CHAPTER IV
RESULTS AND DISCUSSION

4.1 Data Description

Data description is describing the data that has been collected as it is, without any intention of making general conclusions or generalizations. The following is a description of the data in this test as follows:

4.1.1 Description of Respondent Characteristics

The description of respondents in this study explains the characteristics of respondents based on gender, age of respondents, domicile of respondents, last education of respondents, and number of respondents or tourists who visited Lampung Province. Following are the results of the Respondents' description of each characteristic:

Table 4.1 Domicile Frequency Test Results

DOMICILIE				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Australia	7	3.7	3.7	3.7
	Bali	2	1.1	1.1	4.7
	Banda Aceh	1	.5	.5	5.3
	Bangka Belitung	4	2.1	2.1	7.4
	Banten	3	1.6	1.6	8.9
	Bengkulu	3	1.6	1.6	10.5
	Brazil	5	2.6	2.6	13.2
	Brunei Darussalam	3	1.6	1.6	14.7
	China	6	3.2	3.2	17.9
	France	3	1.6	1.6	19.5
	Jakarta	16	8.4	8.4	27.9
	Jambi	5	2.6	2.6	30.5
	Japan	4	2.1	2.1	32.6
	West Java	8	4.2	4.2	36.8
	Central Java	6	3.2	3.2	40.0
	East Java	3	1.6	1.6	41.6
	South Kalimantan	1	.5	.5	42.1
	East Kalimantan	1	.5	.5	42.6
	Madagascar	2	1.1	1.1	43.7

	Malaysia	14	7.4	7.4	51.1
	Morocco	2	1.1	1.1	52.1
	Mexico	2	1.1	1.1	53.2
	Pakistan	5	2.6	2.6	55.8
	Palestine	8	4.2	4.2	60.0
	Philiphine	4	2.1	2.1	62.1
	Riau	3	1.6	1.6	63.7
	Russia	1	.5	.5	64.2
	Singapore	3	1.6	1.6	65.8
	South Africa	1	.5	.5	66.3
	South Korea	2	1.1	1.1	67.4
	Southeast Sulawesi	1	.5	.5	67.9
	West Sumatra	7	3.7	3.7	71.6
	South Sumatra	18	9.5	9.5	81.1
	North Sumatra	5	2.6	2.6	83.7
	Taiwan	2	1.1	1.1	84.7
	Thailand	1	.5	.5	85.3
	Turkey	5	2.6	2.6	87.9
	United Kingdom	6	3.2	3.2	91.1
	United States	2	1.1	1.1	92.1
	Vietnamese	5	2.6	2.6	94.7
	Yemen	1	.5	.5	95.3
	Yogyakarta	9	4.7	4.7	100.0
	Total	190	100.0	100.0	

Source: processed data, 2024

The results of the characteristic frequency test based on domicile in table 4.1 above show that the characteristics of respondents based on domicile who visited Lampung Province in this study were dominated by 18 respondents who lived in South Sumatra or 9.5%.

Table 4.2 Gender Frequency Test Results

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	97	51.1	51.1	51.1

	Male	93	48.9	48.9	100.0
	Total	190	100.0	100.0	

Source: processed data, 2023

The results of the Characteristic Frequency Test based on Gender in table 4.2 above show that the characteristics of respondents based on gender who visited Lampung Province in this study amounted to 93 people or 51.1% of female respondents and 93 people or 48.9% of male respondents.

Table 4.3 Age Frequency Test Results

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25 years	60	31.6	31.6	31.6
	26-32 years old	77	40.5	40.5	72.1
	32-40 years	47	24.7	24.7	96.8
	41-50 years	6	3.2	3.2	100.0
	Total	190	100.0	100.0	

Source: processed data, 2023

The results of the Characteristic Frequency Test by Age in table 4.3 above show that the characteristics of respondents based on age who visited Lampung Province in this study were dominated by respondents aged 26-32 years, totaling 77 people or 40.5%.

Table 4.4 Education Frequency Test Results

EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	17	8.9	8.9	8.9
	Doctorate Degree	6	3.2	3.2	12.1
	Master Degree	40	21.1	21.1	33.2

Senior High School	27	14.2	14.2	47.4
Undergraduate Degree	100	52.6	52.6	100.0
Total	190	100.0	100.0	

Source: processed data, 2023

The results of the Frequency Characteristics Test based on last education in table 4.4 above show that the characteristics of respondents based on last education who visited Lampung Province in this study were dominated by Bachelors with a total of 100 respondents or 52.6%.

Table 4.5 Total Tourist Visits Frequency Test Results

TOTALVISITE				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time	65	34.2	34.2	34.2
	2 times	53	27.9	27.9	62.1
	3 times	24	12.6	12.6	74.7
	More than 3 teams	48	25.3	25.3	100.0
	Total	190	100.0	100.0	

Source: processed data, 2023

The results of the Frequency Characteristic Test based on total tourist visits in the last 2 years in table 4.5 above show that the characteristics of respondents based on total visits related to marine tourism destinations in Lampung Province in this study were dominated by 1 time with a total of 65 respondents or 34.2%.

4.1.2 Description of Respondents' Answers

Description of the data produced for the Independent variable (X) which consists of Destination Attraction (X1), Tourist's Experiences (X2), E-WOM (X3) with Revisit Intention as the Dependent Variable (Y) and Tourist's Satisfaction as the Intervening Variable (M) in Marine tourism in Lampung Province obtained from distributing questionnaires to 190 respondents consisting of 95 local tourist respondents and 95 foreign tourist respondents as follows:

Table 4.6 Frequency Test Results of Destination Attractions

QUESTIONS		SD		D		A		S.A	
Destination Attractions		**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**
The specialtiest and diversity of tourism destination attractions.									
1.	Marine tourism in Lampung Province boasts a diverse array of attractions, ranging from pristine beaches and vibrant coral reefs to picturesque islands and adventurous water sports activities.	1	1.1%	13	6.8 %	90	47.7 %	85	44.7 %
2.	The unique selling points of Lampung's marine destinations, attract tourists seeking unforgettable experiences.	0	0%	13	6.8 %	66	34.7 %	111	58.4 %
Related information about tourist attractions, facilities, and accessibility									
1.	Tourists visiting marine attractions in Lampung Province have access to comprehensive information, including details about accommodations, transportation options, and tour packages, facilitating seamless trip planning.	1	0'5%	5	2.6 %	81	42.6 %	103	54.2 %
2.	Online resources and visitor centers provide up-to-date information on accessibility	0	0%	10	5.3	55	28.9 %	125	65.8 %

	features, facilities, and safety guidelines at marine tourism sites in Lampung, ensuring a hassle-free experience for tourists.							
Friendliness of local people								
1.	The warm hospitality and welcoming attitude of local people in Lampung Province creates a positive and inclusive atmosphere for tourists, fostering memorable interactions and cultural exchanges.	2	1.1%	19	10.0 %	90	47.4 %	79	41.6 %
2.	Tourists appreciate the genuine kindness and helpfulness of the local people in Lampung, which enhances their overall satisfaction and encourages them to return for future visits.	4	2.1%	22	11.6 %	83	43.7 %	81	42.6 %
Cleanliness								
1.	Lampung's marine tourism areas prioritize cleanliness and environmental preservation, ensuring a pleasant and hygienic experience for tourists	2	1.1%	18	9.5 %	78	41.1 %	92	48.4 %
2.	Regular clean-up efforts and waste management initiatives at marine tourism sites in Lampung demonstrate a	7	3.7%	30	15.8 %	85	44.7 %	68	35.8 %

commitment to preserving the beauty and cleanliness of the coastal areas, contributing to a pleasant and hygienic experience for tourists.								

Results of the Answer Frequency Test for the Destination Attraction Variable in table 4.6 above. The largest respondent's answer was Strongly Agree (SA) to the question "Tourists appreciate the genuine kindness and helpfulness of the local people in Lampung, which enhances their overall satisfaction and encourages them to return for future visits or P4X1" with a total of 125 respondents, with a level of percentage 65.8%.

Table 4.7 Frequency Test Results of Tourist's Experiences Answers

QUESTIONS		SD		D		A		S.A	
Tourist's Experiences		**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**
Feelings									
1.	Tourists feel peace and happiness when enjoying marine tourism in Lampung province	1	0.5%	13	6.8%	82	43.2%	94	49.5%
2.	The scenery and beauty of marine tourism in Lampung province arouses a sense of amazement among tourists.	2	1.1%	20	10.5%	62	32.6%	106	55.8%
Thinking									
1.	Tourists realize the importance of preserving marine tourism	2	1.1%	21	11.1%	59	31.1%	108	56.8%

	after witnessing the beauty of marine tourism in Lampung Province.							
2.	Tourists think about the steps they can take to support the preservation of marine tourism.	2	1.1%	35	18.4 %	90	47.4 %	63	33.2 %
Acting								
1.	Tourists actively make efforts to maintain cleanliness in marine tourism in Lampung Province	5	2.6%	59	31.1 %	82	43.2 %	44	23.2 %
2.	Tourists carry out snorkeling, diving and observing marine animals to support conservation efforts and enjoy the natural beauty of Lampung's underwater world.	8	4.2%	34	17.9 %	69	36.6 %	79	41.6 %
Relationships								
1.	Tourists build positive social relationships and enrich their experiences in Lampung marine tourism destinations.	3	1.6%	42	22.1 %	80	42.1 %	65	34.2 %
2.	Tourists strengthen relationships with local communities and increase the positive impact of tourism in Lampung Province.	2	1.1%	26	13.7 %	65	34.2 %	97	51.1 %

Source: processed data, 2023

Tourist's Experiences Variable Answer Frequency Test Results in table 4.7 above. The largest respondent's answer was Strongly Agree (SA) to the question "Tourists realize the importance of preserving marine tourism after witnessing the beauty of marine tourism in Lampung Province or P3X2" with a total of 108 respondents, with a percentage level of 56.8%.

Table 4.8 Frequency Test Results of E-WOM

QUESTIONS		SD		D		A		S.A	
E-WOM		**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**
Platform Assistance									
1.	Online platforms provide comprehensive information and user reviews about marine tourism activities, accommodations, and attractions in Lampung Province, assisting tourists in making informed decisions	7	3.7%	29	15.3%	86	45.3%	68	35.8%
2.	Tourists benefit from the convenience of digital platforms for booking tours, accessing maps, and receiving real-time updates about weather conditions, enhancing	1	0.5%	11	5.8%	84	44.2%	94	49.5%

	their marine tourism experience in Lampung.							
Social benefits								
1.	Through social media platforms, tourists share their experiences of marine adventures in Lampung, inspiring others to explore the region and promoting sustainable tourism practices.	**2**	**1.1%**	**12**	**6.3%**	**70**	**36.8%**	**106**	**55.8%**
2.	Online communities centered around marine tourism in Lampung facilitate networking opportunities and the exchange of tips and recommendations among travelers, fostering a sense of camaraderie and shared enthusiasm.	**1**	**0.5%**	**13**	**6.8%**	**80**	**42.1%**	**96**	**50.5%**
Concern for Others								
1.	Tourists utilize online platforms to raise awareness about environmental conservation efforts and responsible tourism practices in Lampung, encouraging others to prioritize sustainability.	**2**	**1.1%**	**20**	**10.5%**	**60**	**31.6%**	**108**	**56.8%**
2.	By sharing respectful and culturally sensitive travel experiences on social media, tourists demonstrate their	**3**	**1.6%**	**42**	**22.1%**	**78**	**41.1%**	**67**	**35.3%**

	consideration for local communities and their customs, promoting cultural understanding and appreciation.							
Seeking Advice								
1.	Through electronic word of mouth, tourists seek advice and recommendations from fellow travelers, bloggers, and influencers who have previously explored marine tourism destinations in Lampung Province.	**6**	**3.2%**	33	**17.4 %**	86	**45.3 %**	65	**34.2 %**
2.	Online reviews and testimonials serve as valuable sources of information for tourists seeking insights into the best diving spots, snorkeling sites, and eco-friendly tours in Lampung, aiding in their trip planning process.	**3**	**1.6%**	29	**15.3 %**	68	**35.8 %**	90	**47.4 %**

Source: processed data, 2023

E-WOM Variable Answer Frequency Test Results in table 4.8 above. The largest respondent's answer was Agree (A) to the statement "Online platforms provide comprehensive information and user reviews about marine tourism activities, accommodations, and attractions in Lampung Province, assisting tourists in making informed decisions or P1X3" and to the statement "Through electronic word of mouth , tourists seek advice and recommendations from fellow travelers, bloggers, and influencers who have previously explored marine tourism destinations in Lampung Province or P7X3" with a total of 86 respondents with a percentage rate of 45.3%.

Table 4.9 Frequency Test Results of Tourist's Satisfaction

QUESTIONS	SD		D		A		S.A	
Tourist's Satisfaction	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**
Satisfied with Supporting Facilities								
1. Tourists are pleased with the availability and quality of facilities such as accommodations and dining options in Lampung's marine tourism areas.	**1**	**0.5%**	**19**	**10.0 %**	**55**	**28.9 %**	**115**	**60.5 %**
2. Adequate amenities such as rest areas and information centers contribute to tourists' comfort and overall satisfaction.	**3**	**1.6%**	**17**	**8.9 %**	**82**	**43.2 %**	**88**	**46.3 %**
Recommend								
1. Visitors enthusiastically endorse Lampung's marine tourism destinations to others, promoting the scenic beauty and range of activities available.	**2**	**1.1%**	**11**	**5.8 %**	**92**	**48.4 %**	**85**	**44.7 %**
2. Positive recommendations from satisfied tourists play a vital role in attracting more	**7**	**3.7%**	**29**	**15.3 %**	**99**	**52.1 %**	**55**	**28.9 %**

	visitors and promoting Lampung as a premier marine tourism destination							
Satisfied with the attractiveness of the object								
1.	Tourists express high satisfaction with the stunning natural landscapes, clear waters, and diverse marine life found in Lampung's marine tourism sites	**5**	**2.6%**	**28**	**14.7%**	**96**	**50.5%**	**61**	**32.1%**
2.	The captivating beauty and rich biodiversity of Lampung's marine attractions exceed tourists' expectations, leaving a lasting impression and ensuring their enjoyment.	**7**	**3.7%**	**34**	**17.9%**	**91**	**47.9%**	**58**	**30.5%**

Source: processed data, 2023

Results of the Tourist's Satisfaction Variable Answer Frequency Test in table 4.9 above. The largest respondent's answer was Agree (A) to the statement "Positive recommendations from satisfied tourists play a vital role in attracting more visitors and promoting Lampung as a premier marine tourism destination or P4M" with a total of 130 respondents with a percentage level of 68.4%.

Table 4.10 Frequency Test Results of Revisit Intention

QUESTIONS	SD		D		A		S.A	
Tourist's Revisit Intention	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**
Transactional Interest								
1. Tourists are interested in returning to Lampung's marine tourism spots shopping and commercial activities. The allure of unique shopping experiences motivates tourists to consider revisiting marine destinations in Lampung.	2	1.1%	26	13.7%	68	35.8%	94	49.5%
2. The allure of unique shopping experiences motivates tourists to consider revisiting marine destinations in Lampung.	1	0.5%	26	13.7%	73	38.4%	90	47.4%
Referential Interest								
1. Tourist intends to revisit Lampung's marine attractions to share positive experiences with others.	1	0.5%	15	7.9%	52	27.4%	122	64.2%
2. They plan to recommend Lampung's marine destinations to friends and family, fostering word-of-mouth promotion	1	0.5%	24	12.6%	76	40.0%	89	46.8%
Preferential Interest								
1. Tourists express a preference for visiting specific marine sites in Lampung due to favored activities or amenities	1	0.5%	15	7.9%	48	25.3%	126	66.3%
2. The intention to return is driven by the desire to indulge in preferred recreational activities or relive memorable moments	1	0.5%	16	8.4%	57	30.0%	116	61.1%

Explorative Interest								
1.	Tourists are keen on revisiting Lampung's marine tourism areas to explore new attractions and adventures	3	1.6%	23	12.1 %	75	39.5 %	89	46.8 %
2.	They seek to uncover hidden gems and expand their exploration beyond previous experiences in Lampung's marine destinations	1	0.5%	20	10.5 %	73	38.4 %	96	50.5 %

Source: processed data, 2023

Results of the Answer Frequency Test for the Tourist Revisit Intention Variable in table 4.10 above. The largest respondent's answer was Strongly Agree (SA) to the statement "Tourists are keen on revisiting Lampung's marine tourism areas to explore new attractions and adventures or P5Y" with a total of 126 respondents with a percentage level of 66.3%.

4.2 Data Analysis

The data in this research were analyzed using data processing techniques using the SEM method based on Partial Least Square (PLS) which was tested to see the Fit Model of a research model (Ghozali, 2006). These stages are as follows:
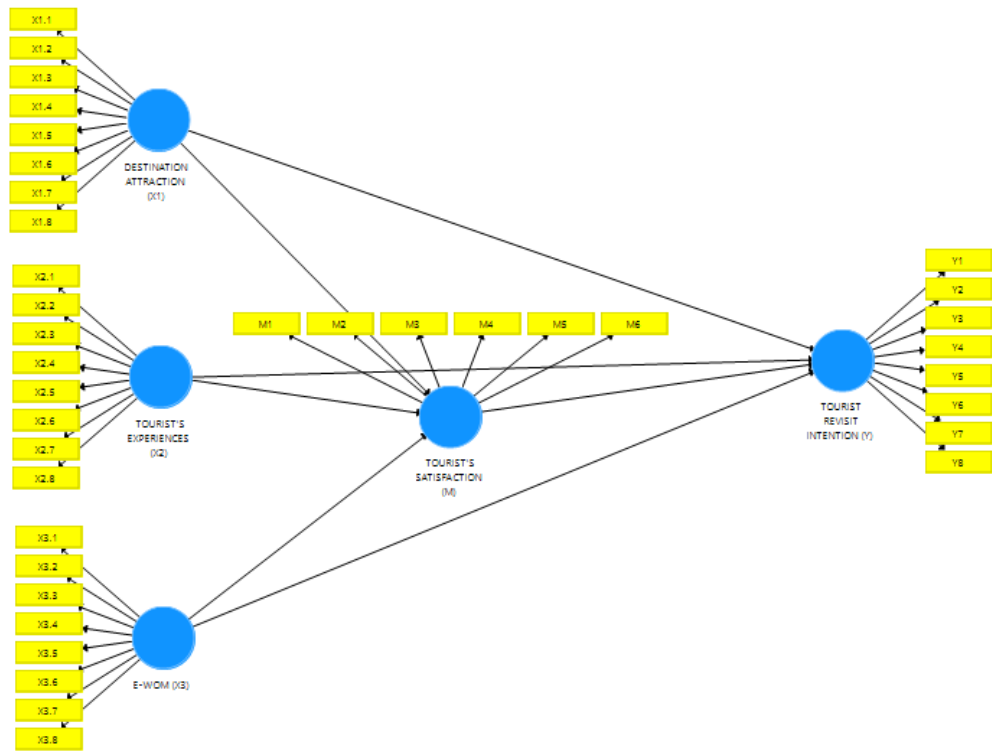
Figure 4.1*Full Structural Model (Real Model)*
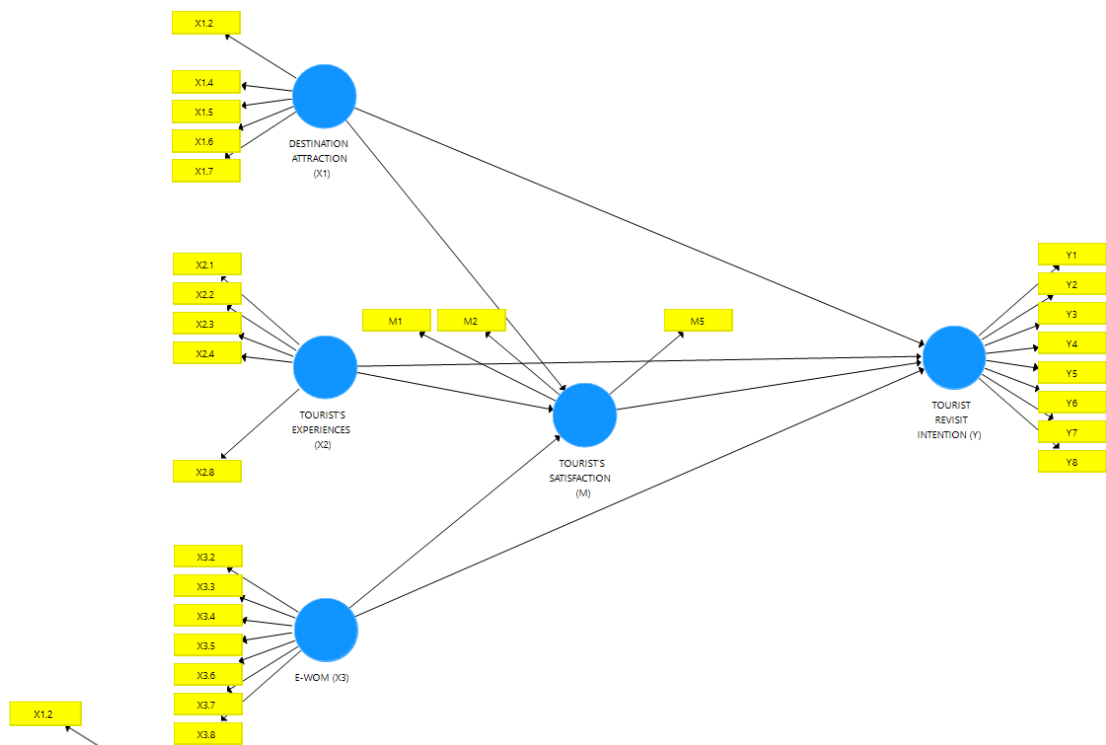
Figure 4.1*Structural Model (Model 1)*
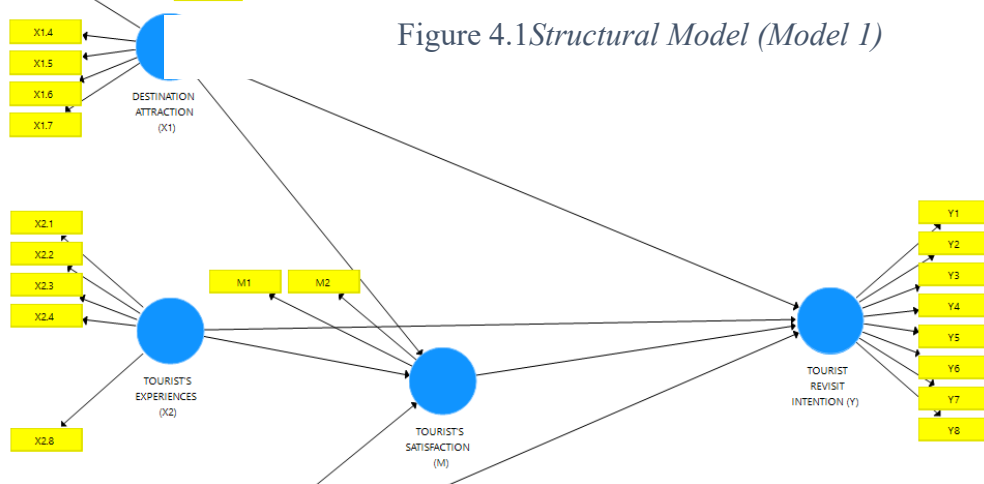
Figure 4.2*Structural Model (Model 2)*

4.2.1   Assessing the Outer Model or Measurement Model

There are three criteria for using data analysis techniques with SmartPLS to assess the outer model, namely Converegent Validity, Discriminant Validity and Composite Reability. Convergent validity of the measurement model with reflected indicators is assessed based on the correlation between item scores/component scores estimated with PLS software. An individual reflexive measure is said to be high if it correlates more than 0.70 with the construct being measured. However, according to Chin, 1998 (Ghozali, 2006) for research in the initial stages of developing a measurement scale, a loading value of 0.5 to 0.6 is considered sufficient. In this study, a loading factor limit of 0.50 was used.

Table 4.11 Outer Loading (Measurement Model)

Statement	Model 1	Model 2	Model 3
Destination Attraction (X1)			
X1.P1	0.560	-	-
X1.P2	0.731	0.750	0.750
X1.P3	0.641	-	-
X1.P4	0.784	0.808	0.806
X1.P5	0.810	0.825	0.825

X1.P6	0.799	0.827	0.829
X1.P7	0.793	0.824	0.825
X1.P8	0.592	-	-

Source: processed data, 2024

Table 4.12 Outer Loading (Measurement Model)

Statement	Model 1	Model 2	Model 3
Tourist's Experiences (X2)			
X2.P1	0.769	0.814	0.816
X2.P2	0.765	0.854	0.855
X2.P3	0.788	0.848	0.847
X2.P4	0.763	0.724	0.723
X2.P5	0.469	-	-
X2.P6	0.635	-	-
X2.P7	0.589	-	-
X2.P8	0.763	0.756	0.754

Source: processed data, 2024

Table 4.13 Outer Loading (Measurement Model)

Statement	Model 1	Model 2	Model 3
E-WOM (X3)			
X3.P1	0.668	-	-
X3.P2	0.884	0.904	0.909
X3.P3	0.847	0.871	0.922
X3.P4	0.860	0.890	0.895
X3.P5	0.865	0.894	0.935
X3.P6	0.505	0.514	-
X3.P7	0.685	0.588	-
X3.P8	-	0.201	-

Source: processed data, 2024

Table 4.14 Outer Loading (Measurement Model)

Statement	Model 1	Model 2	Model 3
Tourist's Satisfaction (M)			
M.P1	0.774	0.892	0.923
M.P2	0.769	0.846	0.840
M.P3	0.565	-	-
M. P4	0.675	-	-
M. P5	0.723	0.526	-
M. P6	0.695	-	-

Source: processed data, 2024

Table 4.15 Outer Loading (Measurement Model)

Statement	Model 1	Model 2	Model 3
Tourist Revisit Intent (Y)			
Y.P1	0.719	0.707	0.706
Y.P2	0.755	0.745	0.704
Y.P3	0.914	0.918	0.918
Y.P4	0.774	0.762	0.761
Y.P5	0.918	0.923	0.923
Y.P6	0.877	0.882	0.883
Y.P7	0.761	0.766	0.767
Y. P8	0.796	0.804	0.805

Source: processed data, 2024

The results of processing using SmartPLS can be seen in the outer loading table for each variable where the outer model value or correlation between the construct and the variable shows that all loading factors have values above 0.50.

4.2.2 Composite Reability and Average Variance Extracted (AVE)

The reliability test is carried out by looking at the Composite Reability value of the dimension block that measures the construct. Composite Reability results will show a satisfactory value if it is above 0.7 and the average extract variance (AVE) is > 0.5. This

means that the data obtained is reliable, the following are the Composite Reability and AVE values in the output, namely:

Table4.16 Composite Reability

Variable	Composite Reability	Average Variance Extracted (AVE)	Conclusion
Destination Attraction (X1)	0.903	0.652	Reliable
Tourist's Experiences (X2)	0.899	0.641	Reliable
E-WOM (X3)	0.954	0.838	Reliable
Tourist Revisit Intention (Y)	0.941	0.668	Reliable
Tourist Satisfaction (M)	0.876	0.779	Reliable

Source: Smart PLS Report 2024 output

From Table 4.16 Composite Reliability, it can be seen that each construct or variable has a Composite Reliability value above 0.7, which indicates that the Interval Consistency of the Destination Attraction, Tourist's Experiences, Electronic Word of Mouth, Tourist's Satisfaction and Tourist Revisit Intention variables has good reliability. .

4.2.3 Structural Model Testing (Inner model)

Statistical structural model testing was carried out to see the hypothesized relationships using simulation. Testing the hypothesis carried out in this research was carried out using the bootstrapping method on the sample. Testing with bootstrapping is also intended to minimize the problem of non-normality of research data. The test results with bootstrapping from PLS analysis are as follows:
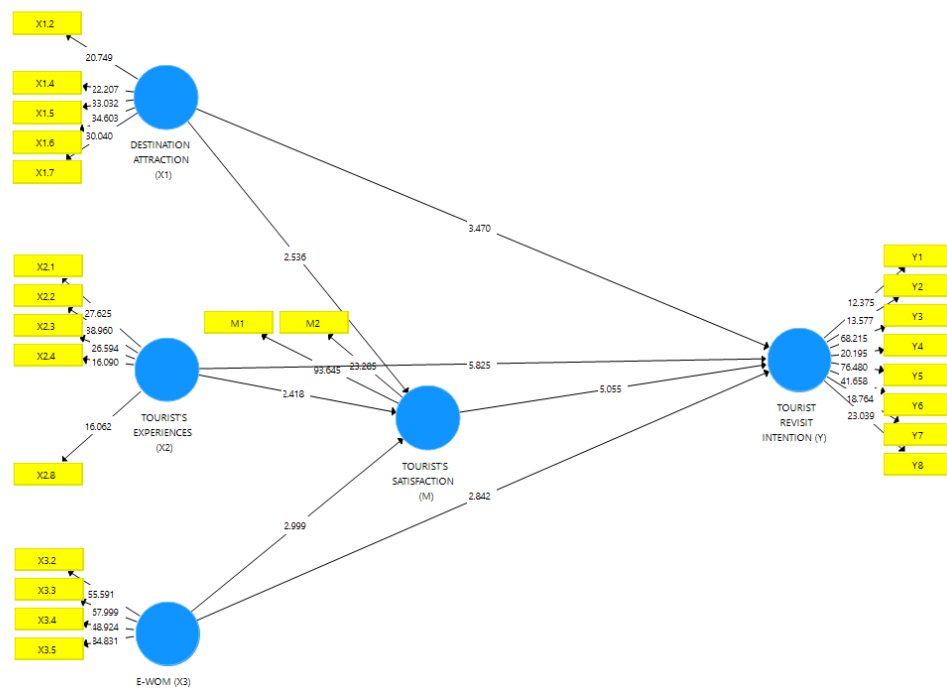
Figure 4.4 Bootstrapping

4.2.3.1 R-Suare Value

Inner model testing was carried out to see the relationship between constructs, significant values and R-Suare of the research model. The structural model was evaluated using R-Suare for the t-test dependent construct as well as the significance of the coefficient of structural path parameters. In assessing the model with PLS, start by looking at the R-Square for each dependent latent variable. Table 4.17 is the result of R-Square estimation using SmartPLS.

Table 4.17 R-Square Value

Variable	R-Square
Y	0.628
m	0.837

Source: processed data, 2024

Table 4.15 shows that the R-Square value for the Destination Attraction, Tourist's Experiences, Electronic Word of Mouth, Tourist's Satisfaction and Tourist Revisit Intention variables is 0.628 and 0.837. These results show that Destination Attraction,

Tourist's Experiences, Electronic Word of Mouth, Tourist's Satisfaction can explain the Tourist Revisit Intention variable. Destination Attraction, Tourist's Experiences, Electronic Word of Mouth and Tourist Revisit Intention can explain the Tourist's Satisfaction variable. In this case, the magnitude of the influence of Destination Attraction, Tourist's Experiences, Electronic Word of Mouth, and Tourist's Satisfaction can explain the Tourist Revisit Intention variable of 0.628 or 62.8%, the remaining 37.2% is influenced by other variables. Meanwhile, the magnitude of the influence of Destination Attraction, Tourist's Experiences, Electronic Word of Mouth on Tourist's Satisfaction is 0.837 or 83.7%, the remaining 16.3% is influenced by other variables.

4.2.4 Hypothesis Testing

The significance of the estimated parameters provides very useful information regarding the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Hypothesis testing in this research uses a real level of 10% or Alpha (0.1) along with the results of the Path Coeffecients test in this research:

Table 4.18 Path Coeffecients

	Original Sample (O)	T Statistics	P Values
X1 -> Y	0.231	3,503	0.001
X2 -> Y	0.513	5,713	0,000
X3 -> Y	-0.285	3,071	0.002
X1 -> M	0.217	2,456	0.014
X2 -> M	0.253	2,388	0.017
X3 -> M	0.391	3,084	0.002

Source: processed data, 2024

Table 4.19 Specific Indirect Effect

	Original Sample	T Statistics	P Values

	(O)		
X1 -> M-> Y	0.113	1,971	0.049
X2 -> M-> Y	0.203	3,202	0.009
X3 -> M-> Y	0.131	2,794	0.005

Source: processed data, 2024

Apart from partial hypothesis testing, an F test is also carried out which is used to find out whether jointly (simultaneously) the independent variables have an influence or no influence on the dependent or dependent variable, here are the results of the F Test:

4.2.5 Testing Hypothesis 1 (Influences of Destination Attraction on Tourist Satisfaction at Marine Tourism in Lampung Province)

H0: There is no influence of Destination Attraction on Tourist's Satisfaction at marine tourism in Lampung province

H1: There is an influence of Destination Attraction on Tourist's Satisfaction at marine tourism in Lampung province

Criteria:

If T(calculated) > t(table) 1.960 then H0 is rejected

If T (calculated) < t (table) 1.960 then H0 is accepted

The results of testing the first hypothesis regarding the influence of Destination Attraction on Tourist's Satisfaction show that the T (calculated) coefficient value is 3.071. If the T (calculated) value is compared with t (table) 1.960, this shows that the T (calculated) value is greater than the t (table) value However, if the T (calculated) value is less than t (table) then H0 is accepted. Thus, the results of hypothesis testing state that the Destination Attraction variable has an effect on Tourist's Satisfaction because the T (calculated) value is more than 1.960.

4.2.6 Testing Hypothesis 2 (Influences of Tourist's Experiences on Tourist Satisfaction at Marine Tourism in Lampung Province)

H0: There is no influence of Tourist's Experiences on Tourist's Satisfaction at marine tourism in Lampung province

H1: There is an influence of Tourist's Experiences on Tourist's Satisfaction
at marine tourism in Lampung province

Criteria:

If T(calculated) > t(table) 1.960 then H0 is rejected

If T (calculated) < t (table) 1.960 then H0 is accepted

The results of testing the first hypothesis regarding the influence of Tourist's Experiences on Tourist's Satisfaction show that the T (calculated) coefficient value is 2.456. If the T (calculated) value is compared with t (table) 1.960, this shows that the T (calculated) value is greater than the t (table) value. However, if the T (calculated) value is less than t (table) then H0 is accepted. Thus, the results of hypothesis testing state that the Tourist's Experiences variable influences Tourist's Satisfaction because the T (calculated) value is more than 1.960.

4.2.7 Testing Hypothesis 3 (Influences of E-WOM on Tourist Satisfaction at Marine Tourism in Lampung Province)

H0: There is no influence of E-WOM on Tourist's Satisfaction at marine
tourism in Lampung province

H1: There is an influence of E-WOM on Tourist's Satisfaction at marine
tourism in Lampung province

Criteria:

If T(calculated) > t(table) 1.960 then H0 is rejected

If T (calculated) < t (table) 1.960 then H0 is accepted

The results of testing the first hypothesis regarding the influence of E-WOM on Tourist's Satisfaction show that the coefficient value T (calculated) is 0.391. If the T value (calculated) is compared with t (table) 1.960, this shows that the T (calculated) value is greater than the t value (table) but if the T (calculated) value is less than t (table) then H0 is accepted. Thus, the results of hypothesis testing state that the E-WOM variable has an effect on Tourist's Satisfaction because the T (calculated) value is more than 1.960.

4.2.8 Testing Hypothesis 4 (Influences of Destination attraction on Tourist Revisit Intention at Marine Tourism in Lampung Province)

H0: There is no influence of Destination Attraction on Tourist's revisit
intention at marine tourism in Lampung province

H1: There is an influence of Destination Attraction on Tourist's revisit
intention at marine tourism in Lampung province

Criteria:

If T(calculated) > t(table) 1.960 then H0 is rejected

If T (calculated) < t (table) 1.960 then H0 is accepted

The results of testing the first hypothesis regarding the influence of Destination Attraction on Tourist Revisit Intention show that the T(calculated) coefficient value is 3.503. If the T(calculated) value is compared with t (table) 1.960, this shows that the T(calculated) value is greater than the t value (table) but if the T (calculated) value is less than t (table) then H0 is accepted. Thus, the results of hypothesis testing state that the Destination Attraction variable has an influence on Tourist Revisit Intention because the T (calculated) value is greater than 1.960.

4.2.9 Testing Hypothesis 5 (The Influence of Tourist's Experiences on Tourist Revisit Intention at Marine Tourism in Lampung Province)

H0: There is no influence of Tourist's Experiences on Tourist Revisit
Intention at marine tourism in Lampung province

H1: There is an influence of Tourist's Experiences on Tourist Revisit Intention
in maritime tourism in Lampung province

Criteria:

If T(calculated) > t(table) 1.960 then H0 is rejected

If T (calculated) < t (table) 1.960 then H0 is accepted

The results of testing the first hypothesis regarding the influence of Tourist's Experiences on Tourist Revisit Intention, it was found that the T (calculated) coefficient value was 5.713. If the T (calculated) value is compared with t (table) 1.960, this shows that the t (calculated) value is greater than the t (table) value.) but if the T (calculated) value is

less than t (table) then H0 is accepted. Thus, the results of hypothesis testing state that the Tourist's Experiences variable influences Tourist Revisit Intention because the T (calculated) value is more than 1.960.

4.2.10 Testing Hypothesis 6 (The Influence of E-WOM on Tourist Revisit Intention at Marine Tourism in Lampung Province)

H0: There is no influence of E-WOM on Tourist Revisit Intention at marine tourism in Lampung province

H1: There is an influence of E-WOM on Tourist Revisit Intention at Marine Lampung province

Criteria:

If T(calculated) > t(table) 1.960 then H0 is rejected

If T (calculated) < t (table) 1.960 then H0 is accepted

The results of testing the first hypothesis regarding the influence of E-WOM on Tourist Revisit Intention show that the T(calculated) coefficient value is 3.071. If the T(calculated) value is compared with t (table) 1.960, this shows that the T(calculated) value is greater than the t value (table) but if the T (calculated) value is less than t (table) then H0 is accepted. Thus, the results of hypothesis testing state that the E-WOM variable has an influence on Tourist Revisit Intention because the T (calculated) value is more than 1.960.

4.2.11 Testing Hypothesis 7 (The Influence of Destination Attraction on Tourist Revisit Intention through Tourist satisfaction at Marine Tourism in Lampung Province)

H0: There is no influence of Destination Attraction on Tourist Revisit Intention through Tourist's Satisfaction at marine tourism in lampung province

H1: There is an influence of Destination Attraction on Tourist Revisit Intention through Tourist's Satisfaction at marine tourism in Lampung province

Criteria:

If T(calculated) > t(table) 1.960 then H0 is rejected

If T (calculated) < t (table) 1.960 then H0 is accepted

The results of testing the first hypothesis regarding the influence of Destination Attraction on Tourist Revisit Intention through Tourist's Satisfaction show that the T(calculated) coefficient value is 1.971. If the T(calculated) value is compared with t (table) 1.960, this shows that the T(calculated) value is greater from the t value (table) but if the T (calculated) value is less than t (table) then H0 is accepted. Thus, the results of hypothesis testing state that Destination Attraction influences Tourist Revisit Intention through Tourist's Satisfaction because the T (calculated) value is more than 1.960.

4.2.12   Testing Hypothesis 8 (The Influence of Tourist's Experiences on Tourist Revisit Intention through Tourist satisfaction at Marine Tourism in Lampung Province)

H0: There is no influence of Tourist's Experiences on Tourist Revisit Intention through Tourist's Satisfaction at marine tourism in lampung province

H1: There is an influence of Tourist's Experiences on Tourist Revisit Intention through Tourist's Satisfaction at marine tourism in Lampung province

Criteria:

If T(calculated) > t(table) 1.960 then H0 is rejected

If T (calculated) < t (table) 1.960 then H0 is accepted

The results of testing the first hypothesis regarding the influence of Tourist's Experiences on Tourist Revisit Intention through Tourist's Satisfaction, it was found that the T(calculated) coefficient value was 3.202. If the T(calculated) value was compared with t (table) 1.960, this showed that the T(calculated) value was greater from the t value (table) but if the T (calculated) value is less than t (table) then H0 is accepted. Thus, the results of hypothesis testing state that Tourist's Experiences influence Tourist Revisit Intention through Tourist's Satisfaction because the T (calculated) value is more than 1.960.

4.2.13 **Testing Hypothesis 9 (The Influence of E-WOM on Tourist Revisit Intention through Tourist satisfaction at Marine Tourism in Lampung Province)**

H0: There is no influence of E-WOM on Tourist Revisit Intention through Tourist's Satisfaction at marine tourism in lampung province

H1: There is an influence of E-WOM on Tourist Revisit Intention through Tourist's Satisfaction at marine tourism in Lampung Province

Criteria:

If T(calculated) > t(table) 1.960 then H0 is rejected

If T (calculated) < t (table) 1.960 then H0 is accepted

The results of testing the first hypothesis regarding the influence of E-WOM on Tourist Revisit Intention through Tourist's Satisfaction, it is found that the t(calculated) coefficient value is 2.794. If the T(calculated) value is compared with t(table) 1.960, this shows that the T(calculated) value is higher. is greater than the t value (table) but if the T (calculated) value is less than t (table) then H0 is accepted. Thus, the results of hypothesis testing state that E-WOM influences Tourist Revisit Intention through Tourist's Satisfaction because the T (calculated) value is more than 1.960.

4.3 Discussion

4.3.1 Influence of Destination Attraction (X1) on Tourist Satisfaction (M) at Marine Tourism in Lampung Province

The results of the analysis in this research prove that the variablesDestination Attraction has a significant effect on Tourist's Satisfaction among visitors to maritime tourism in Lampung province. This shows that the more attractive a tourist destination is, the more motivation it will encourage tourists to visit maritime tourism in Lampung province, this motivation then gives rise to a sense of satisfaction in tourists after visiting.

Tourist satisfaction after visiting marine tourism in Lampung province will increase if the attractiveness of tourist destinations in Lampung province gets better. Destination attraction can be explained by 4 indicators, namely:

The specialty and variety of tourism attractions, the availability of information related to tourist attractions, facilities and accessibility, the friendliness of local residents and

cleanliness. An indicator that has a big influence is the availability of information related to tourist attractions in the statement "Online resources and visitor centers provide up-to-date information on accessibility features, facilities, and safety guidelines at marine tourism sites in Lampung, ensuring a hassle-free experience for tourists."From these findings, it can be seen that the availability of information regarding access and facilities, safety guidelines regarding marine tourism in Lampung Province makes it easier for tourists who want to visit. This positive value then provides a sense of satisfaction for tourists.

Whereas . An indicator that has little influence is cleanliness on the statement "Regular clean-up efforts and waste management initiatives at marine tourism sites in Lampung demonstrate a commitment to preserving the beauty and cleanliness of the coastal areas, contributing to a pleasant and hygienic experience for tourists" from these findings it can be seen that cleanliness is one of the The cause of tourists' lack of satisfaction when visiting maritime tourism in Lampung Province. The cleanliness of the tourist environment greatly influences tourist comfort, the cleaner the marine tourism destinations in Lampung province will increase the sense of satisfaction for tourists who visit. The commitment to maintaining beach cleanliness still needs to be improved in order to provide a more enjoyable and hygienic tourist experience.

Attraction is everything in a place that has uniqueness, beauty, convenience and value in the form of a diversity of natural and man-made riches that are interesting and have value for tourists to visit and see (Utama, 2016). The attractiveness of tourist attractions is the main motivation for visitors to make tourist visits.(Handayani et al., 2019). The results of this research are in line with research conducted by(Apriyanti et al. nd, 2020)which proves that the tourist attraction variable simultaneously influences tourist satisfaction at Citra Niaga Samarinda. Research by (Khoni'ah et al, 2022) also shows that Attraction has a positive effect on Visitor Satisfaction at Srambang Park tourism and this research is also in line with research conducted by (Kawatu, et al, 2020) where Tourist Attraction has an effect on Satisfaction with the Bukit Kasih Kanonang tourist attraction.

4.3.2 The Influence of Tourist's Experiences (X2) on Tourist Satisfaction (M) at Marine Tourism in Lampung Province

The results of the analysis in this study prove that variableTourist's Experiences influence tourist satisfaction. Where Tourist's Experiences have a significant influence on Tourist's

Satisfaction among visitors to maritime tourism in Lampung province. These results show that the better and more memorable the tourist experience is when visiting a tourist destination, the greater the visitor satisfaction.

The better and more memorable the tourist experience is when visiting tourist destinations in Lampung province, the greater the tourist's sense of satisfaction. Tourist's Experiences can be explained by 4 indicators, namely:

Feeling, thinking, acting and relationships. The findings in this study show that the indicator with the greatest influence is "think" in the statement "Tourists realize the importance of preserving marine tourism after witnessing the beauty of marine tourism in Lampung Province". Meanwhile, the indicator finding with the lowest influence in this research is "act" in the statement "Tourists actively make efforts to maintain cleanliness in marine tourism in Lampung Province". The findings in this research show that tourists' awareness of the importance of preserving marine tourism after seeing the beauty of marine tourism in Lampung Province has a significant influence. However, tourist participation in efforts to maintain cleanliness at marine tourism destinations in Lampung Province has a lower impact, indicating that there is a gap between awareness and real action in maintaining cleanliness at marine tourism destinations in Lampung Province.The difference between awareness and real action in maintaining cleanliness in Lampung marine tourism destinations. Although awareness of the importance of preserving the beauty of marine tourism increases after tourists experience its beauty firsthand, participation in maintaining cleanliness is still relatively low. This shows the need for a deeper understanding of the factors that influence tourist behavior in maintaining environmental cleanliness in tourist destinations. Therefore, in an effort to develop the potential demand for marine tourism in Lampung, it is necessary to emphasize strengthening tourist awareness of the importance of environmental preservation after the tourism experience, as well as encouraging active participation in maintaining cleanliness in the destination.

Tourist's experience is defined as the impression that visitors obtain, either directly or indirectly through tourism services, facilities,Visitor experience refers to consumers' direct or indirect encounters with businesses, facilities and service procedures as well as their interactions with other businesses and consumers (Sulistyanda et al., 2022). As a result, this can influence consumer perceptions, emotions and behavior and leave memories of

consumer experiences during and after visiting places of interest. Another opinion is that Tourist Experience or visitor experience is the psychological condition felt by visitors and personal assessment of events which include emotional aspects, knowledge and actions (Prakoso, 2020).

The results of this research are in line with research conducted by(Manurung et al., 2023)which proves that Tourist's Experiences have a significant impact on Tourist Satisfaction at the Adityawarman Padang Museum. Research (Sulistyanda et al, 2022) also shows that Tourist's Experiences have a positive effect on Visitor Satisfaction at Lake Sarangan. Apart from that, research conducted by (Malikhah et al, 2023) also supports the findings in this research, where the "feel" indicator has a big influence in influencing tourist satisfaction. It was stated that the highest score was obtained from the think indicator, namely 41.363. The variety of beautiful views at the peak of Becici Yogyakarta creates a sense of awe in tourists. This then gives visiting tourists a sense of satisfaction.

4.3.3 Influence of E-WOM (X3) on Tourist Satisfaction (M) at Marine Tourism in Lampung Province

The results of the analysis in this study prove that variableElectronic Word of Mouth has a significant effect on Tourist's satisfaction. Where the Electronic Word of Mouth variable has a significant effect on Tourist's Satisfaction among visitors to maritime tourism in Lampung province. This shows that the better E-WOM regarding a tourist destination will increase satisfaction for tourists who visit in the future.

The sense of satisfaction felt by tourists after visiting marine tourism in Lampung province will encourage them to share their experiences and recommend tourist attractions via social media. Electronic Word of Mouth can be explained by 4 indicators, namely:
Platform assistance, social benefits, concern for others and seeking advice. The indicator that has a big influence is "Social benefit" with the statement "Through social media platforms, tourists share their experiences of marine adventures in Lampung, inspiring others to explore the region and promoting sustainable tourism practices". Meanwhile, the indicator that has little influence is "Concern for others" with the statement "By sharing respectful and culturally sensitive travel experiences on social media, tourists demonstrate their consideration for local communities and their customs, promoting cultural

understanding and appreciation." This shows that through sharing their positive experiences, tourists not only expand awareness about tourism destinations in Lampung province, but also encourage others to undertake similar trips. Additionally, by promoting sustainable tourism practices, such as preserving the environment and local culture, tourists can help ensure that Lampung's natural beauty and resources can be enjoyed by future generations.However, on the other hand, some tourists do not fully realize how important it is to show concern for local communities and their culture when traveling. Although tourists can share travel experiences that respect local culture on social media, not all of them realize that this can be very helpful in promoting understanding and appreciation for local culture in maritime tourism destinations in Lampung province.

Floating potential demand for E-Wom can be done by strengthening tourists' awareness and commitment to preserving local culture in tourist destinations. By sharing travel experiences that show respect and cultural sensitivity on social media, tourists not only show concern for local communities and their traditions, but also help build a deeper understanding and appreciation for the culture surrounding Lampung province's marine tourism. This has the potential to increase tourist interest in exploring maritime tourism destinations that also offer rich and authentic cultural experiences, as well as encouraging an increase in tourist satisfaction.

E-WOM is a communication medium for sharing information about a product or service that has been consumed between consumers who do not know each other or have met before. Visitors will search for information first before making a direct visit to a tourist attraction. This information can be sourced from social media(Harahap & Dwita, 2020). E-WOM can influence tourist satisfaction through the ease with which they can access information about a tourist attraction. This is confirmed by research (Tantrina et al., 2019) where the results of the electronic word of mouth variable have a positive influence on Tourist's Satisfaction towards visitors at the Umbul Sidomukti tourist attraction. In line with research conducted by (Damanik et al, 2021) which states that the Electronic Word of Mouth variable partially has a positive and significant effect on visitor satisfaction at Tanjung Setumu tourism.

4.3.4 Influence of Destination Attraction (X1) on Tourist Revisit Intention (Y)

at Marine Tourism in Lampung Province

The results of the analysis in this study prove that variableDestination Attraction has a significant effect on Tourist Revisit Intention. Where Destination Attraction has a significant effect on Tourist Revisit Intention among visitors to maritime tourism in Lampung province. So it can be concluded that the better and more attractive a tourist destination is, the more the intensity of tourists visiting a tourist destination will increase.

Tourist repeat visits will increase if the attractiveness of tourist destinations in Lampung province gets better. Destination attraction can be explained by 4 indicators, namely: The specialty and variety of tourism attractions, the availability of information related to tourist attractions, facilities and accessibility, the friendliness of local residents and cleanliness. An indicator that has a big influence is the availability of information related to tourist attractions in the statement "Online resources and visitor centers provide up-to-date information on accessibility features, facilities, and safety guidelines at marine tourism sites in Lampung, ensuring a hassle-free experience for tourists."Meanwhile, the indicator that has a small influence is cleanliness on the statement"Regular clean-up efforts and waste management initiatives at marine tourism sites in Lampung demonstrate a commitment to preserving the beauty and cleanliness of the coastal areas, contributing to a pleasant and hygienic experience for tourists" . From these findings it can be seen that the availability of information related to tourist attractions has a positive effect on repeat visits by tourists to marine tourism destinations in Lampung Province. Ensuring up-to-date information about accessibility features, facilities, and safety guidelines at marine tourism sites is critical to creating a hassle-free experience for tourists and encouraging them to return in the future. However, on the other hand, cleanliness is still one of the problems faced by tourists,Tourists are dissatisfied with cleanliness in marine tourism destinations in Lampung Province. Even though routine efforts to maintain cleanliness and waste management initiatives have been carried out, tourists still feel that the level of cleanliness in the area does not meet their expectations. This could potentially influence tourists' interest in repeat visits to maritime tourism destinations in Lampung province. This is because cleanliness is an important factor in creating a pleasant and satisfying tourist experience. Therefore, further improvements in cleanliness at marine tourism destinations in Lampung may be needed to increase tourist satisfaction and interest in repeat visits.

Tourist attraction is something that triggers a person or group to visit a place because of the history or meaning it has (Setiyorini et all., 2018. The attraction of tourist attractions is the main motivation for visitors to make tourist visits.(Handayani et al., 2019).

The results of this research are supported by research conducted by(Apriyanti et al. nd, 2020)which proves that the variable tourist attraction and destination image simultaneously influence tourist repeat visits. The attractiveness of tourist attractions is the main motivation for visitors to make tourist visits. This is in line with research conducted by (Jannah, 2023) which states that the Destination Attraction variable has a significant effect on the tourist repeat visit variable. Furthermore, research (Khoni'ah et al, 2022) shows that attractiveness has a positive effect on the decision to return to Srambang Park tourism. Other research results that also support this opinion are research conducted by (Kawatu, et al, 2020) where the tourist attraction variable influences the intention to revisit the Bukit Kasih Kanonang tourist attraction.

4.3.5 Influence of Tourist's Experiences (X2) on Tourist Revisit Intention (Y) at Marine Tourism in Lampung Province

The results of the analysis in this research prove thatTourist's Experienceshas a positive and significant effect on Tourist Revisit Intention. Where Tourist's Experiences have a positive and significant effect on Tourist Revisit Intention among visitors to maritime tourism in Lampung province with Tstatistic results of 5.713 and Pvalues of 0.000. It can be concluded that the better and more memorable someone's tourist trip will increase the intensity of tourists visiting the tourist destination again.

The influence of tourist's satisfaction on tourist revisit intention is positive and significant and can be explained by 4 indicators, namely: Feel, think, act and relationship. The findings in this study show that the indicator with the greatest influence is "think" in the statement "Tourists realize the importance of preserving marine tourism after witnessing the beauty of marine tourism in Lampung Province". Meanwhile, the indicator finding with the lowest influence in this research is "act" in the statement "Tourists actively make efforts to maintain cleanliness in marine tourism in Lampung Province."The findings in the research show that tourists' awareness of the importance of preserving marine tourism in Lampung Province increased after they experienced its beauty firsthand. However, tourist participation in maintaining cleanliness in these destinations is still low, indicating a gap

between awareness and real action. This can influence tourists' interest in repeat visits to marine tourism destinations in Lampung. Therefore, further emphasis needs to be placed on increasing tourist awareness of the importance of maintaining environmental cleanliness after a tourism experience, as well as encouraging active participation in maintaining cleanliness at the destination in order to increase tourist interest in repeat visits.

Tourist Experiences or visitor experiences are psychological conditions felt by visitors and personal assessments of events which include emotional aspects, knowledge and actions (Prakoso, 2020). In other words, the experience after visiting a tourist spot is related to perceptions or preferences which include individual understanding, attitudes and behavior. For example, after visiting a tourist destination, visitors will get information about the description of the tourist destination, available facilities and so on. Research conducted by (Manurung, 2023) explains that the Tourist Experiences variable has an influenceThe results of this research are supported by research conducted by (Sulistyanda et al., 2022) which states that visitor experience influences interest in returning to the Sarangan Lake tourist attraction.

4.3.6 Influence of E-WOM (X3) on Tourist Revisit Intention (Y) at Marine Tourism in Lampung Province

The results of the analysis in this research prove thatE-WOM (Electronic Word of Mouth)has a positive and significant effect on Tourist Revisit Intention. Where E-WOM (Electronic Word of Mouth) has a positive and significant effect on Tourist Revisit Intention among visitors to maritime tourism in Lampung province with Tstatistic results of 3.071 and Pvalues of 0.002. It can be concluded that the easier it is for tourists to access information and the better E-WOM regarding a tourist destination will increase the intensity of tourists visiting the tourist destination again.

Electronic Word of Mouth can be explained by 4 indicators, namely: Platform assistance, social benefits, concern for others and advice seeking. The indicator that has a big influence is "Social benefit" with the statement "Through social media platforms, tourists share their experiences of marine adventures in Lampung, inspiring others to explore the region and promoting sustainable tourism practices". Meanwhile, the indicator that has little influence is "Concern for others" with the statement "By sharing respectful and culturally sensitive

travel experiences on social media, tourists demonstrate their consideration for local communities and their customs, promoting cultural understanding and appreciation." This shows thatBy sharing their positive experiences, they can increase tourists' interest in returning to visit marine tourism destinations in Lampung province in the future. Thus, the use of social media to promote positive experiences and sustainable tourism practices can contribute to increasing tourists' intention to revisit marine tourism destinations in Lampung province.

However, on the other hand, cleanliness is still one of the problems faced by tourists,Tourists are dissatisfied with cleanliness in marine tourism destinations in Lampung Province. This influences tourists' interest in repeat visits to maritime tourism destinations in Lampung province. Clean tourist destinations provide a sense of comfort and provide a pleasant experience for tourists. Therefore, further improvements in terms of cleanliness in marine tourism destinations in Lampung are very necessary to increase the positive value of E-Wom shared by tourists. The more positive things shared by tourists will increase the potential for repeat visits by tourists in the future.

E-WOM or Electronic Word Of Mouth is the process of sharing information about the quality of a product or service, whether positive or negative experiences, carried out by prospective buyers, customers who have already purchased, or anyone who wants to convey comments regarding the product or service to consumers. other. This occurs in various forms such as writing, sound, images, videos, or a combination of these, using various online platforms such as forums, email, search engines, and various other online platforms (Auliyaet al.,2017).E-WOM (Electronic Word of Mouth) has an influence on tourists' interest in repeat visits. This is confirmed by research (Tantrina et al., 2019) where the resultsThe electronic word of mouth (eWOM) variable has a positive influence on the decision to revisit the Umbul Sidomukti tourist attraction. This is in line with research conducted by (Damanik et al, 2021) which states that the Electronic Word of Mouth variable partially has a significantly positive effect on interest in revisiting Tanjung Setumu tourism.

Research (Liswita ., 2022) also proves that E-Wom has a significant influence on tourist repeat visits to tourist destinations in Lampung province.

4.3.7 Influence of Destination Attraction (X1) on Tourist Revisit (Y) Through Tourist Satisfaction (M) at Marine Tourism in Lampung Province

The results of the analysis in this research prove that Destination Attraction has an effect towards Tourist Revisit Intention through Tourist Satisfaction as an indirect intervening variable. WhereTourist's Destination Attraction is influentialindirectly towards Tourist Revisit Intention through Tourist Satisfaction as an intervening variable for visitors to maritime tourism in Lampung province. It can be concluded that the better and more memorable a person's tourist trip is, the greater the sense of satisfaction of tourists which then increases the intensity of tourists visiting the tourist destination again. These results show that with the mediating function or role of the Tourist satisfaction variable on the Destination attraction variable on Tourist revisit intention in maritime tourism in Lampung province it will get better. The better the attractiveness of maritime tourism destinations in Lampung province will influence tourist satisfaction, which then influences tourists to return to Lampung province in the future. From the findings in this research, strategies are needed to maintain and increase the availability of information regarding access and safety guidelines regarding marine tourism in Lampung province to provide convenience for tourists who will visit. Then improvements are needed in environmental cleanliness at tourist destinations in Lampung province in order to increase tourist comfort and satisfaction when returning to tourist destinations in Lampung province. If this has been implemented well, it will increase tourist satisfaction because these improvements will certainly increase tourist expectations when visiting marine tourism destinations in Lampung province in the future. A good tourist attraction will influence tourist satisfaction which will then encourage or motivate tourists to make repeat visits to marine tourism destinations in Lampung province.

The attractiveness of tourist attractions is the main motivation for visitors to make tourist visits. The results of this research are in line with previous research conducted by (Khoni'ah et al, 2022) which shows that attractiveness has a positive effect on visitor satisfaction. Visitor satisfaction influences repeat visit interest. Attraction indirectly has a positive and significant effect on interest in repeat visits through visitor satisfaction at Srambang Park tourism. The results of this research are not all in line with research conducted by (Kawatu, et al, 2020) where the tourist attraction variable influences repeat visit intentions and the

tourist attraction variable influences satisfaction. However, it is known that tourist attraction has a significant effect on intention to revisit without having to go through satisfaction as an intervening variable at the Bukit Kasih Kanonang tourist attraction.

4.3.8 Influence of Tourist's Experiences (X2) on Tourist Revisit Intention (Y) through Tourist Satisfaction (M) at marine tourism in lampung province

The results of the analysis in this research prove thatTourist Experiencesinfluence on Tourist Revisit Intention through Tourist Satisfaction as an intervening variable. Where Tourist Experiences have a direct influence on Tourist Revisit Intention through Tourist Satisfaction as an intervening variable for visitors to maritime tourism in Lampung province. It can be concluded that the easier it is for tourists to access information and the better E-WOM regarding a tourist destination will increase the sense of satisfaction of tourists which then increases the intensity of tourists visiting the tourist destination again.

This research shows that the Tourist Experiences variable will still influence tourist revisit intention in maritime tourism in Lampung province even without the mediating function or role of tourist satisfaction. The right strategy is needed to maintain and improve the experience of tourists visiting marine tourism in Lampung province. Findings Where there is a gap between tourist awareness and the reality of what is being done.Although awareness of the importance of preserving the beauty of marine tourism increases after tourists experience its beauty firsthand, participation in maintaining cleanliness is still relatively low. There is a need for a deeper understanding of the factors that influence tourist behavior in maintaining environmental cleanliness in tourist destinations. Therefore, in an effort to develop the potential demand for marine tourism in Lampung, it is necessary to emphasize strengthening tourist awareness of the importance of environmental preservation after the tourism experience, as well as encouraging active participation in maintaining cleanliness in the destination. If this can go well then in the future it can increase tourists' sense of satisfaction by providing a sense of comfort when traveling and of course this positive experience will encourage them to make repeat visits in the future.

Tourist Experiences or visitor experiences are psychological conditions felt by visitors and personal assessments of events which include emotional aspects, knowledge and actions (Prakoso, 2020). In other words, the experience after visiting a tourist spot is related to perceptions or preferences which include individual understanding, attitudes and behavior.Visitor experience refers to consumers' direct or indirect encounters with businesses, facilities and service procedures as well as their interactions with other businesses and consumers (Sulistyanda et al., 2022). As a result, this can influence consumer perceptions, emotions and behavior and leave memories of consumer experiences during and after visiting places of interest.

Previous research conducted by (Manurung et al., 2023) shows thatTourist experience has a positive and significant effect on interest in visiting again. Visitor satisfaction has a positive and significant effect on interest in returning to visit. Tourist experience has a positive and significant effect on interest in visiting with visitor satisfaction as an intervening variable at the Adityawarman Padang museum. The results of this research are supported by research conducted by (Sulistyanda et al., 2022) which states that visitor experience influences interest in returning. Satisfaction directly influences interest in visiting again. Visitor experience influences satisfaction. Visitor experience influences interest in returning to visit and satisfaction as a mediator for tourists at Lake Sarangan.

4.3.9 The Influence of E-WOM (X3) on Tourist Revisit Intention (Y) Through Tourist Satisfaction (M) at Marine Tourism in Lampung Province

The results of the analysis in this research prove thatElectronic Word of Mouth indirectly influences Tourist Revisit Intention through Tourist Satisfaction as an intervening variable. Where Electronic Word of Mouth influences Tourist Revisit Intention through Tourist Satisfaction as an intervening variable for visitors to maritime tourism in Lampung province. It can be concluded that the easier it is for tourists to access information and the better E-WOM regarding a tourist destination will increase the sense of satisfaction of tourists which then increases the intensity of tourists visiting the tourist destination again.

The findings in this study found that with the mediating function or role of the Tourist satisfaction variable in the E-wom variable on Tourist revisit intention in maritime tourism in Lampung province it will get better. The more satisfied tourists are after visiting, the more positive the E-wom will be carried out by tourists who visit marine tourism destinations in Lampung province. This will influence and attract their interest in visiting again in the future.

From the resultsResearch shows that apart from sharing positive tourist experiences, sharing awareness about tourism destinations in Lampung province also encourages other people to make similar trips. Additionally, by promoting sustainable tourism practices, such as preserving the environment and local culture, tourists can help ensure that Lampung's natural beauty and resources can be enjoyed by future generations.

Tourist satisfaction after visiting marine tourism in Lampung province encourages them to share their positive experiences which indirectly also promotes marine tourism in Lampung province. Apart from being able to contribute to repeat visits by tourists, this can also encourage other people to take similar tourist trips.

E-WOM or Electronic Word Of Mouth is the process of sharing information about the quality of a product or service, whether positive or negative experiences, carried out by prospective buyers, customers who have already purchased, or anyone who wants to convey comments regarding the product or service to consumers. other. E-WOM is a communication medium for sharing information about a product or service that has been consumed between consumers who do not know each other or have met before. Visitors will search for information first before making a direct visit to a tourist attraction. This information can be sourced from social media(Harahap & Dwita, 2020). For example, reviews about a tourist destination can influence a tourist's decision to visit that place or return to that destination. Through E-WOM, tourists can form attitudes and intentions to return to tourist destinations (Utama & Giantari, 2020). Electronic Word of Mouth (E-WOM) is a form of informal communication that uses internet-based technology to contact consumers. Positive information about a product can significantly influence the sustainability of a company. E-WOM is both positive and negative opinions from potential or former consumers about a product or company, which are conveyed to many people via the internet (Hennig-thurau et al., 2004).

The findings in this research are strengthened by previous research conducted by (Tantrina et al., 2019) where the resultsThe electronic word of mouth (eWOM) variable has a positive influence on Tourist's Satisfaction. The Tourist's satisfaction variable has a positive influence on the decision to visit again. Electronic word of mouth (E-WOM) influences interest in revisiting through visitor satisfaction as an intervening variable at the Umbul Sidomukti tourist attraction. However, the results of this research are not all in line with research conducted by (Damanik et al, 2021) which states that the Electronic Word of Mouth variable partially has a significantly positive effect on interest in revisiting. Electronic Word of Mouth partially has a positive and significant effect on visitor satisfaction. Electronic word of mouth does not have a significant effect on interest in repeat visits through visitor satisfaction at Tanjung Setumu tourism