

The Effect of Destination Image and Pull Factors on Tourist Satisfaction and Its Implications on the Intention to Return to the Lake Toba Area of North Sumatra

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Abstract: The respondents of this research was 222 adults. Analysis technique uses structural equation modeling. Results of the study, namely: image of a tourist destination has a direct, insignificant, and adverse effect on tourist satisfaction; portrait of a tourist destination has a direct, irrelevant, and negative impact on the interests of tourist return visits; Pull factors have an immediate, substantial and positive impact on tourist satisfaction; Pull factors have an immediate, substantial and positive impact on the interests of tourist return visits; Tourist satisfaction has an immediate, substantial, and positive impact on the importance of returning tourists; image of the destination has an insignificant indirect effect, and negatively affects the intention to return to the Lake Toba region through tourist satisfaction; Pull factors have an indirect and significant positive impact on the plan to visit again through tourist satisfaction.

1 INTRODUCTION

1.1 Background

Lake Toba, which is one of the leading destinations in Indonesia, has yet to show a positive performance in increasing the country's income or foreign exchange. As we know, Lake Toba is one of the natural wonder sites. A beautiful lake created by the eruption of ancient mountains and is well known to foreign countries. Utilizing its beauty and fame, Lake Toba often holds various events, both national and international scale that are often packaged together with the private sector. According to data released by the World Tourism Organization (WTO), the world tourism industry is expected to continue to grow to reach 4.3 percent per year until 2020. The WTO states that in 2010, the number of tourist arrivals amounted to 1.046 billion people and is expected to continue to increase to become 1.602 billion people in 2020. Some of them, or 438 million people, will travel in the East Asia and Pacific region every year.

A study conducted by (Chi et al. 2008), on the tourism industry found that the image of a tourist

destination had a direct influence on tourist satisfaction. (Khansa et al. 2016), destination image influences satisfaction, satisfaction variable influences the intention to revisit, satisfaction variable acts as a mediating variable indicating the indirect effect of destination image on revisit intention.

Research conducted by Astini et al. at Carita Pandeglang Beach in Banten in 2015, produced findings that destination image did not affect on visitor satisfaction. (Umaymah, 2017) Pull motivation has a significant effect on tourist satisfaction. (Irianto et al. 2017) Pull factors influence destination satisfaction and return interest.

Previous researchers always researched both push and pull factors. No one has carried out separate push or pull factors research. On this occasion, separate pull factors research was carried out, not together with push factors. This aspect is the novelty in this research.

1.2 Formulation of the Problem

1. Does the image of a tourist destination directly and significantly influence tourist satisfaction?
2. Does the image of the tourist destination directly and significantly influence the interest of tourist return?
3. Does pull factors directly and significantly influence tourist satisfaction?
4. Do pull factors have a significant and direct effect on the interest of tourist return visits?
5. Does tourist satisfaction have a direct and significant effect on the interests of tourist return visits?
6. Does the destination's image have an indirect and significant effect on the intention to return to the Lake Toba region through tourist satisfaction?
7. Does pull factors have an indirect and significant effect on the intention to visit again through tourist satisfaction?

1.3 Research Objectives and Benefits

1.3.1 Research Purposes

This research aims to test and discuss:

1. Direct influence of destination image on tourist satisfaction
2. The direct influence of the destination's image on the intention to visit again
3. Direct influence of pull factors on tourist satisfaction
4. The direct influence of the pull factor on the intention to visit again
5. Direct influence of tourist satisfaction on the intention to visit again
6. The indirect effect of the destination's image on the intention of visiting again through tourist satisfaction
7. The indirect effect of the pull factor on the intention to visit again through tourist satisfaction

1.3.2 Benefits of Research

1. As material to increase knowledge for academics and as a literature study on the influence of Tourism Destination Imagery, and Pull Factors, on Visitor Satisfaction and Returning Interest in Lake Toba in North Sumatra.
2. As literature material for practitioners to choose the field of cooperation with the parties interested in the development of tourism in the Lake Toba region.
3. As one of the references/literature for practitioners to make policies relating to the

tourism development strategy of the Lake Toba region.

4. The next researcher can re-examine the constructs mentioned above in the future
5. Researchers can then add other independent variables that are suspected of having influence in increasing satisfaction and interest in visiting the Lake Toba area of North Sumatra.

2 LITERATURE REVIEW

2.1 Theory

2.1.1 Destination Image

(Richardson et al. 2004), Definitions of Destination Image is the feelings, impressions, opinions, and emotions about a place people have who develop with time. (Tasci et.al, 2006), Destination image is an individual's perception of destination characteristics that can be influenced by promotional information, mass media, and many other factors.

(Lawson, et al. 1998), states the concept of destination image as an expression of all objective knowledge, prejudice, imagination, and emotional thoughts of an individual or group about a particular location.

(Baloglu, 1999), explains destination image consists of two components. These are cognitive images and affective images. While cognitive image reflects the information or belief a person has about a destination, affective image portrays the emotions or feelings a person about a destination. (Richardson, et al. 2004) The cognitive component generally emerges as a result of an assessment of the physical characteristics of a place and the people living there and the events which took place. The affective component emerges as a result of an assessment of emotions which is inspired by a place in people and the meaning it has. The general image of a destination is established as a result of a cognitive and affective assessment of the destination.

(Artuger, et al. 2013), Perceptions of destinations include Cognitive images (Natural Attractions, General infrastructure, Atmosphere, Social Environment, and Value for Money) and Affective images (lively area, exciting area, and pleasant area).

2.1.2 Pull Factors

(Khuong, et al. 2014), Attractive factors are tangible resources and tourists' perceptions and expectations of features, attractions, or attributes of a particular

destination. (Jackson, 1997), Pull factors for a person to travel include: climate location, national promotion, retail advertising, wholesale marketing, special events, incentive schemes, visiting friends, visiting relatives, tourist attractions, culture and natural environment & human-made environment.

Crouch in (Kassean, et al. 2013), The pull factors are service infrastructure and destination environment. Service infrastructure consists of: (1) Transportation and travel services, namely services in the field of travel and transportation for tourists such as highways, railroads, airports, sea and terminals or stations; (2) Accommodation services, namely services in the field of accommodation / accommodation services for tourists; (3) Recreation and attraction services, namely facilities and services when organizing tourist and recreational attractions for tourists; (4) Shopping services, namely facilities and services provided for shopping activities for tourists; and (5) Food and beverage services, namely facilities and services provided by destinations with various food and beverage offerings for tourists.

2.1.3 Tourist Satisfaction

(Khuong et al. 2014), destination satisfaction is the satisfaction of destination destinations based on the comparison of their expectations before traveling and a description of the target with their experiences after traveling. (Sumada, 2012) Customer Satisfaction is the Comparison between expectations of perceived experience (perceived/received).

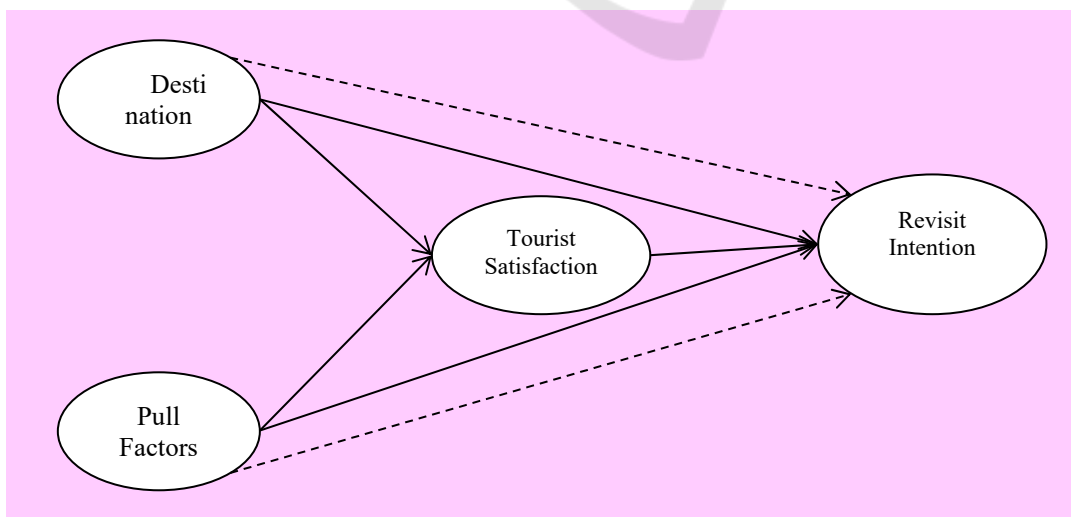
Satisfaction can be known after the customer uses or consumes a service. Hawkins and Lonney (Tjiptono, 2014: 101), Customer satisfaction is

measured through relevant indicators. Indicators of customer satisfaction include the suitability of expectations, interest in revisiting, and willingness to recommend. (Autotask, 2017), Six indicators of customer satisfaction that must be tracked by business brands to measure customer satisfaction, namely: Consumer expectations vs. perception; The possibility of recommending a friend; Consumer experience vs. ideal experience; Overall satisfaction; Impact and meaning of happiness; The desire for repeat transactions.

2.1.4 Intention to Return

Interest (intention) is a statement of attitude about how someone will behave in the future. (Fishbein et al. 1975), in (Huang et al. 2015), argues that the intention to visit again is the willingness of tourists to re-visit the same destination. Whereas (Cole et al. 2004), (Stylos et al. 2016), defines the intention to visit again as the desire to visit the same destination for the second time in a certain period.

Miller, et al. in (Basiya et al. 2012), defines the interest in revisiting is a person's mental state that reflects a plan to take several actions within a certain period. Engel, et al. in Ali Hasan (2008: 84), argues that customer loyalty is a habit of repetitive buying behavior, high relevance, and involvement in his choice, and it's characterized by external information seeking and alternative evaluation. Indicators of customer loyalty according to (Kotler et al. 2006; 57), are Repeat Purchase (commitment to product purchases); Retention (Resistance to negative influences about the company); referrals (refer to the total essence of the company).



Source: Develop by researcher, 2019

Figure 1. Conceptual Framework

2.2 Conceptual Framework

(Coban, 2012), tourist destinations often also raise hopes or expectations in the minds of tourists. A famous and famous tourist destination can be a motive for tourists to travel. This tendency of rational behavior, illustrates that there is a relationship between travel motives, choices made, and satisfaction.

(Kozak et al. 1999), that determining the dominant attributes of a tourist destination is very important to measure the level of overall satisfaction of tourists so that it raises the intention to come back to the tourist destination. (Meng et al. 2008), Attributes of tourist destinations have a vital role in evaluating tourists about their attractiveness, image, and satisfaction with specific tourist destinations.

(Chi et al. 2008), Destination image also Affects the behavioral intention of tourists. According to (Tasci et al. 2007), destination image affects many consumer behaviors such as the intention to revisit, recommend, or revisit a destination. (Chi et al. 2008), have also suspected that a positive image has an impact on tourist satisfaction and the behavioral intentions of tourists. (Dick et al.1994) indicate that the image of a destination has a positive effect on the attitudes of consumers and thus establishes loyalty.

(Bigne et al. 2001) One crucial factor that influences the intention of a return visit is satisfaction. (Kim et al. (2011) Satisfaction is the deciding component of tourists visiting again. (Baker et al. 2000) And (Tian-Cole et al. 2002), which states that satisfaction is a good predictor of visitor return behavioral intentions.

2.3 Hypothesis

1. The image of a tourist destination has a direct and significant effect on tourist satisfaction
2. The image of a tourist destination has an immediate and significant impact on the interest of tourist return.
3. Pull factors directly and significantly influence tourist satisfaction
4. Pull factors have a substantial and direct impact on the benefits of tourist return visits
5. Tourist satisfaction has an immediate and significant impact on the benefit of returning tourists
6. The destination image has an indirect and significant impact on the intention to return to the Lake Toba region through tourist satisfaction

7. Pull factors have an indirect and significant impact on the plan to visit again through tourist satisfaction

3 RESEARCH METHODS

3.1 Types of Research

(Sekaran et al. 2013:98), said that this type of research is causal research, namely research that measures the independent variables and the dependent variable. (Malhotra, 2012: 108), Causal research (causal research) is a study in which the influence of independent variables on associative variables is measured through a hypothesis testing based on data in the field

Location and Time Research

The location of this research was carried out in the Lake Toba area, including Toba Samosir, Samosir, Simalungun, North Tapanuli, Karo, Humbang Hasundutan, and Dairi districts. Primary data collection was carried out in July 2018.

3.2 Population and Sample

3.2.1 Population

(Sugiyono, 2008: 115), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then draw conclusions. This research is related to the image of destination, driving factors, and pull factors. The population in this study came from the number of domestic tourists as many as 1,330,111 people and foreign tourists as many as 107,590 people who visited the Lake Toba tourism area in 2017.

3.2.2 Sample

(Sugiyono, 2014: 215), the sample is part of the number and characteristics possessed by the population.

Sampling Area

Samosir, Simalungun, and Tobasa are justified as research sample areas. The total number of domestic tourists visiting the three regions in 2017 totaled 622,273 foreign tourists and 76,497 foreign tourists.

Table 1: Number and Distribution of sample areas

No	Tourist Category	Sample Area (Person)	Ratio	Percentage
1	Foreign Tourist	76 497	11%	1,1
2	Domestic Tourist	622 273	89%	8,9
3	Σ	698 770	100%	

Source: BPS, 2018

Purposive Sampling

Determination of the number of samples in this study considers the analysis technique used. (Wijaya, 2009: 10) and (Santoso, 2017: 70), the number of samples that must be met if using a structural equation model (SEM) analysis is at least five times the number of indicators. In this study, there were 37 (thirty-seven) indicators. The researcher decides for each indicator

should have 6 (six) samples. The total number of samples was 222 tourists (6 x 37 people).

Proportional sampling

The proportion of archipelago tourists is 11%, and foreign tourists are 89%. The distribution of samples by type of traveler is presented in Table 2.

Table 2: Number and Distribution of SEM samples

No	Tourist Category	% Proportion of Travelers	Proportion of Samples (people)
1	Foreign Tourist	11%	24
2	Domestic Tourist	89%	198
3	Σ	100%	222
No	Tourist Category	% Proportion of Travelers	Proportion of Samples (people)
1	Foreign Tourist	11%	24
2	Domestic Tourist	89%	198
3	Σ	100%	222

Source: Processed from Table 1, 2019.

The number of Indonesian tourist respondents is 198 people (89% * 222 people). The number of foreign tourists is 24 people (11% * 222 people), aged > 17 years and is visiting the Lake Toba region.

Accidental Sampling

When the questionnaire was distributed at the research location, random sampling would be used. So anyone who is foreign tourists or local tourists who meet in the field were used as respondents. Appropriate respondent remains sought until the number matches.

3.3 Data collection Technique

Data accuracy and objectivity require relevant data collection techniques. Two data collection techniques were applied in this study, which are survey and documentation procedures. Primary data is collected through survey techniques which include observation, questionnaire, or interview. Secondary data collection used documentation techniques

3.4 Data Types and Sources

The types of data collected to support the variables studied are:

3.4.1 Primary Data

Primary data come from tourist opinion about destination image, pull factors, tourist satisfaction, and intention to visit again. Their opinions were obtained by distributing questionnaires to domestic tourists and foreign countries.

3.4.2 Secondary Data

Secondary data needed in the study is related to reports on the development of tourists, the tourism industry and tourism destinations in North Sumatra specifically the Lake Toba region from the Central Bureau of Statistics, the Office of Tourism and Culture, and other government offices and other relevant agencies. Secondary sources also come from periodicals such as magazines, newspapers, and others. Textbooks, scientific journals, proceedings, the results of the symposium, and websites are

sources of theory, previous research, conceptual framework, and various methodologies in research. It should be added that multiple official reports related to research which were obtained via the internet (URL).

3.5 Measurement and Operationalization of Variables

3.5.1 Measurement of Variables

This study uses measurements on a scale of 1-7. This justification is expected to produce more detailed data. A higher scale range is expected to provide more optimal results compared to a lower scale range.

3.5.2 Operationalization of Variables

Destination Imagery consists of Emotional / Affective and Functional Image / Cognitive Image. Next, the affective images are elaborated to: Lively Toba Lake Area (living area) X11; Exciting Toba Lake Area (Interesting area) X12; Pleasant Toba Lake Area (Comfortable / pleasant area) X13. Cognitive imagery is broken down into: Natural Attractions X21; General infrastructure X22; Atmosphere X23; Social Environment X24; Value for Money X25.

Pull factor operated into: Location climate Xc1; National promotion Xc2; Retail advertising Xc3; Special events Xc4; Incentive schemes Xc5; Visiting relatives Xc6; Tourist attractions Xc7; Culture Xc8; Natural environment & man-made environment Xc9.

Tourist satisfaction is technical: Consumer vs. Customer Expectations Ya 1; Conformity expectations Ya2; Getok positive infection Ya3; Overall satisfaction Ya4; Influence and meaning of satisfaction Ya5.

Interest in the return visit was operationalized to: Commitment and positive attitude Yb1; Enthusiasm for introducing Yb2; Refer to the total existence of the tourist destination to others Yb3; Immunity to Yb4 competitors' pulls

3.6 Analysis Techniques

The analysis technique used in this research is the Structural Equation Model (SEM). Data processing is assisted by the Analysis of Moment Structure (AMOS) computer program. (Santoso, 2017), SEM is a multivariate statistical technique which is a combination of factor analysis and regression analysis (correlation), which aims to examine the relationships between variables that exist in a model,

both between indicators with their constructs, or relationships between constructs.

4 RESULT AND DISCUSSION

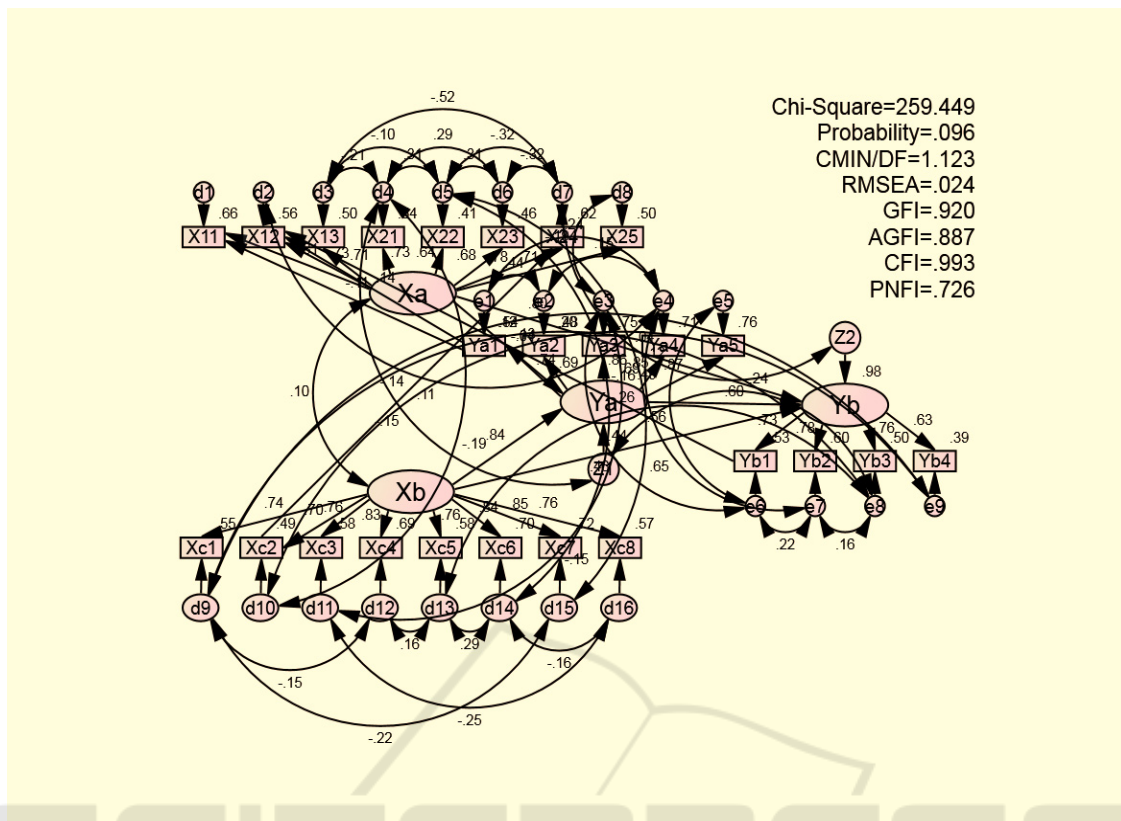
4.1 Measurement Model

The hybrid model of the influence of the destination image and the pull factors on tourist satisfaction and its implications on the intention to visit tourists is developed from measurement models. Model measurements must be checked first. Are the Indicators as a reflection of the construct fulfilling? (Hair et al. 2008), Composite reliability measures the real value of a construct's reliability. Cronbach's alpha Rule of thumb and composite reliability must be greater than 0.7, although 0.6 is acceptable.

Inspection of 4 (four) measurement models, whether the indicators that reflect have met the criteria. Only constructs pull factors with nine indicators, eliminated 1 to 8 indicators. The other three constructs are still indicators

4.2 Structural Model

An initial structural equation model generated after inputting raw data into the Amos application software. Initial model testing refers to the Goodness of fit Index cut-off. It turned out that the initial model did not meet the cut-off measurements. Therefore modifications must be made to meet the GOF. A complete estimation diagram for the model after modification presented in Figure 2.



Source: Processed from the raw data matrix, 2019

Figure 2 Modified Complete Structural Model

Goodness of Fit Index (GOF) cut off counts of 11 criteria. GOF estimator model compared with the cut off value. The next step is to justify. See table 3

Table 3: Modified goodness of fit index hybrid models

No.	Goodness of Fit Index (GOF)	Cut Off Value	GOF Model Penduga	Justification
1	Chi-Square (χ^2) / Probabilities	> 0.050	0.096	Good fit
2	CMIN/DF	< 2.000	1.123	Good fit
3	Goodness-of-fit Index (GFI)	> 0.900	0.920	Good fit
4	Root mean square error of approximation (RMSEA)	\leq 0.080	0.024	Good fit
5	Tucker-Lewis Index (TLI) or Non-Normed Fit Index (NNFI)	> 0.900	0.991	Good fit
6	Normed Fit Index (NFI)	> 0.900	0.943	Good fit
7	Adjusted Goodness of Fit Index (AGFI)	> 0.900	0.887	Good fit
8	Incremental Fit Index (IFI)	> 0.900	0.993	Good fit
9	Comparative Fit Index (CFI)	> 0.900	0.993	Good fit
10	Parsimonious Goodness of Fit (PGFI)	> 0.000 (the bigger, the better)	0.654	fit
11	Parsimonious Normed Fit Index (PNFI)	> 0.000 (the bigger, the better)	0.726	fit

Source: Processed from the raw data matrix, 2019

All estimation results for each model fit are better than the cut-off threshold. Based on the cut-off size, the estimator model is good. The structural estimator model can be used to estimate the distribution of observation data.

The estimator model diagram in Figure 2 can be presented mathematically, referring to the construct coefficients in table 4. The appearance of the model is concise and simple. Mathematical equation consists of 2 structural equations, namely: Equation 1. $Y_a = -0.038X_a + 0.835X_b$; Equation 2. $Y_b = -0.037X_a + 0.442X_b + 0.596Y_a$.

Equation 1: A change in 1 unit of the destination image interval has a direct effect on the change of 0.038 units of tourist satisfaction in the opposite direction. Increasing the image of the destination results in a decrease in tourist satisfaction. With a

note of constant pulling factors. A change in one pull factor interval unit directly results in a change of 0.835 tourist satisfaction units. In this equation, a determinant coefficient (Squared Multiple Correlations) obtained of 0.692 or 69.2% (see table 5). Changes in the two independent variables of the destination image and the pull factor can explain changes in the variant bound to tourist satisfaction. SMC of $0.692 > 0.5$. Equation Model 1 is feasible or acceptable.

Squared Multiple Correlations in equation 2 is 0.985 (see table 5). Changes in the dependent variable variant (intention to revisit) by 98.5% which can be explained by changes in the independent variable modification (destination image, attractor factors, and tourist satisfaction).

Table 4: Standardized Regression Weights:(Group number 1 - Default model)

			Estimate
Ya	<---	Xa	-0.038
Ya	<---	Xb	0.835
Yb	<---	Ya	0.596
Yb	<---	Xa	-0.037
Yb	<---	Xb	0.442

Source: Processed from the raw data matrix, 2019

Table 5: Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Ya	0.692
Yb	0.985

Source: Processed from the raw data matrix, 2019

4.3 The Significance of each Contractor Estimator Model

The t-value is used to test the hypothesis with a significance level of 0.05. This value in the Amos

program is a critical ratio (C.R) value in regression weight: (Group number 1 - Default model) of a model that is already fit. If the value of the critical ratio $(C.R) \geq 1.96$ or the probability value $(P) \leq 0.05$ then H_0 is rejected (H_1 research hypothesis is accepted).

Table 6: Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Ya	<---	Xa	-0.021	0.024	-0.887	0.375	par 1
Ya	<---	Xb	0.441	0.044	9.938	***	par 2
Yb	<---	Ya	0.923	0.130	7.103	***	par 3
Yb	<---	Xa	-0.032	0.025	-1.274	0.203	par 4
Yb	<---	Xb	0.361	0.072	5.038	***	par 5

Source: Processed from the raw data matrix, 2019

The direct effect of changing the destination image on tourist satisfaction $P = 0.375$ or $CR = -0.887$ means it is not significant. See columns P and CR in table 6. The direct effect of changes in pull factors on tourist satisfaction $P = ***$ is substantial. The immediate impact of changes in tourist satisfaction on changes in the intention to revisit $P = ***$ is substantial. The immediate impact of the change in destination image on the change in intention to revisit $P = 0.203$ is not substantial. The direct effect of changes in the pull factor on the intention to revisit $P = ***$ is significant. The effect of changing the image of the destination on tourist satisfaction is insignificant or virtually no effect. Likewise, the effect of changing the destination's image on the intention to revisit is insignificant or can be called no effect. The effect of the other third relation is significant.

4.4 Direct Influence.

4.4.1 The Direct Influence of Destination Imagery on Tourist Satisfaction in the Lake Toba Region

Destination imagery influences directly with no significant tourist satisfaction, but in the opposite direction. This change is relatively small, so it does not affect tourist satisfaction. We could see the magnitude of the direct impact in table 7.

Suzan Oboban (2012) research results, cognitive and emotional image Affect satisfaction. (Khansa et

al. 2016) The positive effect between destination images partially on tourist satisfaction. (Mulyana et al. 2016) The quality of service and the image of each destination directly influence the satisfaction and intention to visit again. The three previous research results are not in line with the results of the author's research. The three previous studies showed that destination image has a significant effect on tourist satisfaction.

4.4.2 The Direct Influence of Pull Factors on Tourist Satisfaction in the Lake Toba Region

Pull factors have a direct and significant effect on tourist satisfaction, besides the same direction. The increase in pull factors will have a direct impact on increasing tourist satisfaction. Improvements or improvements to the elements of Location climate, Retail advertising, Special events, Incentive schemes, Visiting relatives, Tourist attractions, Culture, and the Natural environment & man-made environment have a direct impact on improving the following components: Consumer vs. Customer Expectations; Conformity of expectations; mouth to mouth positive communication; Overall satisfaction; Influence and meaning of satisfaction. Vice versa.

The most influential factor in pull factors is Culture. On the other hand, the most potent component of tourist satisfaction is overall satisfaction. The impact of these two components is the most important compared to the elements in the community in the change of the two constructs.

Table 7: Standardized Direct Effects (Group number 1 - Default model)

	Xb	Xa	Ya	Yb
Ya	0.835	-0.038	0.000	0.000
Yb	0.442	-0.037	0.596	0.000

Source: Processed from the raw data matrix, 2019

Three results of research that support namely (Rai et al. 2016), motivation variable towing (pull factor) significantly affected the satisfaction. (Wicaksono, 2018) Pull motivation has a significant influence toward tourist satisfaction; (Irianto et al. 2017) Pull factors influence tourist satisfaction.

From this research (Rai et al. 2016), the pull factors indicators include: (1) take advantage of vacation or leisure time, (2) transportation has grown especially to Bali, (3) the prices in Bali, (4) the nature of Bali, (5) various types of food and beverage in Bali, (6) the facilities and services for hotels in Bali, (7) health facilities in Bali, (8) the ease and service of the immigration procedures, and (9) the proximity from

the country of origin. Several different indicators with this study are prices, immigration procedures, and visiting relatives. Although the constructs are the same, the indicators that reflect the pull factors construct may not be the same. However, the context is no different, namely describing various factors in tourist destinations that encourage tourists to travel to these locations.

Wicaksono's research respondents are Muslim Tourists in Yogyakarta, Central Java. The analysis technique uses PLS (partial least square). This method does not consider residues, contrast to Maximum likelihood which finds residuals in processing observational data. Respondent research

(Irianto et al. 2017), namely 400 archipelago tourist park Borobudur temple. The type of descriptive research and causality are the same as the type of research the author. The number of research respondents in the Borobudur temple is twice as large.

4.4.3 The Direct Influence of Tourist Satisfaction on the Intention to Visit Again

Tourist satisfaction has a significant direct effect on the intention to return to the Lake Toba region of northern Sumatra. The direct impact is unidirectional. Changes in tourist satisfaction will directly change the intention of tourists visiting again with no different direction. Increasing tourist satisfaction will increase their intention to come back to the Lake Toba region. And vice versa. Tourist satisfaction is reflected with: Consumer vs. Customer Expectations; Conformity of expectations; Mouth to mouth positive communication; overall satisfaction; Influence, and meaning of satisfaction. The intention of the return visit reflected by the following intentions: Commitment and positive attitude; Enthusiasm to introduce; refer to the entire existence of the tourist destination to others; Immunity to the attraction of competitors. Positive transmittance plays the most significant part in reflecting tourist satisfaction. The enthusiasm to introduce the highest part demonstrates the intention of a return visit. The two indicators are the most influential in changing the intention of the return visit as a direct impact of tourist satisfaction.

The results of (Samsudin et al. 2016), (Khansa et al. 2016), (Mulyana et al. 2016), support the results of the author's research. Tourist satisfaction has a significant effect on the intention of returning tourists. Even though the destination is different and respondent is not the same, the results of the study remain the same. Therefore the concept that states tourist satisfaction will increase the intention of return visits getting stronger.

4.4.4 The Direct Influence of the Destination's Image on the Intention to Visit Again

Destination image has no significant direct effect on the intention to visit again; besides, the direction is negative. Changes in the destination's image have a direct impact, not in the direction of the intention of a repeat visit. If the destination image is getting better, the intention of the repeat visit does not immediately increase. The coefficient is relatively small so that the effect is often ignored or called no effect.

(Samsudin et al. 2016) research results show that the image of destination and tourist satisfaction significantly influence the intention of tourists to return. (Mulyana et al. 2016) The quality of service and the image of each destination directly influence the satisfaction and intention to visit again. One of the conclusions of the two studies is that the destination image has a significant and positive direct effect on the intention of a return visit. Both of these results do not support the results of the author's research.

The object of Samsudin's research is (100) tourists who have visited Bunaken National Park. The object of Mulyana et al. research is 114 respondents of a waterfall tourism park in Bogor. Two different destinations and respondents were also conducted in the two studies. It shows that the characteristics of the two tourist destinations are not the same. The analysis technique used is also different, namely multiple linear regression and Structural Equation Modeling Method with Smart PLS 2.0. The precision of analytical techniques in processing data can be modified as a result of different approaches. The behavior of tourists visiting a region can be different from tourists who travel to other locations.

4.4.5 The Direct Influence of the Pull Factor on the Intention to Visit Again

The pulling factor has a direct and significant effect on tourists' intention to return to the Lake Toba region. The influence of the two constructs is in the same direction. Changes in push factors will directly affect changes in intention to visit again. Increasing the characteristics of tourist destinations will immediately lead to an increase in intention to return to the Lake Toba region. Unlike the image of the destination that does not affect the intention to re-visit Lake Toba. An attractive destination will not necessarily create a positive impression in the minds of tourists who have traveled to the place. Images formed when positive reactions planted in their minds.

(Irianto et al. 2017) Attractive factors influence tourist satisfaction and interest in returning tourists. (Basiya et al. 2012), the research directly outlines the elements of the pull factors from the results of his research concerning the influence on the intention to visit again. There are several highlighted: The quality of natural attraction has a direct and positive impact toward tourist intention to visit; The quality of building attraction has a direct and positive impact toward tourist intention to visit; The quality of cultural attraction has a direct and positive impact toward tourist intention to visit; The quality of social

attraction has a direct and positive impact toward tourist intention to visit. So not all push factor components have a direct and significant effect on tourist intentions to re-visit tourist destinations. Both research findings support the authors' conclusions in the Lake Toba tourism area with 222 respondents.

Respondents in the research of Irianto et al. were 400 tourists from the Borobudur Temple tourism park. This amount is far more than respondents in the author's research. The analysis technique of Irianto et al. is Descriptive method and path analysis with multiple regression. (Basiya et al. 2017) Used descriptive method and path analysis with multiple regression. The writer uses the SEM technique with a maximum likelihood approach.

4.5 Indirect Influence

4.5.1 The Indirect Effect of the Destination's Image on the Intention to Visit Again through Tourist Satisfaction

The image of the destination has an indirect and insignificant effect on the intention of the return visit through tourist satisfaction, while the direction is also negative. So either the direct or indirect influence on the intention of tourists visiting the Lake Toba area has no effect and is negative. The direct influence of the image of the tourist destination on the interest of visiting again has a construct coefficient of -0.037. The indirect effect on the two latent variables is also equal to -0.023. See table 8. There is an increase in the coefficient on the indirect effect. The variable of tourist satisfaction is mediating. However, this is less significant because the influence is too small and is considered non-existent.

4.5.2 The Indirect Effect of the Pull Factor on the Intention to Visit Again through Tourist Satisfaction

The indirect effect of push factors on return intention through the satisfaction of tourists is significant and unidirectional or positive. Although directly or indirectly (through tourist satisfaction), the influence of the pull factor on the intention of the visit remains significant and positive. The effect of the two constructs is shown by the coefficient (Standardized Direct Effects) of 0.442. The indirect effect is 0.498. The variable between tourist satisfactions increases the effect of push factors on the intention of a return visit to the Lake Toba region. The construct of traveler satisfaction is called the mediating variable.

Efforts to increase the intention of a return visit will be better by first increasing tourist satisfaction, especially the enthusiasm to introduce the Lake Toba tourism area.

Wicaksono's research results, 2018, support the results of the author's research, Pull motivation has a significant influence on destination loyalty through tourist satisfaction. Destination loyalty is considered analogous to the intention of visiting again. Tourists loyalty occurs when the intention arises first. If loyalty to go to a destination occurs, clearly that intention is not in doubt.

5 CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

1. The image of a tourist destination has a direct, insignificant, and negative effect on tourist satisfaction.
2. The image of a tourist destination has a direct, insignificant, and negative effect on the interests of tourist return visits.
3. Pull factors have a direct, significant and positive effect on tourist satisfaction.
4. Pull factors have a direct, significant and positive effect on the interest of tourist return visits.
5. Tourist satisfaction has a direct, significant, and positive effect on the interest of returning tourists.
6. The destination image's indirect effect is insignificant, and negative to the intention to return to the Lake Toba region through tourist satisfaction.
7. Pull factors have an indirect and significant positive effect on the intention to visit again through tourist satisfaction

5.2 Suggestion

More in-depth review of cognitive and affective aspects such as Lively Toba Lake Area (Living area, Exciting Toba Lake Area (Interesting area), Pleasant Toba Lake Area (Comfortable / pleasant area) Natural Attractions), General infrastructure, Atmosphere, Social Environment, and Value for Money These components do not affect tourist satisfaction and the intention of tourists to return to the Lake Toba tourism area.

To increase the intention of tourists to re-visit it is better first to increase the Consumer vs. Customer expectations; Conformity of expectations; "Getok"

positive infection; Overall satisfaction; Influence and meaning of satisfaction for tourists who are or have been on a picnic to the Lake Toba region.

Compound factors of attractiveness such as Location climate, National promotion, Retail advertising, special events, Incentive schemes, Visiting relatives, Tourist attractions, Culture, Natural environment and human-made environment remain essential to be maintained and developed because of direct and indirect impacts on tourist satisfaction and their intention to make a repeat visit.

Other researchers in the future can repeat this research or even expand the constructs that affect tourist satisfaction and revisit intention to the Lake Toba region.

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