The Effect Of Attraction, Accessibility And Facilities On Destination Images And It’s Impact On Revisit Intention In The Marine Tourism Of The Wakatobi Regency

Dian Ariesta, Endro Sukoto, Nursaban Rommy Suleman

Abstract: This research is aimed to determine the effect of attraction, accessibility, facilities on destination image and its impact on revisit intention in the Marine Tourism of the Wakatobi Regency. The research method used is quantitative descriptive analysis techniques. The data used in this study are primary and secondary data. The population in this study amounted to 100 tourists with a sampling technique using the Slovin formula. Data is processed statistically using SEM program tools with the help of the AMOS Software. The results of this study indicate that attraction and accessibility do not significantly influence destination image marine tourism of the Wakatobi Regency, facilities have a significant effect on destination image marine tourism of the Wakatobi Regency, attraction does not significantly influence revisit intention in the marine tourism of the Wakatobi Regency, while accessibility and facilities have a significant effect on revisit intention in the marine tourism of the Wakatobi Regency. The image has a significant effect on revisit intention in the marine tourism of the Wakatobi Regency. The results of this study stated that destination image nautical tourism has a good quality and impression of tourists who visit so that tourists get a feeling of pleasure and comfort when visiting, the better the destination image, the higher the intention to re-visit tourist destinations.

Index Terms: attraction, accessibility, facilities, destination image, revisit intention.

1. INTRODUCTION

Attraction is a very important part in the development of a tourist destination, good tourism objects can provide positive opinions on potential tourists to visit a destination or tourist destination. Mill (2000: 12) argues that the main attraction of a tourist attraction to visit is tourist attraction, attraction tourism is based on natural, cultural, ethnic, and entertainment resources. The most important characteristic for tourists is the attraction caused by certain differences from natural resources in the form of physical characteristics of nature, climate and beauty of a tourist area. Pendidit (2006: 71) states that the attractions of tourism originating from nature are: (1) Natural beauty which includes, general topography such as flora and fauna around lakes, rivers, beaches, islands, hot springs, mineral sources, bays, caves, waterfalls, nature reserves, forests and so on. (2) Climate which includes, sunlight, air temperature, weather, wind, rain, heat, humidity and so on. The development of attractions with a good base attraction must be supported by a component of the facilities and accessibility, the activity makes it easy for visitors to reach a tourist attraction while facilities can meet the needs of visitors as long as they enjoy attraction in a selected tourist attraction. Developing a tourist attraction in a tourist destination cannot release the product components attraction, accessibility or facilities because these three components can make the attraction of a tourist attraction. Management of the three components of tourism products properly will have positive implications on the image of the tourist attraction. The image of a tourist attraction is a function of experience that is as good as consumers' expectations of tourism products or services, so the result is the perceived quality of the product or service will change the image, a positive image change depends very much on the process of communicating a product and can integrate with the supply and management tourism products such as: attractions, facilities and accessibility that are in accordance with the expectations or expectations of visitors tourists, and if tourists feel high satisfaction it will encourage a positive image so that tourists will recommend (communicate) to other potential tourists. Performance evaluation of service quality (experienced service), the image has an important role as a filter that affects the perception of favorable quality, neutral perception, or unfavorable perception depending on the consumer's consideration of the service provider whether good, neutral or bad. The image is dynamic according to time changes that depend on the perception of the quality of services provided by the organization or service provider (Gronroos, 1998: 328). Marine Tourism The Wakatobi National Marine Park is an archipelago that combines four large islands into one, namely the Wakatobi Islands, four of which are Wangi-Wangi Island, Kaledupa Island, Tomia Island and Binongko Island, which are abbreviated into one name namely Wakatobi Islands. Wakatobi National Park is very suitable to become a marine tourist attraction because Wakatobi is the most beautiful marine park and marine park with the best coral growth with varying depths, its depth can reach 1,044 meters on the basis of rocky and sandy waters. This region has enormous potential, due to the large number of coral reefs and types of marine life in Wakatobi, so the aesthetic value of the underwater park is very high. Another attraction of Wakatobi is the vast expanse of coral reefs along the waters with colorful underwater topography such as slop, flat, drop-off, atoll, and underwater caves. Wakatobi marine tourism park, we can see the life of the Bajo Mantigola tribe who mostly live in Ambuea, Wakatobi. The Bajo are known as sea people, because they live in the sea, even their homes are above the sea. Bajo tribal settlements were built using heaps of coral. Bridges are built as access roads to all villages. The nickname of the sea people in the Bajo community is not excessive because they have never even used a compass or navigation tool to go to sea. Wakatobi has recorded approximately 25 pieces of coral reefs with 750 species surrounded by 600 square kilometers, and has a beach tourism object that has the potential to be further managed. The aim of this research is to test and explain the influence of attraction, accessibility, and facilities on destination image and its revisit intention in the Marine Tourism of the Wakatobi Regency.
2. LITERATURE REVIEW

Definition of Tourism
Reill in Prasetyo (2003: 20) stated that tourism products are services that are obtained, felt or enjoyed by tourists since leaving their homes to the chosen tourist destination and returning to their original place of departure. But Kotler, Bowen and Makens (2006: 273), argue that tourism products are products in the form of main services accompanied by additional goods and services, therefore the offer consists of a main service with additional other services or supporting goods. The following are three main components of tourism products which are expressed by various opinions which include, components attraction, accessibility and facilities contained in a tourist attraction.

Attraction
Goeldner et al (2000) in Vengesayi (2003: 3) states, "They are the fundamental reasons why prospective visitors choose one destination over another. Classified and categorized attractions differently, categorizing attractions into five main groups: culture, natural, events, recreation and entertainment. (attraction is the main reason visitors choose a destination over another. Attraction is grouped into five main groups: culture, nature, events, recreation and entertainment). Roger and Slinn (1998: 12) state that attraction or attraction is everything that is in a tourist attraction that becomes an attraction so that people visit the place. Suwantoro (2000: 18-19) asserts that [attraction] is divided into two groups, namely natural attraction and man-made attraction. attraction nature is a tourist attraction attached to the beauty and uniqueness of nature from the creator which consists of natural beauty, natural climate, scenery, strange fauna and flora (uncommon vegetation & animals), forests (the sylvan elements) and health centers such as sulfur hot springs, and mud baths. Whereas man-made attraction is anything that becomes a tourist attraction that is intentionally created or created by humans, for example monuments, temples, art galleries, arts, festivals, ritual parties, traditional wedding ceremonies, and others. Soekadjo (2003: 61) revealed that good tourist attractions can also bring as many tourists as possible, keep them in place for long periods of time and give satisfaction to visiting tourists.

Accessibility
Djoko Wijono in Payangan (2015: 31) explained accessibility is a means and infrastructure that causes tourists to visit tourist objects / attractions (ODTW). Suwantoro (2000: 56) states that accessibility is one important aspect that supports the development of tourism, because it involves cross-sectoral development. accessibility can be measured through its dimensions, Soekadjo (2003: 107-108) revealed that the accessibility requirements consist of access to information where facilities must be easily found and easily accessible, must have access to road conditions that can be traversed and to the tourist attractions and there must be an end to a journey.

Facilities
Spillane (2000: 23) revealed that physical facilities (physical facilities) are facilities provided by managers of attractions to provide services or opportunities for tourists to enjoy them. With the availability of facilities it will encourage potential tourists to visit and enjoy attractions with a relatively long time. Facilities and services will make it easier for people to visit the desired tourist attraction and movement at tourist sites. While the facilities intended by Yoeti (2005: 82) consist of several types of tourism facilities, where one another complementary. In the tourism object business relationship to make more tourists come, longer stay, spend more money in the places visited, then these facilities play an important role. Suwantoro (2000: 57) states that tourism facilities consist of accommodation, restaurants, recreation and entertainment businesses, transportation and other facilities such as souvenir shops, water providers and toilet facilities. Accommodation is a means to provide accommodation services that can be complemented by services food and drink and other services.

Destination Image
According to Coshall (2002: 1116) states destination image is a picture, thoughts, beliefs, feelings and perceptions of a destination. According to Coshall (2002: 89) which states that destination image is a general impression of tourists towards a tourist destination. Attractions
There are three dimensions of destination image according to Hallin, et al (2011: 470), namely as follows:

a. Cognitive destination image
destination image cognitive, consisting of the quality of experience gained by tourists, tourism attractions in a destination, environment and infrastructure in the environment, entertainment and cultural traditions of the destination.

b. Destination image unique
destination image that is unique, consisting of the natural environment, the attractiveness of a destination and the local attractions that are destined.

c. Affective destination image
destination image effective, consisting of pleasant, arousing, relaxed and attractive feelings when in a destination.

Revisit Intention
Baker and Crompton (2000) state revisit intention is the intention and desire to visit more often. revisit intention is defined as the intention to buy back (purchase intention), which is a strong desire to repurchase (Fullerton and Taylor, 2000).

3. RESEARCH HYPOTHESIS
Based on the theoretical basis previously stated, the hypothesis this research is:

H : attraction has a positive and significant effect on destination image in the Marine Tourism of the Wakatobi Regency.
1 : accessibility has a positive and significant effect on destination image in the Marine Tourism of the Wakatobi Regency.
2 : facilities has a positive and significant effect on destination image in the Marine Tourism of the Wakatobi Regency.
3 : attraction has a positive and significant effect on revisit intention in the Marine Tourism of the Wakatobi Regency.
H5: accessibility has a positive and significant effect on revisit intention in the Marine Tourism of the Wakatobi Regency.

H6: facilities has a positive and significant effect on revisit intention in the Marine Tourism of the Wakatobi Regency.

H7: destination image has a positive and significant effect on revisit intention in the Marine Tourism of the Wakatobi Regency.

4. RESEARCH METHODS

This research is classified as quantitative research because in this study the hypothesis testing that has been stated previously. This study examined the relationship between attraction, accessibility and facilities which were categorized as independent variables, to destination image of Tourism Objects and revisit intention which were categorized as dependent variables. This research was conducted in Wakatobi district. The object of this research is the Wakatobi marine tourism, which is conducted from October-December 2018. The type of data to be examined is secondary data, in the form of historical records or reports that have been arranged in an archive (documentary data) and obtained directly from the research location using a questionnaire, and distributed to visitors of Wakatobi marine tourism objects or who have had experience visiting for 1 (one) the last month or by observation. Analysis of the data used in this study uses a validity test, a reliability test and a confirmatory factor test (CFA). To test the proposed hypothesis, the data were analyzed using Structural Equation Modeling (SEM) analysis using SPSS and AMOS Software.

5. RESEARCH RESULT

Structural Model Analysis Results

Based on the method of determining values in the model, exogenous variables are attraction, accessibility and facilities while those classified as endogenous variables are destination image and revisit intention. The model is said to be good when the development of hypothetical models is theoretically supported by empirical data.

Initial Model Of Relationships Between Variables

The model test results are evaluated based on the goodness of fit indices in the following Table with the model criteria and their critical values that have the suitability of the data presented.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Goodness of Fit Index</th>
<th>Cut-of Value</th>
<th>Model Results</th>
<th>information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>Expected to be small</td>
<td>498.657</td>
<td>Not Good</td>
<td></td>
</tr>
<tr>
<td>Probability level</td>
<td>≥ 0.05</td>
<td>.000</td>
<td>Not Good</td>
<td></td>
</tr>
<tr>
<td>GFI</td>
<td>≥ 0.90</td>
<td>0.674</td>
<td>Not Good</td>
<td></td>
</tr>
<tr>
<td>AGFI</td>
<td>≥ 0.90</td>
<td>0.529</td>
<td>Not Good</td>
<td></td>
</tr>
<tr>
<td>TLI</td>
<td>≥ 0.90</td>
<td>0.572</td>
<td>Not Good</td>
<td></td>
</tr>
<tr>
<td>CFI</td>
<td>≥ 0.90</td>
<td>0.622</td>
<td>Not Good</td>
<td></td>
</tr>
<tr>
<td>RMSEA</td>
<td>≥ 0.08</td>
<td>0.226</td>
<td>Not Good</td>
<td></td>
</tr>
</tbody>
</table>

Based on the Table, it can be seen that the model is not feasible to use. From the table it can be seen that there is no value of the criteria for goodness of fit that meets the requirements. Based on the instructions for modification indices, modifications are made to improve the model so that it is valid for proof of hypothesis. Modification of the model takes precedence only on the correlation between items and or errors and does not modify the path of influence. The final model test results are evaluated based on the goodness of fit indices in the following table by presenting the model criteria and their critical values that have data suitability.

The Final Model Of Relationships Between Variables
Table 2. Final Stage Goodness of Fit Indices Evaluation Table

<table>
<thead>
<tr>
<th>Goodness of Fit Index</th>
<th>Cut-off Value</th>
<th>Results Model</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>Expected to be small</td>
<td>100.690</td>
<td>Well</td>
</tr>
<tr>
<td>Probability</td>
<td>≥ 0.05</td>
<td>0.014</td>
<td>Well</td>
</tr>
<tr>
<td>GFI</td>
<td>≥ 0.90</td>
<td>0.888</td>
<td>Marginal</td>
</tr>
<tr>
<td>AGFI</td>
<td>≥ 0.90</td>
<td>0.814</td>
<td>Marginal</td>
</tr>
<tr>
<td>TLI</td>
<td>≥ 0.90</td>
<td>0.966</td>
<td>Well</td>
</tr>
<tr>
<td>CFI</td>
<td>≥ 0.90</td>
<td>0.977</td>
<td>Well</td>
</tr>
<tr>
<td>RMSEA</td>
<td>≥ 0.08</td>
<td>0.064</td>
<td>Well</td>
</tr>
</tbody>
</table>

Source: Primary data processed using AMOS Version 20 software

From the evaluation of the proposed model shows that the evaluation of the model of the overall construct turns out that there are no critical violations of various criteria so that it can be stated that the model is relatively acceptable or in accordance with the data, so that the subsequent model suitability test can be performed. From the path tested there are no insignificant indicators that can be seen from the probability value or \( p \) above 0.05 (level 5%) and the calculated \( t \) value above the \( t \) table value. Analysis of direct effects (direct effect), the inter-constructs of the model can be compared to evaluate the effect of each construct on the direct effect which is nothing but the coefficients of all the coefficient lines with one end arrow, while the indirect effect is the effect that appears through an intermediate variable (intervening variables) and total effects are the effects of various relationships (Augusty, 2005), the test results are presented as follows.

Table 3. Results of the Direct Path Research Hypothesis

<table>
<thead>
<tr>
<th>Variable Indenpenden</th>
<th>Variable Dependen</th>
<th>C.R.</th>
<th>Effec t Koeff Path</th>
<th>(P Value)</th>
<th>Informatio n</th>
</tr>
</thead>
<tbody>
<tr>
<td>attraction</td>
<td>destinatio n image</td>
<td>.611</td>
<td>.070</td>
<td>.541</td>
<td>No Sig</td>
</tr>
<tr>
<td>accessibility</td>
<td>destinatio n image</td>
<td>-.462</td>
<td>-.108</td>
<td>.644</td>
<td>No Sig</td>
</tr>
<tr>
<td>facilities</td>
<td>destinatio n image</td>
<td>1.925</td>
<td>.213</td>
<td>.055</td>
<td>Sig</td>
</tr>
<tr>
<td>attraction</td>
<td>revisit intention</td>
<td>.165</td>
<td>.010</td>
<td>.869</td>
<td>No Sig</td>
</tr>
<tr>
<td>accessibility</td>
<td>revisit intention</td>
<td>2.528</td>
<td>.202</td>
<td>.027</td>
<td>Sig</td>
</tr>
<tr>
<td>facilities</td>
<td>revisit intention</td>
<td>2.757</td>
<td>.246</td>
<td>.007</td>
<td>Sig</td>
</tr>
<tr>
<td>destination image</td>
<td>revisit intention</td>
<td>3.544</td>
<td>.588</td>
<td>***</td>
<td>Sig</td>
</tr>
</tbody>
</table>
such as clean water and mud baths. Whereas man-made [attraction] is anything that becomes a tourist attraction that is intentionally created or made by humans, for example monuments, temples, art galleries, arts, festivals, ritual parties, traditional wedding ceremonies, and others. The results of this study are not in line with research conducted by Sulfi Abdulhaji and Ibnu Sina Hi. Yusuf (2016), Ida Bagus Kade Wanda and Edriana Pangestuti (2018) who found that attraction had a significant effect on tourist destination.

**Effect of accessibility on destination image in The Marine Tourism Of The Wakatobi Regency**
The results showed that the variable accessibility did not significantly influence the destination image in marine tourism objects of the Wakatobi Regency. The results of this statistical test mean that the variable [accessibility] is not able to play a role in achieving access to tourist objects properly. Suwantoro (2010: 56) states that accessibility is one important aspect that supports the development of tourism, because it involves cross-sectoral development. Without being connected to the transportation network, it is impossible for a tourist attraction to get tourist visits. Tourism object is the end of a tour and must meet the requirements accessibility, meaning that the tourist attraction must be easily achieved and by itself is also easy to find. The results of this study are not in line or not supported by previous studies such as Sulfi Abdulhaji and Ibnu Sina Hi. Yusuf (2016), Ida Bagus Kade Wanda and Edriana Pangestuti (2018), who found that accessibility can affect or significantly influence tourist destination destinations.

**Effect of facilities on destination image in The Marine Tourism Of The Wakatobi Regency**
Based on the results of this study it appears that the variable facilities has a positive effect on the destination image of marine tourism objects of the Wakatobi Regency. The results of this statistical test mean that tourist facilities play an important role in achieving quality results. The better facilities provided to visitors, the better destination image of marine tourism objects of the Wakatobi Regency. Spillane (2010: 23) revealed that physical facilities (physical facilities) are facilities provided by managers of attractions to provide services or opportunities for tourists to enjoy them. With the availability of facilities it will encourage potential tourists to visit and enjoy attractions with a relatively long time. Facilities and services will make it easier for people to visit the desired tourist attraction and movement at tourist sites. The results of this study are in line and have the support of previous studies such as Sulfi Abdulhaji and Ibnu Sina Hi. Yusuf (2016) who found that facilities could significantly influence tourist destination images. Likewise Sebastian Vegensay (2018), Sabrina Rahman Cipta (2017), Ida Bagus Kade Wanda and Edriana Pangestuti (2018), who found that facilities influenced the destination image of a tourist attraction.

### Table 4. Research result Direct, indirect and total effect

<table>
<thead>
<tr>
<th>Construct</th>
<th>Direct</th>
<th>Indirect</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>attraction</td>
<td>.070</td>
<td>.000</td>
<td>.070</td>
</tr>
<tr>
<td>accessibility</td>
<td>-.108</td>
<td>.000</td>
<td>-.108</td>
</tr>
<tr>
<td>facilities</td>
<td>.213</td>
<td>.000</td>
<td>.213</td>
</tr>
<tr>
<td>attraction</td>
<td>.010</td>
<td>.041</td>
<td>.051</td>
</tr>
<tr>
<td>accessibility</td>
<td>.202</td>
<td>-.063</td>
<td>.139</td>
</tr>
<tr>
<td>facilities</td>
<td>.246</td>
<td>.125</td>
<td>.371</td>
</tr>
<tr>
<td>destination image</td>
<td>.588</td>
<td>.000</td>
<td>.588</td>
</tr>
</tbody>
</table>

Source: Primary data processed using AMOS Version 20 software.

Based on the Table, it can be seen that there are hypothetical pathways supported by empirical data and are accepted as follows:

H1: attraction does not have significant effect on destination image.
H2: accessibility has no significant negative effect on destination image.
H3: facilities has a positive and significant effect on destination image.
H4: attraction has insignificant effect on revisit intention.
H5: accessibility has a significant effect on revisit intention.
H6: facilities has a significant effect on revisit intention.
H7: destination image has a significant effect on revisit intention.

### 6. DISCUSSION

**Effect of attraction on destination image in The Marine Tourism Of The Wakatobi Regency**
The results showed that the variable attraction had a non-significant effect on the destination image of the Wakatobi Regency tourism object. The results of this test provide an understanding of the level of [attraction] lacking a role in improving the image quality of marine tourism objects in Wakatobi Regency. So that the lower the level of attraction that is owned by a tourist attraction, the less good the level of quality of the tourist attraction being managed, and in the end it will further reduce the destination image of the Wakatobi Regency marine tourism object. Roger and Slinn (1998: 12) state that attraction or attraction is everything that is in a tourist attraction that becomes an attraction so that people visit the place. Suwantoro (2010: 18-19) asserts that attraction is divided into two groups, namely natural attraction and man-made attraction. attraction nature is a tourist attraction attached to the beauty and uniqueness of nature from the creator which consists of natural beauty, natural climate, scenery, strange fauna and flora (uncommon vegetation & animals), forests (the sylvan elements) and health centers such as clean water and mud baths. Whereas man-made [attraction] is anything that becomes a tourist attraction that is intentionally created or made by humans, for example monuments, temples, art galleries, arts, festivals, ritual parties, traditional wedding ceremonies, and others. The results of this study not in line with research conducted by Sulfi Abdulhaji and Ibnu Sina Hi. Yusuf (2016), Ida Bagus Kade Wanda and Edriana Pangestuti (2018) who found that attraction had a significant effect on tourist destination.

**Effect of accessibility on destination image in The Marine Tourism Of The Wakatobi Regency**
The results of this study indicate that the variable attraction does not have a significant effect on the destination image of the Wakatobi Regency. The results of this statistical test mean that the variable [attraction] is not able to play a role in achieving access to tourist objects properly. Suwantoro (2010: 56) states that accessibility is one important aspect that supports the development of tourism, because it involves cross-sectoral development. Without being connected to the transportation network, it is impossible for a tourist attraction to get tourist visits. Tourism object is the end of a tour and must meet the requirements accessibility, meaning that the tourist attraction must be easily achieved and by itself is also easy to find. The results of this study are not in line or not supported by previous studies such as Sulfi Abdulhaji and Ibnu Sina Hi. Yusuf (2016), Ida Bagus Kade Wanda and Edriana Pangestuti (2018), who found that accessibility can affect or significantly influence tourist destination destinations.

**Effect of facilities on destination image in The Marine Tourism Of The Wakatobi Regency**
Based on the results of this study it appears that the variable facilities has a positive effect on the destination image of marine tourism objects of the Wakatobi Regency. The results of this statistical test mean that tourist facilities play an important role in achieving quality results. The better facilities provided to visitors, the better destination image of marine tourism objects of the Wakatobi Regency. Spillane (2010: 23) revealed that physical facilities (physical facilities) are facilities provided by managers of attractions to provide services or opportunities for tourists to enjoy them. With the availability of facilities it will encourage potential tourists to visit and enjoy attractions with a relatively long time. Facilities and services will make it easier for people to visit the desired tourist attraction and movement at tourist sites. The results of this study are in line and have the support of previous studies such as Sulfi Abdulhaji and Ibnu Sina Hi. Yusuf (2016) who found that facilities could significantly influence tourist destination images. Likewise Sebastian Vegensay (2018), Sabrina Rahman Cipta (2017), Ida Bagus Kade Wanda and Edriana Pangestuti (2018), who found that facilities influenced the destination image of a tourist attraction.
they have is always indicated as a benchmark of the quality of a tourist destination. However, if it is not accompanied by good maintenance, the quality of the tourist attraction will decrease over time (Soekadijo, 2000). Of course the decline in the quality of tourist attraction in a tourist destination will have an impact on tourist visits, given the attractiveness of tourism is a factor that determines the interest or motivation of tourism to visit (Sammeng, 2001); (Suryadana, 2015). According to Spillane (2012), tourism attractions are things that attract the attention of tourists owned by a tourist destination. With 5 important elements in a tourist destination, one of them is various things that attract the attention of tourists (Attraction) Tourist attraction is anything that has a uniqueness, beauty, authenticity, and value that motivates tourists to visit it (Sammeng, 2001). In one tourist destination it is possible to have a variety of tourist destinations. The theory of interest in visiting is analogous to buying interest, such as research conducted by Albarq (2014) which equates that the interest of visiting tourists is the same as the purchasing interest of consumers. Susanto & Kotler (2000) that interest as an impulse, is a strong internal stimulus that motivates an action (statement of interest to revisit), where this impulse is influenced by stimulus and positive feelings about the product. In the research factor that is indicated as a stimulus that motivates buying intention is the perception of tourists themselves towards the quality of tourist attraction. Previous research states that tourist perceptions of the quality of attractiveness determine the interest of visiting tourists (Sopyan & Widyanto, 2015). A similar study was carried out by Nasulton et al., (2009) for foreign tourists with the same results.However, the results of this study are in line and have the support of previous studies such as Faikar Adam Wiradipoetra1, Erlangga Brahmanto (2016) who found that the quality of tourist attraction according to tourist perceptions in low or less attractive conditions. Interest in visiting tourists is also low. Declining quality of attraction has a significant effect on the decline in interest in visiting tourists. The novelty in this study is the factor of damage facilities due to lack of care is considered as a trigger for negative tourist perceptions of tourist attraction, so that the impact on the lack of interest to visit.

**Effect of accessibility on revisit intention In The Marine Tourism Of The Wakatobi Regency**

Accessibility has a role in influencing revisit intention, accessibility is a means and infrastructure that causes tourists to visit tourist objects / attractions. The results of this study indicate that the variable [accessibility] has a positive and significant effect on revisit intention. The indicators used to measure the variable accessibility are completeness of information, ease of getting information, road conditions, public infrastructure, location of attractions, distance traveled, costs incurred. Based on the results of the study it can be interpreted that in general respondents acknowledge the variables facilities that are available in marine tourism in sufficient numbers, underperforming comfort for tourists who come so as to be able to influence the [revisit intention] of marine tourism tourists. In the tourism business there are also elements that support each other including tourism facilities. Sammeng (2011: 39) discovered that one of the important things to develop tourism is through tourism facilities. tourists often visit a place / region / country, because they are attracted by the facilities obtained. this is because [tourism] facilities can influence consumers' perceptions and expectations. Therefore if a company pays attention to this aspect, there will be a match between consumer perception and what actually happens in the field.

**Effect of facilities on revisit intention In The Maritime Tourism Of The Wakatobi Regency**

facilities tourism has a role in influencing revisit intention, facilities are facilities and infrastructure that cause tourists to visit tourist objects / attractions. The results of this study indicate that the variable facilities has a positive and significant effect on revisit intention. This means that the more available facilities, the higher the intention of tourists to visit tourist destinations. The indicators used to measure variables facilities are the main means of tourism, the Receptive tourist plant, and the complementary means of tourism. Based on the results of the study it can be interpreted that in general respondents acknowledge the variables facilities that are available in marine tourism in sufficient numbers, underperforming comfort for tourists who come so as to be able to influence the [revisit intention] of marine tourism tourists. In the tourism business there are also elements that support each other including tourism facilities. Sammeng (2011: 39) discovered that one of the important things to develop tourism is through tourism facilities. tourists often visit a place / region / country, because they are attracted by the facilities obtained. this is because [tourism] facilities can influence consumers' perceptions and expectations. Therefore if a company pays attention to this aspect, there will be a match between consumer perception and what actually happens in the field.

**Influence of destination image On revisit intention In The Marine Tourism Of The Wakatobi Regency**

[destination image] has a role in influencing revisit intention, destination image is a description and perception of tourists about a destination that can affect the desire of tourists to visit a tourist destination. The results of this study indicate that the variable destination image has a positive and significant effect...
on revisit intention. The indicators used to measure the variable destination image are entertainment and activities that can be carried out in marine tourism, the environment and infrastructure in the tourist environment, the quality of experience, the natural environment, the attractiveness of a destination, pleasant feelings and comfortable feelings. Based on the results of the study it can be interpreted that in general respondents acknowledge the variable destination image of marine tourism is still of high quality so that it can influence revisit intention of tourists. This is evidenced by the impression obtained by tourists after visiting the marine tourism, tourists get a good impression after visiting and agree if marine tourism is still an attractive destination for tourists to visit. In addition, tourists also agree that Telaga Tambing has a uniqueness that can be offered to tourists, one of which is the unique natural scenery and cold temperatures. The impression obtained by tourists comes from the camper activity indicators carried out by tourists during the visit so as to create a good impression, natural scenery and cold temperatures that can be enjoyed in marine tourism also gives a good impression for respondents who are visiting. Respondents get a happy feeling when visiting marine tourism which is obtained from natural scenery and cold temperatures so that it can provide a feeling of pleasure and comfort in the minds of tourists which will strengthen the intention of tourists to visit again. The results of this study stated that destination image nautical tourism has good quality and impression from tourists who visit so that tourists get a feeling of pleasure and comfort during a visit, the better the image of a destination, the higher the intention to re-visit a tourist destination. Marine tourism is able to provide its attraction as a destination for tourists so that it can give a good impression in the minds of tourists who visit and tourists get a feeling of pleasure and comfort during a visit. The better destination image will be able to attract intention to behave to be able to visit tourist attractions. Furthermore, the intention to behave has an indicator that the respondent has a desire to visit again, recommend to other parties and re-visit a tourist attraction. The results of this study indicate that the variable destination image consisting of several dimensions namely cognitive destination, destination image and destination image are effective and have a positive and significant effect on revisit intention to marine tourism. This is in line with previous research conducted by Naili Fairida (2013), which states that the influence of destination image on behavioral intentions is positive and significant. This study is strengthened by the results of research conducted by Mulyana and Devi (2016) in their research stating that the hypothesis [destination image] of the intention to re-visit is accepted and states that the image is significantly related to the intention to visit again. Cahyanti and Widya (2017) in their research found that destination image had a significant effect on tourist visiting intentions. destination image has an important role in influencing the intention to revisit tourists, the better the image of a destination or tourist attraction, the intention of tourists to return to visit is higher and if the image of a destination is not good then the intention to visit is also low

7. CONCLUSION
Based on the results of the discussion and research findings, the following conclusions can be put forward:
1. attraction has insignificant effect on destination image in the marine tourism in Wakatobi Regency. This means that the level of attraction lacks a role in improving the quality of marine tourism imagery. So that the lower the level of attraction that is owned by a tourist attraction, the less good the level of quality of the tourist attraction being managed, and in the end it will further reduce the [destination image] of the Wakatobi Regency marine tourism object.
2. [accessibility] does not have a significant effect on destination image in the marine tourism of the Wakatobi Regency. This means that the variable accessibility is not able to play a role in achieving access to marine tourism objects in Wakatobi Regency properly.
3. facilities significantly influence the destination image in the marine tourism of the Wakatobi Regency. This means that the better facilities available for marine tourism, the higher it will give an impression to tourists in tourist destinations.
4. attraction no significant effect on revisit intention in the marine tourism of the Wakatobi Regency. This means that the declining quality of tourist destinations also decreases the interest of tourists to visit predestined tourism.
5. accessibility has a significant effect on revisit intention in the marine tourism of the Wakatobi Regency. This means that the easier access including the ease of the road being traversed, the ease of getting information, the easy location, the location on the edge of the highway will strengthen the intention of tourists to visit a tourist destination again.
6. facilities has a significant effect on revisit intention in the marine tourism of the Wakatobi Regency. This means that the more available facilities, the higher the intention of tourists to visit tourist destinations.
7. destination image has a significant effect on revisit intention in the marine tourism of the Wakatobi Regency. The results of this study state that destination image nautical tourism has good quality and impression from tourists who visit so that tourists get a feeling of pleasure and comfort during a visit, the better the image of a destination, the higher revisit intention of a tourist destination.

8. SUGGESTIONS
Based on the conclusions previously described, the right suggestions regarding the usefulness of this research can be described as follows:
1. To the manager of marine tourism in order to be able to work together with the Department of Tourism to be able to provide public transportation specifically to transport tourists to get to marine tourism with [facilities] that support the comfort of tourists during travel and must be able to provide space for the tourism industry to manage tourist needs such as in the form of a tour package which already fulfills transportation, providing a place to stay, providing food and a tour guide, so as to facilitate and minimize the costs incurred by tourists when they want to visit the marine tourism of Wakatobi Regency.
2. Managers should improve the quality of the attractiveness of tourist destinations because research results prove that the decline in the quality of tourist attractions as a cause of the decline in tourist interest to visit. So accumulatively, there has been a significant reduction in the level of tourist visits from year to year, as is currently the case. Management can involve the surrounding community by carrying out the concept of community-based tourism which has proven to be effective, able to provide a sense
of ownership and community support in the form of non-material.

9. RESEARCH LIMITATIONS
In this study, there are several limitations which can further be explained as follows:
1. This study uses the variables attraction, accessibility, facilities and interests of tourist visits. It is hoped that further research can add other variables that might affect the interest of tourist visits such as publicity, promotion, and others.
2. This research was only conducted of the Wakatobi Regency, so that in future studies it was hoped that it could distribute questionnaires in other cities, so as to get a broad scope
3. Conduct research with tourism appraisal from all parties concerned, namely from tourists, local communities, tourism managers and even local governments

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