

Analysis of the Effect of Tourist Facilities and Accessibility on Intention to Revisit Through Trust as an Intervening Variable on Sarangan Lake Tourism

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Abstract

One of the main industries that support the Indonesian economy is tourism, which has enormous potential. One of them is Telaga Sarangan tourism, located on the slopes of Mount Lawu, Plaosan District, Magetan, East Java. However, when compared to other similar locations, Telaga Sarangan tourism is still relatively rarely visited by tourists, even though it has extraordinary natural attractions. This study aims to analyze the effect of tourism facilities and accessibility on interest in revisiting Telaga Sarangan tourism, with trust as an intervening variable. A quantitative approach is used in this study is. The population in this study was Bank Jatim employees who visited tourist attractions. The sample consisted of 100 employees. The analysis method used was Partial Least Square structural equation modeling (PLS-SEM) using SmartPLS 4.0. The results of the study showed that 1) tourism facilities had a significant effect on trust, with a path coefficient value of 0.432 and a p-value of 0.022 (<0.05). 2) Accessibility had a significant effect on trust, with a path coefficient of 0.450 and a p-value of 0.006 ($p<0.05$). 3) Tourism facilities did not have a significant direct effect on the intention to revisit, with a path coefficient of 0.024 and a p-value of 0.887 (>0.05). 4) Accessibility does not have a significant effect on the intention to revisit, with a path coefficient of 0.097 and a p-value of 0.540 (>0.05); 5) trust has a significant effect on the intention to revisit, with a path coefficient of 0.725 and a p-value of 0.000 (<0.05); 6) trust mediates the relationship between tourism facilities and the intention to revisit, with a path coefficient of mediation of 0.314 and a p-value of 0.044 (<0.05); and 7) trust mediates the relationship between accessibility and the intention to revisit, with a path coefficient of mediation of 0.326 and a p-value of 0.016 (<0.05).

Keywords: tourism facilities, accessibility, trust, intention to revisit

INTRODUCTION

Given its vast potential, tourism is one of the key sectors that sustain the Indonesian economy. Many tourist areas attract domestic and foreign tourists owing to their natural wealth and beauty. Telaga Sarangan Tourism, located on the slopes of Mount Lawu, Plaosan District, Magetan, East Java, is a possible location. However, when compared to other tourist sites, Telaga Sarangan is still visited relatively little by tourists, despite its extraordinary natural attraction. Given that domestic tourists contribute significantly to the local tourism sector, Bank Jatim employees' interest in revisiting Telaga Sarangan tourism is a relevant topic for this study.

According to Wang et al. (2023), revisit intention can be interpreted as the possibility for tourists to visit a destination again, and this behavior is considered loyalty or real actions that refer to the willingness of a person or tourist to revisit the same destination. Various previous studies have explained how accessibility and tourism facilities influence tourist intentions, either directly or indirectly, through visitor trust. However, there are differences in the results of the previous studies.

Research by Malikah (2023), Charli and Putri (2020), Cahyani et al. (2024), Dewi and Purnomo (2022), Pratiwi and Prakosa (2021), Ardiansyah and Ratnawili (2021), and Yandi et al. (2022) state that tourist facilities affect the interest in visiting again. The results of research by Nurchomariyah and Liliyan (2023) show that facilities do not affect tourists' decisions to visit. Previous studies have shown different

results related to accessibility and its impact on trust and interest in revisits. Febriany and Soeprapto (2019), Dita and Zaini (2022), and Taufik et al. (2017) state that accessibility affects interest in revisiting. However, the results of the research by Anam et al. (2021) show that accessibility has no effect on revisit intention.

According to Nugrahaningsih (2020), trust can moderate visitor interest in facilities. However, the results of Lisda's research (2024) show that trust cannot moderate Islamic facilities' interest in visiting Larea-Rea Island Tourism. Based on this research gap, it is important to conduct further research to re-examine the effect of facilities and accessibility on revisit interest by considering tourist trust as an intervening variable to obtain a more comprehensive and contextual understanding of tourist behavior in choosing tourist destinations.

LITERATURE REVIEW

Marketing Management

According to Kotler and Keller (2016), marketing management is the art and science of selecting target markets and its efforts to acquire, retain, and grow customers by increasing their value. In the context of tourism, marketing management focuses on how a destination can attract, retain, and encourage loyalty through the provision of meaningful experiences, quality services, and positive emotional relationships.

Expectancy Confirmation Theory (EDT)

Expectancy confirmation theory (EDT) was proposed by Oliver (1980). The EDT explains that a person's satisfaction or dissatisfaction arises from the difference between initial expectations and perceptions of the actual performance of the service received. According to the EDT, there are three possible outcomes between expectations and actual experience: Positive Disconfirmation, Confirmation, and Negative Disconfirmation.

Tourists usually have certain expectations of the destinations they visit, especially those related to ease of access and completeness of facilities. If perceptions of facilities and accessibility exceed expectations (positive disconfirmation), trust in the destination will increase. Conversely, if perceptions are below expectations (negative disconfirmation), the level of tourist confidence in the destination decreases. Thus, EDT theory explains that good accessibility and facilities create positive perceptions, form trust in the destination, and ultimately increase interest in repeat visits and word-of-mouth from tourists.

Commitment-Trust Theory

Commitment-Trust Theory was proposed by Morgan and Hunt (1994) in the context of relationship marketing. This theory states that trust and commitment are the two main variables that determine the success of long-term relationships between service providers and customers. Trust arises when travelers are confident that destination managers will be consistent and honest in fulfilling their promises or services. In practice, this theory is often used in the field of tourism and services to explain how trust in a destination or tourist service can shape visitor commitment, which then has an impact on loyalty, satisfaction, and even the intention to recommend (word of mouth).

Customer Loyalty Theory

The Customer Loyalty Theory proposed by Oliver (1999) explains that loyalty is a deep commitment from a customer to consistently repurchase or repatronize a preferred product or service in the future, despite situations and competitors' marketing efforts having the potential to encourage switching behavior. Oliver emphasized that customer loyalty is formed gradually through four dimensions: cognitive, affective, conative, and action loyalty.

In the context of tourism, tourist loyalty can be reflected through an interest in revisiting, providing recommendations, or promoting destinations voluntarily. The loyalty process starts from the cognitive stage (knowledge), continues to affective (emotion), and then goes to conative (intention), until it finally becomes action loyalty. This means that loyal customers not only think positively about a product but also feel emotionally attached and are willing to take real action in the form of reuse or recommendation.

Thus, Oliver's (1999) theory of customer loyalty provides a strong theoretical basis for explaining how accessibility and adequate tourism facilities can increase trust and ultimately foster interest in visiting and visitor loyalty.

Destination Loyalty Model

The Destination Loyalty Model proposed by Yoon and Uysal (2005) provides a comprehensive conceptual framework to explain how tourist loyalty to a destination is formed through a series of psychological processes involving motivation, satisfaction, and attitudes towards the destination. With this approach, this study not only seeks to identify causal relationships between variables but also explains the psychological mechanisms that occur within tourists when they form perceptions and decisions to return to visit Telaga Sarangan Tourism.

Tourism Facilities

According to Spillane in Yandi (2022), facilities and infrastructure support the operation of tourist attractions to accommodate all the needs of tourists, not directly driving growth but developing at the same time or after attractions develop.

In the context of tourism, tourist facilities can be in the form of public toilets, parking areas, seating, information centers, waiting rooms, pedestrian paths, and accessibility for people with disabilities. Adequate facilities that meet expectations play an important role in shaping the positive image of the destination and encouraging satisfaction and trust in tourism managers.

To explain tourists' perceptions of facilities, the Expectancy Disconfirmation Theory (EDT) approach is used, which explains that tourists' experiences of facilities are compared with their initial expectations. If Telaga Sarangan tourist facilities exceed expectations (positive disconfirmation), there will be stronger trust in the destination, which in turn encourages revisits.

Accessibility

According to Gunn (1994), accessibility is a fundamental factor that determines tourists' affordability of a destination. To understand how tourists' perceptions of accessibility relate to their expectations, the expectancy confirmation theory (EDT) approach was used. This theory states that if access to Telaga Sarangan tourism matches or even exceeds visitors' expectations (positive disconfirmation), there is a sense of satisfaction and increased trust in the destination. Therefore, accessibility is not only seen as a technical aspect in tourism management but also as a strategic element that plays an important role in building trust and encouraging tourists to return.

Trust

According to Morgan and Hunt (1994), through the commitment trust theory, trust is the main element that strengthens customer commitment, including that of tourists. Trust arises when tourists are confident that destination managers will be consistent and honest in fulfilling promises or services. According to Morgan and Hunt (1994), successful and sustainable marketing relationships are formed when both parties have a high level of trust and are committed to maintaining the relationship.

The formation of tourist trust is also explained through the Expectancy Disconfirmation Theory (EDT) approach developed by Oliver (1980), in which trust arises when tourists' actual experience of the destination exceeds their expectations (positive disconfirmation), resulting in deep satisfaction and confidence in the quality of the destination. Conversely, if there is a mismatch or below expectations (negative disconfirmation), then trust will weaken and potentially inhibit interest in returning to the visit.

Intention to Revisit

According to Oliver (1999), in Customer Loyalty Theory, intention to return is an early form of consumer loyalty, which reflects the commitment and behavior to continue to reuse a particular product or service, including tourist destinations. Loyalty is not only reflected in the intention to return to visit but also in the willingness of tourists to recommend destinations to others and maintain long-term relationships with these destinations.

Furthermore, according to Yoon and Uysal (2005), in the Destination Loyalty Model, tourists' desire to return to visit is influenced by three main factors: service quality, satisfaction, and trust in the destination.

METHOD

This study used primary data obtained through a questionnaire disseminated via Google Forms. The Lemeshow formula was used to determine the number of representative samples. The questionnaire was distributed to 100 respondents, all Bank Jatim employees who had experience visiting or had an interest in visiting Telaga Sarangan Tourism. Purposive sampling was conducted. The sample selection criteria included interest in revisiting and experience traveling to Telaga Sarangan Tourism.

In this study, four main variables were analyzed: the independent variable (x), which includes tourist facilities (x1), accessibility (x2), and the dependent variable (y), which includes interest in revisiting (y), and the intervening variable (z), which includes trust (z). The responses to the questionnaire were then tabulated using a Likert scale with 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, and 5. Strongly Agree.

Data analysis was carried out using the Structural Equation Modeling (SEM) approach using SmartPLS version 4.0. The data analysis technique included descriptive analysis and hypothesis testing. The phases of Hypothesis Testing include (Hair et al, 2019):

1. Outer Model Test (Measurement Model)
 - a. Measuring the Validity and Reliability of the Research Instruments.
 - b. Convergent Validity, Discriminant Validity, and Composite Reliability tests were used ensure that indicators were able to represent latent variables well.
2. Inner Model Test (Structural Model)
 - a. The causal relationships between variables were tested using the path coefficient value.
 - b. The predictive power of the model was assessed using R-square (R^2) value.
 - c. The significance of the relationship between the variables was tested using the bootstrapping method to obtain the T-statistic and p-value.
3. Mediation (Intervening) Test
The Sobel Test analysis or bootstrapping approach was used to test the role of the trust variable as an intervening variable in the relationship between tourist facilities and accessibility on the intention to revisit.
4. Interpretation of Results
The results of the hypothesis testing were compared with the significance level ($\alpha = 0.05$) to determine whether the hypothesis was accepted or rejected.

RESEARCH RESULTS AND DISCUSSION

Result

In this study, a partial least squares (PLS) approach was used for data analysis. PLS is a structural equation modeling (SEM) equation model based on components or variants. The tool used in this research was SmartPLS version 4.0, which is specifically designed to estimate structural equations on a variance basis. The forms of the outer and inner model design path diagrams in this study are described as follows.

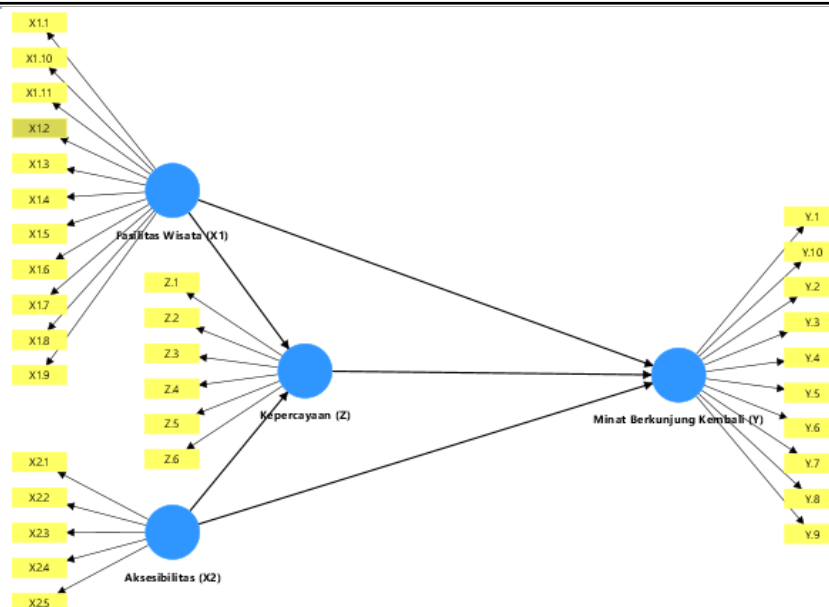


Figure 1 Research Model
 Source: SmartPLS data processing (2025)

The measurement model in this study consists of a reflective measurement model in which the variables of tourist facilities, accessibility, trust, and intention to revisit are measured reflectively. In Hair et al. (2019), the evaluation of the reflective measurement model consists of a Loading Factor > 0.70, Composite Reliability > 0.7, Cronbach's alpha > 0.7, and Average Variance Extracted (AVE) > 0.50, and evaluation of discriminant validity, namely the Fornell and Lacker criteria (the root AVE of the variable is greater than the correlation between variables) and HTMT (Heterotrait Monotrait Ratio) below 0.90, and Cross Loadings (variables divide the variance of the measurement item against the item that measures it more strongly than dividing the variance in other variable items).

Outer Model

The measurement model of the analysis model or the outer model was analyzed using several tests, including convergent validity, discriminant validity, and reliability.

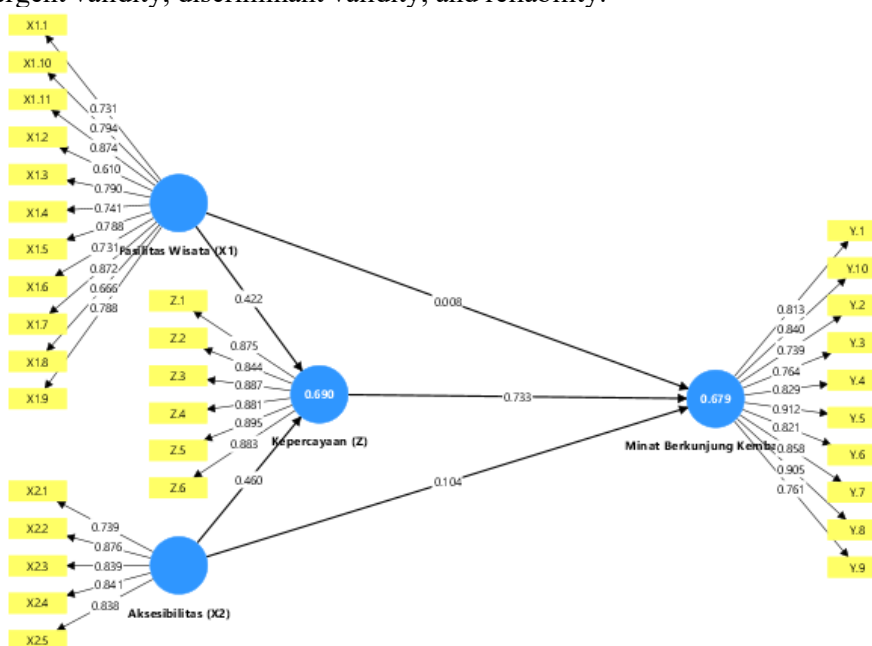


Figure 2 Outer Model
 Source: SmartPLS data processing (2025)

Convergent Validity

The loading factor can be used to measure the convergent validity of reflective variables.

Table. Outer loading

Variables	Indicator	Outer Loading	Description
Tourist Facility (X1)	X1.1	0.731	Valid
	X1.2	0.610	Invalid
	X1.3	0.790	Valid
	X1.4	0.741	Valid
	X1.5	0.788	Valid
	X1.6	0.731	Valid
	X1.7	0.872	Valid
	X1.8	0.666	Invalid
	X1.9	0.788	Valid
	X1.10	0.794	Valid
	X1.11	0.874	Valid
Accessibility (X2)	X2.1	0.739	Valid
	X2.2	0.876	Valid
	X2.3	0.839	Valid
	X2.4	0.841	Valid
	X2.5	0.838	Valid
Revisit Intention (Y)	Y.1	0.813	Valid
	Y.2	0.739	Valid
	Y.3	0.764	Valid
	Y.4	0.829	Valid
	Y.5	0.912	Valid
	Y.6	0.821	Valid
	Y.7	0.858	Valid
	Y.8	0.905	Valid
	Y.9	0.761	Valid
	Y.10	0.840	Valid
Trust (Z)	Z.1	0.875	Valid
	Z.2	0.844	Valid
	Z.3	0.887	Valid
	Z.4	0.881	Valid
	Z.5	0.895	Valid
	Z.6	0.883	Valid

Source: SmartPLS data processing (2025)

From the interpretation results, it is noted that a number of indicators have met the validity threshold, but some indicators have not met these criteria. In terms of the Tourist Facilities variable (X1), indicators X1.2 and X1.8 do not meet the validity limit or are less than 0.70, so they are less effective in estimating latent variables. Therefore, some indicators must be removed individually and then recalculated.

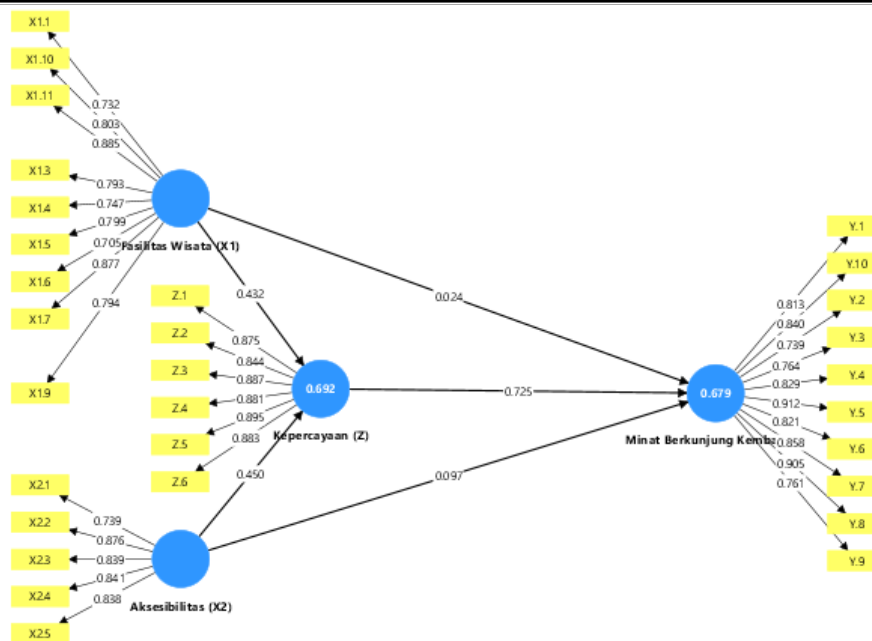


Figure 3 Outer Model after calculation
 Source: SamrtPLS data processing (2025)

The outcomes of recalculating the outer loading are as follows.

Table 1 Outer loading after calculation

Variables	Indicator	<i>Outer Loading</i>	Description
Tourist Facility (X1)	X1.1	0.732	Valid
	X1.3	0.793	Valid
	X1.4	0.747	Valid
	X1.5	0.799	Valid
	X1.6	0.705	Valid
	X1.7	0.877	Valid
	X1.9	0.794	Valid
	X1.10	0.803	Valid
	X1.11	0.885	Valid
Accessibility (X2)	X2.1	0.739	Valid
	X2.2	0.876	Valid
	X2.3	0.839	Valid
	X2.4	0.841	Valid
	X2.5	0.838	Valid
Revisit Intention (Y)	Y.1	0.813	Valid
	Y.2	0.739	Valid
	Y.3	0.764	Valid
	Y.4	0.829	Valid
	Y.5	0.912	Valid
	Y.6	0.821	Valid
	Y.7	0.858	Valid
	Y.8	0.905	Valid
	Y.9	0.761	Valid
	Y.10	0.840	Valid

Variables	Indicator	Outer Loading	Description
Trust (Z)	Z.1	0.875	Valid
	Z.2	0.844	Valid
	Z.3	0.887	Valid
	Z.4	0.881	Valid
	Z.5	0.895	Valid
	Z.6	0.883	Valid

Source: SamrtPLS data processing (2025)

Based on the data above, the outer loading value of all indicators is > 0.70 , meaning that the indicators of these variables are declared to meet the Convergent Validity requirements in the adequate and good category. Therefore, this research can be continued for the next validity testing stage. Thus, the results of this analysis support the validity and reliability of the variables of tourist facilities (X1), accessibility (X2), intention to revisit (Y), and trust (Z) in the context of this study, in accordance with the criteria set (Hair et al., 2015).

Table 2 *Average Variance Extracted (AVE)*

Variables	AVE	Description
Tourist Facility (X1)	0.632	Valid
accessibility (X2)	0.685	Valid
Revisit Intention (Y)	0.682	Valid
Trust (Z)	0.770	Valid

Source: SamrtPLS data processing (2025)

In this study, all variables exhibited AVE values that exceeded this threshold, indicating that they were able to effectively represent the measured constructs.

Discriminant Validity

Ghozali and Latan (2015) explain that discriminant validity can be tested by examining the cross-loading value and the Average Variance Extracted (AVE) root of each measured construct. If the cross-loading value is low and the construct's AVE root value is greater than the cross-loading value with other constructs, this indicates that the measuring instrument has sufficient discriminant validity.

Tabel 3 *Cross Loading*

Indicator	Accessibility (X2)	Tourist Facility (X1)	Trust (Z)	Revisit Intention (Y)
X1.1	0.581	0.732	0.561	0.470
X1.3	0.608	0.793	0.626	0.473
X1.4	0.599	0.747	0.568	0.606
X1.5	0.599	0.799	0.604	0.595
X1.6	0.504	0.705	0.507	0.456
X1.7	0.710	0.877	0.662	0.595
X1.9	0.574	0.794	0.624	0.487
X1.10	0.684	0.803	0.633	0.480
X1.11	0.682	0.885	0.774	0.589
X2.1	0.739	0.654	0.588	0.527
X2.2	0.876	0.689	0.711	0.624
X2.3	0.839	0.476	0.566	0.518
X2.4	0.841	0.616	0.622	0.557
X2.5	0.838	0.752	0.740	0.602
Y.1	0.545	0.569	0.639	0.813
Y.2	0.477	0.492	0.571	0.739

Indicator	Accessibility (X2)	Tourist Facility (X1)	Trust (Z)	Revisit Intention (Y)
Y.3	0.576	0.464	0.609	0.764
Y.4	0.588	0.523	0.666	0.829
Y.5	0.700	0.693	0.811	0.912
Y.6	0.514	0.466	0.658	0.821
Y.7	0.642	0.632	0.729	0.858
Y.8	0.686	0.699	0.787	0.905
Y.9	0.371	0.383	0.608	0.761
Y.10	0.507	0.519	0.656	0.840
Z.1	0.688	0.718	0.875	0.739
Z.2	0.642	0.623	0.844	0.666
Z.3	0.721	0.751	0.887	0.681
Z.4	0.695	0.635	0.881	0.738
Z.5	0.689	0.676	0.895	0.764
Z.6	0.702	0.711	0.883	0.733

Source: SamrtPLS data processing (2025)

Referring to the cross-loading analysis with guidelines from Hair et al. (2015), all indicators used in the constructs of Tourist Facilities (X1), accessibility (X2), trust (Z), and interest in revising (Y) showed a significant correlation with the corresponding constructs. No indicators had significant cross-loading with other constructs, indicating that the indicators consistently measured the intended construct.

Tabel 4 *Fornell Larcker*

	Accessibility (X2)	Tourist Facility (X1)	Trust (Z)	Revisit Intention (Y)
Accessibility (X2)	0.828			
Tourist Facility (X1)	0.777	0.795		
Trust (Z)	0.786	0.782	0.878	
Revisit Intention (Y)	0.687	0.668	0.821	0.826

Source: SmartPLS data processing (2025)

Referring to the Fornell-Larcker analysis as described by Hair et al. (2015), all constructs in this study, namely Tourist Facilities (X1), accessibility (X2), trust (Z), and interest in revising (Y), are proven to meet the discriminant validity requirements. This can be seen from the high validity value and amount of variance explained by each construct compared to the variance explained by other indicators outside the construct. Therefore, the results of this analysis indicate that the four constructs have a strong discriminant validity in the research model.

Table 5 Heterotrait monotrait ratio of correlations.

	Accessibility (X2)	Tourist Facility (X1)	Trust (Z)	Intention to Revisit (Y)
Accessibility (X2)				
Tourist Facility (X1)	0.851			
Trust (Z)	0.856	0.834		
Revisit Intention (Y)	0.739	0.702	0.864	

Source: SmartPLS data processing (2025)

The results of the Heterotrait-Monotrait Ratio (HTMT) analysis based on the criteria proposed by Hair et al. (2015) show that all HTMT values between the constructs of Tourist Facilities (X1), accessibility (X2), trust (Z), and interest in revision (Y) are below 0.90. This indicates that discriminant

validity between the constructs was achieved.

Reliability Test

Table 6 Results of Cronbach's Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Description
Accessibility (X2)	0.884	0.89	0.916	Reliable
Tourist Facility (X1)	0.926	0.931	0.939	Reliable
Trust (Z)	0.94	0.941	0.953	Reliable
Revisit Intention (Y)	0.948	0.954	0.955	Reliable

Source: SmartPLS data processing (2025)

Based on Table 6, all constructs met the reliability criteria, as evidenced by the composite reliability value and Cronbach's alpha of more than 0.70. Thus, it can be stated that the variables are reliable and can be relied upon as measurement tools.

Inner Model

The R-squared value of endogenous latent variables is used to measure the extent to which the model has predictive ability. This value reflects the magnitude of the contribution of exogenous latent variables in explaining endogenous variables and shows whether this influence is sufficiently significant. The evaluation was performed by paying attention to the R-squared value. According to Hair et al. (2015), an R-square value of 0.25 is considered low, 0.50 is considered moderate, and 0.75 is considered high.

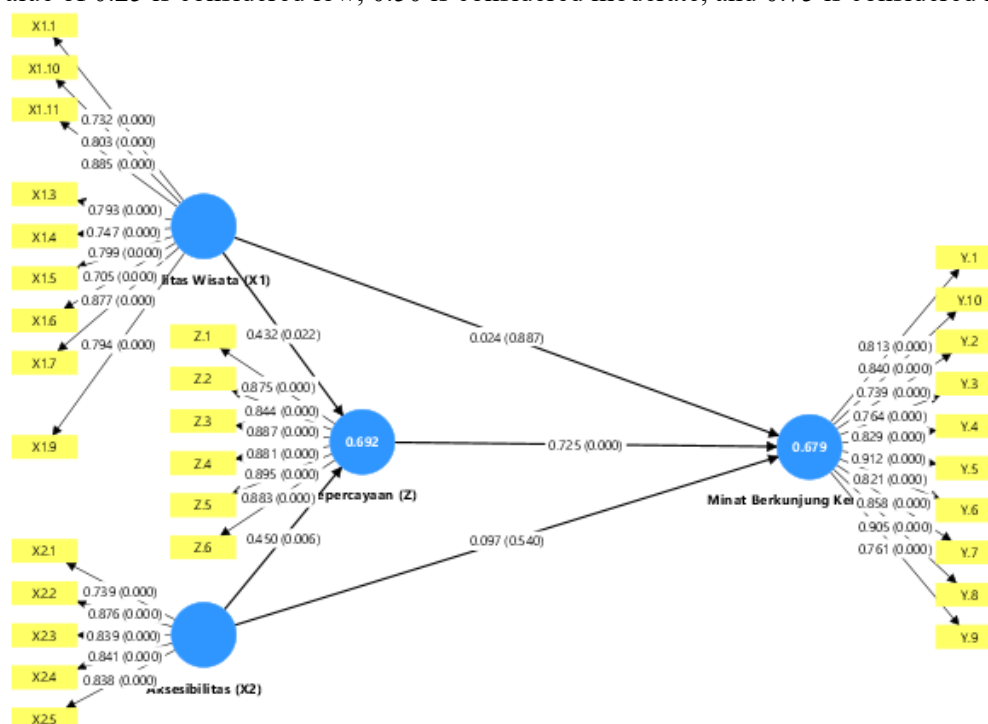


Figure 4 Inner Model

Source: SamrtPLS data processing (2025)

Based on the above figure, the largest path coefficient value is shown by the effect of Trust on Revisit Interest, which is 0.725. The smallest path coefficient value is indicated by the effect of Tourist Facilities on Revisit Interest, which is 0.024. A dditionally, the greater the path coefficient value of one independent variable on the dependent variable, the stronger the influence of the independent variables on the dependent variable.

Table 7 Results of *R-Square*

	R-square	R-square adjusted
Trust (Z)	0,692	0,686
Revisit Intention (Y)	0,679	0,669

Source: SamrtPLS data processing (2025)

The R-square value of 0.692 for the trust variable (Z) means that trust can be influenced by 69.2% of the independent variables, namely, Tourist Facilities (X1) and accessibility (X2). This value indicates that the model has a moderate predictive ability for the trust variable. Meanwhile, the adjusted R-square of 0.686 shows the correction value for the number of predictors in the model and still shows high model strength.

For the Revisit Interest variable (Y), an R-square value of 0.679 was obtained. This means that Revisit Interest can be influenced by 67.9% of the independent variables, namely, Tourist Facilities (X1), accessibility (X2), and trust (Z). This value indicates that the model has a moderate predictive ability for the Revisit Interest variable. Then, for an adjusted R-squared of 0.669, it shows the strength of a stable model.

Hypothesis Analysis

Hypothesis testing was conducted to evaluate whether there was a significant relationship between variables in the study. This process involves analyzing the Regression Weight values, focusing on the Critical Ratio (CR) and probability (P) values. A relationship was considered significant if the CR value was ≥ 1.96 and the P value was ≤ 0.05 . If the analysis results show the fulfillment of these two conditions, the hypothesis is considered to be acceptable.

The bootstrap technique is used as a statistical method in hypothesis testing in Structural Equation Modeling (SEM) analysis with the help of the SmartPLS application. This approach aims to overcome the obstacles of non-normal data distribution in a research sample. The following are the results of hypothesis testing using the bootstrapping technique:

Direct Effect

Table 8. Hypothesis Test of Direct Effect

	Original sample (O)	T statistics (O/STDEV)	P values	significance
Tourist Facility (X1) -> Trust (Z)	0.432	2.284	0.022	significant
Accessibility (X2) -> Trust (Z)	0.450	2.774	0.006	significant
Tourist Facility (X1) -> Revisit Intention (Y)	0.024	0.143	0.887	Not significant
Accessibility (X2) -> Revisit Intention (Y)	0.097	0.613	0.540	Not significant
Trust (Z) -> Revisit Intention (Y)	0.725	4.06	0.000	significant

Source: SamrtPLS data processing (2025)

A relationship is significant if the p-values are less than 0.05 ($p < 0.05$) or if the T-statistic is greater than 1.96 ($T > 1.96$) in a two-way test.

a. H1: Tourist Facilities have a positive and significant effect on Trust in Sarangan Lake Tourism.

A T-statistic value of 2.284 and a P-value of 0.022, as well as a positive path coefficient value of 0.432, indicate that tourist facilities have a significant positive effect on trust. It can be stated that the first hypothesis (H1) is accepted and H10 is rejected.

b. H2: Accessibility has a positive and significant effect on Trust in Sarangan Lake Tourism.

A T-statistic value of 2.774 and a P-value of 0.006, as well as a positive path coefficient value of 0.45, indicates that accessibility has a significant positive effect on trust. It can be stated that the second

hypothesis (H2) is accepted and H20 is rejected.

- c. H3: Tourist Facilities have a positive and significant effect on Interest in Revisiting Telaga Sarangan Tourism.

A T-statistic value of 0.143 and a P-value of 0.887, as well as a positive path coefficient value of 0.024, were obtained, which indicates that tourist facilities have an insignificant positive effect on revisit interest. It can be stated that the third hypothesis (H3) is rejected and H30 is accepted.

- d. H4: Accessibility has a positive and significant effect on interest in revising Telaga sarangan tourism.

The T-statistic value is 0.613, and the P-values are 0.54, and a positive path coefficient value of 0.097 indicates that accessibility has an insignificant positive effect on revisit intention. It can be stated that the fourth hypothesis (H4) is rejected and H40 is accepted.

- e. H5: Trust has a positive and significant effect on Interest in Revisiting Telaga Sarangan Tourism.

T-statistic value of 4.06 and a p-value of 0.000, as well as a positive path coefficient value of 0.725, indicating that trust has a significant positive effect on revisit intention. It can be stated that the fifth hypothesis (H5) is accepted and H50 is rejected.

Indirect Effect

Table 9. Hypothesis Test of Indirect Effect

	Original sample (O)	T statistics (O/STDEV)	P values	Significance
Tourist Facility (X1) -> Trust (Z) -> Revisit Intention (Y)	0.314	2.017	0.044	Significant
Accessibility (X2) -> Trust (Z) -> Revisit Intention (Y)	0.326	2.415	0.016	Significant

Source: SamrtPLS data processing (2025)

- a. H6: Tourist facilities have a positive and significant effect on interest in revising Telaga Sarangan tourism through trust as an intervening variable.

Based on the results of the hypothesis testing, a T-statistic value of 2.017 and a P-value of 0.044 were obtained, as well as a positive path coefficient value of 0.314, indicating that Tourist Facilities have a significant positive effect on Revisit Intention through Trust. It can be stated that the sixth hypothesis (H6) is accepted and H60 is rejected. For mediation variables, there are two categories, namely, the effect of partial mediation and the effect of full mediation; if there is already a significant influence between exogenous variables on endogenous variables, it is declared partial mediation; if there is no significant direct effect, it is called full mediation. Trust fully mediates the positive and significant effect of Tourist Facilities on Revisit Intention because there is already a direct influence from Tourist Facilities on Revisit Interest.

- b. H7: Accessibility has a positive and significant effect on Revisit Intention on Sarangan Lake Tourism through Trust as an intervening variable.

Based on the results of the hypothesis testing, a T-statistic value of 2.415 and a P-value of 0.016, as well as a positive path coefficient value of 0.326, show that accessibility has a significant positive effect on interest in revising through trust. It can be stated that the seventh hypothesis (H7) is accepted and H70 is rejected. For the mediation variable, there are two categories, namely, the effect of partial mediation and the effect of full mediation; if there is already a significant influence between exogenous variables on endogenous variables, it is declared partial mediation; if there is no significant direct effect, it is called full mediation. Trust fully mediates the positive and significant effect of Accessibility on Revisit Interest because Accessibility on Revisit Interest has already been directly influenced.

Discussion

1. Effect of Tourist Facilities on Trust in Sarangan Lake Tourism

The results of the hypothesis testing obtained a T-statistic value of 2.284 or greater than 1.96, indicating significance. The P-values are 0.022 or smaller than 0.05, and the positive path coefficient value is 0.432, which indicates that tourist facilities have a significant positive effect on trust.

It can be understood that tourist facilities have a significant influence on trust. Thus, H1 is accepted in this study. These results indicate that tourist facilities are the main factor that increases tourist trust. The results of this study are in line with Fitrianni's (2023) research, which shows that facilities have a significant positive effect on trust. Improving facilities such as public toilets, information centers, and accessibility increases tourists' trust and desire to return.

This finding reinforces the importance of sustainable management and development of tourism facilities. Tourist trust is not only built through promotion but also through positive direct experiences when visiting, such as the comfort of infrastructure, cleanliness, security, and availability of information.

Local governments and tourism managers of Sarangan Lake can continue to innovate to improve the quality of facilities, such as improving infrastructure, adding tourist information points, and paying attention to service standards. Providing family-friendly facilities, friendly areas for people with disabilities, and digitizing tourist services will also add value. Thus, tourists are not only satisfied but also encouraged to recommend and make repeat visits, so that the tourism potential of Sarangan Lake can continue to grow.

2. Effect of Accessibility on Trust in Sarangan Lake Tourism

The results of the hypothesis testing obtained a T-statistic value of 2.774 or greater than 1.96, indicating significance. The P-values are 0.006 or smaller than 0.05, and the positive path coefficient value is 0.45, which indicates that accessibility has a significant positive effect on trust.

Accessibility has a significant influence on trust. Thus, hypothesis H2 was accepted in this study. These results indicate that accessibility is a major factor in increasing tourists' trust.

The results of this study are in line with Dinda's research (2023) in that there are positive and significant results between accessibility and customer trust. This finding indicates that the easier it is for a tourist destination to reach both in terms of transportation, directional information, and supporting infrastructure, the higher the level of visitor confidence in the destination. This trust is an important foundation for shaping positive tourist perceptions and encouraging loyalty in the form of repeat visits.

From a practical point of view, accessibility is not just about distance but also the comfort and convenience that tourists feel when reaching destinations. Therefore, destination managers and local governments should prioritize improving road infrastructure, clarifying directions, providing integrated public transportation facilities, and utilizing digital technology (such as interactive tourist maps and transportation information applications).

3. Effect of Tourist Facilities on Revisiting Intention to Sarangan Lake Tourism

The results of the hypothesis testing obtained a T-statistic value of 0.143 or smaller than 1.96, indicating that significance was not accepted. The P-values are 0.887 or greater than 0.05, as well as a positive path coefficient value of 0.024, which indicates that tourist facilities have an insignificant positive effect on revisit interest. Thus, H3 was rejected.

The results of this study are in line with the research of Nurchomariyah and Liliyan (2023), which shows that facilities do not affect tourists' decisions to visit. Other factors or considerations may affect revisit intentions. However, this study is not in line with the research of Malikah (2023), Charli and Putri (2020), Cahyani et al. (2024), Dewi and Purnomo (2022), Pratiwi and Prakosa (2021), Ardiansyah and Ratnawili (2021), Yandi et al. (2022), and Sari and Susanti (2024), which state that tourist facilities affect the interest in visiting again.

This finding raises reflective questions about what exactly plays a greater role in shaping Tourist' loyalty to destinations. It is possible that tourists are not motivated enough to return simply because of the facilities, but rather because of overall satisfaction or trust in the destination, which is formed through the overall experience. Respondents may consider the facilities to be "standard" or ordinary, not impressive enough to be the main reason for a return visit. Tourists consider emotional aspects, personal experiences, the uniqueness of nature, the nuances of local culture, and even price and promotional factors, more than just the existence of physical facilities such as parking lots, toilets, or other areas.

Therefore, destination managers must conduct a deeper evaluation of the expectations and real experiences of tourists, not just relying on the development of physical facilities as a measure of satisfaction. Building a holistic experience-based strategy that touches on the emotional side of tourists is important. For example, by presenting a strong local narrative, improving the service quality of interactions between staff and visitors, and creating an authentic and memorable atmosphere. Digital promotions that emphasize the uniqueness of the experience, not just the infrastructure, will also be more

effective in attracting tourists in the current era. In this case, facilities need to be seen as complementary, not the main determinant, and should be combined with elements of trust, emotional comfort, and destination-specific appeals to create sustainable traveler loyalty.

4. Effect of Accessibility on Revisiting Intention to Sarangan Lake Tourism

The results of the hypothesis testing obtained a T-statistic value of 0.613 or less than 1.96, indicating that significance was not accepted. The P-values are 0.540 or greater than 0.05, and the positive path coefficient value is 0.097, indicating that accessibility has an insignificant positive effect on Revisit Interest.

It can be understood that tourist facilities have an insignificant influence on revisit interest. Thus, H4 was rejected. These results indicate that accessibility is not the main factor in the increasing interest in revisits. Other factors or considerations may influence Revisit Interest. This is not in line with the majority of studies by Iftikar and Puspaningrum (2024), Chaerunnisa and Yuniningsih (2020), and Abdullah et al. (2024)) which show that accessibility has a positive and significant influence on tourist revisit interest.

This finding is interesting because it implies that a memorable tourist experience is not only determined by the ease of getting to the location but is also influenced by other factors, such as the quality of social interactions, the uniqueness of tourist attractions, emotional value, psychological comfort, and the distinctive atmosphere felt during the visit. Although good access to the location is important as initial support, it is not sufficient to form complete tourist loyalty. The practical implication is that destination managers do not simply improve access infrastructure, but also need to build emotional relationships and perceptions of reliability from tourists to create trust and intention to return.

In addition, there needs to be a more focused approach to develop in-depth and authentic tourist experience content. This can be achieved by involving local communities in service delivery, organizing consistent cultural events, or developing unique photo spots and nature-based tourism activities. Although accessibility remains important, it must be combined with other elements of attraction to make repeat visits a real option for tourists.

5. Effect of Trust on Revisiting Intention in Sarangan Lake Tourism

The results of hypothesis testing obtained a T-statistic value of 4.06 or greater than 1.96 indicating significance. The P-values are 0.000 or smaller than 0.05, and the positive path coefficient value is 0.725, which indicates that trust has a significant positive effect on Revisit Interest.

Trust has a significant influence on revisit interests. Thus, H5 was accepted in this study. These results indicate that trust is a major factor in the increasing interest in revisits. This is in line with the majority of studies by Prakoso et al. (2020) and Nugrahaningsih (2020), which showed that trust has a significant effect on revisit intention.

This finding suggests that when travelers feel confident that the destination can meet their expectations and provide a satisfying experience without any hitches, they are more likely to choose to return in the future. Trust is not built in a single visit but through consistently positive experiences, honest and friendly interactions, and the fulfillment of implied and explicit promises in destination promotion.

This element of trust can be strengthened using a holistic approach. Measures such as keeping the environment clean, improving the professionalism of tourism staff, delivering information transparently, and establishing an active tourist feedback system will be effective in maintaining and enhancing trust. In addition, promotions that highlight positive testimonials from previous visitors and display tangible evidence of service quality and commitment can form strong perceptions of potential new tourists.

6. Tourist Facilities Affect Revisiting Intention to Sarangan Lake Tourism through Trust

The results of the hypothesis testing obtained a T-statistic value of 2.017 or greater than 1.96, indicating significance. The P-values are 0.044 or smaller than 0.05, and the positive path coefficient value is 0.314, which indicates that tourist facilities have a significant positive effect on revisit interest through trust.

It can be understood that tourist facilities have a significant influence on revisit interest through trust. Thus, hypothesis H6 was accepted in this study. These results indicate that tourist facilities are the main factor in increasing revisit interest through tourist trust, which is in line with the results of Nugrahaningsih's research (2020), which states that trust is able to moderate facilities' visitor interest.

This finding reflects the important role of facilities in shaping positive perceptions, such as comfort, safety, and convenience, at tourist sites, which ultimately builds tourists' confidence that Sarangan Lake

tourism is worth revisiting. Such tourist facilities must be designed and managed to foster a sense of trust among tourists. For example, facilities that are clean, user-friendly, easily accessible, and well-maintained will give the impression that managers are professional and care about the visitor's experience. In addition, educating field staff on the importance of consistent service and responsiveness to visitor needs can strengthen trust.

7. Accessibility Affects Revisit Intention to Sarangan Lake Tourism through Trust

The results of the hypothesis testing obtained a T-statistic value of 2.415 or greater than 1.96, indicating significance. The P-values are 0.016 or smaller than 0.05, as well as a positive path coefficient value of 0.326, which indicates that accessibility has a significant positive effect on revisit intention through trust.

It can be understood that Accessibility has a significant influence on Revisit Interest through Trust. Therefore, H7 was accepted in this study. These results indicate that accessibility is a major factor in increasing revisit interest through tourists' trust.

The results of this study are in line with the research of Lisda et al. (2024), who state that trust can moderate (strengthen) the accessibility variable on visiting interest. This finding reflects that good accessibility, such as ease of reaching the location, availability of public transportation, and clear directions, do not directly encourage repeat visit intentions, but first form tourists' trust in the destination. When tourists feel confident that they can easily and safely reach the destination, their sense of trust in a pleasant tourist experience increases, which then has an impact on their desire to visit again.

To increase the competitiveness of Sarangan Lake tourism, it can be done by continuing to improve overall accessibility aspects in the form of providing convenient transportation routes, improving road infrastructure, integrating digital transportation (such as route information through applications), as well as improving digital signals and connectivity that facilitate tourist navigation. In addition, providing responsive and friendly tourist information services on social media and physical information centers will increase tourists' sense of security and trust.

CONCLUSIONS

The detailed conclusions are as follows.

1. Tourist facilities have a positive and significant effect on trust in Sarangan Lake tourism. This shows that improving the quality and availability of tourist facilities can directly increase visitor confidence in destinations with a large structural contribution.
2. Accessibility has a positive and significant effect on trust in Sarangan Lake tourism. Although its effect is not as great as that of tourist facilities, accessibility remains an important component in shaping perceptions of trust.
3. Tourist facilities and accessibility did not have a significant direct effect on the intention to revisit Sarangan Lake tourism. The absence of a significant direct effect can be interpreted as insufficient to form an emotional attraction or experience value that is strongly embedded in the minds of tourists to generate spontaneous return intentions.
4. Both facilities and accessibility significantly influenced revisit intention through trust as an intervening variable. This confirms that in the current tourism context, revisit intention is not solely determined by the physical or logistical aspects of a destination but rather by the construct of visitor perceptions, psychological satisfaction, and confidence in the quality, safety, and consistency of future experiences. It can be concluded that tourist destination development strategies should not only focus on improving facilities and technical accessibility, but should also be directed at how these elements can build trust and emotional bonds with tourists.
5. Trust has a significant effect on interest in revisiting Sarangan Lake tourism. This shows that when tourists believe that the place they visit matches their expectations, they can directly increase their interest in returning to the visit.

Suggestions

1. Tourist destination managers are advised to pay attention to the quality and completeness of available facilities. In addition, supporting facilities oriented towards visitor comfort and safety also needs to be a top priority to increase tourist confidence.
2. Although accessibility does not have a direct effect on the research results, it is still important for managers to ensure that the route to tourist sites can be reached easily, have clear road directions, and

provide a sense of security for tourists.

3. Trust has been proven to be a key factor in shaping repeat visit interest, so managers must instill a culture of honest, responsive, and professional service in all aspects of interaction with tourists.
4. It is not enough for managers to provide physical facilities, but they must also create meaningful experiences that make an impression on the visitors. This can be realized through local cultural performance, interactions with local communities, personalized services, or natural ambience presented with narrative and value.
5. Management is advised to design promotion and communication strategies that emphasize the element of trust, such as displaying positive testimonials from previous tourists and guaranteeing cleanliness, safety, and reliability of tourist information. Social media and digital platforms can also be utilized to build open interactions and increase sustainable tourist engagement.

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