Tourist Attractions, Perceived Value, Destination Image, and Loyalty Motivation: A Mediating Variable Analysis

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Abstract: This study examines and analyzes various factors affecting tourist satisfaction and loyalty towards the agro-tourism destination in Tanah Karo. This study utilizes a quantitative research approach with a descriptive methodology to analyze the impact of various factors on tourist loyalty to the agro-tourism destination in Tanah Karo. The research aims to evaluate the effects of tourist attractions, perceived value, destination image, and motivation on tourist loyalty, with satisfaction as a mediating variable. Descriptive analysis will interpret the data, while quantitative analysis will employ statistical tools for hypothesis testing. The study, conducted in Berastagi, Tanah Karo, will use interviews and surveys to collect data from tourists aged 18 to 55 who have visited the destination more than twice. Data will be gathered through questionnaires and secondary sources and analyzed using Structural Equation Modeling with Partial Least Squares. This analysis will include assessing model validity, reliability, and hypothesis testing to understand the direct and indirect effects of the studied variables on tourist loyalty. Based on the research conducted at Agrowisata Tanah Karo, it can be concluded that tourist attractions, perceived value, destination image, and motivation significantly influence tourist satisfaction. Higher satisfaction, in turn, positively impacts tourist loyalty. Specifically, the appeal of tourist attractions and the perceived value contribute to greater satisfaction, which fosters loyalty. Additionally, the destination image and the motivation behind tourists' visits enhance satisfaction and loyalty. Tourist satisfaction mediates the relationship between attractions and loyalty and between perceived value, destination image, and loyalty. Thus, improving these factors can increase tourists' satisfaction and loyalty.

Keywords: Tourist Attractions, Perceived Value, Destination Image, Tourist Motivation, Tourist Loyalty

INTRODUCTION

Agro-tourism is a form of rural tourism that offers agricultural activities as tourist attractions and involves residents in the planning and managing of farming areas. According

to Amalia et al. (2023), agro-tourism is an enterprise run by farmers to entertain and educate visitors. Agricultural tourism is an effort by farmers in the agriculture industry to provide entertainment and education to visitors. The attractions for tourists are often unique and different from their places of origin, particularly in activities and locations that capture their interest (Surya & Suwarno, 2023a).

Agricultural tourism represents a potential source of income and enhances social benefits. Visitors to agricultural tourism areas can interact directly with farmers and indirectly support the growth of agricultural produce. The development strategy of tourism resources in villages can be achieved through agro-tourism. Agro-tourism has been developed since the 20th century when tourism was associated with the production environment of the agricultural sector (Naibaho & Nuswantara, 2022). Agro-tourism is all activities related to tourism that also serve as educational experiences for tourists to gain closer insights into the agricultural sector's production processes and enjoy agricultural products directly at the source.

Agro-tourism is an essential and continually growing global industry and has even attracted the attention of policymakers, researchers, and local governments. For rural communities, agro-tourism has been recognized as a critical factor in sustainable rural development that can continue to evolve as an alternative to diversifying the agricultural sector. Since agriculture is increasingly less appealing as a livelihood for some, agro-tourism offers a viable alternative for increasing farmers' income without abandoning their primary occupation as farmers. Nevertheless, agriculture remains crucial for food security in various countries, including Indonesia. With traditional marketing approaches, tourism will target the digital era population, categorizing tourists into specific groups (Suwarno, 2024).

One of the districts in North Sumatra with agro-tourism potential is Tanah Karo, Kaban Jahe District. The development of agro-tourism in Tanah Karo relies on agricultural objects and products as tourist attractions, such as strawberry farms where tourists can pick their own, citrus farms, flower festivals, and others. In addition to these tourist attractions, Karo District also features agro-tourism areas with fruit orchards, vegetable gardens, flower farms, and community plantations that are accessible from the city and sub-districts, as shown in the following table:

Table 1. Tourist Visits to Karo District from 2018-2023

No	Year	Number of Tourist Visits to Karo District (People)
1.	2018	530,267
2.	2019	535,569
3.	2020	570,788
4.	2021	498,156
5.	2022	482,513
6.	2023	429,607

Source: Karo District Tourism and Culture Office, 2023

The table shows an increase in tourist visits from 2018 to 2020 and a decline from 2021 to 2023. The data indicates that Karo District is one of the main tourist destinations in North Sumatra, with potential comparable to other tourist regions in Indonesia. Karo District is well-known for its agricultural products, including many fruits and vegetables.

The development of agro-tourism concepts implemented in several areas of Karo District can serve as an alternative type of tourism, potentially increasing destinations to attract visitors. However, the reality contradicts expectations, as local communities have not yet capitalized on this opportunity to enhance their economy. Similarly, tourism industry players have not effectively collaborated in a pentahelix manner with the government, tourism industry, media, academia, and the community.

Tongkoh Village and Kutagadung Village are locations for agro-tourism in Karo District. The diversity of agricultural products and fruits can support agro-tourism development in Karo District and improve the community's economic conditions. However, the lives of farmers in Tongkoh Village have not received serious attention from the local government in managing these natural resources. From an economic perspective, despite abundant and well-known natural resources frequently visited, farmers in Tongkoh and Kutagadung face many challenges, such as low crop prices, high fertilizer and pesticide costs, and the circulation of counterfeit fertilizers and pesticides. Additionally, the decrease in the number of visitors to agro-tourism sites is attributed to the lack of innovation among farmers in managing agro-tourism. As a result, farmers often sell their produce to middlemen at lower prices than they would receive from tourists. There is also a lack of knowledge among agro-tourism operators on using social media to promote their tourism.

Based on the table above, it is evident that the agro-tourism potential of Karo District is very promising for development. However, many agro-tourism potentials have not been well-utilized and lag behind other types of tourism. This is reflected in the decreasing percentage of tourists visiting agro-tourism sites year after year. This decline is suspected to be due to inadequate tourist attractions at these sites, which do not satisfy visitors, such as fruit-picking activities like strawberry and citrus picking. Furthermore, perceived value, destination image, and tourist motivation do not meet visitor expectations. This challenges agro-tourism operators to increase visitor numbers, especially after the post-Covid-19 recovery. This should be an opportunity to attract tourists to Karo.

This phenomenon raises questions that have yet to be resolved. According to Sandiaga Uno, the Minister of Tourism and Creative Economy, tourism recovery must focus on optimizing natural resource management while preserving ecological processes and conserving natural resources. Agro-tourism is an alternative tourism management approach that can preserve natural environments while maintaining agricultural activities. With all its potential benefits, agro-tourism is highly viable and should be developed through optimal efforts to attract domestic and international tourists. Thus, a thorough examination is needed to identify factors influencing tourists' interest in visiting agro-tourism destinations, particularly from a marketing perspective, so that these factors can be continuously improved. A critical challenge in tourism marketing is creating a more tangible impression of tourism products by managing various physical evidence (Suwarno et al., 2023).

Based on the background outlined, agro-tourism is still less popular than other tourism types. Agro-tourism operators must address this challenge by increasing tourist visits to their locations, making it a significant opportunity for agro-tourism. After identifying the issues, further research will be conducted through surveys at agro-tourism destinations. The collected data will be statistically tested and analyzed to determine what factors influence tourists' interest in visiting agro-tourism destinations.

This study examines and analyzes factors affecting tourist satisfaction and loyalty towards the agro-tourism destination in Tanah Karo. The primary focus includes investigating the impact of tourist attractions, perceived value, destination image, and motivation on tourist satisfaction. Additionally, the study will assess how tourist satisfaction influences their loyalty to the Tanah Karo agro-tourism destination. The research will also evaluate the direct and indirect effects of tourist attractions, perceived value, destination image, and motivation on tourist loyalty through satisfaction as a mediating variable. Therefore, this study will provide in-depth insights into the factors influencing tourists' decisions to visit and revisit the Tanah Karo agro-tourism destination.

METHOD

This study utilizes a quantitative research approach with a descriptive methodology to analyze the impact of various factors on tourist loyalty to the agro-tourism destination in Tanah Karo. Sugiyono (2016) states that quantitative research is systematic, planned, and structured from the design phase to the data analysis stage. Research variables are everything that will become the object of research observation (Suwarno & Nugroho, 2023). The research aims to evaluate the effects of tourist attractions, perceived value, destination image, and motivation on tourist loyalty, with satisfaction as a mediating variable. Descriptive analysis will interpret the data, while quantitative analysis will employ statistical tools for hypothesis testing. The study, conducted in Berastagi, Tanah Karo, will use interviews and surveys to collect data from tourists aged 18 to 55 who have visited the destination more than twice. Data will be gathered through questionnaires and secondary sources and analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). This analysis will include assessing model validity, reliability, and hypothesis testing to understand the direct and indirect effects of the studied variables on tourist loyalty.

RESULTS AND DISCUSSION

This study uses Partial Least Squares (PLS) regression analysis to test the four hypotheses proposed. Each hypothesis will be analyzed using Smart-PLS software to examine the relationships between variables.

Partial Least Squares (PLS) Method

A research study must conduct a normality test before performing other tests. This is necessary to assess the relationships or influences between different variables. The author uses Smart-PLS data processing software, which has several advantages, for easy normality testing.

Smart-PLS is a computer software used for data analysis through a Variance-Based SEM approach, commonly called Partial Least Squares (PLS). Many researchers use the Smart-PLS application for calculations using this approach. Partial Least Squares (PLS) is a multivariate statistical technique that handles multiple response and explanatory variables simultaneously. This analysis is an excellent alternative to multiple and principal component regression because it is more robust. Robustness means that the model parameters do not change much when a new sample is drawn from the total population (Geladi and Kowalski). Partial Least Squares is a predictive technique that can handle many independent variables, even in multicollinearity among these variables (Ramzan and Khan, 2015).

The data processing using this application involves bootstrapping or random duplication. Therefore, normality testing can be easily calculated, and there is no minimum sample requirement. This method can even be used for small samples. The basic framework in Smart-PLS is linear regression. Consequently, all aspects of linear regression are also present in Smart-PLS, though differentiated by symbols, signs, and terms. In Smart-PLS, many response and explanatory variables can be handled.

Outer Model Evaluation (Measurement Model Validity and Reliability Testing)

Convergent validity is part of the measurement model, usually called the outer model, while in covariance-based approaches, it is called confirmatory factor analysis (CFA) (Mahfud and Ratmono, 2013). There are two criteria to assess whether the outer model (measurement model) meets the requirements for convergent validity for reflective constructs: (1) loadings must be above 0.7 and (2) p-values must be significant (<0.05) (Hair et al., in Mahfud and Ratmono, 2013). However, the loading requirement above 0.7 is often unmet in some cases, especially for newly developed questionnaires. Therefore, loadings between 0.40 and 0.70 should still be considered for retention (Mahfud and Ratmono, 2013).

Indicators with loadings below 0.40 should be removed from the model. However, for indicators with loadings between 0.40 and 0.70, the impact of removing these indicators on average variance extracted (AVE) and composite reliability should be analyzed. Indicators with loadings between 0.40 and 0.70 can be removed if they improve the average variance extracted (AVE) and composite reliability above the threshold (Mahfud and Ratmono, 2013). The AVE and composite reliability threshold values are 0.50 and 0.7, respectively. Another consideration for removing indicators is their impact on content validity. Indicators with small loadings may still be retained if they contribute to the content validity of the construct (Mahfud and Ratmono, 2013). Table 4.6 presents the loading values for each indicator.
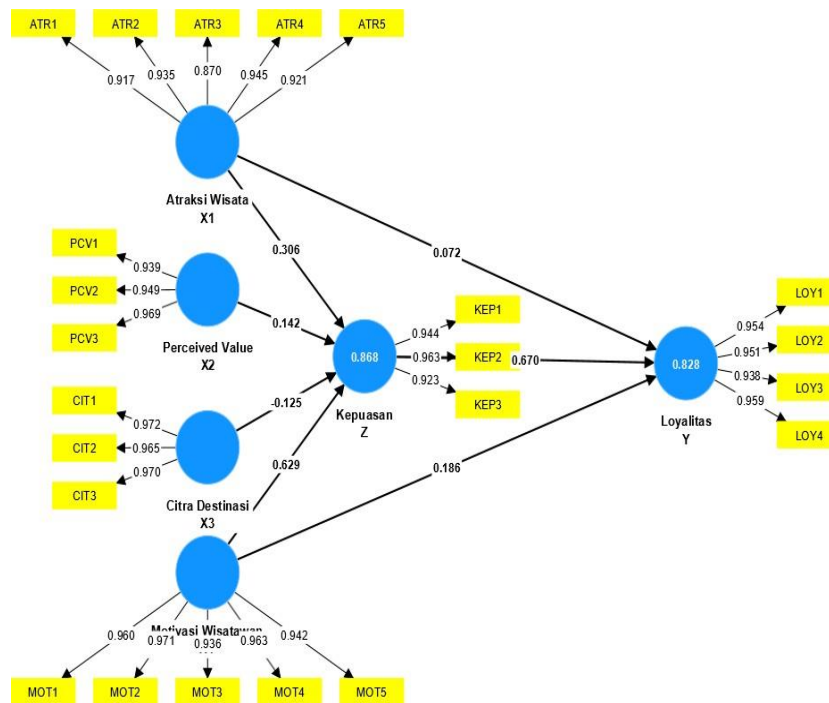

Figure 1. Validity Testing Based on Factor Loadings
Source: Processed using Smart PLS 4

Based on the validity testing of factor loadings in Table 4.6 and Figure 4.4, all loading values > 0.7, indicating that the validity requirement based on loading values has been met. Next, validity testing based on average variance extracted (AVE) will be conducted.

Construct Reliability and Validity Test

All outer loading values are > 0.7, which means they have met the validity requirements based on loading values.

Table 2. Average Variance Extracted (AVE)

Attribute	Average Variance Extracted (AVE)
Tourism Attraction_X1	0.843
Destination Image_X3	0.938
Satisfaction_Z	0.891
Loyalty Y	0.903
Tourist Motivation_X4	0.911
Perceived Value_X2	0.907

Source: Processed using Smart PLS 4

All AVE values > 0.5, indicating that the validity requirements based on AVE have been met.

Table 3. Composite Reliability (CR)

Attribute	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Tourism Attraction_X1	0.956	0.964
Destination Image_X3	0.967	0.979
Satisfaction_Z	0.939	0.961
Loyalty_Y	0.965	0.974
Tourist Motivation_X4	0.976	0.981
Perceived Value_X2	0.949	0.967

Source: Processed using Smart PLS 4

All CR/Composite Reliability (rho_a) and (rho_c) values > 0.7, indicating that the reliability requirements based on CR have been met.

Table 4. Cronbach's Alpha (CA)

Attribute	Cronbach's Alpha
Tourism Attraction_X1	0.953
Destination Image_X3	0.967
Satisfaction_Z	0.938
Loyalty_Y	0.964
Tourist Motivation_X4	0.976
Perceived Value_X2	0.949

Source: Processed using Smart PLS 4

All CA values > 0.7, indicating that the reliability requirements based on Cronbach's alpha have been met.

Discriminant Validity Test

The discriminant validity test uses the Fornell-Larcker criterion.

Table 5. Fornell-Larcker Discriminant Validity

Attribute	TA	DI	S	L	TM	PV
Tourism Attraction_(TA)	0.918					
Destination Image_(DI)	0.912	0.969				
Satisfaction_(S)	0.897	0.897	0.944			
Loyalty (L)	0.841	0.839	0.905	0.950		
Tourist Motivation_(TM)	0.907	0.912	0.918	0.866	0.955	
Perceived Value_(PV)	0.941	0.920	0.900	0.873	0.929	0.952

Note: TA: Tourism Attraction, X2: Perceived Value, X3: Destination Image, TM: Tourist Motivation, Z: Satisfaction, Y: Loyalty

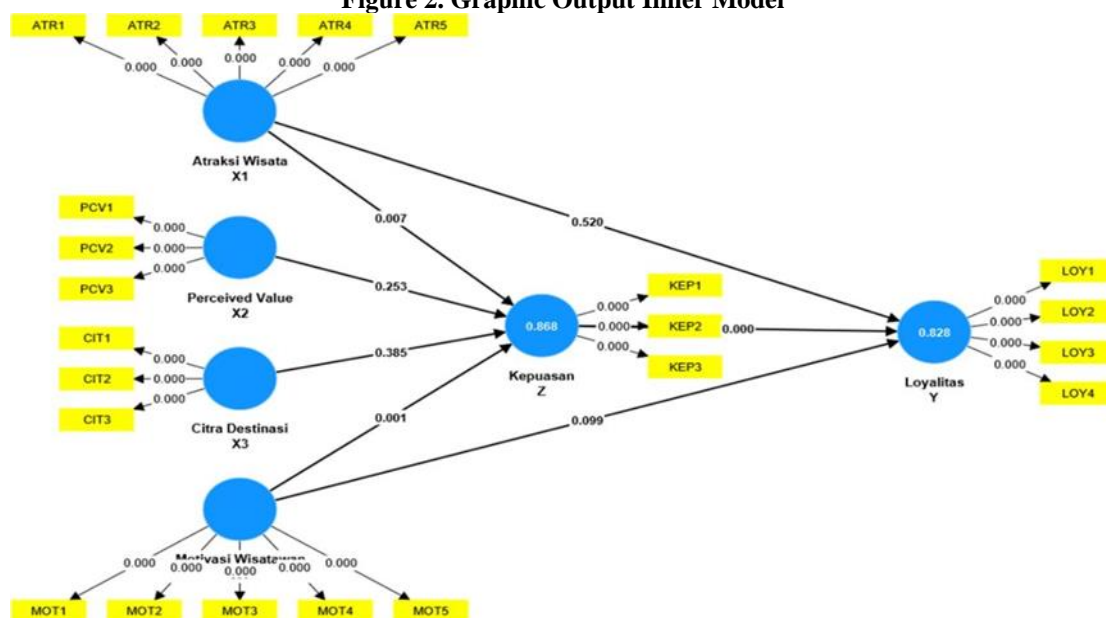Source: Processed using Smart PLS

In the discriminant validity test, the square root of the AVE for a latent variable is compared with the correlation values between that latent variable and other latent variables. It is found that the square root of the AVE for each latent variable is greater than the correlation values between that latent variable and other latent variables. Therefore, it can be concluded that the discriminant validity requirement has been met.

Hypothesis Testing Significance (Bootstrapping/Hypothesis Testing)

Table 6. Outer Loading

	(O)	(M)	(STDEV)	(|O/STDEV|)	P values
ATR1 <- Attraction_X1	0,222	0,222	0,008	27,260	0,000
ATR2 <- Attraction_X1	0,232	0,232	0,007	35,105	0,000
ATR3 <- Attraction_X1	0,194	0,194	0,010	19,837	0,000
ATR4 <- Attraction_X1	0,225	0,225	0,005	46,337	0,000
ATR5 <- Attraction_X1	0,216	0,216	0,007	33,216	0,000
CIT1 <- Destination Image_X3	0,342	0,342	0,004	91,894	0,000
CIT2 <- Destination Image_X3	0,348	0,348	0,005	77,129	0,000
CIT3 <- Destination Image_X3	0,343	0,343	0,005	73,080	0,000
KEP1 <- Satisfaction_Z	0,338	0,338	0,004	77,330	0,000
KEP2 <- Satisfaction_Z	0,358	0,358	0,005	75,220	0,000
KEP3 <- Satisfaction_Z	0,364	0,363	0,006	56,945	0,000
LOY1 <- Loyalty_Y	0,267	0,267	0,005	55,450	0,000
LOY2 <- Loyalty_Y	0,265	0,265	0,005	51,309	0,000
LOY3 <- Loyalty_Y	0,255	0,255	0,005	55,437	0,000
LOY4 <- Loyalty_Y	0,265	0,265	0,004	70,216	0,000
MOT1 <- Tourist Motivation_X4	0,212	0,212	0,002	90,666	0,000
MOT2 <- Tourist Motivation_X4	0,212	0,212	0,002	98,725	0,000
MOT3 <- Tourist Motivation_X4	0,209	0,209	0,003	82,919	0,000
MOT4 <- Tourist Motivation n_X4	0,207	0,207	0,002	95,537	0,000
MOT5 <- Tourist Motivation _X4	0,208	0,208	0,003	61,001	0,000
PCV1 <- Perceived Value_X2	0,347	0,347	0,006	59,201	0,000
PCV2 <- Perceived Value_X2	0,350	0,350	0,006	55,468	0,000
PCV3 <- Perceived Value_X2	0,353	0,353	0,005	69,165	0,000

Figure 2. Graphic Output Inner Model

Source: Processed using Smart PLS

Significance of Effect Test (Bootstrapping/Hypothesis Testing)
Table 7. Direct Effect Significance

	(O)	(M)	(STDEV)	(|O/STDEV|)	P values	Hipotesis
Tourist Attraction_X1 -> Satisfaction Z	0,306	0,333	0,114	2,686	0,007	Ha Accepted
Tourist Attraction _X1 -> Loyalty _Y	0,277	0,302	0,131	2,119	0,034	Ha Accepted
Destination Image_X3 -> Satisfaction Z	0,325	0,122	0,144	1,869	0,005	Ha Accepted
Satisfaction_Z -> Loyalty_Y	0,670	0,673	0,112	6,005	0,000	Ha Accepted
Tourist Motivation _X4 -> Satisfaction _Z	0,629	0,597	0,187	3,367	0,001	Ha Accepted
Tourist Motivation X4 -> Loyalty_Y	0,608	0,579	0,164	3,693	0,000	Ha Accepted
Perceived Value_X2 -> Satisfaction Z	0,242	0,255	0,124	1,143	0,003	Ha Accepted

Source: Processed using Smart PLS

Based on the direct effect testing results in Table 7:
1. Tourism Attraction (X1) has a positive and significant effect on Tourist Satisfaction (Z), with a path coefficient (Original Sample column) of 0.306 and P-Value = 0.007.
2. Perceived Value (X2) has a positive and significant effect on Tourist Satisfaction (Z), with a path coefficient (Original Sample column) of 0.242 and P-Value = 0.003.
3. Destination Image (X3) has a positive and significant effect on Tourist Satisfaction (Z), with a path coefficient (Original Sample column) of 0.325 and P-Value = 0.005.
4. Tourist Motivation (X4) has a positive and significant effect on Tourist Loyalty (Y), with a path coefficient (Original Sample column) of 0.608 and a P-value of 0.000.
5. Tourist Satisfaction (Z) has a positive and significant effect on Tourist Loyalty (Y), with a path coefficient (Original Sample column) of 0.670 and a P-value of 0.000.
6. Tourism Attraction (X1) has a positive and significant effect on Customer Loyalty (Y), with a path coefficient (Original Sample column) of 0.277 and P-Value = 0.034.
7. Tourist Motivation (X4) has a positive and significant effect on Tourist Satisfaction (Z), with a path coefficient (Original Sample column) of 0.629 and a P-value of = 0.001.

Table 8. Specific Indirect Significance

	(O)	(M)	(Stdev)	(|O/Stdev|)	P values	Hipotesis
Destination Image _X3 -> Satisfaction _Z -> Loyalitas_Y	0,284	0,292	0,198	2,855	0,005	Ha Accepted
Tourist Motivation _X4 -> Satisfaction _Z -> Loyalitas_Y	0,422	0,402	0,142	2,966	0,003	Ha Accepted
Tourist Attraction_ _X1 -> Satisfaction _Z -> Loyalitas_Y	0,205	0,224	0,085	2,426	0,015	Ha Accepted
Perceived Value_X2 -> Satisfaction _Z -> Loyalitas_Y	0,295	0,298	0,087	2,098	0,022	Ha Accepted

Based on the results of the indirect effect testing in Table 8, the findings are:
1. **Tourist Attraction (X1)** has a positive and significant effect on tourist loyalty (Y) through tourist satisfaction (Z), with a path coefficient (Original Sample column) of 0.205 and a P-value of 0.015.

2. **Perceived Value (X2)** has a positive and significant effect on tourist loyalty (Y) through tourist satisfaction (Z), with a path coefficient (Original Sample column) of 0.295 and a P-value of 0.022.
3. **Destination Image (X3)** has a positive and significant effect on tourist loyalty (Y) through tourist satisfaction (Z), with a path coefficient (Original Sample column) of 0.284 and a P-value of 0.005.
4. **Tourist Motivation (X4)** has a positive and significant effect on tourist loyalty (Y) through tourist satisfaction (Z), with a path coefficient (Original Sample column) of 0.422 and a P-value of 0.003.

Coefficient of Determination (R²)

The coefficient of determination, R-square (R^2), is analyzed to measure the extent to which independent variables can explain the variation in the dependent variable. A higher R^2 value indicates a more significant proportion of the dependent variable variance explained by the independent variables. The difference between the R^2 values of different models reflects the influence of other variables in explaining the variation in the dependent variable. In this analysis, due to the varying number of indicators used in each construct, the coefficient of determination is evaluated by examining the adjusted R-square values generated through SmartPLS algorithm calculations.

Table 9. R-Square

	R-square	R-square adjusted
Kepuasan_Z	0.868	0.863
Loyalitas_Y	0.828	0.823

Source: Processed using SmartPLS 4

The R-Square value for Customer Loyalty (Y) is 0.828. Since R-Square = 0.828 > 0, it can be concluded that Tourist Attractions (X1), Perceived Value (X2), Destination Image (X3), Tourist Motivation (X4), and Tourist Satisfaction (Z) have predictive relevance for Tourist Loyalty (Y). The R-Square value for Tourist Satisfaction (Z) is 0.868. Since R-Square = 0.868 > 0, it can be concluded that Tourist Attractions (X1), Perceived Value (X2), Destination Image (X3), and Tourist Motivation have predictive relevance for Tourist Satisfaction (Z) and Tourist Loyalty (Y).

Table 10. Goodness of Fit Model

	Saturated model	Estimated model
SRMR	0.033	0.033
d_ULS	0.298	0.308
d_G	1.610	1.632
Chi-square	951.527	959.791
NFI	0.828	0.826

Source: Processed using SmartPLS 4

Based on the goodness of fit test results, the SRMR value is 0.033, less than 0.1. Therefore, the model fits well.

The Influence of Tourist Attractions (H1) on Tourist Satisfaction Visiting Agrowisata Tanah Kar

The first hypothesis states that "Tourist Attractions (X1) have a positive and significant effect on Tourist Satisfaction (Z) in the case study of the Agrowisata Tanah Karo destination," which is supported by the results of the analysis. The path coefficient between tourist attractions and tourist satisfaction is 0.306, indicating that each one-unit increase in the tourist

attraction variable is associated with a 0.306-unit increase in the tourist satisfaction variable. A significant p-value of 0.007 confirms that this relationship is statistically relevant.

In this context, tourist attractions refer to various efforts by tourism industry players in collaboration with local governments to increase tourist awareness and interest. Tourist attractions can be seen or witnessed through shows organized explicitly for tourists. Tourists visit a destination to fill their leisure time, typically choosing locations with specific characteristics such as natural beauty, traditional arts, local culture, and regional history. Previous research by Aprila (2021) supports this, indicating that the analysis of the agrotourism potential in Karo Regency offers unique and exciting attractions that provide activities such as strawberry and orange picking, further reinforcing these findings.

With these results, the alternative hypothesis can be accepted, suggesting that tourist attractions play a crucial role in enhancing tourist satisfaction when visiting the Agrowisata Tanah Karo destination. By focusing on developing strategies for agrotourism, Tanah Karo can strengthen the positive relationship between tourist attractions and tourist satisfaction while encouraging tourism industry players to enhance attractions to meet tourist needs and desires.

The Influence of Perceived Value (H2) on Tourist Satisfaction Visiting Agrowisata Tanah Karo

The second hypothesis states that "Perceived Value (X2) has a positive and significant effect on Tourist Satisfaction (Z) in the case study of the Agrowisata Tanah Karo destination." The analysis results show that the path coefficient between perceived value and tourist satisfaction is 0.242, meaning that each one-unit increase in the perceived value variable is followed by an increase of approximately 0.242 units in the tourist satisfaction variable. A significant p-value of 0.003 confirms the statistically solid relevance of this relationship. In this context, perceived value refers to how well the perceived value benefits tourists. The influence of perceived value on tourist satisfaction when visiting Agrowisata Tanah Karo can be a critical factor in developing the destination. Several studies highlight a positive relationship between perceived value and tourist satisfaction levels. It is essential to continuously understand tourist perceptions to improve the quality of services and products to achieve optimal satisfaction. This result is consistent with previous research by Wibisono et al. (2023), which found that destination image, perceived value, and satisfaction impact tourist loyalty in Banyuwangi.

The findings suggest that perceived value can enhance tourist satisfaction when visiting Agrowisata Tanah Karo. Agrowisata Tanah Karo can improve tourist satisfaction by ensuring that perceived value, such as the quality of products and services, meets tourist expectations. Destination image, perceived value, and satisfaction also play roles in tourist loyalty, which applies to Agrowisata Tanah Karo. Providing high-quality services can enhance perceived value and contribute to tourist satisfaction.

The Influence of Destination Image (H3) on Tourist Satisfaction Visiting Agrowisata Tanah Karo

The third hypothesis states that "Destination Image (X3) has a positive and significant effect on Tourist Satisfaction (Z) in the case study of Agrowisata Tanah Karo." The analysis results show that the path coefficient between destination image and customer satisfaction is 0.325, meaning that each one-unit increase in the destination image variable is followed by an increase of approximately 0.325 units in the customer satisfaction variable. A significant p-value of 0.000 confirms that this relationship has high statistical relevance. In this context, destination image refers to how well the image of a destination satisfies tourists and encourages them to visit Agrowisata Tanah Karo. The influence of destination image can significantly enhance tourist satisfaction. Related research shows a positive relationship between destination image and tourist satisfaction levels. Previous studies, such as Suandari et al. (2023), indicate

that the role of local wisdom in destination image mediates attributes and service quality affecting revisit intentions. Similarly, Caroline (2023) shows the impact of destination image on tourist satisfaction and behavioral intention.

The findings suggest that destination image significantly influences tourist satisfaction, highlighting the importance of destination image in creating tourist satisfaction. Positive destination images can create environments where tourists are encouraged to visit again, increasing loyalty. This contributes to solving issues related to Agrowisata Tanah Karo's development strategies and improving overall tourist satisfaction. Recommendations can focus on building and maintaining a positive destination image to enhance tourist satisfaction, supported by regulations that integrate tourism management with sustainability and quality improvements (Sufyati et al., 2023).

The Influence of Tourist Motivation (H4) on Tourist Satisfaction Visiting Agrowisata Tanah Karo

The fourth hypothesis states that "Tourist Motivation (X4) has a positive and significant effect on Tourist Satisfaction (Z) in the case study of Agrowisata Tanah Karo." The analysis results show that the path coefficient between tourist motivation and tourist satisfaction is 0.629, meaning that each one-unit increase in the tourist motivation variable is followed by an increase of approximately 0.629 units in the customer satisfaction variable. A significant p-value of 0.001 confirms that this relationship has high statistical relevance.

In this context, tourist motivation refers to the extent to which motivation reflects the drives or desires that encourage someone to travel. Several theories discuss tourist motivation, including psychological, social, and economic factors influencing their decision to explore destinations. Tourist motivation is crucial in shaping satisfaction during a visit to Agrowisata Tanah Karo. Some studies highlight the positive relationship between tourist motivation and satisfaction levels. This finding supports previous research by Ummasyroh (2017), which shows that tourist motivation, service quality, and perceived value impact tourist satisfaction. It is also supported by research from Sri Setyaningsih (2017), which states that motivation, promotion, and destination image affect visitor satisfaction through their decision-making.

From these studies, it can be concluded that tourist motivation, service quality, and perceived value significantly affect tourist satisfaction. Understanding and addressing tourist motivation at Agrowisata Tanah Karo can be an effective strategy to enhance satisfaction, create positive experiences, and encourage repeat visits.

The Influence of Tourist Satisfaction (H5) on Tourist Loyalty Visiting Agrowisata Tanah Karo

The fifth hypothesis states that "Tourist Satisfaction (Z) has a positive and significant effect on Tourist Loyalty (Y)." The analysis results show that the path coefficient between tourist satisfaction and tourist loyalty is 0.670, meaning that each one-unit increase in tourist satisfaction is followed by an increase of approximately 0.670 units in tourist loyalty. A very low p-value of 0.000 confirms this relationship is highly statistically significant. In this context, tourist satisfaction is a crucial factor influencing their loyalty to the tourism destination. Understanding that tourist satisfaction can be a primary predictor of loyalty is essential. This research provides insights into how well Agrowisata Tanah Karo meets tourist expectations and how this affects their likelihood of returning. As explained in other studies, factors such as destination image and service marketing mix should also be considered. Previous research by Lesmana et al. (2020) indicates that tourist satisfaction positively impacts local tourist loyalty in the Thousand Islands Jakarta. This is supported by Fitriya (2023), which analyzes tourist satisfaction and its impact on revisiting interest in Kerinci Regency tourism.

Recommendations should focus on strategies to continually enhance customer satisfaction, as this will likely lead to higher customer loyalty. According to Lahay (2023), tourism destination development and service quality affect destination image and satisfaction, impacting tourist loyalty, and efforts to maintain and improve service quality are crucial. Therefore, tourist satisfaction significantly influences loyalty to tourism destinations or services. Visitor behavior can be influenced by satisfaction, creating loyalty to specific destinations. Tourism providers should focus on quality service and marketing mix to enhance satisfaction and achieve tourist loyalty, particularly in the Agrowisata Tanah Karo destination.

The Influence of Tourist Attractions (H6) on Tourist Loyalty Visiting Agrowisata Tanah Karo

The sixth hypothesis states that "Tourist Attractions (X1) have a positive and significant effect on Customer Loyalty (Y) in the case study of Agrowisata Tanah Karo." The analysis results show that the path coefficient between tourist attractions and tourist loyalty is 0.277, and the p-value is very low at 0.034, indicating high statistical significance. Tourist attractions are crucial in shaping tourist attitudes and loyalty towards specific destinations. Factors such as tourist attractions, safety, and facilities are essential in shaping tourist satisfaction and loyalty. Therefore, destinations with attractive experiences, safety, and adequate facilities will likely increase visitor loyalty.

Afrilian et al. (2023) state that there is a relationship between destination image and tourist loyalty. A positive destination image can shape attitudes and desires to revisit. Ekaputra (2023) discusses the relationship between tourist loyalty, satisfaction, and destination image. Positive trust and satisfaction with the destination can lead to tourist loyalty. Apriliyanti et al. (2023) emphasize that destination image or tourist attractions can affect tourist satisfaction and loyalty. A good destination image can increase loyalty through positive experiences.

The Influence of Tourist Motivation (H7) on Tourist Loyalty Visiting Agrowisata Tanah Karo

The seventh hypothesis states that "Tourist Motivation (X3) has a positive and significant effect on Tourist Loyalty (Y) in the case study of Agrowisata Tanah Karo." The analysis results show that the path coefficient between tourist motivation and loyalty is 0.178, and the p-value is very low at 0.000, indicating high statistical significance. Tourist motivation plays a vital role in shaping loyalty to a tourism destination. Understanding tourist motivation is crucial for increasing loyalty. This finding suggests high motivation to visit Agrowisata Tanah Karo can increase tourist loyalty. Previous research shows that motivation, destination image, and service quality impact tourist satisfaction and loyalty. Research by Setyowati (2023) on tourist satisfaction and loyalty to cultural tourism in Bondowoso demonstrates that motivation significantly impacts loyalty through satisfaction. Understanding tourist motivation is essential for designing effective marketing strategies. High motivation increases loyalty, as indicated by previous research (Setiawan et al., 2022), which finds that motivation impacts satisfaction and loyalty. Kurniawan (2022) highlights the importance of motivation and satisfaction in enhancing loyalty in tourism.

The Influence of Perceived Value (H8) on Tourist Loyalty Visiting Agrowisata Tanah Karo

The eighth hypothesis states that "Perceived Value (X2) has a positive and significant effect on Tourist Loyalty (Y) in the case study of Agrowisata Tanah Karo." The analysis results show that the path coefficient between perceived value and tourist loyalty is 0.216, and the p-value is very low at 0.015, indicating high statistical significance. Perceived value is a crucial factor influencing tourist loyalty. It reflects the extent to which tourists perceive the value the

destination provides compared to their expectations. Understanding perceived value helps in designing strategies to enhance loyalty. Previous research shows that perceived value, satisfaction, and destination image significantly impact loyalty. Setyaningsih et al. (2023) find that perceived value impacts tourist loyalty. Perceived value and destination image can affect loyalty (Iskandar et al., 2023).

CONCLUSION

Based on the research conducted at Agrowisata Tanah Karo, the following conclusions can be drawn:

1. Tourist attractions have a positive and significant effect on tourist satisfaction. This indicates that the destination's appeal is crucial in enhancing visitor satisfaction. Additionally, perceived value also has a positive and significant impact on satisfaction, suggesting that tourists' perceptions of the value they receive from their visit contribute to their level of satisfaction.

2. Destination image also significantly affects tourist satisfaction, highlighting the importance of how tourists perceive the image of the destination in terms of their satisfaction. Furthermore, tourist motivation positively and substantially influences satisfaction, indicating that the reasons and incentives behind tourists' visits contribute to their satisfaction levels.

3. Moreover, tourist satisfaction positively and significantly affects tourist loyalty, demonstrating that higher satisfaction levels encourage tourists to remain loyal and return. Tourist attractions also directly influence tourist loyalty, showing that solid attractions increase the likelihood of tourists' repeat visits.

4. Tourist motivation has a positive and significant effect on loyalty, suggesting that the initial motivation of tourists also plays a role in building their loyalty to the destination. Perceived value also positively and significantly affects tourist loyalty, indicating that the perceived value of the experience is closely related to tourists' tendency to remain loyal to the destination.

5. Destination image also significantly impacts tourist loyalty, demonstrating that tourists' views of the destination image can enhance their loyalty. Additionally, tourist attractions have a positive and significant effect on tourist loyalty through tourist satisfaction, meaning that satisfaction resulting from tourist attractions serves as a mediator in this relationship.

6. Perceived value influences tourist loyalty through satisfaction, suggesting that perceived value affects loyalty indirectly through the satisfaction experienced. Destination and tourist motivation also positively and significantly affect tourist loyalty through satisfaction, indicating that satisfaction is a mediator linking image and motivation to tourist loyalty.

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