
Heritage Tourism in Sumenep: The Role of Satisfaction as a Mediating Variable

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ABSTRACT: Sumenep is a city that has a rich history and culture that is very interesting to study. Of course, this wealth is one of the attractions of tourist destinations in Sumenep Regency. This research aims to determine the role of satisfaction in mediating the influence of tourist attraction and destination image on intention to visit again. This research was conducted in Sumenep Regency. The objects in this research are focused on palace and museum tourist destinations in Sumenep Regency. The sample used in the research was 190 respondents taken using the purposive sampling method. Data was obtained through distributing questionnaires to respondents. Hypothesis testing is carried out using multiple linear regression analysis and hierarchical regression analysis. This research found that attractiveness has a positive and significant influence on satisfaction and also the intention to visit again. The destination image variable also has a positive and significant influence on satisfaction and intention to visit again. Then, consumer satisfaction has a positive and significant influence on intention to revisit. Meanwhile, in the context of the role of satisfaction as a mediating variable, in this study it was found that satisfaction did not mediate the effect of attractiveness on intention to revisit. Meanwhile, satisfaction mediates the influence of the destination image variable on intention to revisit.

Keywords: Attractiveness, Destination, Satisfaction, Heritage, Tourism



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INTRODUCTION

Indonesia is a country that has many tourist attractions that have great potential for development. Likewise with Sumenep Regency which also has many interesting tourist destinations to visit. Both beach tourism, nature tourism, cultural tourism and so on. Heritage tourism in Sumenep Regency is a very interesting issue to research, especially regarding sustainability. Apart from that, heritage tourism is also one of the types of tourism that has quite a high number of visitors in Sumenep Regency (Purwanto *et al.*, 2023). Heritage tourism is like the Sumenep palace which is designated as a cultural heritage where there are 7 sites including

Labang Mesem, the palace pavilion and Mandiyoso, Keoning office, Tirtonegoro palace, Ambtenaar office, Toghur Ghenta, and Taman Sare.

This research is certainly very important to carry out considering that tourism in Sumenep Regency has experienced a decline in visitors since the Covid-19 pandemic was officially declared to have entered Indonesia. The problem of decreasing the number of tourists during the pandemic certainly requires a special strategy so that policymakers can develop appropriate strategies to increase the number of tourists again. Therefore, the solution that can be done for the first time is to find out the intentions of tourists to make return visits to the museums and palaces in Sumenep Regency.

The urgency of this research is supported by Adi & Saputro (2017) who say that the potential for history and culture-based tourism has not been utilized optimally because there are internal and external obstacles. This problem can certainly threaten the sustainability of heritage-based tourism, both directly and indirectly.

The following is data on the number of visitors to the Sumenep Palace and Museum:

Table 1. Visitors of the Sumenep Palace and Museum

Year	Foreign Tourists	Domestic Tourists
2018	344	46,883
2019	309	37,594
2020	41	6,191
2021	0	557
2022	7	43,302

Source: DISBUDPORAPAR Sumenep, 2023.

From the table above it can be said that the Sumenep Palace and Museum is currently trying to get back on its feet after experiencing a downturn when the Covid-19 pandemic was officially declared to have entered Indonesia and the government policy regarding PPKM was implemented. Thus, identifying the problems experienced by the history-based tourism industry is very urgent to research. Not only for the sake of developing theory and empirical evidence, but also a commitment to growing interest in visiting historically based tourist attractions. To support these efforts, through this research information will be obtained which can later be used to develop new strategies that can help accelerate the number of visitors visiting the Sumenep museum and palace.

Attraction is a reflection of a visitor's feelings and views regarding a tourist attraction (Viet *et al.*, 2020). The attractiveness of a tourist attraction is an important factor to research. This is due to the ability of a tourist attraction's attractiveness to be one of the triggers for feelings of satisfaction for visitors (Nurlestari, 2016., Nasir *et al.*, 2020). Apart from that, attractiveness is also something that consumers consider because it can create visitors' intention to make repeat visits (Khairi & Darmawan, 2021., Sinambela, 2021). Meanwhile, research conducted by Kadi *et al.*, (2021) regarding tourism in Indonesia provides recommendations that for further research it is necessary to include tourist attraction variables. This is because the literature regarding the influence of satisfaction in mediating the influence of tourist attractions on intention to visit again is still minimal, especially those related to tourism in Indonesia.

Destination Image is an interactive system of thoughts, opinions, feelings, visualizations, and intentions to visit a destination (Aliman *et al.*, 2016). The image of a tourist destination must be well maintained. Owners of a tourist destination must think about strategies that can create a good image in the hearts of visitors. Several previous studies found that the image of a destination can trigger visitor satisfaction (Redita, 2017., Aliman *et al.*, 2016). Apart from that, the image of a destination can also influence visitors to make return visits to the tourist attraction (Indriyani & Artanti, 2020., Napitupulu *et al.*, 2021)

Satisfaction is a person's feeling of happiness or disappointment that arises after comparing perceptions of performance (Safitri, 2022). In research, satisfaction is always a very interesting variable to study because satisfaction can create visitor loyalty (Syam AR *et al.*, 2023., (Syam Ar *et al.*, 2024). This is due to the ability of satisfaction to create visitors' intention to make a return visit (Foster & Sidharta, 2021, Kadi *et al.*, 2021., Rajput & Gahfoor, 2020). Apart from that, satisfaction is also a variable that can mediate between attractiveness and intention to visit again (Nurlestari, 2016., Čulić *et al.*, 2021., Kawatu *et al.*, 2020) and satisfaction can also mediate the influence of destination image on intention to visit again (Kadi *et al.*, 2021). Intention to revisit is a visitor's desire to revisit a tourist attraction they have previously visited (Safitri, 2022).

Inconsistencies in research results were found, especially those related to the role of satisfaction as a variable that can mediate the influence of destination image on intention to revisit Kadi *et al.*, (2021) found that satisfaction could be a mediator variable but Napitupulu's research found the opposite. Another inconsistency concerns the influence of satisfaction on intention to revisit. Research conducted by Viet *et al.*, (2020)., Rajput & Gahfoor, (2020)., Foster & Sidharta, (2021) found positive results while research by Nurlestari, (2016) found the opposite.

The novelty offered in this research is that no previous research has conducted research using the Sumenep Palace and Museum (Heritage Tourism) objects in Sumenep Regency using the research model as developed in this research.

The problem formulation in this research is stated in the form of a research question, namely, does attractiveness influence satisfaction and intention to visit again? Does destination image influence satisfaction and intention to revisit? Does satisfaction influence intention to revisit and does satisfaction mediate the influence of attractiveness and also mediate the influence of destination image on intention to revisit. Furthermore, this research aims to answer all these research questions.

The framework of thought in this research can be seen in Figure 1 below:

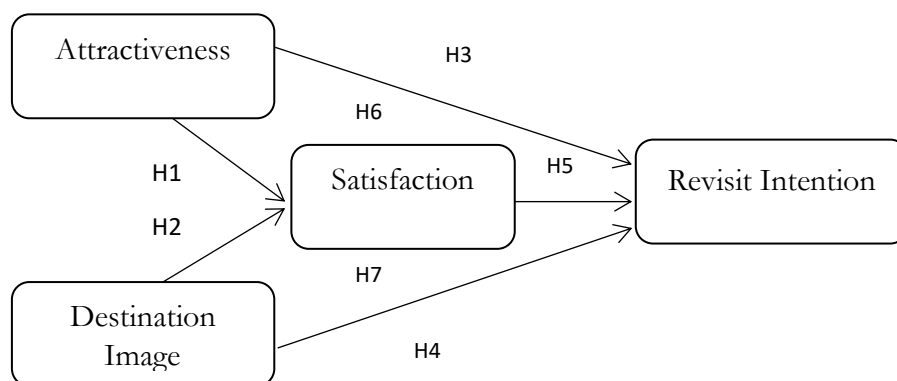


Figure 1. Research Framework

METHOD

This research uses a confirmatory quantitative approach by collecting and managing data obtained from respondents through distributing questionnaires. Next, the data is processed and interpreted to confirm and obtain research results to compare with previous research.

Table 2. Research Variables and Indicators

Variable	Indicator	Source
Attractiveness	1. <i>Beauty Indikator of scenery</i> 2. <i>Environment</i> 3. <i>Entertainment and events</i> 4. <i>Historical relics</i>	Viet <i>et al.</i> , (2020).,
Destination Image	1. <i>quality of the tourist centers</i> 2. <i>quality of the tourist guides</i> 3. <i>Interisting</i> 4. <i>Accessibility</i> 5. <i>Amenities</i> 6. <i>Ancillary services</i>	(Aliman <i>et al.</i> , 2016)
Satisfaction	1. <i>Enjoy the visit</i> 2. <i>Decision to visit</i> 3. <i>Prefer destination</i> 4. <i>Positive feelings</i> 5. <i>Pleasant visit</i>	Viet <i>et al.</i> , (2020).,
Revisit Intention	1. <i>Intend to travel</i> 2. <i>Want to visit</i> 3. <i>Possibility</i> 4. <i>Next vacation place</i>	Viet <i>et al.</i> , (2020).,

The sample size used is 5 to 10 times the number of indicators. Thus, 19 (total items) x 10 = 190 respondents. The sample was determined using a non-probability sampling method with purposive sampling. The criteria for respondents in this research are: having visited the Sumenep palace tourist attraction. Furthermore, data collection in this research used survey techniques by distributing questionnaires.

Testing the validity of the instrument used is confirmatory factor analysis. In CFA, an item is declared valid if it has a factor loading value ≥ 0.5 . Apart from that, other requirements that need to be met are the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) value, Barlett's test of sphericity and no cross loading. The KMO MSA value requirement is > 0.5 , while the Barlett's test of sphericity must be significant < 0.05 . In this research, reliability testing in this research uses Cronbach alpha. According to Hair *et al.*, (2014), a research instrument can be said to be reliable if it has a Cronbach alpha (CA) value ≥ 0.70 . Validity and reliability tests were carried out using SPSS 25.

To test hypotheses 1 to hypothesis 5, testing was carried out using simple regression. Then, Hypothesis testing 6 and 7 was carried out using mediation testing based on the four stages of testing presented by Baron & kenny (1986). The stages are as follows:

1. Test the influence of independent variable (X) on mediator variable (M)
2. Test the influence of mediator variable (M) on dependent variable (Y)
3. Test the influence of independent variable (X) on dependent variable (Y)
4. Test the influence of independent variable (X) and mediator variable (M) on dependent variable (Y)

RESULT AND DISCUSSION

Respondent Characteristics

Based on the data processing carried out, information is obtained that there are 161 male respondents (.53.7%) more than 139 female respondents (46.3%). Characteristics of respondents in terms of age, it is known that the age of respondents in this study was dominated by respondents aged 21 - 30 years amounting to 215 respondents (71.7%), followed by respondents aged ≤ 20 years amounting to 85 respondents (28.3). From the latest educational characteristics, respondents with senior high school education dominate with 274 respondents (91.3%) followed by respondents with a bachelor's education level, 22 respondents (7.3%), masters, 3 respondents (1.0%), and 1 respondent with a diploma. (.3%). The demographics of respondents in the employment category were dominated by respondents who worked as students with 256 respondents (85.3%), followed by entrepreneurs with 38 respondents (12.7), lecturers with 4 respondents (1.3%) and ASN with 2 respondents (, 7%). Then, the characteristics of respondents in terms of income were dominated by respondents with an income of \leq IDR 1,000,000 with 268 respondents (89.3%), followed by IDR 1,000,001 - 2,500,000 14 respondents (4.7%), \geq IDR 5,000. 001 as many as 10 respondents (3.3%), and Rp. 2,500,001 - 5,000,000 as many as 8 respondents (2.7%).

Instrument Quality Test

Validity Test

Validity testing in research was carried out using Confirmatory Factor Analysis (CFA). The test results show that the KMO-MSA value is 0.950, meaning the value is > 0.05 . The BTS value is 0.000 which means < 0.05 . The KMO-MSA and BTS values indicate that the instruments used meet the requirements so that the test can be carried out properly. Then, the results of the validity test analysis can be seen in table below:

Tabel 3. Confirmatory Factor Analysis

Rotated Component Matrix ^a				
	1	2	3	4
DT1				,704
DT2				,702
DT3				,718
DT4				,697
CD1	,690			
CD2	,601			

CD3	,605	
CD4	,756	
CD5	,760	
CD6	,758	
KEP1		,731
KEP2		,708
KEP3		,654
KEP4		,637
KEP5		,658
NBK1	,798	
NBK2	,852	
NBK3	,861	
NBK4	,801	

Source: Primary Data was processed (2023)

Based on table 3 above, it can be seen that all items used have factor loading values above 0.5 and no cross loading occurs. The test results also show that each item is combined with items that measure the same variable and is not correlated with items that measure other variables. Thus, the instrument used meets the assumptions of convergent and discriminant validity.

Reliability Test

The results of the reliability test in this research are explained in the table below:

Table 4. Reliability Test Results

Variabel	Cronbach Alpha	Total Item
Attractiveness	0,915	4
Destination Image	0,936	6
Satisfaction	0,951	5
Revisit Intention	0,952	4

Source: Primary Data was processed (2023)

Hair et al. (2014) said that if the reliability value is greater than 0.70, it is considered to have good reliability. The reliability values for the variables attractiveness (0.915), Destination Image (0.936), Satisfaction (0.951), and Intention to visit again (0.952). Therefore, the variables used in this research are declared reliable.

Testing of hypotheses 1 to hypothesis 5 was carried out using simple linear regression analysis. Then testing hypotheses 6-7 was carried out using a mediation test as suggested by Baron & kenny (1986). Test results can be seen in tables 5 and 6:

Table 5. Hypothesis Testing with Simple Regression

Hypothesis	(β)	t Value	Sig.	Result
H1: Attractiveness influences satisfaction	,831	20,516	,000	Supported
H2: Destination Image influences satisfaction	,813	19,512	,000	Supported
H3: Attractiveness influences revisit intention	,642	11,485	,000	Supported
H4: Destination Image influences revisit intention	,701	13,490	,000	Supported

H5: Satisfaction influences revisit intention	,733	14,780	,000	Supported
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Source: Primary Data was processed (2023)

Hypothesis 1:

Table 5 above shows that the calculated t value from hypothesis 1 is 20.516 with a significance level of 0.000 ($p < 0.05$). This value shows that partially the attractiveness variable has a significant positive effect on satisfaction. Therefore, hypothesis 1 is declared accepted. This research proves that the attractiveness of the Sumenep palace and museum is one of the factors that can provide satisfaction to visitors. This result is supported by Viet *et al.*, (2020) who found that the attractiveness of a tourist attraction can make visitors satisfied with their visit to that tourist attraction. Darajat (2021) also said that the attractiveness of a tourist attraction can determine visitor satisfaction because a good tourist attraction will create and maintain visitor satisfaction.

This research found that the satisfaction of people who have visited the palace and museum in Sumenep Regency is determined by its attractiveness. Therefore, the beauty of the views in the palace and museum environment must always be maintained, a comfortable environment for visitors must also be considered, arts and cultural performances that have been frequently held must be maintained and historical relics must also be well looked after. If this has been done, consumer satisfaction will be created with the attractiveness offered.

The results of this research are in line with the results of research conducted by oleh Nurlestari (2016), Nasir *et al.*, (2020) who also found that the attractiveness of tourist attractions has a positive and significant influence on visitor satisfaction. Apart from that, this research is also in line with research by Nurmala *et al.*, (2022), Putri *et al.*, (2023) which also found that attractiveness has a positive and significant influence on visitor satisfaction at tourist attractions.

Hypothesis 2:

Table 5 above shows that the calculated t value for hypothesis 2 is 19.512 with a significance level of 0.000 ($p < 0.05$). This value shows that partially the destination image variable has a significant positive effect on satisfaction. Therefore, hypothesis 2 is declared accepted. This research proves that the destination image variable of the Sumenep palace and museum is one of the factors that can provide satisfaction to visitors. These results are supported by Redita, (2017) who found that destination image can create consumer satisfaction.

The findings of this research provide information that the quality of tourist attractions at the Sumenep palace and museum, the ability of tour guides, facilities, accommodation and other supporting services at the Sumenep palace and museum can create satisfaction for visitors. This needs to continue to be improved so that the destination image of the Sumenep keratin and museum can maintain visitor satisfaction, especially those obtained from these factors.

The findings of this research are in line with the results of research conducted by Aliman *et al.*, (2016) which found that destination image can influence visitor satisfaction. Apart from that, this research is also in line with research by Daffa & Ratnasari, (2022), Mardikaningsih *et al.*, (2023) which also found that destination image has a positive and significant influence on visitor satisfaction at tourist attractions.

Hypothesis 3:

Table 5 above shows that the calculated t value from hypothesis 3 is 11.485 with a significance level of 0.000 ($p < 0.05$). This value shows that partially the attractiveness variable has a significant positive effect on intention to revisit. Therefore, hypothesis 3 is declared accepted. This research proves that the attraction of the Sumenep palace and museum is one of the determinants for visitors to have the intention to return to these tourist attractions. These results are supported by Khairi & Darmawan, (2021) who found that the attractiveness of a tourist attraction can influence visitors to visit again.

This research proves that visitors to the Sumenep palace and museum may have the intention to make a return visit due to the good attractions of the Sumenep palace and museum. For this reason, the elements of attraction must always be considered so that visitors always make the Sumenep palace and museum their choice when traveling. Some of these elements include views, a comfortable environment, performances and historical relics.

The findings of this study support the results of previous research. As with research conducted by Sinambela, (2021), Nurhayati et al., (2023) found that attractiveness variables can influence tourists' intentions to visit again. Apart from that, this research also supports the research findings of Lestari et al., (2022) which also found that attractiveness has a positive and significant influence on visitor intention to revisit.

Hypothesis 4:

Table 5 above shows that hypothesis 4 has a calculated t value of 13.490 with a significance level of 0.000 ($p < 0.05$). This value shows that partially the destination image variable has a significant positive effect on intention to revisit. Based on this value, hypothesis 4 is declared accepted. This research proves that destination image is one of the factors that can make visitors have the intention to make a return visit to Keratin and Sumenep Museum. These results are supported by Indriyani & Artanti, (2020) who found that the destination image variable of a tourist attraction can influence visitors' intention to make a return visit.

This research provides information that the intention of visitors to the Sumenep palace and museum to make a return visit can be influenced by the destination image of the Sumenep palace and museum. Therefore, destination image factors should be the focus of attention so that visitors always make the Sumenep palace and museum their choice when traveling. These factors include the ability of tour guides, facilities, accommodation and other supporting services at the Sumenep palace and museum.

The results of this research are in line with research conducted by Napitupulu *et al.*, (2021) which found that destination image influences tourists' intention to visit again. Apart from that, this research also supports the research findings of Wulandari et al., (2022) which also found that attractiveness has a positive and significant influence on visitor intention to revisit.

Hypothesis 5

Table 5 above shows that the calculated t value from hypothesis 5 is 14.780 with a significance level of 0.000 ($p < 0.05$). This value shows that partially the satisfaction variable has a significant positive effect on intention to revisit. Thus it can be stated that hypothesis 5 is accepted. This research proves that the satisfaction of visitors to the Sumenep palace and museum can trigger their intention to make a return visit. This statement is in line with what was conveyed by Darajat, (2021) that visitor satisfaction is one of the determinants of a person's intention to visit again. Thus, the higher the satisfaction felt by visitors, the greater the interest in repeat visits.

This research provides information that feelings of happiness must always be maintained properly. The feeling of satisfaction with what the Sumenep palace and museum has to offer must always be considered. Visitors who are satisfied with what we provide will influence them to make return visits.

The findings of this research are in line with the results of previous research such as research findings conducted by Foster & Sidharta, (2021), Kadi *et al.*, (2021) dan Rajput & Gahfoor, (2020) found that satisfaction can influence visitors to have the intention to make a return visit.

Table 6. Hypothesis testing with mediating variables

Hypothesis	Equality	(β)	T value	Sig.	Result
H6: Satisfaction mediates the influence of attractiveness on revisit intention	AT \rightarrow Satisfaction	,831	20,516	,000	Not
	Satisfaction \rightarrow R.I	,733	14,780	,000	Supported
	AT \rightarrow R.I	,642	11.485	,000	(No
	AT and KEP \rightarrow R.I	,106	1,185	,238	Mediation)
H7: Satisfaction mediates the influence of destination image on revisit intention	DI \rightarrow Satisfaction	,813	19,512	,000	Supported
	Satisfaction \rightarrow R.I	,733	14,780	,000	(Partial
	DI \rightarrow R.I	,701	13,490	,000	mediation)
	DI and KEP \rightarrow R.I	,311	3,770	,000	
		,481	5,835	,000	

Source: Primary Data was processed (2023)

Hypothesis 6

To test hypothesis 6, this was done by testing 4 equations by Baron & kenny (1986). Referring to table 6 above, it is known that the calculated t value for equation 1 is 20.516 with a significance level of .000. The calculated t value for the 2nd equation is 14.780 with a significance level of .000. The calculated t value for the 3rd equation is 11.485 with a significance level of .000. Then, the 4th equation was tested simultaneously between attractiveness (independent) and satisfaction (mediator) on intention to revisit (dependent). The calculated t value in equation 4 for the influence of attractiveness on intention to revisit is 1.185 with a significance level of .238. These results show that there is a decrease in the calculated t value and the significance level of the 4th equation when compared with the 3rd equation. In the 4th equation, the p value changes to not significant ($p > .000$). This shows that hypothesis 6 is not supported in this study. In other words, the satisfaction variable does not mediate the effect of attractiveness on intention to revisit.

This research shows that the attractiveness variable can directly influence the intention to visit again without having to go through satisfaction first. This means that the Sumenep palace and museum can focus more on creating attractive tourist attractions for visitors. There are many things that should be the basis for developing attractive tourist attractions, one of which is how to create a comfortable environment for tourists.

Empirically, the research results are different from research conducted by Nurlestari, (2016) dan Kawatu *et al.*, (2020) which found that satisfaction mediates the influence of attractiveness on intention to visit again. However, the research findings strengthen the findings of research conducted by Darajat, (2021) which found that satisfaction did not mediate the effect of attractiveness on intention to revisit. This means that tourist attractions are considered to have a direct influence on the intention to visit again without having to feel satisfied first with the Sumenep Palace and Museum.

Hypothesis 7

To test hypothesis 8, it is also done by testing 4 equations (Baron & kenny 1986). Referring to the table above, it is known that the calculated t value for equation 1 is 19.512 with a significance level of .000. The calculated t value for the 2nd equation is 14.780 with a significance level of .000. The calculated t value for the 3rd equation is 13.490 with a significance level of .000. Then, the 4th equation was tested simultaneously between destination image (independent) and satisfaction (mediator) on intention to visit again (dependent). The calculated t value in equation 4 for the influence of destination image on intention to revisit is 3.370 with a significance level of .000. These results show that there is a decrease in the calculated t value and the significance level of the 4th equation when compared with the 3rd equation. In the 4th equation, even though there is a decrease, it still has a positive and significant value. This shows that hypothesis 7 is supported in this study. In other words, the satisfaction variable mediates the influence of destination image on intention to revisit with partial mediation.

Research findings provide information that destination image has an indirect influence on intention to revisit through satisfaction. The better the image of a tourist destination, the more satisfied consumers will be. Furthermore, this satisfaction will give rise to visitors' intention to make a return visit to the Sumenep palace and museum.

The findings of this research are in line with the results of research conducted by Kadi *et al.*, (2021) which found that satisfaction is a variable that can mediate the influence of destination image on intention to visit again. However that, the research findings strengthen the findings of research conducted by Fadilah & Huda, (2024) which found that satisfaction mediate the effect of destination image on intention to revisit. This means that tourist is considered to have a indirect effect on the intention to visit again to the Sumenep Palace and Museum.

CONCLUSION

There are several conclusions in this research, namely (1) The attraction of visitors to the Palace and Museum in Sumenep Regency can create consumer satisfaction and can generate consumer intentions to return to the Palace and Museum in Sumenep (2). The destination image of the Sumenep Palace and Museum can create feelings of satisfaction for visitors and can also generate

visitors' intention to make a return visit to the Sumenep Palace and Museum. (3) Consumer satisfaction is an important factor that needs to be understood because it can create visitors' intention to make a return visit. (4) Satisfaction is one of the variables that can mediate the influence of destination image on intention to visit again. (5). This research provides information that the satisfaction variable does not mediate the influence of attractiveness on intention to revisit.

A limitation in this research is that the respondents used in this research were local visitors and there were no respondents from abroad. Apart from that, this research only focuses on the intention to visit again, even though the study of the intention to visit the Sumenep palace for people who have never visited also really needs to be studied. Therefore, further research needs to compare the behavior of local tourists and foreign tourists to obtain more complex information regarding the behavior of visitors to the Semenep Palace and Museum in general. In addition, future research needs to re-examine the mediating role of satisfaction on the influence of visitor attraction on intention to visit again. This needs to be done to obtain more consistent information. The behavior of visitors who have never visited the Sumenep Palace and Museum also really needs to be researched.

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