

Analysis of Perceived Value as an Intervening Variable of Aspect-Based Sentiment and Tourist Experience on Lake Toba Tourism Destination Development Problems

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Abstract

Tourism problems must be resolved quickly because every problem that exists will make the name of the tourist spot a negative value in the eyes of other tourists who want to visit, the tours visited at least provide comfort for visitors so that this positive value will have an impact on the decision to revisit or spread positive information to potential new tourists in the tourist environment itself. This research approach is quantitative with the Structural Equation Modeling (SEM) model. This approach is able to test the most ideal model in estimating endogenous variables. This research was conducted in the North Sumatra region, precisely at the Lake Toba tourist location and the research target was Lake Toba tourism visitors who came from outside the Tobasa Regency area, the population of Lake Toba tourists who had visited at least 250 people twice, the analysis model used to test the hypothesis in this study was multiple regression analysis using the Smart PLS application. Directly Perceived Value, Aspect-Based Sentiment and Tourist Experience have a Significant Effect on the Problems of Lake Toba Tourism Destination Development, Directly Aspect-Based Sentiment and Tourist Experience have a Significant Effect on Perceived Value of Lake Toba Tourism, Indirectly Aspect-Based Sentiment and Tourist Experience have a Significant Effect on the Problems of Lake Toba Tourism Destination Development through Perceived Value.

Keywords: Aspect-based Sentiment, Tourist Experience, Perceived Value, Tourism Destination Problems



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INTRODUCTION

The challenges of tourism often lie in internal problems, location atmosphere, cleanliness, safety and price uncertainty. Cases are often found where tourists complain as a result of the discomfort they feel when visiting tourist attractions, not from the place that is not beautiful to look at but the atmosphere that makes anxiety in enjoying the tourist atmosphere itself. The first case was reported by kumparanNEWS on September 25, 2023, a visitor who was uncomfortable due to the lack of signs for safety because those who visited were not only adults but those who visited with their families so that visitors felt they needed extra supervision of their children, another experience reported was the inconvenience for them in the service where traders who were in the location besides not giving a smile also insisted on offering merchandise accompanied by grumbling. The next case was reported in October 2022 by the media metro-online.co there was extortion under the guise of parking where parking was not paid only once but was paid several times, cases like this can be an obstacle for tourists to return to the danat toba tourist spot where the number of tourists will be able to help support the

economy of the surrounding community and move the wheels of MSMEs around the lake toba location (Amanda et al., 2023).

Research (Kurnia Putri & Purwanto, 2023) The experience of tourists visiting an area can influence the decision to visit again for tourists. If the experience gained is positive, the interest in visiting again will be stronger, but if the experience is negative, the interest in visiting again will decrease. Research (Febriana Nugraheni & Made Bayu Dirgantara, n.d.) tourist experience can affect loyalty for tourist visitors, the better the visiting experience will increase loyalty but if the experience is not good tourist loyalty will decrease. Research (Zulbahri et al., 2018)(Manoppo & Santosa, 2023) The value perceived by tourist visitors will increasingly make a diversity of decisions in taking future actions that are positive and good in assessment will make the opportunity for tourists to be revisited. Research (Yusuf Sinatrya et al., 2022)(Fakhrudin Mudzakkir & Nurfarida, 2016) perceived value of tourism will make tourism opportunities more attractive in the future if the tourists' assessment of the atmosphere they feel is able to provide comfort and satisfaction. The same thing is expressed (Nisa Lathifah Nabila, n.d.-a)(Cipta & Farida, n.d.) that the positive value given by tourists will increase the number of visitors to tourist sites, it can be ascertained that the increase in tourists will be more significant with positive perceived value of tourism.

RESEARCH METHODS

This research approach is quantitative with the Structural Equation Modeling (SEM) model. This approach is able to test the most ideal model in estimating endogenous variables. This research was conducted in the North Sumatra region precisely at the Lake Toba tourist location and the research target was Lake Toba tourism visitors who came from outside the Tobasa Regency area. Data collection using a questionnaire with a Likert scale where alternative choices consist of:

- 1: Strongly Disagree
- 2: Disagree
- 3: Agree
- 4: Strongly Agree
- 5: Strongly Agree

The population in this study were Lake Toba tourism visitors who had visited Lake Toba at least twice with the following visitor criteria:

Table 1. Determination of the Research Population

No	Tourist Visitor	Age <18 Years	Age >18-25 Years	Age >25-50 Years
1	Local Visitors	-	-	-
2	Male Visitor	-	Population	Population
3	Female Local Visitors	-	-	-
4	Visitors Outside Tobasa Region	-	Population	Sample
5	Male Out-of-Region Visitors	-	Population	Sample
6	Female Out-of-Region Visitors	-	Population	Sample

Source: Research Data Processed 2024

The sampling technique in this study uses Non-probability sampling where sampling does not provide opportunities or opportunities for each element or member to be selected as a sample, using quota sampling to determine the sample of a population that has certain characteristics up to the desired number. The research sample taken in this study were Lake Toba tourism visitors who came from outside the Tobasa Regency area, both male and female visitors with age criteria ranging from 18 to 50 years, the desired sample size in this study was

250 visitors. The analysis model used to test the hypothesis in this study is multiple regression analysis using the Smart PLS application. Multiple regression analysis is a statistical method used to determine the magnitude of the influence between the independent variables, namely Aspect-Based Sentiment and Tourist Experience on Destination Development Problems. The multiple regression model used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Destination Development Problems

a = Constant

b₁-b₂ = Variable Coefficient

X₁ = Aspect-Based Sentiment

X₂ = Tourist Experience

E = Error

Intervening variables are independent variables that provide a theoretical explanation of the relationship between the independent variable and the dependent variable. There are three ways to test regression with moderating variables, namely (1) interaction test, (2) absolute difference test, and (3) residual test. The test that will be carried out to test the moderating variable in this study is to use the residual test. The residual test regression equation is as follows:

$$DF = a + b_1X_1 + b_2X_2 + e \dots\dots\dots(1)$$

$$|e| = a - b_2Y \dots\dots\dots(2)$$

Where:

DF = Fiscal Decentralization (Intervening Variable)

a = Constant

b₁-b₂ = Variable Coefficient

X₁ = Aspect-Based Sentiment

X₂ = Tourist Experience

Y = Destination Development Problems

RESEARCH RESULTS AND DISCUSSION

Structural Model Analysis (Inner Model)

Inner model measurements are explained by the results of the path coefficient test, goodness of fit test and hypothesis testing.

1. R Square. Based on data processing that has been carried out using the smart PLS 3.0 program, the R-Square value is obtained as follows:

Table 2. Coefficient of Determination (R-Square)

	R Square	R Square Adjusted
Perceived Value (Z)	0,836	0,834
Problems of Tourism Destination Development (Y)	0,693	0,689

Source: Research Data Processed 2024

The criteria for R-Square are: Based on the data from the table above, it is known that the R Square Adjusted value for the Perceived Value variable is 0.834 or 83.4% while the remaining 16.6% is influenced by other variables that are not variables of this study. Then the Tourism Destination Development Problems variable R Square Adjusted value of 0.689

or 68.9% while the remaining 31.1% is influenced by other variables that are not variables of this study.

2. Predictive Relevance (Q2). The Q2 value has the same meaning as the coefficient of determination (R-Square). A large Q-Square Value (Q2) of 0 indicates the model has Predictive relevance, conversely if a value (Q2) is less than 0, this indicates the model has less Predictive relevance; or in other words, where all Q2 values are higher, the model can be considered a better fit with the data. Consideration of the Q2 value can be done as follows:

$$Q_2 = 1 - (1 - R_1^2) (1 - R_2^2) \dots (1 - R_n^2)$$

$$Q_2 = 1 - (1 - 0,834) (1 - 0.689)$$

$$Q_2 = 1 - (0.166) (0.311)$$

$$Q_2 = 1 - 0,051$$

$$Q_2 = 0.948$$

Based on these results, the Q2 value is 0.948. So it can be concluded that all variables in this study aspect-based sentiment, tourist experience, perceived value of tourist destination development problems contribute authenticity data in the existing structural model by 94.8%. Then the remaining 5.2% needs to be developed apart from the research variables.

Test t-statistic (Bootstrapping)

1. Direct Effect. To find out the results of hypothesis testing, it is done by looking at the probability value (probability) or by looking at the significance of the relationship between each research variable. The criteria is if $p < 0.05$ then the relationship between variables is significant and can be analyzed further, and vice versa. Therefore, by looking at the probability number (p) in the output of the entire path shows a significant value at the 5% level or the standardized value must be greater than 1.97 (> 1.97). If using the comparison value of the calculated t value with the t table, it means that the calculated t value is above 1.97 or > 1.97 or the calculated t is greater than the t table. The hypothesis test results are presented in the table below:

Table 3. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Perceived Value (Z) -> Tourism Destination Development Problems (Y)	0,774	0,781	0,095	8,146	0,000	Significant
Aspect-based Sentiment (X1) -> Perceived Value (Z)	0,467	0,452	0,095	4,904	0,000	Significant
Aspect-based Sentiment (X1) -> Tourism Destination Development Problems (Y)	-0,560	-0,555	0,091	6,171	0,000	Significant
Tourist Experience (X2) -> Perceived Value (Z)	0,491	0,505	0,088	5,607	0,000	Significant
Tourist Experience (X2) -> Tourism Destination Development Problems (Y)	0,545	0,536	0,107	5,076	0,000	Significant

Source: Smart Pls 2023 processed data

The first hypothesis is the relationship between perceived value and tourist destination development problems. Where in the table above shows that perceived value is

significant to the problem of developing tourist destinations. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable ($8.146 > 1.97$). Furthermore, the original sample value of 0.774 shows that the direction of the relationship between perceived value and the problematic development of tourist destinations is positive, so it can be concluded that the first hypothesis is accepted. The second hypothesis is the relationship of Aspect-Based Sentiment to the problem of developing tourist destinations. The table listed above shows that aspect-based sentiment is significant to the problem of developing tourist destinations. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable ($6,171 > 1.97$). Furthermore, the original sample value of -0.560 indicates that the direction of the relationship between aspect-based sentiment and the problematic development of tourist destinations is negative, so it can be concluded that the second hypothesis is accepted.

The third hypothesis is the relationship of tourist experience to the problem of developing tourist destinations. Where in the table above shows that tourist experience has a significant effect on the problematic development of tourist destinations. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable ($5.076 < 1.97$). Furthermore, the original sample value of 0.545 indicates that the direction of the relationship between tourist experience and tourist destination development problems is positive, so it can be concluded that the third hypothesis is accepted. The fourth hypothesis is the relationship of aspect-based sentiment to perceived value. Where in the table above shows that aspect-based sentiment has a significant effect on perceived value. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable ($4.904 > 1.97$). Furthermore, the original sample value of 0.467 indicates that the direction of the relationship between aspect-based sentiment and perceived value is positive, so it can be concluded that the fourth hypothesis is accepted. The fifth hypothesis is the relationship between tourist experience and perceived value. Where in the table above shows that tourist experience has a significant effect on perceived value. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable ($5.607 > 1.97$). Furthermore, the original sample value of 1.491 indicates that the direction of the relationship between tourist experience and perceived value is positive, so it can be concluded that the fifth hypothesis is accepted.

2. Testing the Moderating Effect. Testing the moderating effect is used to see whether perceived value moderates the relationship between aspect-based sentiment and tourist experience on the problematic development of tourist destinations. The relationship between the independent variable and the dependent variable through the moderating variable in this study can be seen in the table below.

Table 4. Indirect Effect

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	TStatistics (O/STDEV)	P Values	Keterangan
Aspect-based Sentiment (X1) -> Perceived Value (Z) -> Tourism Destination Development Problems (Y)	0,361	0,352	0,082	4,398	0,000	Signifikan
Tourist Experience (X2) -> Perceived Value (Z) -> Tourism Destination Development Problems (Y)	0,380	0,396	0,090	4,243	0,000	Signifikan

Source: Smart Pls 2023 processed data

The sixth hypothesis is the relationship of aspect-based sentiment to the problem of developing tourist destinations through perceived value. Where in the table above shows that aspect-based sentiment has a significant effect on the problem of developing tourist destinations through perceived value. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable ($4.398 > 1.97$). Furthermore, the original sample value of 0.361 indicates that the direction of the relationship between aspect-based sentiment on the problematic development of tourist destinations through perceived value is positive, so it can be concluded that the sixth hypothesis is accepted. The seventh hypothesis is the relationship of tourist experience to the problem of developing tourist destinations through perceived value. Where in the table above shows that tourist experience has a significant effect on the problematic development of tourist destinations through perceived value. This result can be seen that the significant value of 0.000 is smaller than 0.05 and the tcount value is greater than the ttable ($4.243 > 1.97$). Furthermore, the original sample value of 0.380 indicates that the direction of the relationship between tourist experience on the problematic development of tourist destinations through perceived value is positive, so it can be concluded that the sixth hypothesis is accepted.

Discussion

The Effect of Perceived Value on Tourism Destination Development Problems

Directly the perceived value variable has a significant effect on the problematic development of Lake Toba tourist destinations, seen from the results of data analysis conducted, the results show that perceived value is positively significant to the problematic development of tourist destinations. (Andreas & Tunjung Sari, 2020) This study also explains that the results of the analysis that has been carried out in this study, it can be seen that there is a positive influence of destination image and perceived value on tourist satisfaction. tourist satisfaction, destination image and perceived value can positively influence tourist loyalty. Destination image and perceived value can also positively influence tourist loyalty which is mediated by tourist satisfaction. Researchers suggest that tourist destination management companies make the destination image of their tourist attractions better and more positive in the eyes of tourists and also increase the perceived value or value that tourists can feel during their visit so that more tourists are satisfied and with increased tourist satisfaction, it will increase tourist loyalty. Research (Nabila & Armida, 2020) There is a significant influence between customer perceived value on revisit intention at the Koto Gadong Great Wall tourist attraction Customer perceived value is an evaluation of results that compare service results, quality and utility results. Sacrifices made when visiting the Great Wall. The results showed that the value received by Great Wall visitors was in accordance with the expectations and desires of visitors, thereby increasing repeat visits to the Koto Gadong Great Wall tourist attraction. Research (Saragih et al., 2022) The lack of fast service from workers at Mercy Barn causes a reduction in the value felt by tourists. Therefore, this study is expected to encourage other researchers to develop research by choosing tourist attractions in North Sumatra so that it can have an influence on increasing tourist visits to these various tourist attractions. However, this study has limitations because it only examines the effect of perceived value and satisfaction on tourists' revisit intention at the Mersey Barn tourist attraction.

The Effect of Aspect-Based Sentiment on Tourism Destination Development Problems

Directly the aspect-based sentiment variable can be stated to have an effect on the problematic development of Lake Toba tourist destinations. This is stated from the data analysis which shows the results that aspect-based sentiment is significant to the problematic

development of tourist destinations. (Arianto & Budi, 2023) For the accessibility factor, this should be done Some kind of fast lane or special transportation For children and elderly parents Continue as there are some things under review Discuss access to exit or enter The parking lot is arranged around the back of the market Access to the temple site should be on foot. For the price factor, the admission ticket price of Prambanan Temple and Borobudur Temple Foreign tourists can stop by here It can compete with tourist attractions in neighboring Indonesia because of the many reviews It is mentioned that the admission ticket price of Prambanan Temple and Borobudur Temple is very expensive For foreigners. This research also discusses in accordance with the results of the study (Naquitasia et al., 2022) Factor-based Sentiment Analysis of Halal Tourism. A total of 1947 reviews were mapped into three factors (mosque, halal food, toilet) and two sentiments (positive and negative). CNN and CNN-BiLSTM models were compared by trying different parameters. After testing, the CNN model showed better results when viewed from two classification results. For feature classification, the accuracy is 98.299%, while for emotion classification, the accuracy is 93.96%. The difference in results is not significantly different from the various scenarios tested. When tested with a sentence, the model seems to make mistakes when trying to guess the sentence.

Research (Singgalen, 2023) Extracting sentiment from traveler reviews, where the sentiment extraction operator in Rapidminer app identifies and selects words, assigns weights, and then aggregates the weights so that they can be categorized by positive sentiment and negative sentiment. A score with a negative number indicates the number of words that have a negative meaning in the review data, while a score with a positive number indicates the number of words that have a positive meaning in the review data. One of the drawbacks of the extract sentiment operator is that the weighting (string scoring) is given based on phrases or vocabulary that have positive or negative meanings, which are recognized and weighted by the system. Research (Singgalen, 2023) Recommendations to improve tourism products and services on Komodo Island and Rinca Island are as follows: First, develop a destination management information system to map and control/monitor the ecosystem on Komodo Island and Rinca Island; Second, record foreign tourist visits as a basis for controlling the carrying capacity of the destination and formulating appropriate policies; Third, develop a website-based integrated information system to market tourism products and services based on the classification of facilities and infrastructure, to distribute customers competitively for the sustainability of the tourism economy on Komodo Island, Rinca Island Nearby tourist attractions.

The Influence of Tourist Experience on Tourism Destination Development Problems

From the data analysis conducted in this study that the tourist experience variable directly has a positive impact on the problematic development of Lake Toba tourist destinations. Tourist experience has a significant effect on the potential problematic development of tourist destinations, it can be stated that tourist experience has an impact on the problematic development of tourist destinations, it can be explained that every experience will affect future actions, a good tourist experience will give satisfaction to visitors and will provide positive information to others and will not be disappointed to visit again, and vice versa, a bad tourist experience will reduce interest in visiting again and will give a negative assessment of the tour visited. Research results (Muhammad et al., 2018) This research shows that Banyuwangi as a tourist destination has the potential to provide a memorable tourist experience for tourists. A total of 7 aspects of the memorable tourism experience provided by Banyuwangi are rated best by tourists. Banyuwangi as a tourist destination is considered to have the potential to compete with other tourist destinations in offering memorable tourist experiences to tourists. The memorable tourism experience factor that is considered the best

by tourists shows that Banyuwangi is considered capable of fulfilling the personal satisfaction that tourists are looking for when planning to visit Banyuwangi. Research (Dianty et al., 2023) A memorable tourist experience is a tourist trip activity carried out by a tourist that creates a good impression and a sense of satisfaction with the tour so that it is always remembered and the tourist does not easily forget after visiting a tourist destination. If the creative tourism experience increases or decreases, it will have an impact on tourists' revisit intention. These results The first hypothesis shows that "creative tourism experience has a significant impact on revisit intention" among Surabaya zoo visitors is virtually supported (Mayasari & Artanti, 2021).

The Effect of Asepek-Based Sentiment on Perceived Value

From the data analysis conducted in this study, it was found that aspect-based sentiment directly affects the perceived value of Lake Toba tourist destinations. Aspect-based sentiment has a positive effect on perceived value, it can be explained that perceived value can be influenced by an increase and decrease by aspect-based sentiment in conditions of development and decline. Research results (Parasati et al., 2020) Visualization of sentiment analysis results in the form of a dashboard with a diagram that illustrates the comparison of the number of customer reviews with positive and negative sentiments on each aspect. The service aspect has more customer reviews with negative feelings than positive reviews, so Buxo President Malang has a special focus on providing good service. According to (Azzahra & Wibowo, 2020) Sentiment analysis and multi-aspect sentence labeling conducted using the Naive Bayes classifier method with the addition of emoticon transition features obtained an accuracy value of 98.67% which was previously only 88.78%, so the use of the combination can be concluded. These methods have been proven to improve the results of previous research. Research result (Singgalen, 2022) Based on the receiver operating characteristic (ROC) value, the DT algorithm performed better than SVM. On the other hand, the classification results for the ten most frequently occurring words in each visitor review are as follows: temple, visit, Borobudur, sunrise, location, time, guide, tour, take, people. This shows that the things that attract tourists at Borobudur Temple are more dominant in the attraction factor. Thus, the recommendation for the manager of Borobudur Temple tourist destination is to maintain and improve the performance of products and services related to the authenticity of cultural heritage and implement the seven charm values to increase visitor satisfaction and transform the image of Borobudur Temple tourist destination into a super tourist destination of choice.

The Effect of Tourist Experience on Perceived Value

From the results of the money data analysis carried out in this study, the results can be shown that the tourist experience variable directly affects the perceived value of Lake Toba tourist destinations. Data analysis shows that tourist experience has a significant effect on perceived value, stating that tourist experience can provide positive or negative changes to the assessment of tourist destinations because based on the experience tourists will give their assessment of the tours visited whether good or unsatisfactory or disappointing. Research results (Setiawan & Alan Kurniawan, 2019) There is an influence between entertainment experience on revisit intention. The effect is positive and indicates that any increase in recreational experience in the size of the medium definition contributes to an increase in revisit intention to hot spring tourist attractions in Garut Regency, then there is an influence between escape experience on revisit intention. In other words, the effect is positive and moderate in size interpretation, which indicates that every increase in escape experience contributes to an increase in revisit intention to hot spring tourist attractions in Garut Regency. Research results (Ajeng et al., 2016) This shows that tourists' evaluation of the novelty factor at Mount

Tongkuban Parahu Nature Park is still low compared to their evaluation of other indicators. The importance of a good novelty element in a destination is the power to provide a newer experience and a sense of change from the routine while in the tourist destination. Therefore, the author's recommendation is to increase the novelty factor of Mount Tangkuban Parahu Nature Park, through the addition of tourism activities and other activities so that tourists visiting Mount Tangkuban Parahu can not only enjoy the crater and other natural environments, but also can provide new experiences for tourists. Research results (Nurindasari et al., 2022) From the results of the research that has been discussed, the advice that can be given to the natural tourist destination of Mount Semeru is to preserve the ecosystem of Mount Semeru so that it remains natural and there is no damage that causes natural imbalance. Functioning the information center at the head office and call center for complaints for tourists who experience difficulties or obstacles, maximizing knowledge and direction to tourists to reduce the number of tourist accidents while climbing, maintaining the beauty of the surrounding nature and introducing tourists to cultural traditions around Mount Semeru which is a natural tourist destination.

The Effect of Aspect-Based Sentiment on Tourism Destination Development Problems Through Perceived Value

From the results of data analysis in this study, it can be stated that aspect-based sentiment indirectly has a significant effect on the problematic development of Lake Toba tourist destinations through perceived value. It can be explained that aspect-based sentiment through perceived value has a positive effect on the problematic development of tourist destinations, meaning that the aspect-based sentiment of tourists visiting Lake Toba will be very influential if tourists give an assessment of what they find, what they feel the service they receive the conditions they encounter will greatly impact the development of tourist destinations because the assessment of people who have experienced will further convince people who have not visited, if the assessment conveyed is positive, potential tourists will consider Lake Toba tourist attractions as a destination and if the negative assessment will have a decreasing impact on interest in Lake Toba tourist destinations. In a sense, it can be explained that increasing aspect-based sentiment through perceived value will have a positive or negative impact on the problems of tourism development.

The Influence of Tourist Experience on Tourism Destination Development Problems Through Perceived Value

From the results of data analysis conducted in this study, it can be stated that tourist experience has a significant effect on the problem of developing Lake Toba tourist destinations through perceived value. The resulting indirect effect can be explained that the tourist experience of Lake Toba will provide a value that will be felt not only by people who come to visit, but the assessment given through experience will also be felt by other people who are still potential visitors to Lake Toba tourism. Experience is very dominant in giving effect to the progress of tourism because based on experience people will tell the history of their lives which will later be read by others. If the assessment of this experience is satisfactory, it will have a good impact on the environment of tourists visiting, but if the disappointing experience is felt, it will greatly impact the negative value of Lake Toba tourism and will be able to reduce interest and the number of visitors. From these results it can be stated that perceived value is able to provide a strong relationship between tourist experience and tourist destination development problems. The more tourist experience increases through perceived value, the more impact it will have on the problematic development of tourist destinations and vice versa.

CONCLUSION

Perceived Value Directly Has a Significant Effect on the Problems of Lake Toba Tourism Destination Development, Directly Aspect-Based Sentiment Has a Significant Effect on the Problems of Lake Toba Tourism Destination Development, Directly Tourist Experience Has a Significant Effect on the Problems of Lake Toba Tourism Destination Development, Directly Aspect-Based Sentiment Has a Significant Effect on Perceived Value of Lake Toba Tourism, Directly Tourist Experience Has a Significant Effect on Perceived Value of Lake Toba Tourism, Indirectly Aspect-Based Sentiment Has a Significant Effect on the Problems of Lake Toba Tourism Destination Development Through Perceived Value, Tourist Experience Indirectly Has a Significant Effect on Problems in the Development of Lake Toba Tourism Destinations Through Perceived Value.

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