The Influence Of Fairness Of Price And Tourist Facilities On Tourist Loyalty Through Lake Toba Tourist Trust And Satisfaction

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Abstract. This study uses a quantitative type approach to examine certain populations or samples. Data collection uses research instruments and data analysis is statistical in nature, with the aim of testing the hypotheses that have been set. In this study the population is tourists who have visited Lake Toba at least once. as. The samples in this study consisted of 140 samples. The results of the study show that the fairness of prices has a large influence on the trust and satisfaction of Lake Toba tourists. because at a reasonable price, visitors will feel they don't need a lot of money to visit Lake Toba. In addition, tourist facilities also have an influence on tourist satisfaction. That's because with the availability of facilities on Lake Toba, tourists will feel happy and comfortable. With the availability of facilities, tourists will feel that visiting Lake Toba will be more interesting and enjoyable. so it is concluded that the fairness of prices and tourist facilities greatly have an influence on the trust and satisfaction of Lake Toba tourists.

Keyword : Reasonable Price, Tourist Facilities, Trust and Satisfaction, Lake Toba

Abstrak. Penelitian ini menggunakan pendekatan jenis kuantitatif untuk meneliti populasi atau sampel tertentu. Pengumpulan data menggunakan instrumen penelitian dan analisis data bersifat statistik, dengan tujuan untuk menguji hipotesis yang telah ditetapkan. Dalam penelitian ini populasinya adalah wisatawan yang pernah mengunjungi Danau Toba minimal satu kali. sebagai. Sampel dalam penelitian ini terdiri dari 140 sampel. Hasil penelitian menunjukkan bahwa kewajaran harga berpengaruh besar terhadap kepercayaan dan kepuasan wisatawan Danau Toba. karena dengan harga yang terjangkau, pengunjung akan merasa tidak membutuhkan banyak biaya untuk mengunjungi Danau Toba. Selain itu fasilitas wisata juga memiliki pengaruh terhadap kepuasan wisatawan. Itu karena dengan tersedianya fasilitas di Danau Toba, wisatawan akan merasa senang dan nyaman. Dengan tersedianya fasilitas tersebut, wisatawan akan merasa mengunjungi Danau Toba akan lebih menarik dan menyenangkan. sehingga disimpulkan bahwa kewajaran harga dan fasilitas wisata sangat berpengaruh terhadap kepercayaan dan kepuasan wisatawan Danau Toba.

Kata Kunci : Harga Wajar, Fasilitas Wisata, Kepercayaan dan Kepuasan, Danau Toba

Introduction

Visits to Lake Toba, especially Samosir Island, have increased by 29.2% during 2022. The sloping number of COVID-19 is suspected to have been the trigger. By reducing COVID-19, it will automatically loosen regulations for tourists coming to Lake Toba, so that tourism in this super priority destination will become even more exciting. Apart from the impact of Covid 19, the decrease in the number of tourists was also triggered by the impact of a decrease in tourist satisfaction. One of the causes of the decline in tourist visits is due to a decrease in tourist satisfaction and loyalty. This decrease in tourist satisfaction can be seen from the many tourist complaints about tourist facilities, management of cultural heritage and the lack of attraction activities carried out on Lake Toba. Based on the researcher's preliminary survey of 30 tourists on the satisfaction of tourists visiting Lake Toba that of the 30 respondents in the initial survey of the study, 25 of them agreed that there was very little star (luxury) hotel and 5 others said they did not agree.

This is in accordance with the statement put forward by Lache and Alexa, (2011) that the quality of service, attractive promotions, the attractions offered give satisfaction to tourists and will have an impact on loyalty. Ronsumbre, (2012) linked tourism products, service quality, marketing mix, environmental conditions to tourist satisfaction and tourist loyalty developed in the tourist area of Biak Numfor city in accordance with the phenomena that exist in the tourist area. Service quality is an effort to fulfill customer needs and desires as well as the accuracy of service delivery to offset customer expectations (Zeithaml et al., 1996). This historic building is a national asset both from an economic, social and cultural perspective and a historic building is a source of income to increase foreign exchange through visits by foreign tourists. The most important dimension of heritage tourism is cultural exchange between various nations visiting other countries. The results of his research are the impact of heritage tourism increasing regional income through tourist visits. Heritage tourism is a cultural capital that can increase tourist visits and increase economic development in Mali and Ethiopia.

There has been a significant decrease in the number of restaurants/restaurants in the Samosir Regency area by 55.5%. This is due to the impact of the Covid-19 pandemic which is felt by MSMEs, especially the tourism industry. With this data it can be proven that the community has not recovered from the impact of Covid-19. The encouragement of the National Tourism Strategic Area (KSPN) by providing infrastructure access and endorsements by the central government for Lake Toba, so that there are many local and international attractions such as the F1-Powerboat which will be held in February 2023, not supported by adequate facilities in the Lake Toba area. . In fact, the facilities built to create a good tourism ecosystem

in the Lake Toba area also expect support from private investment, both small, medium and large scale in order to provide good facilities and services for tourists. Not only Food and Beverage (F&B), in the hospitality area there will also be a decline in 2022 as many as 86 hotels are closed or not operating again after Covid-19. Based on the phenomena that have arisen and previous research that the researchers have described, the researchers feel interested in testing the extent to which the Effect of Fairness of Prices and Tourist Facilities on Tourist Loyalty Through the Trust and Satisfaction of Lake Toba Tourists.

Literature Review

Consumer behavior

When developing the marketing concept, the focus is on the consumer. Marketers try to study marketing aspects to come up with marketing strategies that are likely to capture the available market share. One aspect of marketing that attracts the attention of marketers is consumer behavior. According to Mowen and Minor (2002) the definition of consumer behavior as a unit of purchasing and exchange processes involving the acquisition, consumption and disposal of goods, services, experiences and ideas," while the American Marketing Association in Peter et al., (1999) defines consumer behavior as dynamic . the interaction of affective perception and behavior, and the events around us that change people's lives.

From these two definitions it can be concluded that consumer behavior is an exchange process, ie. dynamic interactions involving decision-making processes for the acquisition and use of goods and services that can be affected by the environment. Consumer behavior is influenced by three variables, namely: stimulus variable, response variable and intervening variable (David et al., 1984). Stimulus variables are variables outside the individual (external factors) that significantly influence the buying process. The response variable is the result of individual activity in responding to the stimulus variable and is highly dependent on individual factors and the strength of the stimulus (product purchase decision, product evaluation, change in attitude or behavior towards the product). Intervening variables are individual internal factors such as purchase motives, attitudes toward events and product perceptions as well as intermediate variables that play an important role in processing responses.

A person's behavior is influenced by the stimulus they receive from outside, where they are. A transaction will occur and appear if the individual responds to the stimulus he receives. This response is very dependent on the intensity of the role of the stimulus in influencing a person to cause various behaviors. Consumer behavior in responding to the products offered is strongly influenced by the efforts of marketers to explore marketing mix variables (product,

price, promotion and distribution). Positive response behavior is important for marketers to be maintained in a sustainable period. Positive behavior that is continuously shown by individuals to make purchases is the basis of the concept of consumer loyalty (Rothschild and Gaidis, 1981).

According to Clow et al. (1998) states that consumer purchases are made through three stages, namely: the stage before purchase; the stage of making a purchase or receiving a service; and the stage after making a purchase. The pre-purchase stage is the stage where there are several important factors that need to be considered when consumers make purchasing decisions, including: internal factors, external factors, risk. The stage of making a purchase is the stage where there is actually an interaction or relationship between the customer and the service provider. The stage after making a purchase, is the final stage of a series of consumer purchases, in this stage the customer gives an assessment of the quality of the service received, whether they are satisfied or dissatisfied. The components of the stage after making a purchase show that consumers who are satisfied with the service received have the potential to make repeat purchases, they will have loyalty, and will tell other people about their pleasant experiences or say positive things to other parties.

Reasonable Price

Parasuraman et al. (2008) stated that an offer will be successful if it provides value and satisfaction to consumers. Consumers choose the offer that is considered to provide the most value. According to Kotler (2010), price is the amount of money paid for a product and service or the amount of value that consumers exchange to get a benefit from products and services. For some products, such as food, price fairness can be one of the considerations for consumers in the purchasing decision-making process and even creates opportunities to build consumer loyalty.

Consuegra et al. (2007) defines price fairness as an assessment for a process so as to create reasonable and acceptable results. This aspect shows that the price fairness assessment involves a comparison of price procedures related to standards, processes, values, references and norms. In a journal researched by Dhurup et al., (2014) it is said that one of the consumer purchase intentions is influenced by fair prices, for example fairness in terms of product value, quality, brand, affordability, and the benefits that are to be offered at a given price. There is. The indicators used to measure price fairness were adapted from a study conducted by Dhurup et al., (2014), namely price affordability, price compatibility with product quality, price compatibility with brand, and price satisfaction.

Price conformity with product quality, that is, customers tend to associate price with the level of product quality. Price compatibility with benefits, namely price is a statement of the value of a product. Value is the ratio or comparison between the perception of benefits and the costs incurred to obtain the product, as well as competitive prices, namely prices that are flexible, meaning that they can be adjusted quickly. Indicators of price fairness according to Edwar et al., (2018) include: 1) low prices are the main choice, 2) product prices can measure product capabilities, which is measured from the perception of respondents who feel able to buy products at tourist sites. 3) the price of the product corresponds to the quality of the product, which is measured from the perception of respondents who feel that the price offered is in accordance with the quality that is obtained. ; and 4) price provides information to compare similar products, which is measured from the perception of respondents who judge that the price is offered.

Tourist Facilities

The theory used in this study is the spatial theory put forward by Akrom (2014). Space is space and infrastructure that supports the operation of tourist destinations for all the needs of tourists, but does not directly encourage growth, but develops at the same time or after the development of tourist attractions. Tourism facilities are supporting facilities for the development of a tourist destination that meet the needs of tourists.

Tourist Facilities is one important thing for the development of tourism is through the facilities (convenience). Tourism facilities as the spearhead of the tourism business can be interpreted as businesses that directly or indirectly provide services to tourists in a tourist destination where their existence is highly dependent on the existence of tourism travel activities. It is not uncommon for tourists to visit a place or region or country, because they are attracted by the conveniences that can be obtained through the facilities (Situmeang, 2001). Then all tourist facilities function to meet the needs of tourists who live temporarily in the tourist destinations they visit, where they can enjoy and participate in the activities available in the tourist destinations at ease (Dzakiya, 2020).

Tourist facilities are a complement to tourist destinations that are needed to meet the needs of tourists who are enjoying a tour. Tourist facilities are made to support the concept of an existing tourist attraction. Apart from being a tourist attraction, tourist activities carried out by tourists require tourist facilities that support these tourism activities. So that in the end each component is interrelated in a series of travel tours starting from tourist attractions, tourist activities, to tourist facilities, which are one unit that cannot be separated.

Furthermore, the service facilities are exactly the same as those in the household, no one thinks about them as long as all the facilities are working properly. But if it deviates from what it should be, these facilities become very important and attract attention, buildings and facilities are usually poorly arranged, thereby reducing operational efficiency (Handoko, 2012).

The components of travel facilities consist of elements of transportation equipment, accommodation facilities, food and beverage facilities and other facilities according to travel needs. The public facilities that will be studied are facilities that are usually available in recreational areas such as 1) parking lots, 2) public toilets, 3) prayer rooms/mosques, 4) means of locomotion at tourist sites, 5) information facilities and signs, 6) facilities recreation and playground, 7) Public telephone. According to the theory put forward by Spillinen in Mayasari (2017), facilities are grouped into three parts, namely: Main facilities, which are facilities that are really needed and felt very necessary as long as visitors are in a tourist attraction. Supporting facilities, facilities as a complement to the main facilities so that tourists will feel more comfortable. Consists of accommodation (lodging), places to eat, parking lots, places to shop, transportation, which are divided into cleanliness, tidiness, comfort and beauty. Complete facilities, are facilities that are needed and felt very necessary as long as visitors are in a tourist attraction.

Tourist Satisfaction

Tourist objects have the goal of satisfying tourists, tourist satisfaction is an important factor, especially to increase income for organizers of tourist attractions. Tourist satisfaction is a reference for the company's success in providing services to consumers. Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance of a real or actual tourism product with the expected performance (Etta Mamang Sangaji; Sopiah, 2013; Purba & Syafrizal, 2023). According to Keller (2016) mentions five main factors that need to be considered in relation to consumer satisfaction, including the Quality of Tourism Products. Tourism Service Quality, Emotional Image, Price, and Cost.

Consumer satisfaction is very important for a company, to measure it. There are several methods used by companies to measure and monitor customer satisfaction. According to (Tjiptono, 2011) there are six factors that must be considered in measuring the level of customer satisfaction including the following:

1. Complaint and suggestion system Customers submit complaints and suggestions through suggestion boxes at strategic locations, stamped postcards, toll-free telephone lines, websites, email, fax, blogs and others. There are also companies that buy envelopes with the names and addresses of the companies written on them to be used to convey suggestions or complaints and criticism after they have arrived at their place of origin.

2. Shadow Buyer A company that has lost a customer tries to contact the customer by persuading him why he is no longer a customer. What is expected is the acquisition of information about the causes of these occurrences. The information obtained will be very useful for the company in making decisions.

3. Analysis of switching consumers Calling or interviewing customers who have switched suppliers in order to understand the causes and make service improvements.

4. Customer satisfaction survey The level of complaints submitted by consumers cannot be generalized for consumer satisfaction in general. Generally research on consumer satisfaction is carried out through surveys, by post, telephone or personal interviews, sending blank questionnaires to certain people. Through the survey, the company will get responses and feedback directly from consumers and at the same time give a sign that the company pays attention to its consumers.

Types of consumer satisfaction and dissatisfaction can be distinguished based on a combination of specific emotions towards service providers and behavioral intentions to choose another service provider related to status and neuhauss cited by (Tjiptono, 2011; Fitri & Purba, 2023).

Traveler Loyalty

Loyal consumers will generally buy the brand even though they are faced with many alternative brands of competing products that offer superior product characteristics from various angles. Viewed from various angles of its attributes. If many consumers of a brand fall into this category, it means they have strong brand equity. Brand equity is a set of brand assets and debt related to a brand, name, symbol, which is able to add or subtract the value provided by a product or service both to the company and to customers (Durianto, 2013).

Customer loyalty as a person who buys, especially those who buy regularly and repeatedly. Loyalty means customers who continue to make purchases on a regular basis. Customers who are considered loyal will subscribe or repurchase for a certain period of time. Loyal customers mean a lot to business entities (Ali Hasan, 2013; Wanti et al., 2023). Customer loyalty is a customer's commitment to a brand, store, supplier based on a very positive attitude and is reflected in consistent repeat purchases. Loyalty as a behavior and loyalty as an attitude.

In other words, loyalty can be seen from what product/service brands consumers buy and how they feel (consumer attitudes) towards these brands (Tjiptono, 2011). Consumer loyalty can be grouped into two groups, namely brand loyalty and store loyalty. Consumer loyalty can be defined as an attitude of liking for a brand which is represented in consistent purchases of that brand over time (Sutisna, 2012; Nasir et al., 2021).

Customers recommend their loyalty to a company or brand by buying repeatedly, buying additional products or services from the company, and recommending it to others. To become a loyal customer one must go through several stages, loyal customers appear gradually. This process is passed over a certain period of time, with love, and with attention given to each stage of growth. Each stage has specific needs. By identifying each stage and meeting those specific needs, companies have a greater chance of converting buyers into loyal customers or clients.

Tourist Trust

Trust itself is a willingness from a person to give his trust to another person with a fully understood risk. This trust is usually formed from two things, namely past experience or recent interactions. This belief sometimes also occurs when someone sees that there are other people who also believe in the same thing. It is this sense of trust from consumers that moves them to then choose and go to tourist attractions that they have given their trust to, where this is a behavior of buying interest that is influenced by service quality and perceived satisfaction (Basiya & Rozak, 2012). In addition, explained by Kotler & Keller (2012) purchasing decisions are the result of choices regarding alternative choices that consumers get. This means that in the world of tourism the decision to visit tourists will be very important for managers of tourist attractions among the choices that consumers have. Trust is built between parties who do not know each other both in interactions and transaction processes, that there are two dimensions of consumer trust, namely Trusting Belief, Integrity, Benevolence and Competence.

Research Method

This study uses a quantitative type approach to examine certain populations or samples. Data collection uses research instruments and data analysis is statistical in nature, with the aim of testing the hypotheses that have been set. Quantitative research is research in which data is in the form of numerical or non-quantified numbers (quantitated qualitative data), then processed with certain statistical formulas, and interpreted in order to test hypotheses that have been prepared in advance, and usually aims to find causes and effects of something (Rusiadi et al. ., 2014). The location of this research was conducted around Lake Toba. The population in this study were all visitors whose number was unknown, so the sampling technique used was

included in the category of non-probability sampling. In this study the population is tourists who have visited Lake Toba at least once. As according to Sugiyono (2012) "Population is the total number of objects studied". The samples in this study consisted of 140 samples. As according to Sugiyono (2012) the sample is part of the number and characteristics possessed by the population ". Furthermore, determining the sample in this study used the Structural Equation Model sampling, which determined the number of samples based on the multiplication of the number of indicators with the number of answer choices or scale (Malhotra et al., 2015; Ade Galih et al., 2018).

The data collection procedure is carried out by searching, obtaining, collecting and recording data, both in the form of primary data and secondary data that are used for the benefit of compiling a scientific work and then analyzing the factors related to the problem. The questionnaire method is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The research questionnaire was designed using a Likert scale with five categories of respondents' answers (scores).

Result and Discussion

The image attached to a product or service must of course be built in a sustainable manner (Lestari, 2019). The right strategy is needed in building a product or brand image (Sari & & Sholihah'Atiqoh, 2020). Building a strong destination image is a goal that all tourism developers or managers currently want to achieve in Indonesia. The image of a destination that offers exotic views and feelings seems very natural, starting from the beautiful scenery, warm climate to the people who have a culture that is friendly to tourists or visitors (Alamsya, 2019). Managers often create special artificial scenic locations to take pictures for visitors (Fatimah, 2019; Napitu et al., 2020). The existing destination image is closely related to the trust of a visitor (Serang, 2021; Purba et al., 2018).Tourist satisfaction is important in destination marketing because it influences destination choice, consumption of goods and services, number of repeat visits, word of mouth publicity, and destination loyalty (Sunaryo, 2020). Tourist satisfaction can be determined by comparisons of tourists about their expectations of a destination and the evaluative experience that is felt at the destination (Arsyad et al., 2021). An understanding of tourist satisfaction is a basic tool for evaluating the performance of destination products and services (Tabrani, 2021; Purba et al., 2018; Ingtiyas et al., 2021). Therefore, monitoring tourist satisfaction is an important task for destination authorities/planners to gain feedback and detect issues that cause tourist dissatisfaction which may negatively impact future visits (Azizah et al., 2021).

Therefore, assessment of tourist satisfaction with respect to island destinations can help destination managers adjust their efforts to enhance tourist travel experiences and develop effective destination marketing strategies (Siahaan et al., 2022; Agustin et al., 2020; Azizah et al., , 2021).The phenomenon underlying this research will be explained and elaborated in the formulation of the research problem and research objectives. Furthermore, researchers will formulate a research conceptual framework that will be described so that it can display the pattern of influence of each independent variable (Price Fairness, Service Quality, Destination Image and Tourist Facilities) on the dependent variable (tourist loyalty) through mediating variables (Traveler trust and tourist satisfaction).

Effect of price fairness on tourist loyalty

According to Widiyanto and Toro (2012) price fairness has a significant effect on consumer loyalty. Based on research conducted by Costa and Chaipoopirutana (2014), it is stated that price fairness has a significant effect on consumer loyalty. According to Li and Chaipoopirutana (2014) explained that there is a positive relationship between price fairness and brand loyalty. This would imply that lower prices can play an important role to maintain brand loyalty. It is very possible for consumers to repurchase or display an intention to make repeated purchases, if the price of a product or service received is reasonable. But consumers may not repurchase if they perceive the price is unprofitable even if they are satisfied with the product or service.

Contrary to research conducted by Doong et al. (2008) which states that price fairness does not have a significant impact on loyalty (loyalty intention). According to Leonard et al. (2014) price has no significant effect on loyalty. This finding implies that cost will not significantly increase loyalty. coupled with research from Adi (2013) which states that price fairness has a direct positive effect on consumer loyalty. This means that there is a direct relationship, if price fairness is high, consumer satisfaction will increase, this is influenced by product or service quality. If the fairness of the price is high but the quality of the product or service is very good, consumers will not hesitate to be loyal to the product.

The influence of tourist facilities on tourist loyalty

Tourist facilities are one of the considerations for a prospective tourist in making a decision to revisit (Zeng et al., 2020). Complete tourist facilities can encourage a tourist to come back by inviting his closest friends, family or co-workers (Maizaldi, 2020). Tourist destinations that offer many tourist facilities not only for certain age segments but for all age segments, then these areas have a high chance of being visited by new tourists or old tourists (Zeng et al., 2020). Tourism service providers must be able to provide satisfaction to visitors

who come to these places, namely by always maintaining and improving the quality of services and tourist facilities so that visitors do not feel disappointed (Irwansyah & Zaenuri, 2021). Efforts to satisfy visitors must be carried out in a profitable or "win win situation", namely a situation where both parties feel happy or not harmed (Tarjo, 2020). The results of research conducted by (Muna & Qomar, 2020) with the research title Do Facilities Affect Tourists' Satisfaction at Natural Tourist Attraction ? A Case at Tegenungan Waterfall in Bali states that tourist facilities have a significant effect on tourist satisfaction. Furthermore (Yusra & Bhatti, 2021) reinforces that the feeling of satisfaction felt by tourists makes tourists intend to make repeat visits in the future.

Trust as a mediating variable

The relationship between price fairness and tourist loyalty gives positive and significant results in line with the research conducted by Premayani, yoga 2019. It can be concluded that price fairness has a significant effect on consumer satisfaction. The same thing was found in the results of research conducted by Utami, Eviana Budi (2020) which states that reasonable prices will have a positive and significant impact on consumer satisfaction. besides that partially in influencing tourist loyalty, tourist trust also has a positive impact. In Lesmana & Ratnasari's research (2019) it shows a positive and significant relationship to loyalty as a result of tourist satisfaction, in other words tourists will be very loyal to a destination if they feel satisfied. and supported by the relationship between price and also tourist trust in a destination which shows a positive and significant relationship indicating that trust will have an impact on price to increase customer loyalty both directly and indirectly. Trust mediates the effect of service quality on tourists' intention to revisit. This is proven by Adelia & Mujiati (2016), M. Adib (2012) and Afifudin (2016) who state that trust is proven to mediate the effect of service quality on tourists' interest in returning.

The image relationship of a tourist destination will certainly have an impact on loyalty, where a better destination image will provide better loyalty from tourists for that tourist location. in line with research conducted by Aprilia et al. (2019) which states that there is a positive and significant effect of image on consumer trust, apart from that the relationship between price trust also has the same impact, in other words, tourists will be very loyal to a destination if they are satisfied. and supported by the relationship between the image of the destination and also tourist trust in a destination which shows a positive and significant relationship indicating that trust will have an impact on prices to increase customer loyalty both directly and indirectly.

Audistiana (2017) which states that facilities have a positive influence on customer loyalty. this explains for us to achieve a loyalty of course the destination must provide good facilities. besides that the facilities will also have an impact on tourist trust in destinations, which in turn will increase tourist loyalty

Satisfaction as a mediating variable

Tourist satisfaction is important in destination marketing because it influences destination choice, consumption of goods and services, number of repeat visits, word of mouth publicity, and destination loyalty (Sunaryo et al., 2020). Tourist satisfaction can be determined by comparison of tourists about their expectations of a destination and the evaluative experience felt at the destination (Jafari & Scott, 2014; Amal et al., 2019). An understanding of tourist satisfaction is a basic tool for evaluating the performance of destination products and services (Tabrani et al., 2021; Syafrizal et al., 2022). Therefore, monitoring tourist satisfaction is an important task for destination authorities/planners to gain feedback and detect issues that cause tourist dissatisfaction which may negatively impact future visits (Azizah et al., 2021; Purba et al., 2019) . Therefore, assessment of tourist satisfaction with respect to island destinations can help destination managers adjust their efforts to enhance tourist travel experiences and develop effective destination marketing strategies (Agustin et al., 2020; Amal et al., 2022).

Tse and Wilton (1988) that customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product after use. Kotler (2009) stated that satisfaction is the level of one's feelings after comparing the performance (or results) he feels compared to his expectations. Customer loyalty will be influenced by customer satisfaction where if the customer is satisfied with the product or service he bought (Tjiptono, 2011).

Nana Trisnawati (2021) states that consumer respondents because satisfaction has a significant direct effect on word of mouth recommendations. Bowen and Chen (2001) also show that there is a non-linear relationship between customer satisfaction and customer loyalty. Kabedampolly and Suhartono (2000) show that satisfaction has a significant effect on hotel visitor loyalty. Yoon and Uysal (2003), Beerli et al. (2004), Olorunniwo et al. (2006), Martenson (2007), Rigopoulou et al. (2008), Sahadev and Purani (2008) explain that satisfaction has an influence on loyalty.

Conclusion

Based on the research findings above. So, the results of this study indicate that the fairness of prices has a large influence on the trust and satisfaction of Lake Toba tourists. because at a reasonable price, visitors will feel they don't need a lot of money to visit Lake Toba. In addition, tourist facilities also have an influence on tourist satisfaction. That's because with the availability of facilities on Lake Toba, tourists will feel happy and comfortable. With the availability of facilities, tourists will feel that visiting Lake Toba will be more interesting and enjoyable. so it is concluded that the fairness of prices and tourist facilities greatly have an influence on the trust and satisfaction of Lake Toba tourists.

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