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THE ROLE OF TOURISM ATTRACTION MEDIATE THE EFFECT OF SERVICE QUALITY ON THE REVISIT INTENTION AT GARUDA WISNU KENCANA (GWK) BALI

Apul MH Sihotang[1] I Putu Gde Sukaatmadja[2]

1,2 Faculty of Economics and Business, Udayana University (Unud), Bali Indonesia

ABSTRACT: The attitude of tourists who come as an important factor in influencing tourists' intentions to tourist objects. Over time, attitudes too, by the quality of service received by tourists when visiting tourist attractions and tourist attractions in tourist attractions. This study aims to explain the effect of service quality on revisit intention through tourist attraction as a mediator. The subjects of this research are tourists who have been to the Garuda Wisnu Kencana Bali Tourism Park. Determination of the sample using a non-probability sampling method, namely purposive sampling with a sample size of 310 respondents. Data were analyzed by SEM PLS technique. The results showed that service quality had a positive and significant effect on tourist attractiveness, both service quality and tourist attraction, respectively, had a significant positive effect on revisit intentions as well as the mediating effect of tourist attractions which influenced service quality on revisit intentions. The theoretical implication of this research is to enrich the empirical research evidence related to the variables studied. The results of this study are expected to have implications for GWK Bali in increasing the intention to visit tourist management again. This can be done by improving the quality of service and adding innovation to tourist attractions.
Keywords: service quality, tourist attraction and revisit intention

I. INTRODUCTION

As a service industry, the tourism sector has contributed and has a strategic role, both in national economic development, regional development, increasing public welfare, contributing to foreign exchange, contribution to Gross Domestic Product (GDP), job creation, social and cultural roles. and the environment in the framework of preserving natural and cultural resources. According to Basiya and Rozak (2012), the tourism industry is a large industry in the world and contributes to the development of the world economy. Even though it is still a Covid-19 pandemic, tourism remains one of the important points that drives the growth of welfare after the Covid-19 pandemic, at least for local communities in certain tourist destinations (Song et al., 2012; Tugcu, 2014; Webster and Ivanov, 2014).

Indonesia has a lot of potential and natural resources that need to be maximally developed, including the tourism sector (Areks et al., 2015). Tourism is a whole related elements which consist of tourists, tourist destinations, travel and industry. Tourism is the main source of foreign exchange because Indonesia is one of the countries that has various types of tourism, for example natural, social or cultural tourism which is spread from Sabang to Merauke. In addition to saving millions of natural tourist charms that are so beautiful, Indonesia is also rich in cultural tourism as evidenced by so many historical relics as well as the diversity of arts and cultural customs of local communities as tourist attractions, so that with the many potentials it has makes Indonesia one of the regions. tourist destinations (Devy and Soemanto, 2017). Understanding the desire of tourists to visit a tourist destination is very important for success in the tourism industry (Adams et al., 2015; Akroush et al., 2016; Lemmetyinen et al., 2016; and Salehzadeh et al., 2016)

According to the results of the 2019 BPS Bali Province survey, in 2015 there was a growth of 11.77 percent and in 2016 there was a growth in domestic tourist visits to Bali worth 20.94 percent. In 2017, there was an increase in tourist visits, but the growth was only 1.06 percent, this was due to the impact of the catastrophic eruption of Mount Agung in Bali. In 2018 there was a growth in domestic tourist arrivals of 11.7 percent from the previous year. The data states that from 2015 to 2018, each year there has been an increase in the number of domestic tourist visits to Bali.

Garuda Wisnu Kencana Cultural Tourism Park or GWK is the one of most wanted tourist destinations in Bali. Located in Ungasan Village, South Kuta District, Badung Regency, about 40 kilometers south of Denpasar, the capital of Bali province. The Garuda Wisnu Kencana Cultural Park area is located at an altitude of

143 meters above sea level with an area of approximately 60 hectares. The main attraction of tourists for a vacation to the GWK Cultural Park is seeing the Garuda Wisnu Kencana statue, limestone cliffs and also enjoying the view of the sunset and various entertainment events from morning to evening at the GWK Cultural Park. The problem that often occurs in almost all tourist destinations is the difficulty of bringing back tourists who have revisit.

According to Kandampully et al. (2013) the quality of service is determined by tourist's subjective perceptions of the services received which increase tourist visits. If the service received or perceived is as expected, the service quality is perceived as good and satisfying, but if the service received exceeds the expectations of tourists, the service quality is perceived to be very good and of high quality. Conversely, if the service received is lower than expected, the quality of service is poor. According to several studies there are five dimensions in service quality, namely: tangibles, reliability, responsiveness (responsiveness), assurance (assurance and certainty), and empathy (empathy) (Bharwana et al. 2013; Krey et al., 2014; Quyet et al. 2015; Tjiptono and Chandra, 2016: 284).

Tourism product is a tangible product and intangible product, packaged in a unified series of trips that can only be enjoyed, if the entire series of trips can provide a good experience for people who travel or use these products (Suryadana and Octavia, 2015: 44). Tourist attraction is the main focus of driving tourism in a destination. Tourist attraction is the initial motivation for tourists to choose tourist destinations (Chang et al., 2017). Tourism attractiveness is a major aspect of tourism that will be sold in order to provide an revisit intention tourists (Muljadi and Warman, 2014). According to Asmoro et.al, (2020) stated that tourist attraction consists of 6 (six) dimensions, namely: Attraction, Amenity, Accessibility, Activietes (Activities), Available Packages (Availability of tour packages) , and Ancillary (Additional facilities).

Revisit intention or is defined as the possibility for tourists to repeat activities or revisit a destination (Lin, 2012). According to Hyunjin (2013), it is stated that the revisit intention is a recurring activity in the future as a result of actions after the selective activities of tourists. Huang et al. (2015); Stylos et al. (2016) defines the revisit intention as the desire to visit the same destination for the second time within a certain period of time. Therevisit intentions is defined as the revisit intention certain destinations or other destinations, which are still in the same country (Badareh and Som, 2013; Luo and Hsieh, 2013; Hyunjin, 2013). According to Fernaldi and Sukresna (2016), therevisit intentions consists of 2 (two) dimensions, namely: Interest in recommending to others, and Interest in revisit intention.

II.   LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The gap in this hypothesis is that there are differences of opinion on the results of previous studies which suggest that service quality has no significant effect on therevisit intentions (Wiratini et al., 2018). However, other empirical evidence explains that service quality has a significant positive effect on revisit intentions (Adixio and Saleh, 2013; Rizqulloh and Elida, 2015). This research is in line with the research of Kurniasih (2012) and Arianto (2018) which states that there is a significant positive effect of service quality on revisit intention. Based on this empirical evidence, the following hypothesis can be formulated.
H1: Service quality has a significant positive effect on revisit intentions

The gap in this hypothesis is that there is a difference from the results of the structural model on the standardized path coefficients which have a function to determine the effect and contribution of the effective given between the independent variables, namely the quality of service to the dependent variable, namely tourist attraction. Research conducted by Chang and Tsai (2016) shows that there is a significant influence between service quality and tourist attraction. Based on this empirical evidence, the following hypothesis can be formulated.
H2: Service quality has a significant positive effect on tourist attraction.

The problem or gap in this hypothesis is that there are differences of opinion in the results of previous studies which suggest that tourist attraction has an insignificant effect on the revisit intention (Saputro et al., 2020). However, other empirical evidence explains that tourist attraction has a significant positive effect on revisit intentions (Chang and Tsai 2016). According to Purwanggono and Akiriningsih (2015), it shows that there is a significant influence between the potential for tourism activities on the interest of revisit tourists. Research conducted by Diponugroho and Santoso (2015) shows that there is a significant influence between product attractiveness and repurchase intention. Research results from Sulastri et al. (2018) show that tourist attraction has a significant positive effect on,revisit intentions. Based on this empirical evidence, the following hypothesis can be formulated:
H3: Tourist attraction has a significant positive effect on revisit intentions

Research conducted by Hendar (2019) shows that fashion attractiveness plays a very important role as a mediation in the relationship between product quality and repurchase intention. Research conducted by Rusdianti et al. (2019) the indirect effect of product quality on repurchase intention by mediating product attractiveness shows that product attractiveness can mediate the effect of product quality on repurchase

intention. Based on research by Wiratini et al. (2018) service quality has no significant effect on therevisit intentions. Therefore, the hypothesis below is proposed to investigate the effect of tourist attractiveness as a mediator of service quality on revisit intentions. Based on this empirical evidence, the following hypothesis can be formulated.

H4: Tourism attractiveness plays a significant positive role in mediating the effect of service quality on revisit intentions.

III. METHODS

This study uses a quantitative approach in the form of an associative (relationship). The exogenous variable in this study is the quality of service which is given the notation X. The endogenous variables in this study are the tourist attraction Y1 and the revisit intentionswhich is given the notation Y2. The population of this study are people who have visited GWK at least 1 (one) time in the last 3 (three) years. The sampling method used in this study is non-probability sampling with purposive sampling technique. This study used 310 respondents of Indonesian tourists. To test the hypothesis and produce a viable model, this study uses SEM with a variance-based or component-based approach with PLS.

IV. RESULT AND DISCUSSION

The evaluation of the outer model structural model is also called the evaluation of the measurement model to assess the validity and reliability of the model. Analysis of the construct measurement model with indicator reflection wants to see the validity of each indicator and test the reliability of the construct. The criterion for indicator validity is measured by convergent validity and discriminant validity, while construct reliability is measured by composite reliability and average variance extracted or AVE.
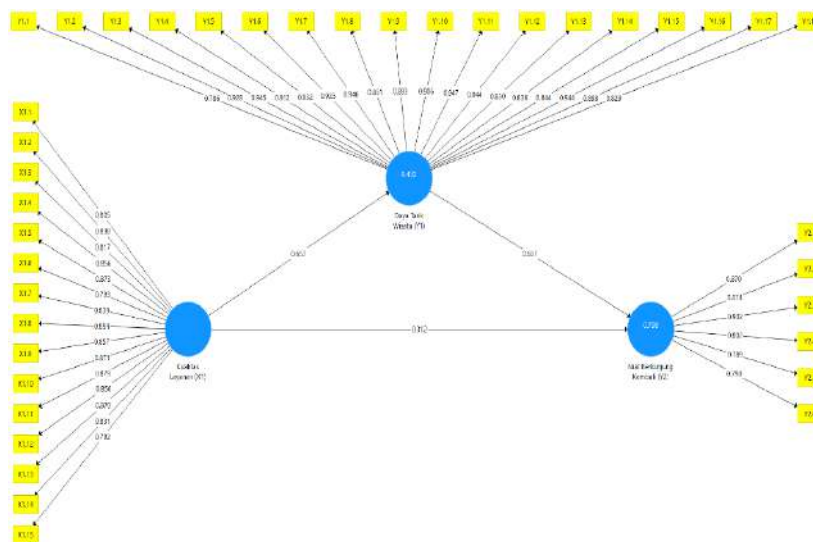

Figure 1.
Outer Model

Convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between the item score / components core and the construct score calculated by PLS. An individual reflexive measure is said to be high if it correlates more than 0.70 with the construct to be measured. However, for the development stage of the measurement scale a loading value above 0.5 is considered sufficient.

Table 1. Factor loading results

	Tourist Attraction (Y1)	Service Quality (X1)	Revisit Intention (Y2)	
X1.1		0,805		
X1.10		0,871		
X1.11		0,879		
X1.12		0,856		
X1.13		0,870		
X1.14		0,831		
X1.15		0,792		

X1.2		0,838	
X1.3		0,817	
X1.4		0,856	
X1.5		0,873	
X1.6		0,793	
X1.7		0,839	
X1.8		0,894	
X1.9		0,857	
Y1.1	0,786		
Y1.10	0,906		
Y1.11	0,947		
Y1.12	0,944		
Y1.13	0,830		
Y1.14	0,836		
Y1.15	0,844		
Y1.16	0,944		
Y1.17	0,898		
Y1.18	0,829		
Y1.2	0,928		
Y1.3	0,945		
Y1.4	0,912		
Y1.5	0,932		
Y1.6	0,925		
Y1.7	0,946		
Y1.8	0,851		
Y1.9	0,893		
Y2.1			0,870
Y2.2			0,874
Y2.3			0,902
Y2.4			0,802
Y2.5			0,789
Y2.6			0,790

Primary Data, 2021

Based on Table 1, it can be seen that all values on the factor loading are more than 0.7. Thus it can be stated that the data in the study are valid. In addition, another model for assessing discriminate validity is comparing the square root of the average variance extracted (AVE) for each variable with the correlation between variables and other variables in the model. The model has a good discriminant if the AVE square for each variable is more than the correlation between variables and other variables in one model or it is recommended that the AVE measurement value is more than 0.5

Table 2. Average Variance Extracted(AVE)

Variable	Average Variance Extracted (AVE)
Tourist Attraction (Y_1)	0,802
Service Quality (X_1)	0,715
Revisit Intention (Y_2)	0,704

Primary Data, 2021

Based on Table 2, it can be seen that all AVE values are more than 0.5. Thus it can be stated that the data in this study are valid.

Discriminant Validity from the indicator reflexive measurement model is assessed based on the cross loading measurement with the construct. The indicator of a construct is said to be valid if the cross loading value of each indicator of the construct is more than the cross loading of other construct indicators. The value of discriminant validity is more than 0.5, so the latent variable has become a good comparison for the model.

Table 3 *Discriminant Validity* **with** *Cross Loadings*

Constract	Tourist Attraction (Y1)	Service Quality (X1)	Revisit Intention (Y2)
Tourist Attraction (Y$_1$)	0,896		
Service Quality (X$_1$)	0,657	0,845	
Revisit Intention (Y$_2$)	0,862	0,743	0,839

Primary Data, 2021

Based on Table 3, it can be seen that all the cross loading values for each indicator in each variable are more than 0.5. Thus, it can be stated that the data in this study are valid.

Composite reliability is a group of indicators that measure a variable having good composite reliability, Composite Reliability measures internal consistency and the value must be above 0.60 and a Cronbach alpha value of 0.70 based on the Chin method.

Table 4. *Composite Reliability* **with** *Cronbach's Alpha*

Variable	*Cronbach's Alpha*	*Composite Reliability*	Result
Service Quality (X$_1$)	0,985	0,986	Reliable
Tourist Attraction (Y$_1$)	0,971	0,974	Reliable
Revisit Intention (Y$_2$)	0,916	0,934	Reliable

Primary Data, 2021

Based on Table 4, it can be seen that all Cronbach's alpha values on each variable are greater than 0.7 and all Composite Reliability values are more than 0.6. Thus it can be stated that the data in this study are reliable.

In assessing the structural model with the PLS structural, it can be seen from the Q-squares value for each endogenous latent variable as the predictive strength of the structural model. The R-squares value is a goodness fit model test. However, if the calculation results show that the Q-square value is more than 0 (zero), then the model deserves to be said to have a relevant predictive value. Calculation of Q-square through the formula $Q^2 = 1 - [(1-R1^2)(1-R2^2)]$ so it requires an R-square value which functions to find out how much the contribution of variable X to Y.
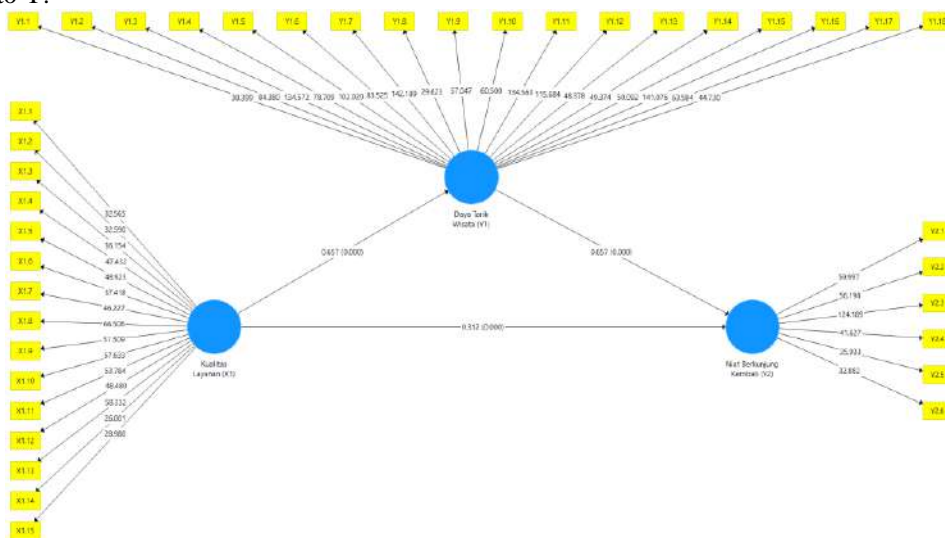

Figure 2.
Inner Model

R-square for the dependent construct R-square value can be used to evaluate the effect of predictors on each endogenous latent variable. R2 results of 0.67, 0.33 and 0.19 for endogenous latent variables in the structural model indicate that the model is "good", "moderate", and "weak". The R-square value is used to later calculate the Q-square value which is a test of the goodness of fit model.

Table 5 Value of R-Square (R2) for Endogenous Variables

Variable		R Square	
Tourist AttractionY$_1$)		0,432	
Revisit Intention (Y$_2$)		0,798	

Primary Data, 2021

Based on Table 5, it is found that the R-square value for the variable service quality on tourist attraction is 0.432, including moderate, which shows that it has a large influence of 0.432 x 100% = 43.2%. The R-square

value for the service quality variable on the revisit intention again is 0.798, including good, which shows that it has a large influence of 0.798 x 100% = 79.8%.

In addition to using the R-square, the model is also measured using the Q-Square predicate relevance for the structural model, measuring how well the observations are generated by the model and also the estimation of its parameters. Inner model testing is done by looking at the Q-square value which is a test of the goodness of fit model. If the Q-square value is greater than 0 (zero), it shows that the model has a predictive relevance value, while the Q-square value is less than 0 (zero), it shows that the model has less predictive relevance. However, if the calculation results show that the Q-square value is more than 0 (zero), then the model deserves to be said to have a relevant predictive value. The Q-square calculation can be seen as follows:

$$Q^2 = 1 - [(1-R_1^2)(1-R_2^2)]$$
$$Q^2 = 1 - [(1-0,432)(1-0.798)]$$
$$Q^2 = 1 - [(0.568)(0.202)]$$
$$Q^2 = 1 - (0,115)$$
$$Q^2 = 0.885.$$

Based on the above calculations, the Q-square value is 0.885 more than 0 and close to 1, so it can be concluded that the model has a predictive value or the model deserves to be said to have a predictive value that is relevant or suitable to be used to predict.

Hypothesis Testing Results

Hypothesis testing is the process of evaluating the null hypothesis, in which the hypothesis can be accepted or rejected. The opposite of the null hypothesis is the alternative hypothesis which states that there is a difference between the parameters and the statistics. This hypothesis testing can be done by looking at the value of the t-statistic which uses a significance level of 95% (= 0.05 or 5%). Meanwhile, the t-table value with a significance level of 95% is 1.96. The criteria for rejection and acceptance of the hypothesis are that Ha is accepted and Ho is rejected if the t-statistic is> 1.96 and vice versa.

Table 6. Direct Effect Result

Variable	Original Sample (O)	Standard Deviation (STDEV)	t- Statistics (|O/STDEV|)	p- Values
Tourist Attraction (Y_1) -> Revisit Intention (Y_2)	0,657	0,043	15,254	0,000
Service Quality ->(X_1) Tourist attraction (Y_1)	0,657	0,039	17,051	0,000
Service quality ->(X_1) revisit intention (Y_2)	0,312	0,044	7,094	0,000

Primary Data, 2021

Based on Table 6 above, the p-value and t statistics for each variable are explained as follows.

The p-value of the tourist attraction variable on the revisit intention is 0,000 which is compared to a significant value of 0.05. Because the p-value < significant (0.000 <0.05) with a positive beta value of 0.657 and a t statistics value of 15.254 which is compared with the t-table of 1.96. Because the value of t-statistics> t-value (15,254> 1.96), it can be concluded that tourist attraction has a significant positive effect on the revisit intention. The p-value of the service quality variable on tourist attraction is 0,000 which is compared with a significant value of 0.05. Because the p-value < significant (0.000 <0.05) with a positive beta value of 0.657 and a t statistics value of 17.051 which is compared with the t-table of 1.96. Because the value of t-statistics> t-value (17,051> 1.96), it can be concluded that service quality has a significant positive effect on tourist attractiveness. The p-value of the service quality variable on the revisit intention is 0,000 which is compared to a significant value of 0.05. Because the p-value < significant (0.000 <0.05) with a positive beta value of 0.312 and a t statistics value of 7.094 which is compared with the t-table of 1.96. Because the value of t-statistics> t-value (7,094> 1.96), it can be concluded that service quality has a significant positive effect on the revisit intention.

Table 7. Indirect Effect

Variable	Original Sample (O)	Standard Deviation (STDEV)	t- Statistics (|O/STDEV|)	p- Values
Service Quality (X_1) -> Tourist Attraction (Y_1) -> Revisit Intention (Y_2)	0,432	0,034	12,742	0,000

Primary Data, 2021

Based on Table 7 above, the p-value and t statistics variables are obtained which are explained as follows.

The p-value of the service quality variable on the revisit intentionthrough the tourist attraction is 0,000 which is compared with a significant value of 0.05. Because the p-value <significant (0.000 <0.05) with a positive beta value of 0.432 and a statistical t-value of 12.742 which is compared with the t-table of 1.96. Because the value of t-statistics> t-value (12,742> 1,96), it can be concluded that tourist attraction is able to positively and significantly mediate the effect of service quality on the revisit intention.

Testing the mediating role of tourist attractions on service quality on revisit intention

The results of the direct effect test by including mediation in Table 6 show that the value of the service quality coefficient on the revisit intentionis 0.312 with a t statistics value of 7.094 and a p-value of 0.000. The existence of a tourist attraction variable as a mediating variable will have a different effect on the direct relationship of service quality to the revisit intention. Testing of tourist attraction as a mediating variable is done by calculating the Variance Accounted For (VAF) value. If the VAF value is above 80 percent, it indicates the role of Y1 as full mediation. Furthermore, if the VAF value is between 20 percent to 80 percent, it can be categorized as partial mediation. However, if the VAF value is less than 20 percent, it can be explained that there is almost no mediating effect.

Calculate the VAF value by:

$$VAF = \frac{indirect \quad effect}{total \quad effect}$$
$$= \frac{0,432}{0,312+0,432}$$

VAF = 0.58 (58%).

Based on the calculation results, it can be seen that the role of tourist attraction as a mediator has a VAF value of 0.580 (58 percent). These results indicate that tourist attraction has a role as a partial mediator between service quality and revisit intention.

Effect of Service Quality on Revisit Intention

In accordance with the results of data analysis, the results obtained are the p-value of the service quality variable on the revisit intention of 0.000 which is compared with a significant of 0.05. Because the p-value <significant (0.000 <0.05) with a positive beta value of 0.312 and a t statistics value of 7.094 which is compared with the t-table of 1.96. Because the value of t-statistics> t-value (7,094> 1.96), it can be concluded that service quality has a significant positive effect on the revisit intention, so the hypothesis is accepted.

Putra et al., (2016) in his research on the effect of service quality on the revisit intention to foreign tourists to tourist attractions Alas Pala Sangeh stated that service quality has a significant positive effect on the revisit intention tourists. The better the quality of service provided to tourists by the ranger at the Alas Pala Sangeh tourist attraction, the greater the revisit intention tourists. Companies must create the best quality service desired by tourists in order to generate intentions to visit again.

The results of this study are also consistent with research from Kurniasih (2012); Adixio and Saleh (2013); Rizqulloh and Elida (2015); and Arianto (2018) which states that service quality has a positive and significant effect on revisit intentions.

Effect of Service Quality on Tourist Attractions

Based on the results of data analysis, it is found that the p-value of service quality variable on tourist attraction is 0.000 which is compared with a significant value of 0.05. Because the p-value <significant (0.000 <0.05) with a positive beta value of 0.657 and a t statistics value of 17.051 which is compared with the t-table of 1.96. Because the value of t-statistics> t-value (17,051> 1.96), it can be concluded that service quality has a significant positive effect on tourist attraction, so the hypothesis is accepted.

The results of this study are also consistent with research from Diponugroho and Santoso (2015); Chang and Tsai (2016); and Rusdianti et al. (2019) which states that service quality has a positive and significant influence on tourist attraction.

Effect of Tourism Attraction on the Revisit Intention

In accordance with the results of data analysis, the p-value of the variable tourist attractiveness on the revisit intention is 0,000 which is compared with a significant of 0.05. Because the p-value <significant (0.000 <0.05) with a positive beta value of 0.657 and a t statistics value of 15.254 which is compared with the t-table of 1.96. Because the value of t-statistics> t-value (15,254> 1.96), it can be concluded that tourist attraction has a significant positive effect on the revisit intention.

According to Purwanggono and Akiriningsih (2015), it shows that there is a significant influence between the potential for tourism activities on the interest of returning tourists. Research conducted by Diponugroho and Santoso (2015) shows that there is a significant effect between product attractiveness and repurchase intention. Research results from Sulastri et al. (2018) show that tourist attraction has a significant positive effect on revisit intention.

Tourist Attraction mediates the effect of Service Quality on Revisit Intention

Based on the results of data analysis, the p-value variable of service quality on the intention to visit again through the tourist attraction is 0.000 which is compared with a significant value of 0.05. Because the p-value

<significant (0.000 <0.05) with a positive beta value of 0.432 and a statistical t-value of 12.742 which is compared with the t-table of 1.96. Because the value of t-statistics> t-value (12,742> 1,96), it can be concluded that tourist attraction is able to positively and significantly mediate the effect of service quality on the revisit intention so that the hypothesis is accepted.

The results of this study confirm the results of research conducted by Fitri et al. (2018), Hendar (2019), and Rusdianti et al. (2019). So, the better the tourist attraction, the more effective the quality of service will have on the revisit intention.

V.   CONCLUSION

GWK should improve the quality of ease and speed of work so as to improve service quality. This is related to the large number of tourists who choose this indicator as the lowest score in the distribution of respondents' answers. The availability of sales package bundling needs to be improved, this is related to the large number of tourists who choose this indicator as the lowest score in the distribution of respondents' answers.

The tourists already get a good impression of the reliability of GWK-Bali officers. This is important for companies to maintain and improve service quality so that it will prove that the company understands the wants and needs of each tourist better.

It is true that the tourist attraction at GWK-Bali is able to meet the expectations of tourists when visiting. In the future, it is hoped that the company will be able to make new innovations to complement the existence of attractions so that the GWK-Bali tourist attraction is more attractive for tourists to visit. The good impression of consumers has been formed and this needs to be strengthened to raise the revisit intention and add new visitors to GWK-Bali.

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