

ENHANCING TOURIST SATISFACTION AND REVISIT INTENTION: THE ROLE OF ACCESSIBILITY, FACILITIES, AND TOURISM AWARENESS AT HAPANASAN HOT SPRING

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ABSTRACT

This study aims to analyze the impact of accessibility, facilities, and tourism awareness on tourist satisfaction and revisit intention at Hapanasan Hot Spring in Rokan Hulu Regency. This study is a quantitative study by distributing questionnaires to respondents. The population were all visitors at Hapanasan Hot Spring. The sample selection method used purposive sampling, with a total sample of 99 respondents. Data analysis used Structural Equation Modeling (SEM) using SmartPLS 4.0. The results indicate that accessibility and facilities have a positive and significant effect on tourist satisfaction, while tourism awareness has a negative and significant effect on tourist satisfaction. Accessibility has a positive and significant effect on revisit intention, while facilities and tourism awareness do not have a significant effect on revisit intention. Tourist satisfaction also does not have a significant effect on revisit intention. Managers need to focus on improving accessibility and maintaining adequate facilities while ensuring that the information provided to tourists is consistent with the actual conditions of the destination. In addition, managers can develop tourism activities and experiences that provide distinctive and memorable experiences for visitors in order to encourage future visits.

Keywords: Accessibility; Facilities; Tourism Awareness; Tourist Satisfaction; Revisit Intention

MENINGKATKAN KEPUASAN WISATAWAN DAN NIAT BERKUNJUNG KEMBALI: PERAN AKSESIBILITAS, FASILITAS, DAN KESADARAN PARIWISATA DI PEMANDIAN AIR PANAS HAPANASAN

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh aksesibilitas, fasilitas, dan kesadaran pariwisata terhadap kepuasan wisatawan dan niat berkunjung kembali di Pemandian Air Panas Hapanasan, Kabupaten Rokan Hulu. Penelitian ini merupakan penelitian kuantitatif yang dilakukan dengan menyebarkan kuesioner kepada responden. Populasi dalam penelitian ini adalah seluruh pengunjung Pemandian Air Panas Hapanasan. Metode pemilihan sampel menggunakan purposive sampling, dengan jumlah sampel sebanyak 99 responden. Analisis data menggunakan Structural Equation Modeling (SEM) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa aksesibilitas dan fasilitas berpengaruh positif dan signifikan terhadap kepuasan wisatawan, sedangkan kesadaran pariwisata berpengaruh negatif dan signifikan terhadap kepuasan wisatawan. Aksesibilitas berpengaruh positif dan signifikan terhadap niat berkunjung kembali, sedangkan fasilitas dan kesadaran pariwisata tidak berpengaruh signifikan terhadap niat berkunjung kembali. Kepuasan wisatawan juga tidak berpengaruh signifikan terhadap niat berkunjung kembali. Pengelola perlu berfokus pada peningkatan aksesibilitas dan pemeliharaan fasilitas yang memadai, serta memastikan bahwa informasi yang diberikan kepada wisatawan sesuai dengan kondisi aktual destinasi. Selain itu, pengelola dapat mengembangkan kegiatan dan pengalaman pariwisata yang memberikan pengalaman yang khas dan berkesan bagi pengunjung guna mendorong kunjungan di masa mendatang.

Kata Kunci: Aksesibilitas; Fasilitas; Kesadaran Pariwisata; Kepuasan Wisatawan; Niat Berkunjung Kembali

INTRODUCTION

Background

Indonesia's tourism sector has shown very dynamic development in recent years and is one of the largest foreign exchange contributors to the country. Realizing the great potential of the tourism sector, the Indonesian government has implemented various strategic policies for the development of regional tourist destinations. Through the super priority destination development program and the National Tourism Strategic Area (KSPN), the government focuses on infrastructure development, improving accessibility, and developing amenities in various potential tourist destinations. International tourist visits (foreign tourists) from January to October 2025 were recorded at 12.76 million visits, up 10.32% compared to the same period the previous year. The Ministry of Tourism projects that by December 2025, foreign tourist visits could reach 15.31 million (kemenpar.go.id).

Rokan Hulu Regency in Riau Province has a unique position as one of the areas with diverse tourism potential. Among the various tourist destinations owned by Rokan Hulu, Air Panas Hapanasan occupies a strategic position as one of the most prospective leading destinations to be developed. Located in Pawan Village, Rambah District, this location has the uniqueness of being a natural hot spring source with mineral content that is believed to have therapeutic properties. The strategic position of Hapanasan Hot Springs is not only reviewed from its relatively easy to reach location from the center of Pasir Pengaraian, but also from its potential to be developed as an integrated health tourism destination.

Based on data from the Rokan Hulu Regency Tourism Office, there has been a significant increase in the number of tourist visits to Hapanasan Hot Springs in recent years. It was recorded that in 2022, the number of visitors reached more than 50,000 people, an increase of about 30% compared to the previous year. In an effort to develop Hapanasan Hot Springs as a leading tourist destination, there are several fundamental challenges that need serious attention. From the results of pra-survey, the assessment level of visitors satisfaction to the hot spring tourist attraction of Rokan Hulu Regency which has the lowest assessment. Based on initial observations and data from the Rokan Hulu Regency Tourism Office, one of the main challenges is the various infrastructure and management problems that are not optimal. The condition of the road to the Hapanasan Hot Springs tourist attraction is still the main obstacle that affects the accessibility of tourists. Of the total distance of 15 kilometers from the center of Pasir Pengaraian City, about 60% or 9 kilometers are still in the form of rocky dirt roads with an average width of 4 meters, while the rest is paved but in a condition that requires repair with many points of damage and holes. The public transportation system to Hapanasan Hot Springs is not yet adequately available and well organized. The absence of regular public transportation serving this route results in tourists having to rely on motorcycle taxis or vehicle rentals with relatively high costs, ranging from Rp 50,000 to Rp 100,000 one way. This condition has contributed significantly to the decline in the number of tourist visits, which is reflected in the visit statistics data which shows a significant decrease from 79,012 visitors in 2018 to only 5,654 visitors in 2023. This is in line with studies by Permadi et al., (2024) which show that accessibility has a significant effect on visitor satisfaction. In line with Putri et al. (2024), where the results found that accessibility has a significant effect on tourists' interest in revisiting.

In terms of facilities, although Hapanasan Hot Springs has extraordinary natural potential, the condition of the available supporting facilities is still far from adequate to meet the comfort standards of modern tourists. Basic facilities such as toilets, changing rooms, and parking areas need serious overhaul. The existing bathing pools, although they have a natural uniqueness, are not equipped with a good water regulation system and adequate safety facilities. In addition, the limitations of supporting facilities such as culinary areas, souvenir shops, and additional recreational facilities cause tourists to tend not to linger on the site, which ultimately has an impact on the low level of tourist spending and regional income from the tourism sector. This is in line with studies by Alfiandri & Ferdian (2024) which showed that facilities have a significant effect on visitor satisfaction. In line with Nurchomariyah & Liliyan (2023) where the results found that facilities have a significant effect on tourists' interest in revisiting.

Another challenge is the low level of tourism awareness among the people around the destination. This is reflected in the lack of active participation of the community in the development and management of tourist attractions, as well as the lack of understanding of good tourism service standards. Awareness of the importance of maintaining environmental cleanliness, preserving natural resources, and excellent service to tourists still needs to be improved. Limited foreign language skills and understanding of hospitality are also obstacles in providing services to visiting foreign tourists. This condition results in the development of local economic potential through the tourism sector is not optimal, even though active community involvement is the key to the success of sustainable tourist destination development. This is in line with studies by Kadi et al. (2023) which showed that tourism awareness has a significant effect on visitor satisfaction. In line with Fitriani & Wilardjo, (2017), where the results found that tourism awareness has a significant effect on tourists' interest in revisiting.

Thus, the purpose of this study is to analyze the influence of accessibility, facilities and tourism awareness on the satisfaction and revisit intention tourists. For the Rokan Hulu Regency Government, the results of this study can serve as a consideration in formulating policies for the development of Hapanasan Hot Spring as a tourist destination. The local government needs to pay attention to supporting infrastructure development, especially road

access, transportation, public facilities, and tourism information systems. In addition, the local government can strengthen synergy between destination managers, local communities, MSME actors, and private sector. The development of Hapanasan Hot Spring is not only aimed at increasing the number of tourists but also at creating a destination that is comfortable, easily accessible, and capable of providing positive experiences so that visitors have a reason to return.

LITERATURE REVIEW

Revisit Intention

The concept of repurchase interest proposed by Kotler & Keller (2019). Repurchase intention is closely related to the motive they have for using or buying certain products. Interest as an impulse is a strong internal stimulus motivation that motivates action, where this impulse is influenced by the stimulus and positive perception of the product or service. So, it can be concluded that the revisit intention is the desire to revisit interesting tourist attractions. To measure revisit intention, indicators are needed (Zeithaml et al., 2017): tourist motivation, destination attraction and recommendations from previous visitors.

Tourism Satisfaction

Aprilia et al., (2017) inform that tourist satisfaction is also important for the success of a tourist attraction because, if visitors are happy with everything it has to offer, they are more likely to return or, at the very least, tell others about their positive experiences. Tourist satisfaction can be measured using indicators according to Poerwanto (2004) in Fatmawati (2016), namely: visiting experience, sustainability of expectations and values obtained. In the context of tourism, visitor satisfaction is not just about one aspect of service, but is an overall evaluation of the travel experience. Visitors can consider ease of access, quality of facilities, cleanliness, safety, comfort, service, the attractiveness of the destination, as well as whether the cost matches the benefits received. Research by Putri et al. (2024), Viet et al., (2020), found that satisfaction has a significant effect on tourists' revisit intention.

H7 : Satisfaction has a positive effect on revisit intention.

Accessibility

Suwantoro (2018) stated that accessibility is one of the important aspects that supports tourism development, because it concerns cross-sectoral development. Based on this understanding, it can be concluded that accessibility is defined as a measure of comfort or convenience regarding the way in which land use locations interact with each other and the ease or difficulty of the location is achieved through a transportation network system. In the context of tourism, accessibility is not just about geographical distance, but also includes road conditions, availability of transportation, travel time, travel costs, directions, and how easy it is to get information about tourist spots. Su & Xu (2021) explained that accessibility consists of four indicators, namely: easy to reach location, transportation (smooth access), availability of signs and road access, and interaction with local communities.

This is supported by research by Su & Xu, (2021), Permadi et al., (2024) which states that accessibility has a positive and significant effect on tourist satisfaction. However, it is inversely proportional to Putri et al. (2024), which states that accessibility does not have a positive and significant influence on visitor satisfaction.

H1: Accessibility has a positive effect on tourist satisfaction.

In the context of tourism, easily accessible destinations will reduce the time, cost, effort, and obstacles that tourists have to deal with. When tourists have an easy and comfortable travel experience, they tend to form a positive evaluation of the destination. This situation can increase tourists' desire to revisit the destination in the future. According to research by Zebua et al. (2025) stated that Accessibility has a positive and significant effect on Interest and Demand for Visits. This is in line with the research conducted by Khotimah & Astuti (2022). Then it was strengthened by the research of Rossadi & Widayati (2018) that Accessibility has a positive and significant effect on Tourist Interest in Visiting.

H4 : Accessibility has a positive effect on revisit intention.

Facilities

Kotler (2019) defines facilities as everything that has been provided by the company for consumers that can provide comfort, security, convenience, and satisfaction. It can be concluded that facilities are all facilities that function to meet the needs of tourists who visit a tourist attraction. An attractive attraction alone might not be able to create a satisfying experience if it is not supported by adequate facilities. Tourists need various supporting facilities such as parking, toilets, places of worship, dining areas, rest areas, changing rooms, hygiene facilities, security, and recreational amenities. Sumayang (2018) explained indicator of facilities, including: facilities and infrastructure, parking lots, toilets, rest areas, places of worship, stalls/restaurants. This is supported research by Aprilia et al. (2017), Lee et al. (2021), Putri et al. (2024) which states that facilities have a positive and significant effect on tourist satisfaction. But in contrast to the research of Permadi et al., (2024) which states that accessibility does not have a positive and significant influence on visitor satisfaction.

H2 : Facilities have a positive effect on tourist satisfaction.

Tourists generally do not just consider the main attraction of a tourist spot, but also evaluate supporting facilities like toilets, parking, prayer areas, rest areas, shower rooms, dining spots, cleanliness, safety, and the condition of recreational facilities. Well-maintained and complete facilities can create a more positive travel experience. On the other hand, inadequate or poorly maintained facilities can cause discomfort and reduce tourists' desire to come back. According to researchers Wahyuni & Kurniasari (2025) stated that Facilities have a positive and significant effect on Tourists' Interest in Visiting. This is in line with research conducted by Lee et al. (2021). H5 : Facilities have a positive effect on revisit intention.

Tourism Awareness

Tourism awareness is also a factor that usually supports revisit intention. High tourism awareness, both from the management side and the surrounding community, plays a fundamental role in creating a satisfying tourist experience at the tourist attraction. When all stakeholders have good tourism awareness, the quality of service and management of tourist attractions will increase significantly. This high level of tourism awareness will further have a positive impact on revisit intention. Visitors who feel the hospitality of the local community, environmental cleanliness, and consistent preservation efforts will have a deep impression and build an emotional bond with the tourist destination. This condition will ultimately encourage them to make repeated visits and indirectly become tourism ambassadors who promote this tourist attraction to other potential visitors. Kadi et al, (2023) inform that tourism awareness has a significant effect on visitor satisfaction. In line with Fitriani & Wilardjo (2017), where the results of her research found that tourism awareness has a significant effect on tourists' satisfaction.

H3: Tourism awareness has a positive effect on tourist satisfaction.

Tourists who have high awareness tend to be more familiar with destinations. That familiarity can reduce uncertainty when choosing the next travel destination. If that awareness is also shaped through positive experiences, interesting information, unique aspects of the destination, or a strong image, tourists will find it easier to develop the desire to make a return visit. Research by Junaedi & Harjanto (2020), Fitriani & Wilardjo (2017), inform that tourism awareness has a significant effect on tourists' interest in revisiting.

H6 : Tourism awareness has a positive effect on interest in returning

RESEARCH METHODS

Population and Sample

The population in this study consisted of tourists who had visited Hapanasan Hot Spring in Rokan Hulu Regency. The sampling technique used was purposive sampling, with the following criteria: (1) tourists who had visited Hapanasan Hot Spring at least once and (2) tourists who had completed their visit so that they were able to evaluate their experience and level of satisfaction. The sample size was determined based on Roscoe's (1975) rule of thumb, which suggests that sample sizes greater than 30 and less than 500 are generally appropriate for most studies, while for multivariate research, the sample size should be several times, preferably at least ten times, the number of variables analyzed (Sekaran & Bougie, 2016). This study involves five variables, namely accessibility, facilities, tourism awareness, tourist satisfaction, and revisit intention. Therefore, the minimum sample size based on the 10-times rule is 50 respondents (5 variables × 10). Accordingly, 99 respondents who met the predetermined criteria were included in the final sample and analyzed using SEM-PLS to get better results.

Data Analysis Techniques

Data analysis technique is use a quantitative approach based on Structural Equation Modelling by Smart Partial Least Square (PLS) is a statistical modeling technique that is very cross sectional, linear and general. Included in this SEM Smart PLS are factor analysis, path analysis and regression with the following structural model path analysis equations:

$$Y1 = \beta_1 X1 + \beta_2 X2 + \beta_3 X3 + e1$$

$$Y2 = \beta_4 X1 + \beta_5 X2 + \beta_6 X3 + \beta_7 Y1 + e2$$

Information:

Y1 : Visitor satisfaction

Y2 : Interest in visiting again

X1 : Accessibility

X2 : Facilities

X3 : Tourism awareness

$\beta_1 - \beta_7$: Path Coefficient

$e1... e2$: Error Term

RESULT AND DISCUSSION

Respondent's Profile

Respondent's profile can be seen from Table 1. The respondents were visitors to the Hapanasan Hot Springs in Rokan Hulu Regency.

Table 1. Respondent's Profile

Profile	Interval	Respondent	Percentage (%)
Gender	Male	44	44%
	Female	55	55%
	Total	99	100%
Age	< 20 years	27	27%
	21 - 40 years	30	30%
	≥ 41 years	42	42%
	Total	99	100%
Intensity	1 – 2 times	70	70%
	3 – 4 times	3	3%
	5 – 6 times	26	26%
	Total	99	100%

Source: Output SPSS, 2025

Table 2. Validity and Reliability Test

Variable	Code Statement	CITC (>0,3)	Outer Loading	Cronbach's Alpha (>0.70)	Rho_a (>0,7)	CR(>0,7)	AVE(>0,5)
Accessibility (X1)	X1.1	0.773	0.880	0.906	0.883	0.919	0.739
	X1.2	0.820					
	X1.3	0.778	0.887				
	X1.4	0.720					
	X1.5	0.822	0.847				
	X1.6	0.768					
	X1.7	0.797	0.866				
	X1.8	0.747					
Facilities (X2)	X2.9	0.843	0.911	0.950	0.936	0.950	0.760
	X2.10	0.821					
	X2.11	0.796	0.905				
	X2.12	0.870					
	X2.13	0.763	0.796				
	X2.14	0.760					
	X2.15	0.778	0.860				
	X2.16	0.760					
	X2.17	0.847	0.907				
	X2.18	0.854					
	X2.19	0.855	0.845				
	X2.20	0.690					
Tourism Awareness (X3)	X3.21	0.778	0.900	0.926	0.904	0.933	0.776
	X3.22	0.873					
	X3.23	0.782	0.835				
	X3.24	0.815					
	X3.25	0.813	0.901				
	X3.26	0.790					
	X3.27	0.828	0.887				
	X3.28	0.829					
Tourist Satisfaction (Y1)	Y1.29	0.872	0.919	0,931	0.920	0.949	0.826
	Y1.30	0.851					
	Y1.31	0.887	0.941				
	Y1.32	0.913					
	Y1.33	0.832	0.926				
	Y1.34	0.836					
Revisit Intention (Y2)	Y2.35	0.811	0.909	0.875	0.837	0.902	0.755
	Y2. 35	0.836					
	Y2. 37	0.804	0.872				
	Y2.38	0.723					
	Y2.39	0.816	0.824				
	Y2. 40	0.728					

Source: Output SPSS, 2025

Visitors to the Hapanasan hot spring inform that women dominate the number of visitors, this is due to women's interest in relaxation and self-care activities, such as soaking in hot springs which are known to relieve stress. In terms of age, the age group of 41 years and older dominates them looking for ways to relax and maintain health, so tourist attractions such as hot springs are an attractive choice. In terms of intensity, the majority of visitors to the Hapanasan hot spring tourist attraction visit the Hot Spring 1 – 2 times. This shows that the tourist destinations studied are visited more by travelers who are at the early visit stage or make a limited number of return visits, compared to travelers who visit frequently. Tourists generally have a lot of destination choices. After gaining experience from one destination, some tourists will consider other destinations to get a different experience. This causes the frequency of visits to a single destination to be relatively low, especially if the destination is a recreational spot that is not visited regularly.

Validity and Reliability

Table 2 shows test results of the research instrument. In table 2, it can be seen that all statements have a Corrected Item-Total Correlation value greater than 0,3. Therefore, it can be concluded that all statements in this research are declared valid. From the results, it can be seen that the result of the reliability test have a Cronbach's Alpha (α) value greater than 0,7. Thus, it means that the overall variables in this research instrument are reliable.

Table 2 indicate that (1) loading factor has met convergent validity because all loading factors > 0.5. Thus, it can be concluded that the convergent validity of all variables is valid. (2) Composite Reliability has the value > 0.7. (4) The Discriminant Validity model inform that have good discriminant validity if each indicator loading value of a latent variable is greater when correlated with other latent variables.

Inner Model Result

The Coefficient of Determination (R^2) was conducted to see the relationship between exogenous and endogenous variables. The results of the Coefficient of Determination (R^2) test are shown in Table 3. From Table 3, inform that tourist satisfaction construct can be explained by the variables of accessibility, facilities and tourism awareness of around 81.3%, while the remaining 18.7% is explained by other variables outside the research model.

On the other hand, for the variable of revisit intention (Y2) shows that the variables of accessibility, facilities and tourism awareness in the model are able to explain revisit intention by about 92.3%. While the remaining 7.7% is explained by other variables that were not studied in this study.

Table 3. R Square

Variable endogenous	R Square	R Square Adjusted	Relationship
Tourist satisfaction (Y1)	0.819	0.813	Strong
Revisit Intention (Y2)	0.926	0.923	Strong

Source: Output SPSS, 2025

Hypothesis Test

The SEM PLS model in the hypothesis test is shown in Figure 1.

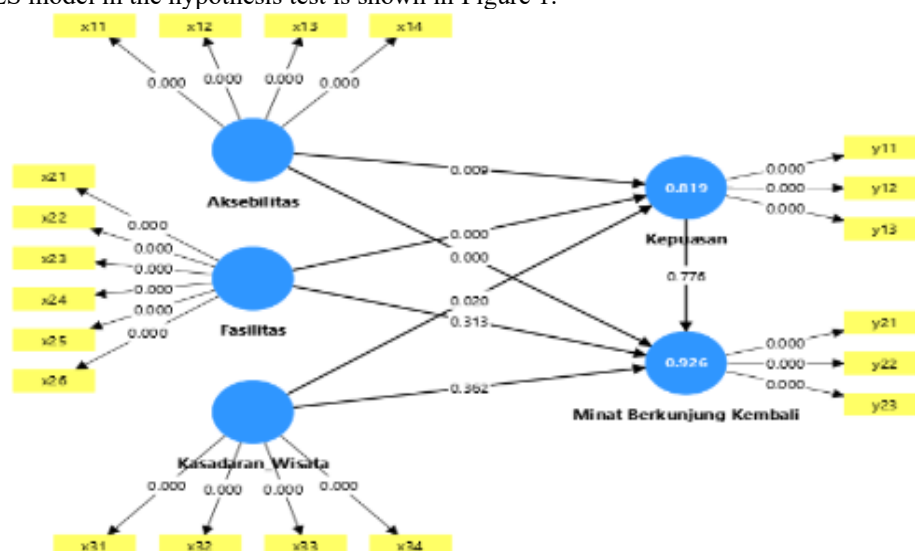


Figure 1. SEM PLS Model

The results of the hypothesis test can be shown in Table 4.

Table 4. Hypothesis Testing Results

Hypothesis	Variable Relationships	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis results
H1	Accessibility -> Tourist Satisfaction	0.289	2.620	0.009	Positive and Significant
H2	Facilities -> Tourist Satisfaction	1.245	4.296	0.000	Positive and Significant
H3	Tourism Awareness-> Tourist Satisfaction	-0.620	2.329	0.020	Negative and Significant
H4	Accessibility -> Revisit Intention	1.031	18.275	0.000	Positive and Significant
H5	Facilities -> Revisit Intention	-0.409	1.010	0.313	Negative and Insignificant
H6	Tourism awareness -> Revisit Intention	0.354	0.911	0.362	Positive and Insignificant
H7	Tourist Satisfaction - > Revisit Intention	-0.019	0.285	0.776	Negative and Insignificant

Source: Output SPSS, 2025

Discussion

The Effect of Accessibility on Tourist Satisfaction

The results of this study state that accessibility has a positive and significant effect on tourist satisfaction, meaning that the better the accessibility of a tourist location, the higher the level of satisfaction felt by visitors. If access to tourist attractions is inadequate, it will become an obstacle for visitors to reach their destination, and these obstacles will become the basis for visitor dissatisfaction. Tourists who get easy access, supported by the availability of adequate facilities, and welcomed by people who have high tourism awareness tend to have a better level of satisfaction. This is in line with various previous studies that show that tourist satisfaction is formed from the accumulation of positive experiences during travel, ranging from the ease of reaching the location, the comfort of the available facilities, to interaction with the local community.

This is in accordance with the results of the respondents' responses with the highest score which states that road access is safe and can be passed by various types of vehicles". Indicates that visitors are satisfied with the road infrastructure to the location is excellent. The existence of safe roads not only increases the comfort of visitors, but also allows more people to visit the place, including those who use private vehicles, buses, or public transportation. Good access is one of the key factors in attracting more tourists, so it can have a positive impact on local economic growth and tourism development in the area. This accessibility factor is one of the aspects that needs to be maintained and improved to attract more visitors in the future. These results are reinforced by the profiles of respondents by gender in Table 1. Many visitors to the hot spring tourist attraction are dominated by female visitors. Easy access, such as good transportation and friendly facilities, can attract more female visitors, who often pay more attention to comfort and safety factors when traveling. In addition, women are more likely to seek out the relaxation and wellness experiences, which hot spring attractions offer. With adequate accessibility, women feel more confident to visit the place, either alone or with family or friends.

This is supported by research by Su & Xu, (2021), Permadi et al., (2024) which states that accessibility has a positive and significant effect on tourist satisfaction. However, it is inversely proportional to Putri et al. (2024), which states that accessibility does not have a positive and significant influence on visitor satisfaction.

The Effect of Facilities on Tourist Satisfaction

The results of this study state that facilities have a positive and significant effect on tourist satisfaction, meaning that the better the facilities provided, the higher the level of tourist satisfaction. In other words, that the quality and availability of facilities in a tourist attraction (such as toilets, parking lots, rest areas, and other services) has a good and meaningful impact on the level of satisfaction felt by visitors. Medlik in Zaenuri (2022) said that tourists will come and visit again if there are facilities that can meet all their needs while enjoying the tourist attraction. The existence of these facilities is also expected to make tourists feel more comfortable and stay longer and give a good impression of the tourist attractions they visit (Zaenuri, 2022).

This is in accordance with the results of the respondents' responses with the highest score which stated that many respondents strongly agreed that the price of food and beverages is affordable. The statement reflects that visitors are satisfied with the fees offered for food and beverages at the location of the Hapanasan hot spring attraction. Affordable prices are an important factor in attracting visitors, as they can increase their accessibility

and comfort while enjoying the travel experience. With friendly prices, visitors tend to feel more satisfied and have the potential to spend longer at tourist attractions. Therefore, maintaining these competitive prices will be very beneficial in increasing the attractiveness and satisfaction of visitors in the future. These results are reinforced by the age-based respondent profiles in Table 1. Many visitors to the hot spring tourist attraction are dominated by visitors in the age group of 41 years and above. Visitors in this age range tend to pay more attention to comfort and convenience when traveling. Adequate facilities, such as comfortable rest areas, good accessibility, can significantly enhance their experience. In addition, this age group also brings their children, so the existence of family-friendly facilities, such as play areas and a safe swimming pool, is very important. Facilities that support health and relaxation, such as hot springs, are also attractive to parents who want to enjoy relaxing time while taking care of their children. With good facilities, visitors are 41 years old and feel more satisfied and comfortable, so they are more likely to visit and recommend the attraction to others.

This is supported by research by Aprilia et al. (2017), Lee et al. (2021), Putri et al. (2024) which states that facilities have a positive and significant effect on tourist satisfaction. But in contrast to the research of Permadi et al., (2024) which states that accessibility does not have a positive and significant influence on visitor satisfaction.

The Effect of Tourism Awareness on Tourist Satisfaction

The results of this study state that tourism awareness has a negative and significant effect on tourist satisfaction, meaning that the higher the awareness of tourists regarding aspects such as local culture, attractions, and available facilities, the less likely they are to feel satisfied with their experience. In other words, the level of understanding and knowledge of tourists about a destination or tourist experience has a significant relationship with the level of satisfaction they feel; however, in this study, the relationship is negative. This finding indicates that tourists who possess a higher level of awareness may also have higher expectations regarding the quality and conditions of the destination. When the actual experience does not meet these expectations, tourists may perceive a gap between what they know or expect and what they experience during their visit. This gap may subsequently reduce their level of satisfaction. Tourist satisfaction is generally related to the comparison between tourists' expectations and their actual experiences at a destination. Therefore, greater awareness does not necessarily lead to higher satisfaction when the destination is unable to provide an experience that is consistent with tourists' expectations.

This result differs from several previous studies that have reported a positive relationship between tourism or destination awareness and tourist satisfaction (Kadi et al, 2023) (Fitriani & Wilardjo, 2017). In the context of Hapanasan Hot Spring, tourists who are more aware of the destination's attractions, accessibility, facilities, and tourism potential may have clearer expectations regarding the experience they should receive. If these expectations are not accompanied by adequate facilities, accessibility, services, or overall destination quality, their satisfaction may decrease. This interpretation is consistent with the importance of destination quality in determining tourist satisfaction, as tourists evaluate various attributes of a destination when forming their overall satisfaction.

Therefore, the negative and significant effect of tourism awareness on tourist satisfaction suggests that increasing tourist awareness should be accompanied by improvements in the actual quality of the destination experience. Tourism managers should not only focus on promoting the destination and increasing tourists' knowledge about its attractions, but also ensure that the information communicated to tourists is consistent with the conditions and experiences available at the destination. Improving facilities, accessibility, cleanliness, services, and tourism activities may help reduce the gap between tourists' expectations and their actual experiences.

The Effect of Accessibility on Revisit Intention

The Results of this study state that accessibility has a positive and significant effect on interest in returning, meaning that the ease of accessing a tourist destination can increase visitors' desire to return. In other words, the easier a place is to get to, the more likely visitors are to want to come back. Good accessibility will encourage tourists to consider a repeat visit to this attraction. This is because an easily accessible location will reduce the reluctance of tourists to travel long distances and help them manage their visit more efficiently. Thus, improving the quality of accessibility is an important investment in building long-term visitor loyalty. The results of this study state that accessibility has a positive and significant effect on interest in returning, meaning that the ease of accessing a tourist destination can increase visitors' desire to return. In other words, the easier a place is to get to, the more likely visitors are to want to come back. Good accessibility will encourage tourists to consider a repeat visit to this attraction. This is because an easily accessible location will reduce the reluctance of tourists to travel long distances and help them manage their visit more efficiently. Thus, improving the quality of accessibility is an important investment in building long-term visitor loyalty.

Accessibility is closely related to tourists' interest in revisiting, where the ease of access to a destination can encourage visitors' desire to return. According to the theory of Consumer Behavior, positive experiences gained during the first visit, influenced by accessibility factors such as easy transportation and adequate facilities, can increase tourist satisfaction. When visitors feel comfortable and don't have trouble reaching the location, they are more likely to remember the experience positively. Therefore, good accessibility not only increases satisfaction, but also creates a strong desire to make repeat visits. This shows that a good infrastructure and transportation service development strategy is very important in attracting tourists to return to a destination.

This is in accordance with the results of the respondents' responses with the highest score which stated that many respondents strongly agreed that the price of food and beverages is affordable. The statement reflects that visitors are satisfied with the fees offered for food and beverages at the location of the Hapanasan hot spring attraction. Affordable prices are an important factor in attracting visitors, as they can increase their accessibility and comfort while enjoying the travel experience. With friendly prices, visitors tend to feel more satisfied and have the potential to spend longer at tourist attractions. Therefore, maintaining these competitive prices will be very beneficial in increasing the attractiveness and satisfaction of visitors in the future. These results are reinforced by the age-based respondent profiles in Table 1. Many visitors to the hot spring tourist attraction are dominated by visitors over the age of 41 years. Visitors in this age group tend to look for comfort and convenience in their travels. Good accessibility, such as easy transportation and adequate facilities, make them feel more satisfied when visiting. With the positive experience resulting from ease of access, visitors over the age of 41 are more likely to have a strong desire to return. This suggests that improved infrastructure and services that support accessibility can contribute significantly to the interest in repeat visits, especially for older age groups who pay more attention to the comfort factor in their travel experience.

According to research by Zebua et al. (2025) stated that Accessibility has a positive and significant effect on Interest and Demand for Visits. This is in line with the research conducted by Khotimah & Astuti (2022). Then it was strengthened by the research of Rossadi & Widayati (2018) that Accessibility has a positive and significant effect on Tourist Interest in Visiting.

The Effect of Facilities on Revisit Intention

The results of this study stated that facilities had a negative and insignificant effect on interest in returning, indicating that the presence of facilities in a place did not have a strong influence on visitors' decision to return. While amenities such as parking lots, restrooms, or rest areas are essential, if visitors feel that their overall experience, such as the scenery, services, or activities offered, is more impactful, then those amenities become less relevant. This shows that visitors are prioritizing other aspects of their travel experience, so attraction managers need to consider improving the overall quality of the experience, rather than just focusing on providing amenities.

If the tourist attraction has adequate and satisfactory facilities, it will be able to attract more tourists through positive impressions from previous visitors. Facilities are one of the factors that affect business success, because facilities have an important role in determining the priorities of tourists in making visits. Visitors who feel comfortable and happy with the facilities provided tend to be more interested in coming back (Tanjung et al., 2022). Tourism, it is important for tourist destination managers to design, manage, and maintain facilities properly. Providing quality facilities that are relevant to the needs of visitors can help increase their interest in returning.

This is in accordance with the results of the responses of the respondents with the lowest score which stated that many respondents strongly agreed that the number of toilets meets the needs of visitors. Indicates that visitors are dissatisfied with the number of restrooms available on site, which can be an important factor in their experience. The availability of adequate toilet facilities is very important in supporting the comfort and satisfaction of visitors, especially in tourist attractions with a large number of visitors. Dissatisfaction with these facilities may interfere with the visiting experience and influence the visitor's decision to return. Therefore, tourist attraction managers need to consider increasing the number of toilets to meet the needs of visitors, in order to create a better and more comprehensive experience. These results are reinforced by the age-based respondent profiles in Table 1. Many visitors to the Hapanasan hot spring tourist attraction are dominated by visitors with age over 41 years old. Visitors in this age range tend to pay more attention to comfort and convenience when traveling. Adequate facilities, such as comfortable rest areas, good accessibility, can significantly enhance their experience. In addition, this age group also brings their children, so the existence of family-friendly facilities, such as play areas and a safe swimming pool, is very important. Facilities that support health and relaxation, such as hot springs, are also attractive to parents who want to enjoy relaxing time while taking care of their children. With good facilities, visitors aged 41 years and above feel more satisfied and comfortable, so they are more likely to visit and recommend the attraction to others.

These results support research conducted by (Lavenia et al., 2023), (Permadi et al., 2024), (Putri et al., 2024) stating that Facilities do not have a significant effect on Tourist Interest in Visiting. However, different results were found by researchers Miarsih and Anwani (2017) stating that Facilities have a positive and significant effect on Tourist Interest in Visiting. This is in line with research conducted by Wahyuni & Kurniasari (2025)

stated that Facilities have a positive and significant effect on Tourists' Interest in Visiting. This is in line with research conducted by Lee et al. (2021).

The Effect of Tourism Awareness on Revisit Intention

The results of this study state that tourism awareness has a positive and insignificant effect on interest in returning, meaning that although tourists' knowledge and understanding of a destination can have a positive impact, the influence is not strong enough to significantly increase tourists' desire to return. Tourism awareness includes an understanding of the culture, history, and attractions that a place has to offer. When tourists have a good awareness, they value the experience they get more. However, other factors such as the quality of facilities, accessibility, and personal experience have more influence on the decision of tourists to make a repeat visit.

Low tourism awareness does not always have a significant effect on interest in returning because of several other factors that can influence a traveler's decision. One of them is the Perceived Value theory, which states that the experiences felt by tourists, such as the beauty of nature, cultural uniqueness, or the hospitality of local people, are often more decisive than the quality of service or public awareness. Although the surrounding community is less aware of the importance of maintaining cleanliness or good service, if tourists feel that they are getting a high value from their experience, they are more likely to return. In addition, Social Proof theory suggests that recommendations from friends, reviews on social media, and positive experiences of others can increase interest in return visits, regardless of the negative factors that exist. Thus, despite low tourism awareness, its intrinsic appeal and social influence can encourage tourists to revisit the destination.

The results of this study are in accordance with the respondents' response resume, the lowest score is in the statement "Tourist attraction officers provide professional service. The statement indicates that visitors are not satisfied with the quality of service provided by the officers at the location of the Hapanasan hot spring tourist attraction. Professional service is very important in creating a positive tourist experience, because it can affect visitors' perception of the entire tourist attraction. Dissatisfaction with service can reduce the comfort and satisfaction of visitors, as well as hinder their desire to return. Therefore, tourist attraction managers need to provide training and development to officers to be able to provide better and professional services, in order to increase visitor experience and loyalty. These results are reinforced by the age-based respondent profiles in Table 1. Many visitors to the hot spring tourist attraction are dominated by visitors over the age of 41 years. Visitors over the age of 41 are more focused on the personal experience they get than the awareness of the surrounding community. They tend to have more realistic expectations and appreciate the relaxation and health aspects offered by tourist attractions, such as hot springs. Additionally, this age group often has a strong social network, so recommendations from friends or family can influence their decision to return, regardless of public awareness. In this case, the positive experiences they feel during the visit can be much more influential than the tourism awareness factor in the surrounding environment, making them still interested in visiting again despite the challenges in managing the tourist attraction.

The results of this study support the research Junaedi & Harjanto (2020), Fitriani & Wilardjo (2017), inform that tourism awareness has a significant effect on tourists' interest in revisiting.

The Effect of Tourist Satisfaction on Revisit Intention

The results of this study stated that tourist satisfaction had a negative and insignificant effect on interest in returning, meaning that even if a tourist felt satisfied with their experience during the visit, it did not directly affect their decision to return to the same place in the future. This phenomenon can be caused by a variety of factors, such as the presence of other more attractive destination choices, shifting personal preferences, or even a good but not strong enough experience to encourage a desire to return. For example, a tourist who enjoys their visit, but feels like they have seen everything they have to offer or if they are more interested in trying a new place, that satisfaction will not lead to an intention to visit again.

This is in accordance with the results of the responses of the respondents with the lowest score which stated that many respondents strongly agreed that the entire series of tourist trips in Hapanasan Hot Springs provided pleasant and memorable memories. Indicates that visitors are dissatisfied with the overall experience they have gained during their visit. Pleasant memories are one of the important factors in creating a positive travel experience and can influence visitors' desire to return. Dissatisfaction in this aspect can indicate that there are elements of the itinerary that have not fully met the visitor's expectations. Therefore, tourist attraction managers need to evaluate and improve aspects that can enrich the experience and create more memorable memories for visitors in the future. These results are reinforced by the age-based respondent profiles in Table 1. Many visitors to the hapanasam hot spring attraction are dominated by visitors aged 41 years and above. This age group often appreciates the relaxation and wellness experiences offered by hot water more. If they feel satisfied with the service, facilities, and atmosphere, they are more likely to want to return. Additionally, visitors at this age typically have more realistic expectations and tend to value the quality of the experience, so high satisfaction can reinforce their desire to return. Recommendations from friends or family are also an important factor in this age group,

where their positive experiences can influence the decision of others to visit. Thus, the satisfaction felt by visitors over the age of 41 contributes significantly to their interest in returning to the destination.

This study supports the results of a study conducted Putri et al. (2024), Viet et al., (2020), found that satisfaction has a significant effect on tourists' revisit intention.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that accessibility and facilities have a positive and significant effect on tourist satisfaction at Hapanasan Hot Spring in Rokan Hulu Regency. This indicates that better accessibility and adequate facilities can contribute to increasing the satisfaction experienced by tourists during their visit. Meanwhile, tourism awareness has a negative and significant effect on tourist satisfaction. This finding indicates that higher tourism awareness does not necessarily lead to higher satisfaction, particularly when tourists' expectations or perceptions are not consistent with the actual conditions and experiences provided by the destination.

Furthermore, accessibility has a positive and significant effect on revisit intention, indicating that ease of access to Hapanasan Hot Spring can encourage tourists to consider visiting the destination again. In contrast, facilities do not have a significant effect on revisit intention, although the direction of the relationship is negative. Tourism awareness also does not have a significant effect on revisit intention. These findings suggest that tourists' decisions to revisit Hapanasan Hot Spring are not determined solely by the availability of facilities or their level of tourism awareness. Tourist satisfaction also does not have a significant effect on revisit intention in this study. Therefore, the finding does not support the assumption that higher satisfaction automatically leads to a stronger intention to revisit Hapanasan Hot Spring. This result indicates that revisit intention may be influenced by other factors that were not examined in this study, such as destination image, memorable tourism experiences, service quality, price perceptions, or other factors related to tourists' travel decisions.

Based on these findings, managers of Hapanasan Hot Spring need to focus on improving accessibility and maintaining adequate facilities while ensuring that the information and promotional messages provided to tourists are consistent with the actual conditions of the destination. In addition, managers should consider developing strategies that provide distinctive and memorable experiences for visitors in order to encourage future visits. Future research may consider incorporating other variables and examining the potential mediating role of tourist satisfaction to provide a more comprehensive understanding of tourists' revisit intention at Hapanasan Hot Spring.

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