

# The Influence of Promotions, Facilities, and Tourist Experiences on Interest in Revisiting Svarga Simelir Tourist Attractions in Langkat Regency

Ruth Yolanda Samosir, Alfifto\*, Nindya Yunita, Riza Fany Meutya, Wan Suryani

Faculty of Economics and Business, Management Study Program, Universitas Medan Area, Medan, Indonesia

Jl. Kolam No. 1, Medan Estate, Medan 20223, Sumatera Utara, Indonesia

Email: <sup>1</sup>ruthsamosir0@gmail.com, <sup>2,\*</sup>alfifto@staff.uma.ac.id, <sup>3</sup>nindyayunita@staff.uma.ac.id, <sup>4</sup>rizafany@staff.uma.ac.id, <sup>5</sup>wansuryani@staff.uma.ac.id

Correspondence Author Email: [alfifto@staff.uma.ac.id](mailto:alfifto@staff.uma.ac.id)

Submitted: 04/12/2025; Accepted: 07/01/2026; Published: 22/01/2026

**Abstract**—This research aims to determine the influence of promotion, facility and tourist experience on revisit intention at the Svarga Simelir tourist attraction in Langkat Regency. The sample in this study used purposive sampling consisting of 100 respondents who had visited the Svarga Simelir tourist attraction in Langkat Regency. The data analysis techniques used were descriptive analysis techniques and statistical analysis techniques. Data collection methods were through interviews, questionnaires and documentation studies. The research results show that the influence of promotion, facility, and tourist experience simultaneously has a significant effect on revisit intention with a value of  $F_{count} 120.742 > F_{table} \text{ value } 2.70$ . The tests carried out show that promotion, facility, and tourist experience partially have a positive and significant effect on revisit intention. The Adjusted R Square value obtained from the results of testing the Determinant Coefficient (R<sup>2</sup>) on revisit intention is 0.784, meaning that 78,4% can be explained by promotion, facility, and tourist experience. Meanwhile, the remaining 21,6% can be explained by other factors not examined in this study.

**Keywords:** Promotion; Facility; Tourist Experience; Revisit Intention

## 1. INTRODUCTION

The tourism industry is one of several strategic sectors in encouraging economic growth, especially in areas that have natural and cultural tourism potential. Aliansyah & Hermawan (2021) explained that tourism is one of the fields that is experiencing rapid growth in Indonesia. Tourism is one of the factors of economic development in Indonesia. This condition arises because tourism has always been considered a profitable and promising sector, so it is very feasible to develop as an asset that will have potential for the surrounding community and the government (Cahyani et al., 2024).

The arrangement of the tourism industry in an area will have an impact on the surrounding community so as to encourage an increase in income which will also have an impact on improving the welfare of the community in each region. In addition, tourism has the potential to contribute and foreign exchange to the economy, the amount of this contribution is determined by the large number of tourists visiting Indonesia. With the potential for abundant natural resources, the community chooses to develop them into tourist destinations such as in Simelir Hamlet.

Simelir Hamlet is one of the areas that provide quite a lot of tourist attractions with various activities that are of interest to tourists, where this hamlet is located in Sei Bingai District. Svarga Simelir is one of the tourist attractions that is a magnet for tourists because it presents beautiful natural scenery. Svarga Simelir is a natural tourist destination located in Pamah Simelir Hamlet, Telagah Village, Sei Bingai District, Lalat Regency, North Sumatra. This area is located in the foothills of the Leuser Mountains so it has a natural character dominated by hilly landscapes, green valleys, and river flows with clear water. Its natural environment that is still maintained provides a calm, cool, and pollution-free atmosphere. One of the main attractions of Svarga Simelir is the camping ground-like campsite on the banks of a small river that is clear from the mountain springs. Visitors are also allowed to bring their own tents or rent tents from the management. In addition, glamping lodging is available in the form of transparent glass cabins and villas with river and hill views, for a more comfortable stay. Mthrough comfort so that tourists have an interest in visiting again.

According to Umar in Sappewali et al., (2022) defines that interest in revisiting is one of the responses to an object that shows the feeling of tourists' desire to revisit. As for what can affect the interest of tourists to visit Svarga Simelir again is promotion. According to Zahra & Sembiring (2020), promotion is an activity to provide information to the public about the existence of a product that will be offered so that consumers are interested in buying the products or services offered. In addition to promotions that affect Revisit Intention, there are also facilities. Margaesta (2021), facilities are any object, service, or experience that can be used to satisfy customer needs and desires and can support activities carried out by customers.. In addition to the facilities that affect the interest of returning visits, there are also tourist experiences. The Tourist Experience is the visitor's full engagement with the destination, which includes emotional, physical, and social elements. The traveller experience is comprehensive and encompasses many aspects of travelers' cognitive, emotional, social, and physical responses to business (Sulistiyanda et al., 2022).

## 2. RESEARCH METHODS

This study uses a quantitative approach, where it will find the magnitude of the influence of independent variables on related variables. The data analysis method used is quantitative which is data in the form of numbers. The process of

simplifying data into a form that is easy to read and interpret. The data processing procedure in this study will begin by sorting the data into variables used in this study.

**Table 1.** Variable Operational Definition

Variabel	Defenisi	Variable Indicators	Scale
Promotions (X1)	Promotion is an element of the marketing mix that focuses on informing, persuading, and reminding consumers of the presence of a company's brand and products. (Makanoneng <i>et al.</i> , 2022)	1. Promotional Messages. 2. Promotional Media. 3. Promotion Time. (Kotler & Keller, 2021)	<i>Likert</i>
Facilities (X2)	Facilities are a service that supports a tourist attraction that is used by tourists and services according to the needs needed by tourists themselves (Afrilian, 2021)	1. Facility Conditions. 2. Completeness. 3. Interior Design. 4. Exterior Design. (Kotler & Keller, 2021).	<i>Likert</i>
Tourist Experience (X3)	Tourist experience is an experience that consumers have, directly and indirectly, in relation to the company's service processes, facilities, and the way consumers interact with other companies and tourists. (Arum Sari & Najmudin, 2021)	1. Sense. 2. Feel. 3. Think. 4. Act. (Rompas <i>et al.</i> , 2019)	<i>Likert</i>
Revisit Intention (Y)	Revisit Intention will be able to retain tourists by staying in the destination and keeping them and even recommending them to others (Fauziah, 2022)	1. Revisit in the future. 2. Recommend to others. 3. Say positive words. 4. Encourage others to visit. (Polas <i>et al.</i> , 2022)	<i>Likert</i>

From the results of the operationalization of the variables to be tested, the value of the variable will be included in the SPSS (statistical program for social science) test. The location of this research was conducted in Svarga Simelir, Sei Bingai District, Langkat Regency, North Sumatra. The time it takes to collect data starts in October 2025 – November 2025. The population in this study is the total number of visitors to the Svarga Simelir Tourist Attraction in Langkat Regency from 2021-2024 which totals 52,063 people. The sampling technique used is a non-probability sampling technique, namely with a purposive sampling technique with the criteria of men and women at least 17 years old and having visited the Svarga Simelir Tourist Attraction at least 1 time.

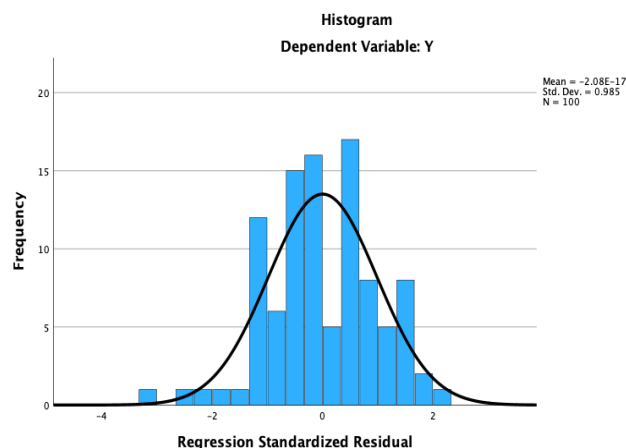
### 3. RESULTS AND DISCUSSION

#### 3.1 Data Analysis Results

##### 3.1.1 Classic Assumption Testing

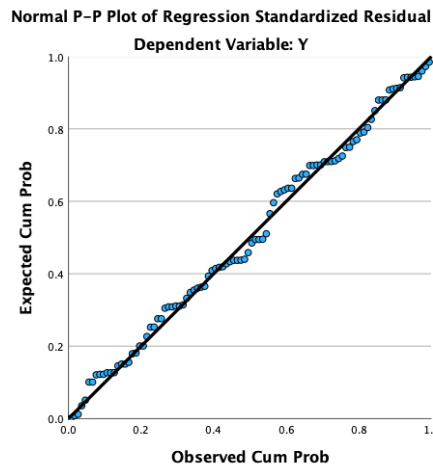
###### a. Diagram Histogram

Based on the Figure, it can be seen that the variable is normally distributed, this is indicated by the distribution of data that is bell-shaped and does not deviate to the left or right.



**Figure 1.** Normality Test with Histogram

b. Graph Normal P-P Plot



**Figure 2.** Test Normality with Normal P-P Plot

The image shows that the point that follows the data along the diagonal line is visible in the image. This shows that the residual researcher is normal. However, to further ensure that along the diagonal line is normally distributed, the *Kolmogorov-Smirnov test* is performed.

c. Kolmogorov-Smirnov Approach

**Table 1.** Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Hours of deviation	4.25513334
Most Extreme Differences	Absolute	.052
	Positive	.051
	Negative	-.052
Test Statistic		.052
Asymp. Sig. (2-tailed) <sup>c</sup>		.200d
Monte Carlo Sig. (2-tailed) <sup>e</sup>	sig.	.725
	99% Confidence Interval Lower Bound	.713
	Upper Bound	.736

a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.  
 d. This is a lower bound of the true significance.  
 e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

In the Table it can be seen that the value *Asymp.Sig. (2-tailed)* is 0.200 and is greater than the significance level, which is 0.05 ( $0.200 > 0.05$ ), indicating that the data is normally distributed.

d. Multicollinearity Test

**Table 2.** Multicollinearity Test

Model	Coefficients <sup>a</sup>			t	Itself.	Collinearity Statistics	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients			Tolerance	BRIGHT
1 (Constant)	-3.867	1.865	Beta	-2.073	.041		
Promotion	.229	.077		2.999	.003	.654	1.528
Facilities	.469	.143		3.280	.001	.174	5.737
Tourist Experience	.504	.127		3.967	<.001	.186	5.385
Experience							

a. Dependent Variable: Revisit Intention

In the table, it can be concluded that in the regression model used, there are no symptoms of multicollinearity between independent variables. The calculation results showed that the *Tolerance* value of the Promotion variable (X1) was 0.654 and the *VIF* value was 1.528, and the *Tolerance* value of the Facility variable (X2) was 0.174 and the *VIF* value was 5.737, and the *Tolerance* value of the Tourist Experience variable (X3) was 0.186 and the *VIF* value was 5.385. Thus, it can be seen that the *Tolerance* value of each independent variable is  $\geq 0.1$  with a *VIF* value of  $<10$ . Therefore, based on the test criteria, it can be concluded that multicollinearity does not occur.

e. Heteroscedasticity Test

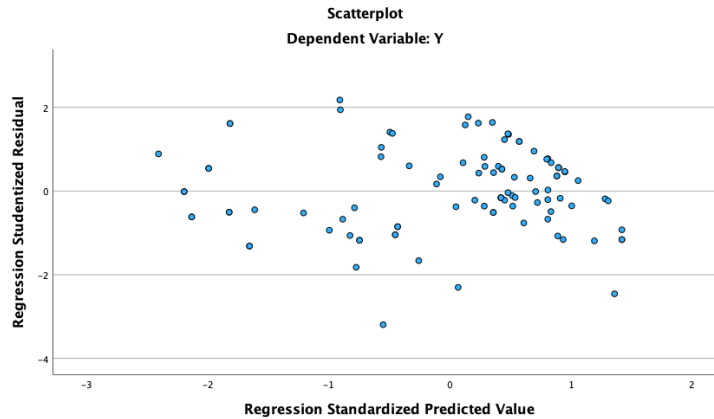


Figure 3. Heteroscedasticity with Scatterplots

Based on the figure, it is known that the dots are scattered randomly, scattered both above and below the zero on the Y axis and do not form a definite pattern. Therefore, the regression model is said to have undergone heteroscedasticity.

f. Multiple Linear Regression Analysis

Table 3. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.867	1.865		-2.073	.041
Promotion	.229	.077	.173	2.999	.003
Facilities	.469	.143	.367	3.280	.001
Tourist Experience	.504	.127	.430	3.967	<.001

a. Dependent Variable: Revisit Intention

Based on the multiple linear regression equation, it can be explained as follows:

1. This constant ( $\beta_0$ ) = -3.867 indicates that if Promotions, Facilities, and Tourist Experience are considered constant, then the Return Interest variable has a value of -3.867.
2. The constant ( $\beta_1$ ) = 0.229 indicates a positive influence which means that if the Promotion variable increases by one unit, the value of Return Interest also increases by 0.229 units and vice versa.
3. Constant ( $\beta_2$ ) = 0.469 shows a positive influence which means that if the Facility variable increases by one unit, then the value of Revisit Intention also increases by 0.469 units and vice versa.
4. Constant ( $\beta_3$ ) = 0.504 shows a positive influence which means that if the Tourist Experience variable increases by one unit, then the value of Revisit Intention also increases by 0.504 units and vice versa.

3.1.2 Hipotesis test

a. Partial test (t test)

Table 4. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.867	1.865		-2.073	.041
Promotion	.229	.077	.173	2.999	.003
Facilities	.469	.143	.367	3.280	.001
Tourist Experience	.504	.127	.430	3.967	<.001

a. Dependent Variable: Revisit Intention.

Based on the results of the partial test (t-test) described above, it can be concluded that:

1. Independent Variable X1 (Promotion)

Promotion variables have a significant effect on Revisit Intention. This can be seen from the significant value

(0.003) < from 0.05 and t-count (2.999) > compared to the t-table (1.98).

2. Independent Variable X2 (Facility)

The Facility variable has a significant effect on Interest in Returns. This can be seen from the significant value (0.001) < of 0.05 and t-count (3.280) > compared to the t-table (1.98).

b. Simultaneous Test Results (f-test)

Table 5. ANOVA

Model	Sum of Squares	Df	Mean Square	F	Itself.
1 Regression	6763.490	3	2254.497	120.742	<.001 <sup>b</sup>
Residual	1792.510	96	18.672		
Total	8556.000	99			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Promotions, Facilities, Tourist Experience.

It is known that the value of  $f_{is}$  calculated as 120.742 > from  $f_{table}$  2.69 and with a Sig value that is smaller than the alpha value ( $0.000 < 0.05$ ), based on the hypothesis testing criteria if the  $f_{count} > f_{of\ the\ table}$ , then  $H_0$  is rejected and  $H_1$  is accepted, meaning that the independent variable consists of X1, X2, and X3 simultaneously has a significant effect on the Y.

c. Coefficient of Determination (R2)

Table 6. Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889 <sup>a</sup>	.790	.784	4.321

a. Predictors: (Constant), Promotions, Facilities, Tourist Experience.

b. Dependent Variable: Revisit Intention.

It is known that the *Adjusted R Square* value of 0.784 means that 78.4% of the Revisit Intention can be explained by Promotions, Facilities, and Tourist Experience. While the remaining 21.6% can be explained by other factors that were not studied in this study.

### 3.2 Discussion

#### 3.2.1 The Influence of Promotion on Revisit Intention

Based on the t-test, the promotion variable had a positive and significant effect on interest in revisiting the Svarga Simelir Tourist Attraction in Langkat Regency which can be seen from the significant value ( $0.003 < 0.05$ ) and t-count (2.999) > from the t-table (1.98). This shows that promotion has an effect on increasing Revisit Intention and the influence of this variable is significant so that the promotional variable at the Svarga Simelir Tourist Attraction is considered good. Statements on the promotion variable tend to receive a positive response by respondents. The statement that gets the dominant consensus in this variable is "I saw an interesting Svarga Simelir post so I am interested in visiting" showing that the average answer of the respondents was 4.3, this indicates that the Svarga Simelir post is interesting. In addition, the statement "I know about the Svarga Simelir Tourist Attraction through social media" shows that the average answer of the respondents is 4.09, this shows that Svarga Simelir social media is very well managed.

However, based on the analysis of the distribution of answers, there are some respondents who consider the Svarga Simelir Tourist Attraction to be not good. This can be seen based on the statement "I see every post of Svarga Simelir actively uploading the latest information" that the average answer of the respondents is 3.13, this shows a lack of agreement. In addition, the statement "I often see videos of visitors to the Svarga Simelir Tourist Attraction appear on my social media" shows that the average answer of the respondents is 3.24, this shows that the respondents do not agree.

This is in accordance with previous research researched by Putri *et al.*, (2022) showing that the promotion variable has a significant positive influence on Revisit Intention.

#### 3.2.2 The Influence of Facilities on Revisit Intention

Based on the t-test, the promotion variable had a positive and significant effect on the interest in revisiting the Svarga Simelir Tourist Attraction in Langkat Regency which can be seen from the significant value ( $0.001 < 0.05$ ) and t-count (3.280) > from the t-table (1.98). This shows that facilities have an effect on increasing interest in returning and the influence of this variable is significant so that the facility variables in the Svarga Simelir Tourist Attraction are considered good.

Statements on the facility variable tend to get a positive response by respondents. The statement that received the dominant agreement in this variable was "The combination of building colors with nature provides comfort for visitors in enjoying the natural beauty of the Svarga Simelir Tourist Attraction" showing that the average respondent answer was 4.09, this shows that the building in Svarga Simelir provides comfort for visitors. In addition, the statement "Svarga Simelir Tourist Attraction provides adequate parking area" shows that the average answer of the respondents is 4.03, this shows that the parking area in Svarga Simelir is very well managed.

However, based on the analysis of the distribution of answers, there are some respondents who consider the Svarga Simelir Tourist Attraction to be not good. This can be seen based on the statement "The facilities available at the Svarga

Simelir Tourist Attraction are always in clean condition" that the average answer of the respondents is 3.23, this shows a lack of agreement. In addition, the statement "Adequate lighting is available at the Svarga Simelir Tourist Attraction" shows that the average answer of the respondents is 3.24, this shows that the respondents do not agree.

This is in accordance with previous research researched by Anggraita Soniya Listyo (2023) showing that the facility variable has a significant positive influence on Revisit Intention.

### 3.2.3 The Influence of Tourist Experience on Revisit Intention

Based on the t-test, the variable experience of tourists had a positive and significant effect on the interest in revisiting the Svarga Simelir Tourist Attraction in Langkat Regency which can be seen from the significant values ( $<0.001 < 0.05$ ) and t-count (3.967) > from the t-table (1.98). This shows that tourist experiences have an effect on increasing Revisit Intention and the influence of this variable is significant so that the promotional variable at the Svarga Simelir Tourist Attraction is considered good.

Statements on the promotion variable tend to receive a positive response by respondents. The statement that got the dominant agreement in this variable was "I documented every activity while at the Svarga Simelir Tourist Attraction" showing that the average answer of the respondents was 4.28, this shows that every activity in Svarga Simelir is good. In addition, the statement "Svarga Simelir Tourist Attraction offers a beautiful view" shows that the average answer of the respondents is 4.08, this shows that the view at Svarga Simelir is beautiful.

However, based on the analysis of the distribution of answers, there are some respondents who consider the Svarga Simelir Tourist Attraction to be not good. This can be seen based on the statement "I can interact directly with the local community while at the Svarga Simelir Tourist Attraction" that the average answer of the respondents is 3.19, this shows disagreement. In addition, the statement "I feel that the price of food at Svarga Simelir Tourist Attraction is quite affordable" shows that the average answer of the respondents is 3.26, this shows that the respondents do not agree.

This is in accordance with previous research researched by Libre *et al.*, (2022) showing that the variable of tourist experience has a significant positive influence on Revisit Intention.

## 4. CONCLUSION

Based on the results of the analysis and discussion that has been carried out in this study, the researcher draws the following conclusions, Promotion has a positive and significant effect on Interest in Revisiting Svarga Simelir Tourist Attractions in Lalat Regency. Facilities have a positive and significant effect on Interest in Revisiting Svarga Simelir Tourist Attractions in Lalat Regency. Tourist experience has a positive and significant effect on interest in revisiting Svarga Simelir Tourist Attractions in Lalat Regency. Promotion, Facilities and Tourist Experience have a positive and significant effect on Interest in Revisiting in Lalat Regency. This research has academic, practical, and strategic implications. Academically, the results of this research add insight in the field of marketing, especially related to promotion in influencing interest in returning visitors among visitors. These findings also reinforce the marketing theory that interactive promotions increase the attractiveness and trust of a brand. Practically, the results of this study provide insight for tourism, especially Svarga Simelir, in designing a more effective marketing strategy by optimizing the facilities provided and the experience provided to visitors. From a strategic perspective, companies can consider actively strengthening digital interactions with consumers, in order to increase interest in revisiting the world of tourism. For the next researcher, this study used three independent variables to determine the Revisit Intention. Therefore, it is recommended for future researchers to add or develop other variables that are not studied in this study that can determine the interest in revisiting, for example tourist attractions, prices, service quality and so on at the Svarga Simelir tourist attraction in Lalat Regency.

## ACKNOWLEDGMENT

The author would like to thank the thesis supervisor, Mr. Alfifto, SE, M.Si, for his valuable guidance and input for the perfection of this journal and this research was supported by funds from the Faculty of Economics and Business, Medan Area University.

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