

The influence of CHSE (Cleanliness, Health, Safety, Environmental Sustainability) and Attributes of Tourism Products on Tourist Satisfaction and Intention to Visit Again in Semilir Hamlet, Semarang Regency, Central Java

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KEYWORDS

CHSE, tourism attributes;
tourist satisfaction;
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semilir

ABSTRACT

The Influence of CHSE Implementation and Tourism Product Attributes in Dusun Semilir in the Post-COVID Era, to Determine Tourists' Perceptions of the Impact of CHSE Implementation and Tourism Product Attributes on Satisfaction and Intention to Revisit Tourists, in order to align the development of tourism in Semilir Hamlet with tourists' needs. The aim of this research is to understand the influence of CHSE and tourism attributes on tourists' intention to revisit through tourist satisfaction. The method used is quantitative with a descriptive approach. The number of respondents used is 100 respondents. The data analysis used is SEM-PLS. The results show that tourism attributes do not have a significant influence on tourists' intention to revisit, but CHSE significantly influences tourists' intention to revisit. With tourist satisfaction, tourism attributes have their influence on the intention to revisit, and CHSE through tourist satisfaction has its influence on tourists' intention to revisit Dusun Semilir. These results indicate that satisfaction plays a significant role in the influence of CHSE and tourism attributes on tourists' intention to revisit

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Introduction

The spread of Corona Virus Disease (Covid-19) in early 2020 caused various impacts in various fields, and one of them was in the field of tourism. Restrictions on one's movement greatly affect tourism activities which rely heavily on human interaction and movement (Sulistiyowati, 2021). In Indonesia, the tourism sector has been greatly impacted due to the Covid-19 pandemic. The existence of a program from the government, namely PSBB (Large-Scale Social Restrictions) which has an impact on many tourism supporting sectors such as transportation, hotels, restaurants and tourist attractions. (Ariawan & Ahmat, 2020)

Kapupaten Semarang, which is one of the cities affected by the Covid-19 pandemic through the Semarang Regency PERBUB regulation, issued Perbub policy No.41 of 2021

concerning the implementation of Covid-19 control and prevention activities. Dusun Semilir is a tourist attraction located in Semarang Regency since 2019, this tourist attraction has an area of 14 hectares by combining natural tourism, artificial tourism, culinary, and education.

Semilir Hamlet has its own tourist attraction with photo spots, artificial lakes, outbound, to resorts that increasingly add tourists to come and enjoy the attractions that opened since December 2019. One of the most striking attractions is that Semilir Hamlet has 5 (five) Stupa Domes in its Art concept, inside the dome of the stupa there are many stores that sell a variety of foods and souvenirs typical of Central Java which of course can be used as souvenirs such as wingko tripe, milkfish presso, peep, bakpia, candy, and many other various snacks. This situation requires tourist destination managers to think about and find the best strategy to survive and rise from this difficult circumstance. To be able to attract tourists back to visit. According to (Radovic et al., 2021), interest is a person's awareness of an object, person, problem, or situation that has a relationship with him. According to Lončarić & Licul (2016), before choosing a tourist destination, tourists tend to spend a lot of time looking for information to support their decision making. The number of tourist visits in Semilir Hamlet from 2019-2022 is as follows: 2019 amounted to 3,510,280, 2020 amounted: 1,873,794, 2021 amounted to 1,451,134 and 2022 amounted to 1,817,979 people (General manager of Semilir Hamlet, 2022). 2020 and 2021 saw a drastic decrease in the number of tourists caused by the Covid 19 virus and in 2022 tourist visits slowly began to rise.

In the new normal era in Indonesia, one of the policies carried out by tourism destination managers is to implement CHSE (Cleanliness, Health, Safety, environmental sustainability) initiated by the Ministry of Creative Economy Tourism. In order to be able to continue to run the operations of tourist destinations, it is mandatory to meet one of the government requirements, namely the implementation of CHSE, this requirement is a government program in implementing health protocols. The things emphasized on CHSE include C (cleanliness) which means cleanliness, H (healthy) which means health, and SE (environment sustainability) which means environmental sustainability.

In addition, one of the important supporters for tourists to feel satisfaction in traveling is to maximize tourist attributes. (Kim et al., 2019), determining the attributes of tourism destinations is one of the important components in creating the intention to revisit tourists to a tourism destination. The vital factor on which the decision making of visiting tourists is the attribute of the tourist product. According to (Suwantoro, 2019), tourism product attribute indicators consist of tourist attractions, amenities, and accessibility. (Fletcher et al., 2017) explained that there are three attractions that can attract tourists, namely natural resources, cultural attractions, and man-made attractions themselves, amenity or amenities are all kinds of facilities and infrastructure needed by tourists while in tourist destinations, accessibility is transferability to facilitate tourists to tourist destinations, while ancillary or or management institutions such as tourist information, travel agents and stakeholders who play a role in tourism. These four aspects must be packaged in such a way that it can be more attractive and provide comfort for prospective tourists (Muljadi, 2012).

Semarang Regency which has a variety and every tourist destination offers interesting products and one of them is Semilir Hamlet. In the early days of the Covid-19 pandemic, Semilir Hamlet was declared temporarily closed due to a violation of health protocols that occurred so that the local government temporarily closed Semilir Hamlet. However, during the new normal period, the management of Semilir Hamlet began to

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make improvements to the tourist visit governance system, one of which was by implementing existing programs from CHSE. The results of the implementation of this CHSE can be seen from the number of tourist visits during the Eid holiday in 2022 where the number of tourists visiting Semilir Village increased by 70%.

Although PPKM has been revoked, CHSE is still an important part of increasing tourist confidence, this is the gold standard for the development of more quality and sustainable tourism Menparekraf, 2023. Apart from the implementation of CHSE, Semilir Hamlet is also crowded with tourists because it has good tourism product attributes. Starting from the accessibility that has and rarely the occurrence of traffic around Semilir Hamlet. Diverse tourist attractions and suitable for holidays such as spots for selfies and spots for family recreation. In addition, the amenities owned by Dusun Semilir are also diverse such as stores for handicrafts and restaurants.

The effect of the application of CHSE and Tourism Product Attributes in Semilir Hamlet in the post covid era, to determine tourist perceptions regarding the influence of the application of CHSE and Tourism Product Attributes on tourist satisfaction and revisit intentions, so it is hoped that the development of tourism in Semilir Hamlet can be in line with what tourists need. So that tourists can get satisfaction and in the future plan to repeat their visit or at least recommend Dusun Semilir as one of the tourism destinations that deserve to be visited to others. In addition, it can be known what factors need to be maintained and improved from tourism attributes in Dusun Semilir and analyze whether there are negative tourist ideas from the application of CHSE and Dusun Semilir tourism product attributes so that improvements are needed to support the better quality of tourism destinations so that there are repeated visits from tourists and produce repeater guests.

Traveller Behavior

(Shiffman & Kanuk, 2000), explain that consumer behavior is how a person, group, and organization chooses, buys, uses, and ignores goods, services, ideas, or experiences to satisfy their needs and desires (Suhartono, 2004). In the world of tourism, the above understanding can be translated as an attitude that determines how a tourist behaves while traveling out of his territory in fulfilling his needs and desires. In this study, it is explained how the behavior of foreign tourists who are on vacation in Bali in terms of the phase before and during traveling on the island of Bali is classified into the cultural background of individualism – collectivism based on the origin of the tourist country. A study conducted by Saharnaz Amirtahmaseb in 2007, (Wickens, 2002) explained that in researching tourist behavior can be divided into three interrelated phases, namely: before traveling (Before Travel), during travel (During Travel), and after traveling (After Travel).

CHSE (Cleanliness, Safety, Health, Environment Sustainability)

The existence of a major phenomenon with the emergence of Covid-19 has caused major changes globally and comprehensively which forces humans to be able to adjust to this new condition. One of the adjustments made is the new normal lifestyle or commonly known as the new normal. Now new normal is a word that has become familiar to hear, where the definition of new normal according to (Habibi, 2020) is the state and / or social habits of the community or individual behavior that comes out after the Covid-19 pandemic is over. According to (Nurkidam et al., 2020), to be able to create repeat tourist visits, tourism destination managers should pay attention to the motivation of attraction and encouragement in attracting tourists, one of which is by adapting to new normal habits. To be able to provide a reference in the era of a new lifestyle in the tourism sector,

the Ministry of Tourism and Creative Industries created and implemented a CHSE adaptation program.

Tourism Attributes

According to (Suwanto, 2019) The attributes of tourism products are the overall services obtained and felt or enjoyed by tourists since they leave their place of residence, to the tourist destination they have chosen and return to the home where they departed originally. (Muljadi & Warman, 2014), stated that there are three important aspects of tourism products so that prospective tourists make visits, namely tourist attraction (tourist attractions), ease of reaching tourist destinations (accessibility), and facilities available in tourist destinations (amenities). While (Hasan et al., 2015) stated that from the point of view (prospective) tourists consider all forms of visits, products must be designed in a package consisting of tangible or intangible components and activities in destinations must be felt by tourists as an experience that matches market prices. There are at least five components that must be considered when making a tourism product offer, namely attractions and environment, facilities and services, accessibility, destination image, and price.

Traveller Satisfaction

Customer satisfaction is a business philosophy that has a tendency to create value for customers, anticipate and manage their expectations, demonstrate the ability and responsibility of entrepreneurs to meet customer needs and demands. (Valdani, 2009) also states that companies exist because they have customers they serve. To obtain customer satisfaction, entrepreneurs must understand and anticipate and be able to meet the needs of these customers. Entrepreneurs who can quickly understand and answer guests' needs will benefit more than those who cannot. Since the cost of attracting new customers is greater than the cost of retaining them, managers (especially in the hospitality industry) must focus on customer retention by implementing effective customer retention and satisfaction strategies. (Dominici & Guzzo, 2010).

Intention to Visit Again

(Huang & Hsu, 2009), ensuring repurchase is an important measure to maintain the competitive level of a destination. This is in line with previous research by Richard and Larry (1996) cited in (Sim et al., 2006) which showed that the cost of attracting new customers is seven times greater than retaining existing customers so that the presence of loyal visitors, one of which is judged by the intention to visit again, can save company expenses. Baker and Crompton in (Chung-Hsien, 2012) explain that Revisit intention is the probability of tourists to repeat an activity or revisit a destination. Lin and Liang 2011, (Jones & Sasser, 1995), (Seiders et al., 2005) stated, repurchase intention is how far consumers are interested in buying the same service or product. This is simple, objective and an indicator that can be studied from consumer spending behavior in the future.

Research Methods

The use of quantitative methods that emphasize the analysis of numerical data processed with statistics to see the relationship between variables. Hypothesis testing is carried out using the Partial Least Square-Structural Equation Model (PLS-SEM). The PLS-SEM model is a combination of models commonly used to solve multilevel models and is a combination of regression analysis and factor analysis.

Qualitative data is collected as an open-ended narrative as well as answers to questions in questionnaires (Izzati & Nurwidawati, 2023). Qualitative data is also in-depth and detailed. This study used qualitative data in the form of respondent profiles.

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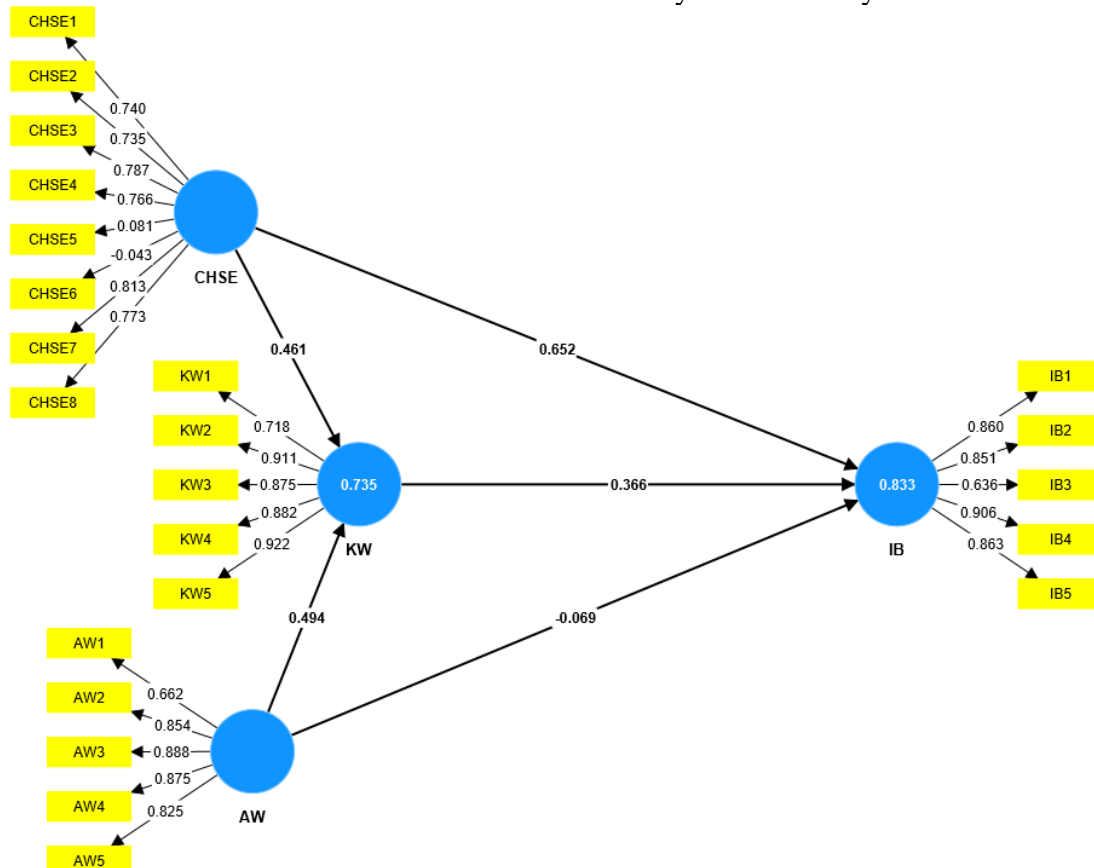
Quantitative data is data in the form of numbers that can perform various mathematical operations on it. Quantitative data here is the distribution of questionnaires and the results of respondents' assessments measured using the Likert scale.

The population used is all tourists visiting Semarang Semilir Hamlet, while the sample determination here uses an approach from Determining sample size based on Structural Equation Modeling (SEM), the sample size for SEM analysis is 100 – 200 or 5 – 10 times the number of indicators (Izzati & Nurwidawati, 2023). Based on this theory, according to the number of indicators of this study, which is 18 indicators, the 18 x 6 formula is used to calculate the number of samples, so that the respondents needed are 108. The data analysis used is SEM-PLS with Smart-PLS 3.9 software, where Partial Least Square uses two methods in data analysis, namely outer model measurement and inner model. The outer model consists of testing convergent validity, discriminant validity, composite reliability, testing formler assumptions. While the inner model consists of the R-Squared test, and testing the research hypothesis using the calculation of probability values and critical ratios.

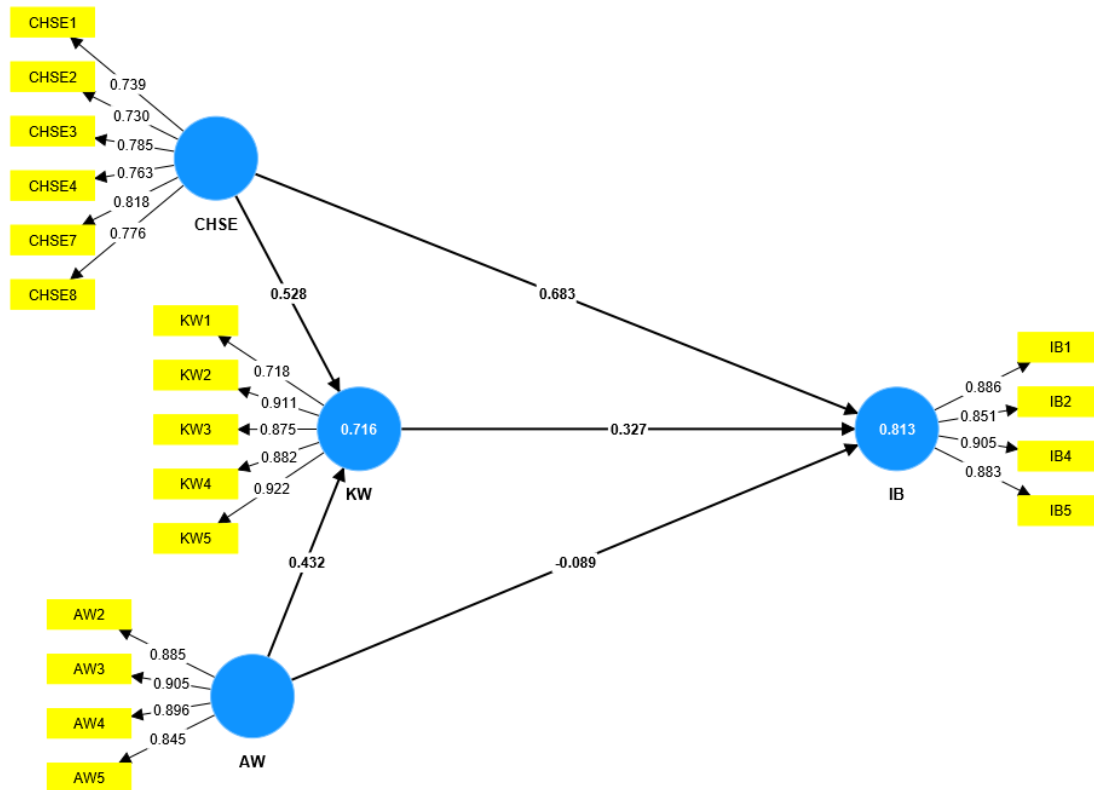
Results and Discussions

Outer Model Testing

This Outer Model aims to determine the role of indicators in reflecting variables. Outer Model evaluation is used to assess the validity and reliability of SEM.



The results of the outer loading value table above show that there are several outer loading values that have a value of less than 0.70, and need to be eliminated. The test was carried out again without involving indicators that have an outer loading value of less than 0.70.



The results of the second test stage on the outer loading value have met the next test requirements, namely testing the average variance extracted (AVE) value.

Variable	Average Variance Extracted (AVE)	Role of Tumb	Criterion
CHSE	0,591	>0.50	Valid
Tourism Attributes	0,780		Valid
Traveller Satisfaction	0,748		Valid
Intention to Visit Again	0,777		Valid

The results in the table above, namely the value of average variance extracted, show that the variables studied obtain a value of more than 0.50 which indicates that each variable has a corresponding value and can be continued in the next calculation.

Variable	Composite Reliability	Cronbach's Alpha	Role of Tumb	Information
CHSE	0,882	0,865	0.70	Reliabel
AW	0,906	0,916		Reliabel
KW	0,917	0,913		Reliabel
IB	0,905	0,904		Reliabel

The results of the reliability test calculations are composite reliability and cronbach's alpha. The results show that each variable has a composite reliability value of more than 0.7 and Cronbach's alpha of more than 0.60 so that testing can be done at a later stage.

Inner Model

After testing the eligible outer model, the inner model (structural model) testing is carried out. The structural model (inner model) defines the relationship between latent constructs by looking at the results of estimating parameter coefficients and their

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significance levels (Ghozali, 2008). The inner model can be evaluated by looking at the r-square (reliability of the indicator) for the dependent construct. The higher the r-square value means the better the prediction model of the proposed research model.

Variable	R-Squared
Traveller Satisfaction	0,716
Intention to Visit Again	0,813

The test results above show the R-Squared value on the tourist satisfaction variable is 0.716. This result shows that CHSE and tourism attributes have a strong relationship of 71.6%. Then on the R-Squared value the intention to visit again which shows a value of 0.813 which means that the CHSE variable and tourism attributes have a strong relationship of 81.3%.

The next step is to test the hypotheses that have been built on this study. In this case, the bootstrapping method is carried out against the sample. Bootstrapping testing is intended to minimize the problem of abnormalities in research data. The last step of the test using the Smart PIs application is a hypothesis test and is done by looking at the results of the bootstrapping value.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P-values
AW -> IB	0,052	0,055	0,060	0,857	0,391
AW -> KW	0,432	0,436	0,069	6,276	0,000
CHSE -> IB	0,855	0,855	0,039	21,872	0,000
CHSE -> KW	0,528	0,525	0,067	7,851	0,000
KW -> IB	0,327	0,331	0,099	3,288	0,001

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
AW -> KW-> IB	0,141	0,146	0,053	2,680	0,007
CHSE -> KW-> IB	0,172	0,174	0,058	2,997	0,003

The influence of CHSE on the intention to revisit

The average score of CHSE against IB is about 0.855. This means that, on average, people in Semilir Hamlet who have high CHSE levels tend to have higher revisit intentions. This indicates a positive trend in this relationship. A low standard deviation (around 0.039) indicates that the data has little variation. This illustrates that the majority of respondents have relatively similar levels of CHSE. That is, high CHSE levels are relatively consistent among respondents. The T-statistic of 21.872 is a measure of how much difference there is between the observation value and the mean value, divided by the standard deviation. This very high T value suggests that the association between CHSE and visiting intention is statistically significant. A very low P-value (0.000) indicates that there is strong evidence to reject hypothesis zero and hypothesis 1 is accepted. The null hypothesis is the assumption that there is no relationship between CHSE and revisit intentions. A very low P-value confirms that this relationship is statistically significant.

Thus, these findings provide strong evidence that in the context of research in Dusun Semilir, CHSE has a positive and significant influence on the intention to revisit

(IB). People who have high CHSE levels are more likely to have a strong intention to revisit Dusun Semilir. It can be interpreted that positive experiences or certain elements associated with CHSE contribute positively to tourists' revisit intentions. This information can be very valuable for those responsible for tourism development in Dusun Semilir to maintain and increase tourist satisfaction and increase opportunities for repeat visits.

The influence of tourism on the intention to visit again

In a study in Dusun Semilir, researchers have examined the relationship between tourism attributes (AW) and revisit intentions (IB). Tourism attributes include various elements such as tourist attractions, services, or facilities in Dusun Semilir. The results of statistical analysis show that the average value of this relationship is around 0.055, which means that there is no strong relationship between tourism attributes and revisit intentions.

In addition, a fairly high standard deviation (around 0.060) indicates that the data have considerable variation in the relationship between tourism attributes and revisit intent. This indicates that people's opinions or perceptions of travel attributes can vary significantly.

The T-statistic of about 0.857 is a measure of how big the difference is between the observation value (0.052) and the mean value (0.055), and the p-value of about 0.391. A p-value greater than the general significance level (0.05) indicates that there is insufficient evidence to reject the null hypothesis. In this context, the null hypothesis states that there is no significant influence between tourism attributes and the intention to revisit Semilir Hamlet.

Thus, this finding indicates that based on existing data, there is insufficient evidence to state that tourism attributes have a significant influence on the intention to revisit in Semilir Hamlet. This can be due to a variety of factors, such as individual travellers' preferences, variability in the attributes of the tours offered, or other factors that may influence revisit intentions. In other words, tourism attributes may not be the main factor influencing whether someone will return to visit Dusun Semilir or not.

The Effect of CHSE on Traveller Satisfaction

The average score of CHSE on traveler satisfaction is about 0.525. This means that, on average, tourists in Dusun Semilir who have high CHSE levels or are associated with certain CHSE factors tend to have higher levels of satisfaction during their visit. In other words, there is a positive trend that CHSE can increase the level of tourist satisfaction. A standard deviation of about 0.067 indicates that the data has little variation. This could mean that the majority of travelers tend to have similar levels of CHSE or that the CHSE factors measured in the study have a uniform impact on traveller satisfaction. The T statistic of about 7,851 illustrates that there is a significant difference between observation scores and mean scores in the relationship between CHSE and tourist satisfaction. This high T statistic indicates that the relationship between CHSE and traveler satisfaction is statistically significant. In other words, CHSE affects tourist satisfaction. A very low P-value (0.000) provides strong evidence to reject the null hypothesis. The null hypothesis in this context is the assumption that there is no relationship between CHSE and traveller satisfaction. With a very low p-value, we can conclude that this relationship is statistically significant, and the CHSE factor has a noticeable influence on the level of tourist satisfaction in Dusun Semilir.

Thus, these findings show that in the context of research in Dusun Semilir, CHSE has a positive and significant effect on tourist satisfaction. Tourists who experience high CHSE levels or are met with certain CHSE factors tend to feel more satisfied during their

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visit to Dusun Semilir. This information can be a useful basis in the development of tourism strategies aimed at increasing tourist satisfaction in the location.

The Effect of Travel Attributes on Traveller Satisfaction

The average value of the relationship between Travel Attributes and Traveller Satisfaction is approximately 0.436. This means that on average, travellers in Dusun Semilir who experience or rate Tourism Attributes with a high level tend to have higher levels of satisfaction during their visit. In other words, there is a significant positive relationship between Tourism Attributes and Traveller Satisfaction. A standard deviation of approximately 0.069 indicates the degree of variation in Traveller ratings. Although the average is high, this variation indicates that some tourists may have different perceptions of Tourism Attributes in Dusun Semilir. The T statistic of about 6,276 shows a significant difference between observation scores and average values in the relationship between Tourism Attributes and Traveller Satisfaction. A high T statistic indicates that the relationship between Travel Attributes and Traveller Satisfaction is statistically significant. A very low P-value (0.000) provides strong evidence to reject the null hypothesis. In this context, the null hypothesis is the assumption that there is no relationship between Travel Attributes and Traveller Satisfaction. With a very low p-value, we can conclude that this relationship is statistically significant, and Tourism Attributes have a noticeable influence on the level of tourist satisfaction in Dusun Semilir.

Thus, these findings show that Tourism Attributes in Semilir Hamlet have a positive and significant influence on the level of tourist satisfaction. Positive experiences associated with Tourism Attributes, such as interesting attractions, good facilities, or friendly service, tend to increase traveller satisfaction at those locations. This information can help in the development of tourism strategies aimed at increasing tourist satisfaction and promoting Dusun Semilir as an attractive tourist destination.

The Effect of Tourist Satisfaction on the Intention to Visit Again

The average value of the relationship between Tourist Satisfaction and Revisit Intention was about 0.331. This means that on average, satisfied tourists in Dusun Semilir tend to have a stronger intention to visit again. In other words, there is a positive relationship between the level of tourist satisfaction and their intention to return to Dusun Semilir. A standard deviation of about 0.099 indicates the degree of variation in the level of satisfaction and intention of returning tourists. This indicates that there are variations in the level of satisfaction and intention of tourists, and not all tourists have a uniform reaction to their experience in Dusun Semilir. The T statistic of about 3.288 is a measure of how big the difference is between observation scores and mean scores in the relationship between Traveller Satisfaction and Revisit Intention. A positive T statistic suggests that this relationship has statistical significance, although it may not be as strong as that relationship with tourist attributes. A low P-value (0.001) indicates that there is strong evidence to reject the null hypothesis. In this context, the null hypothesis is the assumption that there is no relationship between Traveller Satisfaction and Revisit Intention. With a low p-value, we can conclude that this relationship is statistically significant, and Tourist Satisfaction has a significant influence on tourists' intentions to revisit Dusun Semilir.

Thus, this finding shows that the level of Tourist Satisfaction has a positive and significant influence on their intention to visit Dusun Semilir again. Tourists who are satisfied with their experience in Dusun Semilir tend to have a stronger intention to return to the destination. This information can be used by tourism stakeholders to improve the quality of the tourist experience and promote repeat visits to Dusun Semilir.

The influence of tourism attributes on the intention to revisit through tourist satisfaction

A high t-statistics result (2.680) with a p-value of 0.007 shows that the relationship between Tourism Attributes (AW) and Traveller Satisfaction (KW) is statistically significant. Semilir Hamlet, Semarang, Central Java during the COVID-19 pandemic can be interpreted that Tourism Attributes (such as cleanliness, safety, and service) have a positive effect on tourists' revisit intentions. This indicates that Tourist Satisfaction (KW) plays an important role as an intermediary between Tourism Attributes (AW) and Revisit Intentions (IB). In the context of the COVID-19 pandemic in Semilir Hamlet, Semarang, Central Java, the level of tourist satisfaction is influenced by the Tourism Attributes presented (e.g. cleanliness, safety, and service), and this level of satisfaction then affects tourists' intentions to return to visit.

Therefore, during the COVID-19 pandemic, maintaining the quality of Tourism Attributes related to cleanliness, safety, and service will increase tourist satisfaction. High tourist satisfaction then contributes to the increasing intention of revisiting from tourists in the future. This has important implications in planning strategies and policies to promote tourism and maintain tourist interest in returning to tourist destinations.

In managing tourism destinations such as Dusun Semilir, Semarang, Central Java, during the COVID-19 pandemic, focusing on Tourism Attributes that affect tourist satisfaction is very important. Providing a satisfying and safe experience for travelers can build satisfaction, which in turn influences their intention to return to the destination. Therefore, tourism management strategies must consider efforts to ensure tourist satisfaction by meeting or exceeding their expectations regarding the Tourism Attributes presented, especially during this pandemic situation.

The influence of CHSE on the intention to revisit tourists through tourist satisfaction

The results of high t-statistics (2.997) and a p-value of 0.003 between CHSE and Traveler Satisfaction (KW) show that (CHSE) has a significant relationship with the level of tourist satisfaction. During the COVID-19 pandemic situation.

Tourist Satisfaction (KW) acts as an intermediating variable between CHSE and Revisit Intention (IB). This means that the positive influence of CHSE on Tourist Satisfaction will be reflected in higher levels of tourist satisfaction, which in turn will affect the intention of tourists to return to visit tourist destinations.

prioritizing Cleanliness, Health, Safety, and Environment Sustainability (CHSE) is very important. Providing a travel experience that prioritizes these aspects will create higher traveller satisfaction, which in turn will influence their intention to return to visit.

Integrating CHSE principles well in tourism destination management will support the recovery of the tourism industry during and after the pandemic. It also helps build a positive reputation for the destination, attracts tourists, and ensures that travelers feel safe, comfortable, and inspired to revisit the destination

Conclusion

The results show that CHSE (Cleanliness, Health, Safety, Environment Sustainability) affects the intention of returning tourists and Tourism Attributes do not affect the intention of tourist visits in Semilir Hamlet. While CHSE and Tourism Attributes have a positive influence on the satisfaction of tourists visiting Semilir Hamlet. Tourist satisfaction has a positive influence on the intention to revisit tourists. CHSE and Tourism Attributes have an influence on the intention to revisit tourists through tourist satisfaction. These results show that satisfaction can provide a positive intervention on

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the relationship between CHSE and Tourism Attributes on the intention of returning tourists.

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