presentation of 62%, 2-5 times as many as 33 people with 16%, and above 5 times as many as 46 people with a presentation of 22%. Based on the purpose of visiting North Sulawesi, the recreation/vacation/traveling purpose was 74.27% with 153 respondents, for sport by 12.62%, ritual/culture/worship purpose by 2.43%, research /education for 14 respondents by 6.80%, business purpose 0.97%, spending time with family for 0,97%, working purpose for 0.97%, event and work holiday each for 0.49% per item. Based on their period visit and stay in North Sulawesi respondents were grouped as follows: 3-7 days for 2.91%, 3-13 days for 64.56%, 14-21 days by 17.48%, 21-28 days by 4.85% dan more than a month by 10.19%.

Measurement Model

Prior to assessing the structural model or the hypothesis, the measurement model is tested. Evaluating the validity and reliability of each variable is the aim of testing the measurement model. The measurement model for this study was evaluated using the Partial Least Square (PLS) method and the statistical application SmartPLS 3.2.

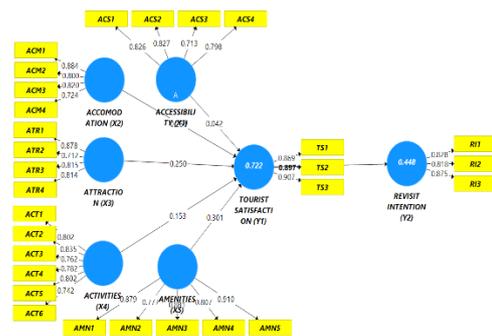


Figure 3. Measurement Model

Of the 29 indicators used in this study, the majority have loading factors greater than the suggested minimum value of 0.6 (Chin, 1998); this indicates that the total for each indicator from ACS1 to ACS4 above 0.7, ACM1 to ACM4 is above 0.7, indicating good; indicators ATR1 to ATR4 above 0.7, ACT1 to ACT6 above 0.7, AMN1 to AMN5 above 0.7, TS1 to TS3 above 0.8, and RI1 to RI3 above 0.8. These findings are based on the first stage of measurement model testing. According to the findings of the measurement model testing phase two, all indicators had factor loading values greater than 0.7. Convergent validity has therefore been satisfied for every variable in this investigation.

Table 5. The Value of The Loading Factor Measurement Model

Variable	Indicator	Factor Loading
<i>Accessibilities</i>	ACS1	0,826
	ACS2	0,827
	ACS3	0,713
	ACS4	0,798
<i>Accommodations</i>	ACM1	0,884
	ACM2	0,800
	ACM3	0,820
	ACM4	0,724
<i>Attractions</i>	ATR1	0,878
	ATR2	0,712
	ATR3	0,815
	ATR4	0,814
<i>Activities</i>	ACT1	0,802
	ACT2	0,835
	ACT3	0,762
	ACT4	0,782
	ACT5	0,802
	ACT6	0,742

<i>Amenities</i>	AMN1	0,879
	AMN2	0,777
	AMN3	0,881
	AMN4	0,807
	AMN5	0,910

The Heterotrait-Monotrait Ratio, cross loading, and the Fornell-Larcker criterion can all be used to evaluate discriminant validity in testing. While in the cross-loading test it must show a higher indicator value for each construct compared to the indicators for the other construct, discriminant validity in the Fornell-Larcker criterion test can be considered good if the root of the AVE in the construct is higher than the correlation of the construct with other latent variables (Sekaran & Bougie, 2016).

Table 6. Forner-Larcker Criterion

	ACS	ACM	ACT	AMN	ATR	RI	TS
Accessibilities (ACS)	0,792						
Accommodations (ACM)	0,597	0,809					
Activities (ACT)	0,591	0,664	0,788				
Amenities (AMN)	0,763	0,726	0,580	0,852			
Attraction (ATR)	0,652	0,617	0,749	0,497	0,807		
Revisit Intention (RI)	0,464	0,670	0,646	0,483	0,604	0,841	
Tourist Satisfaction (TS)	0,677	0,753	0,708	0,730	0,698	0,670	0,891

Table 6 displays the results, which indicate that the square root of AVE is greater than the correlation between the variables. According to the Fornell-Larcker Criterion, it may be concluded that the variables and indicators utilized in this study have discriminating validity. When a variable's correlation exceeds the correlation between distinct variables, the Larcker Criterion test demonstrates the validity of the variable. Discriminant validity (DV) is the degree to which a construct is distinct; DV provides empirical proof that a construct is specific and captures some phenomena that other constructs don't. Table 4.3 shows that the correlation value of the association construct is higher compared to other constructs, so it can be said that the model has good discriminant

validity. In this case, the FL Criterion value which has the lowest value is Activities 0.788 which is greater than the correlation between Activities and Accommodation of 0.664. The discriminant validity can be assessed by comparing each construct's Maximum Shared Variance (MSV) with AVE. In reality, MSV is the square of the intercorrelation between two constructions. The correlation coefficients between the three variables must be extracted from the CFA outputs in order to verify the discriminant validity if MSV is smaller than AVE. To ascertain the discriminant validity, one must know the value of the square root of the extracted average variance (AVE). The hidden variable's correlation must be less than the square root of AVE. In the second test of discriminant validity, the cross loading of every indicator is investigated. The degree of correlation between each variable and markers for other variables is shown by the cross-loading value. A measurement model is considered to have discriminant validity if the correlation between the variables and the indicators is stronger than the correlation between these variables and indicators of other variables. Table 4.4 below displays the cross-loading test results.

Table 7. Cross-Loading Test Result

	ACS	ACM	ACT	AMN	ATR	RI	TS
ACM1	0,492	0,884	0,572	0,617	0,555	0,638	0,701
ACM2	0,553	0,800	0,513	0,657	0,456	0,485	0,605
ACM3	0,465	0,820	0,584	0,602	0,482	0,555	0,559
ACM4	0,420	0,724	0,480	0,466	0,499	0,477	0,557
ACS1	0,826	0,471	0,480	0,586	0,495	0,335	0,479
ACS2	0,827	0,514	0,501	0,669	0,502	0,343	0,552
ACS3	0,713	0,431	0,476	0,382	0,631	0,466	0,518
ACS4	0,798	0,470	0,417	0,755	0,445	0,329	0,581
ACT1	0,438	0,618	0,802	0,506	0,617	0,522	0,580
ACT2	0,452	0,529	0,835	0,483	0,593	0,547	0,603
ACT3	0,610	0,502	0,762	0,584	0,532	0,424	0,511
ACT4	0,379	0,496	0,782	0,312	0,591	0,577	0,551

ACT5	0,471	0,446	0,802	0,394	0,630	0,501	0,576
ACT6	0,463	0,551	0,742	0,476	0,573	0,476	0,520
AMN1	0,671	0,637	0,499	0,879	0,399	0,398	0,625
AMN2	0,626	0,565	0,522	0,777	0,444	0,437	0,613
AMN3	0,656	0,603	0,434	0,881	0,379	0,325	0,586
AMN4	0,555	0,618	0,444	0,807	0,426	0,486	0,590
AMN5	0,732	0,663	0,560	0,910	0,464	0,410	0,687
ATR1	0,534	0,530	0,693	0,363	0,878	0,549	0,609
ATR2	0,327	0,427	0,522	0,153	0,712	0,455	0,458
ATR3	0,532	0,501	0,603	0,475	0,815	0,494	0,561
ATR4	0,672	0,526	0,588	0,565	0,814	0,453	0,608
RI1	0,340	0,591	0,528	0,311	0,498	0,828	0,549
RI2	0,427	0,519	0,600	0,408	0,536	0,818	0,529
RI3	0,405	0,579	0,508	0,491	0,493	0,875	0,607
TS1	0,682	0,668	0,633	0,728	0,639	0,504	0,869
TS2	0,566	0,685	0,638	0,631	0,614	0,655	0,897
TS3	0,564	0,659	0,622	0,596	0,614	0,627	0,907

Because there is a greater correlation between the indicators and their parent variables than there is between these variables and other variable indicators, the cross-loading test findings demonstrate good discriminant validity. The results of the cross-loading test, as displayed in the table 4.4 above, demonstrate good discriminant validity since the correlation between indicators on the parent variable is larger than the correlation value between variables with other variable indicators.

The reability of the study's variables was assessed using Cronbach's alpha, composite reliability, and EVA values. Composite reliability indicates the shared variance of a latent construct's observed variables and is greater than 0.70 if a variable has a Cronbach's alpha value greater than 0.7. Composite reliability is also known as internal consistency reliability >0.7 is the lowest Composite Reliability that can be tolerated. It is deemed reliable when the Composite Reliability of the Measurement model's predicted value is higher than those figures and its EV is larger than 0.50. The results of the reliability tests conducted on the three indicators are shown in table 4.5 below.

Table 8. Variable Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
ACCESSIBILITY (X1)	0,801	0,804	0,871	0,628
ACCOMODATION (X2)	0,822	0,833	0,883	0,655
ACTIVITIES (X4)	0,878	0,880	0,908	0,621
AMENITIES (X5)	0,905	0,908	0,930	0,726
ATTRACTION (X3)	0,820	0,832	0,881	0,651
REVISIT INTENTION (Y2)	0,792	0,797	0,878	0,707
TOURIST SATISFACTION (Y1)	0,870	0,871	0,920	0,794

Based on the data in table 7 each indicator has a value more than the recommended minimum limit. Cronbach's alpha value for all variables tested was higher than 0.70, composite reliability was higher than 0.70, and AVE was higher than 0.50. Thus, it can be said to have good dependability considering all the research variables and the data can be declared reliable.

4.2. Structural Equation Model (Inner Model)

SEM is a statistical method for estimating and assessing causal links between multiple independent and dependent variables or constructs at the same time. According to Urbach and Ahlemann (2010), a statistical technique can be used to assess and estimate causal links by using both qualitative and causal statistical data. When the model is thought to have a solid theoretical foundation, good validity, and dependability at this point, SEM analysis is performed to evaluate the structural model, or inner model, and determine if the hypothesis is accepted or rejected. Using the PLS Bootstrapping tool of the SmartPLS statistical program to examine the significance of the path coefficients in order to test a hypothesis or a structural model. Results of testing the structural model are displayed below in Figure 4 and Table 9.

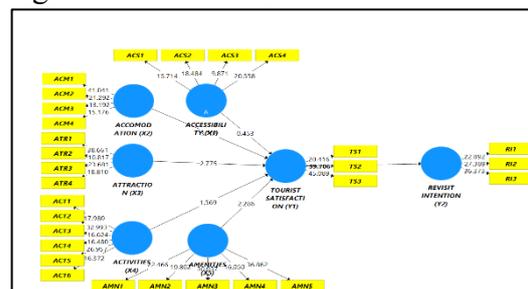


Figure 4. The Results of The PLS Bootstrapping Structural Model

Table 9. Structural Model Testing Result

Path Relation	Estimate	P Values	Ket
ACS (X1) -> TS (Y1)	0,453	0,652	Not Significant
ACM (X2) -> TS (Y1)	3214	0,001	Significant
ACT (X4) -> TS (Y1)	1569	0,116	Not Significant
AMN (X5) -> TS (Y1)	2286	0,022	Significant
ATR (X3) -> TS (Y1)	2775	0,005	Significant
TS (Y1) -> RI (Y2)	13998	0,000	Significant

The 4 research hypotheses are supported by these findings, while there are 2 hypotheses that are rejected in this research. Regarding the first hypothesis, the Accessibilities variable towards Tourist Satisfaction is not significant ($\beta=0.453$ p-value 0.652). The results of testing the second hypothesis also show that Accommodation has a significant influence on Tourist Satisfaction ($\beta=3214$ p-value 0.001). Attraction has a significant and positive influence on Tourist Satisfaction ($\beta=2772$, p-value 0.005). Activities do not have a significant influence on brand tourist satisfaction ($\beta=1569$, p-value 0.116). Amenities have a significant influence on tourist satisfaction ($\beta=2775$ p-value 0.005) and Tourist Satisfaction has a significant influence on Revisit Intention ($\beta=13998$ p-value 0.000).

The goodness of fit model test results is shown in Table 4.7. The statistical acceptance or rejection of a model is ascertained using the goodness of fit test. The researcher will carry on interpreting the path coefficient in the model if it is approved. According to Hair (2018), the following requirements must be met for each goodness of fit indicator: chi-square must be less than 5, NFI must be less than 0.9, d_ULS must be larger than 2.00, d G must be more than 0.90, and SRMR must be less than 0.08.

Based on the results presented in

table 4.7, it was found that most of the goodness of fit indicators were in the range of recommended values (SRMR = 0.081; d_ULS= 2.887; d_G = 1.171; NFI = 0.717; Chi-Square 1348,665), indicating that the structural model has a high degree of suitability with the input data in the research sample.

Table 10. Goodness of Fit Test

	Saturated Model	Estimated Model
SRMR	0,081	0,088
d_ULS	2,887	3,382
d_G	1,171	1,220
Chi-Square	1348,665	1385,317
NFI	0,717	0,709

CONCLUSION

This research focuses on the analysis of tourist satisfaction based on the 5A elements of tourism on tourists' return visit intentions to North Sulawesi. Hypotheses H1-H6 were proposed in this research to achieve the objectives of this research. Data was collected through surveys and processed using SPSS and SmartPLS statistical software to start with these assumptions and to provide answers to questions raised during problem development. The results of data analysis show a number of important findings. The first Accessibility variable on Tourist Satisfaction is not significant, in line with the findings from Deviana, Sevi Mita (2019) where the Effect of Accessibility on Tourist Satisfaction Get to know the Sig value for the influence of X1 on Y of $0.783 > 0.05$ and the calculated t value $-0.277 < t$ table 1.984 so it can be concluded that H_0 is accepted and H_a is rejected by H_0 , which means there is no influence between accessibility and tourist satisfaction. Nglambor Beach is located quite a distance from Yogyakarta's city center and gets there slowly. However, since visitors are already aware that

Gunungkidul's tourist attractions—including Nglambor Beach—are located far from the city center, they do not feel welcomed. Furthermore, another study agrees with *The Influence of Tourism Product Quality Accessibility on tourist Satisfaction at the Tuah Himba Wood Museum in Kutai Kartanegara Regency*, a study done by Eky Nurrohman (2018). According to his research, there was no correlation between the accessibility variable and tourists' satisfaction Kutai Kartanegara Regency's Tuah Himba Wood Museum. This is due to the fact that the Tuah Himba Wood Museum's road is difficult to navigate and lacks signage that would facilitate visitors' arrival. In the research we conducted, accessibility had no effect on the satisfaction of North Sulawesi tourists, because foreign tourists' destination to North Sulawesi was the main destination with various reasons and purposes for their respective visits so access was not too important a point. Foreign tourists who come really want to visit the existing tourist spots, such as tourists who come to Tondano because of a competition event, even though the access conditions are not very good, they will still come. Tourist satisfaction is subjective and can be influenced by their personal expectations. Perhaps tourists have realistic expectations regarding accessibility, or perhaps accessibility is taken for granted and is not considered a major factor influencing their satisfaction.

Second, accommodation has a significant effect on tourist satisfaction. These results are in accordance with previous research from Silaban et al (2019). The results of the study prove that accommodation has positively and significantly effected to tourist satisfaction, the findings of this study raised significant issues that stakeholders in tourist accommodations

may find concerning, the results of this study demonstrate that stakeholders in the tourism sector should concentrate on enhancing the quality of services provided by human resources in the areas of hospitality and communication. A lodging or accommodation is a place where travelers can rest or stay and enjoy nice facilities, either with or without food and drink services. Having a clean, safe, and comfortable place to stay in addition to delicious meals makes visitors to North Sulawesi happier.

Third, Attraction has a significant and positive influence on Tourist Satisfaction. An understanding of the amount of appeal is provided by the test findings, and this insight is crucial in raising visitor satisfaction. Therefore, the better the quality of the tourist attraction handled, the greater the level of attractions owned by the tourist location, and ultimately, the higher the degree of satisfaction of the tourists. This study strengthens or is in accordance with the research of Apriadi & Junaid (2022). Based on the test results, the calculated t value is 3.803 and the t table is 1.9809 ($t_{count} < t_{table}$) with a sig value. $>$ from 0.05, namely 0.000. This states that there is a connection between attractions and consumer satisfaction.

Fourth, Activities do not have a significant effect on tourist satisfaction. In several references, an insignificant influence of activity variables on tourist satisfaction has not been found. Environmental factors, such as weather or natural environmental conditions, can influence the implementation of activities and thereby influence tourist satisfaction. Traveler expectations can vary greatly. Perhaps the activities offered in North Sulawesi do not match what most tourists who visit the area expect. As with accessibility, there may be other factors that are more dominant in influencing tourist satisfaction, such

as safety, accommodation, food, or cultural aspects. If there is a limited variety of activities in North Sulawesi, tourists may feel limited in their choices. The diversity and availability of alternative activities can be factors that influence tourist satisfaction. Perhaps the types of activities available in North Sulawesi do not match tourists' preferences or expectations, these activities are considered less interesting or do not meet their expectations. This research is not in line with the findings of Samaraweera K.G (2019) who found activities significantly effect on tourist satisfaction and Sulistiyani (2010) who found that the quality of tourism product or activities requirements is related to tourist satisfaction.

Fifth, amenities have a significant influence on tourist satisfaction. This study strengthens or is in accordance with the research of Samaraweera K.G (2019) who found amenities significantly effect on tourist satisfaction. The findings show that the auxiliary facilities facilitate tourists' travel and make their experience easier, which is obviously essential for tourist satisfaction. In order to ensure that tourism operations operate smoothly, amenities are supporting facilities that are designed to make visitors comfortable and to meet them needs for various types of infrastructure and facilities. This will really help foreign tourists with various kinds of information related to tourism in North Sulawesi, such as signboards that use a universal language that is easy to understand, which will increase the comfort and satisfaction tourists will achieve in carrying out tourist activities in North Sulawesi.

Sixth, Tourist Satisfaction has a significant influence on Revisit Intention. These results also support previous research regarding The

Influence of Destination Image, Tourists Satisfaction, and Tourists Experience toward Revisit Intention to The Most Beautiful Village in The World (Nagari Tuo Pariangan) Weldera Purnama & Yunia Wardi (2019). It can be stated Tourists satisfaction has a positive and significant effect on revisit intention, in line with research using Confirmatory factor analysis and followed by Structural Equation Modeling Zubair Hassan 2016 that found tourist satisfaction has a direct positive and significant influence on their intention to revisit. This is to be expected, as tourists' overall evaluation of all the things they feel and appreciate is reflected in their level of contentment. The statistics mentioned show a very important influence because, in fact, tourist satisfaction determines interest in returning to a tourism destination, so it is critical to satisfy visitors to ensure that they plan to return.

This research has a significant contribution to knowing how tourist satisfaction based on the 5a's of tourism elements has a partial impact on tourist satisfaction. Although there are several shortcomings that can be corrected in further research. First, when information is collected from respondents through questionnaires, sometimes the information does not reflect their true opinions because different respondents have different ideas, assumptions and understandings. second, identification of indicators for each dimension of the concept being studied. Variable indicators are used to evaluate the condition or status of the variable by adding references and reading literature that can be measured and observed.

It is hoped that further research can refine the model tested in this research regarding the relationship between the 5a's tourism elements on tourist satisfaction and revisit intention by

including additional variables that may be related to new elements of tourism elements as well as conducting further research on tourism elements as exogenous variables. These empirical findings can be used as a starting point and source of information for further investigations regarding the relationships between the same factors examined in this study.

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