

The Influence of Attractions, Amenities and Accessibility on Interest In Revisiting Gua Istana Ular Destination, West Manggarai Regency

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Abstract

Tourism is a vital industry that drives economic development and enhances the well-being of communities located near tourist sites. Despite its potential as a nature tourism destination, Gua Istana Ular in West Manggarai Regency, East Nusa Tenggara, is still constrained by a lack of attractions, amenities, and accessibility. This study aims to determine how attractions, amenities, and accessibility influence tourists' intention to revisit Gua Istana Ular. A quantitative research strategy employing a survey methodology was used. Based on the Slovin formula, the sample size was set at 105 respondents. Data were collected via a Likert-scale survey, and multiple linear regression analysis was performed using SPSS. The findings indicate that while amenities do not have a significant impact on the intention to revisit, attractions and accessibility exert a positive and substantial influence. Overall, attractions, amenities, and accessibility collectively impact the intention to revisit, with attractions and accessibility being the most influential factors. In summary, attractions and ease of access are key elements in encouraging repeat visits, whereas amenities—while not the most critical factor till require improvement to enhance the overall tourist experience. Local authorities and tourism managers can utilize these findings as a foundation for formulating long-term tourism development plans for Gua Istana Ular.

Keywords: Attractions; Amenities; Accessibility; Interest in returning; Gua Istana Ular

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INTRODUCTION

Tourism has emerged as one of the most dynamic sectors in the global economy, generating revenue, creating jobs, and improving community well-being. One of the areas that has interesting natural tourism potential is West Manggarai Regency, East Nusa Tenggara. Besides being known as the destination of Labuan Bajo, this area also has a unique tourist attraction, namely Gua Istana Ular. This destination is known as the natural habitat of thousands of snakes and has a traditional snake summoning ritual carried out by the Tu'a Adat so that it becomes a distinctive natural and cultural attraction ([Adiman, 2022](#)). This uniqueness is an added value that can attract tourists to visit. However, the development of destinations does not only depend on tourist attractions, but is also influenced by the availability of amenities and ease of access to the location. ([Rossadi & Widayati, 2018](#)) Explains that attractions, amenities, and accessibility are the primary elements in the growth of a tourism attraction that can affect the tourist experience. In line with that, ([Abdullah, Teniwut, & Susanty, 2024](#)) discovered that visitors' desire to return is positively and significantly impacted by tourist attractions,

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amenities, and accessibility. Thus, studies on how accessibility, facilities, and attractions affect travelers' interest in revisiting Gua Istana Ular Destination needs to be conducted to find out the factors that affect tourists' desire to return to visit.

Despite having great attractions, Gua Istana Ular still faces some problems. The most prominent are the issues of amenities and accessibility. While there are some limited amenities to use toilets, tourists still face problems with road conditions and lack of information about destinations. This situation might impair the desire of tourists to return again. However, interest in revisiting is an important measure of a destination's success because it shows the level of satisfaction and loyalty of visitors ([Yacob, Manajemen, & Ekonomi dan Bisnis Universitas Jambi, 2023](#)). The 3A concept is known in development of a tourism site equipped with amenities, attractions, and accessibility. Amenities related to supporting facilities provide comfort and accessibility it is believed that these three elements can play a big role in determining the desire of tourists to return. ([Rossadi & Widayati, 2018](#))

Previous research has examined the influence of 3A components on revisit intention in various tourism contexts. [Jempalu and Sugeha \(2026\)](#) demonstrated that accessibility and tourist facilities affect the interest of Generation Z tourists to revisit Cunca Wulang Waterfall. [Abdullah et al. \(2024\)](#) found that attractions, amenities, and accessibility positively influence revisit intention at Ngurbloat Beach in Southeast Maluku. [Rossadi and Widayati \(2018\)](#) confirmed the significant role of accessibility and amenities in influencing tourist visits to Balong Waterpark. However, these studies were predominantly conducted on beach, waterfall, or man-made tourism destinations, with limited attention to culture-based natural tourism sites. Furthermore, most previous research has not specifically examined destinations that combine natural phenomena with traditional cultural rituals as their primary attractions.

To overcome the research gap, this study used a quantitative approach using multiple linear regression survey and analytic techniques to examine how accessibility, facilities, and attractions affected travelers' interest in revisiting Gua Istana Ular Destination, West Manggarai Regency. This research is expected to make an empirical contribution in enriching the study of factors that affect interest in revisiting culture-based natural tourism destinations. From a practical perspective, the anticipated outcomes of this research include an input for destination managers and local governments in formulating destination development strategies through improving the quality of attractions, amenities, and accessibility in order to increase the competitiveness of destinations and encourage tourists to visit again.

This study advances the field of tourist studies, especially regarding the factors that affect tourists' interest in revisiting natural tourist destinations. In contrast to previous research which was more carried out on beach and waterfall tourist destinations, this research was conducted on Gua Istana Ular Destination in West Manggarai Regency which has unique characteristics because it combines the potential of natural tourism with cultural value through the tradition of calling snakes by Tu'a Adat. The study also provides empirical evidence on the impact of facilities, attractions, and accessibility on travelers' desire to return. The findings demonstrated that return interest was positively and significantly impacted by accessibility and attractions, while amenities had no significant effect. The findings are expected to enrich the study of tourist behavior in the context of culture-based natural tourism destinations, as well as a consideration for destination managers and local governments in determining destination development priorities to increase tourists' interest in making return visits.

HYPOTHESIS

[Jacob et al. \(2023\)](#), stated that interest in revisiting is the desire of tourists to make their next visit to a destination based on the experience they gain when they first visit, and the more positive the experience that tourists feel, the more likely they are to make a return visit to the destination and the brand they choose. According to (Lintang, Astuti, & Krisnanda, n.d.), visiting interest is a decision made by a visitor to visit a place. Meanwhile, revisiting interest is a decision made by a visitor to visit a place based on their previous experience with the place.

According to ([Hassett et al., 2025](#)), in ([Syaiful, Wibowo, & Nasution, 2023](#)) states that the 3A theory consists of attractions, amenities and accessibility. If a destination wants to attract tourists, enough attractions, amenities, and accessibility are needed. The more attractions a place has to offer, the easier it will be to attract tourists. According to ([Baker & Crompton, 2000](#)), perceived performance quality has a greater impact on behavioral intentions than satisfaction. This shows that the quality of services or features of tourist destinations greatly affects the desire of tourists to return to visit.

The growth of tourists' interest in returning is inseparable from the quality of the available tourism spots. When it comes to creating tourist attractions, three main components or the 3A concept are known, which consist of attractions, amenities, and accessibility. These three components are important factors that can influence a traveler's decision to revisit a destination ([Rossadi & Widayati, 2018](#)).

Attractions are the main reason people go to certain places. Natural beauty, culture, traditions, or tourist activities are some of the attractions that can provide a unique experience for tourists. According to [Abdullah et al. \(2024\)](#), tourist attractions are a factor that can attract tourists to go to a destination. Meanwhile, according to ([Salsabila, Nathalia, & Harapan, 2023](#)), unique and different tourist attractions can increase satisfaction and encourage tourists to return. The attraction of Gua Istana Ular lies in two things: the natural habitat of thousands of snakes and the tradition of traditional snake summoning that is not found anywhere else. These advantages can make tourists have an unforgettable experience and encourage them to come back. Research ([Abdullah et al., 2024](#)) found that attractions increase tourists' desire to return. Similar research was also found by ([Ningtiyas & Alvianna, 2021](#)), which found that tourist attractions play an important role in making tourists loyal.

Amenities are supporting substances available in tourist destinations to provide comfort to tourists during their visit. The amenities in question can be in the form of parking areas, toilets, rest areas, places of worship as well as other auxiliary amenities. According to , adequate amenities can increase tourist satisfaction because they are able to meet their needs during tourism activities. Good amenities will provide comfort so that tourists have a more positive experience and are encouraged to make repeat visits. ([Ningtiyas & Alvianna, 2021](#)) the contrary, limited facilities can make tourists uncomfortable and unwilling to return. ([Ningtiyas & Alvianna, 2021](#)) found that amenities have an influence on visitor interest and loyalty. Therefore, the interest of tourists to return is predicted based on the quality of facilities in tourist attractions.

Accessibility is the level of ease of tourists in reaching a tourist destination. Accessibility includes road conditions, transportation availability, directions, and information about tourist locations. According to ([Prawira & Pranitasari, 2020](#)), good accessibility will make it easier for tourists to travel, thus increasing comfort during their visit. If a place is easier to reach, people are more likely to come back to it again. Conversely, access issues can deter visitors even if the location is very attractive. A study ([Rossadi & Widayati, 2018](#)) found that accessibility has a significant influence on tourists' interest in visiting and their interest in returning ([Abdullah et al., 2024](#)).

Attractions, amenities, and accessibility are the main components that make up the quality of a tourist destination. These three factors complement each other in creating a satisfying travel experience. Destinations that have unique attractions, adequate facilities, and easy access will provide a positive experience for tourists, thus increasing their interest in making a return visit.

The assumptions of this investigation are derived as follows from the theoretical foundations, empirical data, and gaps that have been identified:

- H1: It is hypothesized that attractions influence tourists' intention to revisit Gua Istana Ular in West Manggarai Regency.
- H2: It is hypothesized that amenities influence tourists' intention to revisit Gua Istana Ular in West Manggarai Regency.
- H3: It is hypothesized that accessibility influences tourists' intention to revisit Gua Istana Ular in West Manggarai Regency.

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METHODS, DATA, AND ANALYSIS

This study employs an explanatory research design and a quantitative methodology. This study aims to determine how the amenities, attractions, and accessibility of Gua Istana Ular tourist destination in West Manggarai Regency affect the interest of tourists to visit it again. Three independent variables were identified in the study: attraction (X1) and amenities (X2), accessibility (X3) and one dependent variable, interest in returning (Y). Kary is the source of the variable ([Agnes Dwita Susilawati, Ahmad Hanfan, & Fetalia Haryanti Anugrah, 2021](#)).

Table 1: Variable Operational Definitions

No	Variable	Definition	Indicator
1	Attractions (X1)	Anything that has its own distinctiveness and appeal that can draw tourists to a location.	1. The uniqueness of tourist attractions 2. The beauty of tourist attractions 3. Diversity of tourist activities 4. Local cultural values and traditions
2	Amenities (X2)	Supporting facilities available at tourist destinations to provide comfort and meet the needs of tourists during their visit.	1. Availability of parking spaces 2. Hygiene Toilet 3. Tourist rest 4. Availability of places of worship 5. Cleanliness of the tourist environment
3	Accessibility (X3)	The ease of tourists in reaching tourist locations through transportation facilities, road conditions, and information to tourist destinations.	1. Road conditions to the Location 2. Ease of transportation 3. Directions to tourist sites 4. Ease of obtaining tourist information
4	Interest in Returning (Y)	The desire of tourists to revisit a tourist destination based on previous visit experiences.	1. Desire to visit again 2. Willingness to recommend 3. Intention to invite others 4. Desire to seek information again about the destination

The tool used was a survey consisting of a Likert scale from 1 to 5; a scale of 1 indicated “strongly disagree”, while a scale of 5 indicated “strongly agree”

Domestic tourists who visited Gua Istana Ular in West Manggarai Regency were the subjects of this study. The total tourist population is 2,987,802 people, according to available visit data. Due to the large population, this study used purposive sampling techniques, which were adjusted to the research objectives (Sugiyono, 2023). The study respondents were people who had visited Gua Istana Ular and were at least 17 years old.

To calculate the sample size, the Slovin formula was used with a 10% error tolerance, which resulted in 105 people answering. According to ([Hidayat, 2017](#)), getting an adequate sample size will make the study more capable of collecting data that is representative of the population being studied. Primary and secondary data are the types of data used. Primary data is collected through questionnaires sent to tourists using Google Forms, while secondary data comes from academic journals, publications by the Tourism Office, and relevant literature. The data collection method used a closed questionnaire with statements based on variable indicators.

SPSS software is used to check such data in various stages. Initially, the characteristics of the participants and the distribution of their responses were elaborated through descriptive statistical analysis. Furthermore, to ensure that the regression model is appropriate, classical assumption testing is performed, which involves examining normality, heteroscedasticity, and multicollinearity (Sugiyono, 2023). Fourth, the impact of attraction (X1), amenities (X2) and accessibility (X3) on return interest (Y) was examined through multiple linear regression analysis. Regression is performed with the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Description:

a	= Constant
b_1, b_2, b_3	= Multiple line coefficient
e	= <i>Error</i> / Disruptive variables
Y	= Interest in Returning
X_1	= Attractions
X_2	= Amenities
X_3	= Accessibility

The determination coefficient (adjusted R²) quantifies the percentage of return interest variance that can be accounted for by attraction, amenity, and accessibility; the F-test measures simultaneous effects; and the t-test tests hypotheses to determine the partial impact of independent variables on dependent variables.

RESULTS

Table 2: Characteristics of Respondents

Parameters	Categories	Percentage (%)
Gender	Male	37.5
	Women	62.5
Age	17-25	90.4
	26-40	9.6
	41-50	0
	50>	0
Jobs	Student / Student	80.8
	Self-employed	2.9
	Civil Servant	1
	Private	4.8
	Farmer	4.8
	Others	5.8

Source: primary data, 2025

According to Table 2, 37.5% of respondents were men and 62.5% of respondents were women. This indicates that women make up the majority of the study's responses. The age group of 17–25 years old accounted for 90.4% of the respondents, whereas the age group of 26–40 years old, with 9.6%. There were no respondents over 40 years old. Data shows that most of the people who come are young. Most of the respondents in this study were women, between the ages of 17 and 25, and had the status of students or students, at 80.8%. Other categories consist of the private sector at 4.8%, farmers at 4.8%, the self-employed at 2.9%, and civil servants at only 1%. This shows that young people prefer to visit the place studied.

Double Linear Regression Analysis

Multiple linear regression analysis is used to determine the relationship between three or more independent variables (X) and dependent variables (Y). The following are the findings of the multiple linear regression analysis, which was performed using the SPSS software utilized in this investigation:

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Table 4: Multiple Linear Regression Test

Models	Var.	Non-Standard Coefficients		Standard Coefficients	T	Signs
		B	Std. Error	Beta version		
(Constant)		2.380	3.160		0.753	0.453
Attractions	X1	0.935	0.128	0.520	7.297	<0.001
Amenities	X2	0.-138	0.131	0-.089	0-1.051	0.296
Accessibility	X3	0.808	0.134	0.488	6.049	<0.001
Dependent Variable	Interest in Returning (Y)					
R	0.793					
R2	0.629					
R2Customized	0.618					
F count	56.980					
Line Equation	$Y = a + B_1 X_1 + B_2 X_2 + B_3 X_3 + e$					
Results	$Y = 2.380 + 0.935 X_1 + -0.138 X_2 + 0.808 X_3 + e$					

Source: SPSS Processing Data (2025)

With a coefficient of $B = 0.935$ and a Sig value of < 0.001 , attraction (X1) has a positive and significant effect on interest in returning (Y), with the main determinants being attraction (X1) and accessibility (X3). The final results of the table show that the regression model used is feasible and explain a considerable variation in the interest of revisiting (Y). Therefore, being accessible will increase the desire to return. With a coefficient of $B = -0.138$ and Sig = 0.296 (> 0.05), Amenity (X2) had no statistically significant impact on return interest rates.

Test Hypothesis

Test T

It may be inferred that the factors of appeal and accessibility have a substantial impact on the interest in returning because the t-value is higher than the t-table (1.663) and the significance value is less than 0.05. However, since the s-value is lower than the t-table and the t-value is smaller than the t-table (-1.051), it can be said that the amenity variable has no discernible impact on interest.

Test F

With sig. $0.000 < 0.05$, the F-table is larger than the F-count, which is 56.980. Y (H4 accepted) is significantly influenced by all independent variables as a whole.

DISCUSSION

The Influence of Attractions on Interest in Revisiting Gua Istana Ular Tourist Destinations

Research shows that the attraction of Gua Istana Ular in West Manggarai Regency increases the interest of tourists to return there. This shows that the more attractive the tourist attractions are in a place, the more people will want to return. Gua Istana Ular attraction blends natural tourism and local culture, providing a unique experience for tourists. The existence of snakes in caves and the traditional ritual of summoning snakes are the main attractions that other tourist destinations do not have. Tourists get a new experience, which makes them want to come back. According to [Abdullah et al. \(2024\)](#), tourist attractions are the main factor that can attract visitors to a destination. In addition, research ([Salsabila et al., 2023](#)) found that tourist attractions that are unique and different from other places can increase tourists' desire to return to visit. This finding is in line with research ([Abdullah et al., 2024](#)), which found that tourist attractions affect tourists' interest in revisiting. Another study ([Ningtiyas & Alvianna, 2021](#)) also found that tourist attraction is a very important component in the formation of return visits.

([Hassett et al., 2025](#)) is with the concept of 3A, attractions, amenities and accessibility to the interest of visiting Return ([Baker & Crompton, 2000](#)).

The Influence of Amenities on Interest in Revisiting Gua Istana Ular Tourist Destinations

The study's findings demonstrate that amenities do not impact tourists' interest in returning. This is due to the fact that the majority of visitors to Gua Istana Ular are young adventurers. The unique experience of seeing snakes and participating in traditional ceremonies is more important to them than comfort. In other words, visitors are willing to sacrifice public facilities to get a unique cultural and mystery experience. Other research ([Rossadi & Widayati, 2018](#)) shows that visitors are more likely to concentrate on attraction experiences rather than amenities in unique natural and cultural attractions. Therefore, this research is also in accordance with the study carried out by ([Nurhayati et al., 2024](#)). The outcomes of the variable partial test from the study showed that amenities did not affect a person's choice to go a religious tourist attraction of the tomb. This study supports the idea ([Hassett et al., 2025](#)) is with the concept of 3A, attractions, amenities and accessibility to the interest of visiting Return ([Baker & Crompton, 2000](#)).

The Effect of Accessibility on Interest in Returning to Gua Istana Ular Tourist Destinations

Research shows that the accessibility of Gua Istana Ular in West Manggarai Regency increases the interest of tourists to return there. This suggests that the easier it is for visitors to reach the tourist site, the more likely they are to return. Since Gua Istana Ular is located in Galang Village, Welak District, and quite far from the city center, it is very important for tourists to ensure good road conditions and directions. Some tourists still have difficulties due to poor road access and lack of information about tourist sites. However, Gua Istana Ular still attracts tourists to return because of its uniqueness.

Accessibility is defined as how easily a place can be reached through the available transportation system ([Prawira & Pranitasari, 2020](#)). In addition, ([Rossadi & Widayati, 2018](#)) found that an easily accessible location can make tourist trips more comfortable and easier for tourists. This finding is in line with the research of [Rossadi and Widayati \(2018\)](#) which found that tourists' interest in certain locations is affected by accessibility. In addition, the research of [Abdullah et al. \(2024\)](#) found that an easily accessible location can increase the interest of tourists to return. Therefore, in order to increase the number of visitors visiting Gua Istana Ular, the road infrastructure should be updated and the website should be updated. This research is in line with the theory ([Hassett et al., 2025](#)) is with the concept of 3A, attractions, amenities and accessibility to the interest of visiting Return ([Baker & Crompton, 2000](#)).

The Influence of Attractions, Amenities, and Accessibility on Interest in Revisiting Gua Istana Ular Tourist Destinations

This study supports the idea the impact of facilities, accessibility, and attractions on travelers' interest in revisiting Gua Istana Ular shows. Because these three elements have an essential impact in increasing tourists' desire to come back. Attractions are the main factor because of the uniqueness of the cave filled with snakes and the existence of traditional rituals of summoning snakes to provide an interesting and different experience for tourists. Accessibility also affects because the ease of roads, transportation, and location information help tourists reach destinations more comfortably. Meanwhile, amenities such as toilets, parking lots, and other facilities have not had a significant impact as most tourists are more interested in unique tourist experiences than available facilities. Overall, the combination of attractive attractions, easy access, and adequate facilities can increase the interest of tourists to revisit Gua Istana Ular. This research is in line with the theory ([Hassett et al., 2025](#)) is with the concept of 3A, attractions, amenities and accessibility to the interest of visiting Return ([Baker & Crompton, 2000](#)).

CONCLUSION

According to the study's findings, accessibility and attractions have a favorable and substantial impact on travelers' desire to return. Gua Istana Ular tourist destination in West Manggarai Regency. Conversely, amenities have no significant effect on return interest rates. Simultaneously, attractions, amenities, and accessibility were able to explain 61.8% of the variation in tourists' interest in returning visits. These findings show that the uniqueness of attractions in the form of natural habitats for snakes and the traditional ritual of summoning snakes are the main factors that encourage tourists to revisit, supported by easy access to destinations. Theoretically, this research strengthens the concept of 3A (Attractions, Amenities, and Accessibility) As tourism attractions are developed, especially in nature and culture-based tourism. The results of this research can be used economically and empirically as a basis for managers and local governments in developing destination development strategies to attract more tourists, which has an impact on increasing community and regional income. This research is new because the object of research, Gua Istana Ular, has extraordinary characteristics, namely a combination of natural tourism and local culture that has never been researched before.

One of the study's drawbacks is that the number of respondents is relatively limited and dominated by young age groups. As a result, this research has not fully represented everyone who came to Gua Istana Ular. In addition, this study used only three independent variables, although interest in returning can also be impacted by other elements like tourist satisfaction, quality of service, destination image, digital promotion, and travel experience. Therefore, it is necessary to increase the number of respondents, expand the scope of the study, and develop a research model that incorporates additional relevant variables. Destination managers must maintain the characteristics of tourist attractions, improve accessibility through infrastructure improvements and digital information services, and continue to improve supporting facilities to improve the visitor experience in a sustainable manner.

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