

Analysis of Tourism Potential, Tourist Perception and Tourism Development Strategy to Interest Visiting Repeat on Reservoir Tourist Attractions Malaya Regency Brebes

Analysis of Tourism Potential, Tourist Perception and Tourism Development Strategy on Interest in Revisiting Tourist Attractions Malaya Reservoir, Brebes Regency

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ARTICLE INFO	ABSTRACT
<p>Article History: Received: 13 August 2024 Revised: 16 August 2024 Accepted: 20 August 2024</p> <hr/> <p>Keywords: Tourism Potential, Tourist Perception, Tourism Development Strategy, Interest in Revisiting Tourists</p>	<p><i>This study aiming to determine the influence of tourism potential on tourists' interest in revisiting, the influence of tourist perception on tourists' interest in revisiting, the influence of tourism development strategies on tourists' interest in revisiting, the influence of tourism potential, tourist perception and tourism development strategies together on tourists' interest in revisiting the Malaya Reservoir Tourist Object, Brebes Regency. This study uses a quantitative descriptive approach and the type of research is an empirical study supported by a survey. The population in this study is all tourists at the Malahayu Reservoir Tourist Attraction, Brebes Regency in 2023 amounting to 7328 people. The sampling technique in this study with the Slovin formula with a margin of error of 10% was obtained by 99 respondents. The data used is primary data in the form of a questionnaire instrument. Results study show that potential tourism had a positive and significant impact on tourists' repeat visit interest with a t value count > t table (4.683 > 1.98525), tourist perception has a positive influence and significant effect on tourists' repeat visit interest with a calculated t value > t table (2.654 > 1.98525), tourism development strategies have a positive and negative influence significant to interest visit repeat traveler with t-value tourism development strategy (X3) > t table (2.792 > 1.98525); simultaneously tourism potential, tourist perception, and tourism development strategies have an effect on tourists' interest in revisiting the Malahayu Reservoir Tourist Attraction, Brebes Regency with the F value of table > F calculation = 25,204 > 2.47. The variables of tourism potential, tourist perception, and tourism development strategy contributed 42.60% of the influence on tourists' interest in revisiting the Malahayu Reservoir Tourism Object, Brebes Regency, the remaining 57.40% was influenced by variables that were not studied.</i></p> <p style="text-align: right;"><i>This is an open access article under the CC BY-SA license.</i></p>

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Abstract

This study aims to determine the influence of tourism potential on repeat visit interest. traveler, influence perception traveler to interest visit repeat traveler, influence tourism development strategies for tourists' repeat visit interest, the influence of tourism potential, perception traveler And strategy development tour in a way together to interest visit repeat traveler on Objects Tour Reservoir Malaya Regency Brebes. Study This use approach descriptive quantitative And type his research studies empirical supported with survey. Population in study This that is all over traveler on Objects Tour Reservoir Malaya Regency Brebes year 2023 a number of 7328 person. Technique taking sample on study This with formula Slovin with margin error 10% got 99 respondents. Data Which used is data primary in the form of questionnaire instrument. The results of the study showed that tourism potential had a positive and significant to interest visit repeat traveler with mark t count > t table (4,683 > 1.98525), perception traveler influential positive And significant to interest visit repeat traveler with mark t count > t table (2,654 > 1.98525), strategy development tour influential positive And significant effect on the interest of tourists to revisit with a calculated t value for the development

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strategy tour (X_3) > t table ($2,792 > 1.98525$); in a way simultaneous potential tour, perception traveler, And strategy Tourism development has an impact on tourists' interest in repeat visits to tourist attractions. Malahayu Reservoir, Brebes Regency with F table value > F count = $25.204 > 2.47$. Potential variablestour, perception traveler, and strategy development tour give Contribution as big as 42.60% its influence to interest visit repeat traveler on Objects Tour Reservoir Malaya Regency Brebes the rest 57.40% influenced by variables Which not researched.

Keywords: Tourism Potential, Tourist Perception, Tourism Development Strategy, Interest in Visiting Repeat Traveler

1. INTRODUCTION

The tourism industry in Indonesia has great potential as one of the driving forces of the national economy, which is able to drive higher economic growth in the future. Tourism has now become a sector that makes a significant contribution to economic and social development in various countries around the world. The tourism sector has the ability to have a major impact on the economic growth of the destination country, by providing job opportunities, increasing income, and improving the standard of living and welfare of the community. Tourism is a journey undertaken by a person/group who has several goals, including: the desire to get pleasure and satisfy curiosity about something, whether related to sports activities, health, convention activities, religious affairs and other business needs [1]. Tourists are one person or several people (groups), who undertake a form of tourism. However, if they stay less than 24 hours they are called travelers or tourists. Tourism is a travel activity that is carried out, and the activity is carried out voluntarily, and is not continuous to enjoy all forms of uniqueness and beauty of nature in a particular area.

Ecotourism is a form of tourism industry that has recently become a major destination for many people [2]. Tourism offers a fascinating experience for tourists through natural beauty such as waterfalls, valleys, rivers, mountain views, lakes, as well as other biodiversity and natural charms such as coral reefs, stunning beaches, and so on. The government has launched various programs to increase the attractiveness of tourist destinations, because this can have an impact on tourists' interest in returning to visit.

Interest in Repeat Visits

Interest is a person's desire to do something, which is due to the stimulus to do so [3]. Revisit interest is a feeling of wanting to revisit a tourist destination in the future [4]. Visiting interest has characteristics including: individual, unstable, triggered by motivation and changes along with what is needed and the experience. Visiting interest tends to be unstable and can change along with changes in individual needs, preferences, and experiences. External factors such as tourism promotions, previous tourist reviews, or changes in economic and social situations can also influence a person's level of visiting interest.

Travel intentions are often driven by specific motivations, such as a desire to relax, seek adventure, learn about a new culture, or spend time with family and friends [1]. These motivations can vary from individual to individual and can influence traveler goals and preferences. Travel intentions are also influenced by changes in an individual's needs and experiences. A positive experience during a previous visit or a change in preferences for vacation activities can influence a person's intention to return to the same or a different destination.

The indicators of repeat visit interest used in this study are the indicators proposed by Utama (2017) in [5] consisting of: a) the desire to revisit the destination, b) willing to tell others about their satisfaction with the destination, c) willing to recommend/direct other potential visitors to visit the destination, d) tourists give a positive reputation value to the destination, e) always have harmonious social relations with the management of the tourist destination, and f) tourists want to provide input for the improvement of the tourist destination in the future.

Based on the Regional Tourism Development Master Plan Brebes Regency (RIPKD) 2013-2025 was designated as a Tourism Area Featured (KWU) that is Area Tour Culture Coast, Area Tour Hot Springs, Kaligua Agro Tourism Area, and Reservoir Tourism Area Malahayu. Development of the Malahayu Reservoir Tourism Area is prioritized with the theme of developing water tourism activities, crafts and tourism interest special. On year 2017 Area Tour Reservoir Malaya start use draft Village Tour Which initiated by Group Aware Tour (Pokdarwis) together government area Regency Brebes

And public Malahayu Village [6] . As form from Malahayu Tourism Village then new tourist attractions were developed in the Village area Malaya that is fuel Fantasy Land, Site Fortress, And Tour Hill It's a shame.

A common phenomenon is that the tourist experience is highly dependent on the consistency of services provided by the tourism destination manager. This service consistency includes various aspects, such as cleanliness of facilities, availability of information, friendliness of staff, and reliability of services. If the service provided by the destination manager varies or is inconsistent over time, this can interfere with the tourist experience and contribute to low levels of satisfaction. For example, if a tourist experiences good service on one visit but is less satisfied with the service on a subsequent visit due to low consistency, this can lower the overall level of satisfaction.

Table 1.1. List of Tourist Visits to Malahayu Reservoir 2023

No	Month	Number of Tourists
1	January	19,845
2	February	5.328
3	March	5.106
4	April	15,822
5	May	8,842
6	June	7.221
7	July	4,561
8	August	3,050
9	September	4.917
10	October	3.929
11	November	2,686
12	December	6,633
	Amount	87,940
	Average per month	7,328

Source: Malahayu Reservoir Tourism Awareness Group Data, 2023

Based on table 1, it is known about the pattern of tourist visits from month to month and also provides information about the highest (January) and lowest (November) visit rates during the year. Although there are significant monthly fluctuations, overall the average number of tourists per month tends to be stable.

To attract interest in returning, one of the things that tourism service managers need to pay attention to is providing satisfaction to the community or tourists. This is in accordance with the theory put forward by Assael (2008) in [2] that satisfaction occurs when tourist expectations are met or exceeded and the decision to visit is strengthened. In marketing theory, satisfaction with a product is intervening , but in tourism, satisfaction has an impact on the interest in returning. Miskan's research (2019) states that there is an influence of tourist satisfaction on the interest in returning.

Tourism Potential

One of the factors that influences the interest in revisiting is tourism potential. Tourism potential according to Nawangsari (2018) in [7] is various resources owned by a region or place that can be developed into a tourist attraction that can be utilized for economic interests while still paying attention to other aspects. Tourism potential consists of natural tourism potential such as beaches, forests, caves, and so on. Furthermore, there is cultural potential such as customs, handicrafts, arts, historical relics in the form of buildings, monuments and others. The last is human potential, humans also have potential that can be used as a tourist attraction through dance performances or performances and performances of regional arts and culture. Given that the main attraction for tourists visiting Indonesia is the natural beauty and various local arts and cultures. One of the tourism resources is natural resources.

Tourism potential is one of the factors that greatly influences a person's interest in returning to a place. Tourism potential includes various things such as natural beauty, cultural diversity, tourist attractions, and various activities and facilities available at the destination [8] . Tourist destinations that have interesting potential tend to make tourists feel satisfied and want to return to explore more or experience new experiences [7] . Developing tourism potential by paying attention to the needs and interests of tourists is very important in efforts to increase sustainable tourism visits.

(Retno Aji Santoso, Akbar NPD Darma Wahana, Muhammad Syaifulloh, Gian Fitralisma)
Analysis of Tourism Potential, Tourist Perception and Tourism Development Strategy
to Interest Visiting Repeat on Reservoir Tourist Attractions Malaya Regency Brebes

Malahayu Reservoir is famous for its natural beauty, including the view of the vast lake and the green mountains around it. The potential of this natural beauty can be the main attraction for tourists looking for a place to relax and enjoy nature. This beauty can be a strong reason for them to return, because of the refreshing and calming experience. Malahayu Reservoir also offers various tourist attractions such as rowing boats, trips around the lake, and various other water activities. The potential of this tourist attraction makes tourists have many interesting choices of activities. When tourists feel satisfied with the experience they get, they tend to want to return to try new things or simply enjoy the pleasant experience again [9].

Recreational facilities such as picnic areas, children's play areas, and comfortable dining areas can also increase tourism potential. When tourists feel comfortable and have easy access to various facilities, they will feel more connected to the destination. This can trigger their interest in returning, because they know that they will be able to enjoy their time comfortably. If the Malahayu Reservoir also develops ecotourism programs, such as nature exploration, environmental conservation, or education about sustainability, this can be an additional factor that influences the interest in returning. Tourists who care about the environment or seek experiences that have a positive impact on the local community will be interested in returning to destinations that emphasize these values. By utilizing the tourism potential of the Malahayu Reservoir and continuing to develop various interesting facilities and programs, it will further increase the interest of tourists to return [10].

The Malahayu Reservoir tourist attraction offers tourist attractions in terms of attractions, accessibility, facilities, and tourism support services. In addition, this tourist attraction also provides a sense of satisfaction, comfort, and security to tourists who visit. It is necessary to have a perception or view from tourists regarding the appeal of the tourist attraction. Perception is a process used by individuals to select, organize, and interpret information input in order to create a meaningful picture of the world [11].

Tourist perception greatly influences the attraction of tourism in tourism interest [12]. Tourist perception is the opinion of tourists about the object. A tourist attraction needs to improve the quality of the object to be better in order to get a positive perception. Perception in the world of tourism is the idea or perspective of tourists to interpret a tourist destination [13]. Tourist perception is something useful in the development of a tourist spot, including being able to influence the completion of the needs of a tourist area such as attractions, and facilities and infrastructure and later can be developed [14]. Visitors have perceptions that can be used to develop the management of natural tourist attractions as long as the activity does not damage the object or tourist attraction presented to support the ecotourism sector [15].

According to Walgito (2004) in [11], the process of a person's perception goes through several stages. First, the physical process as a form of stimulus process concerning the senses (*receptors*) through sensory nerves. Second, the physiological process as a form of the process of forwarding the stimulus received by the senses through sensory nerves to the brain. Third, the psychological process as a form of the process of the emergence of individual consciousness that occurs in the brain as the center of consciousness, so that individuals are aware of what is seen, what is heard or what is touched, and fourth, the results obtained from the perception process are responses and behavior. Perception is initially a process of capturing stimuli by human senses and forwarding the stimulus by the senses through human nerves. The stimulus received by the receptor causes the individual to be aware of the stimulus received so that the individual has a response and behavior related to the stimulus. The responses given by one individual to another differ according to the individual's circumstances.

Tourist Perception

The perception of tourists visiting tourist attractions is very much needed to support tourism management to run well [16]. Perception has an evaluative nature that reflects attitudes, beliefs, and values because perception is the result of an individual's interpretation of an object or event based on experience, knowledge, and values that they have [11]. A person's attitude toward an object or event will influence how they perceive it. For example, someone with a positive attitude toward the natural environment will tend to view natural tourist attractions in a positive way. An individual's belief in information or assumptions will influence how they perceive a situation or object. For example, someone who believes that a particular tourist destination is safe will have a different perception of the level of risk of visiting that place. The values that a person has will influence their evaluation of an object

or event. For example, someone who values cultural diversity might have a positive perception of a cultural festival that showcases various traditions.

Context such as the structure of an object or event also plays an important role in shaping a person's perception. For example, factors such as lighting, color, shape, and the surrounding environment can influence how a person perceives an object. In addition, previous experiences, information received, and social norms can also influence how a person perceives an object or event. Thus, perception has a complex evaluative nature because it is influenced by various internal and external factors, including attitudes, beliefs, values, and the context of the object or event. The tourist perception indicators used in this study refer to Haris's opinion (2019) which was used in a study on tourist perceptions of the attractiveness of the Seven Lakes Rimbo Forest TWA, as follows: a) a Cognitive spectrum, with 3 sub-indicators, namely: knowledge, views and understanding, b) a Affective spectrum, with 3 sub-indicators, namely emotions, feelings, and assessments, and c) a Conative spectrum, with 4 sub-indicators, namely motivation, attitude, packaging and desire [11].

Based on the results of interviews with tourists visiting the Malahayu Reservoir tourist attraction, it turns out that several problems are still found regarding the appeal of this tourist attraction. Among other things, there are no more attractions that attract tourists to come to visit, such as singing entertainment attractions performed by local artists where the stage is still there. When viewed from the facilities available at this tourist attraction, problems were found, namely quite high sediment deposits, damage to the main channels, and damage to the dividing building and bending doors.

A tourist attraction can be developed if there has been previous tourism activity. Tourism development is an effort made to advance or develop a tourist attraction to become a good and attractive tourist attraction when viewed from the place and the objects in it [17]. To attract tourists to visit, the main reason for developing tourism in a tourist attraction, both local and outside the region, is related to the economic development of the region or a country, where in the development of tourism in a tourist attraction, the benefits and advantages for the community will always be taken into account.

Planning in tourism development plays a vital role in ensuring that the development process is carried out in accordance with the desired objectives [18]. Planning helps in setting clear and specific goals for tourism development. By having well-defined goals, stakeholders can work in a focused manner to achieve the desired outcomes. Through the planning process, available tourism resources and potentials can be better identified [19]. This includes an assessment of tourist attractions, infrastructure, human resources, and other aspects that affect tourism development.

With careful planning, the use of tourism resources can be optimized to support the economic growth of the region or country. This includes the management and development of infrastructure, land use, and sustainable environmental management. Good planning can help improve the competitiveness of tourism destinations in the global market. By identifying strengths and weaknesses, and designing appropriate development strategies, tourism destinations can become more attractive to domestic and foreign tourists.

One of the main reasons for tourism development is to improve the economy of the region or country. By planning tourism development effectively, new opportunities can be created for job creation, increased income, and sustainable economic development. Good planning steps in tourism development are important steps to achieve the desired results, utilize existing potential optimally, and provide significant economic benefits to the region or country concerned.

Tourism Development Strategy

Tourism development strategies are key to ensuring future tourism growth and progress [10]. Various strategies can be designed and implemented to improve the quality, attractiveness, and sustainability of the tourism industry. The development of diverse tourism products, including nature, culture, history, adventure, and other tourism, can attract different types of tourists and expand the tourism market base. Investment in tourism infrastructure, such as roads, airports, ports, accommodation, and other public facilities, can improve accessibility and convenience for tourists. Effective promotional strategies, including advertising campaigns, digital marketing, social media promotions, participation in tourism exhibitions, and others, can increase awareness and interest in tourism destinations. Training and skills development for tourism workers, including tour guides, hotel staff, and other service providers, can improve the quality of service and tourist experience.

The tourism development strategy resulting from the meeting of the Central and Regional

(Retno Aji Santoso, Akbar NPD Darma Wahana, Muhammad Syaifulloh, Gian Fitralisma)

Analysis of Tourism Potential, Tourist Perception and Tourism Development Strategy

to Interest Visiting Repeat on Reservoir Tourist Attractions Malaya Regency Brebes

Government Coordinators, OJK, and BI in [17] includes several indicators used for this research to improve tourism development in a region such as: a) accelerating the completion of infrastructure, b) encouraging the development of tourist attractions, c) improving the quality of facilities and infrastructure, d) improving and strengthening tourism promotion, e) encouraging the community to be willing to invest, and f) preparing standard tourism management procedures.

Sustainable environmental and cultural management strategies, including nature conservation, cultural heritage preservation, and local community participation, are essential to maintaining the long-term attractiveness of a tourism destination. Expanding the tourist market base by targeting different market segments, such as family travelers, adventure travelers, youth travelers, or senior travelers, can increase the volume and diversity of visits. Collaboration between the public, private, and civil society sectors, as well as cross-sector partnerships, can improve the efficiency and effectiveness of tourism development. The use of information and communication technologies, such as travel applications, tourism websites, online booking systems, and other uses of technology, can improve the tourist experience and convenience.

Based on field observations, the Malahayu reservoir currently requires improved infrastructure and facilities such as adequate road access, parking areas, public toilets, and safe and comfortable recreational facilities. The need for effective management of the volume of tourists and tourism activities carried out around the Malahayu Reservoir to be given more attention. Lack of involvement and empowerment of local communities in the management and development of tourism around the Malahayu Reservoir is important to create a positive impact on the local economy and culture. In addition, infrastructure development, environmental management programs, and tourism promotion require significant funding. Therefore, a strategy is needed to obtain adequate funds and investment to support tourism development in the Malahayu Reservoir.

2. METHOD STUDY

This type of research is quantitative research, namely a research method based on the philosophy of positivism, to research a certain population or sample, data collection through research instruments, quantitative data analysis, with the aim of testing the established hypothesis [20]. This research design is used to analyze the influence of independent variables consisting of tourism potential, tourist perceptions, tourism development strategies and on one dependent variable, namely the intention to revisit. The dependent variable is the intention to revisit which is given the symbol Y, while the independent variables used in this study are tourism potential (X_1), tourist perceptions (X_2) and tourism development strategies (X_3).

The location of this study was conducted at the Malahayu Reservoir tourist attraction, Banjarharjo District, Brebes Regency. The population in this study were all tourists. Malahayu tourist attraction in Brebes Regency in 2023 amounted to 7328 people. The characteristics of the respondents are tourists who have worked more than 1 time visiting the Malahayu tourist attraction. The sampling technique in this study used the Slovin formula with a margin of error of 10% obtained 99 respondents. The operational definition used in this study was then described into empirical indicators, so the researcher grouped the following operational definitions.

a. Tourism Potential (X_1)

Table 2. Operationalization of Variables Tourism Potential (X_1)

Research Variables	Dimensions	Number of Items	Questionnaire Number
Tourism Potential (X_1) [21].	<i>Attraction</i> (Attraction)	4	1,2,3,4
	<i>Amenities</i> (Facilities)	3	5,6,7,
	<i>Accessibility</i>	2	8,9,
	<i>Ancillary</i> (Additional Services)	2	10.11

b. Tourist Perception (X_2)

(Retno Aji Santoso, Akbar NPD Darma Wahana, Muhammad Syaifulloh, Gian Fitralisma)
Analysis of Tourism Potential, Tourist Perception and Tourism Development Strategy to Interest Visiting Repeat on Reservoir Tourist Attractions Malaya Regency Brebes

Table 3. Operationalization of Variables Tourist Perception (X_2)

Research Variables	Dimensions	Number of Items	Questionnaire Number
Tourist Perception (X_2) [11]	Cognitive Aspect	3	1,2,3
	Affective Aspect	3	4,5,6
	Conative Aspect	4	7,8,9,10

c. Tourism Development Strategy (X_3)

Table 4. Operationalization of Variables Tourism Development Strategy (X_3)

Research Variables	Dimensions	Number of Items	Questionnaire Number
Strategy Development Tourism (X_3) [17]	Accelerating infrastructure completion	3	1,2,3
	Encourage the development of tourist attractions	2	4,5
	Improving the quality of facilities and infrastructure	3	6,7,8
	Enhance and strengthen tourism promotion	3	9,10,11
	Encourage people to be willing to invest	3	12,13,14
	Developing standard procedures for tourism management	3	15,16,17

d. Return Visit Interest (Y)

Table 5. Operationalization of Variables Interest in Repeat Visits (Y)

Research Variables	Dimensions	Number of Items	Questionnaire Number
Interest in Visiting Repeat (Y) Main (2017) in [5]	There is a desire to revisit the destination.	2	1.2
	Willing to tell others about his satisfaction with the destination.	2	3.4
	Willing to recommend / direct other prospective tourists to visit the destination.	2	5.6
	Tourists assign positive reputation scores to destinations.	2	7.8
	Always maintain harmonious social relations with the management of tourist destinations.	2	9,10
	Tourists are willing to provide input for the improvement of tourist destinations in the future.	2	11.12

The research instrument is an activity used by researchers to obtain information from consumers in the form of a questionnaire containing a number of questions. The questionnaire instrument used for the Tourism Potential variable (X_1) consists of 11 statement items, the Tourist Perception variable (X_2) consists of 10 statements, the Tourism Development Strategy variable (X_3) consists of 17 statements, and the Revisit Interest variable (Y) consists of 12 statements. The data that has been obtained will be processed using the SPSS program. The instrument is tested for validity and reliability. The classical assumption tests used consist of normality tests, multicollinearity tests, and heteroscedasticity tests.

3. RESULTS AND DISCUSSION

a. Research Instrument Test

Validity Test

Validity testing is conducted to assess the validity of an instrument, in this case a questionnaire. A questionnaire is said to be valid if the questions or statements in it are able to measure the aspects that the questionnaire wants to measure [21]. Validity testing usually involves correlating the scores of question items or statements with the total score of the construct measured by the questionnaire. If the r-count value is greater than the r-table at a significance of 0.3961, then the question item or statement is considered valid.

The following are the results of the validity test:

Table 6. Validity Test Results

No	Tourism Potential (X ₁)	Tourist Perception (X ₂)	Tourism Development Strategy (X ₃)	Return Visit Interest (Y)	Mark r table	Caption
1	.762	.825	.787	.642		
2	.810	.787	.473	.572		
3	.779	.734	.768	.584		
4	.619	.742	.667	.669		
5	.769	.675	.803	.741		
6	.706	.618	.789	.786	0.3610	
7	.720	.644	.844	.642		
8	.617	.690	.830	.572		
9	.800	.581	.415	.584		
10	.608	.721	.727	.669		
11	.458		.673	.741		
12	.402		.452	.786		
13			.486			
14			.684			
15			.792			
16			.430			
17			.469			

Source: Processed data

Based on table 6, it indicates that all variables have a calculated r value above the r table of 0.3610, which means that all instruments are valid.

Reliability Test

The following are the results of the reliability test.

Table 7. Reliability Test Results

Variables	Cronbach Alpha	Critical Value	Information
Tourism Potential (X ₁)	0.923	0.6	Reliable
Tourist Perception (X ₂)	0.920	0.6	Reliable
Tourism Development Strategy (X ₃)	0.933	0.6	Reliable
Return Visit Interest (Y)	0.92082	0.6	Reliable

Source: Processed data

Based on table 7, the results of the reliability test, all variables are reliable because *the Cronbach's Alpha* value is ≥ 0.60 . Therefore, the statement instrument in this study is said to be reliable or can be trusted as a measuring tool for variables and can be used for further testing.

Normality Test

The following are the results of the normality test.

Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	2.51597618
Most Extreme	Absolute	.131
Differences	Positive	.131
	Negative	-.057
Test Statistics		Test Statistics
Asymp. Sig. (2-tailed)		Asymp. Sig. (2-tailed)
Monte Carlo Sig. (2-tailed)	Sig.	.085 ^d
	99% Confidence Lower Bound	.078
	Interval Upper Bound	.092

Source: Processed data

Based on the test results in table 8, *the Kolmogorov-Smirnov* value indicated by *Asymp.Sig (2- tailed)* (Retno Aji Santoso, Akbar NPD Darma Wahana, Muhammad Syaifulloh, Gian Fitralisma) Analysis of Tourism Potential, Tourist Perception and Tourism Development Strategy to Interest Visiting Repeat on Reservoir Tourist Attractions Malaya Regency Brebes

is above 0.05 or 5%, which is 0.085, so the variables in this study are normally distributed, which means that the normality assumption is met.

Multicollinearity Test

Multicollinearity test is used to determine the presence of multicollinearity problems by analyzing the magnitude of the *Variance Invelantions Factor* (VIF) and Tolerance. If $VIF > 10$, it means that there is a correlation between independent variables and vice versa. Then if the VIF value < 10 , it means that there is no correlation between variables. The following are the results of the multicollinearity test.

Table 9. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 Tourism Potential (X ₁)	.760	1,316
Tourist Perception (X ₂)	.871	1.149
Tourism Development Strategy (X ₃)	.807	1.238

a. Dependent Variable: Interest_BU_Y

Source: Processed data

The results of the Collinearity Statistics analysis on this model reveal the Tolerance and VIF (*Variance Inflation Factor*) statistics for each variable. Low *Tolerance* indicates a high level of multicollinearity, while high *VIF* also indicates the presence of multicollinearity in the model. The VIF value of each *independent variable* is ≤ 10 and the *Tolerance* value is ≥ 0.10 .

Heteroscedasticity Test



Figure 1. Heteroscedasticity Test Results

In Figure 1, it is shown that the resulting scatterplot can be concluded that there is no heteroscedasticity because the plot spreads randomly and does not form a pattern. The results of the heteroscenty test in this study are in accordance with the statement that the dots form a clear pattern and spread above and below the Y axis which means that there is no heteroscedasticity.

Heteroscedasticity test is used to determine whether there is inequality of variance between the residuals of one observation to another. Identification of the presence or absence of heteroscedasticity in this study is carried out by looking at the presence or absence of a certain pattern in the *scatterplot* graph between SRESID and ZPRED and using the *Spearman* Heteroscedasticity test. The following are the results of the heteroscedasticity test [22] .

Partial t-Test

The following are the results of the t-test (partial).

Table 10. t-Test Results (Partial)

(Retno Aji Santoso, Akbar NPD Darma Wahana, Muhammad Syaifulloh, Gian Fitralisma)
 Analysis of Tourism Potential, Tourist Perception and Tourism Development Strategy
 to Interest Visiting Repeat on Reservoir Tourist Attractions Malaya Regency Brebes

		Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	9,642	4,762		2.025	.046
	Tourism Potential_X1	.477	.102	.411	4.683	.000
	Tourist_Perception_X2	.189	.071	.218	2,654	.009
	Strategy_PW_X3	.138	.049	.238	2,792	.006

a. Dependent Variable: Interest_BU_Y

Source: Processed data

Based on table 10, the probability value of the independent variable, namely tourism potential (X_1) is 4.683 at the test level $\alpha = 5\%$. While the t table value (df = nk) or (df = 99-3-1) at the test level of 0.05 is known to be 1.98525 (see the attached t table). Based on the comparison of the calculated t value with the t table, the calculated t value of tourism potential (X_1) is obtained $>$ t table (4.683 $>$ 1.98525). In addition, the significance value (Sig) of the tourism potential variable (X_1) is 0.000 $<$ Sig. value 0.05, which means that there is an influence positive and significant tourism potential variables on tourists' repeat visit interest at the Malahayu Reservoir Tourist Attraction in Brebes Regency.

The probability value of the independent variable is tourist perception. (X_2) is 2.654 at the test level $\alpha = 5\%$. While the t table value (df = nk) or (df = 99-3-1) at the test level of 0.05 is known to be 1.98525 (see the t table attachment). Based on the comparison of the calculated t value with the t table, the calculated t value of tourist perception (X_2) is obtained $>$ t table (2.654 $>$ 1.98525). In addition, the significance value (Sig) of the tourist perception variable (X_2) is also obtained at 0.009 $<$ Sig. value. 0.05, at the test level $\alpha = 5\%$, which means that there is an influence positive and significant variables of tourist perceptions towards the interest of tourists to revisit the Malahayu Reservoir Tourist Attraction in Brebes Regency.

The probability value of the independent variable, namely tourism development strategy (X_3) is 2.792 at the test level $\alpha = 5\%$. While the t table value (df = nk) or (df = 99-3-1) at the test level of 0.05 is known to be 1.98525 (see the attached t table). Based on the comparison of the calculated t value with the t table, the calculated t value of the tourism development strategy (X_3) is obtained $>$ t table (2.792 $>$ 1.98525). In addition, the significance value (Sig) of the tourism development strategy variable (X_3) is also obtained at 0.006 $<$ Sig. value. 0.05, at the test level $\alpha = 5\%$, which means that there is an influence positive and significant variables of tourism development strategies on the interest of tourists to revisit the Malahayu Reservoir Tourist Attraction, Brebes Regency.

Based on the results of multiple linear regression analysis, the following multiple linear regression equation was obtained: $Y = 9.642 + 0.477 X_1 + 0.189 X_2 + 0.138 X_3 + e$

- The constant value of $\alpha = 9.642$, shows a positive number indicating that if the value of the regression equation of tourism potential, tourist perception, and tourism development strategy is considered constant, then the average interest of tourists to revisit the Malahayu Reservoir Tourist Attraction in Brebes Regency decreases by 9.642.
- tourism potential coefficient value of $\beta_1 = 0.477$, shows a positive number, meaning that if the tourism potential increases by one unit, then the interest in repeat visits will increase by 0.477 and vice versa. Assuming tourist perception and tourism development strategy are in constant condition. In other words, if tourist perception and tourism development strategy are fixed (unchanged), then every increase in tourism potential will increase the interest of tourists to revisit the Malahayu Reservoir Tourism Object in Brebes Regency by 0.477.
- The value of the tourist perception coefficient of $\beta_2 = 0.189$, shows a positive number, meaning that if tourist perception increases by one unit, then the interest in revisiting will increase by 0.189 and vice versa. Assuming the tourism potential and tourism development strategy are in constant condition. In other words, if the tourism potential and tourism development strategy have a fixed value (do not change), then every increase in tourist perception will increase the interest in revisiting tourists at the Malahayu Reservoir Tourism Object in Brebes Regency by 0.189.

- d. The coefficient value of the tourism development strategy of $\beta_3 = 0.138$ shows a positive number, meaning that if the tourism development strategy increases by one unit, then the interest in revisiting will increase by 0.138 and vice versa. Assuming that the tourism potential and tourist perception are in constant condition. In other words, if the tourism potential and tourist perception have a fixed value (do not change), then every increase in the tourism development strategy will increase the interest in repeating tourists to the Malahayu Reservoir Tourism Object in Brebes Regency by 0.138 .

Simultaneous Test

The following are the results of the simultaneous test.

Table 11. Simultaneous Test Results (F)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1323.648	3	441,216	25.204	.000 ^b
Residual	1663.079	95	17,506		
Total	2986.727	98			

a. Dependent Variable: Interest_BU_Y

b. Predictors: (Constant), PW_Strategy_X3, Tourist_Perception_X2, Tourism_Potential_X1

Source: Processed data

on table 11 , the results of the Simultaneous Test (F Test), are indicated by a significance level of 0.000. The resulting significance value is smaller than 0.05 or $F_{table} > F_{count} = 25.204 > 2.47$. The F table of 2.47 was obtained by looking at the F table with a degree of $df = 1 (99-3-1)$ at a significance level of 0.05.

The significance of the influence of independent variables simultaneously (together) on the dependent variable is done by looking at the calculated F probability (Sig. F value) of all independent variables at the test level $\alpha = 5\%$. If the calculated F probability is smaller than the research test level (Sig. $F < \alpha$) then H_0 is rejected and H_a is accepted, which means that the independent variables simultaneously (together) have a significant influence on the dependent variable.

Because the significance of the Anova test is greater than 0.000 below 0.05 and $F_{table} > F_{count}$, then you can the conclusion is that H_0 is rejected and H_a is accepted , meaning that there is an influence on the way **in which** Among the variables of job characteristics , tourist perceptions , and tourism development strategies on repeat visit interest at PT BIG Brebes Regency , this means that Hwa v a r i a b e l Interest in Returning to PT BIG Brebes Regency can be explained in a significant way by job characteristics , Tourist Perceptions , and Tourism Development Strategies.

Determination Test (R²)

Table 12. Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 ^a	.443	.426	4.18403

a. Predictors: (Constant), PW_Strategy_X3, Tourist_Perception_X2, Tourism_Potential_X1

b. Dependent Variable: Interest_BU_Y

Source: Processed Data

Based on table 12, the determination coefficient (KD) is used to measure how much the *independent* variable is able to explain the *dependent variable* . Table 12 shows the Adjusted R Square value of 0.822 or 82.2%, meaning that the *independent* variables of Tourism Potential (X_1), Tourist Perception (X_2) and Tourism Development Strategy (X_3), in explaining and predicting the variable of Revisit Interest (Y) by 42.6%, and the remaining 57.4% is explained by other variables outside the study.

Discussion of Research Results

a. The Influence of Tourism Potential on Revisit Interest at the Malahayu Reservoir Tourist Attraction in Brebes Regency

The results of this study prove that tourism potential has a positive and significant effect on tourists' re-visit interest in the Malahayu Reservoir Tourist Attraction in Brebes Regency, meaning that *the first hypothesis can be accepted*. The results of this study prove that tourism potential has a significant and positive influence on the interest of tourists to revisit the Malahayu Reservoir Tourism Object in Brebes Regency. This means that the greater the tourism potential of the Malahayu Reservoir, the higher the interest of tourists to revisit the place. The tourism potential in question includes various aspects such as natural beauty, available facilities, accessibility, and various attractions that are interesting for tourists. When these elements are optimized, they can increase the attractiveness of the reservoir and provide a positive experience that makes tourists want to return in the future.

In addition, the results of this study also confirm that improving the quality and promotion of tourism potential can be an effective strategy to increase the number of repeat visits. In other words, tourism managers need to continue to innovate and improve various aspects of tourism potential to remain relevant and attractive to tourists. For example, developing new facilities, improving infrastructure, and organizing special events or festivals can provide significant added value. Thus, the interest of repeat tourists can be increased through consistent efforts in developing and promoting the tourism potential of the Malahayu Reservoir.

Finally, this finding also highlights the importance of the role of feedback from tourists in developing tourism potential. Feedback provided by tourists can be a valuable source of information for managers in understanding what the main attractions are and what needs to be improved. By listening and responding to the needs and expectations of tourists, Malahayu Reservoir can continue to improve the quality of the visiting experience, which in turn will strengthen the intention to revisit. This study as a whole shows that good management of tourism potential can contribute significantly to the sustainability and growth of the tourism sector in Brebes Regency.

The results of this study are in line with previous studies such as: factors that influence the interest of tourists to revisit the Banto Royo tourist attraction are influenced by three factors, namely the tourist attraction factor, the service quality factor and promotion [4]; tourist attractions have an influence on the interest of tourists to revisit the Mount Halimun Salak National Park [23]; Banto Royo tourist attractions that influence the interest of tourists to revisit [4]; the potential of tourist attractions contributes a significant influence on the interest in carrying out return visits [24]; the lower the quality of tourist destinations, the lower the interest of tourists to visit the Ciwangun Indah Camp outbound tourist destination [16]; tourist attractions partially have a significant effect on revisit intention [25]

b. The influence of tourist perceptions on the interest of tourists to revisit the Malahayu Reservoir Tourist Attraction in Brebes Regency

The results of this study prove that tourist perception has a positive and significant effect on the intention to revisit tourists at the Malahayu Reservoir Tourism Object in Brebes Regency, meaning that *the second hypothesis can be accepted*. The results of this study prove that tourist perception has a positive and significant effect on the intention to revisit tourists at the Malahayu Reservoir Tourism Object in Brebes Regency. This means that how tourists view and feel their experience at the Malahayu Reservoir greatly influences their decision to revisit the place. Positive perceptions built through pleasant experiences, satisfactory services, and adequate tourist attractions can encourage tourists to consider revisiting. This shows that maintaining and improving positive tourist perceptions is a key factor in the tourism management strategy at the Malahayu Reservoir.

Furthermore, this study confirms that various aspects that shape tourists' perceptions, such as cleanliness, security, staff friendliness, and quality of facilities, play an important role in shaping revisit intentions. When tourists are satisfied with all of these aspects, they tend to have positive memories that increase their likelihood of returning. Conversely, if tourists' perceptions of these elements are negative, revisit intentions will decrease. Therefore, tourism managers should focus on efforts to improve the quality of services and facilities to ensure that tourists have an unforgettable experience.

Finally, the findings also underline the importance of effective communication with tourists. Feedback received from tourists should be analyzed and followed up seriously to improve aspects that are less satisfactory. Through customer satisfaction surveys, interviews, and direct observations, managers can identify areas that need improvement and implement relevant changes. Thus, the improvement of tourists' perceptions of Malahayu Reservoir will continue to be maintained, which in turn will increase the interest in revisiting and support the sustainability of the tourist attraction as an attractive tourist destination in Brebes Regency.

The results of this study are in line with previous studies such as: the variable of perception of the attractiveness of tourist attractions has a positive effect on the intention to revisit [26]; tourists have begun to understand the importance of tourist perception at Lameseu waterfall [14]; tourist perception of the attractiveness of a tourist attraction has a positive effect on the intention to revisit tourists [27]; perception partially influences the decision to revisit tourists to Kukup Beach [28]; tourist attractions and amenities influence the intention to revisit tourists [29].

c. The influence of tourism development strategies on tourists' repeat visits to the Malahayu Reservoir Tourist Attraction, Brebes Regency

The results of this study prove that tourism development strategies have a positive and significant effect on tourists' re-visiting interest in the Malahayu Reservoir Tourism Object in Brebes Regency, meaning that *the third hypothesis can be accepted*. The results of this study prove that tourism development strategies have a positive and significant effect on tourists' re-visiting interest in the Malahayu Reservoir Tourism Object in Brebes Regency. This means that the steps taken to develop and improve the tourist appeal of the Malahayu Reservoir directly contribute to tourists' decisions to return. The development strategies in question can include improving facilities, diversifying tourist attractions, increasing accessibility, and effective promotion. When these strategies are implemented well, they are able to create a more attractive and satisfying environment for tourists, thereby increasing re-visiting interest.

This study also confirms that sustainable development efforts are essential to maintain and enhance the attractiveness of Malahayu Reservoir. For example, adequate infrastructure development such as good roads, large parking lots, and clean and comfortable public facilities can improve tourist comfort. In addition, diversification of tourist attractions such as organizing festivals, water sports activities, and cultural events can add more value to tourists and make them feel that there is a new reason to return. Effective promotion through social media, websites, and cooperation with travel agents is also important to increase visibility and attract more tourists.

These findings also highlight the importance of collaboration between stakeholders in tourism development. Local governments, tourism managers, local businesses, and communities must work together to design and implement effective strategies. Through this collaboration, tourists' needs and expectations can be better understood and met, creating a more holistic and satisfying experience. With a coordinated approach and a focus on sustainable development, Malahayu Reservoir can continue to develop into an attractive and competitive tourism destination, encouraging higher repeat visits and contributing to local economic well-being.

The results of this study are in line with previous studies such as: the development of tourist areas is expected to meet three main things, namely: the sustainability of nature or ecology, providing economic benefits, and psychologically acceptable in the social life of the community [12]; the *experiential marketing* strategy used can increase *the revisit intention* of tourists in Sabda Alam [30]; that there are three government strategies in developing natural tourism potential, namely developing tourism marketing, developing tourist destinations and developing partnerships [31].

d. The influence of tourism potential, tourist perceptions, and tourism development strategies together on the interest of tourists to revisit the Malahayu Reservoir Tourist Attraction in Brebes Regency.

The results of this study prove that tourism potential, tourist perceptions, and tourism development strategies have a positive and significant effect on the interest in repeat visits of tourists to the Malahayu Reservoir Tourism Object in Brebes Regency, meaning that *the fourth hypothesis is accepted*. The results of this study prove that tourism potential, tourist perceptions, and tourism development strategies together have a positive and significant effect on the interest in repeat visits of tourists to the Malahayu Reservoir Tourism Object in Brebes Regency. This means that the combination of the natural attractions of the reservoir, the views and experiences of tourists,

and sustainable development efforts are able to create a very attractive environment for tourists. These three factors support each other to increase the interest in repeat visits, indicating that a holistic approach to managing tourist destinations is the key to success.

The tourism potential of Malahayu Reservoir includes natural beauty, unique ecosystems, and various attractions that can be enjoyed by tourists. This potential is the basic capital that must be optimized through the right development strategy. Meanwhile, tourists' perceptions of tourist attractions are greatly influenced by their experiences during their visits, including service quality, cleanliness, and security. Positive perceptions can be formed through satisfying experiences, which then encourage tourists to return. Therefore, maintaining and improving positive tourist perceptions is an important step in tourism development strategies.

Effective tourism development strategies include various aspects such as improving infrastructure, diversifying tourist attractions, and proper promotion. Improving infrastructure such as access roads, parking facilities, and comfortable public facilities will increase tourist comfort. Diversifying tourist attractions by adding interesting activities such as cultural festivals, water sports, and educational activities can increase the appeal and provide additional reasons for tourists to return. Effective promotion through various media is also important to increase the visibility of Malahayu Reservoir and tourist appeal.

Overall, the findings of this study indicate that comprehensive tourism destination management, involving optimization of tourism potential, understanding and improving tourist perceptions, and implementing sustainable development strategies, can significantly increase repeat visit interest. This shows the importance of cooperation between local governments, tourism managers, business actors, and communities in designing and implementing tourism development strategies. With a holistic and coordinated approach, Malahayu Reservoir can continue to develop into an attractive and competitive tourist destination, which not only increases the number of repeat visits but also contributes to the economic and social welfare of the surrounding community.

4. CONCLUSION

Tourism potential has a positive and significant effect on the interest of tourists to revisit the Malahayu Reservoir Tourism Object in Brebes Regency by 47.7%. Tourist perception has a positive and significant effect on the interest of tourists to revisit the Malahayu Reservoir Tourism Object in Brebes Regency by 18.9%. Tourism development strategy has a positive and significant effect on the interest of tourists to revisit the Malahayu Reservoir Tourism Object in Brebes Regency by 13.8%. Tourism potential, tourist perception, and tourism development strategy together have an effect on the interest of tourists to revisit the Malahayu Reservoir Tourism Object in Brebes Regency by 42.6%, while the remaining 57.4% is influenced by other variables that were not studied.

Suggestion

Managers must strengthen promotional strategies through various media, both online and offline. Collaboration with influencers, creating interesting content on social media, and promotional campaigns at local and national events can increase visibility and attract more tourists. Employees need to be trained to improve customer service skills. Training on how to communicate effectively, handle complaints, and provide accurate information can increase tourist satisfaction. Tourists are expected to actively participate in maintaining the cleanliness and sustainability of the Malahayu Reservoir environment. By disposing of garbage in its place and following applicable regulations, tourists can help maintain the beauty and comfort of tourist attractions.

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