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Visit Decision as a Mediator between Tourist Attraction and Facilities on Satisfaction: Boom Marina Beach Tourism

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ABSTRACT

Tourism significantly contributes to regional economic growth, especially through the development of natural attractions and supporting facilities. Banyuwangi Regency has strong potential in coastal tourism, with Boom Marina Beach emerging as a leading destination undergoing rapid development. However, the COVID-19 pandemic caused fluctuations in tourist visits and heightened competition among destinations. This study explores how tourist attractions and facilities at Boom Marina Beach affect visitor satisfaction, with visiting decisions acting as a mediating factor. A quantitative method using Structural Equation Modeling (SEM) with WarpPLS was applied. Data were collected from 130 visitors through purposive sampling. The results reveal that tourist attractions and facilities significantly affect visiting decisions and tourist satisfaction. Moreover, visiting decisions mediate the relationship between attractions, facilities, and satisfaction. The study is grounded in the Theory of Planned Behavior (TPB), which explains how perceptions of attractions and facilities influence tourist intentions and behaviors. The findings contribute to the theoretical development of tourist behavior models and offer practical implications for destination management. It is recommended that managers improve the quality of attractions and facilities, supported by effective marketing and infrastructure development from the local government. Future research is encouraged to explore additional variables such as destination image and tourist experience to provide deeper insights.

INTRODUCTION

Tourism is a travel activity carried out by individuals and groups outside the daily environment for recreation, relaxation, education, business, and other interests. This activity involves interaction between tourists and destinations, including exploration of local culture, nature, history, and traditions, while maintaining the nation's cultural values and identity (Hapsara & Ahmadi, 2022). The rapid development of the tourism sector provides significant benefits for the community, the government, and business actors, both in the form of improving the local economy, creating jobs, developing infrastructure, and improving regional

image (Lestari *et al*., 2022). Therefore, responsible and sustainable management of the tourism sector is very important.

Banyuwangi Regency is one of the areas with superior tourism potential, especially marine-based tourism. With a coastline of 175.8 km out of a total area of 5,782.5 km², this area has a number of beach tourism attractions that have been developed as leading destinations, one of which is Boom Marina Beach. The area has become popular thanks to its charming natural scenery and the hosting of cultural events such as the Gandrung Sewu Festival. Starting as a port in the 1950s, Boom Beach has now been transformed into a modern tourist marina area equipped with hotels, restaurants, cruise ship piers, and connecting bridges to Giliwangi Island (PT Pelindo Properti Indonesia, 2024).

From 2012 to 2019, the number of tourists visits to Boom Marina Beach continued to increase. However, the COVID-19 pandemic in 2020 had a major impact on global and national tourism. The losses were felt by all tourism stakeholders (Asmoro & Yusrizal, 2021). Tourist visits in Banyuwangi decreased drastically by 52%, while visits to Boom Marina Beach dropped by 50% (Umilia & Mahendra, 2022). Nevertheless, the enthusiasm of the government and tourism managers remains high in developing facilities and promotional programs to attract tourists, as evidenced by the increase in the number of visitors post-pandemic (Rimawati, 2024). This fact is evident from the continuous increase in tourist visits to Banyuwangi after the COVID-19 pandemic. Data shows that domestic tourist visits rose from 1,865,553 in 2021 to 2,948,543 in 2022 (Rostanti, 2023). Meanwhile, international tourist arrivals to Banyuwangi were recorded at 1,772 in 2021, 14,642 in 2022, and 49,351 in 2023 (Banyuwangi Regency Central Bureau of Statistics, 2023).

These findings underscore the critical role of high-quality attractions and facilities in shaping both visiting decisions and tourist satisfaction. Prior studies have also demonstrated that these factors significantly affect tourists' destination choices and their subsequent satisfaction levels (Nurjaman *et al*., 2023; Handayani et al., 2019; Dayrobi & Raharjo, 2020). Rokhayah & Andriana (2021) found that tourist attractions do not consistently have a direct influence on visiting decisions within the context of beach tourism. Moreover, there is a lack of research that specifically examines the mediating role of visiting decisions in the relationship between attractions, facilities, and tourist satisfaction, particularly in coastal destinations.

This study aims to address the identified research gap by examining the influence of tourist attractions and facilities on tourist satisfaction, with visiting decisions acting as a mediating variable. The analysis is grounded in the Theory of Planned Behavior (TPB), which posits that behavior is guided by intention, shaped by individuals' perceptions of a destination's benefits and value (Darsono *et al*., 2020). Consumer behavior can be defined as a series of actual actions taken by individuals (consumers) influenced by psychological factors as well as other external factors, which then guide them in selecting and using goods or services according to their preferences (Amirullah, 2022). The findings of this study are expected to contribute both theoretically and practically to the development of marketing strategies and the sustainable management of marine tourism destinations, particularly at Boom Marina Beach.

METHODS

Research Location

This research was carried out offline and online at Boom Marina Beach from December 2024 to January 2025 which is located in Kampung Mandar Village, Banyuwangi District, Banyuwangi, East Java.

Research and Sampling Methods

This study uses a quantitative approach with the Structural Equation Modeling (SEM) analysis method. The SEM method was chosen because it was able to analyze the complex relationship between latent variables (tourist attraction, facilities, tourist satisfaction) and manifest variables (measurable indicators), as well as test the mediation model simultaneously (Ghozali & Latan, 2015). The data was analyzed using WarpPLS 8.0 software. This research was conducted at Boom Marina Beach, Banyuwangi Regency, during the period from December 2024 to January 2025. The population in this study consists of tourists who have visited Boom Marina Beach. A purposive sampling technique was employed, resulting in a sample of 130 respondents who met the criteria and agreed to participate. The sample is intended to reflect the characteristics of the broader population, ensuring that the findings can be generalized to the target population (Hardani *et al*., 2020). The data collection process involved the distribution of questionnaires containing statements linked to tourist attractions, available facilities, tourists' visiting decisions, and their overall satisfaction. Responses to each item were assessed using a 5-point Likert scale, designed to reflect participants' evaluations of each indicator within the study variables.

Data Types and Sources

This study utilizes both primary and secondary data. Primary data were collected through questionnaires distributed to 130 respondents who met the purposive sampling criteria at Boom Marina Beach between December 2024 and January 2025. The questionnaire was designed to assess tourists' perceptions of attractions, facilities, visiting decisions, and satisfaction. Secondary data were sourced from literature, including scientific journals, books, and articles, as well as data from the Banyuwangi Regency Tourism Office, documentation from Boom Marina Beach, and information from official websites and related social media. Primary data were used to test hypotheses and analyze relationships between variables, while secondary data provided the theoretical framework, contextual background, and supporting information for the analysis.

Data Analysis

1. WarpPls SEM Method

Data analysis was carried out through several stages which included quantitative descriptive analysis and hypothesis testing using Structural Equation Modeling (SEM) with WarpPLS 8.0 software. WarpPLS is able to generate descriptive statistics for each latent variable so that users can test the normality of multivariate (Solimun *et al*., 2017).

2. Quantitative Descriptive Analysis

Quantitative descriptive analysis was used to provide an overview of respondent characteristics and research variables (Bhandari, 2020). Respondents' characteristics were analyzed based on regional origin, gender, age, education level, type of occupation, amount of income, expenses, and frequency of visits to Boom Marina Beach. This descriptive data is presented in the form of frequency and percentage tables to provide clear and concise information about the respondent's profile. Furthermore, an analysis was carried out on the research variables, namely tourist attractions, facilities, visiting decisions, and tourist

satisfaction. The questionnaire consists of two types of questions: closed-ended and open-ended questions (Kotler & Keller, 2009). The questionnaire used in this study is a closed-ended questionnaire. A closed-ended questionnaire provides all possible answers, making them easier to interpret. This analysis includes calculating the mean and standard deviation for each variable to describe respondents' perceptions. Subsequently, the data were analyzed using Structural Equation Modeling (SEM) to assess instrument validity and reliability, evaluate model fit, and test the research hypotheses.

RESULTS

Respondent Profile

Table 1. Respondent Characteristics

Characteristics	Description	Number (People)	Percentage (%)
Regional Origin	Kabupaten Banyuwangi	94	72
	Outside Banyuwangi Regency	36	28
Gender	Woman	72	55
	Man	58	45
Age (years)	17 - 25	73	56
	26 - 35	20	15
	36 - 45	10	8
	> 46	27	21
Education	SD	5	3
	SMP	0	0
	SMA	41	32
	Diploma/Bachelor's	84	65
Job Type	Student/Student	55	42
	Entrepreneurial	22	17
	Housewives	5	4
	PNS	8	6
	Private employees	22	17
	Other	18	14
Income	< IDR 2,000,000	66	51
	IDR2,000,000 - IDR5,000,000	47	36
	> IDR5,000.00	17	13
Production	< IDR 2,000,000	76	58
	IDR2,000,000 - IDR5,000,000	43	33
	> IDR5,000.00	11	9
Frequency of Visits	1 time	60	46
	2 times	39	30
	> 2 times	31	24

Source: Primary Data Processed (2025)

The majority of respondents who visited Boom Marina Beach tourism came from Banyuwangi Regency (72%). With, most of the respondents are female (55%) and aged 17-25 years (56%), which shows that this tourism is attractive to young tourists. Meanwhile, in terms of education, most respondents have a Diploma/Bachelor's Education level (65%).

The type of work is mostly as Students/Students (42%), this result indicates that the student/student group is the largest segment of tourists visiting Boom Marina Beach. The largest expenditure was dominated by the value of < IDR 2,000,000 (51%), which was in line with the main expenditure level of the same amount (58%). The frequency of visits to Boom Marina Beach Tourism within one year was 1 time (46%).

Validity and Reliability Tests

This study used WarpPLS 8.0 by testing 130 respondents to test the level of accuracy and consistency. A deep understanding of the concepts of reliability and validity serves as the foundation for ensuring the accuracy and trustworthiness of the research findings (NF Andhini, 2017). In this study, an indicator is considered valid if it has a loading factor greater than 0.3 and an Average Variance Extracted (AVE) value exceeding 0.5 (Solimun *et al*., 2017). As shown in Table 2, the validity test results meet these criteria, indicating that all indicators are valid.

Table 2. Validity Test

	Variable	Indicator	Loading Factor	AVE	Description
X1	Tourist Attractions	X1.1.1	(0.733)		Valid
		X1.1.2	(0.765)		Valid
		X1.2.1	(0.769)		Valid
		X1.2.2	(0.666)		Valid
		X1.3.1	(0.745)	0.517	Valid
		X1.3.2	(0.602)		Valid
		X1.4.1	(0.706)		Valid
		X1.5.1	(0.682)		Valid
		X1.5.2	(0.784)		Valid
X2	Facilities	X2.1.1	(0.787)	0.613	Valid
		X2.2.1	(0.828)		Valid
		X2.3.1	(0.731)		Valid
Y1	Visiting Decisions	Y1.1.1	(0.686)	0.532	Valid
		Y1.2.1	(0.767)		Valid
		Y1.3.1	(0.706)		Valid
		Y1.4.1	(0.754)		Valid
Y2	Traveller Satisfaction	Y2.1.1	(0.833)	0.662	Valid
		Y2.2.1	(0.811)		Valid
		Y2.3.1	(0.796)		Valid

Source: Primary Data Processed (2025)

The discriminant validity of the questionnaire, as presented in Table 3, meets the required criteria. Specifically, the square root of the Average Variance Extracted (√AVE) for each construct exceeds the correlation coefficients with other latent variables, indicating acceptable discriminant validity (Solimun *et al*., 2017).

Table 3. Validity of Discriminatory Questionnaire

Variabel	SMM (X1)	BA (X2)	MB (Y1)	KP (Y2)
DT(X1)	**(0.719)**	0.682	0.696	0.605
FS(X2)	0.682	**(0.783)**	0.577	0.549
KB(Y1)	0.696	0.577	**(0.729)**	0.610
KW(Y2)	0.605	0.549	0.610	**(0.813)**

Source: Primary Data Processed (2025)
Where: DT: Tourist Attraction, FS: Facilities, KB: Visit Decision, KW: Tourist Satisfaction

Reliability is determined based on a composite reliability value greater than 0.7 and a Cronbach's alpha value exceeding 0.6. Variables meeting these thresholds are considered reliable and acceptable for analysis (Solimun *et al*., 2017). In table 4, the reliability test results have been qualified so that the reliability test is met.

Table 4. Reliability Test

Variable	Composite reliability	Cronbach's alpha	Information
DT(X1)	0.905	0.882	Reliability test met
FS(X2)	0.826	0.683	Reliability test met
KB(Y1)	0.819	0.706	Reliability test met
KW(Y2)	0.854	0.744	Reliability test met

Source: Primary Data Processed (2025)
Where: DT: Tourist Attraction, FS: Facilities, KB: Visit Decision, KW: Tourist Satisfaction

Model Fit dan Quality Indices

Table 5. Model Fit and Quality Indices

No	Model Fit and Quality Indices	Kriteria Fit (Solimun et al., 2017)	Analysis Results	Information
1	Average Path Coefficient (APC)	P-value < 0.05	0.314 (P<0.001)	Good
2	Average R-squared (ARS)	P-value < 0.05	0.499 (P<0.001)	Good
3	Average Adjusted RSquared (AARS)	P-value < 0.05	0.489 (P<0.001)	Good
4	Average Block VIF (AVIF)	acceptable if <= 5, ideally <= 3.3	1.991	Ideal
5	Average Full Colinearity VIF (AFVIF)	acceptable if <= 5, ideally <= 3.3	2.170	Ideal
6	Tenenhaus GoF (GoF)	small >= 0.1, medium >= 0.25, large >= 0.36	0.538	Large
7	Sympson's Paradox Ratio (SPR)	acceptable if >= 0.7, ideally = 1	1.000	Ideal
8	R-squared Contribution Ratio (RSCR)	acceptable if >= 0.9, ideally = 1	1.000	Ideal
9	Statistical Suppression Ratio (SSR)	acceptable if >= 0.7	1.000	Ideal
10	Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	acceptable if >= 0.7	1.000	Ideal

Source: Primary Data Processed (2025)

Based on the fit model and quality indices results presented in Table 5, all indices meet the established criteria, indicating that the model demonstrates good fit and quality with acceptable, strong, and ideal values.

R-Square

Test R-Squared This study was used to assess how much of a relationship there is to several variables. The higher the R^2 value then the prediction model in a research model will be better. R^2 value is classified into three, namely 0.67 (substantial/strong), 0.33 (moderate/medium), and 0.19 (weak) (Wijaya *et al*., 2022).

Table 6. Test R-Square

No	Variabel	R^2	Interpretation
1.	Visiting Decision (Y1)	0.537	Moderate
2.	Tourist satisfaction (Y2)	0.461	Moderate

Source: Primary Data Processed (2025)

Based on the results presented in Table 6, the R-squared value for the visiting decision variable is 0.537, which is categorized as moderate. This indicates that 53.7% of the variance in visiting decisions (Y1) is explained by tourist attractions (X1) and facilities (X2), while the remaining 46.3% is attributed to other variables not included in this research model and potential measurement error. The R-squared value for the tourist satisfaction variable is 0.461, also categorized as moderate, indicating that tourist attractions (X1), facilities (X2), and visiting decisions (Y1) together explain 46.1% of the variance in tourist satisfaction (Y2). The remaining 53.9% is influenced by factors outside the model and possible error. These findings suggest that enhancing tourists' visiting decisions should be a key focus for tourism managers to improve overall satisfaction at Boom Marina Beach.

Tested Hypothesis

This study tested the hypotheses by examining the p-values of each variable as the basis for decision-making. The significance levels used in this analysis are as follows: a p-value < 0.10 indicates a low level of significance (α = 10%), p-value < 0.05 indicates statistical significance (α = 5%), and p-value < 0.01 indicates a high level of significance (α = 1%) (Solimun et al., 2017).

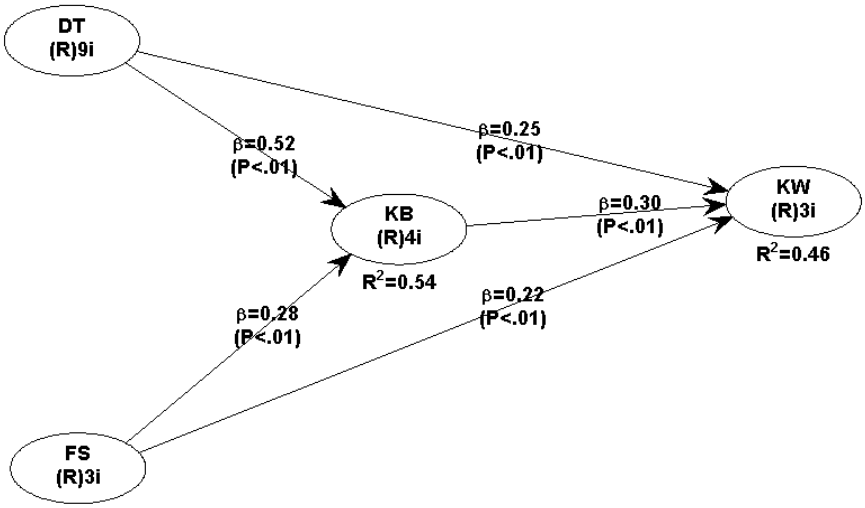

Figure 1. Research Results Model
Source: Primary Data Processed (2025)

This study applies two types of hypothesis testing, namely direct and indirect influences. Direct pathway testing evaluates the relationship between independent variables and dependent variables, while indirect pathway testing highlights the mediating role of visiting decisions in bridging exogenous constructs with traveller satisfaction. This approach provides a deeper insight into the structural relationships in the proposed research model.

Table 7. Tested Hypothesis

Hypothesis	Path	Path Coefficients	Result
H1	DT → KW	0.252 (0.001)	Accepted
H2	FS → KW	0.215 (0.005)	Accepted
H3	DT → KB	0.519 (<0.001)	Accepted
H4	FS → KB	0.280 (<0.001)	Accepted
H5	DT → KB → KW	0.157 (0.005)	Accepted
H6	FS → KB → KW	0.085 (0.083)	Accepted
H7	KB → KW	0.302 (<0.001)	Accepted

Source: Primary Data Processed (2025)
Where: DT: Tourist Attraction, FS: Facilities, KB: Visit Decision, KW: Tourist Satisfaction

Based on the SEM analysis results presented in Table 7, all seven proposed hypotheses are accepted, indicating positive and significant relationships among the variables. The interpretation of each hypothesis test is as follows:

H1: Tourist attractions significantly influence tourist satisfaction. Hypothesis accepted.
H2: Facilities significantly influence tourist satisfaction. Hypothesis accepted.
H3: Tourist attractions significantly influence visiting decisions. Hypothesis accepted.
H4: Facilities significantly influence visiting decisions. Hypothesis accepted.
H5: Tourist attractions significantly influence tourist satisfaction through the mediating effect of visiting decisions. Hypothesis accepted.
H6: Facilities significantly influence tourist satisfaction through the mediating effect of visiting decisions. Hypothesis accepted.
H7: Visiting decisions significantly influence tourist satisfaction. Hypothesis accepted.

These results confirm the interconnected roles of tourist attractions, facilities, and visiting decisions in shaping tourist satisfaction at Boom Marina Beach.

Priority Effectiveness of Influence

Table 8. Priority of Effectiveness of Intervariable Relationships

Variable Type			*Direct Effect*	*Indirect Effect*	*Total Effect*	Priority Effectiveness of Influence	
Explanation	**Mediation**	**Responds**	**β (*P-value*)**	**β (*P-value*)**	**β (*P-value*)**	**Y1**	**Y2**
DT	**-**	**KB**	0.519 (<0.001)	-	0.519 (<0.001)	**1**	**-**
FS	**-**	**KB**	0.280 (<0.001)	-	0.280 (<0.001)	**2**	**-**
KB	**-**	**KW**	0.302 (<0.001)	-	0.302 (<0.001)	**-**	**2**
DT	**- KB**	**KW**	0.252 (0.001)	0.157 (0.005)	0.409 (<0.001)	**-**	**1**
FS	**-**	**KW**	0.215	0.085	0.300	**-**	**3**

Variable Type			*Direct Effect*	*Indirect Effect*	*Total Effect*	Priority Effectiveness of Influence	
Explanation	**Mediation**	**Responds**	**β (*P-value*)**	**β (*P-value*)**	**β (*P-value*)**	**Y1**	**Y2**
	KB		(0.005)	(0.083)	(<0.001)		

Source: Primary Data Processed (2025)
Where: DT: Tourist Attraction, FS: Facilities, KB: Visit Decision, KW: Tourist Satisfaction

Table 8 presents the prioritization of path effectiveness in influencing the response variables, namely visiting decisions and tourist satisfaction. For visiting decisions, the most influential paths are as follows: (1) the effect of tourist attractions on visiting decisions (path coefficient = 0.519, $p < 0.001$); (2) the effect of facilities on visiting decisions (path coefficient = 0.280, $p < 0.001$). In terms of tourist satisfaction, the highest priority paths are: (1) the effect of tourist attractions on tourist satisfaction, both directly and indirectly through visiting decisions as a mediating variable (total effect = 0.409, $p < 0.001$); (2) the direct effect of visiting decisions on tourist satisfaction (path coefficient = 0.302, $p < 0.001$); (3) the effect of facilities on tourist satisfaction, both directly and indirectly through visiting decisions (total effect = 0.300, $p < 0.001$). These findings highlight that tourist attractions exert the strongest overall influence on both visiting decisions and tourist satisfaction, followed by the decision to visit and the role of facilities.

DISCUSSION

The Influence of Tourist Attraction on Tourist Satisfaction (H1)

Analysis using WarpPLS 8.0 demonstrated that tourist attractions significantly and positively influence the decision to visit, as shown by a path coefficient of 0.252 and a p-value of 0.001, thereby validating Hypothesis 1. These results suggest that the attractiveness of Boom Marina Beach plays a key role in enhancing visitor satisfaction. A more appealing destination correlates with higher satisfaction levels among tourists. This aligns with the study by Handayani *et al*. (2019), which found a similar positive association between tourist attractions and satisfaction at the Bangka Botanical Garden (BBG) in Pangkalpinang, thus supporting previous research findings.

The Effect of Facilities on Tourist Satisfaction (H2)

The analysis results using WarpPLS 8.0 indicate that facilities exert a positive and statistically significant influence on tourist satisfaction, evidenced by a path coefficient of 0.215 and a p-value of 0.005. These findings provide support for Hypothesis 2. These findings indicate that the quality and availability of facilities at Boom Marina Beach play a significant role in enhancing tourist satisfaction. Improved and well-maintained facilities are associated with higher satisfaction levels among visitors. This supports the view that tourism facilities function as key elements that complement and enhance the overall appeal of tourist attractions (Nurbaeti *et al*., 2021). These results align with the findings of Mardiyani and Murwatiningsih (2015), who reported a direct influence of facilities on visitor satisfaction at tourist attractions in Semarang City, thereby reinforcing previous studies.

The Influence of Tourist Attraction on Visiting Decisions (H3)

The results obtained through WarpPLS 8.0 analysis demonstrate that tourist attractions significantly and positively influence visiting decisions, with a path coefficient of 0.519 and a p-value below 0.001, thereby confirming Hypothesis 3. These results demonstrate that the

attractiveness of Boom Marina Beach significantly influences tourists' decisions to visit. Enhanced quality and diversity of attractions increase the likelihood of tourists selecting this destination. This finding is consistent with the study by Dayrobi and Raharjo (2020), which reported a similar positive influence of tourist attractions on visiting decisions at the Eling Bening tourist site in Semarang Regency, thereby reinforcing prior research.

Influence of Facilities on Visiting Decisions (H4)

The WarpPLS 8.0 output reveals that facilities have a statistically significant and positive impact on visiting decisions, with a path coefficient of 0.280 and a p-value of less than 0.001, thereby validating Hypothesis 4. These findings indicate that the quality of facilities at Boom Marina Beach plays a substantial role in influencing tourists' decisions to visit. The completer and more well-maintained the facilities, the more likely tourists are to choose this destination. This result is consistent with the findings of Rokhayah and Andriana (2021), who reported that the quality of attractions and supporting facilities at Istana Amal Beach positively and significantly affected tourists' visiting decisions, thereby reinforcing prior studies.

The Influence of Tourist Attraction on Tourist Satisfaction by Mediating Visit Decisions (H5)

Analysis results from WarpPLS 8.0 indicate that tourist attractions significantly and positively influence tourist satisfaction through the mediating effect of visiting decisions, with a path coefficient of 0.157 and a p-value of 0.005, confirming Hypothesis 5. These findings reinforce the notion that tourist satisfaction influences destination selection, the consumption of tourism products and services, and the likelihood of repeat visits (Aprilia, 2017). The appeal of Boom Marina Beach significantly shapes tourists' visiting decisions, which in turn enhances overall satisfaction with the destination. This study contributes new conceptual insights by modifying and strengthening previous research. For example, Nurjaman *et al*. (2023) found that attractions at Sayang Kaak in Ciamis Regency positively influenced visiting decisions, while Handayani *et al*. (2019) concluded that tourist attractions positively affected satisfaction at the Bangka Botanical Garden in Pangkalpinang.

The Influence of Facilities on Tourist Satisfaction by Mediating Visit Decisions (H6)

Based on the WarpPLS 8.0 analysis, facilities were found to have a significant indirect effect on tourist satisfaction through visiting decisions as a mediating variable, with a path coefficient of 0.085 and a p-value of 0.083, thereby supporting Hypothesis 6. These findings suggest that the quality of facilities at Boom Marina Beach contributes to a positive tourist experience, which indirectly enhances satisfaction by influencing the decision to visit. This is consistent with the findings of Mardiyani and Murwatiningsih (2015), who found that visiting decisions have a direct influence on tourist satisfaction. In other words, an increase in visiting behavior tends to be associated with higher levels of satisfaction. These results support and strengthen previous research.

The Influence of Visiting Decisions on Tourist Satisfaction (H7)

The WarpPLS 8.0 analysis confirmed that visiting decisions significantly and positively impact tourist satisfaction, with a path coefficient of 0.302 and a p-value less than 0.001, thus supporting Hypothesis 7. These findings indicate that tourists who choose to visit Boom Marina Beach tend to report higher levels of satisfaction. In other words, the stronger the intention and decision to visit the destination, the greater the satisfaction experienced during the visit. This result is consistent with the study by Kristiutami (2017), which found that visiting decisions positively and significantly influenced tourist satisfaction at the Bandung Geological Museum. These findings help expand and reinforce the conclusions of previous research.

CONCLUSION

Based on the analysis and hypothesis testing, this study confirms that tourist attractions and facilities significantly influence tourist satisfaction at Boom Marina Beach, Banyuwangi Regency, with visiting decisions serving as a mediating variable. The findings indicate that enhancing the appeal of attractions and improving facility quality can increase tourists' interest in visiting, which in turn leads to higher satisfaction levels. It is recommended that Boom Marina Beach management continue efforts to improve both attractions and facility standards. Additionally, local government support is essential through targeted marketing strategies and the development of adequate infrastructure. These efforts will help position Boom Marina Beach as a leading tourist destination, enhance visitor experiences, and support regional economic growth. Future studies should consider expanding the scope of variables by including factors such as destination image and traveler experience to provide a more comprehensive understanding.

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