

Influence of Ecotourism Facilities and Elements on Destination Image and Its Implications Regardless Of Interest in Visiting Back Tourists in Sabang City

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ABSTRACT

This research was conducted due to the decline in the number of tourists coming to Sabang City. The research aims to determine the influence of ecotourism facilities and elements on destination image and their implications for tourist interest in visiting Sabang City. The method used is descriptive supported by using a quantitative approach. The research population is tourists who have visited the city of Sabang. The sampling technique used in the research was Cluster Random Sampling with a total of 100 tourists as respondents. The analytical tool used is the SEM-PLS analysis approach. The results of the research show that ecotourism facilities and elements have a significant effect on interest in returning to visit both directly and through destination image variables. Based on the results and discussion, it is known that good facilities and ecotourism elements influence the image of the destination which causes tourists to increase their interest in returning to visit.

KEYWORDS;- Facilities, Ecotourism Elements, Destination Image, Interest in Returning

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I. INTRODUCTION

The tourism sector is a sector that is very promising for both regional governments and local communities and can be of benefit to society in general. The tourism sector is expected to be able to build motivation for the community in order to encourage the growth of the economic sector, especially for areas or regions whose natural resources support the development of the tourism sector.

In terms of destination, tourists can be divided into two groups, namely local tourists (domestic) and international tourists (foreign countries). Based on research conducted by several institutions in relation to tourist destinations, 2, namely the first factor that makes tourists want to travel to an area is because of the beautiful natural scenery, second, friendly and warm people, third, conducive political stability in the country, fourth; decent accommodation, and fifth, the customs of community life.

Sabang City is one of the cities in Aceh, Indonesia. This city is an island region, located on the north side of Sumatra Island. The city, which covers an area of 122 km², consists of five islands, namely Weh Island, Klah Island, Seulako Island, Rubiah Island and Rondo Island, with Weh Island being the largest island. As is known, Sabang is an area that has great potential for developing world tourism. The Sabang region is the beginning of the boundary or the tip of the island of Sumatra and is also often referred to as Kilometer Zero. Currently it is a prima donna for the Sabang City government in developing its tourism industry.

Sabang City has many tourist destinations, both natural tourism, artificial tourism and cultural tourism, which makes Sabang city frequently visited by tourists and regularly visited by various cruise ships from various countries every year. For natural tourism itself, Sabang City has 33 destinations which are visited by many local tourists. and abroad.

In the context of the development of the tourism industry in Aceh, especially in Sabang City, in this research, the "uniqueness" of Sabang that will be sold as the main attraction for tourists to come to Aceh/Sabang is the natural scenery and nature of Sabang beach, which is not found in other areas. Of course, the Sabang government and the Aceh provincial government must continue to pay attention to Sabang's Destination Image through various events held.

No.	Event Name	Category	Execution Time
1	Sabang Marathon	<i>Sport Tourism</i>	February 6, 2022
2	Zero Kilometer Festival Sabang	Traditional Arts	March 15, 2022
3	<i>Rally Yacht</i>	<i>Sport Tourism</i>	March 17, 2022
4	Selection of Men and Women Sabang City Tourism in 2022	Art and culture	June 22, 2022
5	Famtrip Tourism Village Package	Tourism Promotion	June 27, 2022
6	Promotion for Tourism Business Actors	Tourism Promotion	July 23, 2022
7	<i>Sabang Open Diving Festival</i>	<i>Sport Tourism</i>	November 19, 2022

Table 1
List of Sabang City Tourism Events Year 2022

Looking at the facts above, the Sabang region, which is one of the tourist destinations both locally and internationally, certainly makes a contribution to society, especially the people of Sabang in particular and the people of Aceh in general. On the one hand, the community has the opportunity to improve its economic sector with the tourism industry, both from the existing tourism sector and through various events held, but on the other hand, it also faces challenges in implementing tourism in Sabang City. Of course, this must be addressed by the relevant parties, especially the Sabang City Culture and Tourism Office and the Sabang City Government. In this regard, this research wants to contribute to research related to tourism, especially in the research variables taken so that they can be useful and can be used as a reference for related agencies (Sabang City Culture and Tourism Office) in implementing Sabang City as a tourist city.

II. Literature review

Interested in Returning

In research conducted by Albarq (2014: 14) in (Hermawan 2017), the theory of visiting interest is analogous to the theory of purchasing interest. In this research, tourists' visiting interest is equated with consumer purchasing interest. According to Kotler and Keller (2003: 181) the meaning of consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. (Hermawan 2017).

According to Hwang and Jeon Hyunjin (2013: 112) revisit interest is the possibility of customers using a service provider repeatedly even in the future as follow-up activities created after selective use by customers. Meanwhile, Praminingsih in Pamela and SS Pangemanan (2014: 51) states that interest in visiting again is an intention to plan to carry out certain behavior. Intention says, when people have a strong intention to engage in behavior, then they prefer to carry out recreational behavior in the tourism sector, this takes a return to tourism services or recreation services or repeat visits from destinations or visitors to tourist attractions.

Destination Image

Image is a person's perception or depiction of something. The image of a destination can be used as a tourism promotion tool for regions that can manage it well. Tourist destinations are a representation of the final tourist destination. Each tourist destination has a certain image, namely a person's mental map of a destination that contains beliefs, impressions and perceptions (Pitana & Gayatri, 2005: 64). According to Lawson and Band Bovy, image is an expression of all objective knowledge, impressions, prejudices, imagination and emotional thoughts held by individuals or groups of a particular object or place. Image can also give the impression that a destination will provide attractions that are different from other destinations, which actually offer attractions that are not much different, thus increasing the desire to visit that destination (Pitana & Gayatri, 2005:65).

Destination image is the objective knowledge, prejudices and emotional thoughts of individuals and groups towards a particular location (Lopes, 2011:307). Andreassen, et.al (1997), stated that the destination image is considered to provide consumer satisfaction, where the destination image is used by visitors for evaluation in comparing other tourist attractions. According to Qu, et.al (2011), the dimensions of destination image are as follows: Cognitive destination image: means a response or perception of a belief in a destination. The goal is to make knowledge easy to remember. Cognitive image consists of Quality of experience, touristic attractions, environment and infrastructure, Entertainment/outdoor activities and cultural traditions as well as Unique destination image, namely tourists' responses or perceptions regarding the uniqueness of a different destination. with other tourist attractions. Unique image consists of natural environment, appealing destination, and local attraction, while affective destination image is a statement of whether you like or dislike a destination. affective image consisting of pleasant, arousing, relaxing, and exciting.

Tourism Facilities

Facilities are one of the important factors to support the smooth running of tourism with adequate facilities sufficient for the sustainability of tourist attractions (Iswidymarsha and Dewantara 2020). Tourist facilities in a tourist destination can take the form of various things such as accommodation, places to eat and

drink and public facilities that support activities or activities at the tourist attraction. Tourism facilities will not be separated from hotel accommodation, because tourism will never develop without accommodation. Tourist facilities are things that support the creation of tourist security in being able to visit a tourist destination. The important facilities related to tourism development are hotel accommodation, restaurants, clean water, communication, entertainment and security (Yoeti: 2012).

According to Spillane (1994, p. 67) Facilities are facilities and infrastructure that support the operations of tourist attractions to accommodate all tourist needs, do not directly encourage growth but develop at the same time or after the attraction develops. Then according to Spillane's theory (in Mukhlis, 2008, p. 32) facilities are grouped into three parts, namely: 1. Main facilities, are facilities that are really needed and are felt to be very necessary while visitors are at a tourist attraction. 2. Supporting facilities, facilities which in proportion complement the main facilities so that tourists will feel more at home. 3. Supporting facilities, basically are facilities that act as the main complement so that tourists are met whatever their needs are during their visit.

Natural Ecotourism

elements are an important part of ecosystem stability, but nature can also play a role in the economic, social and cultural sustainability of the surrounding community. Natural exploitation continues to be carried out in line with the existence of natural tourism, but this must of course be balanced with the maintenance and preservation of nature. Ecotourism elements are also a combination of various interests that grow from environmental, economic and social concerns. (Waluya Rima Sophal Jamil, nd) Aceh Province has various abundant natural tourism potential, one of which is protected forests, beaches and underwater tourism in Sabang City which is an ecotourism area which is one of the mainstay tourist destinations in Aceh province.

Currently, tourism is not only a holiday activity, but tourism can also become an industry that can provide many positive impacts or is known as Sustainable Tourism. Ecotourism is part of sustainable tourism which is based on three types of tourism at once, namely rural tourism, natural tourism and cultural tourism. Ecotourism has an important role in environmental sustainability, cultural education and the economic welfare of the surrounding community. According to Iwan Nugroho (2011:17) ecotourism is a tourist activity that pays great attention to environmental sustainability, culture and welfare. Ecotourism is an activity that contains elements of education in the economic sector that pays attention to cultural heritage and the welfare of local residents as well as an effort to conserve natural resources and the environment.

Research methods

In this research the author used survey research with a quantitative approach, descriptive and verification methods. According to Creswell (2015: 752) survey research design is "a procedure in quantitative research where the researcher administers a survey to a sample or to an entire population of people to describe attitudes, opinions, behavior or special characteristics of the population".

The samples that will be taken in this research are tourists who visit tourist destinations in Sabang City, namely 100 respondents.

Descriptive analysis is carried out by collecting, processing, presenting and interpreting data so that a clear picture of the problems faced is obtained. Data analysts in this study used the Partial Least Square (PLS) approach. PLS is a component or variant-based Structural Equation Modeling (SEM) equation model. Partial Least Square (PLS) is a causal model (cause and effect) that explains the influence of variables on a construct (Anreas Wijaya, 2019:10). PLS-SEM analysis usually consists of two sub models, namely the measurement model or often called the outer model and the structural model or often called the inner model. The measurement model shows how manifest variables or observed variables represent the latent variables to be measured, while the structural model shows the strength of estimates between latent variables and constructs (Ghozali & Latan, 2015: 7).

III. RESULT VIEW

General Description of Sabang City

Sabang City is the westernmost city in the Republic of Indonesia whose geographical location is at coordinates 05o 46' 28" – 05o 54' 28" North Latitude (N) and 95o 13' 02" – 95o 22' 36" Longitude East (BT) where Sabang City borders directly on the Strait of Malacca in the north and east, and borders the Strait of Bengal in the south and borders the Indian Ocean in the west. Sabang City consists of five islands, namely Weh Island, Rubiah Island, Klah Island, Seulako Island and Rondo Island which is the outermost island which is about 15.6 km from Weh Island which is the only island that is used as a residential area. Geopolitically, the location of Sabang City is very strategic, where this city directly borders several countries such as Malaysia, Thailand and India. Sabang City is also a route for international ships from various countries that will leave and enter from western Indonesia. Administratively, Sabang City also consists of three sub-districts, namely Sukakarya District, Sukajaya District and Sukamakmoe District.

Respondent Characteristics

No.	Description	Frequency	Percentage
1.	Gender		
	▪ Male	43	43,0
	▪ Female	57	57,0
Amount		100	100,0
2.	Respondents by Region:		
	▪ Jawa	35	35,0
	▪ Sumatra	60	60,0
	▪ Kalimantan	2	2,0
	▪ Sulawesi	2	2,0
	▪ Papua	1	1,0
Amount		100	100,0
3.	By Age		
	▪ < 20 years	5	5,0
	▪ 20-29 years	55	55,0
	▪ 30-39 years	27	27,0
	▪ 40-49 years	9	9,0
	▪ > 50 years	4	4,0
Amount		100	100,0
4.	Marital status		
	▪ Not Married	51	51,0
	▪ Married	48	48,0
	▪ Widowed/Widowed	1	1,0
Amount		100	100,0
5.	Education Level		
	▪ < High School	2	2,0
	▪ High School	16	16,0
	▪ Diploma	6	6,0
	▪ Bachelor	67	67,0
	▪ Master	10	10,0
Amount		100	100,0

Table 2
Respondent Characteristics

From table 1 it is known that the majority of visitors are female, 57 people, based on the origin of the visitors, namely from the Sumatra region, 60%, the majority of visitors are 20-29 years old, 55%, the marital status of visitors to Sabang is more unmarried, namely 51% , while the level of education that visitors have taken is bachelor's degree as much as 67%.

Descriptive Analysis of Variables

Descriptive analysis is used to describe respondents' responses to each statement given and categorized into 5 categories, namely Strongly Agree, Agree, Disagree, Disagree and Strongly Disagree with the following calculations:

So we get the following interval categories:

Interval (Skor)	Category
1,0 – 1,8	Strongly Disagree
1,9 – 2,6	Don't agree
2,7 – 3,4	Disagree
3,5 – 4,2	Agree
4,3 – 5,0	Strongly agree

Table 3
Interval Category

The following are respondents' responses to each variable: Facilities, Elements Ecotourism, Destination Image and Intention to Revisit.

Indicator	Answer Choices					Score	Mean
	STS	TS	KS	S	SS		
X1.1	1	0	4	61	34	427	4,27
	1%	0%	4%	61%	34%		
X1.2	1	1	8	49	41	428	4,28
	1%	1%	8%	49%	41%		
X1.3	0	2	18	53	27	405	4,05
	0%	2%	18%	53%	27%		
X1.4	1	1	15	57	26	406	4,06
	1%	1%	15%	57%	26%		
X1.5	1	2	13	48	36	416	4,16
	1%	2%	13%	48%	36%		
Total						2082	4,164

Table 4
Respondents' Responses Regarding Facilities

The table above describes the respondents' responses regarding the facility variable. Based on the processing results, it can be seen in the table above, that the total score for the facility variable is 2082 and the average is 4.164.

Indicator	Answer Choices					Score	Mean
	STS	TS	KS	S	SS		
X2.1	1	1	6	46	46	435	4,35
	1%	1%	6%	46%	46%		
X2.2	2	0	3	48	47	438	4,38
	2%	0%	3%	48%	47%		
X2.3	1	0	8	48	43	432	4,32
	1%	0%	8%	48%	43%		
X2.4	0	1	3	50	43	441	4,41
	0%	1%	3%	50%	43%		
X2.5	0	2	3	56	39	432	4,32
	0%	2%	3%	56%	39%		
Total						2178	4,356

Table 5
Respondents' Responses Regarding Ecotourism Elements

The table above describes the respondents' responses regarding the ecotourism variable. Based on the processing results, it can be seen in the table above that the total score for the ecotourism variable is 2178 and the average is 4.356.

Indicator	Answer Choices					Score	Mean
	STS	TS	KS	S	SS		
Z1.1	2	1	8	59	30	414	4,14
	2%	1%	8%	59%	30%		
Z1.2	0	1	2	61	36	432	4,32
	0%	1%	2%	61%	36%		
Z1.3	0	1	4	53	42	436	4,36
	0%	1%	4%	53%	42%		
Z1.4	1	1	5	51	42	432	4,32
	1%	1%	5%	51%	42%		
Z1.5	1	3	10	47	39	420	4,20
	1%	3%	10%	47%	39%		
Total						2134	4,268

Table 6
Respondents' Responses Regarding Destination Image

The table above describes the respondents' responses regarding the facility variable, based on the processing results it can be seen in the table above, that the total score for the facility variable is 2134 and the average is 4.268.

Indicator	Answer Choices					Skor	Mean
	STS	TS	KS	S	SS		
Y1.1	0	1	5	48	46	439	4,39
	0%	1%	5%	48%	46%		
Y1.2	1	1	3	46	49	441	4,41
	1%	1%	3%	46%	49%		
Y1.3	1	2	12	54	31	412	4,12
	1%	2%	12%	54%	31%		
Y1.4	2	1	5	50	42	429	4,29
	2%	1%	5%	50%	42%		
Y1.5	0	1	3	46	50	445	4,45
	0%	1%	3%	46%	50%		
Y1.6	1	1	1	43	54	448	4,48
	1%	1%	1%	43%	54%		
Total						2614	4,356

Table 7
Respondents' Responses Regarding Interest in Revisiting

The table above describes the respondents' responses regarding the variable interest in visiting again, based on the processing results it can be seen in the table above, that the total score for the variable interest in visiting again is 2614 and the average is 4.356.

Evaluation of the Outer Model Measurement Model (assessing the validity and reliability of the model)

The measurement model (outer model) is evaluated with convergent validity and discriminant validity.

Validitas Konvergen

Loading Factor

Test convergent validity in PLS with reflective indicators as in this research model, based on the loading factor of the indicators that measure the construct. An indicator is said to be sufficient if the loading factor value is > 0.7.

The following is a loading factor test using PLS software:

Construct	Indicator	Facility	Element Ecotourism	Image Destination	Ask for Visit Return	Point Critical	Conclusion
X1	X1.1	0.742				0.7	Valid
	X1.2	0.797				0.7	Valid
	X1.3	0.715				0.7	Valid
	X1.4	0.788				0.7	Valid
	X1.5	0.754				0.7	Valid
X2	X2.1		0.790			0.7	Valid
	X2.2		0.851			0.7	Valid
	X2.3		0.744			0.7	Valid
	X2.4		0.762			0.7	Valid
	X2.5		0.817			0.7	Valid
Z	Z1.1			0.742		0.7	Valid
	Z1.2			0.777		0.7	Valid
	Z1.3			0.784		0.7	Valid
	Z1.4			0.823		0.7	Valid
	Z1.5			0.745		0.7	Valid
Y	Y1.1				0.747	0.7	Valid
	Y1.2				0.820	0.7	Valid
	Y1.3				0.778	0.7	Valid
	Y1.4				0.740	0.7	Valid
	Y1.5				0.766	0.7	Valid
	Y1.6				0.814	0.7	Valid

Table 8
Factor Loading

Based on the table above, it can be concluded that the highest loading factor value is 0.851 (indicator X2.2) and the lowest loading factor value is 0.715 (indicator X1.3). Because all indicators have a loading factor value higher than 0.7, it can be concluded that all indicators in the variables of facilities, ecotourism elements, destination image and interest in revisiting are valid.

Average Variance Extracted

The Average Variance Extracted (AVG) value describes adequate convergent validity, which means that a latent variable is able to explain more than half of the variance of the indicators in the average. The role of thumb used for AVE is greater than 0.5.

	AVE	Critical Point	Conclusion
X1	0,630	0,5	Good
X2	0,577	0,5	Good
Z	0,600	0,5	Good
Y	0,605	0,5	Good

Table 9
Average Variance Extracted

Based on the table above, it can be concluded that all constructs each have an AVE value higher than 0.5, so it can be concluded that all constructs have good convergent validity.

Discriminant Validity

Cross Loading

If an indicator has a higher correlation with other latent variables than with the latent variable itself, then the suitability of the model must be reconsidered. The following are the results of the discriminant validity test using the cross loading method using PLS software:

	X1	X2	Z	Y	MAX	Conclusion
X1.1	0,742	0,617	0,510	0,578	0,742	Good
X1.2	0,797	0,502	0,434	0,600	0,797	Good
X1.3	0,715	0,399	0,509	0,469	0,715	Good
X1.4	0,788	0,472	0,470	0,473	0,788	Good
X1.5	0,754	0,484	0,460	0,488	0,754	Good
X2.1	0,500	0,790	0,601	0,609	0,790	Good
X2.2	0,560	0,851	0,644	0,682	0,851	Good
X2.3	0,550	0,744	0,507	0,574	0,744	Good
X2.4	0,509	0,762	0,537	0,563	0,762	Good
X2.5	0,485	0,817	0,530	0,598	0,817	Good
Z1.1	0,533	0,581	0,742	0,590	0,742	Good
Z1.2	0,431	0,526	0,777	0,559	0,777	Good
Z1.3	0,455	0,610	0,784	0,604	0,784	Good
Z1.4	0,556	0,646	0,823	0,631	0,823	Good
Z1.5	0,442	0,340	0,745	0,473	0,745	Good
Y1.1	0,428	0,565	0,654	0,747	0,747	Good
Y1.2	0,593	0,647	0,643	0,820	0,820	Good
Y1.3	0,508	0,594	0,506	0,778	0,778	Good
Y1.4	0,506	0,572	0,393	0,740	0,740	Good
Y1.5	0,550	0,493	0,625	0,766	0,766	Good
Y1.6	0,624	0,683	0,625	0,814	0,814	Good

Table 10
Cross Loading

The gray box in the table above shows the correlation between each indicator and its construct. Based on the table above, it can be concluded that all maximum values are listed in the max column. This shows that each indicator has a higher correlation with its construct, compared to other constructs. So it is concluded that all indicators have good discriminant validity.

AVE Roots and Correlation between Latent Constructs (Fornell-Locker)

The following are the results of the discriminant validity test by comparing the AVE root value to the correlation between latent groups using PLS software. If the AVE root value is greater than the highest correlation value between the constructs, it means that the construct has good discriminant validity.

	X1	X2	Z	Y
X1	0,760			
X2	0,656	0,794		
Z	0,628	0,714	0,775	
Y	0,691	0,764	0,744	0,778

Table 11

Fornell-Locker Criteria at the Construct Level

The values in the diagonal direction in bold are the root values of the AVE

Based on the table above, it can be concluded that all constructs have good discriminant validity because each construct has a root AVE value that is higher than the highest correlation value.

Reliability

Apart from validity tests, PLS also carries out reliability tests to measure internal consistency. Reliability testing in PLS can use two methods, namely Cronbach's Alpha and Composite Reliability. The rule of thumb is that the Cronbach Alpha value is greater than 0.6 and the Composite reliability must be greater than 0.6. The following are the results of the Cronbach's Alpha reliability test using PLS software.

	Cronbachs Alpha	Composite Reliability	Point Critical	Conclusion
X1	0,816	0,872	0,6	Reliabel
X2	0,853	0,895	0,6	Reliabel
Z	0,834	0,882	0,6	Reliabel
Y	0,870	0,902	0,6	Reliabel

Table 12

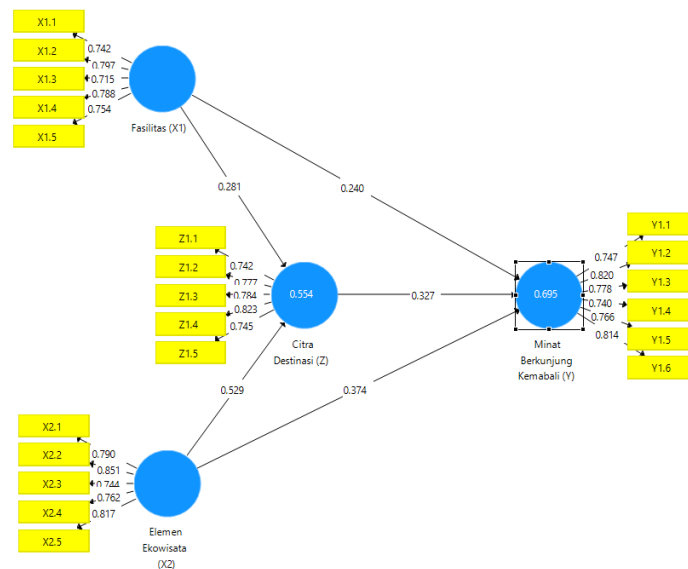
Cronbachs Alpha and Composite Reliability

Based on the table above, it can be concluded that each construct has a Cronbach Alpha and Composite Reliability value greater than 0.6, meaning that each construct and dimension is reliable.

Evaluation of the Inner Model Measurement Model (predicts causal relationships between latent variables)

Research Model

The following is a structural model formed from the problem formulation:



Picture 1

Structural Model with Path Coefficient Values

Based on the output of the calculation of the path coefficient value in the image above, it can be concluded the following equation:

$$Y = 0,240X1 + 0,374X2 + 0,327Z, R2 = 0,695$$

$$Z = 0,281X1 + 0,529X2, R2 = 0,554$$

Note:

In the first equation, the facility path coefficient is positive at 0.281. This means that there is a positive influence between the facility and the image destination. If facilities increase by one unit, the destination image will increase by 0.281 and vice versa.

The path coefficient for ecotourism elements is positive at 0.529. This means that there is a positive influence between ecotourism elements and destination image. If the ecotourism element increases by one unit, the destination image will increase by 0.529 and vice versa.

The R square value is 0.554, meaning that the destination image construct can be explained by the construct of facilities and ecotourism elements of 55.4%, while the remaining 44.6% is explained by other factors not examined in this research.

The facility path coefficient is positive at 0.240. This means that there is a positive influence. between facilities and interest in returning. If facilities increase by one unit, interest in returning to visit will increase by 0.240 and vice versa.

The path coefficient for ecotourism elements has a positive value of 0.374. This means that there is a positive influence between ecotourism elements and interest in returning to visit. If the ecotourism element increases by one unit, interest in returning to visit will increase by 0.374 and vice versa.

The destination image path coefficient is positive at 0.327. This means that there is a positive influence between destination image and interest in returning. If the destination image increases by one unit, interest in revisiting will increase by 0.327 and vice versa.

The R square value is 0.695, which means that interest in returning to visit can be explained by 69.5% of the facilities and ecotourism elements, while the remaining 30.5% is explained by other factors not examined in this research.

Goodness of FitR-Square

The R square value is in the range 0 to 1, the higher the R square value indicates that the greater the amount of variance in the dependent variable that can be explained by the independent variable using the following criteria:

The R² value of 0.67 is categorized as substantial

The R² value of 0.33 is categorized as moderate

The R² value of 0.19 is categorized as weak

The R² value of >0.7 is categorized as strong

Conection	R square
X1 and X2 -> Z	0,554
X1 and X2 -> Z -> Y	0,695

Table 13
R square

The structural model is evaluated using R-Square for the dependent construct, based on the table above, it can be concluded as follows:

- 1) The R square of the destination image variable is 0.554, indicating that the model is in the category moderate
- 2) The R square of the return visit interest variable is 0.695, indicating that the model is within substantial category.

Effect Size f2

Criteria f2 :

- 1) The f2 value is 0.02. It is categorized as a weak influence of the predictor latent variable (latent variable exogenous) at the structural level
- 2) The f2 value is 0.15. It is categorized as having sufficient influence on the predictor latent variable (latent variable exogenous) at the structural level
- 3) The f2 value is 0.35. It is categorized as having a strong influence on the predictor latent variable (latent variable exogenous) at the structural level

The following are the results of the f2 calculation:

Variable	F Square	Conclusion
X1 -> Z	0,101	Weak
X1 -> Y	0,098	Weak
X2 -> Z	0,358	Strong
X2 -> Y	0,192	Enough
Z -> Y	0,156	Enough

Table 14
F square

Based on the table above, it can be concluded that facilities have an influence that is included in the medium and positive category on the image of the destination as well as interest in returning to visit. Ecotourism elements have an influence that is included in the strong and positive category on interest in returning to visit, while the influence on destination image is included in the moderate and positive category.

Direct and Indirect Influence Analysis

Q2 Predictive Relevance

Q² value > 0 shows evidence that the observed values have been reconstructed well. Thus, the model has predictive relevance. Meanwhile, a Q² value < 0 indicates that there is no predictive relevance. The Q² value is used to see the relative influence of the structural model on the observation measurement for the latent dependent variable.

The Q-square value obtained using the R² value in the table above uses the formula $Q^2 = 1 - (1 - R^2) (1 - R^2)$ produces the following calculation results:

Variable	R square	1-R square	Q ²
Z	0,554	0,446	0,684
Y	0,695	0,305	

Table 15
Q2 Predictive Relevance

Based on the table above, the Q² (Q-Square predictive relevance) value obtained is 0.684 Because a value greater than 0 means the model has a predictive relevance model value.

Test the Direct Effect Hypothesis (Direct Effect)

The hypothesis used is:

- 1) Ha : Facilities and their indicators have a positive influence on the overall image of the destination significant
- 2) Ha : Ecotourism and its indicators have a positive effect on the image of the destination as a whole significant
- 3) Ha : Facilities and their indicators have a positive effect on interest in returning to visit significant
- 4) Ha : Ecotourism and its indicators have a positive effect on interest in visiting again significant
- 5) Ha : The image of the destination and its indicators have a positive effect on interest in visiting returned significantly

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value	Conclusion
X1 -> Z	0,281	0,279	0,095	2,951	0,003	H _a Accepted
X1 -> Y	0,240	0,243	0,106	2,259	0,024	H _a Accepted
X2 -> Z	0,529	0,532	0,094	5,656	0,000	H _a Accepted
X2 -> Y	0,374	0,362	0,111	3,352	0,001	H _a Accepted
Z -> Y	0,327	0,327	0,110	2,963	0,003	H _a Accepted

Table 16
Test the Direct Effect Hypothesis (Direct Effect)

- 1) The coefficient value of facilities on destination image is 0.281 in a positive direction with a calculated t value = 2.951. The path coefficient value above shows a unidirectional relationship between facilities and destination image, because it has a positive value (0.281 > 0). This means that if facilities improve, the image of the destination will improve and vice versa.
The t table value at a significance level of 0.05 is 1.66 so that t count (2.951) > t table (1.66) thus the significance coefficient, Ha is accepted, meaning that the facilities and their indicators have a positive effect on the destination image. This means that Destination Image is able to partially mediate the influence of Facilities on Intention to Visit Again.
- 2) The coefficient value of Ecotourism Elements on Destination Image is 0.529 in a positive direction with a calculated t value = 5.656. The path coefficient value above shows a unidirectional relationship between ecotourism and destination image, because it has a positive value (0.529 > 0). This means that if ecotourism increases, the image of the destination will improve and vice versa. Destination Image can partially mediate the influence of Ecotourism Elements on Interest in Returning.
The t table value at a significance level of 0.05 is 1.66 so that t count (5.656) > t table (1.66) thus the significance coefficient, Ha is accepted, meaning that ecotourism and its indicators have a positive effect on the image of the destination.
- 3) The coefficient value of facilities on interest in returning to visit is 0.240 in a positive direction with a calculated t value = 2.259. The path coefficient value above shows a unidirectional relationship between facilities and interest in returning to visit, because it has a positive value (0.240 > 0). This means that if facilities improve, interest in visiting again will increase and vice versa.
The t table value at a significance level of 0.05 is 1.66 so that t count (2.259) > t table (1.66) thus the significance coefficient, Ha is accepted, meaning that the facilities and their indicators have a positive effect on interest in returning to visit.
- 4) The coefficient value of Ecotourism Elements on Interest in Returning is 0.374 in a positive direction with a calculated t value = 3.352. The path coefficient value above shows a unidirectional relationship between ecotourism and interest in returning, because it has a positive value (0.374 > 0). This means that if ecotourism increases, interest in visiting again will increase and vice versa..
The t table value at a significance level of 0.05 is 1.66 so that t count (3.352) > t table (1.66) thus the significance coefficient, Ha is accepted, meaning that ecotourism and its indicators have a positive effect on interest in returning to visit.
- 5) The coefficient value of destination image on interest in visiting again is 0.327 in a positive direction with a calculated t value = 2.963. The path coefficient value above shows a unidirectional relationship between destination image and interest in visiting again, because it has a positive value (0.327 > 0). This means that if the image of the destination improves, interest in visiting again will increase and vice versa.
The t table value at a significance level of 0.05 is 1.66 so that t count (2.963) > t table (1.66) thus the significance coefficient, Ha is accepted, meaning that the destination image and its indicators have a positive effect on interest in returning to visit.

Mediation Effect Hypothesis Test (Indirect Influence)

Hypothesis used:

- 1) Ha : Facilities and their indicators have a positive effect on through the destination image significantly in returning to visit
- 2) Ha : Ecotourism and its indicators have a positive effect on interest in returning to visit through the destination image significantly
- 3) Ha : Facilities and ecotourism and their indicators have a positive effect on interest revisit through the destination image significantly

Conection	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value	Conclusion
X1 -> Z -> Y	0,092	0,092	0,046	2,007	0,045	Ha Diterima
X2 -> Z -> Y	0,173	0,173	0,063	2,750	0,006	Ha Diterima

Table 17
Partial Mediation Hypothesis Test

- 1) The coefficient value of facilities on interest in visiting again through destination image is 0.092 in a positive direction with a calculated t value = 2.007. The path coefficient value above shows a unidirectional relationship between facilities through destination image and interest in visiting again,

because it has a positive value ($0.092 > 0$). This means that if facilities improve, the image of the destination will improve and interest in visiting will increase and vice versa.

The t table value at a significance level of 0.05 is 1.66 so that t count ($2.007 > t$ table (1.66) thus the significance coefficient, H_a is accepted, meaning that the facilities and their indicators have a positive effect on interest in revisiting through the destination image variable.

- 2) The coefficient value of Ecotourism Elements on Interest in Revisiting through Destination Image is 0.173 in a positive direction with a calculated t value = 2.750. The path coefficient value above shows a unidirectional relationship between ecotourism elements through destination image on interest in visiting again, because it has a positive value ($0.173 > 0$). This means that if the ecotourism element increases, the image of the destination will increase and will also increase the variable interest in returning to visit and vice versa.

The t table value at a significance level of 0.05 is 1.66 so that t count ($2.750 > t$ table (1.66) thus the significance coefficient, H_a is accepted, meaning that ecotourism and its indicators have a positive influence on interest in revisiting through the image of the destination.

Conection	R Square	F Calculate	K	F Table	Conclusion
X1, X2> Z	0,554	47,397	2	3,09	H_a Accepted
X1,X2>Z>Y	0,695	41,144	2	3,09	H_a Accepted

Table 18
Test the Effect Hypothesis

- 1) Regarding the relationship between Facility Variables and Ecotourism Elements on Interest in Returning to Visit, the calculated F value obtained is 47.397. The F table value at the 0.05 significance level is 3.09 so the calculated F ($47.397 > F$ table (3.09)). Thus, the significance coefficient, H_a is accepted, meaning that facilities and ecotourism elements influence the image of the destination.
- 2) Regarding the relationship between Facility Variables and Ecotourism Elements on Intention to Revisit through Destination Image, the calculated F value obtained is 41.144. The F table value at the 0.05 significance level is 3.09 so the calculated F ($41.144 > F$ table (3.09)). Thus, the significance coefficient, H_a is accepted, meaning that ecotourism facilities and elements influence interest in returning to visit through the destination image variable

Discussion of Research

Results on the Influence of Facilities on Destination Image

Tourist facilities in a tourist destination can take the form of various things such as accommodation, places to eat and drink and public facilities that support activities or activities at the tourist attraction. Tourist facilities are things that support the creation of comfort for tourists to be able to visit a tourist destination. The important facilities related to tourism development are hotel accommodation, restaurants, clean water, communication, entertainment and security. Facilities have an important role in influencing the image of a tourist destination. Destination image is the image and perception of tourists towards a tourist destination. One of the pleasures that tourists get from tourist destinations is the experience of getting tourist facilities that they have experienced before. In this case, facilities have an important role in shaping the image of a tourist destination.

The relationship between facility variables and destination image obtained by the t table value at a significance of 0.05 is 1.66. Based on the results of research conducted in Sabang City, it shows that facilities have a positive and significant effect on the image of the destination, as evidenced by the results of calculations using PLS software, the calculated t value obtained is greater than the t table ($2.951 > 1.66$). The research results show that facilities have a positive effect on the image of the destination, meaning that the facilities in the city of Sabang can provide comfort to tourists who visit, the better the facilities at the tourist destination, the better the image of the destination that is formed at the tourist destination.

The Influence of Ecotourism Elements on Destination Image

Nature is an important part of ecosystem stability, but nature can also play a role in the economic, social and cultural sustainability of the surrounding community. Exploitation of nature continues to be carried out in line with the existence of natural tourism, but this must of course be balanced with the maintenance and preservation of nature. Ecotourism elements are also a combination of various interests that grow from environmental, economic and social concerns. Tourism is not only a holiday activity, but tourism can also be an industry that can provide many positive impacts or is known as Sustainable Tourism. Ecotourism is part of

sustainable tourism which is based on three types of tourism at once, namely rural tourism, natural tourism and cultural tourism.

Ecotourism has an important role in environmental sustainability, cultural education and the economic welfare of the surrounding community. Tourism that provides natural beauty has its own beauty and experience for tourists who visit. The beautiful and comfortable impression given by natural tourism will provide a different experience for tourists who visit it and will have their own assessment regarding the image of the tourist destination. The destination image created as a result of the visiting experience with a safe and comfortable impression will have a positive impact on the destination image that is formed. on the tour.

The relationship between ecotourism element variables and destination image obtained by the t table value at a significance of 0.05 is 1.66. Based on the results of research conducted in Sabang City, it shows that ecotourism elements have a positive and significant effect on the image of the destination, as evidenced by the results of calculations using PLS software, the calculated t value obtained is greater than the t table ($5.656 > 1.66$). The research results show that the ecotourism element has a positive effect on the image of the destination, meaning that tourists who have visited Sabang City generally like places or natural attractions in Sabang City that can provide comfort as well as views and beauty of the sea that are comfortable to look at, the more the tourism. blending with nature, the better the image of the destination that is formed during the tourism will be.

The Influence of Facilities on Interest in Returning Tourist

facilities are things that support the creation of tourists' comfort in being able to visit a tourist destination. The important facilities related to tourism development are hotel accommodation, restaurants, clean water, communication, entertainment and security. Facilities have an important role in influencing interest in revisiting tourists. Destination image is tourists' image and perception of a tourist destination. One of the complete and comfortable facilities that tourists get from tourist destinations is the experience of getting hotels and facilities general etc. when traveling that has been experienced before will influence the desire to revisit the tourist attraction. In this case, facilities have an important role in forming interest in returning to visit.

The relationship between the facility variable and interest in revisiting the t table value obtained at a significance of 0.05 is 1.66. Based on the results of research conducted in Sabang City, it shows that facilities have a positive and significant effect on interest in visiting again, as evidenced by the results of calculations using PLS software, the calculated t value obtained is greater than the t table ($2.259 > 1.66$). The research results show that facilities have a positive influence on interest in revisiting, meaning that the facilities obtained by Sabang City tourists provide the comfort and convenience obtained by tourists which influences the desire to make repeat visits based on the beautiful experiences they had at previous tourist destinations, this means that more Good facilities at the tourist destination will increase the desire or interest in revisiting the tourist destination.

The results of this research are supported by research by Chintya Ones Charli and Della Asmaria Putri (2020) with the title "The Influence of Social Media Marketing, Tourist Facilities and Tourist Destination Image on Tourist Interest in Visiting" which states that there is a significant influence of the facility variable on tourist interest in visiting. Based on the research results above, it can be concluded that the results of this research support the results of this research which state that facilities have a positive effect on interest in returning to visit.

The Influence of Ecotourism Elements on Interest in Revisiting

Ecotourism is part of sustainable tourism which is based on three types of tourism at once, namely rural tourism, nature tourism and cultural tourism. Ecotourism has an important role in environmental sustainability, cultural education and the economic welfare of the surrounding community. Tourism that provides natural beauty has its own beauty and experience for tourists who visit. The beautiful and comfortable impression given by natural tourism will provide a different experience for tourists who visit it and have the desire to visit the tourist attraction again. The desire to visit again which is created from the experience of visiting with a safe and comfortable impression will have a positive impact on interest. re-visiting tourists who formed on the tour.

The relationship between ecotourism element variables and interest in revisiting the t table value at a significance of 0.05 is 1.66. Based on the results of research conducted in Sabang City, it shows that ecotourism elements have a positive and significant effect on interest in returning to visit, as evidenced by the results of calculations using PLS software, the calculated t value obtained is greater than the t table ($5.656 > 1.66$). The research results show that the ecotourism element has a positive effect on interest in visiting again, meaning that Sabang City tourists get a different experience when visiting Sabang City tourism, beautiful nature, beautiful atmosphere and beaches which give a happy impression and feeling to every tourist who visits Sabang City. This shows that the more the tourist attraction has good natural beauty and good tourist maintenance, the better

the experience the tourists will get, which can give tourists the desire to make a return visit to the tourist attraction.

The results of this research are supported by research by Bagja Waluya Rima and Sophal Jamil (2016) entitled "The Influence of Ecotourism Elements on Tourists' Decisions to Visit the IR.H Djuanda Grand Forest Park" which states that ecotourism elements have a significant influence on tourists' visiting decisions. Based on the research results above, it can be concluded that the results of this research support the results of this research which states that ecotourism elements have a positive effect on interest in returning to visit.

The Influence of Destination Image on Intention to Visit Again

Destination image plays a role in influencing a tourist's intention to visit again. Destination image itself is a tourist's perception or image of a tourist attraction which can influence tourists' desire to visit a tourist destination. In general, based on the results of research that has been conducted, destination image has a positive influence on the interest in visiting Sabang City tourists again. This is proven by the impressions and facilities obtained by Sabang City tourists when touring in Sabang City. Apart from that, tourists agree that tourism in Sabang City has unique things that can be offered to tourists, one of which is beautiful natural views on the beaches and sea. Tourists get a feeling of pleasure from visiting the city of Sabang which is obtained from the views and facilities obtained while traveling in the city of Sabang so that it can give a feeling of joy and comfort in the minds of tourists which will influence tourists' intentions to make repeat visits to tourism in the city of Sabang.

The relationship between the destination image variable and interest in revisiting the t table value at a significance of 0.05 is 1.66. Based on the results of research conducted in Sabang City, it shows that the destination image has a positive and significant effect on interest in returning to visit, as evidenced by the results of calculations using PLS software, the calculated t value obtained is greater than the t table ($2.963 > 1.66$). The results of the research show that destination image has a positive effect on interest in visiting again, meaning that every tourist who has a good experience when traveling in the city of Sabang will give a good image of the tour and can recommend the tour to other people, this will have a positive influence on the image. Sabang city tourist destination because tourists have a good experience, good impression and feeling of comfort which increases tourists' perception regarding the image of the tourist destination, this will give tourists the desire to make a return visit to the tourist destination.

The results of this research are supported by research by Budi Sutanto (2020) entitled "The Influence of the Marketing Mix and Interest in Revisiting the Selo Park Nganjuk Tourism Village" which states that there is an influence of the destination image variable on the interest in returning to the Selo Nganjuk Tourism Village. Based on the research results above, it can be concluded that the results of this research support the results of this research which state that destination image has a positive effect on interest in returning to visit.

The Influence of Facilities on Intention to Visit Again through the Destination Image variable

Sabang City's tourist facilities have an impact on tourists' comfort in being able to visit a tourist destination in Sabang City. The important facilities related to tourists are hotel accommodation, restaurants, clean water, communication, entertainment and security. Facilities have an important role in influencing interest in revisiting tourists. Destination image is tourists' image and perception of a tourist destination. One of the complete and comfortable facilities that tourists get from tourist destinations is the experience of getting a hotel, the public facilities they have experienced when traveling before will influence their desire to revisit the tourist destination. Sabang city tourist facilities are complete and easy to obtain, providing comfort to every visitor or tourist who comes to Sabang City. The comfort felt from the facilities obtained while traveling gives a positive response to every tourist, this will certainly give rise to a good perception or image of the destination from visiting tourists. The destination image of each visitor who comes will influence other people or will provide recommendations to other visitors to be able to experience the comfort of the facilities obtained during the tour and this can give rise to the desire for repeat visits from these tourists. In this case, facilities have an important role in shaping the image of the destination which will influence tourists' interest in returning to visit.

The relationship between the facility variable and interest in revisiting the t table value obtained at a significance of 0.05 is 1.66. Based on the results of research conducted in Sabang City, it shows that facilities have a positive and significant effect on interest in returning to visit, as evidenced by the results of calculations using PLS software, the calculated t value obtained is greater than the t table ($2.007 > 1.66$). The research results show that facilities have a positive effect on interest in visiting again, meaning that the better the facilities at the tourist destination, the greater the desire or interest in visiting the tourist destination again. Sabang City tourist facilities that are complete, good and clean at each existing tourist destination will have a good influence on the image of the destination given by every tourist who visits who has a good experience with the facilities they have experienced previously. This will influence tourists' desire to make repeat visits to these tourist

destinations because they want to experience the comfort and convenience of the facilities provided at previous tourist destinations again.

The results of this research are supported by research by Siti Lestari, Ima Kristina Yulita and Handono Eko Prabowo (2022) with the title "The Influence of Destination Image, Tourist Facilities on Interest in Returning (Case Study of Pacitan Klayar Beach Tourists)" which states that there is a simultaneous influence on destination image, tourist facilities to attract tourists to visit again. Based on the research results above, it can be concluded that the results of this research support the results of this research which state that facilities have a positive effect on interest in returning to visit through destination image variables.

The Influence of Ecotourism Elements on Intention to Visit Again through the Destination Image variable

Ecotourism is part of sustainable tourism which is based on three types of tourism at once, namely rural tourism, natural tourism and cultural tourism. Ecotourism has an important role in environmental sustainability, cultural education and the economic welfare of the surrounding community. Tourism that delivers The treat of natural beauty has its own beauty and experience for tourists who visit. The beautiful and comfortable impression given by natural tourism will provide a different experience for tourists who visit it and will have their own assessment regarding the image of the tourist destination. The destination image created as a result of the visiting experience with a safe and comfortable impression will have a positive impact on the destination image that is formed. on the tour.

The relationship between ecotourism element variables and interest in returning to Sabang City is obtained by the t table value at a significance of 0.05, which is 1.66. Based on the results of research conducted in Sabang City, it shows that ecotourism elements have a positive and significant effect on interest in returning to visit through the image of the destination. From the results of calculations using PLS software, the calculated t value obtained is greater than the t table ($2.750 > 1.66$). The research results show that ecotourism elements have a positive effect on interest in returning to visit through destination image, meaning that the better the ecotourism elements in the tourist destination, the better the image of the tourist given by visiting tourists. A good destination image given by visitors will create a destination that is of interest to other visitors and will increase the desire or interest in visiting the tourist attraction again for tourists who have visited previously. The beauty of Sabang's good tourism, beautiful and clean beaches and the safe and comfortable environment of Sabang City will have a good influence on the image of the destination given by every visiting tourist who has a good experience of the ecotourism visits and views that have been felt before. This will influence tourists' desire to make repeat visits to these tourist destinations because they want to experience again the comfort and beauty of ecotourism provided by previous tourist destinations.

The results of this research are supported by research by Bagja Waluya Rima and Sophal Jamil (2016) entitled "The Influence of Ecotourism Elements on Tourists' Decisions to Visit the IR.H Djuanda Grand Forest Park" which states that ecotourism elements have a significant influence on tourists' visiting decisions. Based on the research results above, it can be concluded that the results of this research support the results of this research which states that ecotourism elements have a positive influence on interest in returning to visit through destination image.

The Influence of Ecotourism Facilities and Elements on Intention to Visit Again through the Image variable Destination

Facilities have an important role in influencing interest in revisiting tourists. Destination image is tourists' image and perception of a tourist destination. One of the complete and comfortable facilities that tourists get from tourist destinations is their experience of getting hotels, public facilities, etc. when traveling, which they have experienced before, which will influence their desire to revisit the tourist destination. Sabang City's tourist facilities are complete and easy to obtain, providing comfort to every visitor or tourist who comes to Sabang City. The comfort felt from the facilities obtained while traveling gives a positive response to every tourist, this will certainly give rise to a good perception or image of the destination from visiting tourists. The beautiful and comfortable impression given by natural tourism will provide a different experience for tourists who visit it and will have their own assessment regarding the image of the tourist destination. The destination image created as a result of the visiting experience with a safe and comfortable impression will have a positive impact on the destination image that is formed. on the tour. The destination image of each visitor who comes will influence other people or will provide recommendations to other visitors to be able to experience the comfort of the facilities obtained during the tour and this can give rise to the desire for repeat visits from these tourists. In this case, ecotourism facilities and elements have an important role in shaping the destination image which will influence tourists' interest in returning to visit.

The relationship between facility variables and ecotourism elements on interest in returning to visit through destination image is that the f table value at a significance of 0.05 is 3.09. Based on the results of research conducted in Sabang City, it shows that ecotourism facilities and elements have a positive and

significant effect on interest in returning to visit through the image of the destination, as evidenced by the results of calculations using PLS software, the calculated f value obtained is greater than the f table ($41.144 > 3.09$). . The results of the research show that ecotourism facilities and elements have a positive effect on interest in revisiting through destination image, meaning that the better the facilities and ecotourism elements at the tourist destination, the better the image of tourists that is formed, the better the image of the destination that is formed will increase the desire or interest in visiting again. the tour. Based on the research results above, it can be concluded that the results of this research support the results of this research which state that facilities and ecotourism elements have a positive effect together on interest in returning to visit through destination image variables.

IV. CONCLUSION

Conclusion

The conclusions that can be drawn from this research are:

- 1) Facilities have a positive effect on the Destination Image in Sabang City.
- 2) Ecotourism elements have a positive effect on the Destination Image in Sabang City.
- 3) Facilities have a positive effect on tourist interest in returning to Sabang City.
- 4) Ecotourism elements have a positive effect on tourists' interest in revisiting the city Sabang.
- 5) Destination image has a positive influence on tourist interest in returning to Sabang City.
- 6) Facilities have a positive effect on tourists' intention to revisit through destination image in Sabang City.
- 7) Ecotourism elements have a positive effect on tourists' interest in revisiting through imagery Destinations in Sabang City.
- 8) Ecotourism Facilities and Elements have a positive effect on Tourists' Revisit Interest via Destination Image in Sabang City.

Suggestion

Based on the results of this research, the researcher intends to convey several related suggestions with the discussion that has been carried out previously. The suggestions to be conveyed are:

- 1) For Tourism Managers
It is best for managers to continue to repair and improve public facilities and maintain them well in every tourist destination in Sabang City.
- 2) Maintaining natural beauty and a green environment to create sustainable ecotourism.
Seeing the research results which show the significant influence of the Facilities and Ecotourism Elements variables on Return Visit Interest through Destination Image, managers should pay more attention to these variables in order to improve Facilities, Ecotourism and Destination Image and encourage the number of tourist visits.
- 3) For the Community
This research provides an overview and guidelines for the community, both residents of the city of Sabang and tourists before visiting this city for tourism. It would be good for the community to work together to maintain the preservation and beauty of nature for the sake of sustainable Sabang ecotourism.
- 4) For the next researcher
The next research aims at expanding the sample by including foreign tourist respondents and adding variables such as ticket prices and promotions, so that the research results are more comprehensive.
The next research is aimed at how satisfied tourists are in choosing to visit Sabang City and recommend it to others.

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