

## The Influence Of Accessibility, Amenity, And Social Media On Piugus Resort Tourism Selection Decisions In Anambas With Tourism Attraction As An Intervening Variable

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**Abstract** *Tourism is a benchmark for the attractiveness of an area's progress in attracting migrants to visit. It aims to improve the economic welfare of the surrounding community. Anambas is an archipelago that has very exotic and beautiful water tourism, which is rarely found in other parts of Indonesia. Piugus Resort is one of the leading resorts in Anambas, visited by tourists. The purpose of this study was to determine and analyze the direct and indirect effects of accessibility, amenities, and social media variables on the decision to choose Piugus Resort or tourist attractions. The research approach uses quantitative descriptive methods. The research method uses Path Analysis. The results of the study Accessibility has a positive and significant effect on tourist attraction. Amenity has a positive and significant effect on tourist attraction. Social media has a positive and significant effect on tourist attraction. Accessibility has a positive and significant effect on the decision to choose Piugus Resort. Amenity has a positive and significant effect on the decision to choose Piugus Resort. Social media has a positive and significant effect on the decision to choose Piugus Resort. Tourism attraction has a positive and significant effect on the decision to choose Piugus Resort. Accessibility indirectly has a significant effect on the decision to choose Piugus Resort through tourist attractions. Amenity indirectly has a significant effect on the decision to choose Piugus Resort through tourist attractions. Social media indirectly has a significant effect on the decision to choose Piugus Resort through tourist attraction.*

**Keywords:** *Accessibility, Amenity, Social Media, Decision to Choose, Tourism Attraction.*

### Introduction

Tourism is an inseparable part of human life, especially regarding socio-economic activities, which are seen as one of the prospective industries in the future. Tourism development needs to be continuously pursued in order to become a sub-sector that can improve the national and regional economy. East Java is a tourist spot that is famous for its diverse tourist attractions, so the tourism potential needs to be developed and published through the use of a decision support system that tourists can access in real time.

Anambas Islands Regency is a maritime autonomous region with the capital in Tarempa and consists of ten sub-districts with two villages and 52 villages. The ten sub-districts are the Siantan sub-district, South Siantan sub-district, Central Siantan sub-district, East Siantan sub-district, Palmatak sub-district, Jemaja sub-district and East Jemaja sub-district, West Jemaja sub-district, Kute Siantan sub-district and North Siantan sub-district. Regarding territory, Anambas Regency is an archipelago dominated by beaches and waterfalls, beautiful nature, and a natural rural atmosphere. Only a few people know that Anambas Regency has some beautiful tourism potential. Tourism potential in Anambas Regency can be classified into marine tourism, nature tourism, cultural tourism, historical tourism, and artificial tourism. Based on statistics obtained from the Anambas Regency Culture and Tourism Office, the number of tourists traveling to Anambas Regency is recorded as follows:

**Table 1.1 Number of Tourists Visiting Anambas Regency**

Year	Anambas Islands Domestic Tourists	Foreign Tourists		
		Anambas Islands	Riau Islands	Percentage
2018	3.797	86	2.635.004	0,003%
2019	5.161	253	2 864 795	0,009%
2020	14.391	227	411 248	0,055%
2021	24.177	33	3 103	1,063%

Source: Anambas Regency Tourism and Culture Office, 2023

Based on Table 1.1 above, tourism in the Anambas Islands has begun to attract the attention of tourists, especially domestic tourists. However, the number of foreign tourists visiting the Anambas Islands still needs to be expected, as seen from the number of foreign tourists visiting the Riau Islands not reaching 5% who intend to visit Anambas. One system that can help select tourist attractions is a decision support system. A decision support system is an interactive information system that provides information, modeling, and data manipulation. This decision support system helps in the decision-making process of selecting tourist attractions in Anambas Regency, especially Piugus Resort.

Piugus Resort, located in the tourist village of Belibak, has promising tourism potential in addition to its beautiful beaches. Right in front of Belibak Village, there is also one Resort, Piugus Resort, which is currently crowded with guests. Piugus Resort provides tour packages for tourists who will visit Belibak Village. The breakthrough made by Belibak Village in supporting the advancement of tourism in Anambas. Abdul Haris said that Belibak Village can be a visionary in preparing lodging for guests who want to travel and hopes that more tourist villages will have homestays for tourists. Currently, the number of visitors to Piugus Resort from the beginning of January 2023 until July 2023 is as follows:

**Table 1.2 Number of Tourist Resorts in Anambas January-July Period 2023**

Month	Piugus Resort	Bawah Resort	Anambas Resort
March	17	113	28
April	43	167	22
May	8	88	57
June	26	105	42
July	15	170	45
<b>Amount</b>	<b>109</b>	<b>643</b>	<b>194</b>

Source: Anambas Regency Tourism and Culture Office, 2023

The number of tourists at Piugus Resort reached 109 people, consisting of men and women. An attraction is any place with uniqueness, beauty, convenience, and value in the form of a diversity of natural and artificial wealth that is attractive and has value to be visited and seen by tourists. Attractiveness is one of the factors that motivate tourists to visit a tourist attraction. So, attractiveness has a vital role in influencing tourist decisions in choosing which tourist attraction to visit (Pratama, 2021). If the tourist attraction at a tourist attraction is good and can satisfy the wishes of visitors, it can be interpreted that it will increase visitor decisions and vice versa; if the tourist attraction at a tourist attraction is not good and cannot satisfy the wishes of visitors, the visiting decision of visitors will inevitably decrease (Lebu et al., 2019).

However, in developing tourism areas, there are still several obstacles, including in the development of marine tourism in the Anambas Regency. The obstacles often encountered are related to amenities or facilities (amenities). The amenity in question is in the form of the availability of accommodation for overnight tourists in the form of homestays, the availability of restaurants for food needs, and the availability of local transportation that makes it easier for tourists to travel. In addition, other supporting facilities, such as public toilets, places of worship, and parking areas, are also essential amenity factors to be fulfilled in tourist villages. Not only in terms of quantity, but the quality of the availability of amenities is also essential to be considered and adjusted to the needs. The quality of good amenities will be directly proportional to the comfort level of tourists in enjoying the travel experience. It will also increase the image of the tourist location. Not limited to physical form, but amenity is also supported by non-physical factors such as hospitality or hospitality and services.

From the background of the problems that have been described, the authors are trying to conduct research with the title "The Effect of Accessibility, Amenity, and Social Media on the Piugus Resort Tourism Selection Decision in Anambas with Tourism Attraction as an Intervening Variable." The problem formulations formulated in this study are as follows:

1. How does accessibility directly affect the tourist attraction at Piugus Resort Anambas?
2. How does amenity have a direct effect on tourist attraction at Piugus Resort Anambas?
3. How does social media have a direct effect on tourist attraction at Piugus Resort Anambas?
4. How does accessibility have a direct effect on travel selection decisions at Piugus Resort Anambas?
5. How does amenity have a direct effect on travel selection decisions at Piugus Resort Anambas?
6. How does social media have a direct effect on travel selection decisions at Piugus Resort Anambas?

7. How do tourist attractions have a direct effect on tourism selection decisions at Piugus Resort Anambas?
8. How does accessibility have an indirect effect on travel selection decisions at Piugus Resort Anambas, with tourist attraction as an intervening variable?
9. How does amenity have an indirect effect on travel selection decisions at Piugus Resort Anambas, with tourist attraction as an intervening variable?
10. How does social media have an indirect effect on travel selection decisions at Piugus Resort Anambas, with tourist attractiveness as an intervening variable?

## **Theory Review**

### **Accessibility**

Accessibility is the level of ease for a person or group to get to a specific location. This accessibility is related to the distance of locations between regions. Apart from being related to location distance, accessibility is also related to time and cost. According to Miro, there are several factors used to measure the level of accessibility, namely the availability of highways and connecting networks, the number of means of transportation, length, road width, and road quality conditions (Farida, 2013: 77). If a tourist spot is supported by good accessibility, it will affect the increase in the number of visitors. Accessibility is also one of the factors considered by tourists to visit; if a tourist attraction does not pay attention to accessibility, this is an obstacle for the tourist attraction to develop even though there is a tourist attraction. Based on empirical experience, one of the factors that influence tourists to visit is the ease of accessibility, such as roads and transportation to tourist attractions. Accessibility that must be considered in the development of tourism objects are:

1. Strategic location and easy to reach.
2. Ease of transportation.
3. Access to telephone and internet networks.
4. Availability of clean water and adequate electricity.

### **Tourist Amenity**

According to Cooper in Adiati and Basalamah (2014: 56), amenities are facilities and services for tourists visiting a destination or tourist attraction, such as providing food and drink, entertainment, and other services. According to Pitana and Diarta in Astuti and Noor (2016: 87) explain that destination facilities/amenities are elements in destinations or related to destinations that allow tourists to stay in these destinations to enjoy or participate in the

attractions offered. Destination facilities can be in the form of accommodation, restaurants, cafes, and bars, transportation, including transportation equipment rental and taxis, and other services, including shops, salons, and information services. The facilities are divided as follows:

1. Accommodation
2. Places to eat and drink
3. Public facilities at tourist sites

### **Social Media**

According to Phillip Kotler and Kevin Keller, social media is a means for consumers to share text, images, video, and audio information with companies and vice versa (Kotler & Keller, 2017, p. 568). New web technologies make it easy for everyone to create and, most importantly, disseminate their content. A blog post, tweet, Instagram, Facebook, or YouTube video can be reproduced and viewed by millions of people for free. Advertisers do not have to pay much money to publishers or distributors to place their ads. Now, advertisers can create content that is interesting and seen by many people (Zarrella, 2010). Social media is one example of an online-based media with many users worldwide. Social media is generally used to share and participate. Not infrequently, social media is also used as a means of social interaction. This is due to the ease of accessing social media, which can be done anytime and anywhere. In addition to the above statement, here are some other social media functions (Tenia, 2017, p. 112):

1. Searching for news, information and knowledge.
2. Get entertainment.
3. Online communication: The ease of accessing social media is utilized by its users to communicate online.
4. Mobilize the community The existence of complex issues such as politics, government and ethnicity, religion, race, and culture (SARA), can invite a lot of responses from the audience.
5. Means of sharing Social media is often used as a means of sharing information that is useful for many people.

### **Visiting Decision**

According to Peter and Olson, consumer decision-making is a goal-directed problem-solving process. The essence of consumer decision-making is an integration process that

combines knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decision-making includes all the processes consumers go through to recognize problems, find solutions, evaluate alternatives, and choose between choices (Sangadji & Sopiah, 2018, p. 127).

Consumer decision-making varies with the type of purchase decision. Assael distinguishes four types of consumer purchasing behavior based on the degree of buyer involvement and the degree of difference between various brands. The four types of behavior include (Sunyoto & Susanti, 2015, p. 112):

1. Complex buying behavior
2. Purchase behavior that reduces discrepancies (dissonance)
3. Habitual buying behavior: Many products are purchased with low consumer involvement and no significant brand differences.
4. Variety-seeking buying behavior Some buying situations are characterized by low consumer involvement, but brand differences are fundamental.

### Tourist Attraction

A tourist attraction is an object or element that has a vital role in tourism activities because tourist attraction is the main element that has a value of attraction for tourists to come or visit a tourist destination. According to Utama and I Wayan (2018: 76), tourist attraction is everything in a place that has uniqueness, beauty, convenience, and value in the form of the diversity of natural and artificial wealth that is attractive and has value to be visited and seen by tourists. In tourism, the product has an attraction grouped into natural or natural attraction, cultural attraction, and artificial attraction. Five essential elements must be owned by a tourist attraction so that tourists can feel satisfaction during their trip. These elements are *Attractions, Facilities, Infrastructure, Transportation, and Hospitality*. Based on the theory presented, the research conceptual framework is described as follows:

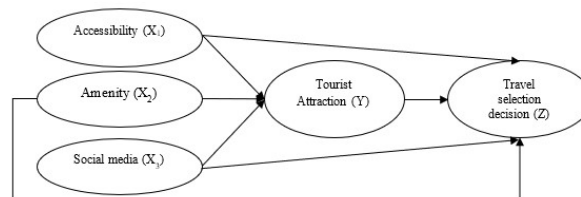


Figure 1 Research Framework

The hypotheses to be tested in this study by the problem formulation and research objectives are as follows:

- 1) Accessibility has a direct effect on the attractiveness of Piugus Resort Anambas.
- 2) Amenity has a direct effect on the tourist attraction of Piugus Resort Anambas.
- 3) Social media has a direct effect on the tourist attraction of Piugus Resort Anambas.
- 4) Accessibility has a direct effect on the decision to choose Piugus Resort Anambas tourism.
- 5) Amenity has a direct effect on the decision to choose Piugus Resort Anambas tourism.
- 6) Social media has a direct effect on the decision to choose Piugus Resort Anambas tourism.
- 7) Tourism attraction has a direct effect on the decision to choose Piugus Resort Anambas tourism.
- 8) Accessibility has an indirect effect on the decision to choose Piugus Resort Anambas, with tourist attraction as an intervening variable.
- 9) Amenity has an indirect effect on the decision to choose Piugus Resort Anambas tour.
- 10) Social media has an indirect effect on the decision to choose Piugus Resort Anambas.

## Research Methodology

### 1. Research Approach

The research method used in this research is the survey method. A survey is research conducted using a questionnaire as a research tool conducted in large and small populations. This method uses the entire population to be sampled, namely 109 respondents.

### 2. Data Analysis

Data analysis using the Smart-PLS version 3.0 tool with the Structural Equation Modeling (SEM) method.

## Research Results and Discussion

Based on observations and research that has been carried out, a description of the research results is obtained, which is interpreted from the answers of 109 respondents. The research results using SEM-PLS 3.0 are as follows:

### 1. Outer Model

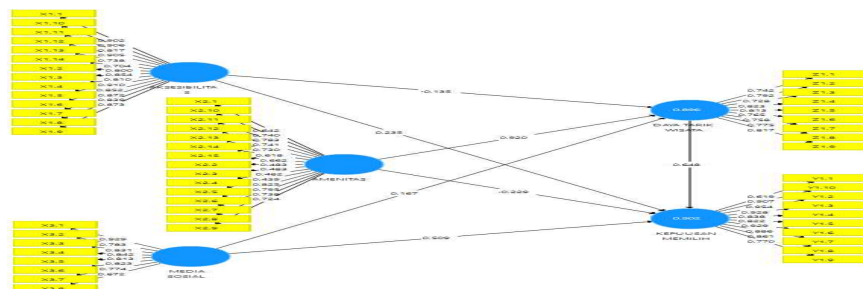


Figure 2 Loading Factor 1

Figure 2 shows some indicators yet to reach a factor load of 0.6. Furthermore, after the statements that do not meet the criteria are cut off, the outer model processing is repeated.

**Table 1.3 Cronbach's Alpha and Composite Reliability Values**

	Cronbach's Alpha		Composite Reliability	
Accessibility	0.969	>0.700	0.972	>0.600
Amenity	0.922	>0.700	0.934	>0.600
Tourism Attraction	0.920	>0.700	0.933	>0.600
Decision to Choose	0.958	>0.700	0.965	>0.600
Social Media	0.931	>0.700	0.939	>0.600

Based on Table 1.3 above, all constructs have a Cronbach's Alpha value > 0.7 and Composite Reliability > 0.6, so it can be said that all constructs have good reliability. Model estimation is as follows:

**Table 1.4 Construct Reliability and Validity Values of the Final Stage Algorithm**

	Average Variance Extracted (AVE)	Provision	Conclusion
Accessibility	0.712	> 0.500	Baik
Amenity	0.564	> 0.500	Baik
Tourism Attraction	0.608	> 0.500	Baik
Decision to Choose	0.734	> 0.500	Baik
Social Media	0.658	> 0.500	Baik

Based on Table 1.4, the AVE value for all variables studied is more significant than 0.5 (>0.5). This means that all variables have good convergent validity values.

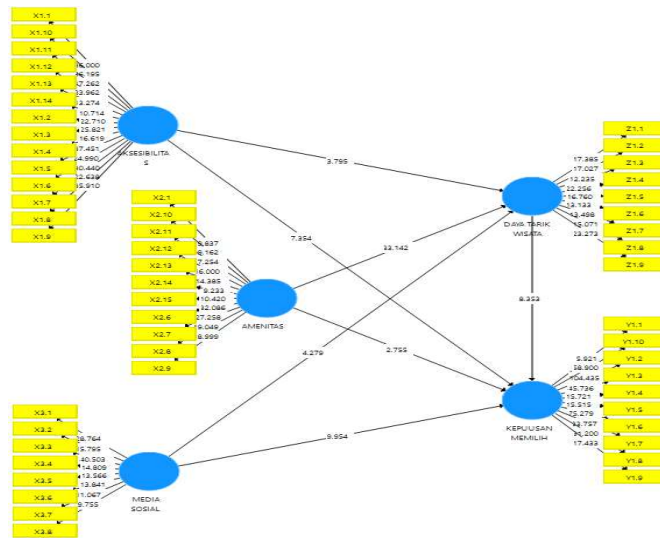
## 2 Inner Model

**Table 1.5 R Square**

	R Square	Adjusted R Square
Tourist Attraction	0.892	0.889
Decision to Choose	0.902	0.898

Source: SmartPLS Output Results (2023)





**Figure 3 Path Coefficient between Research Variables**

Based on Table 4.18, the R Square value for the tourist attraction variable is 0.892; this means that the percentage of the influence of accessibility, amenities, and social media on tourist attractiveness is 89.2%, which means it is included in the high category. In comparison, the remaining 10.8% is explained by other variables not examined in this study. The R Square value for the tourism choice decision variable is 0.902; this means that the percentage of the influence of accessibility, amenity, social media, and tourist attractiveness on the decision to choose is 90.2%, which is included in the very high category. In comparison, the remaining 9.8% can be explained by other variables not examined in this study.

**3. Direct Effect**

**Table 1.6 Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Accessibility -> Tourism Attraction	0.080	0.082	0.021	3.795	0.000
Amenity -> Tourism Attraction	0.834	0.831	0.025	9.142	0.000
Social Media -> Tourism Attraction	0.159	0.163	0.037	4.279	0.000
Accessibility -> Decision to Choose	0.182	0.176	0.025	7.354	0.000
Amenity -> Decision to Choose	0.201	0.203	0.073	2.755	0.006
Social Media -> Decision to Choose	0.512	0.511	0.051	9.954	0.000
Tourism Attraction -> Decision to Choose	0.640	0.641	0.077	8.353	0.000

Source: SmartPLS Output Results (2023)

Based on Table 1.6, the following results are obtained:

1. It is known that the coefficient value of accessibility is 0.080. Therefore, accessibility has a positive effect on tourist attraction, and significant p values of  $0.000 < 0.05$  are significant. So, it can be concluded that accessibility has a positive and significant effect on tourist attraction. In other words, the hypothesis stating that there is an effect of accessibility on tourist attraction (H1) is accepted.
2. It is known that the coefficient value of amenity is 0.834. Therefore, amenity has a positive effect on tourist attraction, and significant p values of  $0.000 < 0.05$  are significant. It can be concluded that amenity has a positive and significant effect on tourist attraction. In other words, the hypothesis stating that there is an influence of amenity on tourist attraction (H2) is accepted.
3. It is known that the coefficient value of social media is 0.159. Therefore, social media has a positive effect on tourist attraction, and significant p values of  $0.000 < 0.05$  are significant. So, social media has a positive and significant effect on tourist attraction. In other words, the hypothesis stating that there is an influence of social media on tourist attraction (H3) is accepted.
4. It is known that the coefficient value of accessibility is 0.159. Therefore, accessibility has a positive effect on the decision to choose Piugus Resort, and the significant p-value of  $0.000 < 0.05$  is significant. So, it can be concluded that accessibility has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that there is an effect of accessibility on the decision to choose Piugus Resort (H4) is accepted.
5. It is known that the coefficient value of amenity is 0.182. Therefore, amenity has a positive effect on the decision to choose Piugus Resort, and the significant value of p values  $0.000 < 0.05$  is significant. It can be concluded that amenity has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that there is an influence of amenity on the decision to choose Piugus Resort (H5) is accepted.
6. It is known that the coefficient value of social media is 0.512. Therefore, social media has a positive effect on the decision to choose Piugus Resort, and the significant p-value of  $0.006 < 0.05$  is significant. So, social media has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that there is an influence of social media on the decision to choose Piugus Resort (H6) is accepted.
7. It is known that the coefficient value of tourist attraction is 0.640. Therefore, tourist attraction has a positive effect on the decision to choose Piugus Resort, and the significant p-value of  $0.000 < 0.05$  is significant. So, it can be concluded that accessibility has a positive

and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis states that there is an influence of tourist attraction on the decision to choose Piugus Resort (H7) is accepted.

#### 4. Indirect Effect

**Table 1.7 Indirect effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Accessibility -> Tourism Attraction -> Decision to Choose	0.051	0.053	0.016	3.127	0.002
Amenity -> Tourism Attraction -> Decision to Choose	0.534	0.533	0.068	7.829	0.000
Social Media -> Tourism Attraction -> Decision to Choose	0.102	0.104	0.025	4.100	0.000

Source: SmartPLS Output Results (2023)

Based on Table 1.7, the results of the test of the indirect effect of the latent variables analyzed can be known as follows:

1. The indirect effect of accessibility on choosing Piugus Resort is 0.051, with a p-value of 0.002 < 0.05. Accessibility indirectly has a significant effect on the decision to choose Piugus Resort through tourist attractions. In other words, tourist attraction significantly mediates the relationship between accessibility and choosing Piugus Resort.
2. The indirect effect of amenity on choosing Piugus Resort is 0.534, with a p-value of 0.000 < 0.05. Amenity indirectly has a significant effect on the decision to choose Piugus Resort through tourist attractions. In other words, tourist attraction significantly mediates the relationship between amenities and the decision to choose Piugus Resort.
3. The indirect effect of social media on the decision to choose Piugus Resort is 0.102, with a p-value of 0.000 < 0.05, then social media indirectly has a significant effect on the decision to choose Piugus Resort through tourist attraction. In other words, tourist attraction significantly mediates the relationship between social media and the decision to choose Piugus Resort.

#### Discussion

The results showed that accessibility has a positive and significant effect on tourist attraction. In other words, the hypothesis stating that accessibility has a direct effect on tourist

attraction (H1) is accepted. This means that any increase in accessibility will increase the tourist attraction of Piugus Resort.

Accessibility is the ease obtained by tourists to reach the destination area. Accessibility not only includes physical infrastructure but also involves aspects of communication, information, and services that everyone can enjoy. Piugus Resort is one of the tourist sites that has an extraordinary attraction located in Anambas Regency. The availability of good communication access is the main reason tourists are interested in Piugus Resort. The communication access in question is the information tourists obtain to reach the location of Piugus Resort, starting from information related to transportation and communication access. The results showed that amenity has a positive and significant effect on tourist attractiveness. In other words, the hypothesis stating that amenity has a direct effect on tourist attraction (H2) is accepted. This means that every increase in amenity will increase the tourist attraction of Piugus Resort.

Amenities are facilities outside of accommodation, such as restaurants, eateries, and souvenir shops, and public facilities, such as facilities for worship, health, parks, and others. It is essential to ensure the availability of amenities owned by the resort, especially for resorts that have locations with limited access. Based on the respondents' answers, the amenity available at Piugus Resort has good completeness so that migrants do not find it challenging to fulfill their needs while at the Resort. The amenity needed is restaurants, prayer rooms, health centers, and places to fulfill daily needs. This is the attraction of Piugus Resort that by visiting here, tourists will be able to meet their needs quickly.

The results showed that social media has a positive and significant effect on tourist attractiveness. In other words, the hypothesis stating that social media has a direct effect on tourist attractiveness (H3) is accepted. This means that every increase in social media will increase the tourist attraction of Piugus Resort. The use of social media is currently an excellent opportunity for companies to expand their business network by attracting consumers from outside their region. This applies to the tourism sector as a promotional event that can reduce promotional costs. Social media currently uses Facebook and Instagram, which the local government assists in developing tourist sites in Anambas.

The results showed that accessibility has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that accessibility has a direct effect on the decision to choose Piugus Resort (H4) is accepted. This means that every increase in accessibility will increase the decision to choose Piugus Resort. Accessibility is an attraction in itself that attracts tourists in deciding to choose a tourist location. The location that can be

reached by adequate transportation is one of the factors that support tourists to visit Piugus Resort. The government itself empowers the local wisdom of the community as transportation for tourists who want to travel around Piugus Resort.

The results showed that amenity has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that amenity has a direct effect on the decision to choose Piugus Resort (H5) is accepted. This means that every increase in amenities will increase the decision to choose Piugus Resort.

The results of the most dominant respondent's answer were that Piugus Resort has complete facilities to support tourist activities while on vacation there. Amenity is the main requirement for tourists choosing a location, especially for tourists who bring families. The primary paramount need is for Piugus Resort to have complete facilities such as places of worship, clean toilets, tourist attractions, restaurants, etc. This will benefit tourists who want to spend vacation time only around the resort.

The results showed that social media has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that social media has a direct effect on the decision to choose Piugus Resort (H6) is accepted. This means that every increase in social media will increase the decision to choose Piugus Resort. Social media provides information that can make tourists decide to choose Piugus Resort as their tourist destination. Of course, by describing the advantages of existing resorts on social media and other information media. Choosing suitable social media and structuring social media will be able to attract tourists to visit Piugus Resort.

The results showed that tourist attraction had a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that tourist attraction has a direct effect on the decision to choose Piugus Resort (H7) is accepted. This means that every increase in tourist attraction will increase the decision to choose Piugus Resort. Tourism Attraction can be explained as everything that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture, and artificial products that are the target or visit of tourists. The tourist attraction of Piugus Resort can attract tourists to visit. Piugus Resort is a tourist attraction in the form of natural marine beauty with beautiful beaches that can spoil the eyes. This is a plus that attracts tourists.

The results showed that accessibility has a positive and significant effect on the decision to choose Piugus Resort through the tourist attraction of Piugus Resort. In other words, the hypothesis stating that accessibility has a direct effect on the decision to choose Piugus Resort through the tourist attraction of Piugus Resort (H8) is accepted. This means that every increase

in accessibility will increase the decision to choose Piugus Resort through the Piugus Resort tourist attraction. The results of statistical analysis show that there is an indirect effect of accessibility on the decision to choose Piugus Resort as a tourist destination, with Tourism Attraction as an intervening variable. This tourist destination relies on the beauty of the underwater world as its main attraction. To visit this island, visitors can use two models of transportation provided, the first using an airplane from Hang Nadim Airport Batam and the second using ships from Tarempa and Jemaja Ports.

The results showed that amenity has a positive and significant effect on the decision to choose Piugus Resort through the tourist attraction of Piugus Resort. In other words, the hypothesis stating that amenity has a direct effect on the decision to choose Piugus Resort through the tourist attraction of Piugus Resort (H5) is accepted. This means that every increase in amenities will increase the decision to choose Piugus Resort through the Piugus Resort tourist attraction. The results of statistical analysis show that there is an indirect effect of amenities on the decision to choose Piugus Resort as a tourist destination, with Tourism Attraction as an intervening variable. The condition of the Resort, which is in the middle of the ocean's vastness, is very suitable for visiting people who want to find peace; the facilities offered are complete, including worship facilities, restaurants, bars, swimming pools, and playgrounds.

The results showed that social media has a positive and significant effect on the decision to choose Piugus Resort through the tourist attraction of Piugus Resort. In other words, the hypothesis stating that social media has a direct effect on the decision to choose Piugus Resort through the Piugus Resort tourist attraction (H6) is accepted. This means that every increase in social media will increase the decision to choose Piugus Resort through the tourist attraction of Piugus Resort.

The results of statistical analysis show that there is an indirect effect of social media on the decision to choose Piugus Resort as a tourist destination, with Tourism Attraction as an intervening variable. Displaying photos of the beauty of the tourist attractions owned by Piugus Resort can increase public interest to explore further the tourism advantages of Piugus Resort. This will help stimulate tourist decisions in choosing tours to Piugus Resort with the attractions that are exhibited on social media.

## **Conclusion**

Based on the research results, it can be concluded as follows :

1. Accessibility has a positive and significant effect on tourist attraction. In other words, the hypothesis stating that there is an effect of accessibility on tourist attraction is accepted.
2. Amenity has a positive and significant effect on tourist attraction. In other words, the hypothesis stating that there is an influence of amenity on tourist attraction is accepted.
3. Social media has a positive and significant effect on tourist attraction. In other words, the hypothesis stating that there is an influence of social media on tourist attractiveness is accepted.
4. Accessibility has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that there is an influence of accessibility on the decision to choose Piugus Resort is accepted.
5. Amenity has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that there is an influence of amenity on the decision to choose Piugus Resort is accepted.
6. Social media has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that there is an influence of social media on the decision to choose Piugus Resort is accepted.
7. Accessibility has a positive and significant effect on the decision to choose Piugus Resort. In other words, the hypothesis stating that there is an influence of tourist attractions on the decision to choose Piugus Resort is accepted.
8. Accessibility indirectly has a significant effect on the decision to choose Piugus Resort through tourist attractions. In other words, tourist attraction significantly mediates the relationship between accessibility and choosing Piugus Resort.
9. Amenity indirectly has a significant effect on the decision to choose Piugus Resort through tourist attraction. In other words, tourist attraction significantly mediates the relationship between amenities and the decision to choose Piugus Resort.
10. Social media indirectly has a significant effect on the decision to choose Piugus Resort through tourist attractions. In other words, tourist attraction significantly mediates the relationship between social media and the decision to choose Piugus Resort.

### **Suggestion**

The researcher hopes that this research can be useful as input material. Some suggestions from researchers are as follows:

1. Accessibility to Piugus Resort is supportive, but several points should be of concern, such as access between islands that need special attention by the manager or tourism office.

2. The need for cooperation between the government and the community to maintain the comfort of public spaces for tourists to feel comfortable in public facilities. Such as maintaining the cleanliness of public toilets, mashallah, parks, and other public facilities.
3. The management of social media accounts needs to be improved so that tourists are more familiar with the beauty of the Anambas Islands, especially Piugus Resort, which is equal to other marine tourism in Indonesia or abroad.
4. Add tourist attractions as tourist attractions in collaboration with tour package providers by highlighting local culture so that Piugus Resort and Anambas Islands Tourism can compete.
5. Researchers hope that further research can expand the population and increase the sample so that the scope of research and research generalization becomes wider. Thus, the research results can be more specific in revealing tourism selection decisions. If you want to take respondents from the same category but in different locations, future researchers should be able to pay attention and understand the conditions of the area you want to study.

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