

# THE IMPACT OF FACILITIES, SERVICE QUALITY AND THE ROLE OF SOCIAL MEDIA ON TOURISTS INTERESTED IN RETURNING WITH SATISFACTION AS A MEDIATOR (STUDY ON 17 ISLAND NATURAL TOURISM PARKS IN RIUNG DISTRICT, NGADA DISTRICT)

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## ARTICLE INFO

### Keywords:

Facilities, Service Quality, Role Of Social Media, Interested in Returning

## ABSTRACT

This research aims to determine the influence of facilities, service quality and the role of social media partially on interest in repeat visits, the influence of facilities, quality of service and the role of social media partially on tourist satisfaction, the influence of tourist satisfaction on interested in returning, and tourist satisfaction mediates the influence of facilities, tourist satisfaction, and the role of social media on interested in returning on 17 island natural tourism parks in Riung District. This type of research is quantitative research. The sampling technique used was non-probability using the accidental sampling method with a sample of 90 respondents and data collection through questionnaires. The data analysis technique in this research is descriptive statistics and inferential statistics using Smart PLS version 3.0 software. The results of the analysis show that Facilities (X1), Social Media (X3), has a positive and significant effect on interested in returning, Service Quality (X2) and Satisfaction (Z) has insignificant effect on interested in returning. Facilities (X1) and Social Media (X3) has a positive and significant effect on Satisfaction (Z). Tourist satisfaction is able to mediate the influence of facilities, service quality and social media on interested in returning.

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## 1. INTRODUCTION

East Nusa Tenggara has various tourist destinations that have their own uniqueness so that they attract the attention of tourists both domestic and foreign. The 17 Islands Nature Tourism Park is a tourist attraction located in the northern part of Flores Island, precisely in Riung District, Ngada Regency. One of the reasons for its designation as a Natural Tourism Park is its ecological tourist attraction starting from the complete aquatic ecosystem, namely coral reefs, mangroves and seagrass as well as the land ecosystem of small islands inhabited by the rare Komodo dragon (*Varanus komodoensis*), which in local language is usually called mbou. The cultural nomenon of this area is the 17 Islands Nature Tourism Park in Riung District, Ngada Regency. The entire island is not inhabited by humans. Each of these islands has extraordinary scenic attractions and each of these islands has its underwater park. Based on data from the Ngada Regency Tourism Office in the last five years, the number of tourist visits to the 17 Island tourist attraction area in Riung is as seen in the table below:

**Table 1.** Number of visits by domestic and foreign tourists to tourist attractions on 17 islands in Riung District, Ngada Regency, NTT Province, 2017-2021

Bulan	2017		2018		2019		2020		2021	
	NUS	MAN	NUS	MAN	NUS	MAN	NUS	MAN	NUS	MAN
Januari	340	120	486	196	325	342	230	120	223	93
Februari	230	210	426	230	230	251	245	96	193	65
Maret	135	350	490	185	460	140	139	89	196	120
April	460	280	360	235	354	192	182	156	148	83
Mei	320	212	251	264	523	168	236	93	137	190
Juni	240	352	329	190	490	135	212	250	169	231
Juli	320	340	520	176	243	120	189	56	245	98
Agustus	352	429	393	235	362	143	356	91	130	165
September	324	370	425	348	489	129	150	28	142	192
Oktober	240	560	582	390	560	132	132	65	136	137
November	130	480	450	562	360	142	320	92	126	129
Desember	501	420	630	240	245	126	131	138	169	68
<b>Total</b>	<b>3.592</b>	<b>4.123</b>	<b>5.342</b>	<b>3.251</b>	<b>4.641</b>	<b>2.020</b>	<b>2.522</b>	<b>1.274</b>	<b>2.014</b>	<b>1.571</b>

Sumber : Dinas Kebudayaan dan Pariwisata Kabupaten Ngada 2021

**Keterangan :**

NUS : Nusantara

MAN : Mancanegara

Based on Table 1 above, it can be seen that the highest number of tourist visits was in 2018 and began to decline until 2021, amounting to 3,585 tourists. The number of domestic tourist visits increased in 2018 to 5,342 tourists, but in the last three years, namely 2019-2021, there has been a decline. On the other hand, the number of foreign tourists always decreased from 2017-2020, then increased again in 2021 to 1,571 tourists. Seeing the fluctuating number of visitors, the management and government need to increase the number of existing visitors, both new visitors and increase their intention to visit again.

Tourism is a sector that contributes to a country's largest foreign exchange earner and can create jobs, therefore efforts are needed to explore and develop deeper tourism potential. (Prantawan P & Sunarta, 2015). East Nusa Tenggara has various tourist destinations that must be managed well so that they can benefit the surrounding community. To survive in business competition, determining the right marketing strategy is one of the steps that must be taken (Goetha, 2020). Tourism managers need to improve their strategies to increase interest and the number of visits. Tourists who come should get a pleasant impression of being in a tourist destination. Both from natural beauty and other factors, tourists can feel satisfied and when they return, they will have many stories to share and there is a desire to return to the 17 Island Tourist Park.

This will be related to their desire to return when they remember the pleasant experiences they had when visiting tourist attractions. In the tourism industry there are elements that support each other, including tourist facilities ((Rahmat Fajrin et al., 2021). Based on research results from (Septianing & Farida, 2021) who said that one of the factors that can support someone to visit again is the facilities. Facilities relate to access to tourism, existing public facilities, cleanliness and suitability. The existence of good facilities will make tourists feel satisfied and happy, so that their desire to return to visit the 17 Islands Tourist Park will continue to exist.

The following factor that will influence interest in return visits is service quality. In order for tourists to feel interested, tourist attraction managers must be able to provide satisfying services and make visitors happy, so that they are interested in visiting the destination again. (Sudiarta et al., 2022). Good service will create a good impression and experience for tourists, so that they feel satisfied and happy to travel again in the same place.

The final factor that influences interest in return visits is social media. As time goes by, the role of technology can make the flow of information easier. Mobile devices have become widely adopted in life, resulting in their use increasing sharply across the world (Amaral & Watu, 2021). The use of social media in various ways to promote tourist destinations is seen as more flexible and profitable, because the use of media like this is considered easier, has wider reach, and is cost-effective in disseminating tourism information (Agustini et al., 2022). For most people, social media is not only a place to get interesting information but has also become a way of life, social media is also usually used to express themselves, various things about themselves to many people, especially friends, and many managers. Wisata provides

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tourist information via their social media accounts, one of which is the 17 Islands tourist park. Social media is not only used by millennials, but many parents also use it so that the flow of information regarding the existence of tourist attractions can be reached by all groups.

Tourist satisfaction is an important element so that he can return to the 17 Island tourist park. Of course, various factors will influence tourists' feelings of satisfaction and pleasure when visiting, such as facilities, the quality of the services provided and social media as a means of promotion. Based on this background, this research will look at the influence of facilities, service quality and social media on interest in returning to visit and is mediated by tourist satisfaction at the 17 Island Tourism Park.

**Literature Review**

**Facility**

Facilities are services provided by a tourist attraction to support or support the activities of tourists visiting a tourist attraction. If a tourist attraction has adequate facilities and meets service standards and can satisfy visitors, this will attract tourists to visit the tourist attraction again (Irawan et al., 2021).

**Service Quality**

In other words, service is an effort to meet customer expectations in terms of speed of handling complaints and customer friendliness. The measurement of service quality in this research refers to the customer's point of view where they expect the best service from the service provider. This is of course related to the difference between the services received and the services provided by the provider ((Agustini et al., 2022).

**Social media**

According to Kotler and Keller (2016) social media is a means for consumers to share text, images, video and audio information with each other and with companies and vice versa.

**Satisfaction**

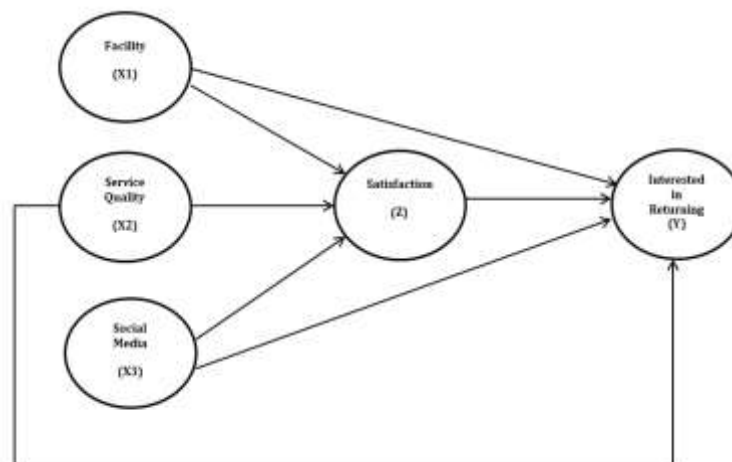
Satisfaction means a comparison between what consumers expect and what consumers feel when using the product or service. If consumers feel that the performance of a product or service is the same or exceeds their expectations, it means they are satisfied. On the other hand, if the performance of the product or service is less than their expectations, it means they are not satisfied. Satisfaction is the level of a person's feelings after comparing the performance or results they feel with their expectations (Gultom et al., 2020).

**Interested in Returning**

Interest is an impulse to motivate someone to take action (Pujiyati & Sukaatmadja, 2020). The feeling of wanting to revisit a tourist destination is the same as the emergence of several main reasons or factors that determine a person's interest in visiting a tourist destination again, namely adequate facilities, the existence of certain events, and the process of disseminating information on social media are also important elements in encouraging interest in visiting again. (Pratiwi & Prakosa, 2021).

**Conceptual framework**

Based on the description above, it can be built research framework as follows:



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## Research Hypothesis

Based on the background and conceptual framework, the hypothesis that can be drawn is

1. Facilities, service quality and the role of social media partially have a significant influence on interest in returning the 17 Islands Nature Tourism Park in Riung District, Ngada Regency
2. Facilities, service quality and the role of social media partially have a significant effect on tourist satisfaction at the 17 Islands Nature Tourism Park in Riung District, Ngada Regency
3. Tourist satisfaction has a significant effect on interest in returning to the 17 Islands Nature Tourism Park in Riung District, Ngada Regency
4. Tourist satisfaction mediates the influence of facilities, service quality, and the role of social media on interest in returning the 17 Islands Nature Tourism Park in Riung District, Ngada Regency

## 2. METHOD

### Types of research

This research uses quantitative methods. The method used in this paper is a survey method. The data analysis technique in this research is descriptive statistics and inferential statistics using Smart PLS version 3.0 software.

### Location and Time of Research

This research was carried out in the 17 Island Nature Park, Riung District, Ngada Regency. The research period starts in February – June 2022. The research has been on going since the publication of the Decree of the Dean of the Faculty of Economics and Business, Widya Mandira Catholic University, Kupang.

### Sampling technique

The sampling technique used was non-probability using the accidental sampling method with a sample of 90 respondents and data collection through questionnaires.

### Types of Research Data

The primary data source is by distributing research questionnaires to respondents or research samples. The secondary data in this study are journal articles and books validated data relating to the research conducted.

**Table 2.** Operational Definition of Research Variables

Variable	Definition	Indicator	Size
Interested in Returning (Y)	Interest is an impulse to motivate someone to take action	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest	Likert
Facility (X1)	Facilities are services provided by a tourist attraction to support or support the activities of tourists visiting a tourist attraction. If a tourist attraction has adequate facilities and meets service standards and can satisfy visitors, this will attract tourists to visit the tourist attraction again	1. Consideration/Planning 2. Room Planning 3. Equipment and furniture	Likert
Service Quality (X2)	Service quality is an effort to fulfill customer needs and desires, as well as the accuracy of delivery to match customers	1. Punctuality 2. Security 3. Openness 4. Economy	Likert
Social Media (X3)	Social media is a medium for socializing with each other and is done online which allows people to interact with each other without being limited by space and time.	1. Context 2. Communication 3. Collaboration 4. Connection	Likert
Tourist Satisfaction (Z)	Consumer or tourist satisfaction defined as overall satisfaction namely overall response comprehensive about how satisfied and not satisfied satisfaction with the total attributes of a product or service.	1. Attributes related to product 2. Attributes related to service 3. Attributes related to purchase	Likert

### Measurement Scale

*The Impact Of Facilities, Service Quality And The Role Of Social Media On Tourists Interested In Returning With Satisfaction As A Mediator (Study On 17 Island Natural Tourism Parks In Riung District, Ngada District). Yohanes Ronaldo Dheo Rato, et.al*

The scale used in this measurement is the Likert scale. To reduce the impact of bias and the occurrence of concentration of data during analysis, the scale used can be seen in the following table:

**Table 3.** Hypothesis test

No	Question	Score
1	Strongly Agree (SS)	1
2	Agree (S)	2
3	Disagree (KS)	3
4	Disagree (TS)	4
5	Strongly Disagree (STS)	5

**Table 4.** Significance Test of Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1→Y	0.312	0.319	0.111	2.820	<b>0.005</b>
X1→Z	0.339	0.324	0.111	3.057	<b>0.002</b>
X2→Y	0.224	0.215	0.122	1.833	<b>0.067</b>
X2→Z	0.048	0.061	0.169	0.283	<b>0.777</b>
X3→Y	0.294	0.297	0.132	2.221	<b>0.027</b>
X3→Z	0.613	0.615	0.104	5.895	<b>0,000</b>
Z → Y	0.175	0.174	0.147	1.193	<b>0.233</b>

Source: Primary Data Processed Results, April 2023.

**Facilities (X1) have a significant influence on interest in returning (Y) the 17 Islands Nature Tourism**

From the results of the influence test, the t-statistic value was 2.820. This value is greater than the t-table value of 1.96. The p-value of 0.005 is smaller than the alpha value of 0.05. The conclusion is that the facility variable (X1) has a significant influence on interested in returning (Y). These results are in accordance with research (Rahmat Fajrin et al., 2021) who found that facilities had a significant and positive effect on tourists' interested in returning. It's not just natural beauty that exists in this natural tourist attraction. The facilities at Marine Park 17 have complete and comfortable facilities from accommodation, places to eat, road access, cleanliness, boat and snorkeling equipment rental places, public toilets and parking areas, making tourists want to visit again.

**Service Quality (X2) have a significant influence on interest in returning (Y) the 17 Islands Nature Tourism**

From the results of the hypothesis test, the t-statistic value was 1.833. This value is greater than the t-table value of 1.96. The p-value of 0.067 is greater than the alpha value of 0.05. This means that the service quality variable (X2) does not have a significant influence on interested in returning.. The results of this study are the same as (Wiratini M et al., 2018) that service quality has a positive but not significant effect. However, the results of this research are different from research conducted by (Robert & Brown, 2004), which found a significant relationship between service quality and interested in returning.. One of the reasons behind this insignificant research result is that ticket prices are quite expensive, where apart from paying for the entrance ticket, tourists will also pay for transportation costs, whether by ship or plane.

**Social Media (X3) have a significant influence on interest in returning (Y) the 17 Islands Nature Tourism**

From the results of the hypothesis test, the t-statistic value was 2.221. This value is greater than the t-table value of 1.96. The p-value of 0.027 is smaller than the alpha value of 0.05. This means that the social media variable (X3) has a significant influence on repeat visit interest (Y). The results of this research are in accordance with research conducted by (Mahfudhotin & Nurfarida, 2020) and (Evelyna, 2022) who said that social media had a positive and significant influence on tourists' interest in returning to visit. This shows that technological developments have made social media have a big influence on tourists' desire to visit again. Not only millennials, but even parents nowadays can access social media via any platform and will see posts by other tourists who went to this 17 island nature park tour. Through various photos or videos posted by the management, and other tourists will remember all the moments

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when they previously went to Marine Park 17, so that there is a desire to immediately return to visit 17 island nature park.

**Facilities (X1) have a significant influence on Tourist Satisfaction (Z) the 17 Islands Nature Tourism**

From the results of the hypothesis test, the t-statistic value was 3.057. This value is greater than the t-table value of 1.96. The p-value of 0.002 is smaller than the alpha value of 0.05. This means that the facility variable (X1) has a significant influence on tourist satisfaction (Z). The results of this research are in accordance with the opinion of (Handayani, et al., 2019) and (Marhanah & Wahadi, 2016) that facilities have a positive and significant effect on tourist satisfaction. When all the facilities have been prepared by the manager, tourists will feel satisfied and happy to have visited the tourist attraction. As we already know, the facilities at 17 island nature park consist of several public facilities that are really needed by tourists. The existence of these complete facilities makes tourists satisfied, because all the needs are available from accommodation, food, public toilets, places to rent boats and snorkeling equipment.

**Service Quality (X2) have a significant influence on Tourist Satisfaction (Z) the 17 Islands Nature Tourism**

From the results of the hypothesis test, the t-statistic value was 0.283. This value is smaller than the t-table value of 1.96. The p-value of 0.777 is greater than the alpha value of 0.05. This means that the service quality variable (X2) does not have a significant influence on tourist satisfaction (Z). These results are different from research conducted by (Marhanah & Wahadi, 2016) and (Safitasari & Maftukhah, 2017). The quality of service provided is related to punctuality and cost, which of course makes tourists feel dissatisfied because of the high costs. Punctuality is related to the activities carried out in the tourist park arena, each visitor must wait for each other.

**Social Media (X3) have a significant influence on Tourist Satisfaction (Z) the 17 Islands Nature Tourism**

From the results of the hypothesis test, the t-statistic value was 5.895. This value is greater than the t-table value of 1.96. The p-value of 0.000 is smaller than the alpha value of 0.05. This means that the social media variable (X3) has a significant influence on tourist satisfaction (Z). This is in accordance with research conducted by (Azzahra & MH Nainggolan, 2022) who said that social media plays a significant role in customer satisfaction. Social media has a role in tourist satisfaction, where it can be a means of marketing and communication, providing various beauties through photos and videos from the 17 island nature park, both shared by managers and other tourists, thus creating satisfaction for tourists who see it.

**Tourist Satisfaction (Z) have a significant influence on interest in returning (Y) the 17 Islands Nature Tourism**

From the results of the hypothesis test, the t-statistic value was 1.193. This value is smaller than the t-table value of 1.96. The p-value of 0.233 is greater than the alpha value of 0.05. This means that the tourist satisfaction variable (Z) does not have a significant influence on interest in returning (Y). These results are the same as research conducted by (Nurlestari, 2016) who found that tourist satisfaction had no effect on intention to revisit. Many factors will certainly influence a tourist when he wants to revisit a destination he has visited, one of which is price or cost. The 17 island nature park not only provides marine beauty, but visitors can also see Komodo dragons as the only reptile from ancient times that still exists, so the entry fee is not cheap. Apart from the entrance fee, access to the island also requires paying boat or plane fees for visitors, who of course are not just local tourists but also many from abroad. This factor creates a feeling of dissatisfaction so that tourists have no intention of visiting again.

**Table 5.** Significant Test of Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
(X1) → (Z) → (Y)	0.059	0.057	0.054	1.095	<b>0.004</b>
(X2) → (Z) → (Y)	0.008	0.016	0.043	0.194	<b>0.029</b>
(X3) → (Z) → (Y)	0.108	0.102	0.087	1.238	<b>0.008</b>

Source: Primary Data Processed Results, April 2023.

### **Tourist Satisfaction (Z) mediates the influence of the Facilities (X1) on Interested in Returning (Y) the 17 Islands Nature Tourism**

From the results of the hypothesis test, the t-statistic value was 1.095. This value is smaller than the t-table value of 1.96. The p-value of 0.004 is smaller than the alpha value of 0.05. This means that the tourist satisfaction variable (Z) mediates the effect of facilities (X1) on interest in repeat visits (Y). These results are in accordance with research conducted by (Rahmat Fajrin et al., 2021) which says that there is a significant influence between facilities on interest in revisiting through satisfaction. This shows that the availability of complete facilities that are kept clean can make visitors feel satisfied, so that they are interested in making return visits. This means that the better the facilities and the higher the satisfaction, the greater the interest in visiting again. which says that there is a significant influence between service quality on intention to visit again through satisfaction. Service quality is an effort to fulfill visitors' needs and desires as well as delivery provisions to balance visitor expectations. This shows that good service quality and in line with expectations can make visitors feel satisfied, so that they are interested in making return visits. This means that the better the quality of service and the higher the satisfaction, the greater the interest in visiting again.

### **Tourist Satisfaction (Z) mediates the influence of the Service Quality (X2) on Interested in Returning (Y) the 17 Islands Nature Tourism**

From the results of the hypothesis test, the t-statistic value was 0.194. This value is smaller than the t-table value of 1.96. The p-value of 0.029 is smaller than the alpha value of 0.05. This means that the tourist satisfaction variable (Z) mediates the influence of the service quality variable (X2) on repeat visit interest (Y). Directly, satisfaction has no effect on interest in revisiting, but indirectly, through satisfaction, the two have a relationship. These results are in accordance with research conducted by (Renata & Tasya Prabawani, 2018) which says that there is a significant influence between service quality on intention to visit again through satisfaction. Service quality is an effort to fulfill visitors' needs and desires as well as delivery provisions to balance visitor expectations. This shows that good service quality and in line with expectations can make visitors feel satisfied, so that they are interested in making return visits. This means that the better the quality of service and the higher the satisfaction, the greater the interest in visiting again.

### **Tourist Satisfaction (Z) mediates the influence of the social media (X3) on Interested in Returning (Y) the 17 Islands Nature Tourism**

From the results of the hypothesis test, the t-statistic value was 1.238. This value is smaller than the t-table value of 1.96. The p-value of 0.008 is smaller than the alpha value of 0.05. This means that the tourist satisfaction variable (Z) mediates the influence of the social media variable (X3) on interest in repeat visits (Y). These results are in accordance with research conducted by (Situmorang et al., 2020) which says that there is a significant influence between social media on interest in revisiting through satisfaction. This shows that the role of social media as a provider of information is able to make visitors feel satisfied, so that they are interested in making return visits. This means that the better the role of social media and the higher the satisfaction, the greater the interest in visiting again.

## **4. CONCLUSION**

This research was conducted at There were 90 tourists visiting the 17 Islands Nature Tourism Park respondents using Smart PLS version 3.0 software. Based on the results of data analysis and proof of the hypotheses proposed in the research entitled " The Impact Of Facilities, Service Quality And The Role Of Social Media On Tourists' Re-Visit Interest With Satisfaction As A Mediator . So this research concludes that the four hypotheses proposed in this research are as follows: Facilities (X1), Social Media (X3), has a positive and significant effect on interested in visiting again, Service Quality (X2) and Satisfaction (Z) has insignificant effect on interested in visiting again. Facilities (X1) and Social Media (X3) has a positive and significant effect on Satisfaction (Z). Tourist satisfaction is able to mediate the influence of facilities, service quality and social media on interested in visiting again. Based on the research results obtained, there are several suggestions for improving interested in visiting again in *17 island natural tourism parks in Riung District* as follows: The government should pay more attention to tourism services by implementing strategies such as training for business people or ship owners around tourist parks so that they can provide better services. The government must also improve tourist access and needs in order to increase the number of tourism visits. The government needs to work together and listen to the aspirations of managers such as travel agents, so that service quality can be further improved. Continue

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with promotional strategies via social media so that they can be further improved. For future researchers, it is recommended to add other variables that can influence interest in revisiting to further strengthen the results of research analysis as well as adding research samples to get more accurate research results or adding other indicators that are still relevant to the hypothesis with this research theme.

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