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The Relationship Between Facilities, Tourist Attractions and The Interest of Tourists to Revisit Lake Aur

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Abstract : *Tourism plays a vital role in regional economic growth and cultural preservation, yet Lake Aur in Musi Rawas Regency struggles to sustain repeat visits despite its promising natural potential. This study examines the relationship between tourist facilities (X1), attractions (X2), and tourists' interest in revisiting Lake Aur using a descriptive quantitative approach. Data from 100 repeat visitors (minimum 2 visits) were collected via Likert-scale questionnaires from a 2024 population of 48,478 tourists, analyzed through multiple linear regression in SPSS 26 following validity, reliability, and classical assumption tests. Results reveal that both facilities and attractions positively and significantly influence revisit interest, both partially and simultaneously, accounting for 38.9% of the variance. The study recommends enhancing infrastructure and unique attractions like eco-trails to boost loyalty, with future SEM models addressing sample limitations..*

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Introduction

Tourism is a vital sector supporting regional economic growth, cultural preservation, and improving community welfare in various regions of Indonesia (Kotler et al., 2006). This sector not only contributes to local income but also strengthens cultural identity through authentic tourism experiences (Siregar et al., 2024). In Musi Rawas Regency, Lake Aur has emerged as a promising natural destination with its beautiful panoramas, pristine atmosphere, and natural attractions that attract both domestic and local tourists (Musi Rawas Culture and Tourism Office, 2024).

The success of a tourist destination like Lake Aur is measured not only by the number of first-time visitors, but also by the level of tourists' interest in returning, which reflects their satisfaction and loyalty (Pratiwi & Sari, 2024). According to Kotler and Bowen (2006), the success of a destination is greatly influenced by the level of tourist satisfaction and interest in returning (Kotler et al., 2006). This

phenomenon is increasingly relevant in the post-pandemic era, where tourists tend to choose destinations with sustainable experiences (World Bank, 2025).

Despite Lake Aur's strong natural potential, its development still faces challenges in maintaining repeat visits due to limited supporting facilities (Rizki & Nugroho, 2024). Tourist facilities such as road access, accommodation, and security are often inadequate, reducing visitor comfort and potentially decreasing loyalty (Nugraheni et al., 2024). Furthermore, existing tourist attractions need to be improved to create unique experiences that differentiate them from other destinations (Susanti et al., 2025).

This problem is further complicated by the lack of integration between tourism facilities and attractions, resulting in suboptimal return visits despite its vast natural potential (Hidayat & Pratama, 2024). Without an appropriate management strategy, Lake Aur risks losing its competitiveness compared to other lake destinations such as Lake Toba (World Bank, 2025). This impacts local incomes and environmental preservation (Musi Rawas Culture and Tourism Office, 2024).

This study aims to analyze the relationship between tourist facilities and attractions with tourist repeat visits to Lake Aur, in order to formulate a sustainable development strategy (Pratiwi & Sari, 2024). The urgency of this research lies in the need for the Musi Rawas regional government to increase tourist loyalty after the destination's inauguration in 2024, thereby supporting the local economy and nature conservation (Musi Rawas Culture and Tourism Office, 2024). The novelty of this research is the specific empirical approach to Lake Aur with a focus on facility-attraction integration through a satisfaction intervening model, which has not been widely explored in the context of South Sumatran lakes (Nugraheni et al., 2024).

Research Methods

Types and Methods of Research

This study uses a descriptive quantitative approach to measure the relationship between tourism facilities, tourist attractions, and tourist intention to revisit at Lake Aur, Musi Rawas Regency (Sugiyono, 2023). This approach allows for empirical analysis of variable relationships through numerical data, in line with the research focus on tourist loyalty influenced by facilities and attractions, as described in the introduction (Creswell & Creswell, 2023). A primary survey method was applied by distributing questionnaires to tourists who had visited Lake Aur at least twice to capture real-world perceptions of destination elements that support continued visits (Sudaryono, 2022).

Data Analysis Instruments and Techniques

The research instrument, a 5-point Likert-scale questionnaire, was developed based on tourism facilities (access, accommodation, security), tourist attractions (natural panoramas, unique experiences), and revisit interest. Validity and reliability were tested using Cronbach's Alpha >0.70 (Emzir, 2021). Data analysis techniques included classical assumption tests (normality, heteroscedasticity, multicollinearity), multiple linear regression to test the effect of independent variables on dependent variables, partial t-tests, simultaneous F-tests, and the R^2 coefficient of determination to evaluate model strength (Sugiyono, 2023). These tests ensured the results could be trusted as a basis for Lake Aur tourism development strategies, in line with previous findings on facility-attraction integration (Pratiwi & Sari, 2024).

Population and Sample

The study population was all 48,478 tourists to Lake Aur in 2024, with data showing an increase in domestic visits from 10,700 (2022), 30,166 (2023), to 48,478 (2024) according to the Musi Rawas Regency Tourism Office (2025). The sample was determined using the Slovin formula with a 10% margin of error, resulting in 100 respondents selected through non-probability sampling, an accidental sampling method, to efficiently reach repeat visitors (Creswell & Creswell, 2023). This approach is consistent with local-scale tourism studies that emphasize the representation of tourist behavior (Sudaryono, 2022).

Research Procedures

The procedure began with the development of an instrument based on the literature, followed by a pilot questionnaire with 30 respondents for validity and reliability, followed by in-person survey

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distribution at Lake Aur and online via social media during March-April 2026 (Emzir, 2021). Data were processed using SPSS version 26 for regression analysis and statistical testing, with interpretation of the results adapted to the context of sustainable development of Lake Aur after its inauguration in 2024 (Sugiyono, 2023). All stages adhered to research ethics, including informed consent, ensuring the findings were relevant to destination managers and local governments (Nugraheni et al., 2024).

Results and Discussion

Validity and Reliability Test Results

Table 1. Validity Test Results

Variabel	Butir	Nilai item correlation	r_{tabel}	ket
Fasilitas (X_1)	$X_{1.1}$	0,493	0,361	Valid
	$X_{1.2}$	0,750	0,361	Valid
	$X_{1.3}$	0,595	0,361	Valid
	$X_{1.4}$	0,420	0,361	Valid
	$X_{1.5}$	0.622	0,361	Valid
	$X_{1.6}$	0,522	0,361	Valid
	$X_{1.7}$	0,772	0,361	Valid
	$X_{1.8}$	0,672	0,361	Valid
Atraksi Wisata (X_2)	$X_{2.1}$	0,858	0,361	Valid
	$X_{2.2}$	0,591	0,361	Valid
	$X_{2.3}$	0,787	0,361	Valid
	$X_{2.4}$	0,502	0,361	Valid
	$X_{2.5}$	0,769	0,361	Valid
	$X_{2.6}$	0,795	0,361	Valid
	$X_{2.7}$	0,825	0,361	Valid
	$X_{2.8}$	0,485	0,361	Valid
Minat berkunjung Kembali Y	Y_1	0,909	0,361	Valid
	Y_2	0,897	0,361	Valid
	Y_3	0,908	0,361	Valid
	Y_4	0,926	0,361	Valid
	Y_5	0,931	0,361	Valid
	Y_6	0,925	0,361	Valid
	Y_7	0,922	0,361	Valid
	Y_8	0,882	0,361	Valid

Sumber: Hasil olah data, 2025

All statements in the questionnaire are considered valid because the correlation value generated by each statement is > rtable, namely 0.361.

Table 2. Reliability Test Results

Variabel	Cronabch' s Alpha	Standar Realibilitas	Keterangan
X_1	0,754	0,60	Reliabel
X_2	0,849	0,60	Reliabel
Y	0,971	0,60	Reliabel

Sumber: Hasil olah data, 2025

Internal consistency testing using Cronbach's alpha showed that all indicators had values above 0.60. This fact indicates that the statements being tested or the measuring instruments used were consistent in collecting research data.

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Classical Assumption Test Results

The Kolmogorov-Smirnov normal distribution test shows that the data is normally distributed with a significance of 0.113 > 0.05 and the results of the histogram method normality test show a bell-shaped curve.

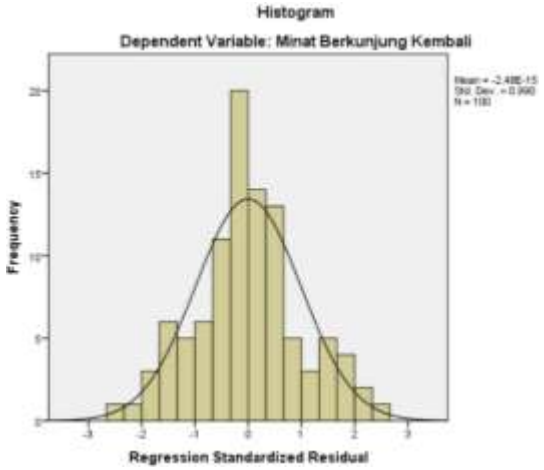


Figure 1. Results of the Normality Test Using the Histogram Method
Source: Data processing results, 2025

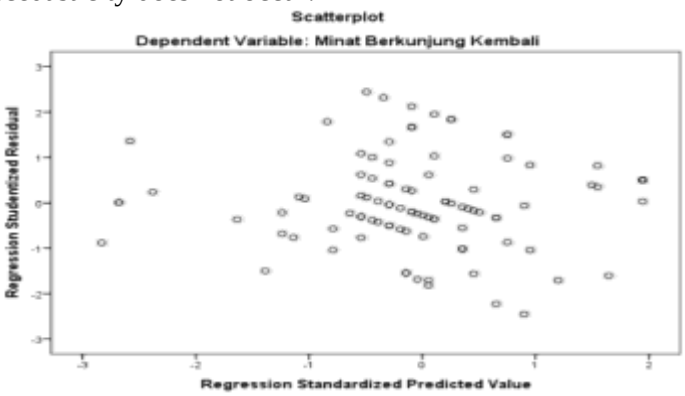
Multicollinearity testing shows that the VIF value for all factors is 0.763 with a tolerance value > 0.10, which means that there is no multicollinearity.

Table 2. Multicollinearity Test Results

Coefficientsa			
Model		Colinearity Statistics	
		Tolerance	VIF
1	Facility	.763	1,310
	Tourist Attractions	.763	1,310

Source: Data processing results, 2025

The results of the heteroscedasticity test show that the distribution of the results is random, indicating that heteroscedasticity does not occur.



Source: Data processing results, 2025

Results of Multiple Linear Regression Analysis

The multiple linear regression model derived from data processing is:

Y= 11,590 + 0.257 X1 + 0.427 X2 + e

X1 (Facilities) has a coefficient value of 0.257 and X2 (Tourist Attractions) has a coefficient value of 0.427, this coefficient indicates that these two factors support tourists' desire to return.

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Partial t-test results

a. Facilities (X1) t count 3.044 > t table 1.985 significance value 0.003 indicates a significant relationship between facilities and the interest in returning to visit.
b. Tourist Attractions (X2) thitung 4.845 > ttabel 1.985 with a significance value of 0.000 < 0.05. This means that there is a positive and significant influence between tourist attractions and tourists' intention to revisit.

Simultaneous Test Results (F)

The calculated F value is 30.840 > Ftable 3.090 with a significance value of 0.000 < 0.05. This shows that simultaneously the variables of tourist facilities and attractions have a significant effect on tourists' repeat visit interest.

Results of the Coefficient of Determination (R2)

The R2 test result of 0.389, or 38.9%, indicates that changes in revisit intentions can be explained by tourist facilities and attractions, accounting for 38.9%. The remaining 61.1% is due to external factors outside the scope of this model.

Discussion

1. The relationship between facilities and revisit intention. Based on partial test results, it is known that the facility aspect shows a significant relationship with revisit intention. This is reflected in the calculated t value of 3.044 > t table 1.985 and a significance level of 0.003, which is below the 0.05 threshold. The coefficient of influence is 0.257 or 25.7%.
2. The relationship between tourist attractions and the intention to revisit, the partial test results show that the elements of tourist attractions have a strong influence on the tendency of tourists to revisit because the results of the calculation of the value by the t-value of 4.845> t-table 1.985 and a significance value of 0.000 <0.05. The regression coefficient value is 0.427 or 42.7%.
3. The relationship between facilities and tourist attractions with the intention of repeat visits, simultaneously service factors and attraction elements provide a real effect on the intention of repeat visits with a calculated f value of 30.840 > f table 3.091 and a significance level of 0.000 > 0.05. The coefficient of determination (R2) of 0.389 indicates that 38.9% of the intention of repeat visits can be explained by the variables of facilities and tourist attractions while the remaining 61.1% is due to elements that have not been analyzed.

Conclusion

This study found that tourism facilities (X1) and tourist attractions (X2) partially have a positive and significant effect on tourists' revisit intention at Lake Aur, with t-values of 3.044 (sig. 0.003) and 4.845 (sig. 0.000), respectively, and regression coefficients of 0.257 and 0.427. Simultaneously, these two variables explain 38.9% of the variation in revisit intention ($R^2 = 0.389$), while 61.1% is influenced by other factors such as satisfaction or destination image. The practical implications are clear for Lake Aur management and the Musi Rawas Tourism Office: improvements in access and accommodation facilities should be integrated with the development of unique attractions such as birdwatching or eco-trails to encourage loyalty after the 2024 inauguration, thereby increasing sustainable local income.

However, limitations of the study include the accidental sample size of 100 respondents, which may be underrepresented by international tourists, and the omission of intervening variables such as satisfaction, which could potentially strengthen the model. Future research suggests adding external factors such as digital promotion or environmental impacts using structural equation modeling to a larger sample to generate a holistic strategy for South Sumatra's natural destinations. These findings reinforce the urgency of developing Lake Aur as a model for sustainable tourism.

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