

The Role of Satisfaction as a Mediator of the Influence of Facilities and Location on Revisit Intention: A Study at the Unit Bumi Kepanduan Sentul Bogor

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ABSTRACT

Introduction: This study examines how facilities and location influence visitors' intention to revisit the Bumi Kepanduan Sentul Bogor Unit, with customer satisfaction serving as a mediating variable. The research is grounded in the understanding that visitor satisfaction is a key determinant of loyalty and revisit intention, particularly in tourism and recreation destinations. **Methods:** The study involved 100 respondents selected using a non-probability purposive sampling method. The criteria included visitors aged 17 years and above who had visited the site at least once. A descriptive and verification approach was applied using the path analysis method to determine both direct and indirect effects among variables. **Results:** The findings reveal that facilities and location have a direct and positive influence on satisfaction, while both also directly affect revisit intention. Furthermore, satisfaction itself significantly influences revisit intention and serves as a mediating factor between facilities, location, and the desire to return. These results indicate that improved facilities and strategic location can enhance visitor satisfaction, which ultimately increases the likelihood of revisits. **Conclusion:** This study highlights the importance of maintaining and improving facilities and location quality to enhance visitor satisfaction and loyalty. However, the study is limited by its relatively small sample size and narrow variable scope. Future research is recommended to include additional factors such as lifestyle, social influence, and reference groups, as well as to use a larger and more diverse sample to obtain more representative results.

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1. Introduction

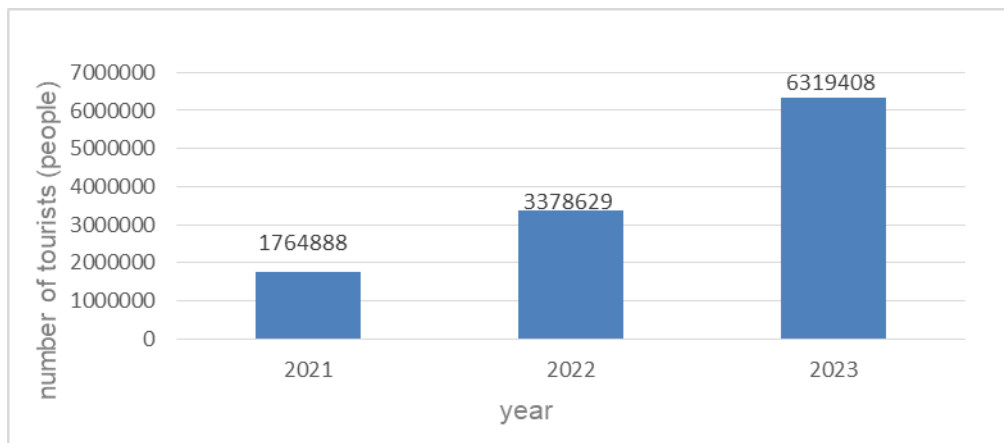
The tourism industry is a rapidly growing economic sector, especially in countries with abundant natural and cultural resources, such as Indonesia. Indonesia is known for its extraordinary natural resources and highly diverse ecosystems. With over 17.000 islands, Indonesia boasts a diverse range of natural landscapes, including active volcanoes, tropical forests, beaches, and lakes, making it a major draw for both domestic and international tourists. Indonesian tourism relies on several regions as tourist destinations, one of which is West Java Province. According to 2023 data from the Central Statistics Agency (BPS), West Java ranks second after East Java as a favorite tourist destination for both foreign and domestic tourists. The growth of the tourism sector in West Java has experienced rapid growth. This can be seen in the number of tourists visiting West Java every year, which has increased, both from domestic and foreign tourists.

Table 1. Data on the Number of Tourists Visiting Tourist Attractions in West Java in 2023

No	Regency/City	Number of Tourist Visits to Tourist Attractions (People)
1	Bogor	6319408
2	Subang	5953952
3	Pangandaran	3898575
4	Garut	3874577
5	Bandung Barat	3480347
6	Kota Depok	3210633
7	Kuningan	3081084
8	Kota Bandung	2923284
9	Bekasi	2779981
10	Sukabumi	2767167
11	Kota Bogor	2652355
12	Karawang	2492910
13	Cianjur	1988585
14	Kota Cirebon	1833129
15	Sumedang	1815426
16	Purwakarta	1731423
17	Kota Tasikmalaya	1369231
18	Ciamis	1099443
19	Majalengka	1050524
20	Bandung	1030084
21	Kota Bekasi	975195
22	Tasikmalaya	898599
23	Indramayu	836785
24	Cirebon	683909
25	Kota Sukabumi	405863
26	Kota Cimahi	110767
27	Kota Banjar	68864
West Java Province		59332100

Source: Badan Pusat Statistik West Java Province, 2024

Tabel 1. shows that Bogor Regency's tourist attractions had the highest number of visits in 2023, with 6.319.408 tourist, while Banjar City had the lowest number of visit, with only 68.864 tourists. This indicates that Bogor Regency has many popular tourist destinations have successfully attracted large numbers of tourists. This reflects the extraordinary popularity and appeal of each of these destinations. Tourism in Bogor Regency is growing rapidly, as evidenced by the annual growth in tourist arrivals from 2021 to 2023.



Source: BPS, Processed data 2024

Figure 1. Development of Tourist Visits to Bogor Regency for the 2021-2023 Period

The tourism sector in Bogor Regency has experienced rapid growth in recent years, particularly in natural destinations that offer unique experiences for tourists. One increasingly popular form of tourism is camping, which allows tourist to experience the beauty appeals not only to nature lovers but also to those seeking new experiences and serenity amidst the hustle and bustle of city life. One of the tourist attractions in Bogor Regency that is currently being developed is the natural camping ground in Babakab Madang District. Babakan Madang District has attractive natural tourist destinations and is considered a favorite after Puncak. In terms of views, Babakan Madang District is just as beautiful as Puncak. This area is surrounded by hills, creating a serene and refreshing atmosphere. The pristine natural surroundings offer numerous camping spots in Babakan Madang District. The large number of natural tourist attractions with camping grounds demonstrates high competition. Therefore, tourism managers must be able to instill a high level of trust and create a positive impression, which will hopefully satisfy tourists and encourage them to return. One such commitment is the Unit Bumi Kepanduan Sentul Bogor.

Unit Bumi Kepanduan Sentul Bogor is a service company managed by PT Pandu Bina Sejahtera and was established in 2015. Unit Bumi Kepanduan Sentul is the forerunner of eduadventure camping ground equipped with all the facilities of adventure as well as a place of learning. Camping is one of the best activities for families, work teams, or groups of students to be able to work together and develop independence, leadership, creativity, and hone emotional, spiritual, and social intelligence. The following are the targets and realization of the number of tourist consumers of the Unit Bumi Kepanduan Sentul Bogor in 2023 as follows:

Table 2. Target and Actual Data on the Number of Tourist Consumers at the Unit Bumi Kepanduan Sentul Bogor in 2023

Month	Target Consumers (People)	Number of Consumer Realizations (People)	Achievement (%)	Information
January	600	300	50	Not achieved
Februar	600	342	57	Not achieved
March	600	361	60	Not achieved
April	600	484	80	Not achieved
May	600	440	70	Not achieved
June	600	565	80	Not achieved
July	600	570	83	Not achieved
August	600	582	90	Not achieved
September	600	601	100	Achieved

Month	Target Consumers (People)	Number of Consumer Realizations (People)	Achievement (%)	Information
October	600	612	100	Achieved
November	600	624	104	Achieved
December	600	640	107	Achieved
Average	600	510	82	Tidak Tercapai

Source: Unit Bumi Kepanduan Sentul Bogor, 2024

Based on the table, it shows that the average consumer realization achievement at the Unit Bumi Kepanduan Sentul Bogor was 82% in 2023. In september, october, november, and december the company managed to achieve the target and even exceed the set visit target, which was more than 100%. Considering the findings of the interviews with management, this is suspected because in september, oktober, november and december it is already the end of year holidays and national holidays, so that many tourist visit and enjoy their vacation tme by camping at the Unit Bumi Kepanduan Sentul Bogor. Meanwhile, from January to August, the company which was less than 100%. Based on the result of interviews with management condusted on december 30, 2024, the unattainability of the income is suspected because the company has not been able to convert first-time tourists into regular cutumers and prevent switching to competitors (consumer retention).

As tourist expectations increase, it's crucial for tourism providers to understand that tourist satisfaction stems not only from a positive first-time experience, but also from how well the facilities and location meet their needs. Therefore, optimal facility management and strategic location selection are key to attracting repeat visitors. Research on satisfaction mediation has yielded findings indicating that satisfaction cannot mediate the variables of facilities, location, and revisit intention. For example, research conducted by Wulandari et al., (2022) found that facilities had no effect on satisfaction. Furthermore, Haykel & Halimatussakdiah, (2023) in their research showed that location had no effect on satisfaction. Meanwhile, Khansanah et al., (2020) and Aprianti, W., Sarkum & Halim, (2021) in their research showed that satisfaction levels did not influence return intentions. Other research has also found that factors such as amenities and location have no impact on return intentions. For example, research conducted by Ria Murdani & Lidya Martha, (2023) found that facilities had no effect on revisit intention. Meanwhile, according to Fitriani et al., (2021), location did not influence revisit intention. Based on the results of this study, it seems that interest in returning to visit has not been achieved because the facilities, location, and consumer satisfaction are not optimal.

Intention to revisit a destination in the tourism industry is a crucial indicator of the success of a destination or tourism business. According to Hinson et al., (2024), intention to revisit a destination appeal can be defined as a tourist's desire or interest to return to a place after their first visit. Tourists who are happy and satisfied with a destination's facilities and location are often more likely to recommend it to others, further enhancing its reputation and attractiveness. In the tourism industry, consumer satisfaction is one of the main factors influencing consumers' decisions to revisit a tourist destination. According to Bharmawan & Hanif, (2022), satisfaction is an emotional feeling that arises from consumers when they feel the benefits or pleasure in using or consuming a product or service. As public interest in outdoor activities increases, demand for comfortable and safe camping facilities is also increasing. This phenomenon creates opportunities for entrepreneurs to offer camping rental services or camping facilities equipped with various amenities. These camping rentals are a practical solution for tourists who want to enjoy the camping experience without having to

bring their own camping equipment. However, despite the increasing demand for camping rental services, there are still many issues that need to be considered in managing and marketing these services. Some of the issues frequently faced by camping rental service providers include facility maintenance and meeting the needs of campers. According to Kotler & Keller, (2021), facilities are anything physical and provided by service providers to support consumer comfort. Complete and adequate facilities are one of the key factors in determining tourist comfort and satisfaction during their visit. Besides facilities, location also plays a crucial role and is often the deciding factor when choosing a camping spot. Environmental factors such as strategic location and favorable natural conditions significantly influence the attractiveness of this service. According to Tjiptono, (2015), location refers to various marketing activities that strive to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. A strategic location, easy to reach, and one with unique natural or cultural attractions will make the destination more attractive to tourists. Conversely, a location that is difficult to reach, isolated, or lacks competitive advantages in terms of scenery or supporting facilities can reduce tourist interest.

This research is highly urgent, especially when considering the tourism industry and the management of tourism destinations such as the Bumi Kepanduan Sentul Unit. Amidst increasing competition, understanding the factors that encourage visitors to return is key to business sustainability and growth. The Bumi Kepanduan Sentul Unit, as a destination that may not be as popular as other tourist icons in Bogor, urgently needs a data-driven strategy to increase visitation and build visitor loyalty. The importance of satisfaction also lies in the role of bridge. It is often assumed that good facilities and a strategic location can automatically attract visitors. However, this study will examine whether satisfaction is a crucial bridge that must be built so that the influence of facilities and location can truly contribute to visitor interest in returning, providing a more comprehensive and strategic perspective for managers.

This study also has several important novelties. Although the impact of facilities, location, and satisfaction on return intention has been widely studied separately, there is still little research that clearly and empirically examines the role of satisfaction as a mediator in this context, especially in a tourist destination with unique characteristics such as the Sentul Scout Unit. This study not only replicates previous research but also fills a gap in the literature regarding the detailed interaction between these variables. If satisfaction is proven to function as a strong mediator, then investment in facilities and location should always be accompanied by planned efforts to ensure a satisfying experience, which is a new emphasis in management policy recommendations.

Considering the phenomena and background described previously, and based on the gaps in previous findings, the researcher was interested in conducting this research to demonstrate the function of satisfaction as an intermediary between A study conducted at the Unit Bumi Kepanduan Sentul Bogor examined the impact of location and amenities on the intention to return.

2. Theoretical Framework

2.1 Direct influence of Facilities on Satisfaction

Facilities are a factor that influences satisfaction. According to Sulastiyono, (2017), The supply of tangible equipment to help visitors do their tasks or activities is known as a facility. Good and adequate facilities greatly influence the comfort, effectiveness, and quality of life and performance of individuals and groups in various aspects of life. The existence of

adequate facilities is one of the determining factors in creating satisfaction. The greater the quality of facilities offered, the more satisfied users are with their utilization. According to (H. Irawan, 2015), consumer satisfaction is a product and service that is able to provide something that consumers are looking for to a sufficient level. Studies carried out by Ningrum et al., (2024); Fazizah et al., (2024); Ismail, (2021); Rakhmawati et al., (2024); Abdul Hamid et al., (2022); Pribadi et al., (2021); Widiyanto & Dion Dewa Barata, (2023); Hasugian, (2022); Rizky et al., (2023); Fatyandri & Michelle, (2021); Sinollah, (2022), found that facilities significantly influence satisfaction. Furthermore, according to Fajrin et al., (2021), the study found that facilities have dampak yang baik dan penting terhadap kepuasan. Considering this description, The following is the hypothesis put out in this study:

H1: There is a direct influence of facilities on satisfaction.

2.2 Direct influence of Location on Satisfaction

According to Barung et al., (2023) and Tambunan et al., (2025), location is a place where people regularly visit. In marketing, location is a specific place where the land can be used for shopping. Location selection plays a crucial role because it can influence the achievement of a business's goals. A strategic and easily accessible location is a major draw for consumers, and a good location makes the visiting experience more enjoyable, thus directly contributing to increased levels of customer satisfaction. According to (Indrasari, 2019), satisfaction is the result perceived by buyers from a company's performance that meets customer expectations.

This Studies carried out by Fajrin et al., (2021), claims that contentment is positively and significantly impacted by location. Ariani & Yolanda, (2024) also found that location significantly influences satisfaction. In light of this description, the following hypothesis is put out in this study:

H2: There is a direct effect of location on customer satisfactions.

2.3 Direct influence of Facilities on Return Visit Intention

According to Sumarni et al., (2023), facilities are all physical resources provided to support an organization's operations. The better the facilities provided by a company, the more it can influence customer satisfaction levels. This satisfaction then encourages return visits in the future, as consumers believe the establishment can provide comfort and satisfactory service. According to (Yandi et al., 2023), return visit intention is the outcome of customers' assessment of previous experiences.

Studies carried out by Irawan et al., (2021), states that facilities have a significant positive influence on tourist return intention. Based on this description, the hypothesis proposed in this study is:

H3: There is a direct influence of facilities on return visit intention

2.4 Direct influence of Location on Return Visit Intention

According to Kotler & Armstrong, (2019), location is a place where a company or agency conducts its activities. A strategic and easily accessible location is one of the main attractions for consumers to return. According to Sari & Prabowo, (2023), revisit intention is the intention that arises after an individual experiences a service or product, influenced by satisfaction, loyalty, and recommendations from others.

Studies carried out by Lestari et al., (2023), the results showed a significant and positive influence between location and revisit intention. Furthermore, according to (Mardikaningsih & Darmawan, 2021) the results showed that location significantly influences

revisit intention at Tunjungan Plaza Surabaya. Based on this description, the hypothesis proposed in this study is:

H4: There is a direct influence of location on revisit intention.

2.5 Direct influence of Satisfaction on Return Visit Intention

As stated by Kotler & Keller, (2021) and Wusko & Kharisma, (2025), satisfaction is a consumer's feeling or response to the difference between initial expectations and a product or service's performance after consuming/using it. Having a high degree of satisfaction while visiting is a crucial factor driving consumers to return. When consumer expectations are met, or even exceeded, their intention to revisit increases significantly. This satisfaction creates a strong sense of trust and loyalty to the destination. According to Prastiyo et al., (2022), intention to revisit is a form of consumer loyalty because the destination they visit offers additional benefits.

Research by Li, (2020), shows that satisfaction has a significant positive relationship with intention to revisit. Lestari et al., (2023) also state that satisfaction has a significant and positive effect on intention to revisit. Based on this description, the hypothesis proposed in this study is:

H5: There is a direct effect of satisfaction on intention to revisit.

2.6 Indirect Influence Of Facilities On Intention To Revisit Through Satisfaction

The availability of facilities at a tourist attraction is crucial for meeting consumer needs during their visit. When all facilities are well-provided, consumers will feel comfortable and satisfied with their visit. As stated by Tjiptono, (2016), Facilities are tangible assets that must be present before a service can be provided to customers. Good facilities have more potential to attract and encourage consumers to revisit a tourist attraction. According to (Kotler et al., 2019), revisit intentions can be defined as a consumer's desire or interest in revisiting a destination after their first visit. According to Burhanudin, (2023), consumer Simply said, contentment or discontent is a reaction to what the organization/company offers.

Based on research conducted by Almawati et al., (2024), the results show that satisfaction mediates the influence of facilities on revisit intention. In light of this description, the following hypothesis is put out in this study:

H6: There is an indirect effect of facilities on revisit intention through satisfaction.

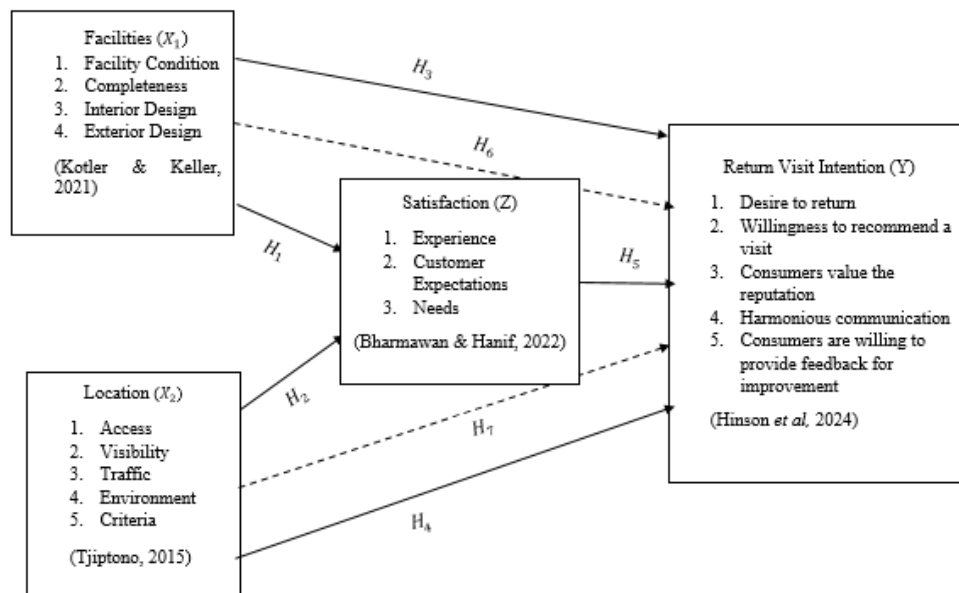
2.7 Indirect influence of Location on Intention to Revisit Through satisfaction

The location of a destination significantly influences consumer satisfaction. A strategic and accessible location can increase consumer satisfaction because consumers feel more comfortable and have less difficulty accessing the destination. According to (Sibarani et al., 2019), location is the location, place, or placement of objects, temperature, and conditions on the earth's surface. A strategic and accessible Location is an important factor in increasing interest of customers in revisiting a destination. As stated by Zeithaml et al., (2020) revisit intention is defined either as a behavioral aim or as a type of behavior consumer desire to return, provide favorable word-of-mouth and a lengthier stay than anticipated, and spend more than expected. As stated by Kotler & Keller, (2021), satisfaction is a consumer's feeling or response to the difference between initial expectations and product performance after consumption.

According to studies carried out by Ariani & Yolanda, (2024), The findings indicate that the relationship between location and intention to return can be mediated by satisfaction.

Based on this description, the hypothesis proposed in this study is:

H7: There is an indirect effect of location on revisit intention through satisfaction.



Source: Processed data 2024

Figure 2. Framework of Thought

3. Methods

This study employs a quantitative methodology. As stated by Sugiyono, (2017), A quantitative approach is research grounded in the positivist philosophy that uses research tools to collect data on a particular population or sample and quantitative or statistical data analysis to describe and test preexisting hypotheses. The forms of research used are descriptive and verification methods. In addition, the author also used a survey method in his research. The survey method is a type of research in which questionnaires are used to collect data from samples drawn from the population. The population used in this study is consumers of the Unit Bumi Kepanduan Sentul Bogor. Nonprobability sampling was the sample strategy employed in this investigation. A technique known as nonprobability sampling does not provide every component or member of the population an equal chance of being chosen as a sample. Nonprobability sampling consists of purposive sampling, quota sampling, snowball sampling, and accidental sampling. Purposive sampling was used in this investigation. Purposive sampling is a sample strategy with certain considerations, claims Sugiyono (2017). The criteria for consumers sampled in this study were:

1. Male and female consumers aged ≥ 17 years
2. Consumers who had visited the Unit Bumi Kepanduan Sentul Bogor at least once

Sampling This research employs the Yamane formula: $n = \frac{N}{N.d^2 + 1}$

Description:

- n : Number of samples required
 d : Sampling error 10% (0,1)
 N : Population amount

$$n = \frac{7.272}{7.272 .0,1^2 + 1} = \frac{7.272}{73,72} = 98,64$$

Based on these calculations, the number of samples obtained was 98.64 samples, in order to be more representative and obtain more accurate data, the sample used for this study was 100 samples.

4. Results and Discussion

4.1 Validitas test

The data collected in this study used a questionnaire, so validity testing was necessary to ascertain how accurately the measuring device measures the variables under study. According to (Supardi, 2016), An instrument is a validity test that can be utilized to gauge the relationship between information gathered from an object and data collected by the researcher. The study's validity test was conducted on 30 consumer respondents of the Unit Bumi Kepanduan Sentul Bogor with the following results:

Table 3. Results of the Validity Test of the Facility Variable (X_1)

Variable	Statement Items	Correlation (r value)	Accuracy (r table)	Information
Facilities (X_1)	$X_{1.1}$	0,769	0,361	Valid
	$X_{1.2}$	0,623	0,361	Valid
	$X_{1.3}$	0,788	0,361	Valid
	$X_{1.4}$	0,751	0,361	Valid
	$X_{1.5}$	0,727	0,361	Valid
	$X_{1.6}$	0,790	0,361	Valid
	$X_{1.7}$	0,737	0,361	Valid
	$X_{1.8}$	0,756	0,361	Valid
	$X_{1.9}$	0,763	0,361	Valid
	$X_{1.10}$	0,777	0,361	Valid
	$X_{1.11}$	0,759	0,361	Valid
	$X_{1.12}$	0,735	0,361	Valid

Source: Results of statistical data processing with SPSS Version 25.00, 2025

Based on the table, the validity test for each instrument item related to the facility variable (X_1) is valid in our study. This is demonstrated by the calculated r_{value} for each instrument item being greater than the r_{table} (0.361). Therefore, all instrument items for the facility variable (X_1) are declared valid. The following are the outcomes of the location variable's validity test (X_2):

Table 4. Results of the Validity Test of the Location Variable (X_2)

Variable	Statement Items	Correlation (r value)	Accuracy (r table)	Information
Lokasi (X_2)	$X_{2.1}$	0,706	0,361	Valid
	$X_{2.2}$	0,736	0,361	Valid
	$X_{2.3}$	0,469	0,361	Valid
	$X_{2.4}$	0,608	0,361	Valid
	$X_{2.5}$	0,694	0,361	Valid
	$X_{2.6}$	0,739	0,361	Valid
	$X_{2.7}$	0,666	0,361	Valid
	$X_{2.8}$	0,476	0,361	Valid
	$X_{2.9}$	0,658	0,361	Valid
	$X_{2.10}$	0,789	0,361	Valid
	$X_{2.11}$	0,598	0,361	Valid

Variable	Statement Items	Correlation (r value)	Accuracy (r table)	Information
	$X_{2.12}$	0,702	0,361	Valid
	$X_{2.13}$	0,588	0,361	Valid
	$X_{2.14}$	0,587	0,361	Valid
	$X_{2.15}$	0,691	0,361	Valid

Source: Results of statistical data processing with SPSS Version 25.00, 2025

Based on the table, the validity test for each instrument item related to the location variable (X_2) is valid in our study. This is demonstrated by the calculated r_{value} for each instrument item being greater than the r_{table} value (0.361). Therefore, all items of the location variable instrument (X_2) are declared valid. The following are the validity test results for the revisit intention variable (Y):

Table 5. Result Of The Validity Testt Of Return Visit Interest Variable (Y)

Variable	Statement Items	Correlation (r value)	Accuracy (r tabel)	Information
Return Visit Interest (Y)	Y.1	0,773	0,361	Valid
	Y.2	0,794	0,361	Valid
	Y.3	0,545	0,361	Valid
	Y.4	0,743	0,361	Valid
	Y.5	0,637	0,361	Valid
	Y.6	0,719	0,361	Valid
	Y.7	0,782	0,361	Valid
	Y.8	0,717	0,361	Valid
	Y.9	0,600	0,361	Valid
	Y.10	0,688	0,361	Valid
	Y.11	0,682	0,361	Valid
	Y.12	0,565	0,361	Valid
	Y.13	0,745	0,361	Valid
	Y.14	0,809	0,361	Valid
	Y.15	0,442	0,361	Valid

Source: Results of statistical data processing with SPSS Version 25.00, 2025

Based on the table, the validity test for each instrument item related to the revisit intention variable (Y) in this study is valid. This is indicated by the calculated r_{value} for each instrument item being greater than the r_{table} value (0.361). Therefore, all instrument items for the revisit intention variable (Y) are declared valid. The following are the validity test results for the satisfaction variable (Z):

Table 6. Results of the Validity Test of Satisfaction Variable (Z)

Variable	Statement Items	Correlation (r value)	Accuracy (r tabel)	Information
Satisfaction (Z)	Z.1	0,798	0,361	Valid
	Z.2	0,737	0,361	Valid
	Z.3	0,592	0,361	Valid
	Z.4	0,726	0,361	Valid
	Z.5	0,820	0,361	Valid
	Z.6	0,745	0,361	Valid
	Z.7	0,655	0,361	Valid
	Z.8	0,551	0,361	Valid
	Z.9	0,761	0,361	Valid

Source: Results of statistical data processing with SPSS Version 25.00, 2025

Based on the table, the validity test for each instrument item related to the satisfaction variable (Z) in this study is valid. This is indicated by the calculated r_{value} for each instrument item being greater than the r_{table} value (0.361). Therefore, all items in the satisfaction variable (Z) instrument are declared valid.

4.2 Reliabilitas test

Reliability testing is the degree of consistency and stability of data or findings conducted to assess whether a research instrument is reliable enough to be used as a data collection tool. According to (Hair et al., 2017), a reliable instrument is one that, when used repeatedly to measure the same object, will produce more or less consistent data. Reliability testing's objective is to identify whether the instrument used in the research is appropriate and trustworthy.

The following table displays the findings of this study's reliability test:

Table 7. Recapitulation of Reliability Test Results

Variabel	Cronbach Alpha	Informations	Information
Facilities (X_1)	0,905	0,7	Reliabel
Location (X_2)	0,881	0,7	Reliabel
Return Visit Interest (Y)	0,877	0.7	Reliabel
Satisfaction (Z)	0,843	0,7	Reliabel

Source: Results of statistical data processing with SPSS Version 25.00, 2025

The table shows that each variable has a Cronbach's Alpha value greater than or equal to $\geq 0,7$. This indicates that all instruments used in this study are reliable.

4.3 Partial Hypothesis Testing Outcomes (t-Test)

Each facility's exogenous variable was determined via partial hypothesis testing. location and satisfaction with the endogenous variable of revisit intention using the t-test statistic. Determination of the test results related to acceptance or rejection of H_0 , can be done by comparing t_{value} with t_{table} according to The level of significance that was applied $\alpha = 0,05$. The t-test's findings statistic calculation (t_{value}) appears in the table that follows:

Table 8. Partial Hypothesis Testing (t-Test)

Hypothesis	Koefisien Jalur	t_{value}	t_{table}	Sig	Decision	conclusion
$Pzx_1 > 0$	0,536	5,037	1,660	0,000	H_{a1} accepted	Positive and significant
$Pzx_2 > 0$	0,306	2,879	1,660	0,005	H_{a2} accepted	Positive and significant
$Pyx_1 > 0$	0,318	3,829	1,660	0,000	H_{a3} accepted	Positive and significant
$Pyx_2 > 0$	0,442	5,742	1,660	0,000	H_{a4} accepted	Positive and significant
$Pzy > 0$	0,219	3,107	1,660	0,002	H_{a5} accepted	Positive and significant

Source: Results of statistical data processing with SPSS Version 25.00, 2025

Based on Table 8., it can be seen that the facility variable obtained a t_{value} of 5.037 and a t_{table} value for $\alpha=0.05$ with degrees of freedom of $100-2-1= 97$ of 1.660, meaning

$t_{value} > t_{table}$ (5.037>1.668) with a significance of $0.000 < 0.050$, so it can be concluded that H_{a1} is accepted and H_{01} is rejected, meaning that facilities have a direct and positive effect on consumer satisfaction at Unit Bumi Kepanduan Sentul Bogor. while the location variable obtained a t_{value} of 2.879 and a t_{table} value for $\alpha=0.05$ with degrees of freedom of $100-2-1= 97$ of 1.660, meaning $t_{value} > t_{table}$ (2.874> 1.668) with a significance of $0.005 < 0.050$, it can be concluded that H_{a2} is accepted and H_{02} is rejected, meaning that location has a direct and positive effect on consumer satisfaction at Unit Bumi Kepanduan Sentul Bogor.

The facility variable obtained a t_{value} of 3.829 and a t_{table} value for $\alpha=0.05$ with degrees of freedom of $100-3-1= 96$ of 1.660, meaning $t_{value} > t_{table}$ (3.829>1.668) with a significance of $0.000 < 0.050$, so it can be concluded that H_{a3} is accepted and H_{03} is rejected, meaning that facilities have a direct and positive effect on the interest in revisiting consumers of the Unit Bumi Kepanduan Sentul Bogor. While the location variable obtained a t_{value} of 5.742 and a t_{table} value for $\alpha=0.05$ with degrees of freedom of $100-3-1= 96$ of 1.660, meaning $t_{value} > t_{table}$ (5.742> 1.668) with a significance of $0.000 < 0.050$, it can be concluded that H_{a4} is accepted and H_{04} is rejected, meaning that location has a direct and positive effect on the consumer's interest in revisiting the Sentul Unit Bumi Kepanduan Sentul Bogor.

The satisfaction variable obtained a t_{value} of 3.107 and a t_{table} value for $\alpha=0.05$ with degrees of freedom of $100-3-1= 96$ of 1.660, meaning $t_{value} > t_{table}$ (3.107> 1.668) with a significance of $0.000 < 0.050$, so it can be concluded that H_{a5} is accepted and H_{05} is rejected, meaning that satisfaction has a direct and positive effect on the intention to revisit consumers of the Unit Bumi Kepanduan Sentul Bogor.

4.4 Sobel Test

Sobel analysis in this study was used to determine the influence of the intervening/mediator variable, namely Z. In order to perform this Sobel test, the degree to which the exogenous variable (X) indirectly influences the endogenous variable (Y) through the intervening variable (Z) was assessed.

In order to determine whether the indirect effect is significant, calculate the Z_{count} value of the unstandardized Beta ab. The Z_{count} value is compared with the Z_{table} value, if $Z_{count} > Z_{table}$, then it can be concluded that the mediation effect is significant. The absolute Z_{table} is (1.96). The results of the Sobel test analysis output using SPSS version 25.00 can be seen in the following table:

Tabel 9. Sobel Test Analysis Output Results

a	b_1	b_2	b_1b_2	SE_a	SE_{b1}	SE_{b2}	$SE_{b1}SE_{b2}$
0,335	0,407	0,218	0,088	0,108	0,081	0,076	0,006

Source: Results of statistical data processing with SPSS Version 25.00, 2025

1. The influence of facilities on revisit intention through satisfaction. The results of the analysis test are used to find the Z_{count} value. The calculation is as follows:

$$Z = \frac{ab}{\sqrt{(b^2 SEa^2) + (a^2 SEb^2)}}$$

$$Z = \frac{0,335 \times 0,407}{\sqrt{(0,407^2 \times 0,108^2) + (0,335^2 \times 0,081^2)}}$$

$$Z = \frac{0,136345}{\sqrt{(0,165649 \times 0,011664) + (0,112225 \times 0,006561)}}$$

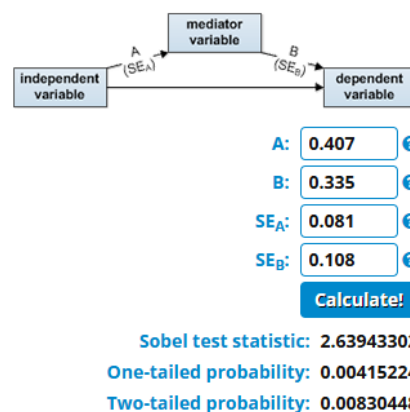
$$Z = \frac{0,136345}{\sqrt{(0,001932129936) + (0,000736308225)}}$$

$$Z = \frac{0,136345}{\sqrt{0,002668438161}}$$

$$Z = \frac{0,136345}{0,051656922}$$

$$Z = 2,63943302$$

The following are the results of the Sobel Test Calculator for the Significance of Mediation program to prove the accuracy of the calculation:



Source: Output Sobel Test Calculator for the Significance of Mediation, 2025

Figure 3. Results of Calculating Test for Facility Variables

The results of the calculation of the Sobel test value obtained a Z_{count} value of 2.63. The Z_{count} value ($2.63 > 1.96$), then H_{06} is rejected and H_{a6} is accepted, meaning that facilities have an indirect effect on the interest in returning through satisfaction of consumers of the Unit Bumi Kependuan Sentul Bogor.

2. How location affects the intention to return through satisfaction

The results of the analysis test are used to find the Z_{count} value. The calculation is as follows:

$$Z = \frac{ab}{\sqrt{(b^2 SEa^2) + (a^2 SEb^2)}}$$

$$Z = \frac{0,335 \times 0,218}{\sqrt{(0,218^2 \times 0,108^2) + (0,335^2 \times 0,076^2)}}$$

$$Z = \frac{0,07303}{\sqrt{(0,047524 \times 0,011664) + (0,112225 \times 0,005776)}}$$

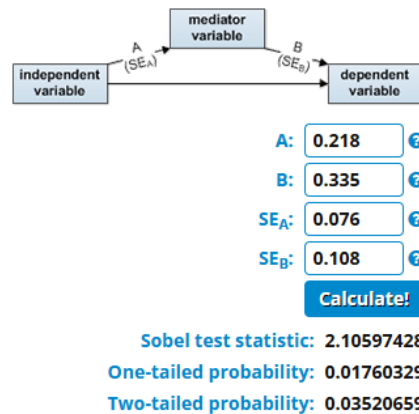
$$Z = \frac{0,07303}{\sqrt{(0,000554319936) + (0,0006482116)}}$$

$$Z = \frac{0,07303}{\sqrt{0,001202531536}}$$

$$Z = \frac{0,07303}{0,0346775364}$$

$$Z = 2,10597428$$

The following are the results of the Sobel Test Calculator for the Significance of Mediation program to prove the accuracy of the calculation:



Source: Output Sobel Test Calculator for the Significance of Mediation, 2025

Figure 4. Result of Calculating Test for Location Variables

The results of the calculation of the Sobel test value obtained a Z_{count} value of 2.10. The Z_{count} value ($2.10 > 1.96$), then H_{07} is rejected and H_{a7} is accepted, meaning that the location has an indirect effect on the interest in returning through satisfaction of consumers of the Unit Bumi Kepanduan Sentul Bogor.

4.5 Discussion

4.5.1 Direct and Positive Influence of Facilities on Satisfaction

Based on the calculation results from the t-test hypothesis testing, the t_{value} value was $5.037 > t_{table}$ of 1.660, with a significant value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted. This means that the first hypothesis has a direct and positive effect on customer satisfaction at the Unit Bumi Kepanduan Sentul Bogor. This positive effect indicates that the condition of the amenities, their completeness as well as the external design at the Unit Bumi Kepanduan Sentul Bogor support comfort and create a positive impression for consumers upon their first visit, as well as for their experiences throughout their visit. According to Tjiptono, (2016), the better the facilities provided by a company, the more it can influence customer satisfaction.

Tourist facilities are a crucial element in the tourism industry, serving to meet consumer needs and comfort. The better and more adequate the facilities provided, the higher the level of satisfaction experienced by users/consumers. This is supported by research Putri et al., (2023), which states that there is a significant influence between facilities and consumer satisfaction.

4.5.2 Direct and Potive Location's Effect on Satisfaction

Considering the findings of the t-test hypothesis test, the t_{value} value was $2.874 > t_{table}$ of 1.660, with a significant value of $0.005 < 0.05$. Therefore, H_0 is rejected and H_a is accepted. This means that the second hypothesis has a direct and positive effect on customer satisfaction at the Unit Bumi Kepanduan Sentul Bogor. This positive effect indicates that the entrance, visibility, and environmental conditions at the Unit Bumi Kepanduan Sentul Bogor are well-maintained and appear very clean, creating a comfortable atmosphere for customers. According to Sibarani et al., (2019), a strategic location can influence accessibility and attractiveness to consumers.

Locations that support consumer activities can provide a better experience and directly increase customer satisfaction. The more strategic, accessible, and comfortable a location is, the greater degree of user or customer pleasure. This is supported by research by Fajrin et al., (2021), which states a significant influence between location and customer satisfaction.

4.5.3 Direct and Positive Facilities' Effect on Return Visit Intention

Considering the t-test computation results hypothesis testing, the t_{value} value was $3.829 > t_{table}$ of 1.660, with a significant value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted. This means that the third hypothesis has a direct and positive effect on the intention to revisit among consumers at the Unit Bumi Kepanduan Sentul Bogor. This positive effect indicates that the well-maintained facilities, the creation of elements and interior design at the Unit Bumi Kepanduan Sentul Bogor, align with the theme or concept, thus creating an attractive impression. Adequate facilities can provide a pleasant experience, increase comfort, and create a positive impression, thus encouraging consumers to revisit without being influenced by other factors. According to Dewianawati et al., (2023), facilities are everything related to the infrastructure and facilities needed to support the smooth and efficient running of activities.

Facilities are a crucial element affecting a person's decision to return to a location. The better, more complete, cleaner, more comfortable, and more suited to customer needs, the greater their interest in returning. Research by Irawan et al. (2021) supports this, which found a significant influence between facilities and return intention.

4.5.4 Direct and Positive Influence of Location on Return Visit Intention

According to the findings of the t-test hypothesis test, the t_{value} value was $5.742 > t_{table}$ of 1.660, with a significant value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted. This means that the fifth hypothesis has a direct and positive effect on the intention to revisit among consumers of the Unit Bumi Kepanduan Sentul Bogor. This positive effect indicates that access to this location is very easy, and consumers also feel safe while in the Unit Bumi Kepanduan Sentul Bogor environment due to the presence of security personnel on duty. This makes consumers feel that the service criteria at the Unit Bumi Kepanduan Sentul Bogor meet their expectations. Location is a crucial factor that can influence consumer intention to return to a location. According to Kotler & Keller, (2021), a strategic and easily accessible location will facilitate consumers in obtaining the products or services offered.

An ideal location is easily accessible, boasts attractive natural or cultural beauty, and is supported by a variety of facilities and activities that meet consumer needs and desires. The better and more strategic a location is, the higher the consumer's desire to revisit.

Research by Lestari et al. (2023) supports this, finding a substantial relationship between location and intention to revisit.

4.5.5 Direct and Positive Influence of Satisfaction on Return Visit Intention

Based on the results of the t-test hypothesis testing, the t_{value} value was $3.107 > t_{table}$ of 1.660, with a significant value of $0.002 < 0.05$. Therefore, H_0 is rejected and H_a is accepted. This means that the fifth hypothesis has a direct and positive effect of satisfaction on revisit intention among consumers of the Unit Bumi Kepanduan Sentul Bogor. This positive effect indicates that customers are happy with the activities and facilities supplied by the Unit Bumi Kepanduan Sentul Bogor because all their needs during their visit are met and meet their expectations. Satisfaction is the result of a positive experience consumers experience while enjoying a service or facility. When consumers are satisfied, they tend to form a positive perception of the place and feel that their visit met or even exceeded their expectations. According to Burhanudin, (2023), satisfaction arises when A product or service fulfills or even surpasses the expectations of the customer.

This satisfaction not only creates a positive impression but also has a significant influence on loyalty and the willingness to return in the future. The more satisfied customers are, the more likely they are to return. Furthermore, a strong correlation between satisfaction and intention to return, supports this (Wusko & Nizar, 2017).

4.5.6 Indirect and Positive Influence of Facilities on Return Visit Intention Through Satisfaction

According to the Sobel hypothesis test computation findings, the Z_{count} value of 2.63 was discovered to be greater than the Z_{table} value of 1.660. Therefore, H_0 is denied, and H_a is accepted. This implies that the sixth hypothesis possesses an indirect and positive effect of facilities on revisit intention through customer satisfaction at the Unit Bumi Kepanduan Sentul Bogor. This positive effect indicates that the Unit Bumi Kepanduan Sentul Bogor is able to meet customer expectations in achieving satisfaction after a visit. This satisfaction includes consumers who are satisfied with the overall experience and service they received during their visit at the Unit Bumi Kepanduan Sentul Bogor. Good facilities increase satisfaction, and this satisfaction encourages repeat visits. According to Hinson et al., (2024), if the facilities provided by a company meet or exceed customer expectations, consumers are more likely to return.

The presence and quality of available facilities not only encourage consumers to revisit. Good and adequate facilities can also create a pleasant and comfortable experience for consumers, which in turn increases customer satisfaction. This satisfaction is a key factor in shaping return intention. Therefore, Customer satisfaction increases with the quality of the amenities offered, and satisfied customers are more likely to make repeat purchases. According to a study by Maulidan & Huda, (2024), amenities have an indirect impact on return intention through satisfaction.

4.5.7 Indirect and Positive Influence of Location on Return Visit Intention Through Satisfaction

The Z_{count} value of 2.10 is higher than the Z_{table} value of 1.660, according to the computation results from the Sobel hypothesis test. As a result, H_a is approved and H_0 is denied. Accordingly, the seventh hypothesis states that consumer satisfaction at the Unit

Bumi Kepanduan Sentul Bogor has a positive and indirect impact on the intention to return. This positive effect indicates that the facilities and services provided by the Unit Bumi Kepanduan Sentul Bogor provide a positive and lasting experience for consumers. Location is also a crucial element in the tourism industry and other service sectors, as it can influence consumers' perceptions and experiences of a place. A strategic, easily accessible, safe, and comfortable location provides significant added value in creating a positive visiting experience. According to Prastiyo et al., (2022), a location that is easily accessible, whether by public or private transportation, influences consumer comfort. Easy access can reduce travel time and costs, which can increase the likelihood of a return visit.

A good location needs to be balanced with satisfying customer experience management, such as creating a safe, clean, and comfortable atmosphere while on site. Customer loyalty is largely based on satisfaction, therefore even if the setting is encouraging, comprehensive experience quality management is still necessary to create a strong incentive for repeat visits. Therefore, the more accessible and strategic The more satisfied customers are with a site, and high satisfaction will encourage repeat visits in the future. Another previous research supports this, indicating that location indirectly affects return intention through satisfaction (Ariani & Yolanda, 2024; Mundir et al., 2022; Fadilah & Huda, 2024; Maulidan & Huda, 2024)

5. Conclusion

Based on the findings of the study, it can be concluded that both facilities and location play a significant role in influencing visitor satisfaction and their intention to return to the Unit Bumi Kepanduan Sentul Bogor. The results show that better facilities and strategic location directly increase visitor satisfaction, which in turn enhances their desire to revisit. Furthermore, satisfaction acts as a mediating factor, strengthening the relationship between facilities, location, and revisit intention. This indicates that the higher the level of satisfaction experienced by visitors, the greater their likelihood of returning to the location in the future.

However, this study has certain limitations. The research was conducted with a relatively small sample size of 100 respondents, which may not fully represent the broader population of visitors. In addition, the variables used were limited to facilities, location, and satisfaction, while other potential influencing factors such as lifestyle, reference groups, and social influence were not included in the model.

Based on these limitations, it is suggested that future research should expand the scope of analysis by incorporating additional variables that may affect revisit intention, such as lifestyle preferences or peer recommendations. Future studies are also encouraged to use a larger and more diverse sample size to enhance the generalizability and accuracy of the findings. Moreover, management at the Unit Bumi Kepanduan Sentul Bogor should continue improving the quality of its facilities and accessibility while maintaining visitor satisfaction to ensure sustainable interest in returning.

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