

# Modeling of Revisit Intention Tourist Visitors Based on Structural Equation Modeling with Partial Least Square Approach (Case Study at Red Island Tourism)

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**Abstract:** *The tourism industry is the main sector in a country as a source of foreign exchange earners, increasing economic growth, improving people's welfare, providing jobs, and eradicating unemployment. Indonesia is a country known to have several types of tourism industries. One of the tourism destinations that offers natural beauty that is different from other tourist objects is Red Island. The purpose of this research is to determine the variable of benefits felt by visitors to Red Island tourism to build an attraction in tourism to interest in repeat visits using the approach Structural Equation Modeling-Partial Least Square (SEM-PLS). The data used collection technique purposive sampling and the sample used was from 150 respondents of tourist visitors Red Island. The results of this study indicate the variables that influence the tourist attraction in influencing revisit intention, they are the tourism image, service quality, and promotion variables. The model's overall value is obtained by the Goodness of Fit Index method of 0.9011, which means that if the GoF value is 0,36, the model has a high ability to explain the data so that overall it can be said that the model form is valid.*

**Keywords—** Tourist; Revisit Intention; Structural Equation Modeling; Partial Least Square.

## 1. INTRODUCTION

The tourism industry is the main sector of a country to become a source of a foreign exchange earners, increasing economic growth, improving people's welfare, providing jobs, and eradicating unemployment. Basically, constructing and developing tourism cannot be apart from the rule of social community and regional government. The tourism industry takes significant part to drive economic growth in a country, especially to reduce the number of unemployment also increasing efficiency growth of a country (Jaffe and Paternak, 2004).

Indonesia is one of a well known country with several types of tourism industry. Most of region in Indonesia are having some types of tourism industries and cultures. Nowadays, Indonesia's economic growth increased rapidly. In 2019, Indonesia has been visited more than 16,11 million foreigners, thus number increased 1,88% than previous year (BPS, 2020a). Moreover, in 2020, foreigners that visited Indonesia were 4,02 million trip or decreasing to 75,03% if compared to the number of visitors on the same period in 2019 (BPS, 2020b). That is caused by Covid-19 pandemic which causing limited access in tourism, so that almost all tourist destinations were closed. One of region in Indonesia which is having a lot of beautiful tourist destination also having high potential of tourism is Banyuwangi regency. No wonder if Banyuwangi becomes one of favorite tourism in East Java.

Tourist destination of Red Islands beach is one of tourism object located in Banyuwangi regency. As a tourist destination that offers different natural beauty than the others, the name of Red Island refers to a small slope near sea where is having around 200 meters in height. On 2013 and 2014 surfing competition was also ever held in Pulau Merah, Banyuwangi International Surfing Competition that was joined by several country. It made Red Island beach tourism was visited by a lot of visitor and well known by foreigner until now. Red Island beach tourism showed tourist visitor data recorded on 2017 as much as 277.329 visitor, then 2018 decreased 0,35% becomes 179.992 visitors and decreased again 0,02% on 2019 into 176.844 visitors, up to 2020 decreased due to Covid-19 pandemic 0,24% becomes 133.889 visitors (Disbudpar Banyuwangi, 2021). Looking at decreasing number of tourist visitor to the Red Island beach tourism, can be indicated low interest of revisit intention. In this case, the researcher wants to know the cause of why that issue is occurred. Hence, the government of Banyuwangi regency also tourist administrators are not only expect the interest of visitors to come to Red Island, however also have to make visitors to revisit this destination with all of attractiveness from the Red Island.

Structural Equation Modeling (SEM) is statistic technique to analyze the connection between latent variable to its indicator, latent variable one and another, and direct measurement (Yamin & Kurniawan, 2011). SEM method based on variant or well known as Partial Least Square (SEM-PLS/PLS). Intrinsically, PLS aims to test the predictive

connection in between construct by seeing if there is any connection or effect in between construct. PLS can be used as a data according to assumption normal distribution or not, construct type is able with reflective model or formative model, measurement small sample, until maximum total indicator as much as 1000 indicators (Hair et al, 2014 on Juliandi 2018). Moreover, the selection of PLS method seems exactly correct used by the researcher in this research. Based on the explanation above, the researcher interested to do research on modeling the revisit intention of Red Island beach tourism by the visitors which is influenced by tourism image, services quality, and promotion regarding tourist attraction as a mediation variable.

The purpose of this research:

- a. Modeling the tourism image, services quality, and promotion regarding tourist attraction that influences the revisit intention of the visitors at Red Island tourism according to Structural Equation Modeling with approach Partial Least Square.
- b. Analysis and interpret the tourism image, services quality, and promotion regarding tourist attraction that influences the revisit intention of the visitors at Red Island tourism.

## 2. RESEARCH METHOD

### a. Method and Data Source

The method used in this research is SEM-PLS method and the data is primary data. Some primary data are collected by spreading the questionnaire in google form and some of the rest are collected by direct questionnaire to the respondents or visitors who ever visit Red Island tourism by ages 15 years old minimum.

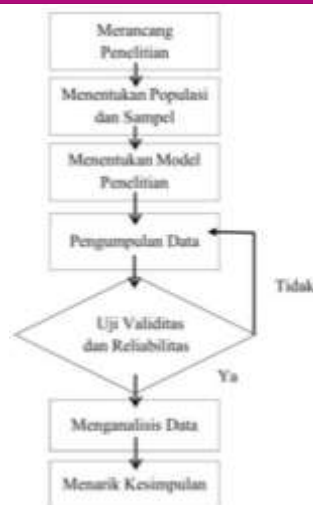
### b. Research Variable

Endogenous latent variable is used to analyze in this research, that is tourist attraction symbolized by ( $\eta_1$ ), and the revisit intention symbolized by ( $\eta_2$ ). As for exogenous latent variable is the tourism image symbolized by ( $\xi_1$ ), services quality symbolized by ( $\xi_2$ ), and promotion symbolized by ( $\xi_3$ ). Below are the manifest or indicator variables on this research and will become the question items on the questionnaire.

Table 1. Research Variables

No	Variables
Endogenous Variables	
1.	Tourist Attraction ( $\eta_1$ )
2.	Revisit Intention( $\eta_2$ )
Exogenous Variables	
3.	Tourism Image ( $\xi_1$ )
4.	Service Quality( $\xi_2$ )
5.	Promotion ( $\xi_3$ )

### c. Steps of the Research



Picture 1. Step of the Research

## 3. RESULT AND DISCUSSION

### a. Validity Test

Validity test was done to acquire the validity of statement attributes of the questionnaire. It can be valid if the data can represent the research variable data that will be measured. The hypothesis used in the validity test can be seen as follows

$H_0$  : Attribute no measure the similar aspect

$H_1$  : Attribute measure the similar aspect

The result of questionnaire validity research can be seen in Table 2

Tabel 2. Validity Test

Variable	Indicator	P - value	Remark
Tourism Image	$x_{11}$	0,000	Valid
	$x_{12}$	0,000	Valid
	$x_{13}$	0,000	Valid
	$x_{14}$	0,000	Valid
Service Quality	$x_{21}$	0,000	Valid
	$x_{22}$	0,000	Valid
	$x_{23}$	0,000	Valid
	$x_{24}$	0,000	Valid
	$x_{25}$	0,000	Valid
	$x_{26}$	0,000	Valid
Promotion	$x_{31}$	0,000	Valid
	$x_{32}$	0,000	Valid
	$x_{33}$	0,000	Valid
Tourist Attraction	$y_{11}$	0,000	Valid
	$y_{12}$	0,000	Valid
	$y_{13}$	0,000	Valid
Revisit Intention	$z_{11}$	0,000	Valid
	$z_{12}$	0,000	Valid
	$z_{13}$	0,000	Valid

According to the data of Table 2, it indicates that all statement variables has lower  $p - value$  than  $\alpha$  (0,05). So, it can be concluded that all statements in questionnaire are able to measure similar aspects in which as valid data.

b. Reliability Test

Reliability test is used to acquire the level of consistency or the regularity measurement result of the instruments. Besides, it is also used for the measurement of the object or respondents. The reliability test result in all variables use SPSS software presented in Table 3 as follows:

Table 3. Reliability Test

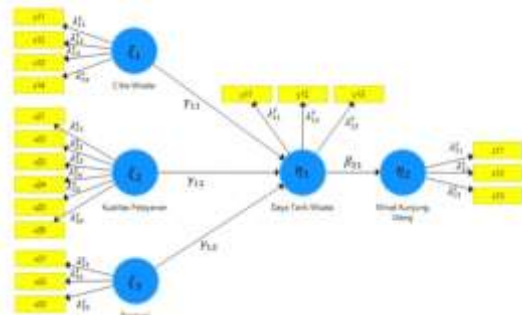
Variable	Cronbach's Alpha	Conclusion
Tourism Image	0,953	Very High Reliability
Service Quality	0,983	Very High Reliability
Promotion	0,985	Very High Reliability
Tourist Attraction	0,953	Very High Reliability
Revisit Intention	0,983	Very High Reliability

According to Table 3, the analysis data with the value of *cronbach's alpha* for the tourism image, service quality, promotion, tourist attraction, and the revisit interest have the very high reliability since the *cronbach's alpha* value is about 0,8 up to 1.

c. Modeling of Revisit Intention Tourist Visitor in the Red Island based on SEM-PLS Method

1) Research Path Diagram

The model structures formed in this research involve 5 latent variables which consist of 2 endogenous variables; tourist attraction and revisit intention, and 3 exogenous variables; tourism image, service quality, and promotion.



Picture 2. Research Path Diagram

2) Conversion of Path Diagram to be Measurement and Structural Model

A. Measurement Model (Outer Model)

The measurement model of exogenous and endogenous latent variables are obtained by the outer loading ( $\lambda$ ) value. Thus, the same measurement of exogenous latent variable can be seen as follows:

- a) Same Measurement of the Tourism Image Variable ( $\xi_1$ )
- $$x_{11} = 0,941\xi_1 \quad (1)$$
- $$x_{12} = 0,942\xi_1$$

- b) Same Measurement of the Service Quality Variable ( $\xi_2$ )

$$x_{21} = 0,959\xi_2 \quad (2)$$

$$x_{22} = 0,955\xi_2$$

$$x_{23} = 0,967\xi_2$$

$$x_{24} = 0,971\xi_2$$

$$x_{25} = 0,968\xi_2$$

$$x_{26} = 0,943\xi_2$$

- c) Same Measurement of the Promotion Variable ( $\xi_3$ )

$$x_{31} = 0,980\xi_3 \quad (3)$$

$$x_{32} = 0,989\xi_3$$

$$x_{33} = 0,986\xi_3$$

- d) Same Measurement of the Tourist Attraction Variable ( $\eta_1$ )

$$y_{11} = 0,940\eta_1 \quad (4)$$

$$y_{12} = 0,966\eta_1$$

$$y_{13} = 0,963\eta_1$$

- e) Same Measurement of the Revisit Intention Variable ( $\eta_2$ )

$$z_{11} = 0,982\eta_2 \quad (5)$$

$$z_{12} = 0,985\eta_2$$

$$z_{13} = 0,984\eta_2$$

B. Structural Model (Inner Model)

- a) Same Measurement of Structural Model to the Tourist Attraction Variable ( $\eta_1$ )

$$\eta_1 = 0,351\xi_1 + 0,402\xi_2 + 0,216\xi_3 + \zeta_1 \quad (6)$$

- b) Same Measurement of Structural Model to Revisit Intention Variable ( $\eta_2$ )

$$\eta_2 = 0,926\eta_1 + \zeta_2 \quad (7)$$

3) Evaluation of Measurement Model (Outer Model)

A. Convergent Validity

The convergent quality could be measured through the outer loading and Average Variance Extracted (AVE) values with the outer loading values show above 0,7 and AVE value above 0,5.

Table 4. Outer Loading Value

Variable	Indicator	Outer Loading	Remarks
Tourism Image( $\xi_1$ )	$x_{11}$	0.941	Valid
	$x_{12}$	0.942	Valid
	$x_{13}$	0.926	Valid
	$x_{14}$	0.938	Valid
Service Quality( $\xi_2$ )	$x_{21}$	0.959	Valid
	$x_{22}$	0.955	Valid
	$x_{23}$	0.967	Valid
	$x_{24}$	0.971	Valid
	$x_{25}$	0.968	Valid
	$x_{26}$	0.943	Valid
Promotion	$x_{31}$	0.980	Valid

$(\xi_3)$	$x_{32}$	0.989	Valid
	$x_{33}$	0.986	Valid
Tourist Attraction ( $\eta_1$ )	$y_{11}$	0.940	Valid
	$y_{12}$	0.966	Valid
	$y_{13}$	0.963	Valid
Revisit Intention ( $\eta_2$ )	$z_{11}$	0.982	Valid
	$z_{12}$	0.985	Valid
	$z_{13}$	0.984	Valid

The result indicates each research variable has the outer loading value above 0,7. So, it can be concluded that all indicators are valid and significantly create their own latent variables. Then, the other method is used to examine convergent validity value through observing the Average Variance Extracted (AVE) value in each latent variable. The good average percentage of AVE value is above 0,5. So, it can be ensure that each variable has the proper parameter to be operated.

TABLE 5. Average Variance Extracted (AVE) Value

Variable	AVE	Remarks
Tourism Image ( $\xi_1$ )	0.877	Valid
Service Quality ( $\xi_2$ )	0.923	Valid
Promotion ( $\xi_3$ )	0.971	Valid
Tourist Attraction ( $\eta_1$ )	0.915	Valid
Revisit Intention ( $\eta_2$ )	0.967	Valid

According to the analysis result of the table above, it indicates that the entire variables used in this research have proper convergent validity since the AVE values are above 0,5.

**B. Discriminant Validity**

Discriminant validity can be measured based on the cross loading value through the manifest variable on each latent variables. The criteria of cross loading in each indicator that measure the construct must be higher correlating with their own latent variables rather than with the other latent variables.

Talel 6. Cross Loading Value

	Tourism Image	Service Quality	Promotion	Tourist Attraction	Revisit Intention
$x_{11}$	0.941	0.905	0.844	0.884	0.919
$x_{12}$	0.942	0.866	0.805	0.817	0.811
$x_{13}$	0.926	0.857	0.831	0.832	0.824
$x_{14}$	0.938	0.894	0.818	0.907	0.846

$x_{21}$	0.924	0.959	0.887	0.895	0.882
$x_{22}$	0.893	0.955	0.878	0.870	0.867
$x_{23}$	0.906	0.967	0.856	0.868	0.871
$x_{24}$	0.915	0.971	0.858	0.898	0.883
$x_{25}$	0.898	0.968	0.868	0.902	0.897
$x_{26}$	0.887	0.943	0.852	0.909	0.923
$x_{31}$	0.864	0.874	0.980	0.861	0.846
$x_{32}$	0.862	0.887	0.989	0.871	0.858
$x_{33}$	0.876	0.904	0.986	0.891	0.885
$y_{11}$	0.831	0.837	0.793	0.940	0.852
$y_{12}$	0.908	0.904	0.884	0.966	0.869
$y_{13}$	0.898	0.917	0.868	0.963	0.932
$z_{11}$	0.881	0.905	0.864	0.891	0.982
$z_{12}$	0.905	0.913	0.866	0.914	0.985
$z_{13}$	0.895	0.909	0.857	0.926	0.984

According to the analysis result of the Table 4.15 above, the cross loading values in each indicator toward the variables show the higher value rather than the cross loading value of other variables that found in the model. The result obtained in this research indicates that a construct size is different with the other construct and each indicator is higher correlating with their own latent variables rather than the other latent variables. Thus, it could be said that both indicators or latent variables used in this estimated model have fulfilled the discriminant validity.

**C. Reliability**

The methods using to evaluate reliability can be considered through composite reliability and the *cronbach's alpha* values. A variable can be stated fulfilling the composite reliability if it shows the value above 0,7 (Ghozali, 2014) and the *cronbach's alpha* value above 0,6.

Table 7. Composite Reliability and Cronbach's Alpha Values

Variable	Composite Reliability	Cronbach's Alpha	Remarks
Tourism Image	0.966	0,953	Reliable
Service Quality	0.986	0,983	Reliable
Promotion	0.990	0,985	Reliable
Tourist Attraction	0.970	0,953	Reliable
Revisit Intention	0.989	0,983	Reliable

The result shows the composite reliability is above 0,7 and *cronbach's alpha* value is above 0,6. So, it can be concluded that each indicator can be stated as reliable and having accuracy, consistency, and coincidentally in measuring the latent variables.

4) Evaluation of Structural Model (Inner Model)

An analysis used to evaluate structural model in this research is using the determination coefficient and prediction relevance. The calculation by using determination coefficient could be seen through the *R-square* ( $R^2$ ) value. The higher  $R^2$  values, the higher effect of exogenous latent variables toward the endogenous variables. In this case, the  $R^2$  is only found in the endogenous latent variables.

Table 8. *R-square* Value

Endogenous Variables	<i>R-square</i>
Tourist Attraction ( $\eta_1$ )	0,888
Revisit Intention ( $\eta_2$ )	0,857

According to the result analysis, it shows that the  $R^2$  obtained in this research is categorized as the good or substantial since the overall values are above 0,67. Besides the  $R^2$  value, there is *Q-Square* ( $Q^2$ ) used to validate the model prediction ability. If the  $Q^2$  is closer to 1 value, so the structural model fits with the data or have the relevant prediction (Ghozali, 2011). The  $Q^2$  value is obtained by:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0,888)(1 - 0,857)$$

$$Q^2 = 0,98398$$

The  $Q^2$  value is 0,98398 which shows this value is closer to 1. So, it can be concluded that the structural model fits with the data or have the good model prediction ability.

5) Whole Model Test (Goodnes of Fit Index)

In order to validate the whole model test, it could be seen through the Goodness of Fit (GoF) Index value obtained by the average values of communalities (AVE) and  $R^2$ .

$$GoF = \sqrt{Com + R^2}$$

$$GoF = \sqrt{\left(\frac{0,877 + \dots + 0,967}{5}\right) + \left(\frac{0,888 + 0,857}{2}\right)}$$

$$GoF = 0,9011$$

The GoF values of 0,9011 are categorized as the large which means that having high ability in explaining the empiric data. So, the overall can be stated that the formed models are valid.

6) Hypothesis Test

A. Hypothesis Test of Measurement Model (Outer Model)

Significance of inner model parameter is obtained by the bootstrapping procedure. The hypothesis can be seen as follows:

$$H_0 : \lambda_{jk} = 0 \text{ dan } H_1 : \lambda_{jk} \neq 0$$

Table 9. Significance of Measurement Model

Indicator	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
$x_{11}$	0.013	72.364	0.000
$x_{12}$	0.017	54.740	0.000
$x_{13}$	0.020	45.887	0.000
$x_{14}$	0.013	69.599	0.000
$x_{21}$	0.011	89.869	0.000
$x_{22}$	0.011	87.164	0.000
$x_{23}$	0.008	115.025	0.000
$x_{24}$	0.007	138.999	0.000
$x_{25}$	0.006	150.896	0.000
$x_{26}$	0.016	57.318	0.000
$x_{31}$	0.005	213.021	0.000
$x_{32}$	0.003	394.344	0.000
$x_{33}$	0.003	352.000	0.000
$y_{11}$	0.018	51.720	0.000
$y_{12}$	0.010	96.309	0.000
$y_{13}$	0.007	128.754	0.000
$z_{11}$	0.005	206.829	0.000
$z_{12}$	0.004	248.481	0.000
$z_{13}$	0.005	211.727	0.000

According to the Table 9 above, the result shows that all the *t - statistics* values are higher than the  $t_{tabel}(1,96)$  which mean all indicators are significant and be able to measure the latent variables.

B. Structural Model Hypothesis Test (Inner Model)

Table 10. Structural Model Significance Test

	T Statistics ( O/STDEV )	P Values
CW -> DTW	3.468	0.001
DTW -> MKU	54.086	0.000
KP -> DTW	3.057	0.002
P -> DTW	2.514	0.012

According to the analysis result showed in Table 4.19, the interpretation of inner model hypothesis test result can be seen as follows:

1.  $H_0 : \beta_{21} = 0 \rightarrow$  tourist attraction variables ( $\eta_1$ ) has no significant effect on the revisit intention ( $\eta_2$ )

$H_1 : \beta_{21} \neq 0 \rightarrow$  tourist attraction variables ( $\eta_1$ ) has significant effect on the revisit intention ( $\eta_2$ )

According to the data of Table 4.19 above, the *t - statistic* value shows 54,086. Since the



value of  $t_{statistics}(54,086) > t_{tabel}(1,96)$ , so the decision is  $H_0$  rejection. So, the conclusion is that the tourist attraction has significant effect on the revisit intention.

2.  $H_0 : \gamma_{11} = 0 \rightarrow$  tourism image variables ( $\xi_1$ ) has no significant effect on the tourist attraction ( $\eta_1$ )

$H_1 : \gamma_{11} \neq 0 \rightarrow$  tourism image variables ( $\xi_1$ ) has significant effect on the tourist attraction ( $\eta_1$ )

According to the Table 4.19 above, the  $t - statistic$  value is 3.468. Since the value of  $t_{statistics}(3,468) > t_{tabel}(1,96)$  so, the decision is  $H_0$  rejection. The conclusion is that tourism image has significant effect on the tourist attraction.

3.  $H_0 : \gamma_{12} = 0 \rightarrow$  service quality variables ( $\xi_2$ ) has no significant effect on the tourist attraction ( $\eta_1$ )

$H_1 : \gamma_{12} \neq 0 \rightarrow$  service quality variables ( $\xi_2$ ) has significant effect on the tourist attraction ( $\eta_1$ )

According to the Table 4.19 above, the  $t - statistic$  value is 3,057. Since the value of  $t_{statistics}(3,057) > t_{tabel}(1,96)$  so, the decision is  $H_0$  rejection. The conclusion is that the service quality has significant effect on the tourist attraction.

4.  $H_0 : \gamma_{13} = 0 \rightarrow$  promotion variable ( $\xi_3$ ) has no significant effect on the tourist attraction ( $\eta_1$ )

$H_1 : \gamma_{13} \neq 0 \rightarrow$  promotion variable ( $\xi_3$ ) has significant effect on the tourist attraction ( $\eta_1$ )

According to the data of Table 4.19 above, the  $t - statistic$  value shows 2,514. Since the value of  $t_{statistics}(2,514) > t_{tabel}(1,96)$  so the decision is  $H_0$  rejection. So, the conclusion is that promotion has significant effect on the tourist attraction.

7) Mediation test

This test is used to detect variable position of mediation in a model.

Table 10. Specific Indirect Effect Value

	T Statistics ( O/STDEV )	P Values
CW -> DTW -> MKU	3.461	0.001
KP -> DTW -> MKU	3.048	0.002
P -> DTW -> MKU	2.496	0.013

According to the data showed by Table 4.20, the value of  $t - statistics$  is higher than the  $t_{tabel}(1,96)$  value. It means that all mediation parameters are significant. So, the variables of tourism image, service quality, and

promotion are significant towards the revisit intention with the tourist attraction as the mediation variables can be accepted.

4. CONCLUSIONS

a. Conclusion

According to the analysis and discussion above, the conclusions are:

1) The result analysis using the Structural Equation Modeling method through Partial Least Square approach by using SmartPLS software, are obtained the result of structural model estimation as follows:

$$\eta_1 = 0,351\xi_1 + 0,402\xi_2 + 0,216\xi_3 + \zeta_1$$

$$\eta_2 = 0,926\eta_1 + \zeta_2$$

Through the model whole test (Goodness of Fit Index) indicates that the value of 0,9011 which means if the value of  $GoF \geq 0,36$  so the model has high ability in explaining the data. Besides, the entire model formed can be stated as valid (Trujillo, 2009).

2) According to the measurement using 150 data respondents of tourists at the Red Islands, it indicates that the structural models shows the affected variables on the tourist attraction in affecting the revisit intention are the tourism image, service quality, and promotion. Next, the affected variables of revisit intention is the tourist attraction.

b. Suggestion

According to the analysis and conclusion results, the suggestions that can be provided can be seen as follows:

a. The structural model resulted on this research are only 3 exogenous variables. So, for the further research, the researcher is expected to provide the exogenous variables from the other supporting mechanisms that are probably significantly affecting the revisit intention.

b. The further researcher for spreading the respondents can be expanded into the international tourists

According to the conclusion above, it is expected for the Red Islands tourism management to maintain and keep improving the tourism image, service quality, and promotion on the tourist attraction to improve the tourists' revisit intention at the Red Islands tourism.

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