Tourist Attraction and Price Perceptions on Intention to Revisit: Mediator Consumer Satisfaction

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Abstract. *Study This aim for know influence Power pull tourism and perception price to interest visit return with satisfaction consumer as mediation in the Pandara Kananga Culinary Center Area, Ternate City. Approach quantitative. Population in study is tourists who have visit area Pandara Kenanga culinary delights. Minimum number of samples used is 105 items. Data collection using method observation direct, interview, and sharing questionnaire in a way direct. Analysis techniques used in study This is analysis track with use SPSS 16 application as statistical test tools. Research result This showing that: (1) Influence Power pull tour to interest visit return, have positive and significant influence to interest visit. (2) Influence perception price to interest visit back, no there is influence positive to interest visit return. (3) Influence Power pull tour to satisfaction consumers, have influence positive and significant to satisfaction consumer. (4) Perception price to satisfaction consumers, have influence positive and significant to satisfaction consumer. (5) Influence satisfaction consumer to interest visit return, have influence positive and significant to interest visit return. (6) Satisfaction consumer role as an internal mediator influence Power pull to interest visit return. (7) Satisfaction consumer role as an internal mediator influence perception price to interest visit return.*
Keywords: Tourist Attraction, Price Perception, Satisfaction Consumers, Interest in Returning

1. INTRODUCTION

Indonesia has diverse inheritance culture and destinations tourism, from place interesting tour until delicious food (Imaniar et al., 2023). Indonesia also has it Lots very product food potential local become tour culinary as Power pull tour international (Henderson, (2009) in Tjokrosaputro, (2023). Potency culture, and history owned by the province of North Maluku. Apart from that, North Maluku is rich view natural such as beaches and mountains which are still very exotic and offer a very interesting and rich experience culture along with diversity continued local preserved until now, even history of the Dutch and Portuguese colonial period Still leave the trace (Mulae & Taghulihi, 2020).

Now, Ternate has owned a central area food located in the middle city. On Tuesday, (25/7/2023), a celebration event inauguration held on site known square as center tour Pandara Kananga culinary delights, located in the East District of Makassar, in the city of Ternate. Culinary Pandara Kananga is representation from variety The food, traditions and natural panorama found in Ternate City are quoted from (Pikiranummat, 2023).

With various destination the tourism available in the city of Ternate is successful alluring interest tourist local and abroad. After experience decline drastically in 2020 because impact pandemic. Amount visitors tour to Ternate city slowly experience increase in 2022, reaching 234,345

people consisting of 233,410 tourists domestic and 935 tourists abroad.
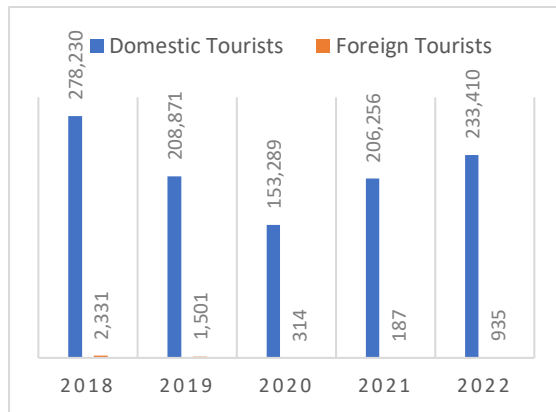
Source: Ternate City Tourism Office 2018 – 2022

Figure 1. Total Foreign and Domestic Tourist Visits in Ternate City, 2018-2022

Yoeti (1985) in (Kawatu et al., 2020) claim that Power pull tour is reason Why somebody want to visit place certain. Attractiveness tour covers various consuming things attention and interest tourist, make something destination interesting for visited. Pandara k a nanga own Power pull tourism that has more facilities adequate with availability bathroom, as well availability food local and scenic very interesting nature.
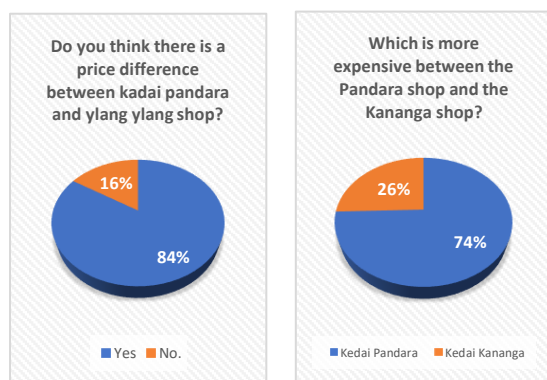
Source: Pre -Research 2023-2024

Figure 2. Mini Research

Can seen in Figure 2 Mini Research that there is problem that is There is difference price between shops in the area center Pandara Kananga with amount percentage 84%. And also, can seen in graph 2 Mini Research Research with results the percentage of 74% shows that shop rider own price products that are more expensive than the store Kananga with results percentage 26%. According to Lee and Lawson Body (2011) in (Kusumawati & Saifudin, 2020) perception price is evaluation

emotional from consumer to conformity and fairness price offered by the seller compared to with price from party other. Therefore that, factor first influence interest or interest consumer is big price offered seller to consumer for obtain products offered.

Sangadji and Sopiah (2013) in Tanjung et al., (2022) explain satisfaction customer as hope customer about something product in accordance their reality experience. Which mean when consumer feel that product or service has give benefit, quality, or expected value, then consumer feel satisfied.

There are some research gaps in research previously identified by researchers, with exists research gap this is possible to strengthen background behind study. Based on research conducted by Imaniar et al., (2023) state Tour culinary delights at Senggol Bangoan Market Tulungagung is greatly influenced by power pull tour However different results with study Ningrum et al., (2023) with results No There is Power pull possible tourism increase people's interest in visit beach Botutonuo.

Study about perception price and interest visit return research results previously Wulandari et al., (2022) show that perception variable price in a way Partial influence people's interest in return to Tour Lawu Park Tawangmangu in the Regency Karanganyar, Central Java. Whereas according to (Makalew et al., 2019) who found that price No affects Revisit Intention on objects Bitung Angus Stone Tour.

Furthermore, study about satisfaction consumer to interest visit return. According to study previously carried out by (Dewi et al., 2022) state Satisfaction visitors influential positive and significant regarding interest in visiting. Whereas according to (Nurlestari, 2019) satisfaction traveler No influence desire they For return to Cisarua Indonesian Safari Park in Bogor

This matter make writer interested For research industry culinary that is Pandara Kananga. With refers to the context that has been explained, author operate research entitled "The Influence of Attractiveness and Price Perception on Intention to Revisit Satisfaction Consumer as Mediation in the Pandara Kananga Culinary Center Area, Ternate City".

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Interested in Returning

According to Shadily (1987) in (Nuraeni, 2013)" ask " comes from from Language English "interest", which refers to attention or trend demonstrated behavior to activity, object, or experience certain. Interests are also related with intentionality, which refers to direction or important

orientation in all aspect life. Degree of inclination This can varies between individual.

In research This is theory purchase repeat Can become reference for understand interest visit come back, because interest visit return consumer culinary Pandara ylang ylang the same with interest buy return product Culinary in Pandara Kananga. Interest in buying is encouraging motivation buyer for do purchase, or desire buyer for buy return goods or service the. According to Kotler and Keller (2009) in (Tanjung et al., 2022) interest is component behavior encompassing consumers attitude consumer to product, which is reflected in trend For Act before decision purchase Actually taken.

Interested in visiting back i, on the other hand, refers to desire with pleasure for return visit with the same goal. (Cronin & Taylor, 1992) in (Maisaroh et al., 2023). According to Umar (2003) in (Widjianto, 2019), interest visit return is response to reflecting object desire customer For come back to visit, that's right significant influenced by quality services provided.

Tourist attraction

Attractiveness tourist covers all thing that has characteristics unique, diverse value, and beauty, incl riches nature, wealth culture, and work art interesting human attention tourists who visit Utama, (2017) in (Sappewali et al., 2022). Attractiveness tourism is very varied depending on preferences and needs individual. Yoeti (1985) in (Kawatu et al., 2020) state that Power tour is factors that make people interested For visit a certain region. Attractiveness tour covers various interesting thing interest as well as attention tourists, make something destination interesting for visited.

Suwantoro (2014) quoted from (Kawatu et al., 2020), states generally Power pull A object tour depend to :
1) Availability source generating power feeling pleasure, beauty, comfort and cleanliness.
2) High level of accessibility for visit him.
3) Existence characteristic typical or unique specifications or rare.
4) Availability supporting facilities and infrastructure for serve returning tourists.
5) Object tour natural own Power high tensile strength Because contain mark special like art, ceremony custom, as well values reflected history in work humans in the past.

Price Perception
Understanding Price

The term price is generally used in buying and selling transactions of goods or services, where the seller sets the selling price to make a profit, and the buyer obtains the product needed by paying the set price (Darmansah & Yosepha, 2020).

One part from mix marketing that produces results income is price, according to Kotler and Keller (2012) in (Rifa'I et al., 2018). In economics and business, prices are very important and influence decision purchase consumers, profitability company, as well market dynamics whole.

Understanding Price Perception

According to Schiffman and Kanuk (2013) in (Darmansah & Yosepha, 2020) state that perception is a process in which individuals retrieve, organize, and interpret stimulus information received For forming comprehensive understanding. According to Lee and Body (2011) in (Kusumawati & Saifudin, 2020) perception price is evaluation emotional from consumer to conformity and fairness price offered by the seller compared to with price from party other. Therefore that, factor first influence interest or interest consumer is big price offered seller to consumer for obtain products offered.

Consumer Satisfaction

Satisfaction visitors is evaluation is experience experienced in accordance with expectation they. If experience exceed hope, visitor will feel satisfied If experience they satisfying, however otherwise, if experience they disappointing, visitors will feel No satisfied (Dewi et al., 2022). According to Sangadji and Sopiah (2013) (Tanjung et al., 2022) define satisfaction consumer as a situation where what is expected by consumers from something product in accordance with their reality experience. Which mean when consumer feel that service or product has fulfil hope they in matter benefit, quality, or value, then they will feel satisfied. Satisfaction is response emotional somebody after compare performance or the results obtained from product with the hope he has.

Various Types of Consumer Satisfaction

There are two types satisfaction consumers who can differentiated as following:
1) Satisfaction Functional
   This is related with resulting satisfaction from function or use product. For example, is feel full after Eat.
2) Satisfaction Psychological
   This is typing the pleasure that arises from things not tangible, like feeling satisfied Because accept service exclusive from A amazing restaurant.

Hypothesis Development
The Influence of Tourist Attraction on Intention to Return to Visit

Tourism attractions include everything that has unique characteristics, beauty and diverse values, including natural riches, cultural riches and works of human art that attract the attention of visiting tourists Utama, (2017) in Tanjung et al., 2022). Research result Imaniar et al., (2023) influential big to interest

customer For do visit repeat the Senggol Bangoan culinary market in Tulungagung. With Thus, hypothesis can form as following:

H1: Attractiveness tour impact in a way positive and significant to interest Return to visit the area center Pandara Kananga culinary delights, Ternate City.

The Influence of Price Perceptions on Intention to Revisit

Perception price consumer defined by Lee and Lawson Body (2011) in (Kusumawati & Saifudin, 2020)as perception emotion to conformity and fairness price offered by the seller compared to with price from party other. Research results by Imaniar et al., (2023) Study results show that method price seen own impact big to interest consumer For visit back at the Senggol Bangoan culinary market in Tulungagung. With Thus, hypothesis can form as following:

H2: Perception price own impact positive and significant to interest visit back in the area center Pandara Kananga culinary delights, Ternate City.

The Influence of Tourist Attractions on Consumer Satisfaction

One of motivation for traveler For visit something destination is Because Power pull its tourism (Kawatu et al., 2020). Based on results study previous from Kawatu et al., (2020)which shows that Power pull tour in a way significant influence satisfaction. Study This in line with findings from study (Nurlestari, 2019) satisfaction tourists at the Cisarua Bogor Indonesian Safari Park are greatly influenced by power pull tour. With Thus, hypothesis can form as following:

H3: Attractiveness tour own impact positive and significant to satisfaction consumers in the region center Pandara Kananga culinary delights, Ternate City.

The Influence of Price Perceptions on Consumer Satisfaction

Perception price is evaluation to prices prevailing in the market, incl is price the suitable with expectation consumer For the products and services offered and what in accordance with the target market (Andreani & Tuti, 2022). Based on results study previously (Saputro et al., 2020) which shows that satisfaction customers at Manggar Beach Segara Sari is strongly influenced by perception price. With Thus, hypothesis can form as following:

H4: Perception price own impact positive and significant to satisfaction consumers in the region center Pandara Kananga culinary delights, Ternate City.

The Influence of Consumer Satisfaction on Intention to Revisit

Dewi (2013) in Saputro et al., (2020) describe satisfaction customer as, the extent of the product fulfils or even exceed hope customer. Based on hypothesis test results from (Kawatu et al., 2020)which shows that satisfaction in a way significant influence intention visit repeat. With Thus, hypothesis can form as following:

H5: Satisfaction consumer own impact positive and significant to interest visit back in the area center Pandara Kananga culinary delights, Ternate City.

The Influence of Tourist Attraction on Intention to Revisit Through Consumer Satisfaction in the Pandara Ylang Culinary Center Area, Ternate City

Attractiveness tourist often linked with various things that include natural and artificial which is unique and has the visual beauty that can be inspiring as well as motivating traveler For visit place (Andreani & Tuti, 2022). Study from Darojat, (2021) state mediation test results with show that satisfaction traveler can control desire For return to a number of place tourism in the Regency Install wood based on Power pull tour.

H6: Attractiveness tour own impact positive and significant to interest visit back in the area center culinary Pandara Kananga Ternate City via satisfaction customer.

The Influence of Price Perceptions on Intention to Revisit Through Consumer Satisfaction in the Pandara Ylang culinary center area, Ternate City

Price is the only one component from mix marketing that produces results profit for the originating Company only from element mix marketing this is temporary third component others (product / quality, distribution, and promotion) give rise to expenditure or cost (Winarsih et al., 2022). On research Yulianti & Sugianingrat, (2023) stated that Through price, Eva Beauty Salon Tegallalang Gianyar can increase satisfaction customers and improve interest they to return.

H7: Perception price own impact positive and significant to interest visit back in the area center culinary Pandara Kananga Ternate City via satisfaction customer.
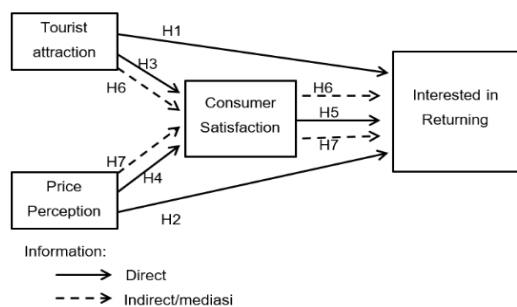
Figure 1 Framework Think

3. RESEARCH METHODS

Study This apply approach quantitative. Study This located in the Pandara Kananga Culinary Center Area, Ternate City. With time study for two months that is on the moon to be precise December - January 2023 -2024. In study this, sample done with Convenience method, where data is taken from group of people available in population. Data collection techniques using method data collection such as observation direct, interview, and sharing questionnaire in a way direct. The analysis model used is analysis track.

Criteria sample in study This is women and men aged 18–50 years, have employment, income and ever visit area Pandara Kenanga culinary delights. Amount samples taken based on with Hair et al., (2018) formula with multiply amount indicator times 5-10. Where, indicators in study This by 21 multiplied with 5 so amount sample in this research amounted to 115.

4. RESULTS AND DISCUSSION
Characteristics Respondent

Based on table 1 classification based on type Gender, there are two categories that is boy and girl. Study This requires 36 respondents' women, who accounted for 34% of the total sample, while respondents man amounted to 69, or 66% of the total sample.

This study shares characteristics respondents into five categories based on age they are 18 – 25 years old, 21 – 30 years old, 31 – 40 years old, 41 – 50 years old, and over 50 years old. The results show that respondents aged 21–30 years is the most, with amount as many as 71 respondents or percentage by 68%. That matter because the Pandara Kananga Culinary Area is one of them place relax with nuances view quite natural popular with young people. So, from that, respondent from study this is the highest is at the age of 21 – 30 years which is Lots from they own outside activities.

Table 1 Characteristics

Information		Respondent	%
Gender	Woman	36	34%
	Man	69	66%
Age	18 – 20 Years	14	13%
	21 – 30 Years	71	68%
	31 – 40 Years	16	15%
	41 – 50 Years	3	3%
	Above 50	1	1%
Work	Student / Students	30	29%
	Employee Private	9	9%
	Self-employed	47	45%
	Government employees	18	17%
Income	≤ IDR 1,000,000	36	34%
	Rp.2,000,000 – Rp.4,000,000	39	37%
	Rp.5,000,000 – Rp.7,000,000	28	27%
	≥ Rp.9,000,000	2	2%
Amount Visit	1 – 2 Times	57	54%
	3 – 5 Times	30	29%
	≥ 6 Times	18	17%

Source: Processed Primary Data, 2024

Most of the respondents is self-employed based on characteristics work them, with 47 respondents, or 45% of the total. This matter shows that frequent traveler visits to the Pandara Kananga Culinary Area dominated by entrepreneurs. This matter caused by necessity they for relax and let go fatigue after activity during a week on site Work.

From characteristics based on level income, majority frequent traveler visit to the Pandara Kananga Culinary Area has income between 2 to 4 million, with percentage by 37%. This matter shows that level income influence trend traveler for visit return to the Pandara Kananga Culinary Area.

Whereas Characteristics Based on frequency visit tourists at the destination tourism in the Pandara Kananga Culinary Area, where dominated by tourists with amount visit between 1 – 2 times, a total of 57 people with percentage 54%, then followed with frequency visit between 3 - 5 times with percentage 29%, which means traveler enjoy view nature and feel satisfied with place tour so that they own desire for return visit place tour the.

Validity and Reliability Test

Table 2 shows validity test results for seven statement items about Power pull tour with correlation range between 0.260 to 0.739, which is bigger of 0.192, so seven statement items about Power pull tour has considered valid. Likewise, perception price with six statement items own correlation between 0.616 to 0.754, exceeding threshold of 0.192, indicating that each statement item Already considered valid. Next, variables satisfaction consumer with four statement items own

correlation between 0.802 to 0.874, which is also over threshold of 0.192, shows that each statement item Already considered valid. The same thing applies for variable interest visit back, which consists from four statement items with correlation between 0.833 and 0.894. This matter shows that four statement items the worthy used.

Table 2 Validity Test

Variable study	Code	R_{count}	R_{table}	Decision
Tourist Attraction (X1)	X1.1	0.739	0.192	Valid
	X1.2	0.703	0.192	
	X1.3	0.260	0.192	
	X1.4	0.592	0.192	
	X1.5	0.622	0.192	
	X1.6	0.605	0.192	
	X1.7	0.674	0.192	
Perception (X2)	X2.1	0.754	0.192	Valid
	X2.2	0.713	0.192	
	X2.3	0.738	0.192	
	X2.4	0.715	0.192	
	X2.5	0.616	0.192	
	X2.6	0.708	0.192	
Satisfaction Consumer (Z)	Z1	0.836	0.192	Valid
	Z2	0.863	0.192	
	Z3	0.874	0.192	
	Z4	0.802	0.192	
Interest in Returning (Y)	Y1	0.864	0.192	Valid
	Y2	0.867	0.192	
	Y3	0.894	0.192	
	Y4	0.833	0.192	

Source: Processed Primary Data, 2024.

Reliability Test

Table 3 Reliability Test

Variable	*Cronbach's Alpha*	Standard *Alpha*	Information
Tourist Attraction (X1)	0.707	≥ 0.6	Reliability
Perception (X2)	0.801	≥ 0.6	Reliability
Satisfaction Consumer (Z)	0.865	≥ 0.6	Reliability
Interest in Returning (Y)	0.887	≥ 0.6	Reliability

Source: Processed Primary Data, 2024.

According to Table 3 results of reliability tests for each statement item in variable study show adequate reliability, because every variable studies own higher Cronbach's alpha value big of 0.6.

Classic assumption test
Normality test
Test result normality use Kolmogorov-Smirnov test method is recorded in table 4 shows mark the Kolmogorov-Smirnov statistic is 0.061, which is bigger of 0.05, shows that research data own normal distribution. Test result normality for equation 2 is also included in table next.

Table 4 Normality Test Equation 1

	Residual Unstandardizer	Alpha	Information
N	105		
Asymp. Sig. (2-tailed)	0.061	0.05	NORMAL

Source: Processed Primary Data, 2024.

Table 5 Normality Test Equation 2

	Residual Unstandardizer	Alpha	Information
N	105		
Asymp. Sig. (2-tailed)	0.113	0.05	NORMAL

Source: Processed Primary Data, 2024.

Normality test results with Kolmogorov-Smirnov method shows that mark the Kolmogorov-Smirnov statistic is 0.113, which is bigger of 0.05, indicating that data is used in study own normal distribution.

Multicollinearity Test
Multicollinearity test in model equation 1 show no there is multicollinearity between variable independent with each variable own mark the tolerance is 0.10 and the VIF value ≤ 10.00, as follows is multicollinearity test results for the existing equation 2 model in table following.

Table 6 Multicollinearity Test Equation 1

Variable	*Tolerance*	VIF	Information
Tourist attraction	0.615	1,627	n't any Multicollinearity
Price Perception	0.615	1,627	n't any Multicollinearity

Source: Processed Primary Data, 2024.

Table 7 Multicollinearity Test Equation 2

Variable	*Tolerance*	VIF	Information
Tourist attraction	0.590	1,694	n't any Multicollinearity
Price Perception	0.385	2,599	n't any Multicollinearity
Satisfaction Consumer	0.424	2,357	n't any Multicollinearity

Source: Processed Primary Data, 2024.

According to multicollinearity test results in equation model 2, no there is multicollinearity between variable independent. The results show that each variable own tolerance ≥ 0.10 and VIF ≤ 10.00. Therefore, that does not There is multicollinearity between variable independent.

Heteroscedasticity Test
There is no heteroscedasticity between variable independent, according to results test heteroscedasticity of the model equation 1, which shows that mark significance variable independent ≥ 0.05. The heteroscedasticity test results of model equation 2 are also shown in table following.

Table 8 Heteroscedasticity Test Equation 1

Variable	*Sig*	*Alpha*	Information
Tourist attraction	0.756	0.05	n't any Heteroscedasticity
Price Perception	0.395	0.05	n't any Heteroscedasticity

Source: Processed Primary Data, 2024.

Table 9 Heteroscedasticity Test Equation 2

Variable	*Sig*	*Alpha*	Information
Tourist attraction	0.532	0.05	n't any Heteroscedasticity
Price Perception	0.116	0.05	n't any Heteroscedasticity
Satisfaction Consumer	0.465	0.05	n't any Heteroscedasticity

Source: Processed Primary Data, 2024.

Because of value significance of each variable independent exceeds 0.05, the results of the heteroscedasticity test in model equation 2 show that No There is heteroscedasticity between variable independent.

Statistical Hypothesis Testing
Partial Test (t-Test)

Table 10 Equation 1 Hypothesis Test (T Test)

Variable	T_{count}	T_{table}	Sig
Tourist attraction	2,053	1,659	0.043
Price Perception	7,809	1,659	0,000

Source: Processed Primary Data, 2024.

1. Attraction tourist to satisfaction customer, with mark significance of $0.043 < 0.05$ and value $T_{count} > T_{table}$ $2.053 > 1.659$. Therefore that is, H0 is rejected and H1 is accepted Because Power pull tour own significant influence to satisfaction customer.
2. Perception price to satisfaction consumer, with significance of $0.001 < 0.05$ and value $T_{count} > T_{table}$ $7,809 > 1.659$. Therefore, that based on perception price then H0 is rejected and H2 is accepted influence satisfaction customer. Next, based on hypothesis test results equation 2, presented in table following:

Table 11 Equation 2 Hypothesis Test (T Test)

Variable	T_{count}	T_{table}	Sig
Tourist attraction	2,418	1,659	0.017
Price Perception	1,282	1,659	0.203
Satisfaction Consumer	5,509	1,659	0,000

Source: Processed Primary Data, 2024.

1. Attraction tourist influence interest for return visit, with level significance of $0.017 < 0.05$ and value $T_{count} > T_{table}$ $2,418 > 1.659$. With So, power pull tourist own significant influence to interest For return visit, then H0 is rejected and H3 is accepted.

2. Perception price influential to interest for return visit, with level significance reached $0.203 > 0.1$ and value $T_{count} < T_{table}$ $1.282 < 1.659$. With Thus, H0 is accepted and H4 is rejected Because perception price No influence interest visit return.
3. Satisfaction consumer influence interest for return visit, with level significance reaching $0.000 < 0.1$ and value $T_{count} > T_{table}$ $5.509 > 1.659$. Because of that 's satisfaction customer impact big on interest visit back, with Thus H0 is rejected and H5 is accepted.

Overall Test (F-Test)

Table 12 Equation 1 Significance Test Simultaneous (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	182,750	2	91,375	69,224	0,000 a
Residual	134,640	102	1,320		
Total	317,390	104			

Source: Processed Primary Data, 2024.

Based on table above, hypothesis test results in a way simultaneously show that mark significance $0.000 < 0.05$, which means that Power pull place tourism and perception price influential in a way simultaneously to satisfaction consumer. Next, you can see results statistics from the F Test equation 2 in the table following:

Table 13 Equation 2 Significance Test Simultaneous (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	207,453	3	69,151	50,053	0,000 a
Residual	139,538	101	1,382		
Total	346,990	104			

Source: Processed Primary Data, 2024.

Based on table above, results testing hypothesis in a way simultaneously show that Power pull place tourism, perception price, and satisfaction customer influential One each other towards interest visit return. With mark significance $0.000 < 0.05$.

Path Analysis
Based on existing data in table 14 regression model can arranged as as follows: Z = 1.986 + Tourist Attraction (0.169) + Price Perception (0.642) + ε_1. Proven that variables X1 and X2 give contribution of 57.6% to Z, with The R Square value is 0.576 which is found in table 4.16. Other variables do not investigate in study This give contribution amounting to 42.4 percent. For count value $\varepsilon1$, can use formula $\varepsilon_1 = \sqrt{(1-0.576)} = 0.651$. With Thus, the path diagram of structural model 1 is obtained as follows following:

Table 14 Path Analysis Model 1

Coefficients ᵃ					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Constant	1,986	1,376		1,443	,152
Tourist attraction	,112	,055	,169	2,053	,043
Price Perception	,471	,060	,642	7,809	,000
R = 0.759 R Square= 0.576 Adjusted R Square = 0.567					

Source: Processed Primary Data, 2024.

Table 15 Path Analysis Model 2

Coefficients ᵃ					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Constant	1,104	1,422		,776	,439
Tourist attraction	.138	,057	,199	2,418	.017
Price Perception	,100	,078	,130	1,282	.203
Satisfaction Consumer	,558	.101	,534	5,509	,000
R = 0.773 R Square = 0.598 Adjusted R Square/1 = 0.586					

Source: Processed Primary Data, 2024.

Based on existing data in table 15 regression model can arranged as following: Y = 1.104 + Tourist Attraction (0.199) + Price Perception (0.130) + Satisfaction Consumer (0.534) + Ɛ 2. The R Square value of 0.598 found in table 4.17 shows that variables X1, X2, and Z provide influence amounting to 59.8% of Y. Other variables that do not investigated in study This give contribution amounting to 40.2%. For determine value Ɛ2, can use formula $Ɛ_2 = \sqrt{(1-0.598)} = 0.634$. With Thus, the path diagram of structural model 1 is obtained as follows following:

Indirect Effect Test
Table 16 is the results of the sobel test on the influence of tourist attractions on interest in returning to visit through consumer satisfaction in the Pandara Kananga culinary center area, Ternate City, where an r-value of 0.007 < 0.05 was obtained.

It can be said that consumer satisfaction can mediate the influence of tourist attractions on interest in returning to visit. Thus, the mediation test in this research is mediation in nature.

Table 16 Sobel test on the influence of tourist attraction to interest visit return through Satisfaction Consumer

Input:		Test statistic:	Std. Error:	p-value:
a	0.169	Sobel test: 2.65665345	0.03396981	0.00789205
b	0.534	Aroian test: 2.6218292	0.03442101	0.00874593
sₐ	0.055	Goodman test: 2.69290326	0.03351253	0.00708328
s_b	0.101	Reset all	Calculate	

Source: Processed Primary Data, 2024.

Table 17 viz sobel test results influence perception price to interest visit return through satisfaction consumers in the region center culinary Pandara Kananga Ternate City, where obtained mark r-value of 0.000 < 0.05, This can said that satisfaction consumer can mediate influence perception price to interest visit return. With thereby in mediation tests in research This is mediate.

Table 17 Sobel test on the influence of tourist attraction to interest visit return through Satisfaction Consumer

Input:		Test statistic:	Std. Error:	p-value:
a	0.642	Sobel test: 4.74003984	0.07232597	0.00000214
b	0.534	Aroian test: 4.72348865	0.07257941	0.00000232
sₐ	0.060	Goodman test: 4.75676625	0.07207165	0.00000197
s_b	0.101	Reset all	Calculate	

Source: Processed Primary Data, 2024.

Discussion of Research Results
The Effect of Attraction tour on Interest in Revisiting
Based on results study show that Power pull tour influential significant to interest visit back, with Thus, hypothesis 1 is accepted, which states that location interesting tour can interesting visitors for return to the area center culinary Pandara Kananga Ternate City. This matter indicated that the Better Power attraction that a destination has tourism in the area center culinary Pandara Kananga Ternate City, then will give influence to interest visit return. Findings about perception respondents to Power pull tour Already perceived well by tourists. This matter can see that indicator response respondents about Power pull highest tourism is "I like beauty view nature becomes Power pull", p This must maintained by the manager object tour for keep going do development and building other facilities for use for comfort consumer.

Findings This in line with study previously Imaniar et al., (2023) showing that exists significant influence Power pull tour to interest visit return consumer tour Senggol market culinary delights Bangoan Tulungagung. Research result this is also appropriate with theory expressed by Utama, (2017) in (Sappewali et al., 2022) daya pull tour is all

something that has uniqueness, beauty, and various values variety form riches nature, wealth culture and results artificial human being target visit tourists.

Influence Price Perceptions on Return Visit Interest

Based on results study perception price no influential in a way significant to interest visit come back, then hypothesis 2 is rejected. This indicates that perception price no increase interest visit return to the area center culinary Pandara Kananga Ternate City. This shows that perception about price No influential big on interest somebody for visit something places or use service certain, p This caused by other factors such as quality satisfactory service, better location easy accessed or recommendation from other people as well quality experience given and felt more influence satisfaction they. Satisfaction This must achieve moreover formerly before price can considered as factor decider in decision visit return. This matter can see that indicator response respondents about perception lowest price is "Facilities can utilize visitors throughout time", p This Can made efflux For dream facility facilities required by consumers For comfort.

Study this in line with study previously Makalew et al., (2019). Price does not own influence in a way significant towards Revisit Intention on objects Bitung Angus Stone Tour. Research result this is also appropriate with theory According to Lee and Lawson Body (2011) in (Kusumawati & Saifudin, 2020) put forward that perception price is evaluation consumers and forms associated emotions about is price offered sellers and compared prices with the other party comes in sense can accepted or can justified.

The Effect of Attraction tour to Satisfaction Consumer

Based on results study Power pull tour influential significant to satisfaction consumers, then hypothesis 3 is accepted. This matter show that Power pull tour can increase satisfaction consumers in the region center culinary Pandara Kananga Ternate City. This matter indicated that results spread questionnaire related with Power pull tourism in the area center culinary Pandara Kanga Ternate City already classified OK, because response the highest respondent that is is "I like beauty view nature becomes Power pull", p This must maintained by the manager object tour For Keep going do development and building other facilities for use for comfort consumer. Then response respondents highest second is "I like photo spots that are in places tour ". Central area culinary Pandara Kananga, Ternate City, has a photo spot with background view the sea is one of them factor Power pull tourism and with offer view sea, area center culinary Pandara Kananga Ternate City can create

more experience holistic and satisfying for visitors, which in the end increase interest they for come come back and recommend place the to other people

Study This in line with findings previously Kawatu et al., (2020) which shows that Power pull tour in a way significant influence satisfaction. Research result this is also appropriate with theory Yoeti (1985) in (Kawatu et al., 2020) state that Power pull tour is all something that becomes Power pull for people to visit something area certain.

Influence Price Perception of Satisfaction Consumer

Based on results study perception price influential significant to satisfaction consumers, then hypothesis 4 is accepted. This indicates that perception price can increase satisfaction consumers in the region center culinary Pandara Kananga Ternate City. This matter indicated that perception the right price with given value can increase interest for visit return Because give a satisfying and valuable experience for visitors. Findings about perception respondents to perception price Already perceived well by tourists. This matter can see that indicator response respondents about perception highest price is "Product price food and drinks affordable for consumers", p This can become factor decider in decision purchase, influence satisfaction customers, and strengthen loyalty something product.

Findings This in accordance with study previously Saputro et al., (2020) which shows that perception price influential positive and significant to satisfaction consumers at Manggar Beach Segara Sari and in line with theory put forward by According to Kotler and Keller (2012) in (Rifa'I et al., 2018), price is one element mix marketing that produces results Revenue, another element generates cost.

Influence Satisfaction Consumer on Interest in Revisiting

Based on results study satisfaction consumer influential significant to interest visit return so hypothesis 5 is accepted. This confirms that satisfaction consumer can increase interest visit back in the area center culinary Pandara Kananga Ternate City. This matter indicated that satisfaction high consumer in a way direct contribute to improvement interest for visit back, because give experience positive that makes customer feel appreciated and satisfied with service or their products accept. Findings about perception respondents to satisfaction consumer Already perceived well by tourists. This matter can see that indicator response respondents about satisfaction the highest consumers is" Tourists feel satisfaction provided moment visit the object tour culinary Pandara Kananga", p This can become indicator important in evaluate quality their experience natural, influencing

reputation and power pull object tour the for visitors' potential in the future.

Study This in accordance with findings previously (Kawatu et al., 2020) which shows that satisfaction in a way significant influence intention visit repeat. Research result this is also in line with the theory put forward by According to Sangadji and Sopiah (2013) in (Tanjung et al., 2022), satisfaction consumer interpreted as something circumstances Where hope consumer to something product in accordance with accepted reality consumer.

Influence of Tourist Attraction for Interest in Revisiting Via Satisfaction Consumers in the region center culinary Pandara Memories of Ternate City.

Attractiveness tour normal connected with all something that refers to a source Power natural and artificial with mark unique and beautiful aesthetics that can be encourage and motivate traveler For visit (Andreani & Tuti, 2022). Based on analysis and calculations use Sobel test formula, known that mark significance for connection between Power pull tour to interest visit return through satisfaction consumer influential significant. Therefore Therefore, hypothesis 6 is accepted, which shows that Power pull tour influence interest visit return through satisfaction consumer. This matter can indicate that experience positive in enjoy food, atmosphere and service can arouses a sense of encouraging satisfaction traveler for return enjoy on -site culinary delights the. Findings This consistent with study previously Sappewali, (2022) show that satisfaction traveler can mediate in a way Partial influence Power pull tour to interest visit repeat on some destination tourism in the Regency Install wood.

Influence Price Perception on Intention to Revisit Through Satisfaction Consumers in the region center culinary Pandara Memories of Ternate City.

Price is the only one element mix marketing that delivers income or income for company, meanwhile third element other (product / quality, distribution and promotion) causes emergence expenses (Winarsih et al., 2022). From analysis and calculations use Sobel test formula, known that mark significance for connection between perception price to interest visit return through satisfaction consumer influential significant. Therefore that, hypothesis 7 can accepted, show that perception price influence interest visit return through satisfaction consumer. Perception reasonable and commensurate price with quality offered can increase satisfaction consumers in the region culinary, which in turn can push interest they for visit return. Findings This consistent with study previously (Saputro et al., 2020). That Price Perception through Satisfaction Consumer on

Visiting Interest Repeat obtained influential results positive.

5. CONCLUSION

Based on test results and data analysis about influence Power pull place tour to interest visit return through satisfaction consumers, yes concluded that:

1. Based on analysis about influence Power pull tour to interest visit returned, found that Power pull tour own positive and significant influence to interest visit back in the area center Pandara Kananga culinary delights, Ternate City.

2. Based on analysis regression about perception price to interest visit back, concluded that No there is significant influence from perception price to interest visit back in the area center Pandara Kananga culinary delights, Ternate City.

3. Analysis results regression about influence Power pull tour to satisfaction consumers, yes withdrawn conclusion that Power pull tour own influence positive and significant to satisfaction consumers in the region center Pandara Kananga culinary delights, Ternate City.

4. Based on analysis regression about perception price to satisfaction consumers, yes concluded that there is influence positive and significant from perception price to satisfaction consumers in the region center Pandara Kananga culinary delights, Ternate City.

5. From analysis about influence satisfaction consumer to interest visit come back, you can conclude that satisfaction consumer own influence positive and significant to interest visit back in the area center Pandara Kananga culinary delights, Ternate City.

6. Based on Sobel test results, available concluded that satisfaction consumer No role as an internal mediator influence Power pull to interest visit back in the area center Pandara Kananga culinary delights, Ternate City.

7. From the results of the mediation test about connection between perception price and interest visit to through satisfaction consumers, yes concluded that satisfaction consumer role as an internal mediator influence perception price to interest visit back in the area center Pandara Kananga culinary delights, Ternate City.

6. CONFESSION

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