

## The Increasing Intention Of Tourist Loyalty Through Geopark Destination Attributes (The Research of Ciletuh-Palabuhanratu Geopark Visitors)

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**Abstract:** The tourism industry was the sector most affected during the Covid19 pandemic, which had consequences for the economic downturn. Data estimates that 15 million tourism workers have the potential to lose their livelihoods by the end of 2020. So action to restore the tourism industry needs to be taken immediately. Efforts to restore, develop and improve tourist destinations can be carried out by conducting studies on tourist loyalty which can be influenced by destination attributes. The most important destination attribute at this time is the application of health protocols in tourist areas by all interested parties. The purpose of this research is to determine the influence that the destination attributes contribute to the loyalty intentions of tourists. The method used in this research is verification with the population, namely tourists who have visited the Ciletuh-Palabuhanratu Geopark at least once and wishing to make visits in the future. The analytical method used is the Spearman rank correlation, the coefficient of determination, and the t test with a significance level of five percent. This study found that the destination attribute gave an influence of 40.84% on the loyalty intentions of tourists.

**Keywords:** Destination Attribute, Loyalty Intention, Geopark Ciletuh-Palabuhanratu, Covid19

### 1. Introduction

The tourism industry is the sector most affected during the 2019 Covid19 / Coronavirus Disease pandemic (Brouder, 2020; Freya, 2020; Kement et al., 2020; Yeh, 2020). This occurs as a consequence of the social restriction measures imposed by each country, such as restrictions on international visits (Niewiadomski & Niewiadomski, 2020; Lovrinic, 2018) and the imposition of a quarantine period for foreign tourists entering the territory of a country (Gössling et al., 2020; ). These actions need to be taken considering that the spread of Covid-19 occurs more rapidly when there is human-to-human interaction and human movement between countries so that it has the potential to encourage the spread of the outbreak (Farzanegan et al., 2020; Gössling et al., 2020).

The Covid19 pandemic as a health disaster has had consequences for the economic downturn (Yeh, 2020), with the hardest hit business sectors during the Covid19 period being transportation, accommodation, and service businesses, all of which are important parts of the tourism industry (Nugroho & Negara, 2020). Various countries have faced monetary losses as a result of many cancellations of hotel reservations in tourist areas (Kement et al., 2020)

Global data estimates that there have been 75 million job losses in tourism as a result of the closure of tourist areas (Zenker & Kock, 2020). One country that relies on the tourism sector as an economic driver, namely Indonesia, is experiencing the impact of Covid19 in the tourism sector, 15 million tourism workers have the potential to lose their livelihoods by the end of 2020 (www.tribunnews.com). So for this reason, the recovery of the tourism industry needs to be done immediately considering its contribution to the economy and society (Niewiadomski & Niewiadomski, 2020).

Restoration of the condition of the tourism industry is urgent to do considering that sustainable tourism contributes to achievements in economic, social and environmental aspects for a region (S. W. Lee et al., 2020). One indicator of the sustainability of tourist areas, namely by paying attention to efforts to restore, develop and improve tourist destinations is tourist loyalty (Papadimitriou et al., 2015; Prayag & Ryan, 2012; Sharma & Nayak, 2019). Loyalty studies can seek to encourage visits from tourists who have previously visited, because this is much more efficient when compared to seeking visits from tourists who have never visited (Sharma & Nayak, 2019; Stylidis et al., 2017).

Loyalty can be measured by referring to the frequency of visits to tourist objects (Suhartanto et al., 2019), the higher the number of visits to a destination can be equated with the high loyalty of tourists to that destination (Almeida-Santana & Moreno-Gil, 2018). The problem faced by most tourist areas is a decrease in the level of visits, one tourist area that has experienced a decrease in the number of visits is the Ciletuh-Palabuhanratu Geopark which is located in Sukabumi Regency, West Java.

Ciletuh-palabuhanratu UNESCO Global Geopark gives its own color to local, regional and central governments because Ciletuh-palabuhanratu UNESCO Global Geopark has become a source of pride related to natural wealth as a geological heritage and biological wealth as a biological heritage as well as a wealth of community cultivation as cultural heritage et al., 2020). However, the level of tourist visits to the southern coast of Sukabumi Regency has decreased by around 75 percent during the New Year holidays ([www.republika.co.id](http://www.republika.co.id)).

There is a similarity in meaning between loyalty intentions and behavioral intentions (T. H. Lee, 2009), where both can be influenced by destination attributes that are owned by a tourist area (Aswin Sangpikul, 2017; Eusébio & Vieira, 2011; Schlesinger, 2020). The most important attribute of the destination today is health. A safe travel experience by implementing social distancing restrictions, such as maintaining distance between tables in cafes and restaurants, limiting the number of visitors, using personal facilities at inns and and encouraging activities to be carried out outdoors (Bae & Chang, 2020).

Efforts to implement health protocols have been made to ensure that new clusters do not occur as a result of tourist visits. Such as the implementation of rapid tests in various locations of the geopark area such as the Paninjoan area, Puncak Darma area, and Ciwaru Village ([www.tribunnews.com](http://www.tribunnews.com)) to monitoring the implementation of health protocols for managers, workers and visitors ([www.liputan6.com](http://www.liputan6.com)).

This research tries to measure the role of destination attributes in a tourist area that has adapted to health protocols on the intention of tourist loyalty which will be seen through various indications, including the desire to visit again, the desire to recommend and the desire to convey positive information regarding a destination.

## **2. Theoretical Background**

A tourist destination is a combination of all tourism products, which is intended to offer an integrated experience to tourists who visit (Dimitrios, 2000). The combination of tourism products can be in the form of tourism attributes that are created by nature and tourist attributes that are created by humans (Yangzhou Hu & Ritchie, 1993) which can be an attraction that encourages tourists to visit (Hidayah et al., 2020; J. Kim, 2014; Schlesinger, 2020; Shuib et al., 2015; Singh, 2019; Whyte et al., 2018). Destinations, as areas visited by tourists, have many attributes that differentiate them from other destinations (Albayrak & Caber, 2016). Generally, the attributes in a tourist destination consist of 6 elements, namely attractions, accessibility, facilities, available packages, tourist activities and additional services (Dimitrios, 2000)

The information that is related to the attractiveness of a destination can shape the perception of tourists to determine the destination to be visited (Bhat, 2012; Hidayah, 2019; Hidayah et al., 2020; K. Kim et al., 2012; Lew, 1987). Understanding tourists' perceptions of the attributes contained in a destination will encourage destination managers or policy holders to know more about tourists' reasons for determining the destination to be visited and the process of comparing destination attributes with other tourist destinations carried out by tourists before making a visit (Schlesinger, 2020). Destination attributes can be seen and felt directly by tourists during their visit, thus triggering a certain impression (Chahal & Devi, 2015; Gao et al., 2016; Moon & Han, 2018). This impression can have an impact on improving the performance of tourist destinations (Chi & Qu, 2008; Ozdemir et al., 2012; Singh, 2019). Measurement of destination attributes can use dimensions developed by Singh (2019) and Hidayah et al (2020), including the quality of infrastructure, accessibility, local culture, geographic attractiveness, special events, tourism services, diversity of tourism activities, hospitality and management. environment.

Destination attributes are able to determine the emergence of tourist loyalty intentions as seen from the intention of tourists to re-visit and word of mouth recommendations (Chi & Qu, 2008; Ozdemir et al., 2012; Ozturk & Gogtas, 2016). The intention of loyalty is a manifestation of loyalty (Song et al., 2013) which will be seen from one's awareness to take an action in the future (Coudounaris & Sthapit, 2017).

Measurement of the intention of loyalty can use the dimensions of the desire of tourists to make repeat visits, the intention to recommend and the desire to promote the attractiveness of destinations and participate in

supporting the development of certain tourist destinations through the delivery of positive information related to certain destinations (KH Kim & Park, 2017; Prayag & Ryan, 2012; Suhartanto et al., 2019; Yoon & Uysal, 2005)

Based on the description above, the hypothesis that can be taken in this study are:

**Hypothesis = Destination Attributes Affects Tourist Loyalty Intention.**

### 3. Research methods

The method used in this research is verification which will be proven through hypothesis testing. The survey in this study was carried out on the population, namely tourists who had visited the Ciletuh-Pelabuhanratu Geopark at least once and wished to make visits in the future. The analytical method used is the Spearman Rank correlation to determine the strength and low level of the relationship between destination attributes and loyalty intentions, measuring the influence that destination attributes contribute to loyalty intentions through the coefficient of determination, and hypothesis testing through the t test with a significance level of five percent.

### 4. Results and Discussions

In an effort to determine the effect of destination attributes on loyalty intentions, it is necessary to know in advance that there is a relationship between destination attributes and loyalty intentions and the strength or low of the relationship. So first the measurement will be carried out through the Spearman rank correlation test and the following results will be obtained:

**Table 1**  
**Correlation**

|                |                        |                         | Attributes Destination | Loyalty Intention |
|----------------|------------------------|-------------------------|------------------------|-------------------|
| Spearman's rho | Attributes Destination | Correlation Coefficient | 1.000                  | .639**            |
|                |                        | Sig. (1-tailed)         | .                      | .000              |
|                |                        | N                       | 60                     | 60                |
|                | Loyalty Intention      | Correlation Coefficient | .639**                 | 1.000             |
|                |                        | Sig. (1-tailed)         | .000                   | .                 |
|                |                        | N                       | 60                     | 60                |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

From the output table above, it can be seen that the correlation coefficient (R) is 0.639. This value indicates a strong relationship between destination attributes and tourist loyalty intentions. The value of the correlation coefficient (R) also shows a positive sign which means that when the destination attribute is improved it will also have an impact on increasing the loyalty of tourists.

After knowing the relationship between the variables studied, the researcher will first test the hypothesis to ensure that the proposed hypothesis can be accepted through the t test, then the following results are obtained:

$$t_{count} = rs \sqrt{\frac{(n - 2)}{1 - rs^2}}$$

$$t_{count} = 0,639 \sqrt{\frac{(58 - 2)}{1 - 0,639^2}}$$

$$t = 6,325$$

With db = 58 (n - 2) and α = 5% for testing one party, the value of t table = 1,671 is obtained. Due to tcount (6,325) > ttable (1,671), then H0 is rejected and H1 is accepted, which means that there are destination attributes that have an effect on loyalty intentions.

After obtaining the correlation coefficient and hypothesis test results, then the calculation of the percentage of the influence of destination attributes on tourist loyalty, using the formula Coefficient of Determination (KD) as follows:

$$KD = r_{yx}^2 \times 100\%$$

$$= (0,639)^2 \times 100\%$$

= 40,84%

Based on the above calculations, it can be seen that there is an influence of 40.84% contributed by destination attributes to the loyalty intentions of Ciletuh-Palabuhanratu Geopark tourists during the Covid19 pandemic. Meanwhile, 59.16% was contributed by other variables which were not examined in this study such as destination image, tourist rates, quality of experience, promotion or other variables.

## 5. Conclusions

It is urgent to recover the tourism industry considering its contribution to the economy of a country. One indication that can be used as a reference for returning tourist destinations to a sustainability track is by paying attention to tourist loyalty which can be formed by destination attributes. The most important attribute of the destination at this time is the readiness of the destination in actually carrying out the health program in its area so that the traveling experience can still be done by paying attention to the potential spread of the outbreak.

The results of the study have shown that there is an influence given by the destination attribute on the tourist loyalty intention of 40.84%. So that on this basis, the manager of tourist destinations needs to improve the readiness of the attributes of his destination to ensure that there is no transmission of the plague while receiving tourist visits. The application of the large-scale social restrictions can be used as an opportunity for destination managers to carry out development as well as socialization and supervision of each area and human resources involved in the Ciletuh-Palabuhanratu Geopark tourist area. This aims to form a good perception and trust of tourists to return to visit.

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