THE INFLUENCE OF FACILITIES, SERVICES, AND LOCATION ON THE INTEREST IN RETURN VISITS OF TOURISTS IN JUMA WILL DOKAN

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ARTICLE INFO	ABSTRACT
Keywords : Facilities ; Service, Location	This study discusses the intention of visiting tourists again. This is based on a brief interview conducted with visitors at Juma Bakal Dokan. This research shows that there are indications of interest in returning visitors to the facilities, services, and locations provided. These problems are based on short interview observations aimed at visitors interested in visiting visitors again for the facilities, services, and locations provided. The long distance to the center of tourist attractions and the lack of implementation of smart home system innovations are indicated as a drawback. This study focuses on knowing whether there is an influence between facilities (X1) service (X2) location (X3) on tourists' intention to revisit (Y). This study used a quantitative descriptive method with multiple linear regression models as a data analysis model. Questionnaires were distributed to 67 visitors who were then processed using the SPSS 22 program. Testing the hypothesis in this study using the R2 test, t-test, and f-test. The results of this study indicate that there is a simultaneous influence between facilities, services, and location on intention to return. Based on the partial test, it was also found that there was a positive effect between facilities and services on tourists' intention to revisit Juma Bakal Dokan, but at the location, there was no effect on the intention to be revisited by tourists showing negative count results. Meanwhile, the magnitude of the influence between facilities and service quality on tourists' intention to revisit is 82%.
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1. INTRODUCTION

Tourism is a sector that has great potential in the economy of a region or country [1]. Indonesia as an archipelagic country has a variety of interesting tourist objects and is an attraction for both local and international tourists. One of the factors that can influence the success of a tourist destination is the interest in visiting tourists again [2]. Facilities, services, and location are factors that can influence tourists' intention to revisit. Good facilities can increase the comfort and satisfaction of tourists during their visit, while friendly and professional service can make tourists feel valued and comfortable. A strategic location can also make it easier for tourists to access tourist objects and minimize transportation costs. A concept that promotes the creation of a sense of Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memories. Tourist attractions are scattered in various places, one of which is a natural tourist object known as Juma Bakal or J&M Glamping Dokan. A natural tourism area located in Karo Regency, precisely in Dokan Village, Brand District.

Previous research in a journal made by [3] states that facilities influence tourists' decisions in revisiting tourist objects. Then it will be able to influence tourists to return to the tours they enjoy [4]. The results of the same research were also carried out by [5] which states that location has a significant effect on tourists' decisions in revisiting tourism objects. This shows that the better the location, the higher the decision value of tourists in revisiting tourism objects [6].

The next factor that influences the tourist's decision is the service provided in the tourism object [7]. Research [8] states that if a tourist attraction has good service it can make it easier for tourists to visit again to enjoy the beautiful natural scenery of the tour. in providing services and making tourists comfortable while on vacation to return visits [9]. Then it will be able to influence tourists to return to the tours they enjoy [10]. This means that the factors of interest in returning tourists are influenced by the facilities, location, and services provided by the business owner of the tourist attraction.

2. METHODS

Study This use method descriptive quantitative with multiple linear regression was used as a form of analysis models hypothesis. The primary data collection technique used in the study is the deployment questionnaire. The questionnaire spread to 67 samples taken _ with the use technique of random sampling sample from a total of 400 populations through observation field and literature studies for enrich study This in form theory. Obtained data from the validity test deployment questionnaire done by the opinion that is condition. Instrument validity is valid if the r count value is bigger than the table r value. Then reliability test was carried out on the instrument with a reject measure of the variable that is called reliable if Cronbach> 0.6 with a level significant 5%. The rest, data from partial, simultaneous, and coefficient test instruments determined To look for the influence and magnitude influence of each variable.

3. RESULT AND DISCUSSION
Validity and Reliability Test

The validity test in this study was conducted on 67 respondents at Juma Bakal Dokan. The results shown from the validity test on each research instrument are valid. The average value of the r count is greater than 0.240 (r table). Thus the research instrument is declared valid and can be used on the research object. The results of the reliability test also show reliable numbers. Cronbach's Alpha average value has a value of more than 0.6. Thus the questionnaire statement instrument can be accepted and can be trusted.

Multiple Linear Regression Test Results

The use of multiple linear regression tests in this study is intended to determine the effect of facilities, services, and location on tourists' interest in returning to Juma Bakal Dokan. The test results are illustrated in the following table:

Table 1 Multiple Linear Regression Test Results
Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	Q	Sig.
1	(Constant)	1,240	1617		.767	.446
	total x1	.066	.035	.241	1,883	.064
	x2 total	046	056	.107	.837	.406
	x3 total	-.110	.133	-.102	-.822	.414

a. Dependent Variable: total y

Based on the table above it can be seen the results of the multiple linear regression equation models, which consists of the:
Y=1.240+0.241X1+0.107X2+-0.102X3

In the multiple linear regression model above, the constant value of intention to return is around 1,240, which means that if the value of the independent variable is 0, then the dependent variable has a value of around 1,240. The regression coefficient on the Facility and Service variable has a positive value, which means that tourists' interest in visiting again is influenced by this variable. On the other hand, the location variable has a negative value, which means that tourists' intention to revisit is not affected by this variable.

Hypothesis H test
Coefficient of Determination (R 2)

After testing the respondent's data, the coefficient of determination test results are obtained as follows:

Table 2. Coefficient Results Determination

Model	R	R Square	Adjusted R Square	std. The error in the Estimate
1	.287 [a]	082	039	.541

In the table above it can be seen that the coefficient of determination (R2) obtained is around 0.082 or 82%. This illustrates that the variables of tourists' intention to return can be explained by variations in the variables of facilities, SERVICES & interest in returning to Juma Bakal Dokan, while the remaining 28%

is explained by other variables not included in the study such as price, marketing, occupancy rates, and others. other.

Simultaneous Test (Test F)

Simultaneous Testing (F) was conducted to determine the effect of facilities and service quality on customer satisfaction simultaneously. The test was carried out at an error rate (σ) of 0.05 (5%), with the following criteria:

This study does not show any effect if the calculated F value ≤ F table, then H 0 is accepted and H 1 is rejected; This research is said to be influential if the calculated F value > F table, then H 0 is rejected and H 1 is accepted.

Table 3 Simultaneous Test Results (Test F)

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1657	3	.552	1885	.141b
	residual	18,462	63	.293		
	Total	20.119	66			

a. Dependent Variable: total y
b. Predictors: (Constant), total x3, total x2, total x1

Based on the ANOVA table above, it is known that the calculated F value is 1,885 > the F table value is around 2.75 so it can be concluded that there is a simultaneous and positive effect on the variable of intention to return to Juma Bakal Dokan.

Partial Test (t-test)

The use of the partial test (t-test) is intended to determine the effect of the variable facilities, services, and location on the intention to return partially which is determined through the following criteria:

The hypothesis is accepted if the t count > t table is produced, then there is an influence of the independent variable (X) on the dependent variable (Y). The hypothesis is rejected if the resulting value is t count <t table, so there is no effect of the independent variable (X) on the dependent variable (Y).

Table 4 Partial Test Results (t-test)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	Q	Sig.
1	(Constant)	1,240	1617		.767	.446
	total x1	.066	.035	.241	1,883	.064
	x2 total	046	056	.107	.837	.406
	x3 total	-.110	.133	-.102	-.822	.414
a. Dependent Variable: total y						

The calculated t value for the Facility variable is 1,883 > t table value of 1,668, and Service 837 > 1,668, so the H1 hypothesis is accepted, so it can be seen that partially the facilities and service variables have a positive effect on the intention to return. The resulting t value for the location variable is -0.102 < the t table value is 1.668, then hypothetically H0 is accepted. Thus it is stated that the location variable has not been able to give a partial and positive effect on the intention to return variable.

The Influence of Facilities and Services on Tourist Return Interests

The results of the data analysis show that the facilities and services have a significant effect on the intention to visit. Based on the results of testing the first hypothesis, it is known that the variation that occurs in the variable of interest in visiting Juma Bakal Dokan tourists again can be explained by the variables of facilities and services. This is proven through the results of testing the coefficient of determination (R2) which shows a value of 0.082 or 82%, while the remaining 28% are variables not included in this study such as price, marketing, occupancy rate, and other variables. Based on the results of testing the second hypothesis, shows that the intention to return to Juma Bakal Dokan is simultaneously influenced by the variables of facilities and services. The effect is positive and significant. This is evidenced

by the results of the calculated F test of 1,885 > from the F table value of 2.75 and a smaller significance value of 0.000 < an alpha value of 0.05. The test results are in line with the results of previous research which stated that facilities and services have a significant and significant effect on the intention to return. Research results This is supported by the results study [11] [12] [13] which stated that facilities and services are influential and significant to interest visit repeat tourists.

The Influence of Facilities on Interest in Returning
Based on the results of data processing, shows that facilities have a significant and significant effect on tourists' intention to return to Juma Bakal Dokan. The results of this study are in line with the results of previous studies which state that facilities and services have a positive and significant effect on tourists' intention to revisit [14] [15] [16]. This shows that if the facilities are getting better, it will have an impact on the interest of visiting tourists again. A facility like education to every traveler about history short or knowledge will mark benefit to superiority destination object tour is material consideration traveler For visit repeat [17] [18] [19]

The Effect of Location on Interest in Returning
Based on the results of data processing, it shows that the location does not affect the intention to return. The results of this study are not in line with the results of previous studies which state that location has a significant and significant effect on intention to return [20] [21] [22]. Location is an element important in building trust in travelers to the beauty that is in the object tour [23] [24] [25].

4.   CONCLUSION
Facilities and services have a positive, simultaneous, and significant effect on the intention to return with an f count of 1,885 > 2.75 f table. Facilities and services have a positive, partial, and significant impact on tourists' intention to return on Friday Bakal Dokan as evidenced by the value of t table 1,883 > t count 1,668. On the other hand, location does not affect tourists' intention to return to Juma Bakal Dokan, partially proven by t-count -0.102 < 1,668 tables.

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