THE INFLUENCE OF AUTHENTICITY ON TOURIST SATISFACTION IN LAKE TOBA INDONESIA: A MEASUREMENT OF TOURISTS' SATISFACTION IN LAKE TOBA TOURISM MEDIATED BY INVOLVEMENT, DESTINATION IMAGE, AND PERCEIVED VALUE

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Abstract

Experts rarely conduct research related to tracing culture as a tourism product. Meanwhile, the contribution of experts in providing ideas about the concept of developing cultural-based tourism is indispensable in the practical world. North Sumatra is rich in culture-based destinations still largely undeveloped with various backgrounds, especially the inability of destination managers, including stakeholders such as the government and other stakeholders. For this reason, in this case, the study of the concept of culture is carried out to contribute practical thinking with a scientific approach. This research examines the development of various destinations in North

Sumatra, especially in this case, the Lake Toba area of Samosir Island. Structural equation modeling was conducted to test the data utilizing the SmartPLS 2.0. A total of 400 questionnaires were obtained and valid. According to the results obtained, authenticity significantly mediated by the destination image. Destination image as the emotional attachment of the tourists' towards the destination necessarily to emphasize to increase the consumers' affective towards destination. However, the contribution of thinking scientifically is expected to be applied appropriately in the Lake Toba region.
Keywords: Tourist Satisfaction, Authenticity, Involvement, Destination Image, Perceived Value, Lake Toba Tourism

INTRODUCTION

The country with a sectoral economic system the contribution of each sector is the key to be successful in the economy growth (Liu & Wu, 2019). Indonesia is a productive country managing the economic sector, especially the tourism area. Nowadays, Indonesia tourism has been improving related to the World Economic Forum in the year 2018, Indonesia becomes one of the countries with a priority level of economic development based on the tourism sector (Hanouz, 2008). The tourism industry's sustainability depends on the satisfaction factor of the visitors/tourist. The following research states that the importance of tourist satisfaction in supporting the sustainability of the tourism industry (del Bosque & San Martín, 2008; Hasegawa. 2010; Sukiman et al.2013; Yürük et al. 2017; Chen et al. 2018; Silaban et al. 2019).

This research assesses the authenticity of a destination carried out on the tourist destinations of Samosir Island, Lake Toba, North Sumatra Province, Indonesia. The main focus is on tourist attractions recorded/verified in world-historical sites, namely the United Nations Educational, Scientific, and Cultural Organization (UNESCO). Zhang et al. (2018) state that the high interest of tourists to visit the authenticity of tourist destinations such as historical sites, local culture, architecture, and traditional houses as well as cultural and historical sites. Research on authenticity was initially carried out by MacCannell (2002) and showing in staging a local culture as a tool to market or introduce culture to local and international tourists. Wang (1999) in explaining that the Rethinking of Authenticity is a factor that motivates tourists to visit cultural sites and experience the local culture as experiential authenticity.

This study uses the concept of authenticity to measure the level of tourist satisfaction. The research of perspective regarding the concept of authenticity (MacCannell, 2002); Wang,

1999; Zhang et al., 2018) is the background for this study to measure satisfaction based on the concept of the authenticity of the tourist destination of Samosir Island, Lake Toba. The focus of this research is to develop research on authenticity as a research development of tourism marketing on Samosir Island, Lake Toba, Indonesia.

Tourist involvement is the key to the success of tourism marketing and becomes a decisive construct in tourism marketing (Prebensen et al., 2013). Tourist involvement is also an internal feeling and thought in a tourism destination. Leung et al. (2013) stated that the level of attention of tourists to several tourist attractions and its elaboration is an indication of a person's level of involvement. Thus tourist involvement raises the desire to study an object seen and communicate it to others (Petty et al., 1983; Putrevu, 2008).

Destination image is a variable discussed by researchers from various countries because DI is considered essential in tourist destination marketing, management, and branding (Tung & Ritchie, 2011; Stepchenkova & Mills, 2010). The destination image appears due to the conditions of the same tourist destination and compared by tourists. It explains that the attractiveness of a destination depends on the significance of the state of its natural resources and the climatic conditions of the place (Bui & Le, 2016). Destination image refers to a set of beliefs, ideas, and attitudes of an individual or group towards a particular destination (Kozak et al., 2008; Sun et al., 2013).

Perceived value is an essential thing in marketing because it will have an impact on the pre-purchase and post-purchase response and tourist attitudes. Research on perceived value is often associated with tourist satisfaction or destination satisfaction.

This study focuses on tourist satisfaction, authenticity, tourist involvement, destination image, and perceived value in the tourist attraction of Samosir Island, Lake Toba destination recorded in the UNESCO world historical site. By focusing on this topic hoped that the results of this study conducted be able to explain the theory and harmonize it with existing practices. On the other hand, the results of this study expected to be able to contribute to producing innovations to increase public awareness of the importance of tourist attractions to be maintained and developed.

A framework is proposed and uses a Structural Equation Modeling (SEM) approach to analyze the relationship between the constructs in the study. SEM is globally acceptable in both academic and social science fields of studies (Hair et al., 2011; Jackson, 2003). This research also proposed as a consideration for the development of the tourism industry on Samosir Island through an analysis of tourist satisfaction, authenticity, involvement, perceived value, and destination image.

LITERATURE REVIEW

Tourist Satisfaction

From a marketing perspective, satisfaction is an index to measure the gap between consumer expectations and the perceived value or performance after using services (Oliver 1980). Oliver (1980) developed a theory regarding customer satisfaction. In his research revealed that customer satisfaction can be measured using pre-purchase and post-purchase behavior. According to Wang, Tran, and Tran (2017), this theory reveals that there are two factors that independently impact customer satisfaction, namely expectations of pre-purchase services and perceived service quality after purchasing. So in this case Oliver's (1980) definition can be explained as a comparison of consumers to a product and or service during pre-purchase and post-purchase.

The development of research on tourist satisfaction has made many different perspectives on it. Baker and Crompton (2000) define tourist satisfaction as an emotional feeling or condition after traveling to several destinations. Spreng, MacKenzie, and Olshavsky (1996) state that tourist satisfaction is an outcome of the quality of a travel experience. Furthermore, tourist satisfaction is a subjective assessment of the post-purchase evaluation of service and to experience obtained in the traveling process (Masiero et al. 2017).

The discussion in this research lies in the marketing of cultural and historical tourism services such as cultural and historical heritage recorded in UNESCO. In that case, the measurement of tourist satisfaction must be appropriate to its goal. The aim is to avoid bias in the research results in explaining the relationship between each of the variables studied. So it is necessary to do a further literature review to produce findings following the operationalization of the research. The results of research by Zhang et al. (2018) in their research on authenticity, cross-culture awareness on tourist satisfaction use indicators of feeling happy, valuable, and useful for the journey. Song et al. (2012) evaluated several indicators that used to measure tourist satisfaction, namely attraction sites, hotels, immigration, restaurants, retail shops, and transportation. Chen et al. (2013) used product indicators, price and urban views, and invisible ones like service quality, local hospitality.

Authenticity

In the first stage, authenticity was introduced by McCannel (1973), which defines authenticity as a local cultural performance to create an impression of authenticity for the tourist audience. McCannel (1973) views that modern people want to see elements of authenticity by reason of differences in historical periods, regions, and the lives of others. The development of research on authenticity has been further enhanced, research conducted by Wang (1999) with

the title rethinking authenticity in tourism experience, in his research authenticity is classified into 3 parts of authenticity, namely objectivism, constructivism, and postmodernism. This development is increasingly understood that the elements of authenticity are more specifically discussing the cultural elements of a tourist destination.

The next research (Zhang et al., 2018) is about cross-cultural awareness and tourist experiences on authenticity, tourist satisfaction, and acculturation on world cultural heritage sites in Korea. In this study, the elements of tourist satisfaction began to be associated with destination authenticity. It needs to be more discussion in the field of authenticity to increase tourist satisfaction. One of the most crucial elements is the cultural element in the authenticity variable on the tourist destinations of Samosir Danau Toba Island.

Authenticity has three parts: objective, constructed, and existential authenticity (Zhang et al. 2018). The objective authenticity uses to measure the originality and genuineness of the objects and sites - sites that have been verified by experts. The objective is associated with historical items such as relics and world cultural heritage. Constructed authenticity is measured using cognition in traditional culture. Existential authenticity is measured by feeling the meaning, mystique, and uniqueness of real culture.

Involvement

In marketing research, more specifically on tourism marketing, variable involvement is more critical in the role of success in the tourism industry itself. Current tourism researchers/scholars state that the involvement concept in marketing can help marketers with insight and perspective as well as consumer understanding in purchasing behavior for a product or service (Arora, 1982; Cai, Feng, & Breiter, 2004; Gursoy & Gavcar, 2003; Hwang, Lee, & Chen, 2005; Josiam et al., 1999; Laurent & Kapferer, 1985; Lehto, O'Leary, & Morrison, 2004; Mittal, 1995; Peter & Olson, 1999; Varki & Wong, 2003).

Hwang et al. (2005) define involvement as the level of perceived personal interest arising from stimulation (or stimulation) in certain situations. In the marketing concept of involvement, tourism defined as a psychological state of motivation, passion, and interest between individuals and recreational activities, tourist destinations, or related equipment at several time, characterized by the perception of the following elements: the importance of the value of pleasure, symbolic value, risk of profitability and consequent risk. (Havitz and Dimanche, 1990).

In the study (Laurent and Kapferer, 1985) determined a Likert measurement scale on 15 questionnaire items included in 5 indicator components, namely: importance, symbolic, risk probability, and risk consequences. Further research was carried out by Mclnytre and Pigram (1992) modified the previous study into 13 questionnaire items using the four components as

importance, enjoyment, self-expression, and centrality. In this study, the measurement of involvement indicator used is using five consisting of importance, symbolism, enjoyment, self-expression, and centrality.

Destination Image

Destination image is the most relevant construct in behavioral and marketing research in tourism because vacation choices are most often taken based on the image of a particular tourist destination, not on the knowledge of reality (Baloglu & McCleary, 1999; Bigne ́, Sanchez, & Sanz, 2009). The choice of destinations is gradually carried out on destinations that are spatial, temporal, and cultural tourism destinations (Kastenholz, 2010).

According to Crompton (1979), the destination image is an individual's mental representation of knowledge (beliefs), feelings, and overall perception of a particular destination. The image of a destination is an individual mental representation of knowledge and beliefs, feelings and includes all perceptions of a particular tourist destination. This study reveals that there are perceptions and representations of knowledge and belief. So it can be concluded that the destination image is a perception of the representation of certain destinations that arise as a result of feelings and all perceptions that include the destinations visited.

Destination image is very important to consider in tourism marketing research because it is thought to have direct consequences on variables such as tourist satisfaction and/or loyalty (Bui and Le, 2015). Another definition of the destination image is as a description of a particular tourist destination which refers to a number of beliefs, ideas, and appearance of that destination that comes from individuals and or groups of certain destinations (Camprubí, Guia, & Comas, 2008; Sun, Chi, & Xu, 2013).

Research by (Cheng & Lu, 2013; Pike & Ryan, 2004; White, 2004) produces differences in one indicator, but still uses 3 indicators in measuring destination image such as cognitive, affective and conative aspects. The cognitive component refers to the recognition and trust of tourists on the attributes of tourist destinations, the affective aspect, which refers to the emotional response of tourists in choosing a tourist destination and the conative aspect refers to the outcome of the cognitive and affective aspects that can affect tourists' attention (Gartner, 2013).

In measuring the destination image, the researcher uses a different approach. But in this study, following the operationalization of the theoretical research used is (Maghsoodi et al., 2016) which describes indicators to measure destination images including environment, infrastructure (infrastructure), attractions (attractiveness) and service quality.

Perceived Value

Experts research found that there was a positive relationship between perceived value and consumer repurchases (Parasuraman and Grewal, 2000; Petrick, 2004) and the desire to recommend (Brady and Cronin, 2001). Zeithaml (1988) defines perceived value as the overall consumer assessment of the usefulness of a product and or service based on the perception of what is received and given or provided.

Petrick and Backman (2002) state that perceived value must relate a comparison of what consumers receive with what consumers give to a product and or service it receives. Likewise, Lovelock (2000) defines perceived value as a trade-off between the benefits and costs that are sacrificed to obtain certain products and services. Perceived value is considered a key construct in analyzing relationships in marketing and for gaining competitive advantage (Ravald and Gronroos, 1996; McDougall and Levesque, 2000).

Under the conception of acceptable value in marketing theory, several studies in tourism marketing found that the perceived value of service quality or perceived value based on service quality, perceptions of monetary measures, namely price and perceptions of non-monetary situations are the main antecedents of service quality. perceived value of tourism services (Petrick, Backman, & Bixler, 1999; Petrick & Backman, 2002; Bojanic, 1996; Murphey & Pritchard, 1997). In Al-Sabbahy's research, Ekinci and Riley (2004) divided the indicator of perceived value measurement into two broad lines consisting of acquisition value and transaction value.

Research Hypothesizes and Conceptual Framework

Authenticity on I, DI, PV and Tourist Satisfaction

Authenticity is a concept that explains the authenticity, purity, authenticity of a tourist attraction/tourist attraction in a particular tourist destination. In theory, it can be explained that authenticity is divided into 3, namely objective authenticity, constructed authenticity, and existential authenticity. Tourists who visit tourist destinations divided into authenticity characteristics will have perceptions about things that affect things such as importance, symbolism, enjoyment, self-expression, and centrality which are part of the involvement indicator. This relationship analysis is also supported by previous studies that analyzed the authenticity of involvement (Lu, Chi, and Liu, 2015).

The quality of a tourist destination is perceived by tourists which will have an impact on the image of the destination itself. Preparing service quality with the wishes of tourists, such as developing infrastructure towards tourist destinations, will be a consideration for tour providers, especially tourists, which contain original, genuine and pure elements. In theory, the relationship

between authenticity and destination image variables is supported by previous studies (Marie, 2015).

Many factors influence tourists in their visit, one of which is motivation. Tourists who have the motivation to visit tourist destinations that contain elements of authenticity are, of course, individual desires and contain perceptions of these tourist destinations. The services provided, the attractiveness offered, become a consideration to generate perceptions of their visits to tourist destinations. This is what is known as a perceived value. Emphasizes the value perceived by tourists with different individual perceptions. Tourists who visit certain tourist destinations are assumed to have individual perceptions about the destinations visited. Including the interest value that each tourist has the lack of research that analyzes the authenticity of destination images.

Research on the authenticity of tourist satisfaction is minimal. Authenticity is a concept about authenticity, authenticity of a certain tourist destination. Cho (2012) analyzes motivation, authenticity, and their relationship with tourist satisfaction and suggests that constructed authenticity and existential authenticity have a significant effect on tourist satisfaction. Several other studies have analyzed that there is a positive relationship between authenticity and tourist satisfaction (Moscrado and Pearce, 1986; Chhabra, Healy, and Sills, 2003).

Involvement on DI, PV and Tourist Satisfaction

Involvement is a concept in which tourists perceive several things, including importance, symbolism, enjoyment, self-expression, and centrality. The high level of tourist involvement in the above indicators will create tourist satisfaction. It can also have an impact on the image of a particular tourist destination. Measuring destination image can be done by looking at the cognitive, affective, and conative aspects. Where the cognitive aspect refers to the recognition and trust of tourists in the attributes of a tourist destination, the affective aspect refers to the emotional response of tourists in choosing a tourist destination and the conative aspect refers to the outcome of the cognitive and affective aspects that can affect tourists' attention. This can increase the perception that the image of the destination will be better.

In theory, it can be said that Involvement is a concept in which there is a tourist perception of several things including importance, symbolism, enjoyment, self-expression, and centrality. The concept of perceived value in this study can be elaborated on as acquisition value and transaction value. These two perceptions of value will increase when tourists can enjoy their visit, there are values of importance, symbolism, enjoyment, self-expression, and centrality which are indicators of involvement.
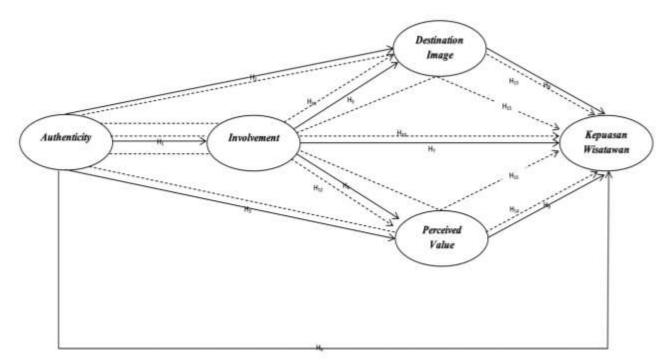
A concept that tourist satisfaction can be influenced by many factors. One of them in this study, the variable used to analyze tourist satisfaction is involvement. This study will examine the concept of tourist involvement in any tourist activity that will increase their satisfaction.

DI on Tourist Satisfaction

Measuring destination image can be done by looking at the cognitive, affective, and conative aspects. Where the cognitive aspect refers to the recognition and trust of tourists in the attributes of a tourist destination, the affective aspect refers to the emotional response of tourists in choosing a tourist destination and the conative aspect refers to the outcome of the cognitive and affective aspects that can affect tourists' attention. This can increase the perception that the image of the destination will be better. Tourist satisfaction will increase when tourists have a good perception of the tourist destinations they visit.

PV on Tourist Satisfaction

The focus of discussion in perceived value variables is on importance, symbolism, enjoyment, self-expression, and centrality. Tourist satisfaction is a very determining variable in marketing research. In this case, each value that is an indicator of perceived value analysis is obtained from tourist visits to certain tourist destinations.

Figure 1. Research Conceptual Framework

RESEARCH METHODOLOGY

This research is conducted in several tourist destinations of Samosir Island, North Sumatra Province. The historical, cultural, and world heritage as the recorded sites in the world heritage site as the research object. The recommended sample size is 5-10 times the number of manifest variables of all latent variables (Ferdinand 2002). The number of samples in this study is determined, n = 10 x (number of latent variables + number of indicator variables) = 10 x (4 + 17) = 210. The research instrument used was questionnaire. The variables used in this study are authenticity, involvement, perceived value, destination image and tourist satisfaction.

Table 1. Variable and Operational Definition

Variable	Definition	Indicators	Scale
Authenticity	Authenticity is defined as a concept regarding authenticity about objective authenticity, constructed authenticity, and existential authenticity. (Zhang et al., 2018)	Objective authenticity, Constructed authenticity dan Existential Authenticity (Zhang *et al.* 2018)	Likert Scale
Involvement	Involvement is defined as a psychological state of motivation, passion, and interest between individuals and recreational activities, tourist destinations, or related equipment at a certain time, characterized by the perception of the following elements: the importance of the value of pleasure, symbolic value, risk of profitability and consequent risk. (Havitz dan Dimanche, 1990).	importance, symbolic, enjoyment, self-expression dan centrality (Laurent dan Kapferer, 1985; Mclnytre dan Pigram, 1992)	Likert Scale
Destination Image	Destination image is a description of a certain tourist destination which refers to several beliefs, ideas, and appearance of that destination that come from individuals and/or groups of certain destinations. (Camprubí, Guia, & Comas, 2008; Sun, Chi, & Xu, 2013).	Environment, infrastructure, attractions dan service quality (Maghsoodi et al., 2016)	Likert Scale
Perceived Value	Perceived value is the overall consumer assessment of the usefulness of the product and or service based on the perception of what is received and what is given or provided. (Zeithaml, 1988)	Acquisition value dan Transaction value (Al-Sabbahy *et al*, 2004)	Likert Scale
Tourist Satisfaction	Tourist satisfaction is an emotional feeling or condition after traveling to a certain destination (Baker dan Crompton, 2000).	feel happy, valuable and useful for the journey, attraction sites, transportation, price dan local hospitality (Zhang *et al.* 2018; Song *et al.* 2012 dan Chen *et al.* 2013).	Likert Scale

The data collection instrument used was a questionnaire using a Likert scale (strongly agree = 5, agree = 4, disagree = 3, disagree = 2, strongly disagree = 1). In this research, validity and reliability were tested by confirmatory factor analysis (CFA) and average

variance extracted (AVE). Furthermore, the suitability of the model using the goodness of fit (GOF) criteria as follows: Chi-square = nearer to zero, CMIN/DF = 2,00; RMSEA < 0,08; GFI > 0,90; CFI > 0,90; NFI > 0,90; TLI > 0,90; AGFI > 0,90 and probability/p-value < 0,05. A thought is proposed and uses a Structural Equation Modeling (SEM) approaches to analyze the relationship between the constructs in the research using Amos 22. SEM is globally acceptable in both academic and social science studies (Hair et al., 2010; Jackson, 2003).

RESULTS AND DISCUSSION

The table 2 explains the characteristics of respondents.

Table 2. Data of Respondents

Age (Year)		
< 25	165	41%
25 – 35	97	24%
35 – 45	79	20%
> 45	59	15%
Sex		
Male	177	44%
Female	223	56%
Place of Origin		
Lake Toba Area	206	52%
North Sumatera	119	30%
Outside North Sumatera	75	19%
Income (Billion Rupiah)		
< 5	221	55%
5 – 10	124	31%
> 10	55	14%
Occupation		
Student	112	28%
Civil Servant	91	23%
BUMN Employee	55	14%
Private Officials	78	20%
Others	64	16%
Interest of Destination		
Cultural	147	36%
Beach	76	19%
Heritage Sites	69	17%
Mountain	82	20%
Others	36	9%

In SEM, the first step needs to test the validity and reliability of the data by using the CFA and AVE (Table 3). Each instrument needs to meet the cut-off value and the results as valid and reliable data. CFA must be > 0,70 and AVE > 0,5.

Table 3. Validity and Reliability Test

Latent	Manifest Variable	CFA	AVE
Authenticity	EA	0,91	0,887
	CA	0,96	
	OA	0,88	
Involvement	CI	0,73	0,670
	SE	0,74	
	EM	0,87	
	SM	0,78	
	IM	0,86	
Destination Image	SQ	0,81	0,61
	AT	0,79	
	IN	0,82	
	EN	0,72	
Perceived Value	TV	0,85	0,77
	AV	0,86	
	VV	0,91	
Tourist Satisfaction	LH	0,77	0,61
	PR	0,81	
	YP	0,71	
	AS	0,79	
	VU	0,82	
	FH	0,78	

Based on the data analysis in the table above, all the variables meet the cut off value. Measurement model for each variable already meet the criteria. Subsequently, SEM is used to analyse for structural model. The criteria used to analyse the structural model are X^2 = nearest to 0; CMIN/DF $\geq$ 0,2, RMSESA $\leq$ 0,08; GFI $\geq$ 0,90; CFI $\geq$ 0,90; NFI $\geq$ 0,90; TLI $\geq$ 0,90; AGFI $\geq$ 0,90 and p $\geq$ 0,05. This table below shows the results of data testing for structural model.

Table 4. Structural Model Testing Result

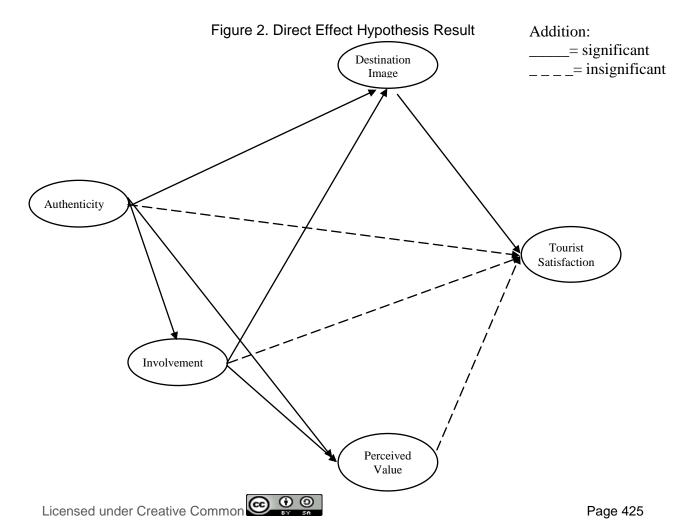| Criteria	Cut off Value	Cut Off Value Results	Conclusion
Chi Square	Mendekati 0	290,881	Supported
CMIN/DF	< 2,00	1,721	Supported
RMSEA	< 0,08	0,043	Supported
GFI	≥ 0,90	0,935	Supported
CFI	≥ 0,90	0,985	Supported
NFI	≥ 0,90	0,964	Supported
TLI	≥ 0,90	0,981	Supported
Probability	≥ 0,05 (Marginal)	0,000	Marginal
AGFI	≥ 0,90	0,911	Supported

Figure 1 and table 5shows both the structural model and hypothesis test. Implement direct and indirect hypothesis test need to differentiate the results to get a clear understanding. Model testing result shows that X^2 = 290,881; CMIN/DF 1,721 > 0,90; RMSEA 0,043 < 0,08; GFI 0,935 > 0,90; CFI 0,985 > 0,90; NFI 0,964 > 0,90; TLI 0,981 > 0,90 p-value 0,000 < 0,05;
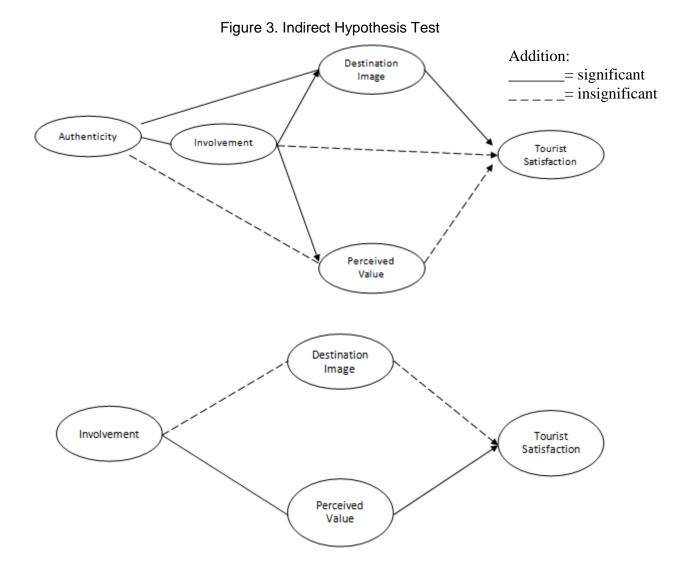
and AGFI 0,911 > 0,90 these means all the criteria meet the requirements unless the p-value but overall it can be uses to analyse the data. Hypothesis tests in this study were conducted into two parties.

Table 5. Summary of Hypothesis Test Results

Hypothesis	P – Value (0,05)	Critical Ratio (1,96)	Decision
Direct Hypothesis Test			
A --- > I	0,001	5,248	Supported
A--- > DI	0,003	3,012	Supported
A --- > PV	0,001	16,655	Supported
A --- > TS	0,614	0,504	Rejected
I --- > DI	0,001	5,478	Supported
I --- > TS	0,208	1,260	Rejected
I --- > PV	0,012	2,503	Supported
DI --- > TS	0,001	4,562	Supported
PV --- > TS	0,721	-0,357	Rejected
Indirect Hypothesis Test			
A ---> TS Via I	3,793	0,026	Rejected
A ---> DI Via I	2,231	0,027	Supported
A ---> PV Via I	1,206	0,074	Supported
A ---> TS Via DI	2,465	0,001	Rejected
A ---> TS Via PV	-0,358	0,558	Supported
I ---> TS Via DI	3,471	0,996	Rejected
I ---> TS Via PV	0,328	0,388	Supported

Figure 2. Direct Effect Hypothesis Result

Addition:
_____= significant
_ _ _ _= insignificant

Figure 3. Indirect Hypothesis Test

Addition:
_____= significant
_ _ _ _ _= insignificant

Hypothesis data test in table 5 shows that for direct effect there are nine hypotheses in sum and the results showed that three hypothesizes rejected and the other six are supported. For the indirect effect in sum, there are seven hypotheses, in the results shows that three hypothesizes rejected and the other four were supported.

Authenticity is a concept that explains the authenticity, purity, authenticity of a tourist attraction/tourist attraction in a particular tourist destination. In theory, it can be explained that authenticity is divided into 3, namely objective authenticity, constructed authenticity, and existential authenticity. Tourists who visit tourist destinations divided into authenticity characteristics will have perceptions about things that affect things such as importance, symbolism, enjoyment, self-expression, and centrality which are part of the involvement indicator. This relationship analysis is also supported by previous studies that analyzed the authenticity of involvement (Lu, Chi, and Liu, 2015).

This research has shown that authenticity insignificantly influences tourist satisfaction and significantly influences the involvement, destination image, and perceived value. This means the authenticity of the destination in Samosir Island need to improve more the tourist perception about the destination through increasing the destination image, involvement of tourist to many attractions, and create a comfortable situation for the tourist to enjoy the destination. The importance of the mediating variable in this research create a new perspective to increase the tour manager to trigger more number of visit and enjoyable tourist in the destination. By adapting these results, the tour manager could focus on the psychological things of tourists who visit the destination.

The quality of a tourist destination is perceived by tourists which will have an impact on the image of the destination itself. Preparing service quality with the wishes of tourists, such as developing infrastructure towards tourist destinations, will be a consideration for tour providers, especially tourists, which contain original, genuine, and pure elements. In theory, the relationship between authenticity and destination image variables is supported by previous studies (Marie, 2015).

Tourists in making their visit are certainly influenced by many factors, one of which is motivation. Tourists who have the motivation to visit tourist destinations that contain elements of authenticity are, of course, individual desires and contain perceptions of these tourist destinations. The services provided, the attractiveness offered, become a consideration to generate perceptions of their visits to tourist destinations. This is what is known as a perceived value. Emphasizes the value perceived by tourists with different individual perceptions. Tourists who visit certain tourist destinations are assumed to have individual perceptions about the destinations visited. Including the interest value that each tourist has. The lack of research that analyzes the authenticity of destination images.

The relationship of each of the research variables depends on the perception of tourists during their visit. In this study, it also explains how each variable can be analyzed and analyzed in the future through the proposed research hypothesis. In explaining the relationship between authenticity and tourist satisfaction, the difference is the involvement variable as the intervening variable. The difference between direct and indirect effects in the research results determines the relationship between these variables is determined.

SUMMARY OF FINDINGS

1. Authenticity has a positive and significant effect on involvement.
2. Authenticity has a positive and significant effect on the destination image.
3. Authenticity has a positive and significant effect on perceived value.

4. Authenticity has a positive and insignificant effect on tourist satisfaction.

5. Involvement has a positive and significant effect on the destination image.

6. Involvement has a positive and insignificant effect on tourist satisfaction.

7. Involvement has a positive and significant effect on perceived value.

8. Destination image has a positive and significant effect on tourist satisfaction.

9. Perceived value has a positive and significant effect on tourist satisfaction.

10. Authenticity has no effect on tourist satisfaction through involvement as an intervening variable.

11. Authenticity has a significant effect on destination image through involvement as an intervening variable.

12. Authenticity has a significant effect on perceived value through involvement as an intervening variable.

13. Authenticity has a significant effect on tourist satisfaction through the destination image as an intervening variable.

14. Authenticity has a significant effect on tourist satisfaction through perceived value as an intervening variable.

15. Involvement has a significant effect on tourist satisfaction through destination image as an intervening variable.

16. Involvement has a significant effect on tourist satisfaction through perceived value as an intervening variable.

RECOMMENDATIONS

To answer the aims and benefits of the research as described in the introduction to this research, several recommendations are given as follows:

1. Stakeholders associated with historical sites and aquaculture tourism destinations should pay attention to improvements in the dimensions of their destinations. Improving accommodation needs to be done on the aspect of human resources, especially in hospitality and communication. For this improvement, certification of tourism personnel is urgent to be carried out.

2. At each tourist destination in North Sumatra, service quality improvement needs to be directed at improving aspects of the maintenance of historical and cultural sites by the community, improving the quality of cleanliness of tourist sites, and improving the quality of communication for tour guides.

3. Local government authorities and all tourism industry stakeholders in North Sumatra should work together to actively contribute to improving the quality of human resources in the aspects

of hospitality, communication, and concern for the cleanliness of the location of tourist attractions.

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