

**ANALYSIS OF TOURIST SATISFACTION BASED ON 5A'S OF TOURISM ELEMENTS
TOWARDS TOURIST REVISIT INTENTION TO TOMOHON CITY****ANALISA KEPUASAN TURIS BERDASARKAN ELEMENT PARIWISATA 5A TERHADAP
MINAT KUNJUNGAN KEMBALI DI KOTA TOMOHON**

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Abstract: Tourism is one of the most expected to drive the economy of a country, the good provided of tourism would attract the attention of tourist. The biggest most concerned with tourism is the tourist who will come to visit and also satisfy tourists who come to tourist destinations so they commit to visit again. The purpose of this study is to find out more about the influence of Tourist Satisfaction based on 5A's Tourism elements to the revisit intentions of the tourist.. This study used Structural Equation Model (SEM) to identify the relationships between the identified factors in the model. This study conducts with 100 tourists as the respondents with maximum likelihoods. Findings of this research show that accessibilities, attractions, activities and amenities significantly influence customer satisfaction when they visit object destinations, and also customer satisfaction significantly influence tourist revisit intentions. Meanwhile accommodation cannot increase tourist customer satisfaction in this research. In order to increase and maintain customer satisfaction so they want to revisit again the tourism object, the destinations has to improve the quality to make the tourist more feel comfort when they used do tourism activities.

Keyword: *accessibilities, accommodations, attraction, activities, amenities, tourist satisfaction, and revisit intention*

Abstrak: Pariwisata merupakan salah satu hal yang paling diharapkan untuk menggerakkan perekonomian suatu negara, kebaikan yang diberikan pariwisata akan menarik perhatian wisatawan. Yang paling mementingkan pariwisata adalah wisatawan yang akan datang berkunjung dan juga memuaskan wisatawan yang datang ke destinasi wisata agar berkomitmen untuk berkunjung kembali Tujuan dari penelitian ini adalah untuk mengetahui lebih lanjut tentang pengaruh Kepuasan Wisatawan berdasarkan unsur-unsur Pariwisata 5A terhadap niat mengunjungi kembali wisatawan tersebut.. Penelitian ini menggunakan Structural Equation Model (SEM) untuk mengidentifikasi hubungan antara faktor-faktor yang teridentifikasi dalam model. Studi ini dilakukan dengan 100 wisatawan sebagai responden dengan kemungkinan maksimum. Temuan penelitian ini menunjukkan bahwa aksesibilitas, atraksi, aktivitas, dan amenities berpengaruh signifikan terhadap kepuasan pelanggan saat berkunjung ke objek tujuan, dan juga kepuasan pelanggan berpengaruh signifikan terhadap niat berkunjung kembali wisatawan. Sedangkan akomodasi tidak dapat meningkatkan kepuasan pelanggan wisatawan dalam penelitian ini. Untuk meningkatkan dan menjaga kepuasan pelanggan agar ingin mengunjungi kembali objek wisata tersebut, maka destinasi tersebut harus meningkatkan kualitas agar wisatawan lebih merasakan kenyamanan saat biasa melakukan aktivitas pariwisata.

Kata Kunci: aksesibilitas, akomodasi, atraksi, aktivitas, amenities, kepuasan wisatawan dan minat kunjungan kembali.

INTRODUCTION

Tourism is one of the most expected to drive the economy of a country, the good provided of tourism would attract the attention of tourist, when tourism is well planned it can generate benefits at the destination by increasing tourist receipts, and government revenues. With different motives and backgrounds, tourists become parties who create demand for tourism products and service to fulfill their needs and wants during travel with the above factors become a major concern for the region to maximize the level of satisfaction of tourists who come by meet the needs and wants tourists that visiting the tourist destination. With the various tourism objects and the beauty of tourism and also all of the efforts made by the government, the biggest most concerned with tourism is the tourist who will come to visit and also satisfy tourists who come to tourist destinations so they commit to visit again.

From the identification results we take a measurement from cited Samaraweera K.G Upekshani 2019 the influence of 5a's and Chanapong Arpornpaisal's journal factors are included in 5A's elements, which consists of Accessibility, Accommodation, Attraction, Activities, and Amenities. Indeed this can be used as a material for consideration and decision making for the government for tourism development and continue to increase innovation and also making regulations in order to realize an advanced tourism destination and developing and also as the indicator for knowing the level of tourist satisfaction for conducting tourism activities in Tomohon city. With the level of customer satisfaction, it can lead to the intention to re-visit these tourist attractions and will have a good impact on the tourist area itself.

Tourist satisfaction has a big impact on intention to revisit and people will tend to revisit tourism destination was satisfied when visiting before. If there is an intention to visit again then there will be an increase in income in the tourism area and proof that the area provides good quality tourism with a return visit and is still an area of choice for conducting tourism activities. The level of tourist satisfaction based from 5A's elements that consists of Accessibility, Accommodation, Attraction, Activities, and Amenities, have the tourist feel satisfied or not, if they satisfied, do they have the intention to return visit to the tourism destination in Tomohon City because if they have the revisit intention then this is become an advantage Tomohon City in order to attract tourist and increasing the tourism sector in Tomohon City.

Research objectives

The research objectives are to identify the significant effect of

1. To know if there an effect of Accessibility on tourist satisfaction to Tomohon city.
2. To know if there an effect of Accommodation on tourist satisfaction to Tomohon city.
3. To know if there an effect of Attraction on tourist satisfaction to Tomohoncity.
4. To know if there an effect of Activities on tourist satisfaction to Tomohoncity.
5. To know if there an effect of Amenities on tourist satisfaction to Tomohoncity.
6. To know if there an effect of Tourist Satisfaction on Revisit Intentiton to Tomohon

THEORITICAL REVIEW

Marketing

Marketing is a social process that involves important activities that enable individuals and companies to get what they need and want through exchanges with other parties and to develop exchange relationships (Harper W, 2000). This definition explains that marketing is a process of business activities to carry out strategic plans that lead to the fulfillment of consumer needs through exchanges with other parties. According to Elbert and Griffin (2009) marketing is an activity, a series of institutions and processes of creating, connecting, presenting and offering improvements that provide value to customers, clients, partners, and the wider community.

Consumer Behaviour

The scope of Consumer Behavior covers many things because Consumer Behavior is a study of processes that are develops when individuals or groups of people choose, use, or discard a product, service, idea, or experience to satisfy their needs and desires (Solomon, 2007). Consumer behavior has a special interest for people who for various reasons desire to influence or change the behavior, including people whose primary interest is marketing.

Tourism

Tourism is a travel activity that is carried out temporarily from its original residence to the destination area with the reason not to settle or make a living but just to have fun, fulfill curiosity, spend leisure or holiday time and other goals (Koen Meyers, 2009).

Tourist Satisfaction

Tourist satisfaction depends on the service quality of the destination (Bowie and Chang (2005). Therefore, in order to retain the competitiveness of destinations and to raise them, the tourism development authorities and tourism operators should take necessary steps to improve the satisfaction (Yoon and Uysal, 2005).

Factors Affecting Tourist Satisfaction

Preparations tourism covers everything that is offered to tourists such as tourist attractions, accommodation, transportation, infrastructure, supporting facilities. Component 5A consists of 5 points that serve as an assessment of tourists towards a tourist destination, whether the area can be a suitable tourism destination and can also provide satisfaction for tourists who travel, Broadly speaking, each tourism activity will involve five main components. Cited in Samaraweera K. G's research entitled an empirical analysis to investigate the influence of 5a's on domestic tourists' satisfaction in Hikkaduwa Srilanka, these components are often abbreviated to 5a's tourism elements.

1. Accessibilities

Soekadijo (2003) revealed the requirements accessibility consists of access to information where facilities must be easily found and easily achieved, must have access road conditions that can be traversed and arrived to tourist attractions and must be there the end of a journey. Accessibility is one part of the analysis of the interaction of activities with transportation network systems that aims to understand how the system works and use the analytical relationships between system components to predict the impact of traffic on different land uses or transport policies.

2. Accomodations

Accommodation services are essential in order to improve the tourist satisfaction. In tourism accommodation is considered as the second home for tourists. Accommodation can be a place where a tourist can stay, rest, eat, and drink (Setzer Munavist: 2009).

3. Attractions

According to James J. Spillane (1997) are: Tourist attraction can be in the form of natural features such as flora and fauna, landscapes, plants, and human cultivation such as museums, monuments, temples, historic buildings, tourism objects that include humans and traditional music culture, dances and customs.

4. Activities

Activities are all things that are supported by the attraction of a tourist area. Activities usually are all activities carried out by tourists when they travel in a tourism area both active and passive activities. The World Tourism Organization (WTO), an institution of study and support for intergovernmental tourism businesses based in Madrid, defines tourism activities as human activities that travel (out of their home environment) for no more than one year of vacationing, trading, or other matters

5. Amenities

Amenities is a desirable or useful feature or facility of a building or place: the property is situated in a convenient location, close to all local facilities. Lawson and Baud Bovy in his book "Tourism and Recreation Handbook of Planning and Design" Amenity is all forms of facilities that provideservices for tourists for all needs during your stay or visit a tourist destination, such as hotels, motels, restaurants, bars, discotheques, cafes, shopping centers, souvenir shops.

Revisit Intention

Bigne et al. (2001) showed that satisfaction has an impact on revisit intention. Satisfying customers is very important because it has an impact on expectation and intentions of customer repurchase decision to revisit the site (Fuchs and Weirmair, 2004) The intention of future customer behavior is also defined as custom readiness to suggest the company to others and repurchase (Canny, 2013).

Previous Research

Imbar, Tulung, Tielung (2020) Tomohon is well known as a city of flowers, city of tourism, city of education, and religious city. Tomohon does not have a specific branding that can reflect the potential and values, and that can represents the expectations of the inhabitants. The purpose of this study is to explore city branding of Tomohon. The findings of this research show that Tomohon was a friendly city, both for human or nature, which has rapid development in the fields of education and technology, and has strong potential to become an ecotourism city. City branding for Tomohon that the researcher humbly proposes is "The heart of North Sulawesi."

Liusito, Tulung, Saerang (2020) making purchase decisions absolutely controlled by consumers. The power of consumers in determining the purchase of a product makes producers competing to seduce consumer's buying interest. The ability of producers to meet the needs and wants of consumers is the key to success in business activities. This research aims to find out the influence of consumer trust and perceived value on consumer purchase decision of e-commerce in social media. Perceived value variable consists of emotional value, social value, quality/performance, and value price/value of money results of this study have shown that perceived integrity, perceived competence, perceived security control, and benevolence contribute positively to consumer trust.

Daud, Tulung, Gunawan (2019) biggest e-commerce in Indonesia Shopee in order to maintain loyal customers, shopee has to concern about the customer satisfaction. The purpose of study is to find out more about the influence of service convenience to increase customer satisfaction on shopee platform. This research used several varibales in order to measure the tourist satisfaction. Findings of this research show that search convenience, transaction convenience and post-purchase convenience significantly influence customer satisfaction when they use shopee application.

Upekshani (2019) studied an empirical analysis to investigate the influence of 5a's on domestic tourists' satisfaction in hikkaduwa, sri lanka, , the study revealed that Accommodation, Amenities, Attractions, Accessibility and Activities have a significantly positive impact on domestic tourists' satisfaction in Hikkaduwa. However, the activities impact 95% on domestic tourists' satisfaction and it is the most crucial factor.

Conceptual Framework



Figure 1. Conceptual Framework

Data processed by the author, 2020

H₁: There is a significant effect of Accessibilities on tourist satisfaction to Tomohon city

H₂: There is a significant effect of Accommodations on tourist satisfaction to Tomohon

H₃: There is a significant effect of Attractions on tourist satisfaction to Tomohon city

H₄: There is a significant effect of Activities on tourist satisfaction to Tomohon city

H₄: There is a significant effect of Amenities on tourist satisfaction to Tomohon city

H₅: There is a significant effect of Tourist Satisfaction on Revisit Intention to Tomohon city.

RESEARCH METHODOLOGY

Research Approach

The approach used in this research is quantitative Sugiyono (2015: 8) quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine populations or specific samples. This research is an ex-post facto research. Sukardi (2008: 165) states that ex-post facto research is research where the independent variables have occurred when researchers begin by observing the dependent variables in a study. This research is an ex-post facto research. Sukardi (2008: 165) states that ex-post facto

research is research where the independent variables have occurred when researchers begin by observing the dependent variables in a study.

Population, Sample, Sample Technique

The populations in this study are all tourists who travel in the tourist destination of Tomohon city are 552,001 people as population, based on the calculation of the formula with a degree of error of 10%, the number of respondents used as research samples is 100 respondents. A non- probability and purposive sampling method were used for respondent's selection.

Source of Data

Primary data gained from Respondents which is people who provide responses to what is requested or determined by researchers are measured or counted directly in the form of information or explanations expressed by numbers or in the form of numbers

Operational Definition of Research Variables

Table 1 Variables Definition

Variable	Definition	Indicators
Accessibilities (X1)	Accessibility is a measure of the comfort or ease of land use locations in interacting with each other, and the ease or difficulty of the location is achieved through transportation.	<ul style="list-style-type: none"> - Access of airport - Access to information - Access road conditions - The final place has a terminal bus - Access of parking lot
Accommodations (X2)	The term accommodation in tourism itself is anything that is provided to meet one's needs when traveling. Accommodation can be a place where a tourist can stay, rest, eat and drink.	<ul style="list-style-type: none"> - Available - Comfortable - Clean - Secure - Good food and drink
Attractions (X3)	Tourist attraction can be in the form of natural features such as flora and fauna, landscapes, plants, and human cultivation such as museums, monuments, temples, historic buildings, and tourist objects that include humans and traditional music culture, dances and customs	<ul style="list-style-type: none"> - Cultural Attraction - Natural Attraction - Events - Entertainment Attraction - Historical Attraction - Sport Attraction
Activities (X4)	Tourism activities are what tourists do, or what motivates tourists to come to a destination namely their presence there in half a day to weeks, an activity center which can attract tourists to visit in half a day between the lengths of time the tourist visit.	<ul style="list-style-type: none"> - Usual recreational activities - Cultural party visits, folk ceremonies - Shop for souvenirs. - Visiting natural areas. - Visit of ancient historical sites. - Visits to specialized institutions
Amenities (X5)	Amenities are all forms of facilities that provide services for tourists for all needs during your stay or visit a tourist destination.	<ul style="list-style-type: none"> - Strategic Public facilities. - The form of the facility recognizable, (using a universal language - Utilization of facilities - Affordable emergency communication - The quality of the facility accordance with applicable standards in tourism.
Tourist Satisfaction (Y1)	Tourist satisfaction is a real experience of tourists after gaining experience, which comes from psychological feelings that result from individual experiences in tourist destination	<ul style="list-style-type: none"> - Positive comparative assessment of tourism place - Meet tourist expectations - Satisfied with tourism place.

Revisit Intention (Y2)	Revisit intention refers to the willingness of tourists to visit the same destination or other tourism objects in the same country.	<ul style="list-style-type: none"> - Intend to visiting again - Being a priority place for a vacation - Looking for the latest information about the tourism place
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Source: processed by the author, 2020

Validity and Reliability

Validity is a degree of accuracy / appropriateness of instruments used to measure what will be measured (Zainal Ariffin, 2012) to do the validity this used Confirmatory Factor analysis. CFA according to Joreskog and Sorborn (1993) is used to test validity and reliability of construct measurement models that cannot be measured directly. According to Sugiono (2005) reliability is a series of measurements or a series of measuring devices that have consistency when measurements are made with a measuring instrument that is repeated item questions that measure the same factors. This internal consistency can be seen primarily from Construct reliability is a measure of the internal consistency of the indicators of a constructed variable that shows degrees in the formed variables.

Data Analysis method

Author uses the Structural Equation Model (SEM) to identify the relationships between the identified factors in the model. SEM is a method used for testing models and hypothesis developed in this study. SEM itself is a set of statistical techniques that allow the testing of a series of relative complicated relationship simultaneously (Ferdinand, 2002). SEM is designed with strong theoretical support and data analysis techniques, and must meet a variety of parametric assumptions and meet the model's fitness test (goodness of fit), aimed at estimating structural models based on strong rheological studies to test the causality between constructs or latent variables and measure feasibility model and confirm it according to empirical data

RESULT AND DISCUSSION

Validity Construct with CFA

All of the indicators have reached the critical ratio (CR) Value $> 1,96$. Variable Accessibilities the probability of getting a critical ratio as large as 7,604 in absolute value is less than 0,001. Variable Accommodations the probability of getting a critical ratio as large as 6,573 in absolute value is less than 0,001. Variable Attractions the probability of getting a critical ratio as large as 6,858 in absolute value is less than 0,001. Variable Activities the probability of getting a critical ratio as large as 6,875 in absolute value is less than 0,001. Variable Amenities the probability of getting a critical ratio as large as 12,821 in absolute value is less than 0,001. Variable Tourist Satisfaction the probability of getting a critical ratio as large as 7,581 in absolute value is less than 0,001 and variable Revisit Intention, the regression weight was fixed 1,000 and not estimated.

Convergent Validity

Convergent validity can be seen from the Average Variance Extracted (AVE) that reach 0,5 so it means good and in this study all of variable for convergent validity has reached the minimum value. Convergent Validity can also be seen from the Average Variance Extracted (AVE) if the AVE value is above 0,5 it means good. Average Variance Extracted values are above $> 0,5$, which mean all the constructs and variables have a good AVE value. To evaluate discriminant validity can be seen by using Average Variance Extracted (AVE) for each construct or latent variable. The model has better validity if the AVE square root for each construct is greater than the correlation between the two constructs in the model.

Composite Reliability

Table 2 Composite Reliability

Variables	CR
Accessibilities	0,64716219
Accommodation	0,80225878
Attraction	0,70431767
Activities	0,68529749
Amenities	0,8966809
Tourist Satisfaction	0,77638654
Revisit Intention	0,69904528

Source: Primary data is processed by the author, 2020

The Composite Reliability values for all constructs are above >0,6, thus it can be concluded that all constructs have good reliability in accordance with the minimum required value.

Structural Equation Model

To make a fit model the author needs to reduce the indicators that do not meet the value to make the model fit, after drawing the model shape according to the research the author sees the output produced from the model by looking at modification indices from the Amos program then indicators that have a value will appear

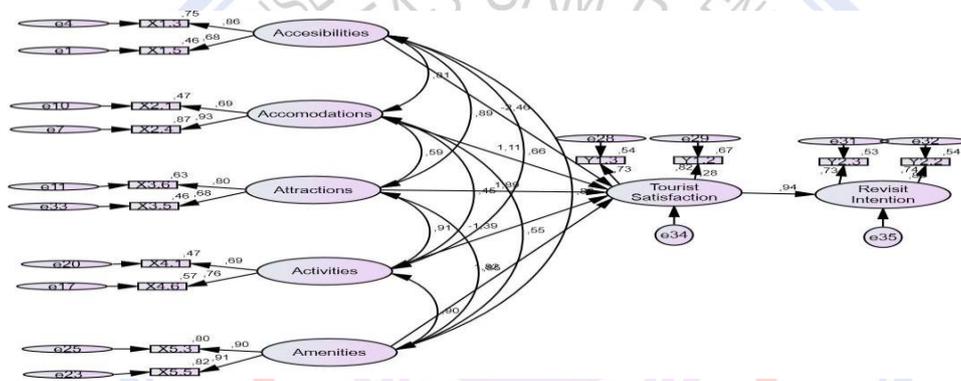


Figure 2 Structural Equation Model
Primary data is processed by the author, 2020

Normality test

Table 3 Assessment of Normality test

Variable	Min	Max	Skew	c.r.	Kurtosis	c.r.
X3.5	1,000	5,000	-,970	-3,962	1,539	3,141
Y2.2	1,000	5,000	-,302	-1,235	-,103	-,210
Y2.3	2,000	5,000	-,264	-1,077	-,714	-1,457
Y1.2	2,000	5,000	-,608	-2,483	,033	,067
Y1.3	2,000	5,000	-,577	-2,358	-,378	-,772
X5.3	1,000	5,000	-,088	-,359	-,365	-,745
X5.5	1,000	5,000	-,091	-,373	-,307	-,627
X4.1	2,000	5,000	-,928	-3,789	,077	,157
X4.6	2,000	5,000	,021	,088	-,946	-1,930
X3.6	1,000	5,000	-,259	-1,055	-,111	-,227
X2.1	2,000	5,000	-,261	-1,064	-,909	-1,856
X2.4	2,000	5,000	,169	,691	-,949	-1,938
X1.3	1,000	5,000	-,275	-1,121	,076	,154
X1.5	1,000	5,000	-,166	-,680	-,470	-,959
Multivariate					34,777	8,215

Primary data is processed by the author, 2020

From the table above it can be seen that most of all variable are univariate normally distributed because

the value of CR in skewness and kurtosis $\pm 2,58$ except for indicator X3.5 and X4.1 which are valued at 3,962 and 3,789 or above the value of 3 which is called leptokurtik. From the result above the writer decides not to do a reduction because the number of samples will be reduced and will not meet the Maximum likelihood sample size after all it can be concluded the data are multivariate normally distributed because the kurtosis value which 34,777 is greater than critical value which is 8,215.

Outliers

From the output of Mahalanobis d-square shows that the highest value is 45,575 which is smaller than Chi-square value which is 74,572. In the multivariate outlier analysis, it can be tested with Chi Square statistics on the value of the Mahalanobis distance square at a significance level of $p < 0,01$ with a degree of freedom of 14 indicators. Score Mahalanobis distance (14; 0,01) = 74,572. This means that all cases that have a mahalanobis distance greater than 74,572 are multivariate outliers. Basically, every observation number value contains outliers in the study must be removed. This is because it will affect the univariate and multivariate normality results that aren't met.

Assesing the Goodness of Fit

Chi-square value is 74,572 with a probability greater than 0,05 indicates that the model is fit with empirical data. This is also supported by other fit criteria such as RMSEA 0,047 ($< 0,08$), RMR 0,033 ($< 0,05$), TLI 0,973 ($> 0,95$), CFI 0,982 ($> 0,95$). Thus, the structural model used as an analytical tool in this study fulfills the goodness of fit criteria.

Table 4 Goodness of Fit

Goodness of Fit Index	Cut-off Value	Output	Model Evaluation
Chi-Square	Expected Small	74,572	FIT MODEL
Probability	$\geq 0,05$	0,114	FIT MODEL
RMSEA	$\leq 0,08$	0,047	FIT MODEL
RMR	$\leq 0,05$	0,033	FIT MODEL
TLI	$\geq 0,95$	0,973	FIT MODEL
CFI	$\geq 0,95$	0,982	FIT MODEL
CMIN/df	$\leq 2,00$	1,222	FIT MODEL
GFI	$\geq 0,90$	0,905	FIT MODEL
PNFI	The higher the greater	0,611	FIT MODEL
PGFI	The higher the greater	0,526	FIT MODEL

Source: Primary data is processed by the author, 2020

Hypothesis Test

The value of C.R is compared with the critical value which is $\pm 1,96$ with a probability $p < 0,05$ at the 5% significance level which means that the proposed hypothesis is accepted or significance, but if the value of C.R is in the range $\pm 1,96$ with $p > 0,05$ it means that the proposed hypothesis is rejected or insignificant.

Table 5. Regression Weights

			Estimate	S. E.	C.R.	P	Label
Tourist_Satisfaction	<--	Accesibilities	1,902	,262	6,210	,035	Significant
Tourist_Satisfaction	<--	Accomodations	1,063	1,258	,845	,398	Not significant
Tourist_Satisfaction	<--	Attractions	1,302	,141	5,390	***	Significant
Tourist_Satisfaction	<--	Activities	1,095	,156	4,044	***	Significant
Tourist_Satisfaction	<--	Amenities	1,224	,188	5,098	,030	Significant
Revisit_Intention	<--	Tourist_Satisfaction	1,039	,166	6,248	***	Significant

Source: Primary data is processed by the author, 2020

Discussion

Most of variables X have an effect toward variable Y1 such as accesibilities, attraction, activities, amenities except Accomodotion. This result can be strengthen of several previous research like research by Samaraweera K.G (2019) and Saad Ali Musallam Abdulla who found accessbilities significantly effect on tourist satisfaction. While the results showed that the Accommodations variables does not have an effect on the Tourist Satisfaction the result caused most of the respondent in this study did not use existing accommodations or they only visited with a duration about 1 day and it was possible not to use the accommodation so that the resulting output was thatthe accommodations variable do not have an effect on the satisfaction of visiting tourism objects. The results showed that the Tourist satisfaction variable have an effect on the Revisit Intention. The results accordance with the research of Chen et al (2011) on satisfaction, the greatest influence on the revisit intention is Tourist satisfaction and also research by Weldera p (2019) who found Tourists satisfaction has a positive effect and significant to revisit intention.

CONCLUSIONS AND SUGGESTIONS

Conclusions

1. Accessibilities have an significant effect on Tourist Satisfaction, the hypothesis is accepted on the results of C.R value between Accessibilities to Tourist Satisfaction is 6,210 with probability $p < 0,05 = 0,035$. Accessibility has an important role in tourist satisfaction. accessibility has an important role in tourist satisfaction, because with good accessibility, of course, tourists can reach their intended destination to carry out tourism activities, and with accessibility makes it easier for tourists.
2. Accommodations don't have a significant effect on Tourist Satisfaction and the hypothesis is rejected. C.R value between Accommodations to Tourist Satisfaction is 0,845 which is below the critical value with probability $p > 0,05 = ,398$, most of the respondent in this study did not use existing accommodations or they only visited with a duration about 1 day and it was possible not to use the accommodation so that the resulting output was thatthe accommodations variable do not have an effect on the satisfaction of visiting tourism objects.
3. Attractions have a significant effect on Tourist Satisfaction C.R value between Attractions to Tourist Satisfaction is 5,390 with probability $p < 0,05 = 0,001$. The hypothesis on the results of this study is H_a is accepted and H_o is rejected. Attractions that are able to attract tourists to visit tourist attractions, existing attractions such as cultural attractions where Tomohon City highly upholds cultural values and maintains them so that they become its own attraction,
4. Activities have a significant effect on Tourist Satisfaction C.R value between Activities to Tourist Satisfaction is 4,044 with probability $p < 0,05 = 0,001$. The hypothesis on the results of this study is H_a is accepted and H_o is rejected. activity and customer satisfaction is certainly what determines the satisfaction of tourists who travelwith the existence of fun and interesting activities.
5. Amenities have a significant effect on Tourist Satisfaction C.R value between Amenities to Tourist Satisfaction is 5,098 with probability $p < 0,05 = 0,030$. The hypothesis on the results of this study is H_a is accepted and H_o is rejected. Amenities help make it easierfor tourists and make it easier for tourists to travel so that it certainly plays an important role in tourist satisfaction.
6. Tourist Satisfaction has a significant effect on Revisit Intention C.R value betweenTourist Satisfaction to Revisit Intention is 6,248 with probability $p < 0,05 = 0,001$. The hypothesis on the results of this study is H_a is accepted and H_o is rejected. The results above indicate a very significant influence because indeed the satisfaction of visiting tourists determines the interest in revisiting a tourist place, so it is very necessary to satisfy the tourists who visit so that they have the intention to visit again.

Suggestions

1. Improving the quality of tourist satisfaction can be done by paying attention to the conditions of road access because this main requirement so that visitors can easily reach tourism place.
2. For the accommodations the government should maintain for the comfort and secure of the accommodation place and keep provide it and also make and innovations and also agreement with the owner of the accommodation place such as hotel, or resorts to give the hospitality and also establish additional accommodation place which can attract more tourist to come and stay.
3. For the attractions keep innovate the attraction with uniqueness and also build newpotential tourism to becomes an object tourism, always upgrade the attraction events and also providing events calendars that are continuously informed and updated both through printed and online media as well as packaging and displays a tourist attraction or event, especially during weekends and high season and continue to work with the owner

of tourism object in offering various promos and entertainments so it could attract tourist to come.

4. For the activities keep providing the exciting activities such as new exciting rides (wahana) that didn't exist before or new photo spot with its uniqueness.
5. For amenities keep improving service facilities, improve zoning of visitor activity areas with good facilities, providing tourist maps, can also be done with add and improve sports facilities, increase security with cctv, another important thing is about environmental conditions to keep it clean from rubbish by providing trash bins in strategic locations.
6. It is very important for the tourism destination to always satisfy its tourists by improving services and a friendly environment so that the tourists experience becomes more valuable and if the value of tourist satisfaction is high it means they will be visiting again the tourism place itself.

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