

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *attraction*, *accessibility*, dan *amenity* terhadap minat berkunjung kembali ke Destinasi Wisata Lau Kawar Kabupaten Karo dengan *tourist satisfaction* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah wisatawan yang pernah berkunjung ke Destinasi Wisata Lau Kawar Kabupaten Karo. Sampel penelitian berjumlah 165 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert lima poin dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa *attraction* berpengaruh positif dan signifikan terhadap *tourist satisfaction* serta minat berkunjung kembali. *Accessibility* dan *amenity* berpengaruh positif dan signifikan terhadap *tourist satisfaction*, tetapi tidak berpengaruh signifikan terhadap minat berkunjung kembali. Selain itu, *tourist satisfaction* berpengaruh positif dan signifikan terhadap minat berkunjung kembali. Hasil pengujian mediasi menunjukkan bahwa *tourist satisfaction* mampu memediasi pengaruh *attraction* terhadap minat berkunjung kembali, namun tidak mampu memediasi pengaruh *accessibility* dan *amenity* terhadap minat berkunjung kembali. Temuan penelitian menunjukkan bahwa daya tarik wisata merupakan faktor utama yang mendorong wisatawan untuk kembali berkunjung ke destinasi wisata Lau Kawar, sehingga pengelola perlu terus meningkatkan kualitas atraksi dan pengalaman wisata guna meningkatkan kepuasan serta minat berkunjung kembali wisatawan.

Kata kunci: *attraction*, *accessibility*, *amenity*, *tourist satisfaction*, minat berkunjung Kembali.

ABSTRACT

This study aims to analyze the influence of attraction, accessibility, and amenities on the intention to revisit the Lau Kavar Tourist Destination in Karo Regency, with tourist satisfaction as the mediating variable. This study employs a quantitative approach using a survey method. The study population consists of tourists who have visited the Lau Kavar Tourist Destination in Karo Regency. The sample comprised 165 respondents selected using purposive sampling. Data were collected through a questionnaire using a five-point Likert scale and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS. The results indicate that attraction has a positive and significant effect on tourist satisfaction and the intention to revisit. Accessibility and amenities have a positive and significant effect on tourist satisfaction but do not have a significant effect on the intention to revisit. The results of the mediation analysis indicate that tourist satisfaction mediates the effect of attraction on the intention to revisit, but does not mediate the effects of accessibility and amenities on the intention to revisit. The research findings suggest that tourist attractions are the primary factor driving tourists to revisit the Lau Kavar tourist destination; therefore, managers need to continue improving the quality of attractions and the tourist experience to enhance tourist satisfaction and the intention to revisit.

Keywords: attraction, accessibility, amenities, tourist satisfaction, intention to revisit.