THE INFLUENCE OF TOURIST PREFERENCE ON THE DECISION TO VISIT WITH TOURISM ATTRACTION AS MEDIATION (STUDY ON TOURISM OBJECT OF ORANGE TERNATE FORT)

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Article Info	Abstract
	This research aims to determine the influence of tourist preferences on visiting decisions through tourist attractions. This research was quantitative research. The population in this study were all visitors to Beneteng Oranje, Ternate city. The total research sample was 110 respondents. The data analysis technique used path modeling analysis by applying Smart Partial Least Square (PLS) version 4 as a statistical test tool. The results of this research show that: (1) Tourist preferences have a significant influence on visiting decisions; (2) Tourist preferences have a significant effect on tourist attractions; (3) Tourist attractions have a significant influence on the decision to visit; (4) Tourist preferences have a significant influence on the decision to visit through tourist attractions. These findings indicate that increasing accessibility, such as ease of access, road quality, travel time, and availability of public transportation at tourist locations, can improve tourist visiting decisions. This, in turn, is mediated by tourist attractions including aspects of natural beauty, water clarity, environmental sustainability, and tourist attractions originating from special events or happenings, such as traditional institutions, traditional lifestyles, ceremonial rituals, religious activities, historical relics, sporting events and works of art.

INTRODUCTION

The development of the tourism industry can not only increase the country's foreign exchange earnings, but also expand business opportunities, create new jobs for local residents, and significantly contribute to increasing government income and the economic welfare of the community, making it a sector that is comparable to the oil and gas export sector in terms of the country's foreign exchange contribution (Purnama & Rahmidani, 2023). Various countries, including Indonesia, also enjoy the effects of increasing world tourism. Indonesia is a country that has a lot of natural wealth which has great potential to be developed into a tourist destination (Gantini & Setiyorini, 2012). There are many types of tourism in Indonesia, including historical tourism, natural tourism, religious tourism and educational tourism. One example is history-based tourism. Historical tourism is visiting various relics and historical sites which contain information related to history or the past, such as temples, museums, forts or inscriptions.

By utilizing relics from ancient times, historical tourism is formed in every region in Indonesia. With unique architectural buildings and relics such as weapons and several others, this has become a special tourist attraction among tourists. As tourism continues to acquire an increasing number of unique relics, they are bound to become an attraction for visitors. This is because historical relics offer visitors a glimpse into the past (www.kompas.com).

The city of Ternate holds a rich history for the Indonesian nation and has the potential to serve as a cultural tourist destination. This is proven by the discovery of a number of colonial and religious heritage buildings possesing high historical and cultural value. The biggest cultural tourist attraction in Ternate is in the North Ternate district. North Ternate is a sub-district with a number of cultural tourism objects based on cultural heritage characteristics, 6 objects including the Ternate City sultanate palace, Dodoku Ali park and Naka fort in Salero sub-district, the Sultanate mosque in Soa Sio sub-district, Toloko Fort in Sangaji sub-district , and the Heku Mosque in Akehuda Village (nurul dkk. 2019).

The city of Ternate, North Maluku is seen as having the potential to become a major historical tourist destination in Indonesia, because it has a variety of historical tourist attractions that offer interesting information about the past. Historical tourism in Ternate includes the Kedaton Sultanate of Ternate which holds a variety of very distinctive historical relics. Other historical tourist destinations in Ternate related to the heritage of European nations, include seven forts, such as Oranje Fort, Kalamata Fort, Toluko Fort and Kastela Fort (http://ambon.antaranews.com).

Oranje Fort has a structure resembling a castle with a trapezoidal plan, equipped with four forts at each corner. The area reaches 180 meters by 165 meters, surrounded by walls about 5

meters high with a slope of 4 degrees. Located on Jalan Hasan Boesoeri, Gamalama sub-district, Central Ternate sub-district, Ternate City, North Maluku (sumber: https://genpi.id), this fort has now become a popular historical tourist destination for visitors visiting Ternate. Even though it has undergone restoration and maintenance by the local government, Oranje Fort still stands strong and attracts tourists. Apart from enjoying the beauty of the fort, visitors can also learn about its rich history. The stunning colonial architecture from every corner of the building can be enjoyed in depth. The fort was built by using a combination of coral stone, river stone and broken glass, creating a beautiful and majestic appearance, especially when viewed from the air. The park around the fort is equipped with benches, decorative lights, a pond with a fountain, and several other facilities, adding to its appeal as an attractive tourist destination (https://kabarbelanda.com).


(Photo Source: Genpi.Id)
Figure 1. The Orange Fort from above

Besides serving as a tourist attraction, Oranje Fort functions as a hub for the arts and cultural ventures of the creative community in Ternate city. Several communities have been granted permission to inhabit and oversee various buildings within the fort. The community plays a significant role in the ecosystem of cultural progress as the main actor in the utilization of the fort. Various activities and events are held at the fort, which is a primary attraction for the residents of Ternate city. (http://discoverymalut.com).

Previously, researchers had conducted mini research on 30 respondents. From the mini research data carried out in the table below, it can be seen that Oranje Fort is the most visited place compared to other forts. This aims to find out how popular the orange castle is among the

public so that it is suitable for research. Based on the graph below, it shows that the majority of tourists have visited Oranje Fort and it is ranked first as the fort most frequently visited by tourists.
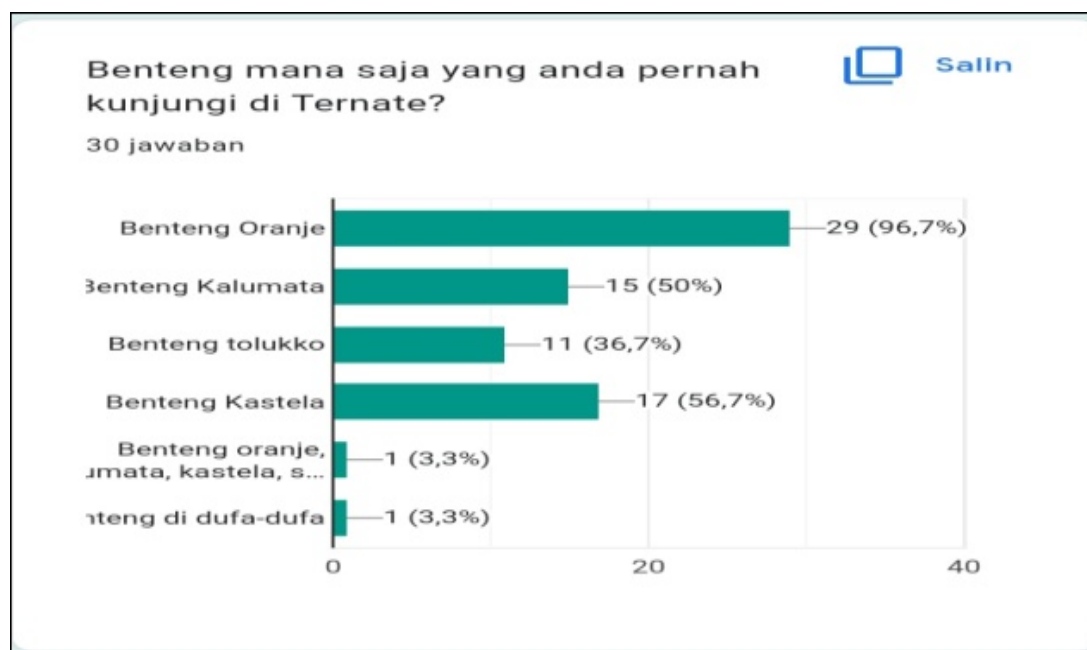
Source: Pre-Research 2022.
Figure 2. Mini Research Result

A study conducted by Kotler & Keller, (2016) shows that preferences have several dimensions including facilities, popularity, cost, accessibility, comfort and atmosphere and service. Meanwhile, Qonitah et al., (2021) state that tourist facilities have a positive influence on the decision to visit, in this study only tested the facilities, this is a limitation of the research. Purnama & Rahmidani, (2023) explains that tourist preferences have a positive and significant impact on the decision to visit the Mifan Waterpark & Resort Padang Panjang tourist attraction. That the higher the level of tourist preference, the greater the influence on the decision to visit that destination. It is confirmed by Yosal et al., (2022) that tourist preferences influence the decision to visit tourist destinations.

Another study from Lauw et al., (2022) reveal that tourist preferences influence tourist attractions. Research by Saputra & Rizal Ula, (2022) explains that there is an influence of attractiveness, facilities and accessibility on the decision to visit. Research by Saputra & Rizal Ula, (2022) used a quantitative approach and involved 384 respondents who had visited Tani Betet Nganjuk Tourism. Another study from Rahayu et al., (2022) explains that destination image is able to mediate the influence of electronic world of mouth on tourists' intention to revisit Cemara Beach Cave in Bantul Regency after the Covid-19 pandemic. This means that apart from being able to directly influence the decision to visit a tourist destination, it turns out that the role of

tourist attractions, one of which is attraction, is also able to mediate. Especially the attraction that makes tourists interested in a location because it has certain characteristics such as the natural beauty, climate and weather.

The aim of this research is to analyze the direct role of preferences in the decision to visit the Orange Ternate Fort tourist attraction in Ternate, North Maluku. The research also analyzes the mediating role of tourist attractions, the influence of preferences on the decision to visit the Orange Ternate Fort tourist attraction in Ternate, North Maluku. The novelty in this research is how tourist attraction contributes to tourism objects that have uniqueness and high historical value, by looking at the direct influence of preferences on the decision to visit the tourist attraction, and also analyzing its mediating role.

LITERATURE REVIEW

Traveller Preferences

Preference is the tendency to choose something that is preferred over others. Preferences are part of the decision-making component of an individual (Howard & Sheth, 1969). According to the Indonesian Dictionary, preference has the meaning of choice, and tendency. Thus, preference can be interpreted as a tendency to choose something that is preferred over others in making an individual decision. Tourist preferences are an important thing to know about related tourism development actors (Ihsan & Siregar, 2020).

Howard & Sheth, (1969) state that there are four main characteristics in customer preferences, encompassing stimulation, perceptions obtained from learning, perception results and exogenous characteristics. Stimuli means to encourage buyers to buy, both commercial and social. According to (Essa et al., 2019; Ihsan & Siregar, 2020; Yunitasari et al., 2020), the factors that shape consumer preferences for tourism include location, activities of tourism activities that are easily achieved by tourists. Besides, beautiful natural conditions and affordable locations are of particular value for consumers to make choices about visiting these places. Price is the value that must be paid by consumers for goods and services that will be and or have been enjoyed. Price attributes in a tourist destination include vacation packages from travel agents, accommodation during the trip that is not covered by the travel agency. Product is attribute of the product include tariffs, packaging, prestige and services received by consumers. Religiosity is a number of dimensions related to religious belief and involvement. Religiosity in this case is the benchmark of a person's religious aspects such as beliefs, personal worship and obedience in religion. Preference is a motivation that encourages consumers to choose or use a product. In the context of consumer behavior, preferences have a significant impact on tourist decisions, parallel to the presence of

certain barriers. More than just a rational decision, consumer preferences reflect an individual's feelings about something and the actions they take (Ihsan & Siregar, 2020).

Thus, the indicators used in this study according to Kotler & Armstrong, (2012) are as follows: facilities, is everything that is physical equipment provided by the service seller to support consumer convenience. Popularity, is the level of fame in the eyes of the public. Costs, are capital expenditures used to produce a product in the form of goods or services. Accessibility, is a measure of the ease with which a location can be reached from other locations through transportation. Comfort/atmosphere, is a condition when basic needs are fulfilled so as to create a feeling of comfort. Service, is any activity or action that can be offered by one party to another party which is basically intangible and does not result in the ownership of anything.

Tourist attraction

According to the Law of the Republic of Indonesia No. 10 of 2009, "Travel Attraction is explained as everything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made assets that are targeted or visited by tourists." This needs to be maintained and improved further so that tourist attraction and all its indicators fall into a higher category. Tourist attraction is anything that has uniqueness, beauty, authenticity and value that motivates tourists to visit it (Putri et al., 2021).

In the context of tourism, the product has an attraction grouped into natural attraction, cultural attraction and artificial attraction (Novarlia, 2022). Cultural Tourism Attraction (cultural attraction) is the result of human engineering in the form of human taste, creativity and initiative. It is divided into three forms (Erislan, 2016; Novarlia, 2022; Putri et al., 2021; Sudiarta, 2015), encompassing Idea: is a collection of ideas, values, norms or rules that are abstract in nature, cannot be touched or touched, Activity: culture as a patterned action from humans in a community that interacts with each other and becomes a tradition. Artifacts: are all forms of culture in the form of physical, the result of human activity and work in the form of objects that can be seen and touched are concrete in nature.

Artificial Attractions are man-made tourist attractions in cities deliberately built for city residents' recreation areas. Desawarsa in various regions develops natural tourism objects, to take advantage of natural beauty and environmental preservation known as ecotourism or ecotourism and related to agricultural or plantation activities known as agro-tourism. Tourist attractions caused by certain events or events are traditional institutions, traditional life style, ceremonial rituals, religious activities, historical heritages, sports events, arts creation.

Tourist Attraction is something that must exist, because attractiveness is the main element of tourism products as expressed in (Novarlia, 2022). With the attractiveness possessed by the

Oranje Fort, which is natural or man-made, it has its own value in the eyes of tourists so that attractiveness is the main factor that tourist attractions have to visit, hopefully the attractiveness of the Oranje Fort will increase and be even better so that tourists often visit and make any event at the Oranje Fort. States the indicators of attractiveness are as follows attractions, accessibility and amenities (Firdaus et al., 2022).

Visit Decision

Visiting Decisions in relation to the world of tourism, purchasing decisions are assumed to be visiting decisions so that theories regarding purchasing decisions are also used in visiting decisions. The decision to visit is a stage where consumers have choices and are ready to make purchases or exchanges between money and promises to pay with ownership rights or use of an item or service, (Kotler et al., 2005). Therefore, Kotler et al., (2005) and Kotler & Armstrong, (2012) state that the purchase decision is the stage in the buyer's decision process where the consumer actually buys. According to Kotler, the indicators for visiting decisions are as follows the stability to make a decision to visit, making a tourist attraction the main preference, provide recommendations to others, make repeat visits. According to Aqmal & Setiawan, (2022), the decision to visit tourists is a person's action in making the decision to visit tourism. The visiting decision indicators consist of need recognition, information search, alternative evaluation, purchase satisfaction, and post-purchase behavior.

Hypothesis

    H1: Tourist preference has a positive and significant effect on the decision to visit the Orange Fort, Ternate.

    H2: Tourist preference has a positive and significant effect on tourist attractiveness in Orange Fort, Ternate.

    H3: Tourist attraction has a positive and significant effect on the decision to visit the Orange Fort, Ternate.

    H4: Tourist preference has a positive and significant effect on visiting decisions with tourist attractions as mediation at Orange Fort, Ternate.
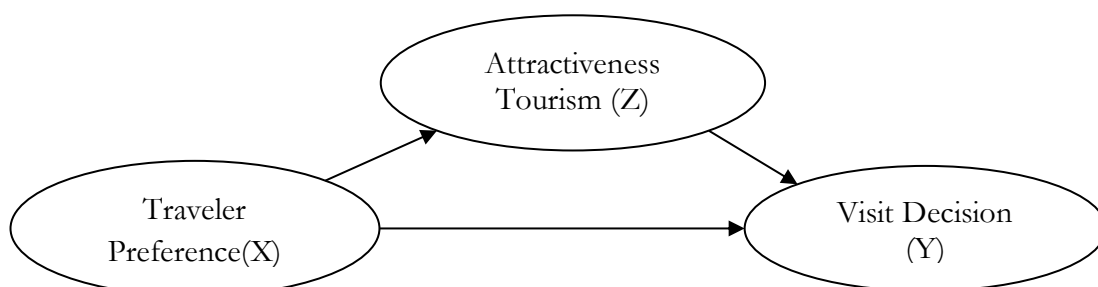

Figure 3. Research Model

METHODOLOGY

Location and Time of Research

This research was conducted at Oranje Fort located in Jl. Hasan Boesoeri, Gamalama, Central Ternate, starting from November 2022 to January 2023.

Population and Sample

The population in this study were tourists visiting the Oranje Fort. In this study, researchers used the convenience sampling method, where the convenience sampling technique is a method in which data is collected from a group of people from the available population. Determination of the number of representative samples according to Hair et al., (2010) is dependent on the number of indicators/items multiplied by 5 to 10.

Sample = Number of statement items x 5

= 22 x 5

= 110

Data Types and Sources

Data Type

The type of data used in this research was quantitative data. The quantitative approach is a research approach that uses data in the form of numbers and analysis using statistics (Sugiyono, 2017). Primary data collection in this study was by distributing questionnaires and interviews with parties related to research. Secondary data collection in this study was in the form of journals, books, articles related to research. In this case, data collection techniques were used through direct observation, interviews and questionnaires to direct locations. Questionnaires are data collection techniques that are carried out by giving a set of written statements to respondents to answer (Sugiyono, 2017), with units of measurement using a Likert. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The Likert scale used in this study is a minimum score of 1 and a maximum score of 4, because it will be known with certainty whether the respondents' answers tend to agree or disagree. So that the results of the respondents' answers are expected to be more relevant (Sugiyono, 2017).

Data Analysis Methods and Techniques

This study aims to test the influence of the independent, mediation and dependent variables, the influence of tourist preferences on visiting decisions through attraction. The analytical method used path modeling analysis using the Smart Partial Least Square (PLS) statistical program as a statistical test tool (Ghozali & Latan, 2014).

RESULT AND DISCUSSION

Respondents in this study were visitors at the Orange Fort, the questionnaire was distributed directly to the research object. The total number of respondents was 110, consisting of 69 female and 41 male. Furthermore, based on age, there were 3 groups, the first 18-20 years, 18, 21-30 years, 75, and >30, 17. Then based on work, the first was students or university students, 48 people, 16 civil servants/honorary, self-employed or 34 entrepreneurs, 11 private employees, and 1 housewife. In addition, the last characteristic is based on the number of visits, 1-2 times as many as 63 people, 3-4 times as many as 40 people, and 5-7 times as many as 7 people.

Validity Test (Convergent Validity)

The validity test relates to the principle that the measures of a construct should be highly correlated. The validity test occurs if the scores obtained from two different instruments that measure the same construct have a high correlation. The following is the output of outer loading in table 1.

Table 1. Output Outer Loading at the beginning of the first experiment X, Z and Y

	Tourist Attraction	Visiting Decisions	Tourist Preferences
X.1			0.656
X.2			0.703
X.3			0.806
X.4			0.791
X.5			0.690
X.6			0.728
X.7			0.630
X.8			0.758
Y.1		0.729	
Y.2		0.594	
Y.3		0.797	
Y.4		0.695	
Y.5		0.848	
Y.6		0.786	
Y.7		0.804	
Y.8		0.753	
Z.1	0.603		
Z.2	0.834		
Z.3	0.792		
Z.4	0.764		
Z.5	0.610		
Z.6	0.607		

Source: SmartPLS Output 4.0, 2023.

Based on table 1 above, it can be seen that there are several statement items that are invalid or less than the rule of thumbs 0.7, encompassing 0.656, 0.690, 0.630, 0.594, 0.695, 0.603, 0.610, and 0.607, which means that these statement items must be deleted because not sufficient for the value of the rule of thumbs 0.7.

Table 2. Output Outer Loading Initial second experiment X, Z and Y

	Tourist Attraction	Visiting Decisions	Tourist Preferences
X.2			0.726
X.3			0.828
X.4			0.819
X.6			0.738
X.8			0.766
Y.1		0.709	
Y.3		0.794	
Y.5		0.834	
Y.6		0.821	
Y.7		0.848	
Y.8		0.788	
Z.2	0.871		
Z.3	0.886		
Z.4	0.833		

Source: SmartPLS Output 4.0, 2023.

Based on table 2 above, it can be seen that the validity test in PLS with reflective indicators is valid because the factor loading of all indicators on the research variables is more than 0.7, this is according to (Chin, 2011)that, the loading factors (rule of thumbs) used for convergent validity are outer loading >0.7, communality <0.5, and average variance extracted (AVE) >0.5. In addition, it can also be seen that the validity test is based on the average variance extracted (AVE) value as follows:

In addition, it can also be seen that the validity test is based on the average variance extracted (AVE) value as follows:

Table 3. Value Average Variance Extracted (AVE)

Variable	Average variance extracted (AVE)
Tourist attraction	0.746
Visit Decision	0.640
Traveler Preferences	0.603

Based on table 3 above, it shows that the AVE value of the variable tourist preference, tourist attraction and visiting decision is greater than the value of the loading factor (rule of thumbs), which is 0.5.

Reliability Test

The reliability test is an indicator that measures constructs. The following is the results of composite reliability and cronbach's alpha testing from SmartPLS.

Table 4. Composite Reliability Test and Cronbach's Alpha

Variable	Cronbach's alpha	Composite reliability
DTW	0.830	0.836
KB	0887	0.890
PW	0.838	0.861

Source: SmartPLS Output 4.0, 2023.

A construct is declared reliable if it has a composite reliability value above 0.6 and Cronbach's alpha above 0.6. From the output of SmartPLS above, all constructs have good reliability, as according to (Hair et al, 2011), that the rule of thumbs value of alpha or composite reliability must be greater than 0.7 even though a value of 0.6 is still acceptable.

Hypothesis testing

To assess the significance of the prediction model in testing the structural model, it can be seen from the t-statistic value between the independent variables to the dependent variable and the path coefficient table variable in the following SmartPLS output:

Table 5. Path Coefficients (Mean, STDEV, t-value)

variabel	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (|O/STDEV|)	Nilai P (P values)
DTW -> KB	0.253	0.247	0.106	2.388	0.017
PW -> DTW	0.528	0.543	0.073	7.210	0.000
PW -> KB	0.534	0.546	0.081	6.589	0.000

Source: SmartPLS Output 4.0, 2023.

The value of the path coefficient or inner model shows a significant level in hypothesis testing, the following is an explanation of the results of the path coefficients:

1. The influence of tourist preferences on visiting decisions is significant with a T-statistic of 6,589>1.96. because tcount>ttable, and the value of PValue(0.000) > 0.05, then H0 is rejected and Ha is accepted. This means that tourist preferences have a significant effect on the decision to visit Orange Fort, Ternate.

2. The effect of tourist preferences on tourist attraction is a significant effect with a T-statistic of7,210>1.96. Because tcount > Ttable and P Value (0.000) > 0.05, H0 is rejected and Ha is accepted. This means that tourist preferences have a significant effect on tourist attractiveness in Orange Fort, Ternate.

3. The influence of tourist attraction on visiting decisions is significant with a T-statistic of 2.388 > 1.96. because tcount > Ttable and P Value (0.017) <0.05 then H0 is rejected and Ha is accepted. This means that tourist attraction has a significant effect on the decision to visit Orange Fort, Ternate.

Mediation Effect Test

Testing the mediation effect, the output of the significant test parameters is seen based on the total effect table not on the coefficient table, because the mediation effect is not only tested for the direct effect of the independent variable on the dependent variable, but also tests the indirect effect between independent variables with dependent variables through mediating variables. Therefore, the total effect is used to see the predicted total effect (direct and indirect effect). The indirect effect in this study can be seen in the following total effect table:

Table 6. Total Effect Effect of Independent Variables on Dependent Variables

	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (|O/STDEV|)	Nilai P (P values)
Daya Tarik Wisata -> Keputusan Berkunjung	0.253	0.247	0.106	2.388	0.017
Preferensi Wisatawan -> Daya Tarik Wisata	0.528	0.543	0.073	7.210	0.000
Preferensi Wisatawan -> Keputusan Berkunjung	0.400	0.409	0.096	4.149	0.000

Source: SmartPLS Output 4.0, 2023.

In addition to the table 6 above, indirect effects accompanied by mediating variables can be seen in the table below:

Table 7. Indirect Effect Between Independent Variables and Dependent Variables
Through Mediating Variables

variabel	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (|O/STDEV|)	Nilai P (P values)
PW -> DTW -> KB	0.134	0.136	0.065	2.050	0.040

Source: SmartPLS Output 4.0, 2023.

Based on the two tables above 7, it shows that the direct effect of tourist preferences (X) on visiting decisions (Y) has a T-statistic value (2.050) > 1.96 which means tourist attraction (Z) can mediate between tourist preferences and decision to visit (Y). So, the mediating effect hypothesis (H4) is accepted.

DISCUSSIONS

The Effect of Tourist Preferences on Visiting Decisions at Fort Orange, Ternate

Based on the results of hypothesis testing, it shows that tourist preferences (X) have a positive and significant effect on visiting decisions (Y). This result indicates that tourists have good preferences for the fort, so it will be the main attraction for visitors to visit the fort orange, this is because the fort orange has various preferences in it, one of which is regarding the history of fort orange, although not there is real evidence that was obtained in the fort area, for example, information boards and others, but several times the cultural service held museum exhibitions of the history of spices in commemoration of certain days, not only showing spices but the museum also shows the history of the fort orange.

From respondents or visitors to Fort Orange with a mean average value of 31.85, this indicates that visitors are happy with the preferences of the visitors so they make a visit to Fort Orange. This research is in line with research conducted by Rokhayah & Ana Noor Andriana, (2021) and Martaleni et al., (2021) which shows that facilities have a significant effect on visiting decisions.

The Effect of Tourist Preferences on Tourist Attraction at Orange Fort, Ternate

Based on the results of hypothesis testing, it shows that tourist preference (X) has a positive and significant effect on tourist attraction (Z). These results indicate that good tourist preferences can increase tourist attraction to the Orange Fort. One of the tourist attractions that Orange Fort is its historical heritage, relics from the colonial era that still exist and are cared for today, it has become a photo spot that is enjoyed by visitors, not just about the attractions as described above,

accessibility such as road conditions to tourist attractions that are easy to access with the existence of the orange fort in the city center makes many visitors visit the orange fort.

From respondents or visitors to Orange Fort with an average mean value of 25.15, this indicates that the preferences of tourists are formed due to the attractiveness of Fort Orange so that visitors feel happy when visiting Orange Fort. This research is in line with Yuliviona et al., (2021) which states that attractiveness has a significant effect on visiting decisions. In addition, this research is also in line with the research of Rokhayah & Ana Noor Andriana, (2021) who also state that attractiveness has a significant effect on the decision to visit the charity palace beach in the main Penajam Paser district.

The Effect of Tourist Attraction on the Decision to Visit Orange Fort, Ternate

Based on the results of hypothesis testing, it shows that tourist attraction (Z) has a positive and significant effect on visiting decisions (Y). These results indicate that a good tourist attraction can increase the decision to visit the Orange Fort. Attractions become one of its own values in the eyes of tourists with the beauty of the buildings owned by the Orange Fort, so that visitors make the Orange Fort a place to take photos such as selfie photos, graduation photos, pre-wedding photos or other photos, this can attract tourists to do visit to the orange fort.

From the respondents or visitors to the Orange Fort with a mean average value of 33.40, this shows that the visitors feel happy with the attractiveness of the Orange Fort, so that visitors make visits to the Orange Fort continuously with friends or family. This research is in line with research conducted by Yuliviona et al., (2021) which states that tourist attraction has a positive but not significant effect on visiting decisions. This research is not in line with the research of Rokhayah & Ana Noor Andriana, (2021), which states that the variable tourist attraction has no positive and significant effect on visiting decisions.

The Effect of Tourist Preferences on Visiting Decisions through Tourist Attractiveness at Orange, Fort Ternate

The results of the fourth hypothesis test show that tourist preferences (X) have a positive and significant effect on visiting decisions (Y) through tourist attractions (Z) at Orange Fort, Ternate. Visitors when traveling they look for places that suit their wishes and goals so that they feel satisfied and happy while traveling, so that people's tastes differ, the same is the case when visiting historical tours at the fort, visitors must also choose which historical fort they will visit, p. This needs to be supported by existing facilities in the fort so that visitors feel comfortable and safe when visiting.

This result indicates that tourist attraction can mediate the relationship between tourist preferences and visiting decisions. This means that the facilities and popularity in the Orange Fort

affect the decision to visit through the attractions in the Orange Fort, but there is still much that needs to be fixed by the Fort for the future progress of the Orange Fort. This research is in line with research conducted by Ismail & Rohman, (2019) and Culi´c et al., (2021) which states that tourist preferences and attractiveness have a positive effect on visiting decisions.

CONCLUSION

Tourist preferences have a positive and significant effect on the decision to visit Fort Orange. Tourist preferences have a positive and significant effect on tourist attraction at the Orange Fort. Tourist attraction has a positive and significant effect on the decision to visit the Orange Fort. Tourist preferences have a positive and significant effect on visiting decisions through attractiveness. These results refer to tourists' tendencies and desires towards certain aspects of a destination or tourist experience. These preferences may involve factors such as type of tourist activity, facilities, safety, sustainability, or other factors that influence tourists' choices. Attraction in this research refers to the elements or features that make a destination attractive to tourists. This may include natural beauty, cultural heritage, recreational activities, culinary delights, or other factors that create a special attraction. This research can explore how specific tourist attractions influence tourists' preferences and, ultimately, tourists' decisions to visit. Implications could include developing marketing strategies that highlight key attractions, in the hope of improving tourists' visiting decisions.

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