



Do attraction, accesibility, amenities and ancillary for interest visiting of visitor? the role of customers satisfaction

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ABSTRACT

This study aims to determine the effect of attractiveness, accessibility, amenities and ancillaries on visit interest through customer satisfaction and add experience for researchers in applying research variables. This research employs a quantitative methodology. Using a purposive sample technique, the population and sample for this study consisted of 33 visitors to Kampung Tani, Jamsaren, Kediri City, who came between July and August of 2023. According to the study's findings, factors like attraction, accessibility, amenities, and ancillary services had no discernible positive impact on tourists' desire to visit. Visitor satisfaction is not directly and significantly positively impacted by the factors of attraction, accessibility, and amenities. On visitor satisfaction, however, the ancillary variable has a direct and noteworthy positive impact. The impact of the attraction, accessibility, and amenities cannot be mitigated by the positive, negligible variable of visitor satisfaction. The positive, insignificant variable of visitor satisfaction cannot mediate the influence of the attraction, accessibility, amenities and ancillary variables indirectly on the variable of interest in visiting Kampung Tani, Jamsaren, Kediri City.

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INTRODUCTION

The Covid 19 pandemic's effects are currently being felt in the tourism industry, which is not a good situation. This circumstance does not, however, imply that there are now fewer companies operating in the tourism industry. According to information from the Ministry of Tourism and Creative Economy, 3,416 tourist villages from 34 provinces will be registered to participate in ADWI in 2022. As of ADWI 2021, 1,831 tourist villages have joined the Tourism Village Network and taken part in the event. When examining the surrounding areas within a city, themed villages and tourist villages are identical. The goal of the alternative tourism development strategy known as "thematic villages" is to foster sustainable rural development within the travel industry.

The 2020-2024 Kediri City RPJMD states that the Kediri City Government will support these efforts by providing excellent programs for the development of themed villages. Kampung Keren (Creative and Independent) is the name of the program. The goal of this program is to create

innovative, independent, and competitively unique regional products that are based on the creative economy and cater to different consumer segments.

Every Kampung Keren area has unique local potential, whether it is in the form of human resources or specific natural resources, and there are also variations in how the outcomes of these resources are managed. These resources are what Kampung Keren creative economy needs to grow. Kampung Tani, which is situated in Jamsaren, Kediri City, is one of the tourism-related industries that needs support by combining two resources, namely human resources and natural resources.

Kediri City has forty-six villages, one of which is Jamsaren in the Pesantren District. The Parung River flows through this area, which is mostly covered in rice fields despite being in a city. In accordance with regional planning, this subdistrict serves as a natural tourism destination as well. In order to transform this sub-district into a tourist village, the community's diversity – which is heterogeneous in terms of people's interests and aptitudes for managing natural tourism and growing herbs – becomes a unifying force. Another great way to draw tourists to this area is its convenient location – just fifteen minutes from the city center and ease of access.

According to Ilma Darajat, a tourist attraction is anything that can draw attention from the public and satisfy their needs through demand, search, purchase, and consumption. According to Basiya and Rozak (2012), the primary driving force behind tourists' decisions to visit certain locations is their appeal. Purchase intention, or a strong desire to repurchase, is what drives interest in visiting (Basiya & Rozak, 2012). A person's level of satisfaction or dissatisfaction depends on how they interpret the difference between the expected and actual performance of the product. Customers will be satisfied with a product if it performs to their expectations or better. Customers will be unhappy if a product performs worse than anticipated (Kottler, 2010). This research focus to determine the effect of attractiveness, accessibility, amenities and ancillaries on visit interest through customer satisfaction and add experience for researchers in applying research variables.

Kampung Tani, Jamsaren, lacks a development plan for a tourist village, the area may not be developed as a tourist destination and may not have enough attractions for visitors. Another effect is that the public is not yet well-versed in this area due to the marketing system's lack of widespread integration. This study attempts to determine the best way to maximize the increase in tourist attraction toward interest in visiting Kampung Tani, Jamsaren, Kediri City, based on the aforementioned issues. In addition, to determine how to best utilize visitor satisfaction at Kampung Tani, Jamsaren, Kediri City, to maximize the increase in tourist attraction towards visiting interest.

RESEARCH METHOD

In order to maximize the increase in tourist attraction toward visiting interest through visitor satisfaction in Kampung Tani, Jamsaren, Kediri City, this research employs a quantitative approach. Primary and secondary data sources were the sources of the data used in this investigation. Smart PLS 3 analysis software was used to analyze the data. The study was carried out in July and August of 2023. The population and sample for this study consisted of 33 visitors who came to Kampung Tani, Jamsaren, Kediri City, between July and August of 2023. Purposive sampling with the following criteria was used for sampling in this investigation: (a). Visitors are over 17 years old, (b). Visitors who have visited Kampung Tani more than 2 times.

In order to describe and analyze the influence of variables such as accessibility, amenities, and ancillary to interest in visiting through visitor satisfaction in visitors to Kampung Tani, Jamsaren, Kota Kediri, researchers distributed questionnaires as part of the data collection process. Among other things, this questionnaire employs a likert scale with assessment points 1–5 and 3 (three) variables: (a). Independent Variable (X) : Attraction, Accesibility, Amenities and Ancillary, (b). Dependent Variable (Y) : Interest Visiting, (c). Mediating Variable (Z) : Customers Satisfaction

The following is an illustration of the research model as follows::

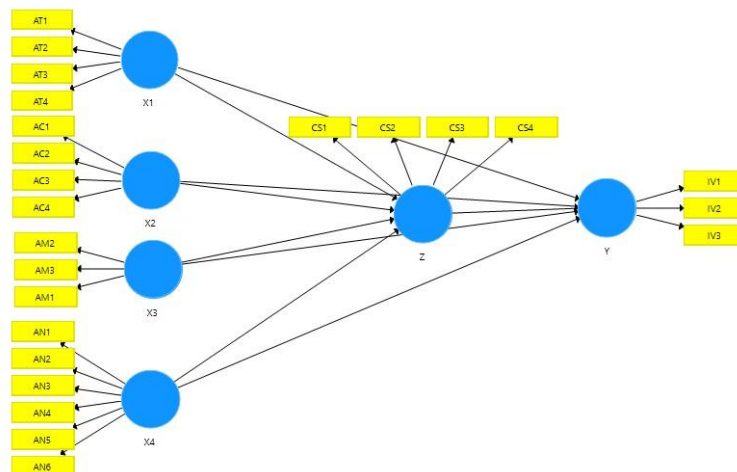


Figure 1. Illustration of the Research Model

Figure 1 illustrate the model of the research, the hypotheses which will be tested:

H1 : It is predicted that there will be a direct and significant positive influence of attraction on interest in visiting

H2 : It is predicted that there will be a direct and significant positive influence of attraction on customers satisfaction

H3 : It is predicted that there will be a direct and significant positive influence on accessibility on interest in visiting.

H4 : It is predicted that there will be a direct and significant positive influence of accessibility on customers satisfaction.

H5 : It is predicted that there will be a direct and significant positive influence of amenities on visiting interest

H6 : It is predicted that there will be a direct and significant positive influence of amenities on customers satisfaction.

H7 : It is predicted that there will be a direct and significant positive ancillary influence on interest in visiting.

H8 : It is predicted that there will be a direct and significant positive ancillary effect on customers satisfaction.

H9 : It is predicted that there will be a direct and significant positive influence on customers satisfaction on interest in visiting.

H10 : It is predicted that there is a significant positive influence on customers satisfaction indirectly mediating attraction on interest in visiting.

H11 : It is predicted that there is a significant positive influence on customers satisfaction indirectly mediating accessibility on interest in visiting.

H12 : : It is predicted that there is a significant positive influence on customers satisfaction indirectly mediating amenities on interest in visiting.

H13 : It is predicted that there is a significant positive influence of customers satisfaction indirectly mediating the ancillary on interest in visiting.

The details of the variables can be seen in Table 1.

Table 1. Data Variable Type

Variable Name	Variable Indicator	Variable Type	Variable Category
X1 = Attraction	X1.1 Respondents were happy when they saw the unique tourism potential in Kampung Tani. X1.2. Respondents felt they had never encountered unique tourism potential outside Kampung Tani. X1.3. Respondents felt that the layout of public infrastructure in Kampung Tani was good. X1.4. Respondents felt comfortable with the existing atmosphere and wanted to linger in Kampung Tani	Independent Variable	Interval
X2 = Accesibility	X2.1. Access to the Kampung Tani location is easily accessible by public transport or private vehicles. X2.2. Access to the Kampung Tani location is located on the side of the main road. X2.3. There is an area to sit back and relax at the Kampung Tani location. X2.4. There is a parking area for two-wheeled vehicles and four-wheeled vehicles at the Kampung Tani location	Independent Variable	Interval
X3 = Amenities	X3.1. There are public infrastructure facilities that respondents need, such as parking lots, toilets, rubbish bins, directional signs, etc. in Kampung Tani. X3.2. There are complementary infrastructure that makes respondents feel at home in Kampung Tani, such as tables and chairs and a cool food court. X3.3. The presence of tables and chairs and a food court has met the respondents' needs while they were in Kampung Tani.	Independent Variable	Interval
X4 = Ancillary	X4.1. Society in Kampung Tani give service which is friendly to respondents. X4.2. There is a post security in the Kampung Tani.	Independent Variable	Interval

	X4.3. There is a manager tourism (pokdarwis) in Kampung Tani. X4.4. There are tour packages in the Kampung Tani. X4.5. There is information the location of Kampung Tani in google map or media social. X4.6. There is socialization introduction of the Kampung Tani from the City Government Kediri.		
Z = Interest in Visiting	Z1. Respondents have get good service when visiting Kampung Tani. Z2. Respondents felt that tourism in Kampung Tani was tourism that met their expectations. Z3. Respondents were satisfied with the uniqueness of the Kampung Tani location. Z4. Respondents felt they had an impression when they visited Kampung Tani.	Mediating Variable	Interval
Y = Customers Satisfaction	Y1. The respondent will visit Kampung Tani another day. Y2. Respondents will visit Kampung Tani again to spend time. Y3. In the near future the respondent plans to go to Kampung Tani again	Dependent Variable	Interval

Table 1 shows the specifics of each variable, including its types and categories as well as its supported indicators.

RESULTS AND DISCUSSIONS

A total of 33 respondents from visitors in the Kampung Tani, Jamsaren, Kediri area provided data for this study can be seen in Table 2:

Table 2. Measurement Results Model

<i>Item</i>	<i>Loading</i>	<i>Cronbach Alpha</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted</i>
X1				
X1.1	0,759	0,637	0,773	0,465
X1.2	0,750			
X1.3	0,521			
X1.4	0,669			
X2				
X2.1	0,792	0,795	0,871	0,635
X2.2	0,895			
X2.3	0,568			

X2.4	0,888			
X3				
X3.1	0,608	0,630	0,803	0,581
X3.2	0,783			
X3.3	0,872			
X4				
X4.1	0,734	0,783	0,846	0,480
X4.2	0,704			
X4.3	0,785			
X4.4	0,561			
X4.5	0,674			
X4.6	0,677			
Z				
Z1	0,659	0,794	0,867	0,622
Z2	0,743			
Z3	0,848			
Z4	0,883			
Y				
Y1	0,894	0,832	0,900	0,750
Y2	0,903			
Y3	0,797			

The loading scale's reliability must be more than 0.708 in order to evaluate the measurement model (Hair, 2019). All question items from each variable can be considered valid if the loading scale value is greater than 0.708, with the exception of question items X1.3, X1.4, X2.3, X3.1, X4.4, X4.5, 6, and Z1, which have acceptable values > 0.5. Relying on the Cronbach Alpha value with reflective measurement for reliability test measurement entails looking at the loading indicators under the condition that the value is > 0.708 (Hair, 2019). Relying on the Cronbach Alpha value with reflective measurement to measure reliability tests entails looking at loading indicators where the required value is > 0.708, with the exception of the attraction and amenities variables, where a tolerable value > 0.5.

It is necessary for the Average Variance Extracted (AVE) to exceed 0.50. This demonstrates that good validity can be established by the construct that explains at least 50% of the item variance (Hair, 2019). The aforementioned table indicates that, with the exception of the attraction and ancillary variables, which nearly approach 50%, the AVE value of every variable has an Average Variance Extracted value of <0.5.

Table 3. Structural Model Evaluation

Hypothesis	Variance Explained (R ²)	R ² adjusted	Effect Size (f ²)	VIF
X1 • Z	0,576	0,515	0,037	2,024
X2 • Z			0,003	2,110
X3 • Z			0,041	2,843
X4 • Z			0,211	2,140
X1 • Y			0,186	2,098
X2 • Y			0,052	2,117
X3 • Y			0,122	2,961
X4 • Y			0,028	2,691
Z • Y	0,321	0,915	0,005	2,357

VIF value or Collinearity Statistics to perform multicollinearity testing. The provisions state that a value of less than three is the appropriate VIF (Becker et al. 2015). The VIF value ought to be as low as possible and in the neighborhood of 3. The results obtained for the nine hypotheses have a Collinearity Statistics or VIF value > 3, as indicated by the above table.

The R2 value can be used to predict sampling power (Rigdon, 2012). Greater power is indicated by higher R2 values, which range from 0 to 1. According to Hair et al. (2011), R 2 values of 0.75, 0.50, and 0.25 are generally regarded as strong, moderate, and weak. Eight hypotheses have

a moderate Adjusted R2 value of 0.515 based on the values in the above table, and one hypothesis has a strong Adjusted R2 value of 0.915.

Researchers can report f^2 effect sizes to account for the presence of partial or full mediation, for example, when comparing path coefficient measures and f^2 effect sizes (Nitzl et al., 2016). Values greater than 0.02, 0.15, and 0.35, as a general rule, indicate small, medium, and large f^2 effect sizes. The values acquired for the nine hypotheses have f^2 with medium and small sizes, according to the table above.

Table 4. Hypothesis Testing Results (Direct Influence)

Hypothesis	B	T Value	Confidence Interval (95%)	P-Values	Supported
H1 = X1 · Y	0,514	1,578	[-0,145;1,120]	0,115	No
H2 = X1 · Z	0,177	0,885	[-0,190;0,572]	0,377	No
H3 = X2 · Y	0,274	0,954	[-0,402;0,720]	0,341	No
H4 = X2 · Z	0,054	0,185	[-0,576;0,554]	0,853	No
H5 = X3 · Y	-0,495	1,270	[-1,114;0,432]	0,205	No
H6 = X3 · Z	0,223	0,969	[-0,227;0,659]	0,333	No
H7 = X4 · Y	0,222	0,591	[-0,691;0,793]	0,555	No
H8 = X4 · Z	0,438	2,234	[0,081;0,860]	0,021	Yes
H9 = Z · Y	0,085	0,317	[-0,349;0,719]	0,751	Yes

Based on the table above, it can be concluded that the influence of the attraction variable on visiting interest has a P value of 0.115 > 0.05, so the attraction variable does not have a direct and positive effect on the visiting interest variable in Kampung Tani, Jamsaren, Kediri City.

The influence of the attraction variable on visitor satisfaction with a P Value of 0.377 > 0.05, then the attraction variable has no direct and positive effect on the visitor satisfaction variable in Kampung Tani, Jamsaren, Kediri City.

The influence of the accessibility variable on interest in visiting with a P value of 0.341 > 0.05, then the accessibility variable has no direct and positive influence on the variable of interest in visiting Kampung Tani, Jamsaren, Kediri City.

The influence of the accessibility variable on visitor satisfaction with a P value of 0.853 > 0.05, then the accessibility variable has no direct and positive effect on the visitor satisfaction variable in Kampung Tani, Jamsaren, Kediri City.

The influence of the amenities variable on visiting interest with a P Value of 0.205 > 0.05, then the amenities variable has no direct and negative effect on the visiting interest variable in Kampung Tani, Jamsaren, Kediri City.

The influence of the amenities variable on visitor satisfaction with a P Value of 0.333 > 0.05, then the amenities variable has no direct and positive effect on the visitor satisfaction variable in Kampung Tani, Jamsaren, Kediri City.

The influence of the ancillary variable on interest in visiting with a P value of 0.555 > 0.05, then the ancillary variable has no direct and positive effect on the variable of interest in visiting at Kampung Tani, Jamsaren, Kediri City.

The influence of the ancillary variable on visitor satisfaction with a P value of 0.021 < 0.05, then the ancillary variable has a direct and positive effect on the visitor satisfaction variable in Kampung Tani, Jamsaren, Kediri City.

The influence of the visitor satisfaction variable on visiting interest with a P value of 0.751 > 0.05, then the visitor satisfaction variable does not have a direct and positive effect on the visiting interest variable in Kampung Tani, Jamsaren, Kediri City.

Table 5. Hypothesis Testing Results (Indirect Influence)

Hypothesis	B	T Value	Confidence Interval (95%)	P-Values	Supported
H10 = X1 · Z · Y	0,015	0,208	[-0,141;0,168]	0,836	No
H11 = X2 · Z · Y	0,005	0,050	[-0,159;0,220]	0,960	No

$H12 = X3 \cdot Z \cdot Y$	0,019	0,195	[-0,102;0,296]	0,846	No
$H13 = X4 \cdot Z \cdot Y$	0,037	0,258	[-0,166;0,403]	0,796	No

Based on the table above, it can be concluded that the visitor satisfaction variable mediates the influence of the attraction variable on interest in visiting with a P value of $0.836 > 0.05$, so the visitor satisfaction variable cannot positively mediate the influence of the attraction variable indirectly on the variable of interest in visiting Kampung Tani, Jamsaren, Kediri City.

The visitor satisfaction variable mediates the influence of the accessibility variable on interest in visiting with a P value of $0.960 > 0.05$, so the visitor satisfaction variable cannot positively mediate the influence of the accessibility variable indirectly on the variable of interest in visiting at Kampung Tani, Jamsaren, Kediri City.

The visitor satisfaction variable mediates the influence of the amenities variable on interest in visiting with a P value of $0.846 > 0.05$, so the visitor satisfaction variable cannot positively mediate the influence of the amenities variable indirectly on the variable of interest in visiting at Kampung Tani, Jamsaren, Kediri City.

The visitor satisfaction variable mediates the influence of the ancillary variable on interest in visiting with a P value of $0.796 > 0.05$, so positive visitor satisfaction cannot mediate the influence of the ancillary variable indirectly on the variable of interest in visiting at Kampung Tani, Jamsaren, Kediri City.

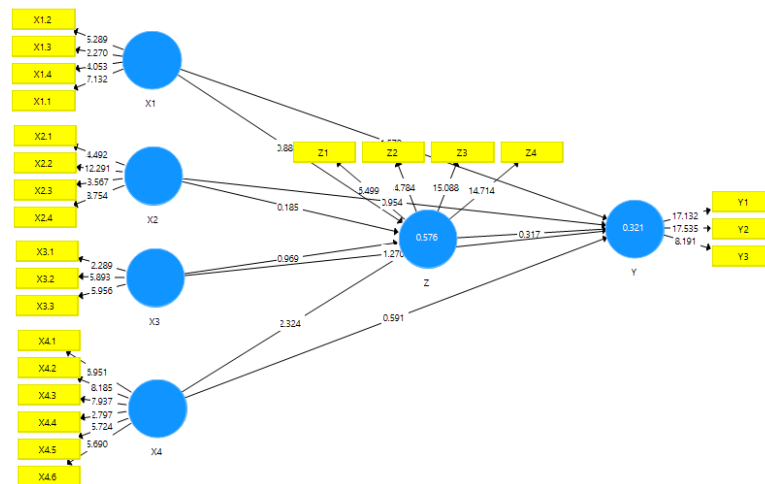


Figure 2. The SEM result of the Research Model

Based on the image above, it can be concluded that the influence of the attraction variable on interest in visiting with a T Value of $1.578 < 1.96$, then the attraction variable has no direct and positive influence on the variable of interest in visiting Kampung Tani, Jamsaren, Kediri City. In contrast, the research by Indriastuty et al. (2020) genuinely generates dimensions of tourist attraction, and the attraction indicator serves as the evaluation point for gauging the impact of the tourist attraction variable on consumer satisfaction and, consequently, interest in travel. Because the Lake Cipondoh tourist attraction is unique and has natural beauty, variety, scarcity, and wholeness all of which are important factors that encourage tourists to visit tourist attractions that are integrated with tourism facilities it has a very significant impact on tourists' interest in visiting (Nurbaeti et al., 2021). This is a result of Kampung Tani lackluster uniqueness. At first glance, the tourist village there appears to be exactly the same as the natural tourist village found in other.

The influence of the attraction variable on visitor satisfaction with a T Value of $0.855 < 1.96$, then the attraction variable has no direct and insignificant positive effect on the visitor satisfaction variable in Kampung Tani, Jamsaren, Kediri City. This contrasts with research by Biswas et al.

(2020), which found that tourist attractions can influence visitors' interest and appeal to their sense of satisfaction. According to Hermawan et al. (2019), the primary factor that has the greatest impact on visitor satisfaction and loyalty is tourist attraction. This is because the infrastructure facilities are not neatly presented, which makes guests of Kampung Tani feel unsatisfied with the attractions offered by the tourism manager.

The influence of the accessibility variable on interest in visiting with a T Value of $0.954 < 1.96$, then the accessibility variable has no direct and insignificant positive effect on the variable of interest in visiting Kampung Tani, Jamsaren, Kediri City. This appears to be different from the findings of Nurbaeti et al (2021), which found that accessibility had a major impact on travelers' desire to visit. This is because the Cipondoh Lake tourist attraction is easily accessible, has asphalt and concrete roads, and is close to South Tangerang and DKI Jakarta. Kampung Tani situated on the side of the main road in Jamsaren, Kediri City, is not directly connected to the city center by public transportation. In addition, the fact that this tourist village is located on Kediri City's eastern boundary makes it difficult to access, which contributes to the locals' disinterest in going.

The influence of the accessibility variable on visitor satisfaction with a T Value of $0.185 < 1.96$, then the accessibility variable has no direct and insignificant positive effect on the visitor satisfaction variable in Kampung Tani, Jamsaren, Kediri City. While they don't significantly affect customer satisfaction, tourist attractions do positively impact travelers' desire to visit (Indriastuty et al., 2020). It is evident from these two studies that visitor satisfaction does not depend on effective access. It turns out that other things are preferred by visitors, and this could affect how satisfied they are.

The influence of the amenities variable on interest in visiting with a T Value of $1.270 < 1.96$, then the amenities variable has no direct and insignificant negative effect on the variable of interest in visiting at Kampung Tani, Jamsaren, Kediri City. This contrasts with research by Nurbaeti et al. (2021), which found that facilities had a major impact on travelers' desire to visit. This is due to the fact that the Cipondoh Lake tourist destination offers all the amenities that visitors need, such as parking lots, restrooms, prayer rooms, rest areas, food vendors, and so forth. It would be incorrect to say that Kampung Tani amenities are comprehensive. Given that this tourist village has only been operational for the past two years since its establishment.

The influence of the amenities variable on visitor satisfaction with a T Value of $0.969 < 1.96$, then the amenities variable has no direct and insignificant positive effect on the visitor satisfaction variable of Kampung Tani, Jamsaren, Kediri City. Establishments like eateries, lodging, and other auxiliary services have the power to boost tourists' happiness and affect their safety while they are there (Biswas et al., 2020). According to Hermawan et al. (2019), amenities like security and auxiliary facilities have a significant impact on visitor satisfaction. Due to Kampung Tani lack of limited infrastructure, guests must share the facilities with other guests, which prevents them from using all of the amenities offered by the tourism manager.

influence of the ancillary variable on interest in visiting with a T value of $0.591 < 1.96$, then the ancillary variable has no direct and insignificant positive effect on the variable of interest in visiting Kampung Tani, Jamsaren, Kediri City. In contrast, according to research by Indriastuty et al. (2020), customer satisfaction and interest in visiting are positively and significantly influenced by perceptions of pricing and service quality. Since the government has not yet implemented extensive socialization, the services offered by Kampung Tani tourism managers are deemed subpar. Aside from that, the community has not been socialized with tour packages, which has also resulted in a lack of interest in visiting tourists.

The influence of the ancillary variable on visitor satisfaction with a T Value of $2.234 > 1.96$, then the ancillary variable has a direct and significant positive effect on the visitor satisfaction variable in Kampung Tani, Jamsaren, Kediri City. Characteristics of the destination that greatly influence Oahu cruise visitors' satisfaction. Qualities Features like safety, first-rate service at the port, enjoyable shopping, and delectable food options are more significant than other features

(Ozturk & Gogtas, 2016). The tourism manager of Kampung Tani offers excellent, amiable service. This is the reason why guests of Kampung Tani are happy with the warmth and accuracy of all the information the tourism manager provides.

The influence of the visitor satisfaction variable on visiting interest with a T Value of 0.317 < 1.96, then the visitor satisfaction variable has no direct and insignificant positive effect on the visiting interest variable in Kampung Tani, Jamsaren, Kediri City. This contrasts with research by Ozturk & Gogtas (2016), which found that overall satisfaction affects cruise ship visitors' stated intentions to return and recommend a destination. This is due to the lack of a specific attraction at Kampung Tani that could leave guests with a negative impression and make them want to avoid returning.

The visitor satisfaction variable mediates the indirect influence of attraction on visiting interest with a T value of 0.208 < 1.96, so the positive visitor satisfaction variable cannot mediate the indirect influence of the attraction variable on the visiting interest variable at Kampung Tani, Jamsaren, Kediri City. In contrast to Ilma Darajat's research, visitor satisfaction acts as a mediator in the relationship between interest in visiting and tourist attractions. This is because Kampung Tani lacks distinctive tourism potential, which affects visitor dissatisfaction and makes them hesitant to plan a return trip to this location.

The visitor satisfaction variable mediates the indirect influence of accessibility on visiting interest with a T value of 0.050 < 1.96, so positive visitor satisfaction cannot mediate the indirect influence of the accessibility variable on the visiting interest variable in Kampung Tani, Jamsaren, Kediri City. Indeed, as noted by Ilma Darajat (n.d.), visitor satisfaction is a key mediator in the relationship between interest in visiting and tourist attractions. What makes people reluctant to return is the difficulty of access, which is not yet connected to the city center using public transportation.

The visitor satisfaction variable mediates the indirect influence of amenities on visiting interest with a T Value of 0.195 < 1.96, so the positive visitor satisfaction variable cannot mediate the indirect influence of the amenities variable on the visiting interest variable at Kampung Tani, Jamsaren City, Kediri. Despite the fact that improving and maintaining infrastructure, amenities, accessibility, and attractions is crucial for boosting visitor satisfaction and safety (Biswas et al., 2020). Because they must share the facilities, visitors who experience incomplete infrastructure are less satisfied. Aside from that, the availability of amenities can protect guests from harm.

The visitor satisfaction variable mediates the indirect influence of the ancillary on interest in visiting with a T value of 0.258 < 1.96, so the positive visitor satisfaction variable cannot mediate the influence of the ancillary variable indirectly on the variable of interest in visiting Kampung Tani, Jamsaren, Kediri City. Although they play a more supporting role and are added to the primary sources of visitor satisfaction, features like tourist tours and access to nearby activities and attractions do, in fact, affect overall satisfaction (Ozturk & Gogtas, 2016). This is due to the fact that the tour packages designed by Kampung Tani tourism managers have not been effectively assimilated into the local community, which has an effect on visitor satisfaction and makes them hesitant to return.

CONCLUSION

In this research conclusion that the attraction, accessibility, amenities and ancillary variables have no direct and insignificant positive effect on the interest in visiting Kampung Tani, Jamsaren, Kediri City. The attraction, accessibility and amenities variables do not have a direct and insignificant positive effect on the customers satisfaction at Kampung Tani, Jamsaren, Kediri City. The ancillary variable has a direct and significant positive effect on the customers satisfaction at Kampung Tani, Jamsaren, Kediri City. The variable customers satisfaction has no direct and insignificant positive effect on the interest in visiting Kampung Tani, Jamsaren, Kediri City. The customers satisfaction variable is positively insignificant and cannot mediate the influence of the

attraction, accessibility, amenities and ancillary variables indirectly on the interest in visiting Kampung Tani, Jamsaren, Kediri City.

This research provides a new perspective that attraction, accessibility and amenities cannot be influenced by visitor satisfaction to be able to increase visitor visiting interest. This shows that the new tourist village cannot attract public visiting interest if it is not balanced with attraction, accessibility, amenities and ancillary. Based on the conclusion, ancillary variables affect visitor satisfaction, this is because tour managers provide friendly services and provide all forms of information needed by visitors that have an impact on the satisfaction of the services provided by tour managers.

This study has a limited number of samples and indicators used. It is hoped that researchers others can further add dimensions of research variables that have an impact on interest in visiting Kampung Tani.

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