

TOURISM ATTRACTION FACTORS ON TOURIST SATISFACTION AND LOYALTY

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ABSTRAK

Kontribusi pariwisata terhadap ekonomi lokal terbukti sangat signifikan dan mendorong banyak peneliti untuk mempelajari fenomena multidimensi ini. Oleh karena itu tepat untuk mengidentifikasi dan menganalisis faktor-faktor yang mempengaruhi daya tarik wisata, untuk mengusulkan kebijakan yang diperlukan. Terlebih pariwisata memainkan peran yang semakin penting dalam pertumbuhan ekonomi daerah. Tujuan penelitian ini adalah untuk mengetahui pengaruh aksesibilitas, atraksi, komunitas lokal, dan amenitas terhadap kepuasan wisatawan dan pengaruh aksesibilitas, atraksi, komunitas lokal, dan amenitas terhadap loyalitas melalui kepuasan wisatawan. Penelitian ini merupakan penelitian kuantitatif eksploratif dengan menggunakan kuesioner (*google form*) yang disebarluaskan kepada wisatawan lokal yang berpengalaman mengunjungi destinasi wisata di Sulawesi Tenggara. Terdapat sebanyak 90 orang responden yang diambil menggunakan *pusposive sampling*. Adapun metode analisis yakni menggunakan *Structural Equation Modeling* dengan Smart PLS 3.0. Hasil penelitian menemukan bahwa aksesibilitas, atraksi, masyarakat lokal, dan amenitas berpengaruh positif signifikan terhadap kepuasan wisatawan. Ditemukan juga bahwa aksesibilitas, atraksi, komunitas lokal, dan fasilitas tidak mempengaruhi loyalitas wisatawan melalui kepuasan wisatawan. Penelitian ini mengimplikasikan bahwa atribut daya tarik wisata dapat mempengaruhi kepuasan wisatawan tetapi bukan loyalitas wisatawan, perlu ada yang lebih bernilai dari semua atribut yang dapat memberikan pengalaman yang berbeda kepada wisatawan sehingga dapat mempengaruhi loyalitas wisatawan.

Kata Kunci: Daya Tarik Wisata; Kepuasan Wisatawan; Loyalitas Wisatawan

ABSTRACT

The contribution of tourism to the local economy has proven to be very significant and has encouraged many researchers to study this multidimensional phenomenon. Therefore it is appropriate to identify and analyze the factors that influence tourist attractiveness, to propose the necessary policies. Moreover, tourism is playing an increasingly important role in regional economic growth. The purpose of this study was to determine the effect of accessibility, attractions, local communities, and amenities on tourist satisfaction and the effect of accessibility, attractions, local communities, and amenities on loyalty through tourist satisfaction. This research is an exploratory quantitative research using a questionnaire (*google form*) which is distributed to local tourists who have experience visiting tourist destinations in Southeast Sulawesi. There were 90 respondents who were taken using *purposive sampling*. The analysis method is using *Structural Equation Modeling* with Smart PLS 3.0. The results of the study found that accessibility, attractions, local communities, and amenities had a significant positive effect on tourist satisfaction. It was also found that accessibility, attractions, local communities, and facilities did not affect tourist loyalty through tourist satisfaction. This research implies that the attributes of tourist attraction can affect tourist satisfaction but not tourist loyalty, there needs to be something more valuable than all the attributes that can provide a different experience to tourists so that it can affect tourist loyalty.

Keywords: Destination attractions; Tourist Satisfaction; Tourist Loyalty

INTRODUCTION

The increase in tourism trends over the last few periods was initiated as one of the potential sectors that can make the biggest contribution in supporting the leisure economy in several regions in Indonesia. This increase can be considered a significant change in the world of tourism that plays a role in the emergence of renewable destinations and the re-management of natural destinations owned by each region. Krabokoukis & Polyzos (2020) stated tourism has become a global socio-economic phenomenon, with significant impacts on employment, regional development, education, the environment, new technologies, transportation, public finance, government fiscal and budgetary policies, and culture.

The report from the Central Statistics Agency for Southeast Sulawesi in 2021 shows that of the 25 types of destination groups, there are 1,110 tourist destinations spread across 17 regencies or cities. However, the number of destinations is considered not to have contributed to the growth of the tourism sector. This can be seen from the number of domestic and foreign hotel guests which during the period of 2017-2021 tended to diminish from 563,196 in 2017 to 377,806 guests in 2021.

This condition reflects that tourism is still a fairly complex problem, particularly in attracting interest and motivation from tourists to be interested in visiting. Mitra (2020) argues that destination attractiveness is a critical construction in identifying the process of selecting destinations by tourists. Furthermore, Harianto et al (2020) stated that the development of the attractiveness and extent of ecotourism areas must be followed by consideration and or fulfillment of requests from visitors or tourists.

A review of the attractiveness of a destination has been widely discussed by several previous studies. However, there is no certain definition that can be used as a reference in reviewing the factors that determine the attractiveness of a tourist destination. For example, the findings put forward by Dey et al (2020); and Yacob et al (2019) explained that the availability of alternative accommodation, tourist attractions, supporting facilities, accessibility and additional services are factors that affect the attractiveness of a destination. Nevertheless, UI & Chaudhary (2021) argue that cleanliness, food attractiveness, transportation, accommodation, site attractiveness, communication accessibility, cost, cultural attractiveness, additional facilities and tourist activities, infrastructure, and historical and cultural attractiveness are factors affecting the attractiveness of a destination.

Referring to those findings, it is important to conduct a more in-depth review of all the attributes that are considered crucial to the attractiveness of tourist destinations. Moreover, all of these attributes can directly or indirectly affect the tourists' satisfaction and loyalty. This is in line with the findings of Puspitasari et al (2019) that there is an influence between the quality of a destination's attractiveness on the satisfaction and intention of tourists to return. A similar finding was also stated by Culic et al (2021) that there is a significant influence between all factors that determine the attractiveness of a destination on tourist satisfaction.

In a different finding also stated by Nasir et al (2020), destination attractiveness does not directly affect loyalty, but destination attractiveness affects loyalty mediated by tourist satisfaction. Also, described by Surya & Ningsih (2020) that the attractiveness of a destination (including amenities not significantly affecting tourist loyalty) has a significant effect on tourist satisfaction. On the contrary, accessibility which in its findings shows that it has no direct or indirect effect on tourist satisfaction and loyalty.

Referring to the problems and several findings from previous researchers which showed different results, the authors are interested in conducting a more in-depth review of the influence of destination attractiveness factors on tourist satisfaction and loyalty in Southeast Sulawesi. The author's interest in this study is also based on the lack of studies about it in this province.

METHODS

This research is quantitative research with an explanatory approach. In this study, data were collected using a questionnaire (google form) which was distributed online through various social media. The subjects in this study were local tourists who had experience visiting tourist destinations in Southeast Sulawesi Province. Purposive sampling was used in this study with the following conditions: (1) the sample is tourists who like to travel and (2) the sample has experience in visiting tourist destinations in Southeast Sulawesi Province. Determining the number of samples in this study refers to the opinion of Roscoe (1975) that the sample size must be 15 times the number of variables in the study. So referring to the description obtained 90 respondents as a sample. Structural Equation Modeling used in this study using Smart PLS 3.0

RESULTS AND DISCUSSION

1. Characteristics of Respondents

After distributing questionnaires to 231 respondents, information about the characteristics of respondents was recorded as follows:

Table 1. Respondents Characteristics

No	Respondents Characteristic	N	Percentage (%)
1.	Sex		
	Male	35	38.89
	Female	55	61.11
	Total	90	100.00
2.	Age		
	20 – 25	36	40.00
	26 – 30	27	30.00
	31 – 35	17	18.89
	36 – 40	6	6.67
	> 40	4	4.44
	Total	90	100.00
3.	Job		
	Students	33	36.67
	Private employee	28	31.11
	Civil servants	13	14.44
	Entrepreneur	10	11.11
	No job	6	6.67
	Total	90	100.00

As shown in Table 1, it was found that there were 55 respondents with a percentage rate of 61.11 percent being female and 35 respondents with a percentage rate of 38.89 percent being male. It was also found that the majority of the respondents were in the age group of 20-26 years, as many as 36 respondents with a percentage rate of 40.00 percent. As for professions, it was found that the majority of respondents were students, 33 people (36.67%), followed by private employees (28 respondents) with a percentage rate of 31.11 percent.

2. Results

Based on the results of testing the outer model (measurement model) which includes convergent validity, discriminatory validity and composite reliability, it was found that the measurement construct for all variable items had met the criteria, valid and reliable. As for testing the hypothesis, the results found are as follows:

Table 2. Recapitulation of Results

Effect between Variables	Coeficient Path	T-Statistic	P-Value	Descriptions
Ac-TS	1.288	9.839	0.000	Significant
At-TS	1.254	5.480	0.000	Significant
LC-TS	1.275	5.189	0.000	Significant
Am-TS	0.394	3.999	0.000	Significant
TS-TL	0.089	1.779	0.085	Insignificant
Ac-TS-TL	0.327	1.091	0.279	Insignificant
At-TS-TL	0.358	1.631	0.104	Insignificant
LC-TS-TL	0.505	1.532	0.116	Insignificant
Am-TS -TL	0.169	1.454	0.087	Insignificant

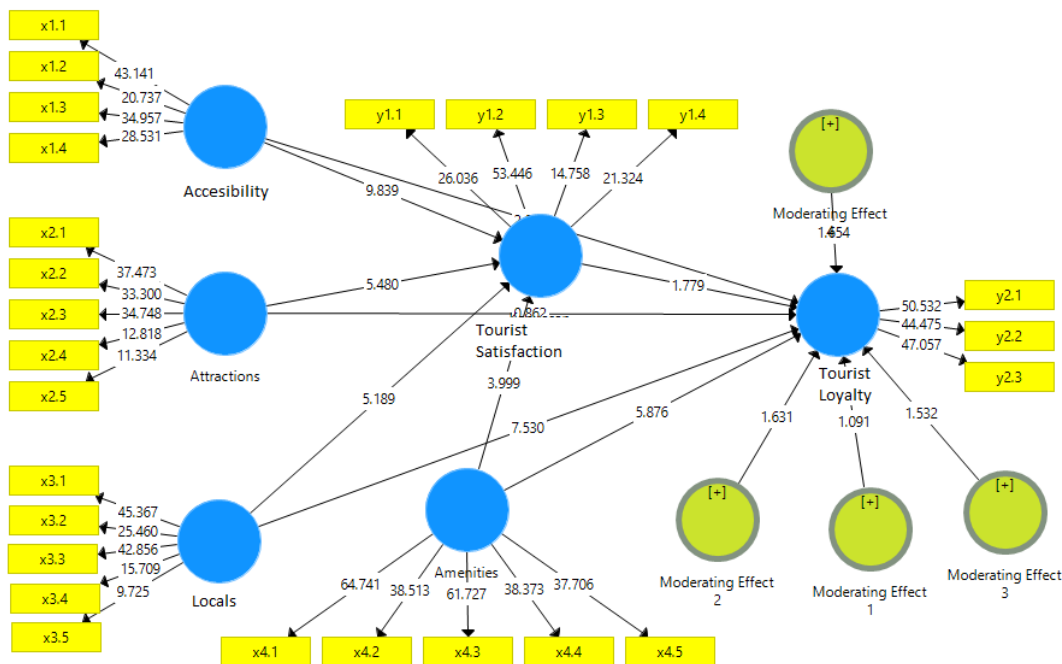


Table 2 can explain the testing of each hypothesis as follows:

1. Accessibility to Tourist Satisfaction

The path coefficient value, the effect of accessibility on tourist satisfaction is positive (1.288) with a t-statistic value of 9.839 and a p-value of $0.000 < 0.05$. It is concluded that the attractiveness hypothesis has a positive and significant effect on the satisfaction of received tourists.

2. Attractions on Tourist Satisfaction

The path coefficient value, the effect of accessibility on tourist satisfaction is positive at 1.254 with a t-statistic value of 5.480 and a p-value of $0.000 < 0.05$. It is concluded that the

attractions hypothesis has a positive and significant effect on the satisfaction of received tourists

3. Local Community Against Tourist Satisfaction

The path coefficient value, the influence of local communities on tourist satisfaction is positive (1.275) with a t-statistic value of 5.189 and a p-value of $0.000 < 0.05$. It is concluded that the local community hypothesis has a positive and significant effect on the satisfaction of received tourists

4. Amenities for Tourist Satisfaction

The path coefficient value, the effect of amenities on tourist satisfaction is positive (0.394) with a t-statistic value of 3.999 and p-value level of $0.000 < 0.05$. It is concluded that the amenities hypothesis has a positive and significant effect on the satisfaction of received tourists

5. Tourist Satisfaction with Loyalty

The path coefficient value, the influence of tourist satisfaction on loyalty is positive 0.089 with a t-statistic value of 1.779. The p-value level is $0.063 > 0.05$. This proves that tourist satisfaction has no significant positive effect on tourist loyalty or in other words the hypothesis is rejected.

6. Accessibility to Loyalty Through Tourist Satisfaction

The path coefficient value, the effect of accessibility on loyalty through tourist satisfaction is 0.327 with a t-statistic value of 1.091 with a p-value level of $0.279 > 0.05$. So based on this, it can be argued that accessibility has no effect on loyalty through tourist satisfaction or in other words, this hypothesis is rejected.

7. Attractions to Loyalty Through Tourist Satisfaction

The path coefficient value, the effect of attractions on loyalty through tourist satisfaction is 0.358 with a t-statistic value of 1.631. The p-value level is $0.104 > 0.05$. This proves that attractions have no significant positive effect on loyalty through tourist satisfaction. In other words, the proposed hypothesis is rejected.

8. Local Communities To Loyalty Through Tourist Satisfaction

The value of the path coefficient, the influence of local communities on loyalty through tourist satisfaction is 0.505. The t-statistic value is 1.532 with a p-value level of $0.116 > 0.05$. It can be argued that local communities have an insignificant positive effect on loyalty through tourist satisfaction. In other words, the proposed hypothesis is rejected.

9. Amenities To Loyalty Through Tourist Satisfaction

The path coefficient value, the influence of amenities on loyalty through tourist satisfaction is 0.169. The t-statistic value is 1.454 with a p-value level of $0.087 > 0.05$. Amenities have no significant positive effect on loyalty through tourist satisfaction so the proposed hypothesis is rejected.

3. Discussion

The results show that tourism attraction factors which include accessibility, attractions, local communities, and amenities have a significant positive effect on tourist satisfaction. This indicates that tourist satisfaction is highly dependent on the availability of tourist facilities and infrastructure, the variety of tourist attractions provided, friendliness and ownership of connectivity with local communities, as well as the availability and completeness of tourist support facilities are the main considerations for tourist satisfaction.

Referring to these results, it can be stated that the attractiveness of a tourist destination, does not only reflect feelings, beliefs, and opinions about tourist objects but includes perceptions of the ability of a destination to provide satisfaction in connection with vacation needs in particular. In the view of tourists, the value of a tourist object is in large part determined by the positive value obtained from the tour and this includes all tourism attributes, namely the availability of accessibility, tourism diversity, local communities, and tourist amenities.

According to Yangzhou Hu & Ritchie (1993), in the conceptualization described above, a tourism destination is a package of tourism facilities and services, which, like any other consumer product or service, is composed of a number of multidimensional attributes that together determine its attractiveness to a particular individual in a given choice situation. These attributes consist of all those elements of a 'nonhome' place that draw discretionary travelers away from their homes. They include not only historical sites, amusement parks, and spectacular scenery, but also the services and facilities which cater to the everyday needs of tourists.

The findings of this study are in line with the findings of several other studies, Surya & Ningsih (2020), Warbung et al (2021) and Culic et al (2021) which suggest a significant positive influence between accessibility, attractions, local communities and amenities on tourist satisfaction. In addition, the adequate accessibility, the variety of availability of tourist attractions on offer, and the existence of other additional facilities that support the

achievement of tourism implementation can create a positive assessment for tourists on the results of their travel experiences. It is also explained by Yacob et al (2019) that tourist satisfaction is not only determined by tourism objects but also includes all attributes of tourist attractions as the main supporting element for tourism activities.

It was also found that there was no indirect significant effect between accessibility, attractions, local communities and amenities on tourist loyalty through tourist satisfaction. These results are in line with research findings that tourist satisfaction has no significant effect on tourist loyalty. There is an indirect significant influence between the variables that have been mentioned (accessibility, attractions, local communities, and amenities) on tourist loyalty. Through tourist satisfaction, it shows that there is still a lack of tourist attraction in Southeast Sulawesi in creating more value for tourists which has an impact on tourist loyalty to be interested in revisiting or recommending tours to others. Moreover, there is a tendency for tourists to compare the results of their tourist experiences with the results of other tourist experiences, which in turn affects the level of tourist satisfaction and tourist loyalty.

This is in line with that described by Nasir et al (2020) who argues that tourist loyalty is largely determined by the results of the experience felt by tourists and it has a vulnerability to the value given and felt by tourists for the tourism activities carried out. When this value is considered not better than the results of tourist experiences in several other tourist objects, then the assessment of tourist satisfaction is considered not optimal and will not have an impact on tourist loyalty.

A complicated psychological mechanism is the tourist experience. It is challenging to provide a concise description since it may include a complex variety of elements. Tourist experiences are distinct from daily experiences. The act of tourism provides complicated place related interactions, memories, and emotions, and it is argued that place or self in place experience is what people are seeking.

Reference Hung et al (2021) explores the various meanings of tourist experience that include a built and produced consumption act, a reaction to “ordinary” life problems, a quest for authenticity, and multifaceted leisure activity. For all meanings, only requirement to be universal is that the tourist experience is important for the participant. The tourist experience is described by Goffi (2013) as a combination of novelty/familiarity involving the individual pursuit of identity and self-realization. Nonetheless, people encounter similar behaviors and environments in various ways.

CONCLUSION AND SUGGESTION

Based on the research findings, it can be concluded that accessibility, attractions, local communities and amenities have a significant positive effect on tourist satisfaction. Nevertheless, in different findings, it was found that there was no significant influence between accessibility, attractions, local communities and amenities on tourist loyalty through tourist satisfaction. Attributes of tourist attraction can be a positive value for tourist objects, especially for tourists, if they can provide more value for tourists. Satisfaction and loyalty are the results of the achievement of the experience felt by tourists, where this experience can create different satisfactions for each tourist destination. Referring to this, it is recommended for future research to be able to expand the scope of research by adding perceived value as one of the variables that mediate tourist attraction attributes with tourist satisfaction and loyalty.

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