

Factors Affecting Interest in Revisiting Kare Tourism Village Based on Structural Equation Modeling

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ABSTRACT – This research focuses on analyzing the factors that affect tourists' intentions to revisit Kare Tourism Village. Utilizing quantitative methods, primary data were gathered through questionnaires from 105 tourists who had previously visited the village. The SEM-PLS method was employed for analysis. In this study, several latent variables were identified, including facilities and services in Kare Tourism Village as exogenous latent variables, tourist satisfaction as both an endogenous latent variable and an intermediate variable, and tourist interest as the dependent variable. The findings reveal an R^2 value of 0.876 for tourist satisfaction, indicating that 87.6% of the variation in satisfaction can be explained by the model, which is considered strong. In contrast, the R^2 value for tourist interest is 0.548, suggesting that 54.8% of the variation in interest is explained by the model, classified as moderate. Additionally, the GoF value of 0.673 demonstrates a high model fit. Furthermore, the service variables in Kare Tourism Village significantly impact tourist satisfaction.

Keywords – Interest in Revisiting, Kare Tourism Village, Service, Tourist Satisfaction, SEM-PLS

I. INTRODUCTION

Tourism is a crucial sector in the global economy that can significantly contribute to economic growth, enhance people's well-being, and support the preservation of local cultures [1]. This sector is also closely associated with several Sustainable Development Goals (SDGs), including Goal 8, which focuses on decent work and economic growth; Goal 11, which aims for sustainable cities and communities; and Goal 12, which emphasizes responsible consumption and production. In the Indonesian context, tourism has been identified as one of the priority sectors to support the achievement of the SDGs. According to data from the Central Bureau of Statistics, the accumulative number of tourists in Indonesia in the period January to September 2023 reached 8.5 million, an increase of 143.41% compared to the same period in 2022. However, the Minister of Tourism and Creative Economy targets 14 million tourists to visit Indonesia by 2024. As this target has not yet been achieved, better planning is needed in the tourism sector to avoid problems and ensure planned, directed, coordinated, realistic, and sustainable development [2].

Kare Tourism Village, situated in Madiun Regency, holds significant potential to be developed as a top tourist destination. Developing Kare Tourism Village can serve as a means of economic diversification for the local community, reducing reliance on traditional agriculture or other single-source income streams. The village offers a range of natural and cultural attractions that appeal to visitors. Enhancing tourism in Kare Tourism Village not only attracts visitors but also provides an opportunity to preserve and promote local traditions and cultural practices, ensuring they are passed down to future generations. However, tourists have varying perceptions and preferences concerning essential factors like support facilities, service quality, pricing, and the overall experience. These perceptions and preferences play a role in shaping their interest in returning to the destination. Hence, identifying and analyzing the factors influencing tourists' interest in revisiting Kare Tourism Village is crucial. The interest in repeat visits reflects the likelihood of tourists returning to a destination or engaging in similar activities again [3]. Enhancing the quality of services provided by tourism managers is expected to align with higher tourist satisfaction, as high satisfaction and interest in repeat visits are key indicators of a successful tourist destination [4]. This approach should be implemented in Kare Tourism Village, aiming not only to attract initial visitors but also to encourage them to return.

A previous study by Nafisa et al. (2024) successfully identified the key factors that influence tourists' interest in revisiting the Surabaya Mangrove Botanical Garden [5]. The findings revealed that facilities, costs, and tourist satisfaction significantly impact tourists' likelihood of returning. Additionally, the factors influencing tourist satisfaction include facilities, services, tourism image, and costs. The study also reported a Goodness of Fit Index (GoF) of 0.813, indicating the model has a strong capability to explain the data. These insights emphasize the importance of understanding the factors that shape tourists' decisions when selecting a destination.

The Structural Equation Modeling methods with Partial Least Square approach (SEM-PLS) is a statistical technique used to test and develop complex theoretical models. As noted by Wang and Wang (2020), SEM-PLS is employed to evaluate and estimate the relationships between one or more dependent variables and several influencing factors, making it a multivariate analysis tool [6]. This method enables researchers to examine the connections between latent variables, which are variables that cannot be directly measured and observable variables which can be directly measured [7]. SEM-PLS is gaining popularity, particularly for research that involves numerous variables and requires detailed structural modeling [8].

Based on previous research and existing information, this research is motivated by the researcher's interest in conducting an unprecedented study related to modeling the factors that influence tourist revisit interest in Kare Tourism Village using the SEM-PLS method. This research is expected to provide a comprehensive picture of the factors that influence return visit interest from various tourist perspectives. Tourists' preference to return, especially for those who have visited before, can be influenced by the quality of the destination and their level of satisfaction [9]. Satisfied tourists tend to be happy and more likely to consider repeat visits, so that the tourism sector in Desa Wisata Kare can have a more tangible impact on the Indonesian economy.

II. LITERATURE REVIEW

A. Facilities

Facilities are all things that make work easier and smoother to ensure optimal service [10]. Meanwhile, according to Tjiptono (2014), facilities are physical resources that must be present in the product or service offered to consumers [11]. Based on this explanation, tourist facilities can be interpreted as facilities and infrastructure provided to meet the needs of tourists when visiting certain tourist destinations.

B. Service Quality

Service quality refers to the effort to fulfill customer expectations based on their needs and desires [12]. The higher the standard of service quality offered at a tourist destination, the greater the satisfaction experienced by tourists. Rukuižienė (2007) highlights that delivering excellent service and consistently enhancing service quality in tourist destinations can directly influence tourist satisfaction, which subsequently affects their intention to return [13].

C. Tourist Satisfaction

One important aspect in assessing the quality of a tourist destination is tourist satisfaction. Tourist satisfaction reflects the extent to which tourists' expectations match the experiences they have during the visit. Wisata (2018) also states that tourist satisfaction has a positive impact on the interest to visit again and recommend the destination to others [14]. Thus, tourist satisfaction can be measured by how well a tourist destination meets their expectations. If these expectations are not met, tourists will feel dissatisfied and reluctant to recommend the destination. Conversely, if tourists are satisfied, there will be interest in visiting again. Therefore, tourist destination managers must continue to improve quality so that tourists feel comfortable, happy, and satisfied, which in turn encourages repeat visits.

D. Tourist Revisit Interest

Return visit interest refers to a tourist's decision to return to a destination or recommend it to others. According to Gustina et al. (2019), this interest is a desire or encouragement that arises from tourists to revisit tourist destinations, which is triggered by the satisfaction they experience [15]. Kusumaningrum et al. (2022) state that tourist satisfaction has a positive influence on repeat visit interest [16]. His research also shows that service quality, facilities, and costs in a destination are important factors that influence tourists' interest in returning to visit.

E. Test of Validity

Test of validity is a technique used to evaluate the accuracy of items in an instrument, ensuring that it effectively measures the intended constructs in the study. This assessment is carried out by correlating the score of each item with the overall total score [17]. The hypotheses pertaining to the test of validity are as follows:

H_0 : The attributes do not assess the same aspect.

H_1 : The attributes assess the same aspect.

In this study, the correlation technique used for validity testing is Pearson's Product Moment, as expressed in Equation (1) below [18].

$$r_{xy} = \frac{n \sum_{i=1}^n (x_i y_i) - \sum_{i=1}^n x_i \sum_{i=1}^n y_i}{\sqrt{\{n \sum_{i=1}^n x_i^2 - (\sum_{i=1}^n x_i)^2\} \{n \sum_{i=1}^n y_i^2 - (\sum_{i=1}^n y_i)^2\}}} \quad (1)$$

with

r_{xy} : correlation coefficient for each item.

x : question item score.

y : total score (sample).

$\sum x$: the total score of each item.

$\sum y$: total number of sample scores for all items.

n : the number of samples.

The criteria for testing validity is if the correlation coefficient of the item to the total $r_{statistics} > r_{(\alpha, n-2)}$ or p-value < 0,05 then the statement is declared significant (the attribute measures the same aspect) and is considered valid.

F. Test of Reliability

Test of reliability is performed to evaluate the stability of a measuring tool, ensuring it remains dependable and provides consistent results when measurements are repeated [19]. This test verifies that the instrument is dependable, stable, and capable of generating the same data when used multiple times.

Reliability refers to the trustworthiness of the instrument, indicating that it provides accurate results. In this study, the Cronbach's alpha method is employed for the test of reliability, using the formula provided in Equation (2) [18]:

$$r_{\alpha} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum_{i=1}^k \sigma_b^2}{\sigma_t^2} \right) \quad (2)$$

with

r_{α} : Cronbach's alpha reliability value.

k : questionnaire items assessed.

σ_b^2 : variance of question items.

σ_t^2 : variance of the total score of all questions.

The reliability level of Cronbach's alpha is presented in Table 1 below.

Table 1 Reliability Level of Cronbach's Alpha Value

Cronbach's Alpha Value	Level of Reliability
$0.0 \leq r_{\alpha} < 0.2$	Exceptionally Insufficient Reliability
$0.2 \leq r_{\alpha} < 0.4$	Insufficient Reliability
$0.4 \leq r_{\alpha} < 0.6$	Moderate Reliability
$0.6 \leq r_{\alpha} < 0.8$	Sufficient Reliability
$0.8 \leq r_{\alpha} < 1.0$	Exceptionally Sufficient Reliability

G. Structural Equation Modeling Partial Least Square (SEM-PLS)

Statistical methods utilizing Structural Equation Modeling (SEM) represent a multivariate approach that facilitates the examination of causal relationships among variables and the analysis of latent variables based on their indicators. SEM comprises two primary approaches: Covariance-Based SEM (CB-SEM) and Partial Least Square SEM (PLS-SEM) [20]. While CB-SEM necessitates parametric assumptions, such as normal distribution, PLS-SEM is employed to estimate latent path models developed by Herman Wold and is recognized as an effective method for measuring the influence of variables and indicators. PLS-SEM is considered a robust analytical tool within SEM due to its applicability to various data types, lack of specific assumptions, and suitability for smaller sample sizes [21]. The primary aim of PLS is to formulate and test theories, predict the effects of predictor variables (X) on response variables (Y), and clarify the nature of the relationship between the two.

H. Convergent Validity

In assessing convergent validity, Solimun (2010) relies on the correlation between the values of reflective indicators and the corresponding latent variable [22]. Furthermore, Chin and Dibbern (2009) suggest that common criteria include a loading factor greater than 0.7 and an Average Variance Extracted (AVE) above 0.5 [23].

I. Discriminant Validity

Discriminant validity is evaluated by examining the cross loading of the latent variable on its reflective indicators. Validity is said to be adequate if the association between each indicator and the latent variable being measured is higher than its association with other latent variables. The equation used to measure discriminant validity is explained in Equation (3) below.

$$AVE = \frac{\sum_{i=1}^k \lambda_i^2}{(\sum_{i=1}^k \lambda_i^2) + \sum_{i=1}^k \text{var}(\varepsilon_i)} \quad (3)$$

with

λ_i^2 : loading factor.

ε_i : measurement error of the manifest variable.

J. Goodness of Fit (GoF) Index

The Goodness of Fit (GoF) index is utilized to determine how well the structural model aligns with its measurements. The GoF can be computed using the formula provided in Equation (4) below.

$$GoF = \sqrt{AVE} \times \overline{R^2} \quad (4)$$

According to Hair et al. (2013), the Goodness of Fit (GoF) is classified into several categories [24]. A GoF value of 0.1 indicates low fit, 0.25 represents moderate fit, and 0.36 indicates high fit. These categories are used to evaluate the quality of the analyzed model, with higher AVE values indicating a better fit of the model to the data.

III. METHODOLOGY

A. Sources of Data and Research Variables

The data for this research were obtained from primary sources through a survey of individuals who have visited Kare Tourism Village. The survey was carried out by distributing questionnaires via Google Forms between August 2024 and September 2024. The data collection method used is purposive sampling technique where the respondents is selected based on certain criteria, namely respondents are people who have visited Kare Tourism Village.

The sample size is determined based on the guidelines from Hair et al. (2021), which suggest that for SEM analysis, the sample should be at least 5 to 10 times the number of questionnaire items [25]. In this research, with 21 question indicators, the minimum sample size required is calculated as $5 \times 21 = 105$ respondents. Therefore, the data analyzed in this study were gathered from 105 individuals who had visited Kare Tourism Village.

Research variables pertain to the attributes, properties, or values of individuals, objects, or activities that exhibit specific variations and are identified by researchers for investigation and subsequent analysis to draw conclusions. Table 2 presents the latent variables and indicators related to the research questions for respondents who have visited Kare Tourism Village.

Table 2 Latent Variables and Research Question Indicators

Exogenous Variable	
Variable	Indicator
Facilities in Kare Tourism Village (ξ_1)	The available public facilities are comprehensive (x_{11})
	The existing public facilities meet the required needs (x_{12})
	The current public facilities are well-maintained and clean (x_{13})
	The existing public facilities feature an appealing design (x_{14})
Service at Kare Tourism Village (ξ_2)	Staff members appear well-groomed and provide courteous service (x_{21})
	Staff members assist promptly (x_{22})
	Staff members deliver information in a friendly and clear manner (x_{23})
Endogenous Variable	
Variable	Indicator
Tourist Satisfaction in Kare Tourism Village (η_1)	Satisfaction with tourist destinations in Kare Tourism Village (z_{11})
	Satisfaction with services in Kare Tourism Village (z_{12})
	Satisfaction with security in Kare Tourism Village (z_{13})
Interest in Revisiting Kare Tourism Village Tourists (η_2)	Intention to visit within the next 3 months (y_{11})
	Willingness to recommend the destination to others (y_{12})

B. Research Analysis Methods

This research uses the SEM-PLS method, a statistical analysis technique that does not depend on data distribution so it is suitable for data that does not follow a normal distribution [26]. The analysis process in this study involves the following steps.

1. Conduct a literature study.
2. Determining the research sample.
3. Developing a questionnaire containing question items regarding factors that are thought to influence interest in revisiting Kare Tourism Village.
4. Collecting data by distributing questionnaires to respondents who have visited Kare Tourism Village.
5. Conduct validity and reliability tests.
6. Forming path diagrams for endogenous, exogenous variables, and the relationship between latent variables and their indicators.
7. Transform path analysis into a system of equations, which includes the outer model and the inner model.
8. Estimating SEM-PLS parameters with iteration technique.
9. Evaluating the inner model, outer model, and overall model.
10. Performing bootstrapping resampling.
11. Conduct statistical hypothesis testing for measurement models and structural models by observing the statistical value in the t test.
12. Interpreting the outer model and inner model and drawing conclusions on the analysis results that have been obtained.
13. Provide policy recommendations according to the research results.

The analysis process outlined above is depicted in the research flow chart shown in Figure 1 as follows.

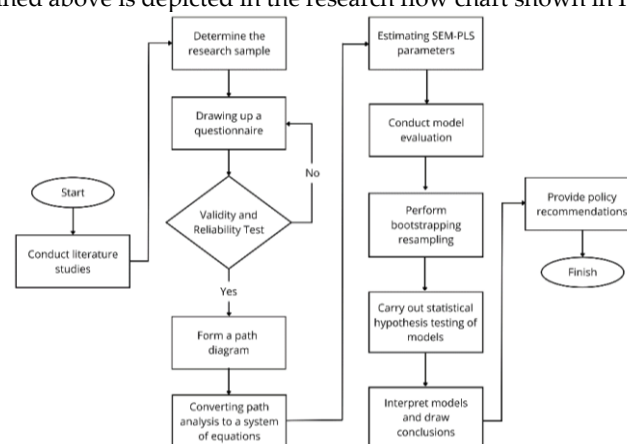


Figure 1 Research Flow Chart

IV. RESULTS AND DISCUSSIONS

A. Validity Test

The validity test for this research involves the following hypotheses:

$H_0 : \rho = 0$ (the question is invalid)

$H_1 : \rho \neq 0$ (the question is valid)

The null hypothesis (H_0) will be rejected if the p-value is below α (0.05). The outcomes of the validity test for the research questionnaire statements are shown in Table 3 below.

Table 3 Outcomes of The Validity Test

Variable	Indicator	P-Value	Description
Facilities in Kare Tourism Village (ξ_1)	x_{11}	0.00	Valid Indicator
	x_{12}	0.00	Valid Indicator
	x_{13}	0.00	Valid Indicator
	x_{14}	0.00	Valid Indicator
Services at Kare Tourism Village (ξ_2)	x_{21}	0.00	Valid Indicator
	x_{22}	0.00	Valid Indicator
	x_{23}	0.00	Valid Indicator
Tourist Satisfaction at Kare Tourism Village (η_1)	z_{11}	0.00	Valid Indicator
	z_{12}	0.00	Valid Indicator
	z_{13}	0.00	Valid Indicator
Interest in Revisiting Kare Tourism Village Tourists (η_2)	y_{11}	0.00	Valid Indicator
	y_{12}	0.00	Valid Indicator

According to Table 3, all question indicators have a p-value less than α (0.05), indicating that all question indicators are valid.

B. Realibility Test

The reliability test assesses the reability and consistency of a questionnaire. A research instrument is deemed highly reliable if the Cronbach's alpha value is ≥ 0.6 . The results of the reliability test, calculated using the formula in Equation (2), for all research variables are displayed in Table 4 below.

Table 4 Outcomes of The Reliability Test

Variable	Cronbach's Alpha Value	Explanation
Facilities in Kare Tourism Village	0,863	Exceptionally High Reliability
Services in Kare Tourism Village	0,870	Exceptionally High Reliability
Tourist Satisfaction in Kare Tourism	0,792	High Reliability
Interest in Revisiting Tourists in Kare Tourism Village	0,702	High Reliability

According to Table 4, the findings of the analysis demonstrate the Cronbach's alpha values for the variables of facilities, services, satisfaction, and interest in revisiting Kare Tourism Village indicate reliable instruments with high to very high reliability, as the values range from 0.702 to 1.00.

C. Characteristics of Respondents

Before conducting the analysis, it is essential to understand the characteristics of the study's respondents. The following sections outline the respondents' characteristics by gender and age, as shown in Figure 2 and Figure 3.

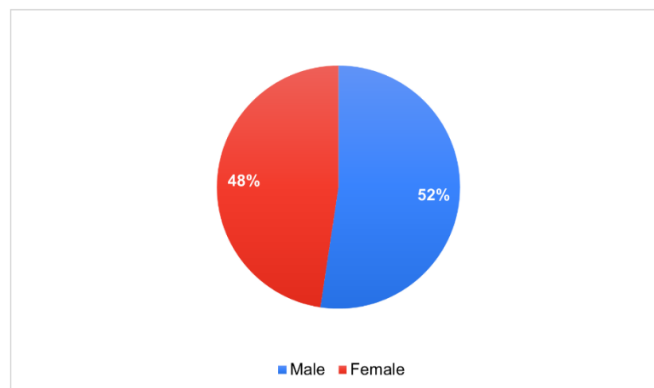


Figure 2 Respondent Characteristics by Gender

According to the pie chart in Figure 2, it can be observed that the proportion of respondents by gender is relatively balanced, with 52% men and 48% women. This suggests that male participation is slightly higher than female in this survey. However, the difference between the two groups is not significant, so it can be said that this analysis considers a fairly balanced representation between genders.

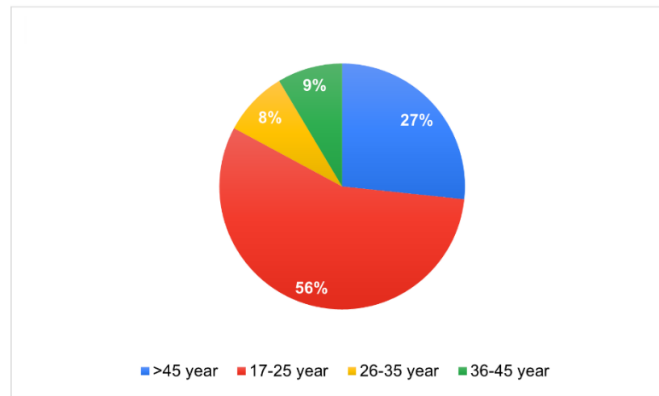


Figure 3 Respondent Characteristics by Age

Furthermore, in the pie chart in Figure 3, the majority of respondents are in the 17-25 years age group with a proportion of 56%, which shows that most respondents are young. Respondents in the 26-35 years age range accounted for 27%, followed by the 36-45 years age group at 9%, and the >45 years age group at 8%. This data indicates that the majority of visitors to Kare tourism village are young people, who may be more interested in the natural and cultural attractions on offer.

D. Structural Equation Modeling (SEM)

This study's constructed model includes four latent variables, which consist of two exogenous and two endogenous latent variables. The exogenous latent variables consist of the facilities and services available in Kare Tourism Village. In contrast, the endogenous latent variables are tourist satisfaction and tourist revisit interest at Kare Tourism Village. The path diagram utilized in this study is displayed in Figure 4 below.

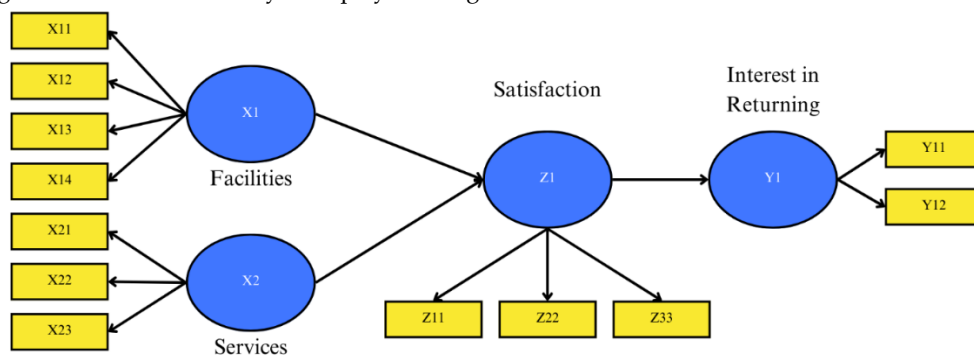


Figure 4 Research Path Diagram

E. Assessment of Measurement Model (Outer Model)

An assessment of validity and reliability is conducted by evaluating the measurement model to ensure that each indicator used in this study is both valid and reliable in explaining the latent variables. This evaluation involves checking for convergent validity, discriminant validity, and the reliability of each indicator. The principle of convergent validity indicates that indicators within a single construct should exhibit a high correlation. Convergent validity can be measured using two indicators: the loading factor, which should be greater than 0.7, and the AVE value, which should exceed 0.5. The results of the loading factor values are summarized in Table 5 below.

Table 5 Value of Loading Factor

Variable	Indicator	Loading Factor Value	Explanation
Facilities in Kare Tourism Village (ξ_1)	x_{11}	0.842	Valid Indicator
	x_{12}	0.837	Valid Indicator
	x_{13}	0.838	Valid Indicator
	x_{14}	0.867	Valid Indicator
Services in Kare Tourism Village (ξ_2)	x_{21}	0.877	Valid Indicator
	x_{22}	0.888	Valid Indicator
	x_{23}	0.909	Valid Indicator
Tourist Satisfaction in Kare Tourism (η_1)	z_{11}	0.744	Valid Indicator
	z_{12}	0.903	Valid Indicator
	z_{13}	0.866	Valid Indicator
Interest in Revisiting Tourists in Kare Tourism Village (η_2)	y_{11}	0.801	Valid Indicator
	y_{12}	0.944	Valid Indicator

The analysis results in Table 5 show that all loading factor values of each indicator have exceeded 0.7, which indicates that each indicator for all variables is valid and has a significant influence. Meanwhile, the AVE value of each latent variable obtained is summarized in Table 6 as follows.

Table 6 Value of AVE

Variabel	AVE Value	Explanation
Facilities in Kare Tourism Village (ξ_1)	0.622	Valid
Services in Kare Tourism Village (ξ_1)	0.690	Valid
Tourist Satisfaction in Kare Tourism (η_1)	0.573	Valid
Interest in Revisiting Tourists in Kare Tourism Village (η_1)	0.661	Valid

According to the analysis results presented in Table 6, all research variables show sufficient convergent validity, with AVE values above 0.5. The next step involves assessing discriminant validity based on the cross-loading values of the indicators with their corresponding latent variables. The criterion for this assessment is that each indicator should exhibit a higher correlation with the latent variable it measures than with any other latent variables. The summary of the cross-loading values is provided in Table 7 below.

Table 7 Value of Cross Loading

Variable	ξ_1	ξ_2	η_1	η_2
ξ_1	x_{11}	0.842	0.544	0.513
	x_{12}	0.837	0.621	0.659
	x_{13}	0.838	0.685	0.551
	x_{14}	0.867	0.790	0.704
ξ_2	x_{21}	0.761	0.877	0.788
	x_{22}	0.678	0.888	0.673
	x_{23}	0.655	0.909	0.632
η_1	z_{11}	0.500	0.566	0.744
	z_{12}	0.720	0.767	0.903
	z_{13}	0.590	0.653	0.866
η_2	y_{11}	0.314	0.314	0.343
	y_{12}	0.585	0.471	0.573

The analysis results in Table 7 indicate that the cross-loading value for each indicator is higher than the cross-loading values of other variables in the model. As in the correlation value of indicators x_{11} , x_{12} , x_{13} and x_{14} with the exogenous variable facilities in Kare Tourism Village (ξ_1) amounted to 0.842; 0.837; 0.838; dan 0.867. This value is higher than the other latent variables as well as other variables.

Additionally, reliability can be evaluated using the Cronbach's alpha value. Table 8 below displays the Cronbach's alpha values for each latent variable in this study.

Table 8 Value of Cronbach's Alpha

Variabel	Cronbach's Alpha Value	Description
Facilities in Kare Tourism Village (ξ_1)	0,868	Valid
Services in Kare Tourism Village (ξ_1)	0,872	Valid
Tourist Satisfaction in Kare Tourism (η_1)	0,790	Valid
Interest in Revisiting Tourists in Kare Tourism Village (η_1)	0,717	Valid

According to Table 8, all latent variables have a Cronbach's alpha value exceeding 0.6. Therefore, it means that each variable is reliable, demonstrates consistency, accuracy, and precision in assessing the latent variables

F. Assessment of the Structural Model (Inner Model)

Structural model evaluation aims to ensure the strength of the model built. One way to evaluate this model is by looking at the R-Square (R^2). A model with R^2 around 0,67 s considered a substantial or good model, while a model with R^2 around 0,33 is categorized as a moderate model and a model with R^2 around 0,19 is considered a weak model [27]. The R^2 values obtained from each endogenous variable in this study are summarized in Table 9 as follows.

Table 9 Value of R-Square

Variable	R-Square	Explanation
Tourist Satisfaction in Kare Tourism Village (η_1)	0,876	Strong Model
Interest in Revisiting Tourists in Kare Tourism Village (η_1)	0,548	Moderate Model

According to Table 9, the tourist satisfaction variable has an R^2 value of 0.876, indicating that the exogenous latent variables of facilities and services in Kare Tourism Village explains 87.6% of the variation in tourist satisfaction. The remaining 12.4% is attributed to factors outside the study. Meanwhile, the exogenous latent variables of facilities and services at Kare Tourism Village explain the endogenous latent variable of tourist revisit interest to the extent of 54.8%, with the remaining 45.2% accounted for by other factors that were not considered in the study.

G. Overall Model Test

Besides utilizing the R^2 value, an overall evaluation of the model or combined measurement and structural model assessment can be conducted using the Goodness of Fit (GoF) value. The GoF is determined by taking the square root of the product of the average AVE and average R^2 value, as shown in Equation (4). The calculation of GoF for this study is shown below.

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{\left(\frac{0.622 + 0.690 + 0.573 + 0.661}{4}\right) \times \left(\frac{0.876 + 0.548}{2}\right)}$$

$$GoF = 0.6732$$

According to the calculation results, the GoF value is 0.6732. This GoF value indicates that the model falls within the high GoF category. In conclusion, the model demonstrates a strong capability to explain the data, suggesting that the overall model is appropriate.

H. Hypothesis Testing

The hypothesis testing in this study aims to assess the influence of indicator variables on latent variables (outer model) and the effect of exogenous latent variables on endogenous latent variables (inner model). The testing utilizes the bootstrap resampling method with 1,000 bootstrap samples and a significance level of 0.05.

Hypothesis testing on the outer model is carried out with the following hypothesis.

$H_0: \lambda_{jk} = 0$ (Indicators have no effect in measuring latent variables)

$H_1: \lambda_{jk} \neq 0$ (Indicators have an effect in measuring latent variables)

The hypothesis testing results for each indicator in the outer model are presented in Table 10 below.

Table 10 Results of Hypothesis Testing for the Outer Model

Indicator	T-Statistics Value	P-Value	Decision
x_{11}	7,942	0,000	H_0 rejected
x_{12}	10,842	0,000	H_0 rejected
x_{13}	13,668	0,000	H_0 rejected
x_{14}	22,632	0,000	H_0 rejected
x_{21}	21,978	0,000	H_0 rejected
x_{22}	12,893	0,000	H_0 rejected
x_{23}	8,557	0,000	H_0 rejected
z_{11}	7,181	0,000	H_0 rejected
z_{12}	18,979	0,000	H_0 rejected
z_{13}	12,484	0,000	H_0 rejected
y_{11}	3,774	0,000	H_0 rejected
y_{12}	4,773	0,000	H_0 rejected

According to Table 10, the p-value for all indicators is below the α significance level of 0.05 and the $t_{statistics}$ value of all indicators is greater than t_{table} (1.96). Therefore, a decision can be made to reject H_0 and it is concluded that all indicators significantly influence the measurement of latent variables.

Furthermore, hypothesis testing is carried out on the inner model with the following hypothesis.

$H_0: \gamma_{jk} = 0$ (Exogenous latent variables do not significantly affect the measurement of endogenous latent variables)

$H_1: \gamma_{jk} \neq 0$ (Exogenous latent variables significantly affect the measurement of endogenous latent variables)

The findings of the hypothesis testing for the inner model are summarized in Table 11 below.

Table 11 Results of Hypothesis Testing for the Inner Model

Description	T-Statistics Value	P-Value	Decision
Facility $\rightarrow$ Satisfaction	0,279	0,78	H_0 fails to reject
Facility $\rightarrow$ Interest	0,048	0,96	H_0 fails to reject
Service $\rightarrow$ Satisfaction	2,732	0,01	H_0 rejected
Service $\rightarrow$ Interest	-0,010	0,99	H_0 fails to reject
Satisfaction $\rightarrow$ Interest	0,011	0,99	H_0 fails to reject

According to Tabel 11, the $t_{statistics}$ value that is greater than t_{table} (1.96) and the p-value $< \alpha$ significance level of 0.05 are observed solely in the relationship between service variables and tourist satisfaction at Kare Tourism Village. Therefore, it can be concluded that only the service variable significantly influences tourist satisfaction at Kare Tourism Village.

V. CONCLUSIONS AND SUGGESTIONS

Based on the analysis results, the validity test indicates that all indicators for the variables of facilities, services, satisfaction, and tourist interest are significant and valid for measuring their respective latent variables. Additionally, the reliability test results demonstrate that the research instrument exhibits good reliability. In the evaluation of the outer model, all indicators have been validated for measuring the variables they represent, and the model meets the criteria for convergent validity. Regarding the model's explanatory power, the R^2 value for the tourist satisfaction variable is 0.876, indicating that the model accounts for 87.6% of the variation in tourist satisfaction, which is considered strong. In contrast, the R^2 value for tourist interest is 0.548, suggesting that the model explains 54.8% of the variation in tourist interest, classifying it as moderate. The GoF value of 0.673 further signifies a high model fit. All indicators were also found to be significant in measuring their respective latent variables. In the inner model, only the service variable significantly affects tourist satisfaction. However, the relationships between the variables of facilities and tourist satisfaction, facilities and tourist interest, services and tourist interest, and satisfaction and tourist interest in Kare Tourism Village did not demonstrate significant effects in this research model.

Therefore, it is recommended that the main focus be given to improving service quality because it is proven to have a significant influence on customer satisfaction. Improving aspects such as responsiveness, speed and friendliness can further maximize the satisfaction of visitors to Kare Tourism Village. Even though facilities did not show a significant influence, reviewing customer preferences regarding facilities is still important to ensure they meet their needs. In addition, further studies are needed to determine other factors that influence interest more because the relationship between facilities, services and satisfaction with interest is not significant. Further research could explore other elements such as price, marketing, or ease of access to influence customer interest more effectively.

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