

The Effect of Accessibility and Destination Image on Revisit Intention to Pelaruga Waterfall In Langkat Regency

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ABSTRACT

The development of Pelaruga Waterfall tourism has been quite rapid in Langkat Regency. However, the interest in revisiting the site has not met expectations, presumably due to difficult road access and the poor image of the destination. The Purpose of study was to determine the effect of accessibility and Destination Image on revisit intention to Pelaruga Waterfall In Langkat Regency. The type of quantitative descriptive research. The Population is 268.769 tourists who have visited the Pelagura Waterfall tourist attraction in Langkat Regency throughout 2024. The sample in this study used purposive sampling consisting of 100 respondents who had visited the Pelaruga Waterfall in Langkat Regency. The analysis techniques uses statistical model consisting of validity, reliability, classical assumptions, multiple linear regression, t-test, F-test and coefficient of determination (R²) using SPSS (Statistical Produk and Service Solutions) software version 23. Data collection methods were through interviews, questionnaires and documentation studies. The tests carried out show that accessibility and destination image partially have a positive and significant effect on revisit intention. The Adjusted R Square value obtained from the results of testing the Determinant Coefficient (R²) on revisit intention is 0.741, meaning that 74,1% can be explained by accessibility and destination image. Meanwhile, the remaining 25,9% can be explained by other factors not examined in this study.

Keywords : *Accessibility, Destination Image, Revisit Intention*

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I. INTRODUCTION

Tourism is a sector that contributes significantly to the economy, including in Indonesia. Indonesia's natural beauty and cultural diversity are a special attraction for both domestic and foreign tourists. This sector is one of the advantages and potentials of the region that can be utilized to the maximum and is almost always present throughout Indonesia. The tourism industry in Indonesia has the potential to develop to its fullest. Tourist destinations with local advantages can be found in almost every region of Indonesia. Because their products are needed to support the tourism industry, other industries such as agriculture, animal husbandry, horticulture, folk crafts, and so on will also benefit from the growth of tourism in a country (Evelyna, 2022).

On a local scale, tourism development will have an impact on Local Own-Source Revenue (PAD), which can also affect the welfare of the surrounding community. The arrival of tourists to an area will have a multiplier effect on various parties, ranging from transportation companies, traders, hoteliers, tour guides, culinary entrepreneurs, and many more, as well as increasing employment opportunities. As a complex industry, tourism will also stimulate business activities in the fields of accommodation, transportation, and culinary, which in economic terms are also considered service industries. Thus, the tourism industry will be able to stimulate a large flow of goods and services in a region.

North Sumatra Province has many interesting tourist attractions. One of the most notable destinations is the Pelaruga Waterfall tourist attraction located in Langkat Regency, North Sumatra. This natural attraction offers exotic scenery and great tourism potential. Since its opening in 2011, this tourist attraction has continued to be improved and developed. One of the main advantages of the Pelaruga Waterfall tourist attraction is its height of 12 meters and its clear blue water and eternal pool, which add to its uniqueness and make the Pelaruga Waterfall tourist attraction one of the most popular places among tourists. The lush environment and shady trees adorn the edges of this waterfall. This creates a cool atmosphere at Pelaruga Waterfall, making it a comfortable place for tourists to rest.



However, the tourism industry, especially in North Sumatra, has experienced a significant decline. This can be seen based on data from the Langkat Regency Tourism and Culture Office in 2023 and the latest survey from the Pelaruga Waterfall Information Center in 2024, which shows a significant decline in the number of tourists visiting one of the tourist attractions in North Sumatra, namely the Pelaruga Waterfall. This can be seen in Table 1.1 below:

Table 1
Development of Tourist Visits to Pelaruga Waterfall Tourist Area in 2020-2024

No	Tahun	Jumlah Wisatawan
1	2020	115.185
2	2021	116.140
3	2022	250.378
4	2023	275.879
5	2024	268.769

Source : Pelaruga Waterfall Ecotourism Information Center (2024)

Based on the data in Table 1.1, the number of visits increased the most in 2023, reaching 275,879. However, this did not happen significantly until 2024, when there was a decline. The cause of the significant decline in visits was due to the difficulty of accessing the tourist attraction, as well as the fact that the Pelaruga Waterfall tourist destination had claimed many victims, so tourists were not interested in returning to the tourist destination.

To ensure the sustainable development of this tourist destination in the future, a number of requirements must be met and plans must be made to increase its appeal to tourists. The aspects of tourism area development that require analysis are tourist attractions or components possessed by a tourist destination. Therefore, to support tourism growth, the existing infrastructure must be developed. Among the infrastructure elements that need to be built are physical elements around tourist destinations to boost the number of visitors to each location. Well-packaged physical environmental elements will make visitors feel comfortable and encourage them to return. (Cahyuni Evelyn and Ritonga, 2023).

According to Malikhah et al. (2023), revisit interest can be defined as the likelihood of visitors returning to a destination. This behavior is considered loyalty or a concrete action that demonstrates visitors' willingness to return to the same



destination. Lestari and Yusuf (2020) state that tourists' interest in visiting the same place repeatedly can be characterized by a desire to review the place in the future and recommend it to others. There are many factors that influence repeat visitation interest, one of which is accessibility (Hanafi, 2023).

According to Ulhaq et al. (2023), accessibility is defined as the ease of traveling to a particular tourist destination in terms of the time and convenience of travel when visiting a particular tourist destination, as well as the comfort and duration of the trip. If a place has the potential to become a tourist destination, it must be equipped with adequate accessibility so that visitors can easily reach the location. Another factor that influences this is the image of the destination.

According to Kim and Jeong (2020), destination image is a choice to travel that originates from individual ideas in the form of information, feelings, and perceptions that become a general idea about the destination experience. Destination image is a person's vision of a place based on their beliefs and imagination. This highlights how tourists' perceptions of a place influence their choices, actions while there, level of happiness, and memories of the trip (Gustiani, 2021).

Based on research by Siti Anggiani et al. (2024), accessibility has a significant effect on the intention to revisit. Meanwhile, Dzia Ulhaq et al. (2024) state that accessibility does not have a significant effect on the intention to revisit. In a study on destination image and repeat visit interest conducted by S. Lestari et al. (2022), it was stated that destination image has a significant effect on repeat visit interest. Meanwhile, in a study by Sulistyanda et al. (2022), it was stated that destination image does not have a significant effect on repeat visit interest.

Based on the research gap from previous studies, there are several variables that are thought to influence the intention to revisit. Therefore, given the current phenomenon or issue, the researcher is interested in conducting a study entitled **“The Effect of Accessibility and Destination Image on the Intention to Revisit the Pelaruga Waterfall Tourist Attraction in Langkat Regency.”**



II. LITERATURE REVIEW

Definition of Revisit Intention

According to Alvianna et al (2022), the intention to revisit is when someone encourages you to return to a location that has its own unique appeal. The decision to visit a tourist destination will encourage tourists to revisit and even recommend it to others. A person's mental state, which indicates plans to act within a certain period of time, can be measured by their interest in returning (Putrasatia & Bhaskara, 2022).

According to Umar in Sappewali (2022), the interest to revisit is a response to an object that presents a willingness to repeat the visit. One of the main factors that influence visitor happiness, or what can be understood as the level of visitor satisfaction, is the interest to return (Riadi et al., 2023). The comparison between the services received and the anticipated quality value results in a level of satisfaction (Liestiandre, 2021). Therefore, for some individuals, traveling is a necessary activity because it allows them to escape from their monotonous daily lives and enjoy time with friends and family (Santoso et al., 2021).

Definition of Accessibility

According to Isdarmanto et al., (2023) the accessibility of a tourist destination refers to the ease with which tourists can reach and explore that destination. Accessibility can also have an impact on travel costs or visitor costs. Isdarmanto also mentions in his book that the need for road access, transit accessibility, and road signs for tourist locations are factors that are no less important for tourist locations. This is because accessibility is a way to make tourism more comfortable for visitors and does not only include modes of transportation that can take them to tourist locations and back to their starting point. This also indicates that transportation alone is not enough, but must also be accompanied by good road access.

Definition of Destination Image

Destination image is a person's perception of all activities at a tourist destination that characterize the place as a whole (Widjianto 2019). Sianipar et al (2020) define destination image as a set of knowledge and impressions of a tourist



destination by visitors to that destination, which includes information on geography, population, infrastructure, climate, culture, as well as assessments of attractiveness, safety, and so on. Based on this view, it can be said that destination image is a person's perception of a place based on what they feel when visiting. This includes how comfortable they feel visiting the location, including its infrastructure, temperature, history, and culture. Therefore, corporations involved in the tourism industry need to be aware of the factors that can influence tourism perceptions.

According to Eddyono et al (2021), destination image is the general perception that a person or group of people have of a place, or the perception that tourists have of a place. In other words, a person's perception of a tourist location can also be considered as the destination image.

According to Ilda and Murwatiningsih (2022), forming an image before starting a trip is an important step in choosing a tourist destination. In addition, the image formed after the visit also plays a role in influencing tourists' desire to return in the future. This also applies to several good tourist destinations that may offer certain experiences that match the images and expectations of tourists.

III. METHODS

This study uses a quantitative type of approach, which will find the magnitude of the influence of the independent variable on the dependent variable. Quantitative research is research that involves the process of collecting and analyzing numerical data objectively to describe, predict, or control variables of interest.

According to Sugiyono (2019), a population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study is the total number of visitors, amounting to 268,769 tourists who have visited the Pelagura Waterfall tourist attraction in Langkat Regency throughout 2024, based on data obtained from field research conducted by the researcher directly to the management of the Pelaruga Waterfall tourist attraction in Langkat Regency.

The sampling technique to determine the sample to be used in this study uses Non probability Sampling. Non probability sampling is a sampling technique that



does not provide equal opportunities for each element or member of the population to be selected as a sample.

The data collection methods in this research are:

1. Interview

By communicating with relevant parties in accordance with the topic being researched.

2. Questionnaire

The questionnaire is a way of collecting data by asking questions to respondents about the variables in the study.

According to Alfito (2024), data sources refer to raw information or observations collected as information. The data used consists of primary data and secondary data, with the following explanations:

1. Primary data is data obtained directly from selected respondents during visits to the Pelaruga Waterfall tourist attraction.
2. Secondary data is information that already exists and has been deliberately collected by researchers to supplement the data needed for their research.

IV. RESULTS

Classical Assumptions

1. Normality Test

a. Histogram Approach

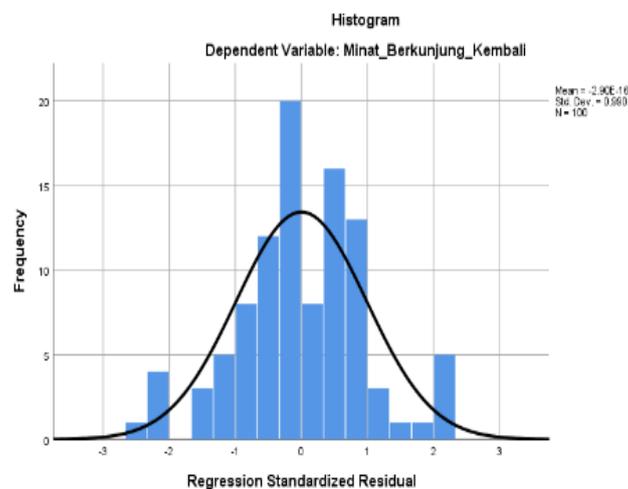


Figure 1
Normality Test and Histogram

Based on Figure 1, it can be seen that the variables are normally distributed, this is indicated by the bell-shaped distribution of data and does not deviate to the left or right.

b. Normal P-P Plot Graph Approach

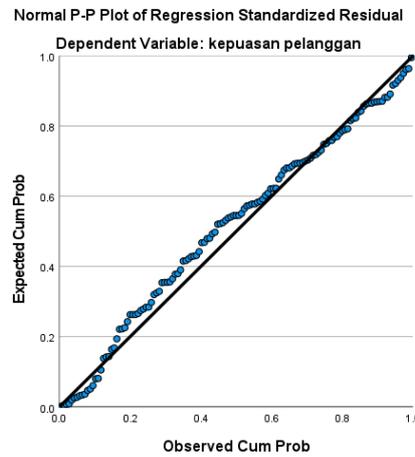


Figure 2
Normal Probability Plot Test

Figure 2 illustrates how the image displays points that follow the diagonal line of the data. This suggests that the residuals of the researcher are within typical limits. However, the Kolmogorov-Smirnov test is used to further confirm that the data is regularly distributed along the diagonal line.

c. Kolmogorov-Smirnov Approach

Table 2
One-Sample Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.84975080
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.060
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.



Table 2 shows that the Asymp. Sig. (2-tailed) is 0.200 and a significant value (0.05) or 5%, so it can be concluded that the residual variable is normally distributed.

2. Multicollinearity Test

Table 3
Multicollinearity Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.065	1.708		-.038	.970		
	Aksesibilitas	.742	.081	.615	9.197	.000	.585	1.710
	Citra_Destinas	.368	.075	.328	4.897	.000	.585	1.710

a. Dependent Variable: Revisit Intention

In Table 3, it is known that the tolerance value of all independent variables is greater than the value of 0.1 and the VIF value of all independent variables is smaller than the value of 10. Therefore, the data in this study are said to have no multicollinearity problems.

3. Heteroscedasticity Test

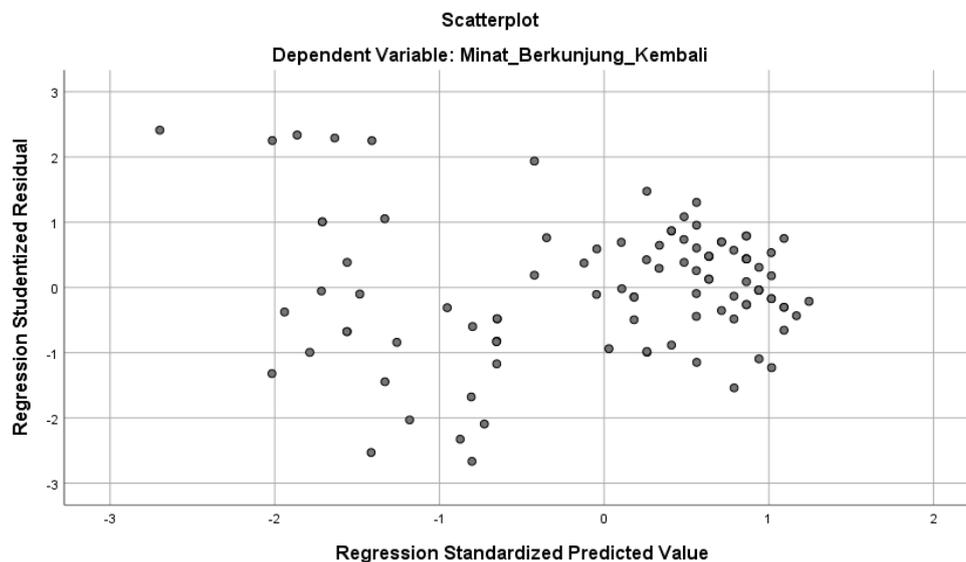


Figure 3
Heteroscedasticity with Scatterplot

Based on Figure 3, it is known that there are no independent variables or independent variables that statistically significantly affect the dependent variable or dependent variable. this is indicated by the Sig. The independent variable is greater



than the significance value of 0.05. so this regression model can be concluded that it does not experience heteroscedasticity.

Hypothesis Test Results

Test t (Partial Test)

The t test is conducted to partially test whether Accessibility and Destination Image partially or each have an effect on Revisit Intention. To test this hypothesis, it is done by comparing tcount with ttable with the following conditions:

H0 is accepted, if $t_{count} \leq t_{table}$ or $Sig\ t \geq \alpha$ (0.05)

H1 is accepted, if $t_{count} \geq t_{table}$ or $Sig\ t \leq \alpha$ (0.05)

It is known to find ttable as follows:

Probability = 5% or (0.05)

$df = n - k - 1$

$df = 100 - 2 - 1$

$df = 97$

$t_{table} = probability \times df$

$t_{table} = 0.05 \times 97$

$t_{table} = 1.984$

Table 3
Partial Test (T Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.065	1.708		-.038	.970		
	Aksesibilitas	.742	.081	.615	9.197	<.001	.585	1.710
	Citra Destinasi	.368	.075	.328	4.897	<.001	.585	1.710

a. Dependent Variable: Revisit Intention

1. The Accessibility variable has a significant effect on Revisit Intention. This can be seen from the significant value (0.001) < from 0.05 and tcount (9.197) > compared to ttable (1.984).
2. The Destination Image variable has a significant effect on Revisit Intention. This can be seen from the significance value (0.001) <0.05 and tcount (4.897) > compared to ttable (1.984).



F test (simultaneous)

This test is conducted to see together or simultaneously the effect of the independent variables of Accessibility and Destination Image on the dependent variable Revisit Intention.

It is known to find the F table as follows:

Probability = 5% or (0.05)

$df\ 1 = k$

$df\ 2 = n - k - 1$

$F_{table} = probability \times (df1) \times (df2)$

$F_{table} = 0.05 \times 2 \times 97$

Then obtained $F_{table} = 3.090$

Table 4
Simultaneous Significance F Test Results (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2360.923	2	1180.462	142.421	<.001 ^b
	Residual	803.987	97	8.289		
	Total	3164.910	99			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Accessibility, Destination Image

Table 4 reveals that the Fcount value is 142.,421 with a significance level of 0.001. while the Ftable at the 95% confidence level ($\alpha = 0.05$) is 3.09. Therefore, in both calculations, namely $F_{count} > F_{table}$ and the level of significance (0.001) < 0.05 , it shows that the effect of independent variables (Accessibility and Destination Image) is simultaneously significant on Revisit Intention.

Test Coefficient of Determination (R²)

Table 5
Test Results of the Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.746	.741	2.879

a. Predictors: (Constant), Accessibility, Destination Image

b. Dependent Variable: Revisit Intention



Based on Table 5, it can be seen that the Adjusted R Square value is 0.741. This means that Customer Satisfaction can be influenced by Accessibility, and Destination Image. While the remaining 25.9% can be explained by other factors not examined in this study.

1. The Effect of Accessibility on Revisit Intention

The results of the t-test analysis show that the accessibility variable has a positive and significant effect on the intention to revisit. This can be seen from the significance value $(0.001) < 0.05$ and the t-count $(9.197) >$ compared to the t-table (1.984) . This shows that accessibility has an effect on increasing the interest in revisiting and that this variable has a significant effect, so that the accessibility variable at the Pelaruga Waterfall tourist attraction is considered good.

This is in line with the analysis of Anggiani et al. (2024) and Destorina et al. (2024), which states that accessibility has a positive and significant effect on revisit intention.

2. The Effect of Destination on Revisit Intention

The results of the t-test analysis show that the accessibility variable has a positive and significant effect on revisit intention. This can be seen from the significance value $(0.001) < 0.05$ and the t-count $(4.897) >$ compared to the t-table (1.984) . This shows that the image of the destination has an effect on increasing the interest in revisiting, and the influence of this variable is significant, so that the destination image variable at the Pelaruga Waterfall tourist attraction is considered good.

This is in line with the results of the analysis of destination image variables and revisit intention conducted by S. Lestari et al. (2022) and research by Taufik Tri Nur Hidayat (2020), which states that destination image has a significant effect on revisit intention.

3. The Effect of Accessibility and Destination Image on Revisit Intention

Based on the F-test, the variables of accessibility and destination image have a positive and significant effect on revisit intention. This is explained by the fact that the F-count value is 142.421 with a significance level of (0.001) . Meanwhile, the F-table at



a 95% confidence level ($\alpha = 0.05$) is 3.09. Therefore, in both calculations, the F-count > F-table and the significance level (0.001) < 0.05, indicating that the simultaneous effect of the independent variables (accessibility and destination image) is significant on revisit intention to Pelaruga Waterfall tourist attraction in Langkat Regency to increase revisit intention. Thus, the accessibility and destination image variables at the Pelaruga Waterfall tourist attraction are considered good.

This is in line with research by Anggiani et al., (2024) which reveals that accessibility and destination image have a positive and significant influence on revisit intention.

V. CONCLUSION AND SUGGESTION

Based on the results of the analysis and discussion conducted in this study, the researchers drew the following conclusions:

1. Accessibility variables partially have a positive and significant effect on revisit intention to Pelaruga Waterfall tourist attraction in Langkat Regency.
2. Destination image variables partially have a positive and significant effect on revisit intention to Pelaruga Waterfall tourist attraction in Langkat Regency.
3. Accessibility and destination image variables simultaneously have a positive and significant effect on revisit intention to Pelaruga Waterfall tourist attraction in Langkat Regency.



Based on the results of the research and discussion, the researchers offer the following suggestions:

1. Accessibility has a positive and significant effect on the interest in revisiting. Where accessibility affects the interest in revisiting the Pelaruga Waterfall tourist attraction. However, there are several problems with accessibility, such as damaged roads, difficult access to public transportation to the Pelaruga Waterfall tourist site, inadequate public facilities such as toilets, a lack of adequate directional signs, and a lack of adequate rest areas. Therefore, it is recommended that the tourist attraction management improve the road infrastructure as access to Pelaruga Waterfall. The availability of public facilities such as toilets, proper rest areas, and adequate directional signs, such as clear signs or symbols pointing to the tourist attraction, should also be improved.
2. The image of the destination has a positive and significant effect on increasing the interest in revisiting. The image of the destination has an impact on the interest in revisiting the Pelaruga Waterfall tourist attraction. However, there are several problems with the image of the destination, such as the prevalence of illegal fees, poor hygiene, and the lack of attention to safety at Pelaruga Waterfall, resulting in many tourists having accidents and giving Pelaruga Waterfall a bad image. Therefore, it is recommended that the role of tourist attraction managers be to pay more attention to the image of the destination, such as maintaining the cleanliness of the tourist environment, creating a safe and comfortable atmosphere for tourists, and managers also need to conduct stricter supervision of illegal fees (pungli) that are often complained about by visitors because they can create a negative impression of the destination.
3. For future researchers, this study uses two independent variables to measure the interest in revisiting, so it is recommended that future researchers develop and add other variables that were not examined in this study that can measure the interest in revisiting, such as customer experience, tourist satisfaction, social media marketing, and so on at the Pelaruga Waterfall tourist attraction in Langkat Regency.



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