THE EFFECT OF DESTINATION IMAGE AND SERVICE QUALITY TOWARD TOURISTST VISITING DECISIONS THROUGH VISITING INTEREST AS INTERVENING VARIABLE

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Abstract

Tourism has a crucial role in the development of the country and has an impact on Locally-Generated Revenue (PAD) for local governments. Banjarnegara which is one of the areas in Central Java has one of the top tourist attractions, namely PD. TRM. Serulingmas. Therefore, it takes a strategy to develop it so that it can grow and increase the interest of tourists to visit. This study aims to determine the Effect of Destination Image and Service Quality on Tourist Visiting Decisions Through Visiting Interest as Intervening Variables. The population in this study were all visitors to PD. TRM. Serulingmas. The samples used in this study were 110 respondents using a non-probability sampling technique through a purposive sampling approach. Methods of data collection using documentation and questionnaires. Instrument testing is done by testing the validity and reliability test. Data analysis used SPSS 24. The results showed that the destination image and service quality influenced the tourists visiting decision through visiting interest as an intervening variable. The conclusion of this study, tourists can enjoy the natural beauty and facilities in PD. TRM Serulingmas comfortably so that it can maintain an impression for visitors. The quality of service provided by the manager or company that is consistent with the expectations of customers or visitors can influence tourists so that visitors will come again.

Keywords: Destination Image, Service Quality, Tourist Visiting Decision, Visiting Interest

1. Introduction

The economy of a country can be supported from many sectors, one of which is tourism. Increased tourism can participate in increasing foreign exchange, tax revenue for the country, increasing employment, and encouraging sectors such as the agricultural and plantation sectors that are related to supporting tourism. The Serulingmas Wildlife Recreation Park is one of the attractions in the nature reserve in Banjarnegara Regency. The Serulingmas Wildlife Recreation Park has various facilities, it has an animal park, children's arena, entertainment on stage, fishing, swimming pool, Ki Ageng Selomanik's sacred tomb, as well as various entertainments that can enliven the atmosphere such as regional arts and musical performances.

The Serulingmas Wildlife Recreation Park is also supported by quality road access and adequate transportation so that it attracts many visitors, both children and young people

from local and out of town, especially on holidays or school semester holidays.

Judging from the data shown in Table 1 below, the number of tourists visiting the Serulingmas TRMS area has fluctuated, as well as the amount of income, the number of tourists from 2016-2019 has increased but decreased in 2020.

Table 1. PD. TRM. Serulingmas's Visitors Data in Years 2016-2020

Years	Visitor (human)	Increasing (%)
2016	105.000	-
2017	151.550	44.33
2018	172.407	7.17
2019	193.095	18.89
2020	154.714	- (20)

Source: *Disparbud Banjarnegara*
(Lestari, 2020)

Tourist objects are growing with the support of complete ease of information related to these attractions so that tourists can easily find or assess these attractions and decide to visit. Indonesian tourism can be better by conducting research so that it can produce indicators/factors that support the development of tourism in Indonesia.

This research was conducted in PD. TRM Serulingmas Banjarnegara as the object of research because it is expected to participate in supporting the development of Banjarnegara tourism. To be able to find out the reasons for tourists to make repeat visits by marking the image of the destination on PD. TRM Serulingmas and the quality of service they get at PD. TRM Serulingmas and its indirect influence through visiting interest on the decision to revisit tourists.

Tourism

According to UU Nomor 10 Tahun 2009 Pasal 1 ayat (3), it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, central government and local governments.

Destination Image

There are several factors that influence tourism, one of which is the image that is introduced or given from the tourism object. According to Wibowo, Sazali, and P. (2016) the image of a destination is the result of a decision from an individual's thoughts about his knowledge, feelings, and perceptions to get certain goals based on satisfaction.

At the beginning of testing the phenomenon of imagery in relation to tourism, Hunt in Ab (2018) defines image as the "impression" or perception made by potential visitors about an area.

According to Hunt in Ab (2018), the image of a destination is the impression of a person or persons who give a statement about a destination they have not visited. Destination image is not only defined as the perception of individual destination attributes but also the overall or holistic impression of the destination. The destination image consists of functional characteristics that focus on the tangible aspects of the destination and

psychological characteristics that focus on non-physical aspects (intangible) (Echtner and Ritchie dalam Redita, dkk, 2017).

In other words, Echtner and Ritchie revealed that the image of a destination should be perceived both in terms of individual attributes (such as climate and accommodation facilities) and a holistic impression (mental mood and imagination about the destination). Functional characteristics refer to components that can be observed or measured directly such as price levels, accommodation facilities and attractions, while psychological characteristics refer to things that are not physical evidence (intangible), such as friendliness and safety.

Echtner and Ritchie also revealed that the destination image is perceived in the form of both functional and psychological attributes. For example, on the holistic side, functional impressions consist of mental states or descriptions of the physical characteristics of the destination. A holistic psychological impression is a description of the destination atmosphere. Gallarza, Saura and Garcia (2002) reveal that there are many academics who provide a definition of the image as outlined in their concept. Research by Baloglu and Brinberg (1997); Baloglu et al., (1999); Gartner (1993); Walmsley and Young (1998); Beerli and Martin (2004) presented by Ab (2018) reveal that image as a concept is shaped by consumer considerations and interpretations as a consequence of two interrelated components: perceptive/cognitive evaluation involving individual knowledge and beliefs about objects (an evaluation of perceived attributes). of the object) and affective judgment relates to how the individual feels about the object. Their research also states that affective imagery is a function of cognitive imagery and travel motivation.

Service Quality

According to Tjiptono (2012) the quality of service is explained as the main key for tourism objects to be able to survive and gain the trust of tourists. According to Oliver (2019), satisfaction is the level of a person's feelings after comparing his/her perceived performance/results with expectations, so the level of satisfaction is a function of the difference between perceived performance and expectations, if the expectation is then the customer will be disappointed. If performance matches expectations, consumers will be very satisfied. Meanwhile, if the performance exceeds expectations, the customer will be very satisfied. Consumer expectations can be shaped by past experiences, comments from relatives so and marketer information and up. According to Kotler (2017) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perception/impression of (performance or results) of a product and his expectations. According to Ratnasari (2017) consumer satisfaction is the level of feeling where someone states the results of a comparison of the product/service performance received and expected.

There are 5 dimensions to measure service quality (Tjiptono, 2017). Those are (1) tangibles (physical evidence), which is tangible evidence of the care and attention given by service providers to consumers to bring up the image of service providers, especially for new consumers in evaluating service quality; (2) reliability, is the ability to provide accurate services according to promises and is the company's ability to carry out services in accordance with what has been promised in a timely manner; (3) responsiveness, is the

willingness to help customers and provide appropriate services and is the company's ability to be carried out directly by employees to provide services quickly and responsively; (4) assurance, is the knowledge and behavior of employees to build customer trust and confidence in consuming the services offered, this is important because it involves consumer perceptions of the risk of high uncertainty on the ability of service providers; (5) empathy (care), is the company's ability that is carried out directly by employees to give attention to individual consumers, including sensitivity to consumer needs.

Visiting Interest

According to McCarthy (2002), interest in visiting is an encouragement in meeting a person's need to visit. Interest in visiting arises because of the desire of visitors to visit an interesting place to visit because visitors have the desire to get useful things.

Many researchers have used the typology of tourists to understand the wishes of visitors over time. Opperman (2000) states that the typology of travelers is dynamic as a function of various visits. There were identified three types of travelers, namely somewhat loyal (not often), loyal (at least every three years) and very loyal (every year and or twice a year). Opperman (2000) further adds to his typology by introducing other types of travelers, such as non-buyers (lack of concern for tourism destinations), unstable buyers (switching to other tourist destinations regularly) and disloyal buyers (never to return). again).

Feng and Jang in Assaker et.al., (2010) propose a segmentation that divides into three parts that focus on the intention of tourists to return to tourism destinations, namely (1) repeat visitors (visitors who have the intention of visiting again with consistency high over time); (2) deferred visitors (visitors with low return intention in the short term, but moderate and high revisit intentions in the medium and long term; (3) repeated transfers (travelers who have a consistent repeat visit intention) Furthermore, Feng and Jang in Assaker et.al (2010) divide the time frame into three, namely short term (less than one year), medium term (one-three years) and long term (three-five years).

Tourist Visiting Decision

According to Schiffman & Kanuk (2007), a sign of tourism visitors accepting a tourist attraction is marked by a decision to return to the tour. Before deciding to make a repeat visit, it usually starts by looking for information on the introduction of the tourist attraction, looking for information about the tourist attraction, and looking for comparisons with other tourist objects.

The decision that consumers make related to traveling is the tourist's decision to visit a tourist attraction. The decision of tourists to choose a tourist attraction is basically a form of decision making. In general, humans act rationally in considering the type of information available and considering all the risks arising from their actions before committing a certain behavior. Therefore, before deciding to make a purchase, there are five stages that consumers go through in the buying process, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and buying behavior (Simamora, 2008). The decision to choose a tourist attraction is basically a "purchase" decision, which is to spend money to get satisfaction. However, purchases in the context of tourism have

some flexibility (Pitana and Gayatri dalam Kristiutami, 2017). More clearly in Pitana and Gayatri dalam Kristiutami (2017) states that in the decision to travel there are 5 stages, namely: (1) the need or desire to travel, (2) search and assess information, (3) the decision to travel, (4) travel preparation and travel experience, and (5) evaluation of travel satisfaction.

Based on the above theory, basically the process and stages of making a tourist's decision start from the desires and needs of tourists to take a tour. After that, tourists begin to collect information from various sources regarding the intended tourist attraction and then evaluate the choice of tourist attraction which is the most appropriate choice. The selected tourist attraction is of course in accordance with the needs and desires of these tourists. After evaluating, then tourists determine the tourist attraction visited based on the alternative choices that have been obtained previously.

Furthermore, tourists make preparations to travel and carry out travel activities and gain experience during a tourist trip. After traveling, tourists get satisfaction during their tour and in the end they evaluate the tour that has been done.

2. Method

The method used is a quantitative method by collecting data from questionnaires sourced from primary data for further processing with SPSS 24. The questionnaires were analyzed using validity and reliability tests so as to obtain the validity of the questionnaire. Then simple regression analysis, multiple regression analysis, and path analysis with the regression equation in this study were carried out:

Tourist Visiting Interest = a + Destination Image X_1 + Service Quality X_2 + e_1; and Tourist Visiting Decision = a + Destination Image X_1 + Service Quality X_2 + Visiting Interest Z + e_2.

The population of this study were all visitors to PD. TRM Serulingmas Banjarnegara in 2021. While the sample used is a total of 101 visitors using purposive sampling technique. The criteria used are visitors who have never been to PD. TRM Serulingmas Banjarnegara. They were asked to fill out a questionnaire according to their conscience.

3. Result and Discussion

Validity Test

The data can be said to be valid if the significance value is <0,05. The results of the validity test in this study are in table 2.

Table 2. Validity Test Results

Variable	Statement Item	Sig.	Result
Tourist Visiting Decision (Y)	Y-1	0,000	Valid
	Y-2	0,000	Valid
	Y-3	0,000	Valid
	Y-4	0,000	Valid
	Y-5	0,000	Valid
	Y-6	0,000	Valid
Destination Image (X_1)	X_1-1	0,000	Valid
	X_1-2	0,000	Valid
	X_1-3	0,000	Valid
	X_1-4	0,000	Valid
	X_1-5	0,000	Valid
Service Quality (X_2)	X_2-1	0,000	Valid
	X_2-2	0,000	Valid
	X_2-3	0,000	Valid
	X_2-4	0,000	Valid
	X_2-5	0,000	Valid
Visiting Interest (X_3)	X_3-1	0,000	Valid
	X_3-2	0,000	Valid
	X_3-3	0,000	Valid
	X_3-4	0,000	Valid
	X_3-5	0,000	Valid

Source: Processed primary data, 2022

Based on table 2, it can be concluded that each question item in each variable is valid, so that the questions can be used in this study.

Reliability Test

The data can be categorized as reliable if the Cronbach Alpha coefficient value > 0.6. The results of the reliability test in this study can be seen from table 3.
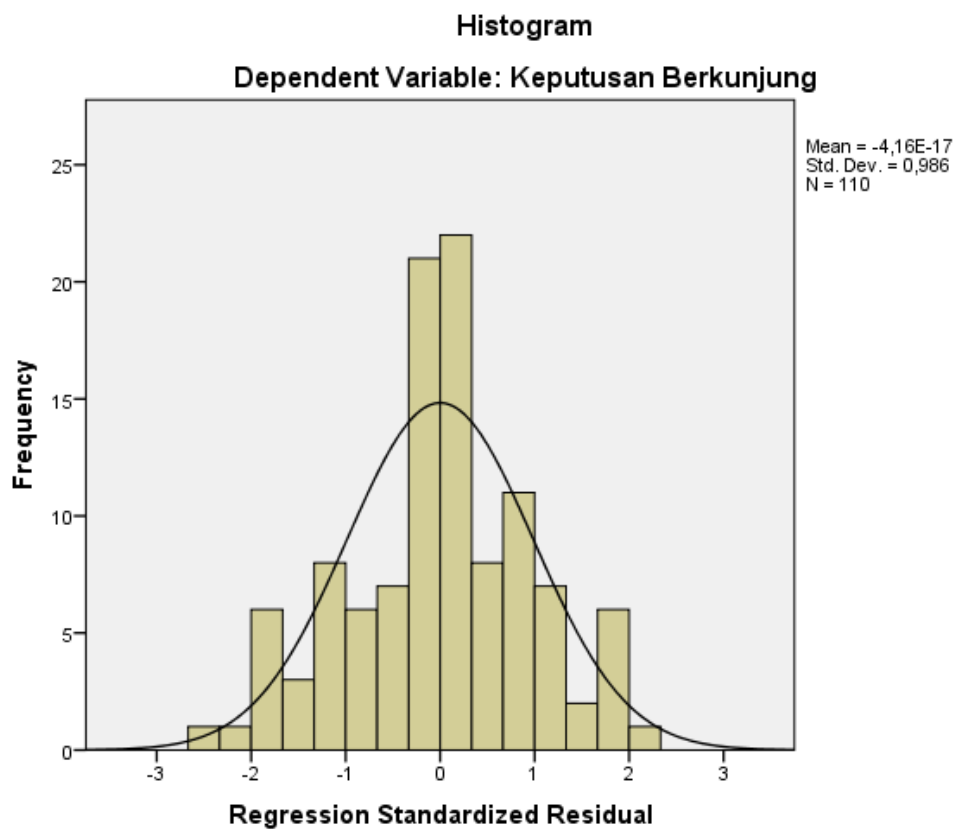
Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Results
Tourist Visiting Decision	0,791	Reliable
Destination Image	0,789	Reliable
Service Quality	0,789	Reliable
Visiting Interest	0,803	Reliable

Source: Processed primary data, 2022

From table 3, it can be concluded that the questions in the variables are reliable (trusted) because the Cronbach Alpha value in all variables is >0,6, so that the questions can be used in this study.
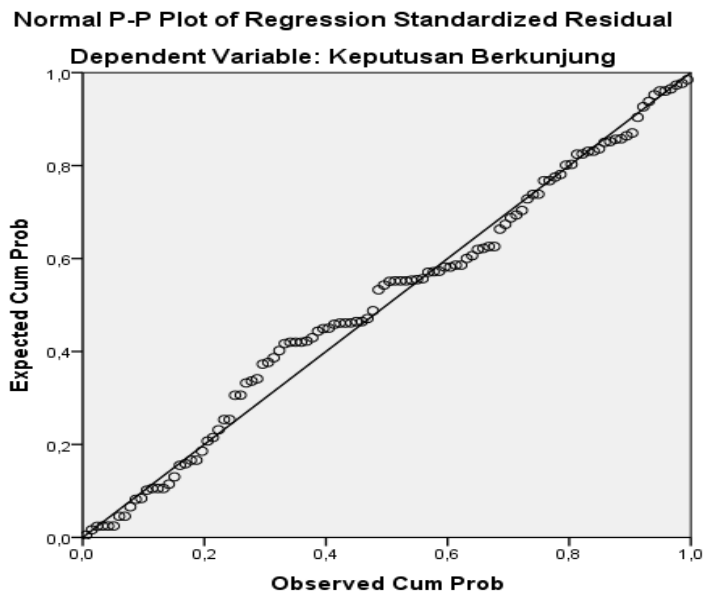
Classical Assumption Test
Normality Test

Figure 1. Histogram Graph
Source: Processed primary data, 2021

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Berkunjung

Figure 2. P Plot Graph
Source: Processed primary data, 2021

It can be seen from Figure 2. The P plot graph shows the distribution of points that are close to the diagonal line. This proves that the data in this study are normally distributed.

Heteroscedasticity Test

The results of the heteroscedasticity test in this study are shown in table 4.

Table 4. Heteroscedasticity Test Results

Variables	Sig.	Results
Destination Image	0,525	No Heteroscedasticity Happens
Service Quality	0,452	No Heteroscedasticity Happens
Visiting Interest	0,984	No Heteroscedasticity Happens
Dependent Variable: Abs_Res		

Source: Processed primary data, 2022

Table 4 shows that the significance value of all variables shows a significance value greater than 0,05, so it can be concluded that all independent variables in the study did not occur heteroscedasticity.

Multicollinearity Test

The results of the multicollinearity test for the regression model in this study are in table 5.

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF	Results
Destination Image	0,636	1,572	There is no multicollinearity
Service Quality	0,813	1,231	There is no multicollinearity
Visiting Interest	0,596	1,678	There is no multicollinearity

Dependent Variable: Visiting Decision

Source: Processed primary data, 2022

Table 5 shows that the tolerance value of all variables is more than 0.10 and the VIF value is less than 10, so it can be concluded that the research regression model does not occur multicollinearity.

Hypothesis Test

The Effect of Destination Image (X_1) on Tourist Visiting Decisions (Y) Using Simple Regression Test

Table 6. Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,004	2,507		,799	,426
Destination Image	,928	,128	,572	7,243	,000

a. Dependent Variable: Tourist Visiting Decision

Source: Processed primary data, 2022

Destination Image (X_1) has a positive and significant effect on Tourist Visiting Decisions (Y). It can be seen from the value of t_{count} (7,243) > t_{table} (1,65936) and a significance value of 0,000 < 0,05. This means rejecting H_0 and accepting H_1. This means that there is a significant influence between Destination Image (X_1) on Tourist Visiting Decisions (Y).

The Effect of Service Quality (X_2) on Tourist Visiting Decisions (Y) Using Simple Regression Test

Table 7.Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,497	3,213		4,201	,000
Service Quality	,314	,154	,193	2,042	,044

a. Dependent Variable: Tourist Visiting Decisions

Source: Processed primary data, 202

It can be seen from the value of t_{count} (2,042)> t_{table} (1,65936) and a significance value of 0,044 <0,05. This means rejecting H_0 and accepting H_1. This means that there is a significant influence between Service Quality (X_2) on Tourist Visiting Decisions (Y).

The Influence of Tourist Visiting Interest (Z) on Tourist Visiting Decisions (Y) Using Simple Regression Analysis

Table 8. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,119	1,512		3,386	,001
Visiting Interest	,840	,084	,694	10,028	,000

a. Dependent Variable: Tourist Visiting Decisions
Source: Processed primary data, 2022

It can be seen from the value of t_{count} (10,028) > t_{table} (1,65936) and a significance value of 0,000 <0,05. This means rejecting H_0 and accepting H_1. This means that there is a significant influence between Visiting Interest (Z) on Tourist Visiting Decisions (Y).

The Effect of Destination Image (X_1) on Visit Interest (Z) Using Simple Regression Analysis

Table 9. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,265	2,032		1,115	,267
Destination Image	,797	,104	,594	7,673	,000

a. Dependent Variable: Visiting Interest
Source: Processed primary data, 2022

Based on the data from table 9, it is known that the Destination Image (X_1) has a positive and significant effect on Visiting Interest (Z). It can be seen from the value of t_{count} (7,673) > t_{table} (1,65936) and a significance value of 0,000 < 0,05. This means rejecting H_0 and accepting H_1. This means that there is a significant influence between Destination Image (X_1) on Visiting Interest (Z).

The Effect of Service Quality (X_2) on Tourist Visiting Interest (Z) Using a Simple Regression Test

Table 10. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,105	2,461		2,480	,015
Service Quality	,560	,118	,416	4,757	,000

a. Dependent Variable: Visiting Interest
Source: Processed primary data, 2022

Based on table 10, it is known that the Service Quality (X_2) has a positive and significant effect on Visiting Interest (Z). It can be seen from the value of t_{count} (4,757) > t_{table} (1,65936) and a significance value of 0,000 <0,05. This means rejecting H_0 and accepting H_1. This means that there is a significant influence between Service Quality (X_2) on Visiting Interest (Z).

**The Effect of Destination Image (X_1) on Tourist Visiting Decisions (Y) Through Tourist Visiting Interest (Z) Using Path Analysis**
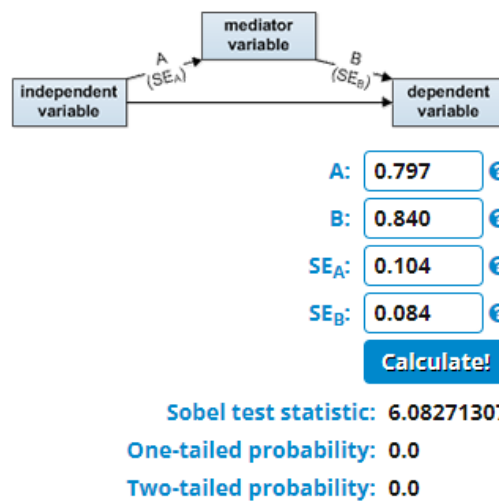
Figure 3. Sobel Test Results X_1 and Z

The results of the Sobel test show the Z value, which is 4,28744452. From these results it was found that the value of Z (6,08271307) > $Z_{absolute}$ 1,96 at a significance level of 0,05. It can be concluded that the effect of mediation is statistically significant or the indirect effect is significant.

The Effect of Service Quality (X_2) on Tourist Visiting Decisions (Y) Through Tourist Visiting Interest (Z) Using Path Analysis
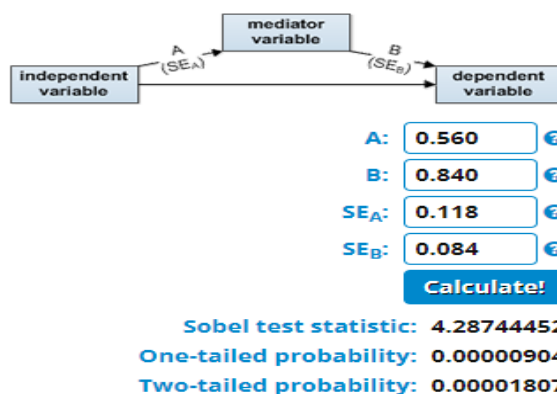
Figure 4. Sobel Test Results X_2 dan Z

The results of the Sobel test show the Z value, which is 4,28744452. From these results it was found that the value of Z (4,28744452) > $Z_{absolute}$ 1,96 at a significance level of 0,05. So it can be concluded that the mediation effect is statistically significant or the indirect effect is significant.

The Effect of Destination Image (X_1) and Service Quality (X_2) on Visiting Interest (Z) Using Multiple Regression Analysis

Table 11. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,305	2,473		-,932	,353
	Destination Image	,686	,107	,511	6,435	,000
	Service Quality	,324	,107	,241	3,029	,003

a. Dependent Variable: Visiting Interest
Source: Processed primary data, 2021

Based on table 11 data, it is known that Destination Image (X_1) and Service Quality (X_2) have a positive and significant effect on Visiting Interest (Z). It can be seen from the existing coefficient values, namely 0,686 and 0,324 with t_{count} (6,435) > t_{table} (1,65936) and (3,029) > (1,65936). And the significance value is 0,000 < 0,05 and 0,003 < 0,05.

Table 12. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	513,707	2	256,853	36,252	,000[b]
	Residual	758,112	107	7,085		
	Total	1271,818	109			

a. Dependent Variable: Visiting Interest
b. Predictors: (Constant), Service Quality, Destination Image
Source: Processed primary data, 2022

From the results of table 12 above, it can be seen Table Anova with a value of F = 36,252. it can be concluded that H_0 is rejected and H_1 is accepted. That is, there is a significant effect between the variables of Destination Image (X_1) and Service Quality (X_2) and on Visiting Interest Z).

The Effect of Destination Image (X_1), Service Quality (X_2), and Visiting Interest (Z) on Tourist Visiting Decisions (Y) Using Multiple Regression Analysis

Table 13. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,758	2,654		1,416	,160
	Destination Image	,435	,134	,268	3,243	,002
	Service Quality	-,240	,119	-,148	-2,016	,046
	Visiting Interest	,722	,103	,597	6,984	,000

a. Dependent Variable: Tourist Visiting Decisions
Source: Processed primary data, 2022

Based on table 13, it is known that Destination Image (X_1), Service Quality (X_2), and Visiting Interest (Z) have a positive and significant effect on tourist visiting decisions (Y). This can be seen from the regression coefficient values for each of the existing variables, X_1 = 0,435, X_2 = -0,240, and Z = 0,722 with a t_{count} value of X_1 = (3,243) > t_{table} (1,65936), X_2 = (-2,016) < t_{table} (1,65936), and Z = (6,984) > (1,65936). And the significance values are 0,002 < 0,05; 0,046 < 0,05; and 0,000 < 0,05.

Table 14. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1003,219	3	334,406	41,325	,000^b
	Residual	857,772	106	8,092		
	Total	1860,991	109			

a. Dependent Variable: Tourist Visiting Decision
b. Predictors: (Constant), Visiting Interest, Service Quality, Destination Image
Source: Processed primary data, 2022

Based on table 14 above, it can be seen Table Anova with a value of F = 41,325. So it can be concluded that H_0 is rejected and H_1 is accepted. That is, there is a significant influence between the variables of Destination Image (X_1), Service Quality (X_2), and Visiting Interest (Z) together on the tourist visiting decisions (Y).

Discussion
The Effect of Destination Image on Tourist Visiting Decisions

The tourists of PD. TRM Serulingmas Banjarnegara can enjoy the destination image from the tourist attraction in the form of natural beauty and existing facilities so that visitors feel satisfied and comfortable, the better the impression of the destination image from the tourist attraction will increase the tourist's decision to visit again. This result is supported by the research of Sodik, et al., (2019) that the destination image variable has a partial effect on tourist visiting decisions. In order for tourist visits to remain or always increase, the manager is expected to be able to maintain the impression for visitors as well as possible

by being able to innovate in presenting entertainment in addition to the natural beauty and facilities that have been served.

The results of the study indicate that the better the image of the PD tourist attraction. TRM Serulingmas Banjarnegara, the more potential tourists will decide to visit. The existence of this influence shows that the natural environment is still beautiful and beautiful supported by the availability of attractions, supporting infrastructure, good accessibility and completeness of facilities that have an impact on the decision of potential tourists to visit. The results of this study indicate that each indicator of the destination image variable meets the requirements when testing the instrument and logistic regression analysis. So, the first hypothesis in this study, which states that the image of the destination affects the decision to visit, is accepted.

The Influence of Service Quality on Tourist Visiting Decisions

The results of this study are consistent with research conducted by Ramadhan and Fajar (2016) which states that service quality has an influence on tourist visiting decisions. The increase in tourist visits can be supported by the existence of good service quality at these attractions (Kotler, 2013). The quality of service is the key in increasing tourist visits, the better and more consistent the manager of the tourist attraction provides quality services that match or exceed the expectations of visitors, the more service satisfaction felt by visitors, thus influencing the decision to visit again.

The results of data analysis state that service quality has a positive and significant effect on visiting decisions. In line with Cronin's opinion, the research conducted by Mardhotillah and Saino in Saputra and Ambiyar (2019) on the influence of service quality at the Sonobudoyo Yogyakarta State Museum can influence the decision to visit tourists. A typical buying process consists of the following sequence of events: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the purchase decision stage, consumers are faced with a condition where there is an intention to buy which is influenced by unanticipated situational factors or the attitudes of others that will affect the type of purchase decision. Kotler and Keller (2009). In this process, the process of searching for information that becomes the benchmark for tourists will visit the Sonobudoyo museum, the information that tourists get greatly influences the decision to visit.

The Influence of Tourist Visiting Interests on Tourist Visiting Decisions

The results showed that visiting interest had an effect on the visiting decision of PD. TRM Serulingmas Banjarnegara. This study's results are supported by research conducted by Sari and Pangestuti (2018) that tourists can decide whether or not to visit the tourist attraction is influenced by the interest of the visitor. High tourist interest will encourage tourists to return to this tourist attraction. On the other hand, low tourist interest will prevent tourists from returning.

The Effect of Destination Image Toward Tourist Visiting Interest

The effect of destination image on the interest of tourist visits shows that the fourth hypothesis in this study is accepted. This result is supported by research from Ma'rifatun

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(2018), with a good impression of the tourist attraction, it will generate interest to visit again.

This shows that the image of the destination is able to provide satisfaction for visitors to the PD tourist attraction. TRM Serulingmas Banjarnegara. The existence of a destination image or a good impression on the PD tourist attraction. TRM Serulingmas Banjarnegara is able to provide a sense of satisfaction to its visitors.

The Influence of Service Quality on Tourist Visiting Interest

The effect of service quality on the interest of tourist visits shows that the fifth hypothesis in this study is accepted. The results of this study are supported by the research of Purba and Simarmata (2018). The better the quality of service provided at the tourist attraction, it will give a positive image so that there is interest from visitors to return to the tourist attraction, the quality of service provided by the manager can be felt by tourists so that it affects tourist satisfaction which in turn affects the intention of revisit tourists.

The quality of service is positive, which means that the respondent's perception of the quality of service provided by PD. TRM Serulingmas Banjarnegara which includes good and complete physical evidence, reliability and responsiveness of employees, guarantees provided, and employee empathy for visitors is positive or good, then interest in visiting tourists will also increase.

Destination Image Affects the Decision of Visiting Tourists Through Visiting Interests of Tourists to PD. TRM. Serulingmas Banjarnegara

The image of the destination can have a direct influence on the decision to revisit tourists, but also can have an indirect effect on the decision to revisit, namely through the interest of visiting tourists as intermediaries or mediations. These results support Sembiring's research (2017) that the image of a destination that is perceived by tourists as being able to enjoy the beauty and facilities of PD. TRM Serulingmas comfortably and supports tourists in the required activities, it will generate high interest in tourist visits by the PD TRM Serulingmas so that it will increase the decision to return tourists to this tourist attraction.

Service Quality Affects the Tourists Visiting Decision Through Visiting Interest to PD. TRM. Serulingmas Banjarnegara

The quality of service may have a direct effect on the decision to visit tourists, but also can have an indirect effect on the decision to visit, namely through the interest of visiting tourists as intermediaries or mediations. The results of this study support the research of Astari (2019) which explains that the quality of service affects the interest of tourists where the better the quality of service provided, the more interest in visiting tourists to visit the tourist attraction again. These results also support research by Mahdani (2009) that the quality of service that exceeds the expectations of visitors from the manager for consumers will affect the decision to return tourists to the tourist attraction.

Destination Image and Service Quality Affect the Tourists Visiting Interest PD. TRM. Serulingmas Banjarnegara

A good impression / image that produces its own charm and services that match or exceed the expectations of visitors given by the tourism object manager will increase the interest of tourists

to visit the tourist attraction. The public will know a tourist attraction through promotions carried out by the manager so that it can influence their interest in visiting. The quality of tourism services that exceeds the expectations of visitors so that visitors are satisfied can affect the interest of visiting tourists. The results of this study support the results of previous research conducted by Nuraeni (2014) that the interest in visiting tourists is influenced by the existence of promotion variables, service quality variables, and destination image variables.

Destination Image, Service Quality, and Visiting Interests of Tourists Influence the Tourists Visiting Decisions PD. TRM. Serulingmas Banjarnegara

According to Schiffman & Kanuk (2007) if a consumer makes a repeat purchase of a product, it indicates that the consumer accepts the product. The re-visit of the tourist attraction is supported by the image of the destination in the tourist attraction, satisfaction in the quality of service provided by the manager, and the interest that arises from tourists to visit. There are several things that need to be considered again which is the reason why tourists are not satisfied with the tourist attraction so that it affects repeat visits to the tourist attraction.

According to Umar (2003), repeat visits to tourist objects arise from the interest in revisiting which is a response to the object. Interest as a result of the learning process and thought process so as to form a perception, resulting in a decision to visit again. There are four factors that influence interest in revisiting, those are tourist attraction, tourist image, promotion, interest in visiting, and service quality.

4. Conclusion

Based on the discussion that has been described, the following conclusions can be drawn:

1. The destination image affects the tourists visiting decision PD. TRM. Serulingmas Banjarnegara.
2. Service quality affects tourists visiting decision who visit PD. TRM. Serulingmas Banjarnegara.
3. Tourists visiting interest influences tourists visiting decision of PD. TRM. Serulingmas Banjarnegara.
4. Destination image affects tourists visiting interest in PD. TRM. Serulingmas Banjarnegara.
5. Service quality affects tourists visiting interest of PD. TRM. Serulingmas Banjarnegara.
6. Destination image influences tourists visiting decision through tourists visiting interest of PD. TRM. Serulingmas Banjarnegara.
7. Service quality affects the tourist visiting decision through tourists visiting interest of PD. TRM. Serulingmas Banjarnegara.
8. Destination image and service quality affect the tourists visiting interest of PD. TRM. Serulingmas Banjarnegara.
9. Destination image, service quality, and visiting tourists interest influence the visiting decision of PD. TRM. Serulingmas Banjarnegara.

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