FACTORS AFFECTING TOURISTS' INTEREST IN RETURNING TO THE BEDENGAN MALANG TOURIST AREA: SEM-PLS ANALYSIS

Putra Irwandi*[1], Ninda Novita[1], Erwinda Mufidah Izzati[2], Khoiriyatun Widyastuti[3]
Agribusiness Study Program, Faculty of Agriculture and Forestry, Satya Terra Bhinneka University[1]
Sociology Study Program, Faculty of Agriculture, Brawijaya University[2]
Digital Agribusiness Study Program, Faculty of Food Security, Surabaya State University[3]
Email*: putrairwandi@satyaterrabhinneka.ac.id

Abstract

This study aims to analyze the factors that influence tourists' decisions to revisit the Bedengan Malang Tourist Area using the Structural Equation Modeling–Partial Least Square (SEM-PLS) approach. The independent variables in this study consist of destination image, facilities, and price. Meanwhile, the dependent variable is tourists' decision to revisit. The research approach used is quantitative with random sampling techniques on 150 respondents who are tourists visiting Bedengan Malang. Data were collected through a five-point Likert scale questionnaire and analyzed using SmartPLS 4.0 to test the relationship model between variables. The results of the analysis show that destination image, facilities, and price have a significant positive effect on the decision to revisit. This indicates that the more positive tourists' perceptions of the destination and the more active the dissemination of positive experiences through digital media, the higher the likelihood of tourists making repeat visits. These findings emphasize the importance for Bedengan Malang tourism managers to maintain the destination's image, improve facilities and tourist comfort, and manage pricing strategies, which will have an impact on increasing tourists' decision to revisit.

Keywords: destination image, facilities, price, repeat visit decision

A. INTRODUCTION

Tourism is a sector that plays a strategic role in national and regional economic development. This sector not only contributes to increasing local revenue (PAD), but also creates a multiplier effect on various other fields, such as trade, transportation, services, and culinary. In the context of regional development, the development of tourist destinations is an important strategy to encourage economic growth based on local potential. Indonesia, as a country with abundant natural and cultural resources, has great opportunities to develop a sustainable tourism sector. One region that shows this potential is Malang City, which is known for its beautiful mountains, cool air, and various natural tourist destinations that attract domestic and foreign tourists.

One of the most popular natural attractions in Malang is the Bedengan Tourist Area, located in Dau District. Bedengan offers beautiful natural panoramas, cool air, and a natural atmosphere that is suitable for recreational activities, camping, and community activities. The uniqueness of this destination lies in its combination of nature, education, and recreation, which provides a pleasant experience for visitors. However, amid increasingly fierce competition with other destinations around Malang, such as Coban Rais, Paralayang Batu, and Kampung Warna-Warni, Bedengan's success in maintaining tourist loyalty and encouraging repeat visits is an important challenge that needs to be addressed.

* *Corresponding author*

Tourist interest in revisiting or revisit intention is an important indicator in assessing the sustainability and competitiveness of a tourist destination. Tourists who decide to visit again indicate that they have had a positive experience, high satisfaction, and a good perception of the destination. In addition, satisfied tourists also have the potential to become promoters who spread positive experiences through word of mouth and digital media such as reviews on social media and online tourism platforms. Therefore, maintaining and increasing tourists' decisions to revisit is an important strategy in developing sustainable tourism (Irwandi, 2024; Kristiutami, 2017).

Many factors can influence tourists' decisions to revisit. Among these factors, destination image, facilities, and price are important variables that have been proven to have a significant influence on revisit decisions in various previous studies. Destination image describes tourists' perceptions, impressions, and experiences of a tourist attraction. A positive image will foster interest, comfort, and a desire to return. In the context of Bedengan Malang, destination image can be formed through digital promotion, tourists' direct experiences, and the services provided by the management (Hapsara & Ahmadi, 2022; Irwandi, 2023; Pattipeilohy, 2023).

Furthermore, facilities are a crucial aspect influencing tourist satisfaction. The availability of adequate facilities such as parking areas, bathrooms, rest areas, photo spots, and environmental safety will increase tourist comfort and experience while at the tourist site. Discomfort with facilities is often the reason tourists are reluctant to make repeat visits, so improving facilities is an important strategy in destination management (Suwantoro, 2015)

Additionally, price is a determining factor in the decision to revisit. A price deemed commensurate with the quality of the experience and service received creates a positive perception of value. Tourists tend to return to destinations that offer good value for money, where the costs incurred are proportional to the satisfaction felt. In the context of nature tourism such as Bedengan, the price of entrance tickets, parking fees, and the price of food and beverages around the tourist area need to be managed proportionally so as not to create a negative perception among tourists (Angga & Putra, 2017)

Advances in information technology and social media also influence tourists' behavior in deciding whether to revisit a destination. Information about travel experiences, photos, and reviews spread on digital platforms such as Instagram, TikTok, and Google Maps shape public perception of a destination. Therefore, the image of a destination is not only built through direct promotion but also through tourist interaction with digital content that reflects their experiences. Tourism managers need to take advantage of this phenomenon by actively building a positive image through creative content and excellent service in the field.

Considering these various factors, it is important to conduct comprehensive research analyzing the factors that influence tourists' decisions to revisit the Bedengan Malang Tourism Area. This study uses the Structural Equation Modeling–Partial Least Square (SEM-PLS) approach, which is capable of analyzing the simultaneous relationships between latent variables in depth. Through this approach, it is possible to determine the extent of the influence of destination image, facilities, and price on tourists' decisions to revisit.

The results of this study are expected to provide theoretical and practical contributions. Theoretically, this study enriches the study of tourist behavior and repeat visit decision-making in the context of local nature tourism. Practically, the results of this study can be used as a reference for managers and local governments in formulating strategies for developing Bedengan tourism that are oriented towards improving service quality, positive image, and competitive prices. Thus,

it is hoped that the Bedengan Malang Tourism Area can continue to develop as a leading destination that not only attracts new tourists but also encourages the loyalty of old tourists to keep coming back.

B. RESEARCH METHOD

This study uses a quantitative approach with the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method to analyze the relationship between latent variables, both directly and indirectly (Asrin, 2022). This method was chosen because it can be used on small sample sizes and does not require normally distributed data. The research location was the Bedengan Tourism Area in Dau District, Malang Regency, which was chosen because it has high natural tourism potential and continues to develop. The research was conducted from February to March 2025.

The population in this study was all tourists visiting Bedengan, with sampling techniques using accidental sampling, namely anyone who happened to be encountered by researchers at the location and was willing to be a respondent. A sample size of 150 respondents was considered adequate for SEM-PLS analysis with a simple model. The data used consisted of primary data obtained through questionnaires and secondary data from literature, tourism reports, and other official sources. The questionnaire used a five-point Likert scale (1–5) and covered four main variables, namely destination image (X1), facilities (X2), price (X3), and decision to revisit (Y) ((Qomari,2009)

Data analysis was performed using SmartPLS 4.0 through two stages, namely measurement model evaluation (outer model) and structural model evaluation (inner model). The first stage tested the validity and reliability of the construct by looking at the AVE value > 0.5, Composite Reliability > 0.7, and discriminant validity through *cross loading*. The second stage assessed the relationships between variables using R-Square (R^2) values, t-statistics, and p-values (< 0.05) to determine the significant effects between variables. The conceptual model of this study describes the relationship between destination image, facilities, and price on tourists' decision to revisit the Bedengan Malang Tourism Area.

C. FINDINGS AND DISCUSSION

1. Respondent Characteristics

The importance of respondent characteristics is to see the distribution of diversity in several aspects, including gender, age, education, occupation, and income. This aims to provide a clear picture and characteristics related to the research topic.

Table 1. Respondent Characteristics

Characteristics	Description	Number of Respondents	Percentage
Gender	Male	65	43.34
	Female	85	56.66
	Total	**150**	**100.00%**
Age	17-19	12	8.00
	20-25	80	53.34
	25-30	38	25.32
	>30	20	13.34
	Total	**150**	**100.00%**

Occupation	Students	60	40
	Contract Employees	35	23.34
	Civil Servants/Officials	35	23.32
	Teachers/Lecturers	20	13.34
	Total	**150**	**100.00%**
Income	<Rp1,000,000	43	28.68%
	Rp1.000.000-Rp3.000.000	80	53.24
	> Rp3,000,000	28	18.18
	Total	**150**	**100.00%**

Source: Author (2025)

Respondent characteristics were used to examine various criteria based on gender, age, occupation, and income. Based on the table above, it can be seen that the number of respondents was dominated by women, with 85 respondents. Gender characteristics were used to determine the percentage of men or women who were interested in tourism options. In addition to gender, age characteristics were also important to analyze. The age of the respondents is the age at the time this study was conducted, stated in years. Based on the table, the average age of respondents is 20-25 years old, with a total of 80 people. Age is one of the factors that influence a person's level of participation and decision-making in accordance with their talents, intentions, and desires. Someone who is at a productive age will certainly find it easier to consider their options. Productive age influences a person to be more dynamic and responsive to developments in their surroundings. People who are still at a productive age tend to be more daring in taking risks in the decisions they make or the activities they are engaged in, even though their experience can be considered lacking. Age is one of the important factors in a person's ability and performance improvement in making choices and measuring their level of self-satisfaction. Self-satisfaction is closely related to physical and mental abilities and readiness in decision-making, which influences the way of thinking in carrying out activities. Therefore, the choice of certain agrotourism is also influenced by age (Rustandi et al., 2020; Sa'adah et al., 2021). Another characteristic that influences this is income. Based on the table, the highest income is dominated by visitors with an income of IDR 1,000,000-IDR 3,000,000, with a total of 80 people. This is because it is dominated by students who consider income and helps them choose their favorite tourist attractions to visit. Income data is the income obtained by a person from the sale of goods or services carried out to earn a profit and salary as wages. In this study, income grouping is essential for analyzing tourist visits . An individual's income plays a crucial role in satisfying their needs related to the decision to visit. Of course, education varies between individuals, instilling different mindsets, which can influence an individual's behavior in making decisions (Andrian et al., 2019).

2. SEM-PLS Analysis

SEM-PLS Analysis

Outer Model Testing

The measurement model is used to test the construct validity and reliability of the instrument or items. Before testing the hypotheses, it is important to know the predicted relationships between latent variables in the model by evaluating the measurement model to verify the indicators and latent variables that can be tested next. Convergent validity at the indicator level can be determined through factor loading values. An indicator is considered valid if its factor loading value is above 0.5 (Hair et al., 2014)). Meanwhile, at the variable level,

convergent validity is determined by the Average Variance Extracted (AVE) value. A variable is considered valid when its AVE value is above 0.5 (Chin, 2010; Sholihin dan Ratmono, 2020; Solimun, Fernandes, 2017). The validity test using factor loadings in this study is shown in the following table:

Table 2. Outer Loadings and Cross Loadings Results

	Destination Image (X1)	Facilities (X2)	Price (X3)	Repeat Visit Decision (Y)
X1.1	**0.596**	0.317	0.305	0.38
X1.2	**0.806**	0.363	0.498	0.355
X1.3	**0.744**	0.283	0.424	0.324
X2.1	0.398	**0.853**	0.191	0.276
X2.2	0.294	**0.892**	0.403	0.584
X2.3	0.141	**0.725**	0.184	0.45
X3.1	0.351	0.305	**0.875**	0.447
X3.2	0.535	0.348	**0.912**	0.514
X3.3	0.364	0.119	**0.616**	0.243
Y1.1	0.313	0.54	0.473	**0.884**
Y1.2	0.48	0.524	0.575	**0.883**
Y1.3	0.315	0.563	0.353	**0.828**
Y1.4	0.313	0.57	0.494	**0.898**

Source: Author (2025)

The results of this study indicate that the outer loading values between the indicators and the target variables as a whole are greater than the correlation values between the indicators and other variables. This suggests that the indicators are valid, meaning that the latent variables are better at predicting their indicators than the indicators of other variables. After conducting the Validity Test, the next step is to conduct a Reliability Test by looking at the Cronbach's alpha value as the lower limit and Composite Reliability as the upper limit of reliability consistency. The value requirements for testing reliability are using the *Composite Reliability* value. A questionnaire can be said to be compositely reliable if the value is >0.7, and a questionnaire can be said to be consistent if the *Cronbach Alpha* value is >0.6 (Solimun *et.al,* 2017). The following is the reliability test table using composite reliability and Cronbach Alpha in the table below:

Table 3. Reliability Testing

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Destination Image (X1)	0.562	0.596	0.761	0.519
Facilities (X2)	0.776	0.838	0.865	0.683
Price (X3)	0.741	0.835	0.849	0.659
Decision to Visit (Y)	0.896	0.898	0.928	0.763

Source: Author (2025)

Inner model testing

R-Squared (R^2)

The R-Squared test is conducted to show the proportion of the response variable that can be explained by the predictor variable or to test the influence of the exogenous variable on the endogenous variable. According to Hair *et al.,* (2013) , if the R^2value is between 0 and 1, the closer it is to 1, the higher the prediction or the more perfect the relationship between the variables. Based on the $R^{(2)}$test in this study, the value for variable Y is 0.600 or 60 percent. This indicates that the results of this study are between 0 and 1, which means that the relationship between the variables has high accuracy. If it has high accuracy, which is close to 1, then the *R-squared* test value is better.

Table 4. R-Squared Values

	R Square	**Adjusted R-Squared**
Repeat Visit Decision (Y)	0.600	0.570

Source: Author (2025)

Effect Size (f2)

The effect size value is used to determine whether a predictor variable (exogenous) has an influence on the endogenous variable. According to Hair *et al.,* (2018) , if the f^2value is >0.02, it is categorized as small; if it is >0.15, it is categorized as medium; and if it is >0.35, it is categorized as large. Overall, it is categorized as small. The effect size values in this study are presented in the following table.

Table 4. F^2value results

	Repeat Visit Decision (Y)
Destination Image (X1)	0.369
Facilities (X2)	0.146
Price (X3)	0.255

Source: Author (2025)

Goodness of Fit

Goodness of Fit is an index and measure of the quality of the relationship between latent variables and their associated assumptions. The criteria for *Goodness of Fit* are *rules of thumb*, which means they are not absolute. If one or two model *fit and quality indices* indicators do not meet the criteria, they can still be used. It can be concluded that the index of the goodness of the relationship between latent variables (inner model) is good. The following are the results of the Goodness of Fit test.

Table 5. Goodness of Fit Results

	Saturated Model	**Estimated Model**
SRMR	0.106	0.16
d_ULS	1.521	3.489
d_G	0.798	0.917
Chi-Square	634,581	697.440
NFI	0.595	0.555

Source: Author (2025)

In hypothesis testing, the Path Coefficient value is used to determine whether a variable has a positive or negative effect with a value range of -1 to 1. Furthermore, the T-statistics and p values are used to determine the significance of each path in the research model. A path is considered

significant if the T-statistics value is greater than 1.64 and the p-value is less than 0.1 (J . The results of the hypothesis testing in this study and the explanations are shown in the following table

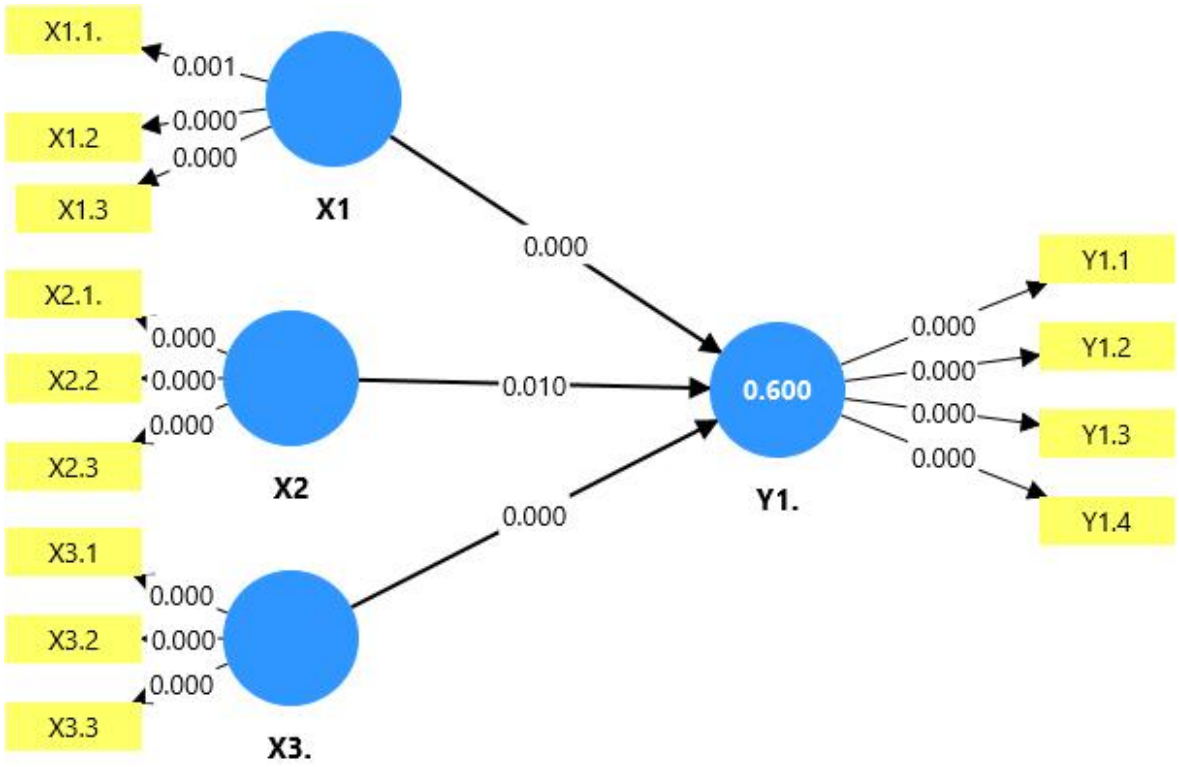

Figure 1. Hypothesis Testing
Source: Author (2025)

The following is the hypothesis testing table that has been analyzed:

Table 5. Hypothesis Testing

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Destination Image (X1) -> Decision to Revisit (Y1)	0.421	0.425	0.102	4.127	**0.000*** **
Facilities (X2) -> Decision to Revisit (Y1)	0.264	0.265	0.102	2.583	**0.010** **
Price (X3) -> Decision to Revisit (Y1)	0.35	0.352	0.099	3.522	**0.000*** **

Note: *significant at the α=10% level; ** significant at the α=5% level; *** significant at the α=1% level
Source: Author (2025)

The results of the analysis using SEM-PLS show that all independent variables, namely Destination Image (X1), Facilities (X2), and Price (X3), have a positive and significant effect on the decision to revisit (Y1) by tourists in the Bedengan Malang Tourist Area. This means that the

better the tourists' perception of the destination image, facilities, and prices offered, the higher their tendency to revisit the destination.

First, the positive and significant effect of Destination Image (X1) on the Decision to Revisit (Y1) shows that a positive image formed in the minds of tourists can increase their loyalty. A good destination image includes perceptions of natural beauty, environmental cleanliness, community friendliness, and the pleasant impressions felt during the visit. When tourists have positive experiences and a favorable view of Bedengan Malang, they are more likely to want to repeat the experience in the future. In addition, a positive image also encourages tourists to give recommendations to others, thus playing a role in indirect promotion through *word of mouth* and social media. Thus, destination image is an important factor in creating emotional connections and trust between tourists and a tourist destination (Angga & Putra, 2017; Hapsara & Ahmadi, 2022).

Second, the results of the study indicate that Facilities (X2) have a positive and significant effect on the Decision to Revisit (Y1). This indicates that the availability and quality of adequate facilities can increase tourist satisfaction, which in turn strengthens their intention to revisit. Facilities such as spacious parking areas, clean bathrooms, comfortable rest areas, attractive photo spots, and guaranteed security are important factors in creating an enjoyable tourist experience. Tourists who feel comfortable and find it easy to enjoy tourist activities tend to rate the destination positively and consider revisiting it. Thus, improving the quality of facilities is one of the main strategies in maintaining tourist loyalty (Aprilia, 2017; Kadi et al., 2023).

Third, the influence of Price (X3) on the Decision to Revisit (Y1) was also found to be significant and positive. This means that tourists' perceptions of the fairness and affordability of prices play an important role in their decision to return. When the entrance ticket price, parking fees, and the price of food and beverages around the destination are considered appropriate for the quality of service and experience obtained, tourists feel satisfied and consider the destination to provide *value for money*. Conversely, prices that are considered too high or not in line with the facilities available can reduce the interest in revisiting. Therefore, a proportional and competitive pricing strategy is one of the key factors in attracting tourists to return to Bedengan Malang (Dewi & Suwarno, 2022; Hermawan, 2017).

Overall, the results of this study emphasize that a combination of a positive destination image, quality facilities, and reasonable and competitive prices has a strong influence on tourists' decisions to revisit. This finding is in line with previous studies that state that satisfaction and positive perceptions of a destination are the main factors that drive tourist loyalty. Therefore, the managers of the Bedengan Tourism Area need to maintain and improve these three aspects continuously to ensure the attractiveness and sustainability of tourism in the future.

D. CONCLUSION

The results of this study indicate that Destination Image, Facilities, and Price have a positive and significant effect on tourists' decision to revisit the Bedengan Tourism Area in Malang. This means that the better the destination image, the more adequate the facilities, and the more reasonable the prices, the greater the desire of tourists to return. A positive destination image builds emotional impressions that encourage tourist loyalty, comfortable facilities increase satisfaction, and reasonable prices reinforce the perception of value. Therefore, tourism managers need to maintain the positive image of Bedengan, improve the quality of facilities, and implement proportional pricing strategies so that tourist repeat visit interest continues to increase.

REFERENCES

Andrian, A., Anggraini, R., & Sugiarto, S. (2019). Analisis Karakteristik Responden Dan Atribut Perjalanan Terhadap Pemilihan Moda Angkutan Umum Rute Banda Aceh – Tapaktuan. *Jurnal Arsip Rekayasa Sipil Dan Perencanaan*, *2*(4), 294–305. https://doi.org/10.24815/jarsp.v2i4.14946

Angga, S. P., & Putra, M. (2017). PENGARUH E-WOM TERHADAP CITRA DESTINASI, KEPUASAN DAN LOYALITAS (Studi pada kunjungan wisatawan di DIY). *Modus*, *29*(2), 201–218.

Aprilia, E. R. (2017). Pengaruh Daya Tarik Wisata Dan Fasilitas Layanan Terhadap Kepuasan Wisatawan di Pantai Ampenan Mataram. *Jurnal Administrasi Bisnis*, *51*(2), 51.

Asrin, A. (2022). *METODE PENELITIAN EKSPERIMEN* (Issue 1).

Chin. (2010). *"How to write up and report PLS analyses", in Esposito Vinzi, V., Chin, W.W., Henseler, J. and Wang, H. (Eds), Handbook of Partial Least Squares: Concepts, Methods and Application", Springer, Berlin, pp. 645-689.*

Dewi, N. S., & Suwarno, A. E. (2022). PENGARUH ROA, ROE, EPS DAN DER TERHADAP HARGA SAHAM PERUSAHAAN (Studi Empiris pada Perusahaan LQ45 yang Terdaftar di Bursa Efek Indonesia Tahun 2016-2020). *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)*, *1*, 472–482. https://doi.org/10.36441/snpk.vol1.2022.77

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, *26*(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Hapsara, O., & Ahmadi, A. (2022). Analisis Keputusan Berkunjung Melalui Minat Berkunjung: Citra Destinasi Dan Aksesibilitas Pada Geopark Merangin Jambi. *Jurnal Manajemen Terapan Dan Keuangan*, *11*(01), 64–76. https://doi.org/10.22437/jmk.v11i01.14802

Hermawan, H. (2017). *Dampak Pengembangan Desa Wisata Nglanggeran Terhadap Ekonomi Masyarakat Lokal*. *III*(2), 105–117. https://doi.org/10.31219/osf.io/xhkwv

Irwandi, P. (2023). STRATEGI PENGEMBANGAN DAN REKOMENDASI KEBIJAKAN SEKTOR PARIWISATA DESA BOJONGSARI. *Jurnal Agristan*, *5*(2), 345–367.

Irwandi, P. (2024). Kelayakan Investasi dan Pola Pengembangan UMKM Berbasis Desa Wisata. *Jurnal Ilmiah Membangun Desa Dan Pertanian*, *9*(1), 91–104. https://doi.org/doi: https://doi.org/10.37149/JIMDP.v9i1.815

Kadi, D. C. A., Pratiwiningtyas, L., & Apriyanti, A. (2023). PENGARUH SADAR WISATA, AKSESIBILITAS, FASILITAS, DAN EKUITAS MEREK TERHADAP MINAT BERKUNJUNG (Studi Kasus pada Rumah Coklat Bodag). *Tirtayasa Ekonomika*, *18*(2), 86. https://doi.org/10.35448/jte.v18i2.16433

Kristiutami, Y. P. (2017). Pengaruh keputusan berkunjung terhadap kepuasan wisatawan di museum geologi bandung. *Jurnal Pariwisata*, *4*(No.1), 53–62. https://ejournal.bsi.ac.id/ejurnal/index.php/jp/article/download/1761/1463

Pattipeilohy, V. R. (2023). Peran Dimensi Lokasi Wisata Terhadap Keputusan Berkunjung Wisatawan. *Journal of Business Application*, *2*(November), 159–172.

Qomari, R. (2009). Teknik Penelusuran Analisis Data Kuantitatif dalam Penelitian Kependidikan. *Insania*, *14*(3), 1–11.

Rustandi, A. A., Harniati, & Kusnadi, D. (2020). Jurnal Inovasi Penelitian. *Jurnal Inovasi Penelitian*, *1*(3), 599–597.

Sa'adah, L., Martadani, L., & Taqiyuddin, A. (2021). Analisis Perbedaan Kinerja Karyawan Pada Pt Surya Indah Food Multirasa Jombang. *Jurnal Inovasi Penelitian*, *2*(2), 515. https://doi.org/https://doi.org/10.47492/jip.v2i2.711

Sholihin dan Ratmono. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0* (C. Mitak (ed.)). Penerbit ANDI.

Solimun, Fernandes, A.A.R, N. (2017). *Metode Statistika Multivariat Permodelan Structural (SEM)*. UB Press.

Suwantoro, G. (2015). *Dasar-dasar Pariwisata* (1st ed.). Penerbit Andi.