# Increasing the Tourists' Revisit Intention by Paying Attention to Tourist Satisfaction at The Gong Cave Pacitan Tourist Destination.

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ABSTRACT

*This study explores empirical evidence of the relationship between tourist attractions and service quality and the revisit intention to Gong Cave Pacitan Tourist Destination by considering the mediation effect of tourist satisfaction. A total of 155 tourists who visited Gong Cave Tourism Object voluntarily at least twice participated in this study. Smart PLS 3.0 software is used to perform modelling of Least Squares Partial structure equations and hypothesis testing. The results show that tourist attractions and service quality do not affect tourists' revisit intention. Tourist satisfaction significantly and positively impacted the revisit intention. Tourist attractions do not affect tourist satisfaction. The service quality significantly and positively impacts tourist satisfaction. Tourist satisfaction cannot mediate the relationship between tourist attractions and tourist revisit intention. Tourist satisfaction is a variable that can mediate the relationship between service quality and tourist revisit intention.*

## 1. INTRODUCTION

Tourism is one of the sectors that support the country's economic development. Research literature in tourism explains that this sector can provide economic support in the form of income for the state (Hawa Nurjannah et al., 2020). Regulation number 10 of 2009 on tourism states that tourism management aims to increase national income to develop the prosperity and welfare of the people, spread equal employment opportunities, increase regional development, introduce and maximize Indonesian tourism objects, and strengthen nationalism and good relations between nations.

Indonesia is an enchanting country that has a lot of tourist power. The Gunungsewu Karst Area, situated in Java Island's southern region, is one of the island's several karst zones. Several karst caverns have been made available for ecotourism. Gong Cave, in Punung District, Pacitan Regency, is one of the region's well-known performing caves. The appeal of Gong Cave is that it is a stunning and unusual speleothem. (Setyaji & Haryono, 2020).

At the furthest southernmost point of the East Java Province sits the district of Pacitan. This district is geographically bordered to the north by Wonogiri Regency (Central Java Province), to the west by the Indian Ocean, and to the east by Trenggalek Regency (East Java Province). The Thousand Mountains, which run the length of Java Island, are among the many hills, mountains, and steep ravines that make up the region's landscape. Five categories—Seaside Settlements, Non-Seaside Villages, Summit/Peak Villages, Valley Villages, and Plain Villages—are used by the Pacitan Regency Government to categorize its villages. There are two types of tourist potential in Pacitan Regency based on the ecological setting: natural tourism and artificial tourism. Beaches and caverns are natural tourism resources, whereas historical, cultural, and rural tourism are artificial resources. Natural tourism is currently the form of tourism that has been successfully handled with the aid of investors and academic institutions.

The most famous destination is the Gong Cave (Ayundasari et al., 2021). The stalactites of Gong Cave in Pacitan are limestone rocks hanging from the ceiling of the cave and almost reaching the bottom. Meanwhile, the stalagmite of Gong Cave Pacitan is a rock that rises upwards, from the

cave's floor to the cave's ceiling. Tourists visiting Gong Cave Pacitan will savour such an exotic beauty. This will certainly make it a tourist attraction in itself which will cause tourists to desire to visit The Gong Cave again. Previous researches state that tourist attractions affect tourists' returning intentions (Basiya & Rozak, 2012; Batubara & Putri, 2022; Cahyanti, 2018; Kawatu et al., 2020; Nurbaeti et al., 2021; Nurlestari, 2016; Susanto, B & Astutik, 2020). Meanwhile, the results of other studies state that tourist attractions do not affect the intention of visiting again (Pramudito, 2020) and traveller visiting decisions (Rokhayah & Andriana, 2021)

Cronin & Taylor (1992) define repurchase interest as a customer's behaviour in which the customer responds positively to the service quality and ultimately generates interest in repeating visits or repurchasing a product or service. Previous researches state that service quality positively affects the intention to visit tourists destination again (Darojat, 2021; Noviana Putra et al., 2016; Purba & Simarmata, 2018; Putri & Farida, 2020). Another study states that the service quality negatively affects the revisit intention (Siregar et al., 2019), but the service quality does not affect the revisit intention of tourists (Oktariani & Syafruddin, 2019). The service quality can be identified by comparing the perception of consumers of the service received to the service that consumers expect form the service attributes of a company (Parasuraman et al., 1988)

Parasuraman et al. (1985) define the intention of revisiting as the revisit intention after the customer is satisfied with the purpose and willingness to consume again or introduce and recommend the product to others. So it can be stated that in addition to the tourist attraction, tourist satisfaction is also a factor that affects the intention to visit again. Previous researches state that tourist satisfaction affects tourists' return intentions (Basiya & Rozak, 2012; Cahyanti, 2018; Chan et al., 2021; Darojat, 2021; Kawatu et al., 2020; Noviana Putra et al., 2016; Putri & Farida, 2020). At the same time, other studies state that satisfaction has no effect on tourists' revisit intention (Nurlestari, 2016). This is certainly a research gap that needs further research.

To overcome this gap, variables are needed to mediate the relationship between tourist attraction and service quality to visit again, namely tourist satisfaction. With good tourist attractions, tourists will be satisfied and intend to visit again. Likewise, good service quality will satisfy tourists so that tourists will visit the tourist attraction again.

**Revisit Intention**

 According to Baker and Crompton (2000), the prospect of a visitor taking part in the activity again constitutes the behavioral revisit intention. The probability of a visitor returning to a tourist destination is referred to as "revisit intention" (Chen et al., 2020). In addition, repeat visitors can bring cost-effectiveness and better economic benefits to the destinations. The revisit intention of a place within a certain period of time after a trip is a manifestation of loyalty to the destination (Chen et al., 2020). Re-visiting behavior includes selecting tourist visits, subsequent evaluations, and future intent behaviors (Som et al., 2012). Appraising the overall value and happiness visitors experience while traveling comes next. The intention of future visitor behavior refers to an appropriate assessment of the visitor's return to the same destination and their willingness to recommend the destination to others. The concept comes from intentional repurchase behavior (Um et al., 2006). The revisit intention of tourists reflects the level of willingness of tourists to revisit a destination (Pai et al., 2020)

The possibility of tourists having the intention of revisiting depends on their previous experience. Huang & Hsu  (2009) stated that four effects could cause the intention to visit again. The first effect is the motivation to travel to find out the influence of various motivational factors on the attitude of tourists during a visit to a destination and the intention to visit again. The second effect is past experiences, to test the influence of past travel experiences during the visit. The third effect is the perceived constraints, to investigate the perceived constraints on the tourist's desire to revisit. The fourth effect is the attitude toward return visits, to measure the extent to which the traveler's attitude mediates certain factors' influence on the revisit intention.

The compatibility between the results obtained by the consumer from the product he purchases fosters a sense of satisfaction in the consumer, which then fosters consumer interest in the product. According to Cronin & Taylor (1992), Repurchase interest or revisit interest can consist of 3 indicators: revisit interest, visit preference, and visit reference. In this study, the intention to visit again

was measured by indicators: Intend to revisit, Plan to revisit,  Desire to revisit, and Recommendation Intention.

### Tourist attractions

The tourist attraction is everything that is an attraction for people to visit a certain area (Yoeti, 2013). The usual tourist attraction is connected with everything that refers to natural and artificial resources with unique value and aesthetic beauty that can encourage and motivate tourists to visit. More clearly, it can be stated as an attraction if it is a creation of God Almighty, such as flora and fauna; it can also be a human creation such as museums, historical relics, cultural arts and entertainment venues; in other words, everything that can attract the attention of potential visitors is called attraction (Erislan, 2016).

A tourist attraction must, in principle, meet three requirements: something to see, do, and buy (Utama, 2017). Previous researches state that a good tourist attraction would affect the intention of tourists to revisit the tourist attraction (Basiya & Rozak, 2012; Batubara & Putri, 2022; Cahyanti, 2018; Kawatu et al., 2020; Nurbaeti et al., 2021; Nurlestari, 2016; Susanto, B & Astutik, 2020).

Based on the description above, the first hypothesis in this study is:

H1: Tourist attractions affect tourists' revisit intention.

### Service Quality

Service quality is an examination of how good the service is by customer expectations. Perceived performance appraisals are perceived service expectations (Hemalatha et al., 2018). Parasuraman et al.  (1988) state that service quality can be known by comparing consumers' perceptions of the benefits received with the services that consumers expect to the attributes of a company's services. Service quality can be measured using five dimensions. The five dimensions are reliability, responsiveness, assurance, empathy, and tangibility (Parasuraman et al., 1988).

Previous research stated that service quality influences revisit intention (Darojat, 2021; Noviana Putra et al., 2016; Purba & Simarmata, 2018; Putri & Farida, 2020). Baker & Crompton (2000) and Tian-Cole et al. (2002) note that perceptions of Service quality and satisfaction have proven to be good predictors of future visitor behavior intentions.

Based on the description above, the second hypothesis in this study is:

H2: Service Quality positively affects the tourist's revisit intention.

### Tourists Satisfaction

It is possible to gauge subjective satisfaction following each purchase and consuming experience. The discount paradigm has been frequently utilized to evaluate this element by contrasting a product's perceived performance with expectations  (Um et al., 2006). In tourism, satisfaction is the aggregate feeling and the overall level of pleasure that a person obtains from visiting a tourist destination (Quintal & Polczynski, 2010). Given the importance of repeat tourism, previous studies have attempted to understand the antecedents of tourist return intentions. In line with findings from consumer behavior research, it was found that satisfaction with destinations is a key determinant of tourist revisit intention (Seetanah et al., 2020).

In tourism studies, tourist satisfaction plays an important role in the predicate of intent behavior. Behavioral intentions, also known as loyalty, refer to intention recommendations and return visit intentions towards a destination (Pai et al., 2020). Many other researchers have revealed that the variable of tourist satisfaction is a key indicator for influencing customers to revisit destinations in the future (Kim & Park, 2015). Satisfaction can be measured through several indicators, among others, by measuring overall satisfaction and performance vs performance expectations with ideal (Gustafsson et al., 2005). Previous researches state that tourist satisfaction could affect the tourists' revisit intention (Basiya & Rozak, 2012; Cahyanti, 2018; Darojat, 2021; Kawatu et al., 2020; Noviana Putra et al., 2016; Putri & Farida, 2020).

Meanwhile, other studies also state that tourist attractions influence tourist satisfaction (Aprilia et al., 2017; Handayani et al., 2019; Pramudito, 2020). Another factor that affects tourist satisfaction is the service quality(Chan et al., 2021; Putri & Farida, 2020; Rinova, 2020; Tian-Cole et al., 2002). Cronin & Taylor (1992) also suggests that Service quality provides antecedents to tourist satisfaction.

Other hypotheses in this study are the following, based on the description above:
H3: Tourist satisfaction affects the revisit intention of tourists
H4: Tourist attraction affects tourist satisfaction
H5: Service quality affects tourist satisfaction.
H6: Tourist attraction affects the revisit intention through tourist satisfaction.
H7: Service quality affects the revisit intention through tourist satisfaction

Based on this framework, After being explained, the researcher develops a research hypothesis model as follows:
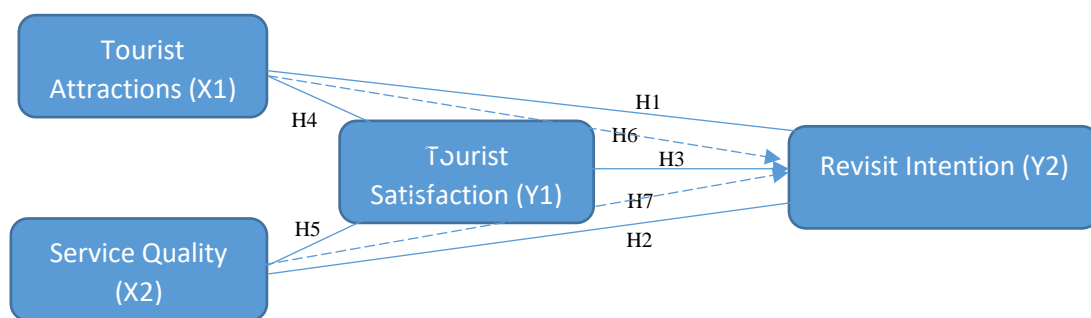


**Figure 1.** Hypothesis Model

## 2. METHOD

A quantitative descriptive methodology was used in this investigation. This study creates a self-managed questionnaire based on a purposive sampling method-based literature review. The questionnaire is divided into four pieces. The respondents' demographic data is covered in the first section. The second section uses three statement items to evaluate tourist attractions. Five statement items are used in the third section to gauge service quality. Utilizing three statement items, the fourth section gauges traveler satisfaction. Finally, the fifth part measures the revisit intention of the destination with four items. The population in this study are visitors of Gong Cave Pacitan Tourism Object between January and April 2022. Based on the purposive method, the samples cover a total of 155 respondents who have visited Gong Cave Tourism Objects at least two times.

Meanwhile, the data collection technique uses questionnaires with a five-point Likert scale, ranging from 1, which indicates strong disapproval, to 5, which indicates strong approval. This study is in Gong Cave, a tourist destination in Bomo Village, Punung District, Pacitan Regency, East Java. The employed method of analysis is PLS-SEM. The first stage is to test the reliability and validity of the instrument. Furthermore, hypothesis testing of the relationship between variables is carried out.

## 3. RESULTS AND DISCUSSION

**Descriptive Analysis Results**

**Table 1:** Personal Information of Respondents

| No. | Profile | Category | Frequency | (N=155) Percentage (%) |
|---|---|---|---|---|
| 1 | Gender | Mala | 73 | 47,10 |
| | | Female | 82 | 52,90 |
| 2 | Age | 15-24 Years Old | 42 | 27,10 |

| | | | | |
|---|---|---|---|---|
| | | 25-34  Years Old | 41 | 26,45 |
| | | 35-44  Years Old | 48 | 30,97 |
| | | > 45 Years Old | 24 | 15,48 |
| 3 | Traveller Origin | Pacitan & surroundings | 57 | 36,77 |
| | | Jawa Barat & Banten | 23 | 14,84 |
| | | Jawa Timur | 39 | 25,16 |
| | | Jawa Tengah | 36 | 23,23 |
| | | Outside Java | | 0,00 |
| 4 | Work | Student | 43 | 27,74 |
| | | Private Employees | 35 | 22,58 |
| | | Civil Servants | 37 | 23,87 |
| | | Self-employed | 21 | 13,55 |
| | | Miscellaneous | 19 | 12,26 |
| 6 | Jumlah Kunjungan | Two times | 88 | 56,77 |
| | | Three times | 31 | 20,00 |
| | | Four times | 20 | 12,90 |
| | | > Five times | 16 | 10,32 |

Source: Data Processing Results 2022

Based on the 155 survey respondents, 52.90% are women, and 47.10% are men, with the age group of 35-44 years having the highest representation (30.37%) (Table 1). In terms of origin, most of the respondents, 36.77%, come from Pacitan and its surroundings (the place of the study location), 25.16% of the visitors are from East Java outside Pacitan and its surroundings, and 23.23% come from Central Java, the rest are from West Java and Banten. Regarding occupation, most visitors are students, 27.74%; Civil Servants, 23.87%; Private Employees, 22.58%; Self-Employed, 13.55%; and others, 12.26%. The families with children (58.9%) are more significant than the childless and single-visitor groups. In terms of education, half of the participants have a university education level (47%). In terms of visit frequency, The highest frequency of visits is "2 times" (56.77%) group, followed by '3 times' (20%), those who have visited Gong Cave '4 times' (12.90%), and finally > five times (10.32%) (Table 1).

**Evaluation of Measurement Model**

Measurements of the reliability criteria (composite reliability and Cronbach alpha), convergent validity (outer loading and average variance extracted [AVE]), and discriminant validity are used to evaluate the suitability of the measurement model (Fornell-Larcker and cross-loading criteria). The composite reliability and Cronbach alpha assessment criteria are above the 0.70 cut-off point, meeting the minimal standards (Fornell & Larker, 1981). The findings indicate that all items have loading factors higher than the minimum of 0.70 in terms of convergent validity. The model's latent variables all show convergent validity, similar to the AVE value over the cut-off of 0.50. (Hair et al., 2017). Table 2 provides the final measurement model's criteria.

**Table 2:** Items for convergent measurements, validity, and reliability.

| Variable | Indicators | Loading Factor | Cronbach Alpha | | Reliability Composite | AVE | Conclusion |
|---|---|---|---|---|---|---|---|
| Tourist Attraction ($X_1$) | DW1 | 0,731 | | | | | |
| | DW2 | 0,901 | 0,727 | | 0,841 | 0,640 | Good |
| | DW3 | 0,758 | | | | | |
| Service Quality ($X_2$) | KP1 | 0,799 | | | | | |
| | KP2 | 0,822 | | | | | |
| | KP3 | 0,760 | 0,859 | | 0,898 | 0,639 | Good |
| | KP4 | 0,771 | | | | | |

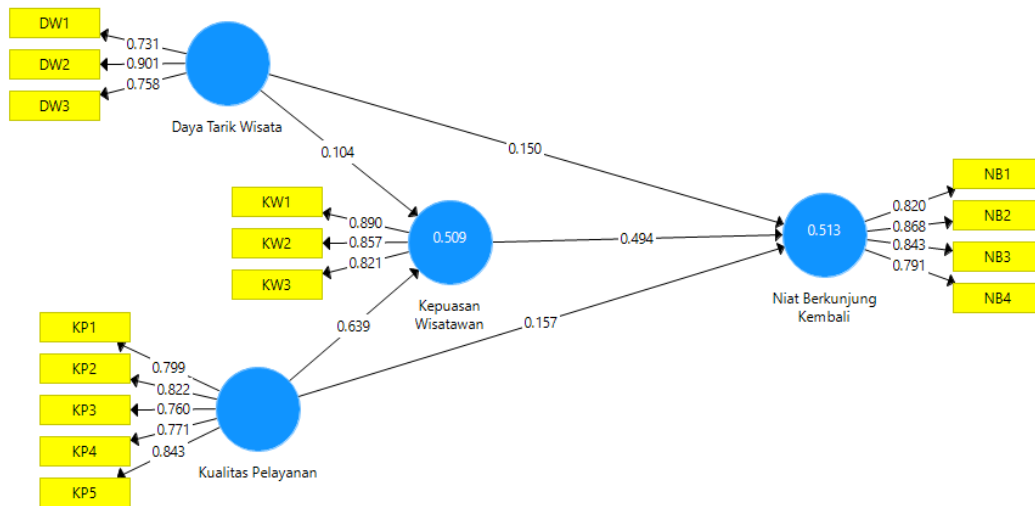| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | KP5 | 0,843 | | | | | |
| Tourist Satisfaction (Y₁) | KW1 | 0,890 | 0,818 | | 0,892 | 0,733 | Good |
| | KW2 | 0,857 | | | | | |
| | KW3 | 0,821 | | | | | |
| Revisit Intention (Y₂) | NB1 | 0,820 | 0,851 | | 0,899 | 0,691 | Good |
| | NB2 | 0,868 | | | | | |
| | NB3 | 0,843 | | | | | |
| | NB4 | 0,791 | | | | | |



**Figure 2.** Structural Model

Fornell and Larcker's criteria (1981) are used to assess the validity of discriminators and cross-loading. The square root of the AVE of construction is always more significant than the coefficient of inter-constructal correlation, as indicated in Table 3's diagonal with bold numbers. As a result, the findings demonstrate how radically different each construction item in the model is from other building things (Hair et al., 2014). According to Table 4, which compares the loading across columns, the loading of the indicator on its construction always outweighs all cross-loading with other constructions. As a result, all of the latent variables in the model exhibit discriminant validity.

**Table 3:** Discriminant Validity Test with Fornell-Larker Criteria

| | Tourist attractions | Tourist Satisfaction | Service Quality | Revisit Intention |
|---|---|---|---|---|
| Tourist attractions | **0,800** | | | |
| Tourist Satisfaction | 0,540 | **0,856** | | |
| Service Quality | 0,684 | 0,709 | **0,799** | |
| Revisit Intention | 0,524 | 0,686 | 0,609 | **0,831** |

**Structural Model Assessment (Inner Model)**

The next stage is to assess the research model's predicting capacities and the relationship between the components now that the measuring model has been established as trustworthy and valid (Hair et al., 2017). By using the coefficient of determination ($R^2$ value), Size Effect ($F^2$), predictive relevance ($Q^2$), goodness-of-fit, and path coefficient, structural models are evaluated. The collinearity model is first evaluated to guarantee the validity of the results. The Variance Inflation Factor (VIF) is computed for each set of predictors using linear regression to build structural models.

**Table 4:** Inner VIF Value Analysis Results

|  | Tourist Satisfaction | Revisit Intention |
|---|---|---|
| Tourist attractions | 1,877 | 1,899 |
| Tourist Satisfaction |  | 2,037 |
| Service Quality | 1,877 | 2,708 |

As indicated by the good correlation between the variables in the Smart PLS findings (VIF 5.00), multicollinearity is not a problem in the model. The VIF value must be less than five because more than 5 indicates the presence of colinearity between constructs (Sarstedt et al., 2017).

**Table 5:** R Square and Adjusted R Square Analysis Results

|  | R Square | R Square Adjusted |
|---|---|---|
| Tourist Satisfaction | 0,509 | 0,503 |
| Revisit Intention | 0,513 | 0,503 |

According to the R Square analysis results in table 5, the tourist attraction, service quality, and tourist satisfaction influence tourists' revisit intention. By contrast, the variables tourist satisfaction and service quality have a correlation coefficient of 0.509. Hair. et al. (2017) mention that the criteria for R-square values are 0.75, 0.50, or 0.25, which are described with substantial, moderate, or weak values. Then the R-square value in the variable above indicates if the model has medium strength.

**Tabel 6:** Hasil Analisis F Square

| Variable | $f^2$ | Information |
|---|---|---|
| Tourist attractions→Revisit Intention | 0,024 | Small |
| Service Quality→Revisit Intention | 0,019 | No influence |
| Tourist Satisfaction→ Revisit Intention | 0,245 | Medium |
| Tourist attractions→Tourist Satisfaction | 0,012 | No influence |
| Service Quality→Tourist Satisfaction | 0,442 | Big |

In addition to assessing whether there is a significant relationship between variables, researchers should also use effect measures or f-squares to assess the size of the effects between variables (Kwong & Wong, 2013). The f2 values are small 0.02, 0.15 medium, and 0.35 large. Values less than 0.02 can be ignored or considered unprovoked (Sarstedt et al., 2017).

Based on Table 6, the measure of the influence of the Tourist attractions variable on Revisit Intention is 0.024, so it is a small influence. The Service Quality variable against the Revisit Intention variable of < 0.02 shows no effect. The variable Tourist Satisfaction towards Revisit Intention is 0.245 indicating a moderate influence. The magnitude of the f2 variable Tourist attractions on Tourist Satisfaction of 0.012 indicates no effect. The amount of f2 variable Service Quality on Tourist Satisfaction of 0.442 indicates a large influence. Based on the description of the table, it can be explained that the impact of Service Quality on Tourist Satisfaction is a big impact..

**Table 7:** Prediction Accuracy Analysis Results

|  | SSO | SSE | Q² (=1-SSE/SSO) |
|---|---|---|---|
| Tourist attractions | 465,000 | 465,000 |  |
| Tourist Satisfaction | 465,000 | 296,652 | 0,362 |

| | | | |
|---|---|---|---|
| Service Quality | 775,000 | 775,000 | |
| Revisit Intention | 620,000 | 409,417 | 0,340 |

Based on an evaluation of the exogenous structure's contribution to the $Q^2$ value of the endogenous latent variable, the size of the $Q^2$ effect is established. (Hair et al., 2017). By using a blindfolding technique, the value of $Q^2$, which serves as a measure of the model's predictive relevance for the latent variable endogenous model, is produced. The results, all of which are positive and above zero (e.g., Tourist Satisfaction of 0.362; Revisit Intention: 0.340), support the model's ability to forecast the two endogenous structures. For a reflecting endogenous construct in the SEM model, $Q^2$ value greater than zero denotes the predictive usefulness of the route model for that construct. (Hair et al., 2014).

**Table 8:** Fit Model Analysis Results

| | Saturated Model | Estimated Model |
|---|---|---|
| SRMR | 0,085 | 0,085 |

The Standardized Root Mean Square (SRMR) for the structural model is 0.085 due to the testing of the fit model, based on the outcomes of the PLS model estimate, which is less than the criterion of 0.10 (Henseler et al., 2014). The existing PLS line modeling is, therefore, well-fit overall.

**Direct and indirect effects**

**Table 9:**  Hypothesis Test

| Influence Between Variables | Sample Asli (O) | Sample Mean | STDEV | T Statistik (\| O/STDEV | P Values | Conclusion |
|---|---|---|---|---|---|---|
| **Direct Effect** | | | | | | |
| Tourist attractions→Revisit Intention | 0,150 | 0,151 | 0,090 | 1,665 | 0,096 | Insignificant |
| Service Quality→Revisit Intention | 0,157 | 0,152 | 0,115 | 1,363 | 0,173 | Insignificant |
| Tourist Satisfaction→Revisit Intention | 0,494 | 0,499 | 0,089 | 5,550 | 0,000 | **Significant** |
| Tourist attractions→Tourist Satisfaction | 0,104 | 0,108 | 0,096 | 1,076 | 0,282 | Insignificant |
| Service Quality→Tourist Satisfaction | 0,639 | 0,638 | 0,076 | 8,368 | 0,000 | **Significant** |
| **Indirect Effect** | | | | | | |
| Tourist attractions→Tourist Satisfaction→Revisit Intention | 0,051 | 0,055 | 0,051 | 1,011 | 0,312 | Insignificant |
| Service Quality→Tourist Satisfaction→Revisit Intention | 0,315 | 0,318 | 0,067 | 4,724 | 0,000 | **Significant** |

The hypothesis test results of the influence of Tourist attractions on Revisit Intention are insignificant. The results show a p-value of 0.096>0.05 (t = 1.665<1.96). This result shows that H1 is rejected. This shows that tourist attractions do not affect the Revisit Intention of tourists. This result, which resulted from the previous research, states that Tourist attractions do not affect the Revisit Intention of tourists (Pramudito, 2020).

There is no effect of Service Quality on Revisit Intention on the results of this study. The hypothesis test results show a p-value of 0.173>0.05 (t = 1.665<1.96). This result shows that H2 is rejected. This shows that Service Quality does not affect the Revisit Intention of tourists. These results support previous research stating that Service Quality does not affect Tourist Revisit Intention (Oktariani & Syafruddin, 2019).

Hypothesis 3 states that tourist satisfaction affects the Revisit Intention of tourists. The standard coefficient of this path is 0.494, the p-value of 0.000<0,05 (t="5,55">1.96). These results indicate that H3 is received. This shows that Tourist Satisfaction affects the Revisit Intention of tourists. Satisfied tourists will revisit the attraction. The results of this study support previous research, which stated that Tourist Satisfaction affects the Revisit Intention of tourists</0,05> (Basiya & Rozak, 2012; Cahyanti, 2018; Chan et al., 2021; Darojat, 2021; Kawatu et al., 2020; Noviana Putra et al., 2016; Putri & Farida, 2020).

The hypothesis test results of the effect of Tourist attractions on Tourist Satisfaction are insignificant. The results showed a p-value of 0.282>0.05 (t = 1.076<1.96). These results show that H4 is rejected. This shows that Tourist attractions do not affect Tourist Satisfaction.

Hypothesis 5 states that Service Quality affects Tourist Satisfaction. The standard coefficient of this path is 0.639, the p-value of 0.000<0,05 (t="8,368">1.96). These results indicate that H5 is received. This shows that Service Quality affects Tourist Satisfaction. The results of this study support previous research, which stated that Service Quality affects customer satisfaction</0,05> (Darojat, 2021; Pramudito, 2020; Quintal & Polczynski, 2010).

The hypothesis test results of the influence of Tourist attractions on the Revisit Intention of tourists through customer satisfaction are insignificant. The p-value is 0.312>0.05 (t = 1.011<1.96. These results show no influence of Tourist attractions on Revisit Intention through Tourist Satisfaction. In this research, customer satisfaction could not mediate the relationship between Tourist attractions and Revisit Intention to Gong Cave Pacitan tourism objects.

Hypothesis 7 states that Service Quality affects Revisit Intention through Tourist Satisfaction. The standard coefficient of this path is 0.315, the p-value of 0.000<0,05 (t="4,724">1.96). These results show that H7 is accepted. This shows that Service Quality affects the Revisit Intention of tourists through Tourist Satisfaction. Tourist Satisfaction can mediate the relationship between Service Quality and Revisit Intention in Gong Cave Pacitan Tourism Object</0,05>.

## 4.  CONCLUSION

Based on the outcomes of the structural model based on outcomes of the structural model (Figure 2), two of the five hypotheses (namely, direct effect), statistically, are significant, H3 (Tourist Satisfaction – Revisit Intention) and H5 (Quality Service-Tourist Satisfaction). At the same time, H1 (Tourist Attraction → Revisit Intention) and H4 (Tourist Attraction → Tourist Satisfaction) are insignificant. In indirect effect, service quality significantly affects revisit intention through tourists' satisfaction. At the same time, tourist attraction does not affects revisit intention through tourists' satisfaction.

The findings of this study also offer empirical backing for the notions of tourist satisfaction and propensity to return. Satisfied tourists will have the intention to visit again. However, it is found that Tourist attractions and Service Quality do not contribute to the Revisit Intention of tourists. The findings of this study contradict those who state that Tourist attractions and Service Quality affect The Revisit Intention.

As predicted, the results show that Service Quality positively affects Tourist Satisfaction, so H5 is supported. Tourists expect Service Quality that matches their expectations to achieve satisfaction because they buy experiences from these tourism services. Therefore, a good experience in Service Quality will lead to customer satisfaction. Service Quality indirectly contributes to Revisit intention through Tourist Satisfaction (indirect effect 0.315). The contribution of this study is that Tourist Satisfaction is a variable that can mediate the relationship between Service Quality and Revisit intention. Good service quality will provide satisfaction to tourists, who will then cause the desire to visit again.

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