



The Influence of Tourist Attraction, Accessibility, and Facilities on Tourists' Revisit Intention at Kasap Beach, Pacitan Regency

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ABSTRACT

Purpose of the study: This study aims to analyze the influence of (1) Tourist Attraction, (2) Accessibility, and (3) Facilities on the Intention of Tourists to Revisit Kasap Beach, Pacitan Regency, both partially and simultaneously.

Methodology: This type of research is quantitative descriptive, where data is collected by dividing questionnaires of 100 respondents who have visited the Kasap Beach Tourism object, Pacitan Regency. Data analysis was carried out using multiple linear regression and using SPSS version 25 software.

Main Findings: The results of this study show that Tourist Attraction partially has an impact on Intention to Revisit by 28%, Accessibility has an impact of 37.4%, and Facilities by 26.3%. Simultaneously, these three variables had a significant impact on the intention to revisit, with a significance value of $0.000 < 0.05$.

Novelty/Originality of this study: This research makes a new contribution by analyzing the influence of tourist attractions, accessibility, and facilities on the intention to revisit partially and simultaneously, which has not been widely studied in the context of Kasap Beach. These findings broaden our understanding of the determinants of tourist loyalty and provide a scientific basis for the development of data-driven tourism strategies in similar destinations.

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1. INTRODUCTION

Tourism is one of the mainstay factors in supporting the Indonesian economy and plays a role as one of the main sources of the country's foreign exchange earnings [1], [2]. Based on the ranking of foreign exchange earnings, the tourism sector occupied the fourth position in 2019, below oil and gas, coal, and palm oil. The contribution of foreign exchange from this sector shows an increasing trend since 2011 until now [3]. Tourism also contributes positively to local communities through job creation, cultural preservation, and empowerment of small and medium enterprises. Therefore, this sector is seen as one of the important pillars in encouraging economic, social and environmental development in various countries [4].

The Organization for Economic Co-Operation and Development (OECD) in its Tourism Trends and Policies 2022 report reported that in 2019, the tourism sector contributed 5.0% to Indonesia's Gross Domestic Product (GDP). However, the Covid-19 pandemic that occurred in 2020 caused a significant decline in the sector's contribution to GDP, which fell by 56% to only 2.2% [1]. Restrictions on people's mobility, flight suspensions, the implementation of lockdowns and the strengthening of social distancing protocols carried out in various countries during Covid-19 have caused a drastic decline in tourism activities [5].

However, after the pandemic, there is optimism about the revival of domestic tourism because people are starting to return to domestic tourism as a form of stress release after a long period of social restrictions [6]. One of the areas that holds great potential to support the recovery of the tourism sector is Pacitan Regency in East Java, known as "Kota 1001 Goa". This area offers a variety of unique and enchanting natural attractions, one of which is Kasap Beach which is nicknamed "Little Raja Ampat" because its exotic island cluster resembles Raja Ampat in Papua. The natural beauty offered is a special attraction for local and foreign tourists. However, this huge potential has not been fully optimized. Data shows a decrease in the number of tourist visits to Pacitan, from 1,565,922 people in 2022 to 1,306,365 people in 2023 [7]. This phenomenon indicates that there are challenges in maintaining the loyalty of tourists, especially in terms of the intention to visit again.

Previous research explained that prices and promotions are one of the factors in making a decision for tourists to visit a destination. Travelers will take into account how much it will spend to get the desired product or service [8]. Promotions play an important role in making it easier for tourists to get information about the destinations they want to visit, as well as being a means to attract interest and influence decisions to visit a destination [9]. This study will focus on the factors that affect the intention of tourists to revisit the beaches of Kasip in Pacitan Regency. Intention to revisit refers to a person's desire to visit the same destination for a second time in a given period [10]. Return intention is a person's tendency to revisit based on future profit or loss considerations. Travelers' experiences in a destination influence their intention to return, where satisfaction is a major factor in determining revisits [4].

A tourist attraction, or often referred to as a "tourist attraction," refers to anything that attracts people's attention to visit a particular area [3]. Tourist attraction itself is the main element that encourages the development of tourism in a destination, as well as being the main motivating factor for tourists to visit [3]. So that tourist attractions that are able to meet consumer expectations by providing satisfaction will provide encouragement for consumers to revisit a destination. This is also supported by research conducted by Vienna Artina Sembiring, Rahmat Ingkadijaya, Nurbaeti, Myrza Rahmanita (2024) which states that tourist attractions and facilities have an indirect positive influence on Intention to Visit Again through Tourist Satisfaction [11].

Accessibility, according to Prasiata, is a crucial factor in a tourist destination, which refers to the ease of movement of individuals from one location to another, whether in short, medium, or long distances [12]. Sulfi dan Yusuf menekankan bahwa aksesibilitas ini melibatkan jaringan jalan dan sarana transportasi yang memfasilitasi wisatawan untuk mencapai destinasi wisata yang diinginkan Sulfi and Yusuf emphasized that this accessibility involves a network of roads and transportation facilities that facilitate tourists to reach the desired tourist destinations [13]. According to Suwanto, accessibility is an important factor in tourism development because it involves various sectors. Without adequate transportation networks, tourist attractions are difficult to visit. Therefore tourist attractions must be easy to reach and find [14]. This is supported by the research of Muhammad Zaki Iftikar, Astrid Puspaningrum with the results of the study showing that accessibility and facilities have a positive and significant influence on revisit intention [10]. So it means that the better the accessibility and facilities that visitors feel the revisit intention of the visitor will also increase.

Facilities, in the form of physical facilities that must be provided before services are provided, play a crucial role in supporting tourist activities, the availability of adequate facilities both in terms of quality and quantity will remind the tourist experience and encourage the intention to visit again [15]. According to Sulastiyono, facilities in the context of tourism refer to physical equipment provided to make it easier for visitors to carry out tourist activities, so that all their needs can be met properly. Tourism facilities include various elements such as accommodation, restaurants, leisure and entertainment, transportation, as well as other facilities such as souvenir shops, water supply, and toilets [16]. Research conducted by Ni Kadek Diah Muliawati¹, Hartanti Woro Susianti², I Gede Made Sukariyanto stated the results of his research which partially showed that the facility (X₂) had a positive and significant impact on the intention to revisit (Y) to the Outer Area of Uluwatu Temple, with a regression value of 0.241 and a p-value of 0.039 (< 0.05) [17].

Unique attractions, good accessibility, and adequate facilities are important elements that are able to increase the attractiveness of Kasap Beach for tourists from various walks of life. Likewise, good accessibility can add to the comfort of the trip, and complete facilities will provide a satisfying experience for tourists to arouse the loyalty of tourists and make tourists interested in visiting again. With this in mind, it is important to evaluate how elements such as attractiveness, accessibility and amenities can collectively increase tourists' intention to revisit the beaches.

This research is important to understand the relationship between these factors and the level of tourist visits to Kasap Beach, as well as provide recommendations to the government and management to improve beach attractions and facilities. Thus, it is hoped that Kasap Beach can increase the number of tourist visits in Pacitan regency.

2. RESEARCH METHOD

2.1. Types of Research

This type of research is a descriptive quantitative research with data in the form of numbers which is then processed and analyzed to get an overview and relationship between the variables used in this study. Quantitative methods are research approaches that use statistical techniques to analyze various aspects in a population and the sample being studied [18]. This research was conducted at Kasap Beach, Pacitan Regency starting from December 2024 to January 2025.

2.2. Research Subject

The subjects in this study are tourists who have visited Kasap Beach, Pacitan Regency. Population is a unit to be studied for characteristics (characteristics), if it is too large, the research must obtain a sample (part of the population) to be studied. In this case, the sample that can be used is a sample that can describe the population well [19]. The population in this study is tourists who have visited the beach of Kasap Pacitan Regency with a sample of 100 people calculated using the solvin formula.

2.3. Research Instruments

The data in this study consists of primary data and secondary data. Primary data was obtained from questionnaires filled out by respondents. The questionnaire uses a five-point likert scale, ranging from "Strongly disagree" (1) to "strongly agree" (5). The variables tested in this study were three independent variables, namely tourist attraction, accessibility, and facilities and dependent variables, namely intention to revisit. Before use, the questionnaire is tested for quality through validity and reliability tests to ensure the accuracy and consistency of the measurements. In addition, secondary data is used to support research, which is obtained from books, scientific journals, regional reports, as well as relevant previous research.

2.4. Data Analysis Techniques

The collected data was analyzed using SPSS version 25 through several stages. Descriptive analysis was used to describe the characteristics of respondents and research variables. Furthermore, a classical assumption test was carried out which included normality, multicollinearity, and heteroscedasticity tests to ensure the feasibility of data before multiple linear regression analysis. After fulfilling the classical assumptions, hypothesis testing was carried out using the t-test to determine the partial influence, the F test for simultaneous influence, and the determination coefficient (R^2) to measure the contribution of independent variables to the dependent variables.

2.5. Research Procedure

This research was carried out in stages, starting from the design of research instruments, testing the validity and reliability of questionnaires, to data collection at Kasap Beach, Pacitan, in December 2024 – January 2025. Data was collected through a survey with a five-point Likert scale-based questionnaire, which was then analyzed according to stages in the data analysis technique. In this study, it will be tested whether there is an influence between independent variables on dependent variables either partially or simultaneously. The results of the study were interpreted and compared with previous studies to provide a deeper understanding of the factors that affect tourists' intention to revisit.

2.6. Frame of Mind

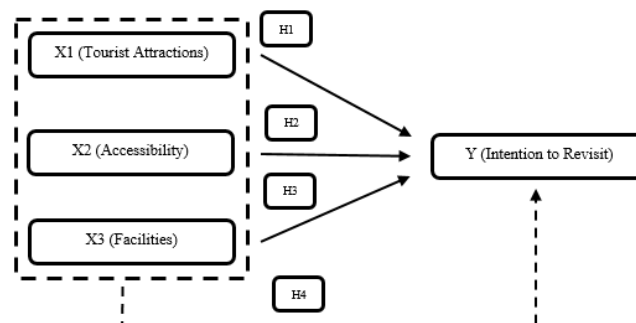


Figure 1 Frame of Mind

From the above research framework, hypotheses or temporary conjectures in this study can be taken as follows :

- H1 : It is suspected that Tourist Attractions have an effect on the intention of tourists to revisit Kasap beach, Pacitan Regency.

- H2 : It is suspected that accessibility affects the intention of tourists to revisit the kasap beach of Pacitan Regency.
- H3 : It is suspected that the facilities affect the intention of tourists to revisit Kasap beach, Pacitan Regency.
- H4 : It is suspected that Tourist Attraction, Accessibility, and Facilities have a simultaneous effect on the intention of tourists to revisit Kasap beach, Pacitan Regency.

3. RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variable	Indikator	R count	R table	Information
Tourist Attractions	DTW1	0,776	0,1966	Valid
	DTW2	0,655	0,1966	Valid
	DTW3	0,616	0,1966	Valid
	DTW4	0,705	0,1966	Valid
	DTW5	0,664	0,1966	Valid
Accessibility	A1	0,736	0,1966	Valid
	A2	0,695	0,1966	Valid
	A3	0,678	0,1966	Valid
	A4	0,712	0,1966	Valid
	A5	0,701	0,1966	Valid
Facilities	F1	0,675	0,1966	Valid
	F2	0,677	0,1966	Valid
	F3	0,713	0,1966	Valid
	F4	0,601	0,1966	Valid
	F5	0,521	0,1966	Valid
Intention to Revisit	NBU1	0,677	0,1966	Valid
	NBU2	0,595	0,1966	Valid
	NBU3	0,789	0,1966	Valid
	NBU4	0,746	0,1966	Valid
	NBU5	0,676	0,1966	Valid

In the validity test, the data can be said to be valid if $R \text{ calculates} > R \text{ table}$. Table 1 shows that all variables, both independent variables and dependent variables, have a calculated R value greater than the R table, so it can be concluded that the data in this study is valid and can be used as a reliable instrument in measuring the research variables.

Table 2. Reliability Test Results

Variabel	Cronnbah's Alpha	Role of Thumb	Information
Tourism	0,674	0,6	Relieble
Accessibility	0,745	0,6	Relieble
Facilities	0,637	0,6	Relieble
Intention to Revisit	0,733	0,6	Relieble

After the validity test is carried out, the next is the reliability test, where the reliability test is used to measure the extent to which the measurement results remain consistent. The data is considered to have passed the reliability test if Cronbach's Alpha value is greater than 0.6. Table 2. It shows that the Cronbach's Alpha value in this study data is greater than 0.6, so it is concluded that the instrument in this study is reliable. This reliable instrument will tend to produce more representative data on the variables being studied and provide an accurate picture of the relationship between the variables being studied so that the conclusions drawn can be more reliable.

After it was known that the data was valid and reliable, data analysis was carried out which included classical assumption tests and multiple linear regression. The classical assumption test itself contains a normality test, a multicollinearity test, and a heteroscedasticity test which is used to ensure the feasibility of the data. In the normalization test, there are two ways to find out whether a data is normal or not. The first uses graphs and the second uses Kolmogoro-smirnov analysis

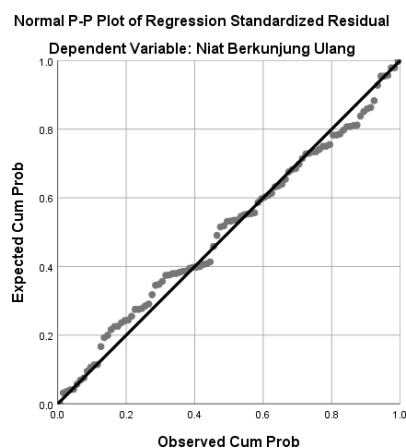


Figure 2. Normal Chart P-Plot

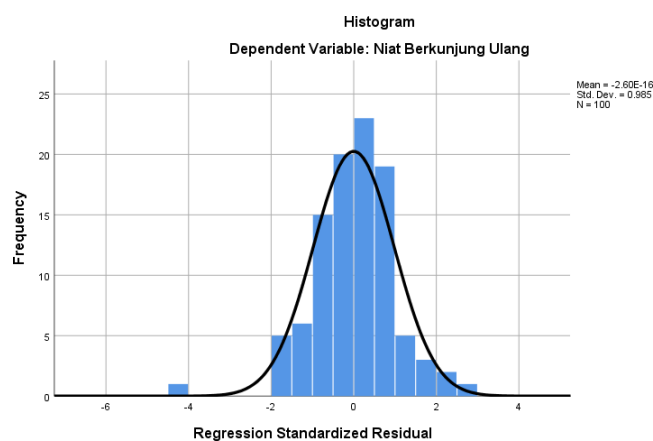


Figure 3. Normality Chart P-Plot

In the normality test using graphs, if the data is spread around the diagonal line and follows the direction of the line adjoining the P-P Plot, and the histogram shows a normal distribution pattern with a symmetrical curve shaped like a bell, then the regression model meets the assumption of normality. Conversely, if the data spreads far from the diagonal line, does not follow the direction of the line, or the histogram does not show a normal distribution pattern, then the regression model does not meet the assumption of normality. In this analysis, the residual data is norarally distributed because the P-P Plot graph shows the data spread around the diagonal line and the histogram shows a symmetrical curve with a balanced slope on both sides.

Table 3. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.09592796
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.063
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Decision-making on normality testing conducted based on the Kolmogorov-Smirnov nonparametric statistical test is based on the value of the Asymp column. Sig (2-tailed) > level of significant (5%). Table 3 shows the value of Asymp. Sig (2-tailed) is above 0.05 or 0.200 > 0.05 thus it can be concluded that the regression model meets the assumption of normality. This assumption of normality ensures that the results of the analysis are more reliable and valid.

The next classical assumption test is the multicollinearity test which aims to evaluate whether there is a correlation between independent variables in the regression model. Multicollinearity can increase error standards, make t-calculated values smaller and obscure the significant relationships between independent and dependent variables. The ideal regression model should be free of multicollinearity, which is tested through the values of Tolerance (>0.10) and Variance Inflation Factor ($VIF < 10$). If these criteria are met, the model is considered to be free of multicollinearity.

Table 4. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Tourist Attractions	.689	1.452
Accessibility	.441	2.267
Facilities	.546	1.833

a. Dependent Variable: Intention to Revisit

Each variable in this study had a tolerance value of > 0.10 and a $VIF < 10$ value, thus it can be concluded that the regression model is free from multicollinearity disorders and can be relied upon to explain the relationship between independent and dependent variables.

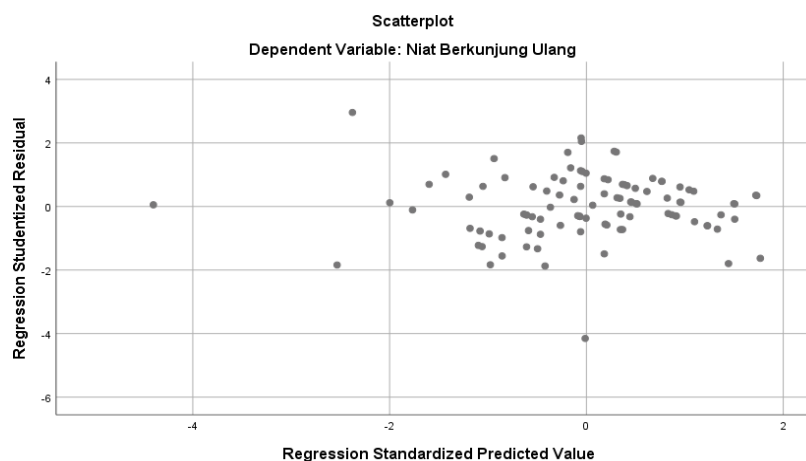


Figure 4. Heteroscedasticity Test Results

The next classical assumption test is the heteroscedasticity test which aims to test whether in the regression model there is a variance inequality of the variant from the residual or one other observation. To detect it, it is seen from the points that spread above and below the number 0 on the Y axis on the Scatterplot graph. The distribution of residual data on the scatterplot graph in this study does not form a specific pattern and spreads down and above the number 0 on the Y axis thus the model is free from the symptoms of heteroscedasticity.

In this study, multiple linear regression analysis was used to measure the impact of the significance of the variables of Tourist Attraction, Accessibility, and Facilities, on the intention of tourists to revisit Kasap Beach, Pacitan Regency. This analysis aims to understand the direction of the relationship between independent and dependent variables, both positive and negative, as well as to predict the value of dependent variables in the event of changes in independent variables.

Table 5. Results of Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.166	2.073		1.045	.299
Tourist Attractions	.280	.091	.272	3.076	.003
Accessibility	.374	.122	.339	3.065	.003
Facilities	.263	.122	.215	2.156	.034

a. Dependent Variable: Intention to Revisit

From the results of the summary regression analysis shown in table 7, the equation $Y = 2.166 + 0.280 X_1 + 0.374 X_2 + 0.263 X_3 + e$ can be taken. This equation shows that the constant value of repeat intention (Y) is 2.166, which means that if the variables of tourist attraction (X1), accessibility (X2), and facilities (X3) are zero, then the intention to revisit is 2.166. The X1 coefficient of 0.280 indicates that every 1% increase in tourist attraction will increase the return rate by 0.280 (28%), and conversely, a decrease in tourist attraction by 1% will decrease the return intention by 0.280 (28%). The X2 coefficient of 0.374 indicates that an increase in accessibility of 1% will increase the intention to repeat by 0.374 (37.4%), while a decrease in accessibility by 1% will decrease the intention to repeat visit by 0.374 (37.4%). Furthermore, the X3 coefficient of 0.263 shows that an increase in facilities by 1% will increase the value of repeat visits by 0.263 (26.3%), and a decrease in facilities by 1% will decrease the intention to revisit by 0.263 (26.3%). Thus, it can be concluded that tourist attraction, accessibility, and facilities significantly affect tourists' intention to revisit.

In this study, hypothesis testing was carried out which included the t test (partial), the F test (simultaneous), and the determination coefficient. This test is carried out to prove a hypothesis based on pre-existing research.

Tabel 6. Hasil Uji t (Parsial)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2.166	2.073		1.045
	Tourist Attractions	.280	.091	.272	3.076
	Accessibility	.374	.122	.339	3.065
	Facilities	.263	.122	.215	2.156

a. Dependent Variable: Intention to Revisit

The t-test (partial) was carried out to determine the influence of individual independent variables in explaining the variation of dependent variables. For this criterion, level of significance (α) = 5% or 0.05 is used. If p value $< \alpha$ = 0.05, it means that there is a partially significant impact between the independent variable and the dependent variable. And vice versa, if p value $> \alpha$ = 0.05 which means that there is no partial significant impact between the independent variable and the dependent variable.

Based on the results of the t (partial) test, the effect of tourist attraction on the intention to revisit was obtained a calculated t value of 3.076 while the t table was 1.661 and the Sig. level was $0.003 < 0.05$. Therefore, it can be concluded that the variable of tourist attraction has an effect on the variable of intention to revisit (Y). This finding is in line with previous findings that show that tourist attractions have a positive and significant effect on the interest of tourists to revisit. As conveyed by Normalasari et al., [20] Tourist attractions have a direct or indirect impact through electronic word of mouth. Similarly, according to Ningsih and sagir [21], The higher the tourist attraction, the greater the interest of tourists to visit again and vice versa. Thus, optimal management of tourist attractions is important to maintain tourist loyalty.

Tourist attractions are an important element in the tourism industry, encompassing everything that has uniqueness, ease of access, and value derived from natural wealth, culture, and human creation [22]. Without this attraction, tourists do not have a strong reason to visit a destination [23]. Previous research has also shown that the uniqueness of tourist attractions can be an important factor that drives revisit intentions. Therefore, managers need to create their own characteristics that differentiate their destinations. Natural beauty and exoticism also form a positive experience for visitors, and a good first impression has the potential to not only encourage repeat visits, but also create word-of-mouth promotion through travelers' recommendations to others [24].

Based on the results of the t-test (partial), the effect of accessibility on the intention to revisit was obtained a calculated t value of 3.065 while the t table was 1.661 and the Sig. level was $0.003 < 0.05$. Therefore, it can be concluded that the accessibility variable has an effect on the variable of repeat intention (Y). This is supported by the findings of Heni Nurhayati, St. Rukaiyah, and Nurmadhani Fitri Suyuthi who stated that accessibility has a positive effect on tourist revisits. Easy road access, clear directions, strategic location, and appropriate parking rates are important factors that encourage tourists, especially private vehicle users, to return to visit [25].

According to Wanda and Pangestuti, accessibility includes facilities and infrastructure that support ease of reaching tourist locations, such as road conditions, smooth traffic, and clarity of direction [26]. Convenient and easy accessibility will increase the ease of tourists in reaching tourist destinations, so it is an important factor in attracting visits [27].

Based on the results of the t-test (partial), the effect of facilities on the intention to revisit was obtained a t-value of 2.156 while the t-table was 1.661 and the Sig. level was $0.034 < 0.05$. Therefore, it can be concluded that the variable of tourist attraction has an effect on the variable of intention to revisit (Y). These findings are in line with previous research by Putri and Farida [28], which states that there is a significant influence between tourist facilities on visitor satisfaction at the Goa Kreo tourist attraction, with a path coefficient value of 0.293. This means that the more complete and adequate the facilities provided, the level of visitor satisfaction increases, and this has implications for the emergence of the intention to return to visit.

Facilities are one of the important aspects considered by tourists in determining tourist destinations. According to Hidayat et al. [29], The existence of facilities is part of the main consideration for tourists when choosing a location to visit. This is in line with Mill's view [30], which states that facilities play a role in the Intention to Revisit the needs of tourists while in the destination, and directly affect consumer interest in using the products or services offered at the location. In addition, the importance of the role of facilities in attracting tourists was also emphasized by Arti and Yulianto [3], who found that the existence of facilities has a positive and significant influence on the desire of tourists to visit. Facilities are considered an essential element because they are physical resources that must be available first before a service can be provided to the consumer.

Table 7. Test F Results (Simultaneous)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	403.692	3	134.564	29.704	.000 ^b
	Residual	434.898	96	4.530		
	Total	838.590	99			

a. Dependent Variable: Niat Berkunjung Ulang
b. Predictors: (Constant), Facilities, Tourist Attractions, Accessibility

The F (simultaneous) test is used to test whether all the independent variables in the regression model together have a significant impact on the bound variables. The test was carried out using a significant level of significance of 0.05 ($\alpha = 5\%$). If Sig. $F < \alpha$ 0.05, then the accepted model means that the independent variables have a joint effect on the dependent variables. And vice versa, if Sig. $F > \alpha$ 0.05, then the independent variable model has no effect together on the dependent variables.

Based on the results of the F test, an F value was obtained of $29.704 > 2.70$ with a significant value of $0.000 < 0.05$. So it can be interpreted that simultaneously tourist attraction (X1), accessibility (X2), and facilities (X3) have a significant effect on the intention to revisit (Y).

Table 8. Determination Coefficient Test Results (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 ^a	.481	.465	2.12842

a. Predictors: (Constant), Facilities, Tourist Attractions, Accessibility
b. Dependent Variable: Intention to Revisit

The coefficient of determination (R^2) is used to measure the proportion of variance variables that can be explained by independent variables in a regression model. The higher the R^2 value, the better the model's ability to predict dependent variables. Conversely, a low R^2 value indicates that the model is less able to explain the variability of dependent variables.

Based on the results of the determination coefficient test, the Adjusted R Square value of 0.465 (46.5%) can be interpreted that the ability of the tourist attraction model (X1), accessibility (X2), and facilities (X3) explains the variation of the variable of repeat intention by 46.5% and the rest is influenced by other independent variables by 53.5%.

This research makes an important contribution in strengthening the understanding of the factors that influence the intention of tourists to revisit, especially in the context of tourist attractions, facilities, and accessibility. The results of this research can be a reference for tourist destination managers in designing development strategies that focus on improving the quality of facilities, ease of access, and creating the uniqueness of destinations in order to attract tourists to visit again. In addition, this research can also be a reference for future studies in the field of tourism based on consumer behavior.

However, this study has some limitations. First, the scope of respondents is still limited to tourists who have visited one particular destination, so generalization of results in the context of other destinations needs to be done carefully. Second, the variables used in this study do not include all factors that may affect the intention of

revisiting, such as overall tourist satisfaction, price, promotion, and service. Therefore, further research is recommended to expand the number of respondents, consider additional variables, and study across destinations to obtain a more comprehensive understanding.

4. CONCLUSION

This study concludes that tourist attraction, accessibility, and facilities significantly affect the intention of tourists to revisit the beaches of Kasap Pacitan Regency both partially and simultaneously. The regression model used was able to explain most of the variation in revisit intentions, suggesting that these three variables play an important role in encouraging tourists to return to visit. These findings affirm the importance of improving the quality of tourist attractions, accessibility, and facilities to create a satisfying and sustainable tourism experience.

As a suggestion, tourist destination managers can consider the results of this research by strengthening tourist attractions through the development of local potential, improving accessibility infrastructure such as road conditions, directions, and transportation, and improving the quality of tourism supporting facilities. Further research can be done by considering other variables that may also influence the intention to revisit, such as promotion or tourist satisfaction, to provide more comprehensive insights into the management of tourist destinations.

This research contributes to the management of tourist destinations by providing insights for stakeholders to improve the attractiveness, accessibility, and facilities of Kasap Beach. However, the limitations of this study lie in the limited scope of the sample as well as variables that do not include other factors such as service quality and promotion. Further research is suggested to expand the scope and variables in order to obtain more comprehensive results.

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