



## The influence of price, service quality, and location on revisit intention through tourist satisfaction as an intervening variable in The Kandi Animal Park Tourism object in Sawahlunto city

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### ABSTRACT

This study is to examine, using tourist satisfaction as an intervening variable, the effects of pricing, service quality, and location on interest in returning to Sawahlunto City's Kandi Animal Park. This kind of research is quantitative and seeks to determine the independent and dependent causes and effects of variables, as well as how one variable affects another. With a sample size of 140 respondents, the population of this study consisted of tourists that visited Sawahlunto City's Kandi Animal Park. Structural Equation Modelling (SEM) with SmartPLS 4.0 Software was used to analyse this study. The results of this research show that: (1) Price, service quality, location have a significant effect on tourist satisfaction at the Kandi Sawahlunto Animal Park. (2) Price, service quality, location, tourist satisfaction have a significant effect on revisit intention to the Kandi Sawahlunto Animal Park. (3) Price, service quality, location have a significant effect on revisit intention to visit with tourist satisfaction as an intervening variable at the Kandi Sawahlunto Animal Park.

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## INTRODUCTION

Tourism is one of the country's potential sources of foreign exchange which has a big influence in developing the economy. The direct impact caused by tourism is the absorption of labor by opening up job opportunities and the indirect impact is in the form of development of activities (Widjayanto, 2019). Indonesia is one of the countries that is currently very aggressive in promoting tourism to attract tourists to its country. This can be seen from the increase in the number of tourists coming to Indonesia which is increasing over time.

Among Indonesia's numerous provinces, West Sumatra holds significant potential for the growth of its tourism sector. Within this province, Sawahlunto City stands out as a prominent tourist destination. Currently, the city is actively working towards tourism development in line with its vision outlined in the Sawahlunto City Regional Regulation Number 2 of 2001, aiming to become a "Cultural Mining Tourism City" by 2020. To achieve this goal, various measures are being implemented, including the transformation of the PT Bukit Asam coal mining area, facing depletion, into the appealing Kandi Animal Park tourist attraction, aiming to attract more visitors and enhance tourism in Sawahlunto City

Over the past three years, Sawahlunto City has witnessed a notable decrease in tourist numbers. This observation is substantiated by data obtained from the Kandi Sawahlunto Animal Park, reflecting a decline in tourist visits to the said attraction in the city, as illustrated in the accompanying table:

**Table 1 Number of Visits To Kandi Animal Park**

Years	2019	2020	2021	2022	2023
Number of Tourists Visiting	57.715	15.894	14.890	10.692	10.578

Source: Kandi Sawahlunto Animal Park

Over the previous 5 years, there was a steady lower within the wide variety of visitors to Sawahlunto city's Kandi Animal Park, in step with information from the desk of visitor visits. It is clear that the Kandi Animal Park has had problem rekindling visitors' interest even with capable administration. The region of the enchantment, the fee, and the extent of provider supplied by means of the park's management all make contributions to the issue of bringing in or preserving visitors. Tourist pleasure—in particular in regards to the calibre of the offerings acquired—is a major element in figuring out whether or not they may go back to Sawahlunto city's Kandi Animal Park.

According to Lupiyoadi, (2013) there are five main factors in determining customer satisfaction by a company, namely: product quality, service quality, emotionality, and price. So that factors can be taken, namely price, service quality and location, which can influence visitor satisfaction which then influences the visitor's decision to revisit. Based on the background described above, the author is interested in discussing further and will carry out research with the title "The Influence of Price, Service Quality, and Location on Revisit Interest Through Visitor Satisfaction as an Intervening Variable at the Kandi Animal Park Tourist Attraction, Sawahlunto City."

## LITERATURE REVIEW

### Revisit intention

According to Nurazizah & Marhanah, (2020) Interest in repeat visits or revisit intention is a consumer attitude related to the intensity of interest in visiting a place again, interest in repeat visits has four impacts, namely travel motivation, past experience, perceived contrast and attitude. According to Petrick et al., (2011) the desire to travel in the future is influenced by their attitudes towards their past experiences. Revisit intention occurs because of the sense of satisfaction that tourists received on their previous visit. The indicators of interest in revisiting according to Tian-Cole et al., (2002) are: Interest in visiting again., Give recommendations to other people, visitors feel that the tourist image has a good reputation.

### Price

According to Kotler & Armstrong, (2014) "Price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service". According to Khandelwal & Bajpai, (2012) basically price is the amount of money paid to obtain a benefit from a product or service. The price indicators according to Thungasal & Siagian, (2019) are: Affordability, Prices can compete with competitors, Price matches the facilities provided.

### Service quality

Service quality is a statement about attitudes towards the comparison between expectations and performance (Tjahjaningsih et al., 2022). Another definition of service quality is the comparison between the level of service provided by the company compared to consumer expectations (Tjiptono, 2017). According to Giovanis et al., (2015), explained that there are several main indicators for measuring service quality as follows: staff look and mind-set may be very suitable; team of

workers hobby and caring is top notch; the service is extremely rapid; it is very expert; it is very individualised; and it is very reliable. The service centers are very superior.

**Location**

According to Lupiyoadi (2013) in (Rahmat Fajrin et al., 2021), location is a decision made by a company where a tourist attraction should be located and operate. Yulisetiari Diah (2018) stated that location influences consumer satisfaction. Location plays an important role in a business because a strategic business location will attract consumers to come and buy a product offered by the business person. Location indicators according to Senggetan., et al (2019), are as follows: Access, Visibility, Parking space, Expansion.

**Tourist satisfaction**

According to Kotler and Keller (2014) in (Rahmat Fajrin et al., 2021) someone's happiness is determined by contrasting their expectations or hopes with the plain performance (or outcomes) of the product. According to Mingfang & Hanyu (2014) indicators of visitor satisfaction are: Feelings of pleasure from visitors, Feelings of visitor satisfaction, There are no complaints/complaints.

**Conceptual framework and hypotesis**

Hypotesis of this research show that: (1) Price, service quality, location have a significant effect on visitor satisfaction at the Kandi Sawahlunto Animal Park. (2) Price, service quality, location, visitor satisfaction have a significant effect on interest in returning to the Kandi Sawahlunto Animal Park. (3) Price, service quality, location have a significant effect on interest in returning to visit with visitor satisfaction as an intervening variable at the Kandi Sawahlunto Animal Park.

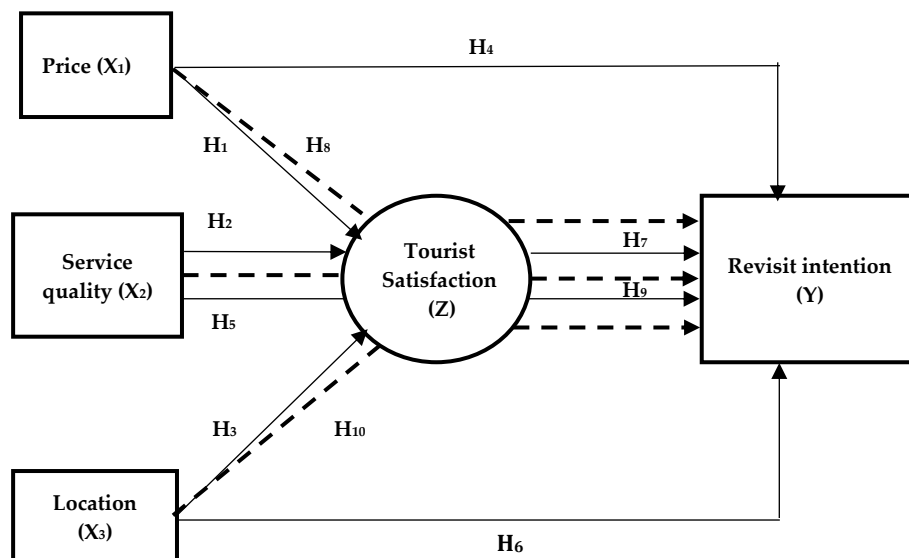


Figure 1. Conceptual framework

**METHOD**

The research employs a quantitative method with a causal descriptive approach, seeking to uncover the cause-and-effect relationships among variables. The population under study comprises tourists visiting the Kandi Sawahlunto Animal Park. Non-probability sampling, specifically the purposive sampling technique, was selected for sample collection. As per Sugiyono (2018), purposive sampling is a method that selects samples based on specific considerations, and the sampling criteria for this research are. The sampling criteria are:

1) Visitors who are visiting and intend to return to the Kandi Sawahlutnto Animal Park.

2) Visitors aged 17 years and over..

For a large and uncertain population size, the author can determine the minimum sample size using Hair et al.'s (2018) representative formula, calculated by multiplying the number of indicators by 5 to 10. In this study, the sample size is determined to be 140 respondents. the primary supply of facts for this look at is primary statistics, which was amassed through offline (direct) surveys given to guests of the Kandi Animal Park.

**Table 2 Operational Variable**

<b>Variable</b>	<b>Definition</b>	<b>Indicator</b>
Revisit Intention (Y)	Revisit intention is a consumer attitude related to the intensity of interest in visiting a place again, interest in repeat visits has four impacts, namely travel motivation, past experience, perceived contrast and attitude	1) Interest in visiting again. 2) Give recommendations to other people. 3) Visitors feel that the tourist image has a good reputation.
Price (X1)	Price is the entire amount of cash that clients should pay for a great or provider which will obtain the blessings of owning or utilizing it.	1) Affordability 2) Prices can compete with competitors 3) Cost is appropriate for the amenities offered
Service Quality (X2)	A statement regarding attitudes towards comparing overall performance to expectations is known as service quality.	1) The service is highly dependable 2) The level of customisation in the service offered 3) The service is delivered in a highly expert manner. 4) The service is rendered quickly. 5) The service infrastructure is highly developed. 6) The way that staff members dress and behave is really suitable 7) The staff's attentiveness and concern are superb
Location (X3)	Location is a decision made by a company where a tourist attraction should be located and operate.	1) Access 2) Visibility 3) Ample parking space 4) Expansion
Tourist Satisfaction (Z)	Tourist satisfaction is when someone compares the perceived performance (or outcomes) of a product to their dreams or expectations, they're satisfied or upset.	1) Feelings of pleasure from visitors. 2) Feelings of visitor satisfaction. 3) There are no complaints/complaints.

## RESULT AND DISCUSSION

The characteristics of users in this study are categorized based on gender, age, and type of work. The following outlines the user characteristics identified in this research:

**Table 3 Characteristic of Respondents**

Characteristics	Category	Amount	Percentage
Gender	Male	46	32,86 %
	Female	94	67,14 %
Age	17-30	87	62,14 %
	30-45	28	20 %
	> 45	25	17,86 %
Profession	Student	46	32,9 %
	Entrepreneur	21	15%
	Government employees	13	9,3%
	Private Employee	17	12,1%
	Houswife	34	24,3 %
	Other	9	6,4%

Source: Primary Data, 2024

In this examine, the convergent validity take a look at is used to assess the link between variables or constructs and indicators. With its signs, the issue loading on the latent variable represents the convergent validity cost. Hussein (2015) states that measurements are deemed to have sturdy convergent validity if the outer loading value is more than 0.7.

**Table 4 Validity Test**

No	Variable	Indicator	Outer Loading (>0.7)	Vailidity Result
1	Revisit Intention (Y)	Y1.1	0.865	Valid
2		Y1.2	0.880	Valid
3		Y1.3	0.734	Valid
4	Price (X1)	X1.1	0.859	Valid
5		X1.2	0.841	Valid
6		X1.3	0.873	Valid
7	Service Quality (X2)	X2.1	0.710	Valid
8		X2.2	0.780	Valid
9		X2.3	0.701	Valid
10		X2.4	0.720	Valid
11		X2.5	0.748	Valid
12		X2.6	0.732	Valid
13		X2.7	0.704	Valid
14	Location (X3)	X3.1	0.757	Valid
15		X3.2	0.708	Valid
16		X3.3	0.707	Valid
17		X3.4	0.747	Valid
18	Tourist Satisfaction (Z)	Z1.1	0.870	Valid
19		Z1.2	0.914	Valid
20		Z1.3	0.871	Valid

Source: Primary Data, 2024

As indicated in Table 4, all 20 statement indicators are considered valid for this study. Following Hussein's (2015) criterion, no indicators were omitted or discarded since each item demonstrated an

outer loading value exceeding 0.7. This suggests that all indicators effectively represent the underlying constructs in the study

The reliability test results indicate that the instrument is deemed usable when it produces consistent and dependable outcomes. According to Hussein (2015), data with composite reliability exceeding 0.7 is considered to have high reliability.

**Table 5 Reliability Test**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Revisit Intention (Y)	0.771	0.795	0.867	0.687
Price (X1)	0.821	0.828	0.893	0.736
Service Quality (X2)	0.852	0.854	0.888	0.530
Location (X3)	0.708	0.706	0.820	0.533
Tourist Satisfaction (Z)	0.862	0.864	0.916	0.784

Source: Results of data processing, 2024

Hussein (2015) states that high reliability data are people who have a dependability fee greater than 0.70. moreover, Cronbach Alpha offers additional guide for a excessive dependability cost, with an anticipated fee extra than 0.60 and an predicted common Variance Extracted (AVE) price extra than 0.50. as a consequence, it may be concluded that the variables or constructs on this look at may be considered reliable.

The model is assessed through the R Square value, aiming to validate the accuracy of the constructed structural model. Variations in the R value demonstrate the impact between the independent and dependent variables, and it is evident from the research model that each construct has a value exceeding 0.70, reinforcing the reliability of the constructs in the study

**Table 6 R-Square**

	R Square	R Square Adjusted
Revisit intention (Y)	0.684	0.674
Tourist satisfaction (Z)	0.652	0.644

Source: Results of data processing, 2024

Table 6 indicates that the return visit interest variable has an r-square of 0.684. This finding indicates that 68.4% of the variables related to pricing, service quality, and location affect the return visit interest variable, with additional factors from outside the study influencing the remaining 31.6%. Upon obtaining a value of 0.652, the visitor satisfaction variable was shown to be influenced by price, customer quality, and location variables in 65.2% of cases, while other variables beyond the scope of this study accounted for the remaining 34.8%.

The processed t statistics show that testing this hypothesis is possible. To determine the significance of the effect between variables, a bootstrapping process involving resampling the complete original sample is required. Using statistical numbers, the t-statistic value for alpha 5% is 1.96, and the p-value is 1.96, in order to test this hypothesis.

**Table 7 Hypotesis Direct Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Price (X1) > Tourist Satisfaction (Z)	0.280	0.269	0.086	3.254	0.001	Accepted
Price (X1) > Revisit Intention (Y)	0.229	0.224	0.063	3.653	0.000	Accepted
Tourist Satisfaction (Z) > Revisit Intention (Y)	0.247	0.238	0.073	3.368	0.001	Accepted
Service Quality (X2) > Tourist Satisfaction (Z)	0.412	0.422	0.074	5.540	0.000	Accepted
Service Quality (X2) > Revisit Intention (Y)	0.331	0.343	0.079	4.171	0.000	Accepted
Location(X3) > Tourist Satisfaction (Z)	0.254	0.255	0.066	3.833	0.000	Accepted
Location (X3) > Revisit Intention (Y)	0.157	0.159	0.070	2.333	0.026	Accepted

Source: Results of data processing, 2024

All of the study's variables have significant values of less than 0.05, as can be seen in the above table. Consequently, it can be said that this study's hypotheses are all accepted.

**Table 8 Hypotesis Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Price (X1) > Tourist Satisfaction (Z) > Revisit Intention (Y)	0.069	0.067	0.035	1.996	0.046	Accepted
Service Quality (X2) > Tourist Satisfaction (Z) > Revisit Intention (Y)	0.102	0.099	0.032	3.214	0.001	Accepted
Location (X3) > Tourist Satisfaction (Z) > Revisit Intention (Y)	0.063	0.060	0.023	2.723	0.007	Accepted

Source: Results of data processing, 2024

The hypothesis can be accepted if it produces a t-statistic  $> 1.96$ . Based on these calculations, the indirect coefficient, involvement of price, location, service quality on interest in returning to visit through visitor satisfaction is  $> 1.96$  and the p value is  $< 0.05$ . So that the mediation effect of entering this research is fulfilled.

## DISCUSSION

This research aims to examine the influence of price, service quality, location on interest in returning to visit and visitor satisfaction as an intervention variable for the Kandi Sawahlunto Animal Park. After analyzing the data using the PLS-SEM analysis technique, statistical processing results were obtained to test the research results as follows:

### **Price has a significant effect on tourist satisfaction at the Kandi Sawahlunto Animal Park**

The study's findings indicate that pricing has a big impact on how satisfied tourists are. The findings of a study on hypothesis testing with an initial sample of 0.280 (positive) and a t-statistic of  $3.254 > 1.96$  demonstrate this. This implies that paying more will result in happier visitors to Kandi Sawahlunto Animal Park. This conclusion is supported by earlier research by Widiarti et al. (2021), which found that visitor pleasure is significantly positively impacted by price perception the higher the perceived price, the higher the visitor contentment. Anggraini & Budiarti (2020) also stated that pricing has a substantial impact on consumer happiness based on prior research, with the assumption that prices that meet customer demands can be a factor in high customer satisfaction.

### **Service quality has a significant effect on tourist satisfaction at the Kandi Sawahlunto Animal Park**

The study's findings demonstrate that visitor pleasure is significantly impacted by service quality. The findings of a study on hypothesis testing with an initial sample of 0.412 (positive) and a t-statistic of  $5.540 > 1.96$  demonstrate this. These findings indicate a strong positive correlation between visitor satisfaction and service quality. Thus, the Kandi Sawahlunto Animal Park's degree of visitor satisfaction will rise if the quality of the services provided improves. These results are corroborated by earlier research conducted by Allameh et al. (2015), which discovered a strong correlation between service quality and visitor satisfaction. Good service will increase a visitor's satisfaction with a tourism destination.

### **Location has a significant effect on tourist satisfaction at the Kandi Sawahlunto Animal Park**

The study's findings indicate that traveller pleasure is significantly influenced by location. The findings of a study on hypothesis testing with an initial sample of 0.254 (positive) and a t-statistic of  $3.833 > 1.96$  demonstrate this. These findings indicate that location and tourist pleasure are significantly positively correlated. Therefore, the degree of tourist satisfaction will rise if the Kandi Sawahlunto Animal Park is located in an area that is more affordable or easier to visit. Previous research by Diana Alfaini et al., (2022) demonstrating that location has a considerable favourable effect on tourists' pleasure, supports this conclusion.

### **Price has a significant effect on revisit intention the Kandi Sawahlunto Animal Park**

The study's findings indicate that revisit intention is significantly influenced by price. The findings of a study on hypothesis testing with an initial sample of 0.229 (positive) and a t-statistic of  $3.653 > 1.96$  demonstrate this. These findings indicate that Price and revisit intention are significantly positively correlated. Consequently, there will be a greater desire to visit the Kandi Sawahlunto Animal Park again if the cost of admission drops. Previous research by Dewi et al., (2022) has demonstrated that the price variable has a positive and significant influence on interest in revisit intention, which supports this finding. According to Wahyu Eko Saputra & Sukimin (2020), pricing perception has been shown to have a marginally favourable impact on interest in returning to visit.



### **Service quality has a significant effect on revisit intention the Kandi Sawahlunto Animal Park**

The study's findings indicate that revisit intention is significantly influenced by service quality. The findings of a study on hypothesis testing with an initial sample of 0.331 (positive) and a t-statistic of  $4.171 > 1.96$  demonstrate this. These findings indicate that the intention to revisit has a strong positive relationship with service quality. Therefore, there will be a greater desire to return to the Kandi Sawahlunto Animal Park if the park's services improve. The results of earlier research by Miastita et al. (2023), which indicates that service quality affects tourists' desire in returning, support this conclusion. In addition, Andriani, Ni Nengah's research from 2021 found that the service quality variable has a positive and substantial influence on interest in returning to visit.

### **Location has a significant influence on revisit intention the Kandi Sawahlunto Animal Park**

The study's findings suggest that revisit intention is significantly influenced by location. The findings of a study on hypothesis testing with an initial sample of 0.157 (positive) and a t-statistic of  $2,233 > 1.96$  demonstrate this. These findings indicate a strong positive relationship between revisit intention and location. Therefore, there will be more interest in going back if the Kandi Sawahlunto Animal Park is located in an area that is more affordable or easier to access. Rahmat Fajrin et al.'s (2021) earlier study, which found that location has a favourable and significant effect on revisit intention to the Muara Takus Temple tourist site in the XIII Koto Kampar District of Kampar Regency, supports this finding. Business location has a favourable impact on repurchase interest, or in the case of tourism, interest in returning, according to Hartadi et al. (2023).

### **Tourist satisfaction has a significant influence on revisit intention the Kandi Sawahlunto Animal Park**

The study's findings indicate that visitor pleasure significantly affects visitors' intentions to return. The findings of a study on hypothesis testing with an initial sample of 0.247 (positive) and a t-statistic of  $3,368 > 1.96$  demonstrate this. These findings indicate a strong positive correlation between the intention to revisit and tourist satisfaction. Therefore, there will be a higher level of intention to return if visitor happiness at Kandi Animal Park increases. Previous research by Berlianto (2018), which discovered that satisfaction could have a positive and significant influence on revisit intention, supports this finding. Customers' inclination to return is greatly influenced by their perceived level of pleasure. According to earlier studies (Dewi et al., 2022), interest in returning to a place is positively and significantly influenced by visitor satisfaction.

### **Price has a significant effect on revisit intention with tourist satisfaction as an intervening variable at the Kandi Sawahlunto Animal Park.**

The study's findings indicate that pricing has an impact on the likelihood of a revisit, with visitor pleasure acting as an intermediary variable. Using the original sample of 0.069 and a p value of  $0.046 < 0.05$ , the indirect variable price's coefficient on revisit intention through tourist satisfaction was found to be  $1,996 > 1.96$ . This demonstrates that the variable measuring visitor happiness has the capacity to mediate, contribute to the price influence on the intention to return, and behave as a positive intervening factor. Previous research by Resti & Soesanto (2016), which demonstrated that pricing has a large and influential effect on revisit intention with tourist satisfaction serving as an intervening variable, supports this conclusion.

### **Service quality has a significant effect on revisit intention with tourist satisfaction as an intervening variable at the Kandi Sawahlunto Animal Park.**

With an initial sample size of 0.102 and a p value of  $0.001 < 0.05$ , the research findings indicate that there is an influence of service quality on revisit intention through tourist satisfaction of  $3,214 > 1.96$ . This demonstrates that the variable measuring visitor happiness has the capacity to mediate, exert additional effect on service quality, predict the likelihood of a revisit, and act as a helpful intervenor. Previous research by Resti & Soesanto (2016), which found that visitor satisfaction is an intervening

variable and that service quality has a positive and significant impact on revisit intention, supports this conclusion.

### **Location has a significant effect on revisit intention with tourist satisfaction as an intervening variable at the Kandi Sawahlunto Animal Park.**

The study's findings, which had an original sample size of 0.063 and a p value of  $0.007 < 0.05$ , indicate that location has an impact on tourists' intentions to return, as measured by  $2,723 < 1.96$ . This demonstrates that the variable measuring visitor pleasure has the capacity to mediate, add to, and offer a positive intervening influence on the location's influence on the intention to return. This conclusion is supported by earlier research by Diana Alfaini et al. (2022), which found that, when visitor satisfaction is taken into account as an intervening variable, location quality has a favourable and significant impact on the intention to return. A well-chosen site can boost visitor satisfaction, which will impact their desire to return.

## **CONCLUSSION**

This study is to examine, using tourist satisfaction as an intervening variable, the effects of pricing, service quality, and location on interest in returning to Sawahlunto City's Kandi Animal Park. Structural Equation Modelling (SEM) with SmartPLS 4.0 Software was used to analyse this research. From the results of the research analysis, it is proven that all hypotheses are accepted, so it can be concluded that : (1) Price, service quality, location have a significant effect on visitor satisfaction at the Kandi Sawahlunto Animal Park. (2) Price, service quality, location, visitor satisfaction have a significant effect on interest in returning to the Kandi Sawahlunto Animal Park. (3) Price, service quality, location have a significant effect on interest in returning to visit with visitor satisfaction as an intervening variable at the Kandi Sawahlunto Animal Park.

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