

## Impact of the Quality of Tourist Attraction and Promotion on Tourist Loyalty with Visiting Decisions as Intervening Variables

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### ARTICLE INFORMATION

#### Publication information

#### Research article

#### HOW TO CITE

Auliq, M. A., Sularso, R. A. Andriyansah, Isnarno, E. (2022). Impact of the Quality of Tourist Attraction and Promotion on Tourist Loyalty with Visiting Decisions as Intervening Variables. *Journal of International Conference Proceedings*, 5(29), 286-296.

#### DOI:

<https://doi.org/10.32535/ijcp.v5i1.1466>

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Received: 20 April 2022

Accepted: 23 April 2022

Published: 13 May 2022

### ABSTRACT

This study aims to determine the effect of the quality of tourist attractions and promotions on tourist decisions and loyalty as a result of the decline in the number of tourists. The respondents of this study were 100 tourists who visited Ijen Crater in July 2019 both foreign tourists and local tourists. The data analysis technique used structural equation modeling (SEM) Warp PLS 5.0. The results showed that there was a positive and significant influence of tourist attraction on the decision to visit. There is a positive and significant effect of tourism promotion on visiting decisions. There is a positive and significant influence of tourist attraction on tourist loyalty. There is a positive and significant effect of tourism promotion on tourist loyalty. There is a positive and significant influence on the decision to visit on tourist loyalty. Path analysis test results show that there is a positive and significant indirect effect between tourist attraction and tourist loyalty through visiting decisions. And there is a positive and significant indirect effect of tourism promotion on visiting loyalty through visiting decisions.

**Keywords:** Quality of tourist attraction, promotion, decision to visit, tourist loyalty

## **INTRODUCTION**

The tourism industry produces products and services aimed specifically at meeting the needs of tourists (Zaenuri, 2012). Tourism products and services are not only tourism potential, but there are other elements that also become an integral part of tourism products, namely accessibility, amenities, and hospitality (Damanik and Weber, 2006). Promotion is an activity to notify the product or service to be offered to potential consumers/tourists who are the target market. Promotional activities should ideally be carried out on an ongoing basis through several media that are considered effective in reaching the market, both print and electronic, but the selection really depends on the target market to be addressed. Kotler (1996), the purpose of promotion is to encourage consumer awareness of product brands, provide product information, and provide encouragement to consumers after purchase.

Ijen Crater Nature Park is one of the world's tourist destinations that is in great demand and visited by tourists both from local Indonesia and from abroad. However, since 2016 there has been a decline in the number of tourists both from foreign countries and from local. In 2016 there were 39,069 foreign tourists and 163,661 local tourists. In 2017 the number of foreign tourists was 25,810 people and local tourists were 150,285 so that it decreased by 8.6% from 2016. In 2018 the number of foreign tourists was 30,062 people and local tourists were 137,914 people so it decreased by 9.5% This decrease was due to a decrease in the interest of tourists visiting Ijen Crater, in addition to the lack of facilities and infrastructure available in the Ijen Crater natural tourist park, which is still very minimal and inadequate as an attraction for world tourist destinations.

Formulation of the problem:

1. Does the quality of the attraction affect the decision to visit?
2. Does promotion affect the decision to visit?
3. Does the quality of the attraction affect the loyalty of tourists?
4. Does promotion affect tourist loyalty?
5. Does the decision to visit affect the loyalty of tourists?
6. Does the quality of attraction affect the loyalty of tourists through visiting decisions?
7. Does promotion affect tourist loyalty through visiting decisions?

## **LITERATURE REVIEW AND HYPOTHESES**

### **Definition of Consumer Loyalty**

Gramer and Brown (2006: 27) provide a definition of loyalty (service loyalty), namely the degree to which a consumer shows repeat purchase behavior from a service provider, has a positive disposition or tendency towards service providers, and only considers using service providers. This is when the need arises to use this service.

### **Tourist Loyalty**

The most common factor predicting why tourists repeat vacation experiences is a good past experience with little risk (Petrick, Morais and Norman, 2001: 42). Satisfied consumers or customers will make repeat visits in the future and notify others of the services they feel (Fornell in Nuraeni, 2014: 4).

### **Understanding Tourist Attractions**

A tourism product is a package that is not only about the beauty or exoticism of a tourist place, but in a broader sense. Tourism products include attractions, facilities when traveling, and also access to these tourist attractions (Ali, 2012).

Definition of Tourist Attraction according to Law no. 10 of 2009 is: everything that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made products that are the target or purpose of tourist visits.

### **Promotion Concept**

Tjiptono (2001) states that promotion is one of the determining factors for the success of a marketing program. No matter how high-quality a product is, if consumers have never heard of it and are not sure that the product will be useful to them, then consumers will never buy it. In essence, promotion is a form of marketing communication, namely marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

### **Definition of Visiting Decision**

The decision to revisit or revisit is part of consumer behavior and repeat visits are to return to visit (Mahadewi et al, 2014:4). Decision is the selection of two or more options or in other words alternative choices must be available to someone when making a decision (Schiffman & Kanuk, 2007: 485).

## **RESEARCH METHODS**

The research uses a quantitative approach or statistical data analysis. Quantitative research is research that explains and describes the conditions of each variable in detail and looks at the relationship or relationship between these variables using data measured by numbers or mathematical models (Sugiyono, 2017:15).

This research design belongs to the type of explanatory research and confirmatory research to explain the causal relationship between variables through hypothesis testing (Singarimbun and Effendi, 1995: 3-4).

### **Variable Identification**

The variables in this study were divided into three, namely exogenous variables (Independent), intermediate variables (Intervening) and endogenous variables (Dependent).

Exogenous variables are causative or antecedent variables, namely variables that are positioned not influenced by the previous variable. In this study, there are two exogenous variables, and are denoted by X. The two exogenous variables include:

- a. Quality of attraction (X1)
- b. Promotion (X2)

Intervening variable is a variable that is intermediary (means) of the relationship of the independent variable to the dependent variable, (Solimun, 2002: 3) its nature can strengthen or weaken the influence of the dependent variable. In this study, there is 1 variable, and is denoted by Y1, namely: the decision to visit (Y1).

Endogenous variables are variables due to or consequences, namely variables that are influenced by exogenous variables and intervening variables. In this study there is 1 endogenous variable, and is denoted by Y2, namely: Loyalty of tourists (Y2).

### **Population and Sample**

Population is a group of people or everything that has certain characteristics (Indriantoro, 2009:13). The population in this study were tourists who visited the Ijen Crater Nature Park, Banyuwangi Regency in July 2019.

The sample in this study must meet several criteria, namely:

1. Tourists visiting Ijen Crater aged 18-30 years.
2. Local and foreign tourists.
3. Tourists who visit with family, friends or groups and not individual tourists.
4. Tourists who have visited at least once to Ijen Crater.

The Warp PLS consists of 2 tests, namely the outer model and the inner model. The outer model test is to test the validity and reliability of the research instrument. The indicators in this study are reflective because the latent variable indicators affect the indicators, for this reason, 2 methods of measurement are used according to Sholihin and Dwi (2013:111-112), namely:

#### **Convergent Validity**

Convergent validity measures the magnitude of the correlation between the construct and the latent variable. In evaluating convergent validity from checking individual item reliability, it can be seen from the standardized loading factor. The standardize loading factor describes the magnitude of the correlation between each measurement item (indicator) and its construct. The correlation can be said to be valid if it has a value > 0.5.

#### **Discriminant Validity**

The next evaluation is to see and compare between discriminant validity and square root of average variance extracted (AVE). The measurement model was assessed based on the measurement of cross loading with the construct. If the correlation of the construct with each indicator is greater than the size of the other constructs, then the latent construct predicts the indicator better than the other constructs. If the value is higher than the correlation value between the constructs, then good discriminant validity is achieved. Convergent validity of the measurement model can be seen from the correlation between the indicator scores and the variable scores. An indicator is considered valid if it has an AVE value above 0.5 or shows all outer loading dimensions of the variable having a loading value > 0.5 so it can be concluded that the measurement meets the criteria for convergent validity (Chin in Kalnadi 2013).

Reliability is determined on the basis of the proportion of the total variance which is the true total variance. The larger the proportion means the higher the reliability. To test the reliability of the instrument that will be used in this study, the alpha coefficient formula is used because the scores on the instrument items are graded scores, which are between 1 to 4 or 1 to 5. Furthermore, the reliability test can be seen from the value of Crombach's alpha and the value of composite reliability. To be able to say that an item is a reliable statement, then the Cronbach's alpha value must be > 0.6 and the composite reliability value must be > 0.7. Ghazali (2006) stated that this measurement can be used to measure reliability and the results are more conservative than the composite reliability value.

According to Jogiyanto and Abdillah (2009) PLS (Partial Least Square) is: Variant-based structural equation analysis (SEM) which can simultaneously test the measurement model as well as test the structural model. The measurement model is used to test the validity and reliability, while the structural model is used to test causality (testing hypotheses with predictive models). PLS can analyze and form constructs with reflective and formative indicators. The sample size in PLS is determined by one of the following rules (Hair, et al., 2014):

1. Ten times the number of formative indicators (ignoring reflective indicators)
2. Ten times the number of structural paths in the inner model.

## RESEARCH RESULTS AND DISCUSSION

Evaluation of the measurement model is used to evaluate the relationship between the construct and its indicators, divided into two (2) namely convergent validity and discriminant validity. Convergent validity can be evaluated through the value of Normalized combined loadings and cross-loadings. Discriminant validity is seen from the value of combined loadings and cross-loadings and the value of square root average extracted (AVE) is seen from the Normalized pattern loadings and cross-loadings.

**Convergent Validity Table of Tourist Attraction Variables**

Indikator	Normalized pattern loading	Standard	Description
x11	0,834	0,5	Fulfil <i>Convergent validity</i>
x12	0,820	0,5	Fulfil <i>Convergent validity</i>
x13	0,786	0,5	Fulfil <i>Convergent validity</i>
x14	0,724	0,5	Fulfil <i>Convergent validity</i>
x15	0,889	0,5	Fulfil <i>Convergent validity</i>

Source: data processed by Warp PLS 5.0

**Promotional Variable Convergent Validity Table**

Indikator	Normalized pattern loading	Standard	Description
X21	0,897	0,5	Fulfil <i>convergent validity</i>
X22	0,759	0,5	Fulfil <i>convergent validity</i>
X23	0,579	0,5	Fulfil <i>convergent validity</i>

Source: data processed by Warp PLS 5.0

**Table of Convergent Validity Variables Decision to visit**

Indikator	Normalized pattern loading	Standard	Description
Y11	0,833	0,5	Fulfil <i>convergent validity</i>
Y12	0,921	0,5	Fulfil <i>convergent validity</i>
Y13	0,573	0,5	Fulfil <i>convergent validity</i>

Source: data processed by Warp PLS 5.0

**Convergent Validity Table Tourist Loyalty Variables**

Indikator	Normalized pattern loading	Standard	Description
Y21	0,992	0,5	Fulfil <i>convergent validity</i>
Y22	0,837	0,5	Fulfil <i>convergent validity</i>
Y23	0,859	0,5	Fulfil <i>convergent validity</i>

Source: data processed by Warp PLS 5.0

<b>Tabel Normalized pattern loadings and cross-loadings</b>				
Variable	Pattern loading		Standard	Description
	Indicator	Value		
X1	X11	0,691	0,500	Valid
	X12	0,611	0,500	Valid
	X13	0,767	0,500	Valid
	X14	0,580	0,500	Valid
	X15	0,551	0,500	Valid
X2	X21	0,727	0,500	Valid
	X22	0,619	0,500	Valid
	X23	0,756	0,500	Valid
Y1	Y11	0,654	0,500	Valid
	Y12	0,681	0,500	Valid
	Y13	0,595	0,500	Valid
Y2	Y21	0,630	0,500	Valid
	Y22	0,639	0,500	Valid
	Y23	0,612	0,500	Valid

#### Reliability Test Table

Composite reliability coefficients

X1	X2	Y1	Y2
0.822	0.773	0.873	0.920

Cronbach's alpha coefficients

X1	X2	Y1	Y2
0.729	0.650	0.782	0.869

Source: data processed by Warp PLS 5.0

#### Tabel Model fit and quality indices

Model fit and quality indices

Average path coefficient (APC)=0.372,  $P < 0.001$

Average R-squared (ARS)=0.670,  $P < 0.001$

Average adjusted R-squared (AARS)=0.662,  $P < 0.001$

Average block VIF (AVIF)=1.757, acceptable if  $\leq 5$ , ideally  $\leq 3.3$

Average full collinearity VIF (AFVIF)=2.646, acceptable if  $\leq 5$ , ideally  $\leq 3.3$

R-squared contribution ratio (RSCR)=1.000, acceptable if  $\geq 0.9$ , ideally = 1

Source: data processed by Warp PLS 5.0

#### Table of Direct Effects Between Variables

Influence between variables	Coefficient Influence	of Significant
Tourist attraction to the decision to visit	0,52	<0,001
Promotion of visiting decisions	0,32	<0,001
Tourist attraction to tourist loyalty	0,36	<0,001

Promotion of tourist loyalty	0,23	<0,001
Decision to visit on tourist loyalty	0,44	<0,001

Source: data processed by Warp PLS 5.0

<b>Indirect Influence Table</b>		
Variable	Path Coefficient	Significant
Indirect influence:		
Tourist attraction to tourist loyalty through visiting decisions	0,225	<0,001
Promotion of tourist loyalty through visiting decisions	0,139	0,02

Source: data processed by Warp PLS 5.0

<b>Total Influence Table</b>		
Variable	Path Coefficient	Significant
Total influence:		
Tourist attraction to tourist loyalty through visiting decisions	0,584	<0,001
Promotion of tourist loyalty through visiting decisions	0,367	<0,001

Source: data processed by Warp PLS 5.0

The coefficient of direct influence of the tourist attraction variable on the decision to visit is  $\beta = 0.52$  with p value < 0.01. The coefficient of direct influence of the promotion variable on visiting decisions is  $\beta = 0.32$  with p value = 0.01. The coefficient of direct influence of the tourist attraction variable on tourist loyalty is  $\beta = 0.36$  with p value < 0.01. The coefficient of direct influence of the promotion variable on tourist loyalty is  $\beta = 0.23$  with p < 0.01. The coefficient of direct influence of the visiting decision variable on tourist loyalty is  $\beta = 0.44$  with p value < 0.01.

Path analysis shows the indirect effect coefficient is 0.225 with p value < 0.001. This means that there is a positive and significant influence of tourist attraction on tourist loyalty which is strengthened by the decision to visit. Path analysis shows the indirect effect coefficient is 0.367 with a p value of 0.02. This means that there is a positive and significant effect of promotion on tourist loyalty through visiting decisions.

Path analysis shows the total effect coefficient is 0.584 with p value < 0.001. Path analysis shows the total effect coefficient is 0.367 with p value < 0.001. This means that the intervening variable of visiting decisions has an important role to strengthen the influence of the independent variable of quality of attraction and promotion on the independent variable of tourist loyalty. The value of the coefficient of indirect influence is greater than the direct effect, so this shows that the quality of visiting plays a role in strengthening the influence of the quality of attraction and promotion on tourist loyalty.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

There is a positive and significant influence of tourist attraction on the decision to visit. This means that the better the tourist attraction of Ijen Crater, the greater the decision to visit tourists to Ijen Crater. A well-managed tourist attraction is able to invite tourists to visit Ijen Crater.

There is a positive and significant influence of tourism promotion on the decision to visit. This means that the better the promotion of Ijen Crater tourist destinations, the greater the decision to visit tourists to Ijen Crater. The incessant promotion of Ijen Crater destinations will encourage tourists' decisions to come to visit Ijen Crater.

There is a positive and significant influence of tourist attraction on tourist loyalty. This means that the better the tourist attraction in Ijen Crater, the more tourist loyalty will be. The prominent tourist attraction of Ijen Crater will be able to make loyal tourists to visit again or recommend others to visit Ijen Crater.

There is a positive and significant influence of tourism promotion on tourist loyalty. This means that the better the promotion of Ijen Crater tourism promoted by the local government, the more loyal tourists will be to visit Ijen Crater. The number of tourist activities (events) to introduce Ijen Crater, will lead to tourist loyalty to come back to visit Ijen Crater in the future.

There is a positive and significant influence on the decision to visit on tourist loyalty. This means that the more satisfied tourists visit Ijen Crater, it will further increase tourist loyalty. The decision to visit Ijen Crater makes tourists enjoy nature tourism in Ijen Crater and feel satisfied visiting so that it will increase tourist loyalty to visit again and recommend to others to visit Ijen Crater.

There is a positive and significant indirect effect of tourist attraction on tourist loyalty through visiting decisions. This means that the better the attractiveness of a tourist destination, it will further increase the decision to visit and also increase tourist loyalty. The tourist attraction of Ijen Crater will affect the loyalty of tourists through the decision to visit tourists to Ijen Crater.

There is a positive and significant indirect effect of tourism promotion on visiting loyalty through visiting decisions. This means that more promotions carried out both through events and mass media will increase interest and decision to visit and increase tourist loyalty to Ijen Crater.

### **Suggestion**

1. Improve and build facilities, facilities and infrastructure to support the comfort of traveling in Ijen Crater. Realizing the construction of a cable car that does not damage the natural conservation of flora and fauna around the Ijen Crater nature reserve. Realizing and providing affordable public transportation for tourists to the Ijen Crater tourist area.
2. Build a more representative dining and resting place in the Paltuding area of Ijen Crater. Build and repair the path to Ijen Crater so that it is not slippery and steep. Build a health post around Ijen Crater to help tourists who experience fatigue when climbing to Ijen Crater.
3. Based on the test results, the variance of visiting decisions is only 55% influenced by tourist attraction and promotion, so it is recommended for future research to use other research variables such as destination image and tourist destination facilities in order to obtain better research results. In addition, future research can use the same research variables with a wider scope of research objects or compare one organization to another, or use other research models such as using moderating variables.

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**Journal of International Conference Proceedings (JICP) Vol.5 No.29, pp. 286-296, May, 2022**

**P-ISSN: 2622-0989/E-ISSN: 2621-993X**

**<https://www.ejournal.aibpm.org/index.php/JICP>**

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