

# Mediation Effect of Visitor Satisfaction from Cleanliness, Health, Safety, and Environment Sustainable (CHSE) Relationships on Visitor Loyalty at Kaliwatu Rafting Tourist Destinations Batu City

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**Abstract:** Customer Loyalty is the result of customer satisfaction. The purpose of this study was to examine and analyze the impact of customer satisfaction as a mediating variable of the relationship between cleanliness, health, safety, and a sustainable environment on customer loyalty. This research is an explanatory research, with the location of this research being carried out at the Kaliwatu Rafting Tourism Destination, Batu City, East Java. The population in this study were all people/communities who had visited the Kaliwatu rafting tourist destination. With a sample of 150 respondents. The data analysis technique used descriptive statistical analysis, path analysis, and hypothesis testing. From the results of the analysis and discussion, it is found that cleanliness, health, safety, and a sustainable environment affect customer loyalty. However, among cleanliness, health, safety, and a sustainable environment that affect customer loyalty through customer satisfaction, there is only one variable, namely the health variable which has a significant effect on customer loyalty through customer satisfaction visiting Kaliwatu Rafting tourist destinations, so it can be said that customer satisfaction actually act as a mediation in this study for the health variable.

**Keywords:** Cleanliness, health, safety, environment sustainable, customer satisfaction, customer loyalty.

## 1. Introduction

Indonesia is one of the archipelagic countries in Southeast Asia which is located on the continent of Asia and Australia. Tourism in Indonesia is one of the potential drivers of the national economy to spur economic development in the future (Pradana 2019). Dalam (Damanik 2005) Tourism can be interpreted that tourism is a variety of tourism activities that are supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. Indonesia has various regions with potential tourism attractions that can attract tourists to visit, one of which is Batu City.

Kaliwatu Rafting is located in Pandanrejo Village, Bumiaji

District, Batu City. Kaliwatu Rafting tourist destination is one type of adventure tourism or adventure tourism, with the main tourist attraction being white water rafting. White water rafting is a type of adventure and sports tourism that requires adrenaline, rafting activities require professional staff to accompany this activity, before the COVID-19 pandemic safety became the main requirement, this is because the safety of tourists when rafting is also important to note. One thing that was different when the covid 19 pandemic hit Indonesia and especially Batu City, after the covid-19 pandemic, it was not only safety that needed attention, there were other things that needed to be implemented.

During the COVID-19 pandemic, Kaliwatu Rafting needs to implement a strict Health protocol to maintain the security and safety of tourists. The Ministry of Tourism and Creative Economy has made Cleanliness, Health, Safety, Environment Sustainable (CHSE) guidelines for both tourist destinations, tourist activities as well as hotels and homestays. With the implementation of CHSE in Kaliwatu Rafting tourist destinations, tourists will feel safe and satisfied which from tourist satisfaction will generate loyalty from tourists to tourist destinations in Kaliwatu Rafting. The formulation of the problem from this research is whether Cleanliness, health, safety, and sustainable environment (CHSE) have a direct partial effect on the satisfaction of visiting Kaliwatu Rafting in Batu City?; Do Cleanliness, Health, safety and sustainable environment (CHSE) have a direct partial effect on customer loyalty at Kaliwatu Rafting?; Does customer satisfaction affect customer loyalty at Kaliwatu Rafting?; Do Cleanliness, Health, safety, and sustainable environment (CHSE) partially affect customer loyalty through the satisfaction of visiting Kaliwatu Rafting?

## 2. Methodology

This study focuses on studies on tourism management, especially those related to cleanliness, health, safety, sustainable environment, customer satisfaction and customer loyalty. This research is an explanatory research, the location of the research is at the Kaliwatu Group Tourism Destination, Batu City, East Java. The population in this study is all places where all people / communities have visited the Kaliwatu Group tourist destination, Batu City. As for the research sample because the population is unknown, the researcher uses the opinion of Prawira (2010: 46) recommending the minimum sample size is 5-10 times the number of question items contained in the questionnaire. The number of question items in this study is 30, so the minimum sample size of this study is  $5 \times 30 = 150$ . The data analysis technique uses Descriptive Statistical Analysis, Path Analysis, Classical Assumption Test and Hypothesis Testing.

Table 1  
Variable operational definition

| No | Research variable       | Operational definition   | Indicator  |
|----|-------------------------|--|--|
| 1  | Cleanliness             | Cleanliness is the cleanliness of tourist destinations both from germs, bacteria and virus diseases.   | a. Wash hands with soap/use hand sanitizer<br>b. Availability of hand washing facilities with soap<br>c. Public spaces and goods are cleaned regularly with disinfectants/other cleaning fluids that are safe and appropriate<br>d. Free from vectors and disease-carrying animals<br>e. The toilet is cleaned and the toilet equipment is clean<br>f. There is a clean trash can  |
| 2  | Health                  | Health is the maintenance of the health of workers and visitors to tourist destinations.   | a. The existence of a safe distance setting, avoiding physical contact, and preventing crowds<br>b. Do not touch the face, especially the eyes, nose and mouth with dirty hands<br>c. Have a body temperature check<br>d. Wear PPE when needed<br>e. Apply cough and sneeze etiquette, for clean and hygienic food and beverage management<br>f. Providing simple health equipment and supplies<br>g. Public spaces and work spaces have good air circulation<br>h. There is treatment for visitors with health problems when doing activities at the location |
| 3  | Safety                  | Safety is a sense of security and safety of visitors while visitors are in tourist destinations  | a. There are procedures to save yourself from disasters<br>b. Availability of first aid city<br>c. Availability of fire extinguishers<br>d. Availability of gathering points and evacuation routes<br>e. Ensure electronic devices are turned off when leaving the room<br>f. Media and communication mechanisms for handling emergency conditions   |
| 4  | Environment Sustainable | Environmental sustainability is the application of conditions to preserve the environment  | a. Use of environmentally friendly equipment and materials<br>b. Efficient and healthy use of water and energy sources in order to maintain the balance of the ecosystem<br>c. Waste waste treatment is carried out in a complete, healthy, and environmentally friendly manner<br>d. Natural environmental conditions or with technical engineering<br>e. Utilization and evaluation of the implementation of guidelines and SOPs for the implementation of cleanliness, health, safety, and environmental sustainability                                     |
| 5  | Customer satisfaction   | Satisfaction is the feeling of pleasure or disappointment of visitors that arises after comparing the performance of the manager with the expectations of visitors | a. Tourists are satisfied with the existing facilities and services<br>b. Have a positive impression after visiting tourist destinations<br>c. Get good service when visiting  |
| 6  | Customer loyalty        | Tourist loyalty is an activity that repeats and recommends   | a. Recommend to others<br>b. Will visit again in the future  |

## 3. Literature Study

### A. Tourism

According to (Annisa and ;Alvianna 2017), Tourism is the temporary and short-term movement of people to destinations outside the places where they usually live and work and also their activities while staying at a destination.

### B. CHSE

CHSE is Cleanliness (Cleanliness), Health (Health), Safety (Safety) and Environment Sustainability (Environmental Sustainability). The CHSE Guidelines have been implemented in the tourism and creative economy sectors in Indonesia from September-October 2020, with the aim of increasing Covid-19 prevention and control efforts for the community in public places and facilities in order to prevent the occurrence of new epicenters or clusters during the pandemic.

In the tourism and creative economy sectors, which consist of hotels, tourist destinations, restaurants, travel businesses, tour guides, spas, MICE, and so on. The scope of this Health protocol includes efforts to prevent and control Covid-19 in public places and facilities by taking into account aspects of individual health protection and critical points in the protection of public health, involving managers, organizers, or persons in charge of public places and facilities as well as the user community. (kementerian Pariwisata dan ekonomi kreatif, 2020).

### C. Customer Satisfaction

according to (Kotler Philip 2002) Customer satisfaction is the level of one's feelings after comparing the performance or results obtained compared to their expectations, while according to customer satisfaction is a feeling of pleasure or disappointment after comparing their perceptions/impressions of performance/expectations.

### D. Customer Loyalty

according to (Tjiptono 2000) Customer loyalty is loyalty to a brand that is obtained because of a combination of satisfaction and complaints, where customer satisfaction comes from how much the company's performance is to generate satisfaction by minimizing this satisfaction by minimizing complaints, so that long-term purchases are made by consumers.

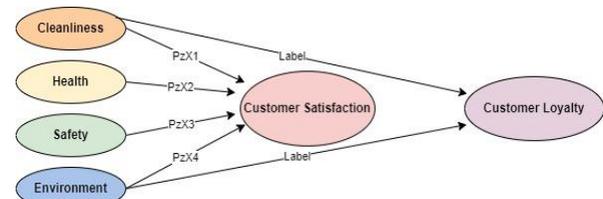


Fig. 1. Research conceptual framework  
Source: Various articles, processed (2021)

## 4. Result

A total of 150 respondents filled out this research questionnaire online. The results of the hypothesis analysis of each path obtained from the path analysis results using SPSS software are as follows:

### A. Demographic Statistic

Table 1  
Demographic Profile

| Item   | Optional             | Frequency | Percentag |
|--------|----------------------|-----------|-----------|
| Gender | Male                 | 87        | 58        |
|        | Female               | 63        | 42        |
| Works  | Government Employees | 17        | 11.33     |
|        | Private Employees    | 47        | 31        |
|        | Student              | 54        | 36        |
|        | More                 | 32        | 21        |
| Income | > 5 Milion           | 68        | 45        |
|        | 5-10 Million         | 28        | 19        |
|        | 10-15 Million        | 37        | 25        |
|        | > 15 Milion          | 17        | 11        |
| Age    | 15- 20 years         | 23        | 15        |
|        | 21- 25 years         | 57        | 38        |
|        | 25-30 years          | 36        | 24        |
|        | 30-35 years          | 27        | 18        |
|        | > 35 years           | 7         | 4.67      |

B. Regression Analysis Model 1

Equation Model 1  $\rightarrow Z = PZX_1 + PZX_2 + PZX_3 + PZX_4 + e$

In Table 1, it can be seen that the regression model I where the significant value of the variables Cleanliness ( $X_1 = 0.228$ ),

Health ( $X_2 = 0.094$ ), Safety ( $X_3 = 0.000$ ), Environment Sustainable ( $X_4 = 0.191$ ), meaning that the variables  $X_1, X_2, X_4$  are not significant effect because the sig value is greater than 0.05, while  $X_3$  has a significant effect because the sig value is smaller than 0.05, but the magnitude of the  $R^2$  or  $R$ square value contained in the Model Summary table is 0.411, this indicates that the contribution or contribution of influence  $X_1, X_2, X_3, X_4$  to  $Z$  is 41.1%, while the remaining 58.9% is a contribution from other variables not included in this study. Meanwhile, the value of  $e_1 = (1-0.411) = (0.589) = 0.767$ .

To find out whether the regression model above has an effect simultaneously or simultaneously, an F test is needed. The F test results are obtained from the output of the regression model I with the results of F count 25,338 with a significant value of 0.000, this means  $0.000 < 0.05$  this means  $X_1, X_2, X_3, X_4$  together have an effect on  $Z$ .

C. Model 2 Regression Analysis

Equation Model 2  $\rightarrow Y = PYX_1 + PYX_2 + PYX_3 + PYX_4 + PYZ + e$

Referring to the output of the regression model II, it can be seen that the significant value of the variable Cleanliness ( $X_1 = 0.000$ , Health ( $X_2 = 0.000$ ), Safety ( $X_3 = 0.000$ ), Environment Sustainable ( $X_4 = 0.000$ ) is smaller than 0.05. This gives the conclusion that the variables Cleanliness, Health, Safety, and sustainable environment affect customer loyalty ( $Y$ ), then customer satisfaction has a sig probability value of 0.753 which is greater than 0.05, which means that customer satisfaction

Table 2  
Test results of model I regression analysis pathway

| Model                   | Var  | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig.  |
|-------------------------|--|-----------------------------|------------|---------------------------|--------|-------|
|                         |  | B                           | Std. Error | Beta                      |        |       |
| Cleanliness             | $X_1$  | -0.108                      | 0.089      | -0.090                    | -1.210 | 0.228 |
| Health                  | $X_2$  | 0.205                       | 0.121      | 0.234                     | 1.688  | 0.094 |
| Safety                  | $X_3$  | 0.971                       | 0.099      | 0.631                     | 9.782  | 0.000 |
| Environment Sustainable | $X_4$  | -0.180                      | 0.137      | -0.193                    | -1.314 | 0.191 |
| Dependent Variabel      | customer satisfaction ( $Z$ )                            |                             |            |                           |        |       |
| R                       | 0.641  |                             |            |                           |        |       |
| $R^2$                   | 0.411  |                             |            |                           |        |       |
| $R^2_{Adjusted}$        | 0.395  |                             |            |                           |        |       |
| $F_{hitung}$            | 25.338   |                             |            |                           |        |       |
| Probability             | 0.000  |                             |            |                           |        |       |
| Line Equation           | $Z = PZX_1 + PZX_2 + PZX_3 + PZX_4 + e$                  |                             |            |                           |        |       |
| Result                  | $Z = -0.090 X_1 + 0.234 X_2 + 0.631 X_3 - 0.193 X_4 + e$ |                             |            |                           |        |       |

Source: Primary Data, processed (2021)

Table 3  
Pathway test results for regression analysis model 2

| Model                   | Unstandardized Coefficients                                       |            | Standardized Coefficients | T      | Sig.  |
|-------------------------|---|------------|---------------------------|--------|-------|
|                         | B   | Std. Error | Beta                      |        |       |
| Cleanliness             | 0.278   | 0.054      | 0.250                     | 5.145  | 0.000 |
| Health                  | -0.282  | 0.074      | -0.347                    | -3.796 | 0.000 |
| Safety                  | 0.530   | 0.077      | 0.371                     | 6.837  | 0.000 |
| Environment Sustainable | 0.814   | 0.084      | 0.940                     | 9.737  | 0.000 |
| Kepuasan Pelanggan      | -0.016  | 0.050      | -0.017                    | -0.315 | 0.753 |
| Dependent Variabel      | Customer loyalty ( $Y$ )  |            |                           |        |       |
| R                       | 0.867   |            |                           |        |       |
| $R^2$                   | 0.751   |            |                           |        |       |
| $R^2_{Adjusted}$        | 0.743   |            |                           |        |       |
| $F_{hitung}$            | 87.017  |            |                           |        |       |
| Probability             | 0.000   |            |                           |        |       |
| Line Equation           | $Y = PYX_1 + PYX_2 + PYX_3 + PYX_4 + PYZ + e$                     |            |                           |        |       |
| Result                  | $Y = 0.250 X_1 - 0.347 X_2 + 0.371 X_3 + 0.940 X_4 - 0.017 Z + e$ |            |                           |        |       |

Source: Primary Data, processed (2021)

Table 4  
Calculation of direct, indirect and total effects

| Hypothesis | Direct Effect | Probability | Indirect effect          | Total effect              | Information    |
|------------|---------------|-------------|--------------------------|---------------------------|----------------|
| X1 → Z     | -0.090        | 0.228       |                          |                           | No Significant |
| X2 → Z     | 0.234         | 0.094       |                          |                           | No Significant |
| X3 → Z     | 0.631         | 0.000       |                          |                           | Significant    |
| X4 → Z     | -0.193        | 0.191       |                          |                           | No Significant |
| X1 → Y     | 0.250         | 0.000       |                          |                           | Significant    |
| X2 → Y     | -0.347        | 0.000       |                          |                           | Significant    |
| X3 → Y     | 0.371         | 0.000       |                          |                           | Significant    |
| X4 → Y     | 0.940         | 0.000       |                          |                           | Significant    |
| Z → Y      | -0.017        | 0.753       |                          |                           | No Significant |
| X1 → Z → Y |               |             | -0.090 x -0.017 = 0.0015 | 0.250 + 0.0015 = 0.2515   | No Significant |
| X2 → Z → Y |               |             | 0.234 x -0.017 = -0.0040 | -0.347 + -0.0040 = -0.351 | Significant    |
| X3 → Z → Y |               |             | 0.631 x -0.017 = -0.0108 | 0.371 + -0.0108 = 0.3602  | No Significant |
| X4 → Z → Y |               |             | -0.193 x -0.017 = 0.0033 | 0.940 + 0.0033 = 0.9433   | No Significant |

Source: Primary Data, processed (2021)

does not affect the loyalty variable. customer (Y). The magnitude of the R<sup>2</sup> or Rsquare value contained in the model summary table is 0.751, this shows that the contribution of the influence of X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub>, and Z to Y is 75.1% while the remaining 24.9% is a contribution from the variables other variables not included in this study. Meanwhile the value of e1 = (1-0.751) = (0,249) = 0.498

To find out whether the regression model II above has an effect simultaneously or simultaneously, an F test is needed. The F test is obtained. The output results of the regression model II are obtained from the F count 87,017 with a significant value of 0.000, this means 0.000 < 0.05, this means means X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub> and Z together have a significant effect on Y

#### D. Hypothesis testing

Based on the test results in table 4, it is known that the coefficients of the direct influence of cleanliness, health, safety, and a sustainable environment affect customer loyalty, while the indirect effect of the variable is only the health variable that gets significant results.

### 5. Discussion

#### 1) the effect cleanliness on customer satisfaction

From testing using the SPSS program the results of the first model regression (I) it is known the influence of Cleanliness on Customer Satisfaction, the X<sub>1</sub> variable (Cleanliness) is obtained t value = -1.210 with a significance level of 0.228, meaning that by using an alpha significant limit of 5% (0.05) It can be interpreted that the first hypothesis which says there is an influence between cleanliness on customer satisfaction is unacceptable. The results of this study are not in line with the results of research conducted by (Ni et al. 2020) With the new adaptation in the era of the Covid-19 pandemic, it will provide different behavior, as well as the size of tourist satisfaction which is starting to shift and focus on the cleanliness of the environment of tourist destinations.

#### 2) The effect health on customer satisfaction

From testing using SPSS the results of the first regression model (I) it is known that the effect of health on customer satisfaction, variable X<sub>2</sub> (Health) obtained t value = 1.688 with a significance level of 0.094 meaning that by using an alpha significant limit of 5% (0.05) can be interpreted the second hypothesis which says that there is an effect of health on

customer satisfaction is unacceptable. The results of this study are not in line with the results of research conducted by (Hardianto, Emelia, and Chornelia W 2021) The interest of tourists visiting Batu City can also be supported by the application of the Health protocol, if a tourist destination does not implement the health protocol properly, it can be said that customer satisfaction does not occur.

#### 3) The effect safety on customer satisfaction

From testing using SPSS the results of the first regression model (I) it is known that the effect of safety on customer satisfaction, variable X<sub>3</sub> (Safety) is obtained by the value of t count = 9.782 with a significance level of 0.000, meaning that by using alpha the significant limit of 5% (0.05) can be interpreted the third hypothesis which says the influence of safety on customer satisfaction can be accepted and tested statistically. This article is in line with the results of research conducted by (Arlinda and Sulistyowati 2021) said that the Health protocol, one of which consists of safety or safety during tourists visiting, has a significant influence on customer satisfaction which also means tourists will feel satisfied in visiting Kaliwatu rafting tourist destinations if security during their visit is guaranteed.

#### 4) The effect environment sustainable on customer satisfaction

From testing using SPSS the results of the first regression model (I) it is known that the effect of sustainable environment on customer satisfaction, variable X<sub>4</sub> (Sustainable Environment) obtained t value = -1.314 with a significance level of 0.191, meaning that by using an alpha significant limit of 5% (0.05), it can be interpreted that the fourth hypothesis which says the influence of a sustainable environment on customer satisfaction is unacceptable. The results of this study are in line with the results of research conducted by (Hidayatullah et al. 2021) which states that all of the CHSE variables are significant except for the sustainable environment where the results are not significant on the interest of people visiting, while in this study the results show that the sustainable environment has no effect on customer satisfaction.

#### 5) The effect cleanliness on customer loyalty

From testing using SPSS the results of the second regression model (II) it is known that the effect of cleanliness on customer loyalty, variable X<sub>1</sub> (Cleanliness) is obtained by the value of t count = 5,145 with a significance level of 0.000, meaning that by using alpha (significant limit) 5% (0.05) it can be interpreted

that the influence of cleanliness on customer loyalty can be accepted and tested statistically. This article is in line with research conducted by (Syarif Hidayatullah, Setiyorini, Irany Windhyastiti 2020) that customer loyalty can be created from customer satisfaction, under various conditions, especially during a pandemic, cleanliness in tourist destinations also affects customer loyalty which is the result of customer satisfaction when visiting tourist destinations.

#### 6) *The effect health on customer loyalty*

From testing using SPSS the results of the second regression model (II) it is known that the effect of health on customer loyalty, variable  $X_2$  (Health) is obtained by the value of t count = -3.796 with a significance level of 0.000, meaning that by using alpha (significant limit) 5% (0.05) can be interpreted that the influence between health on customer loyalty can be accepted and tested statistically. The results of this study are in line with research conducted by (Ningtiyas 2021) customer loyalty in tourist destinations can also be a mediator for the interest of visiting tourists to these tourist destinations, including the Health protocol while tourists are in tourist destinations, to keep tourists and all staff in tourist destinations healthy and free from viruses, will make tourists feel safe and satisfied. From tourist satisfaction as long as customers visit will provide loyalty that customers give to tourist destinations.

#### 7) *The effect safety on customer loyalty*

From testing using SPSS the results of the second regression model (II) it is known the influence between safety on customer loyalty, the  $X_3$  (Safety) variable obtained t value = 6.387 with a significance level of 0.000 meaning that by using alpha (significant limit) 5% (0.05) it can be interpreted that the influence of safety on customer loyalty can be accepted and tested statistically. The results of this study are in line with research conducted by (Mulasari et al. 2020) that prior to the existence of the CHSE, the safety of tourists during their visit to tourist destinations had been considered by the tourism manager as stated in K3 (Occupational Health and Safety). Tourists need security and safety guarantees while in tourist destinations, while tourism managers need to provide these guarantees to make tourists satisfied and loyal to tourist destinations.

#### 8) *The effect environment sustainable on customer loyalty*

From testing using SPSS the results of the second regression model (II) it is known that the effect of sustainable environment on customer loyalty, variable  $X_4$  (Environment Sustainable) obtained t value = 9.737 with a significance level of 0.000, meaning that by using alpha (significant limit) 5% (0, 05) it can be interpreted that the influence of a sustainable environment on customer loyalty can be accepted and tested statistically. research conducted by (Hidayatullah et al. 2021) have the result that a sustainable environment does not have a significant influence on the interest of visiting tourists, this also happens in this study, a sustainable environment does not have a significant influence on customer loyalty visiting the Kaliwatu Rafting tourist destination.

#### 9) *The effect customer satisfaction on customer loyalty*

From testing using SPSS regression results of the second model (II) it is known the influence between customer

satisfaction on customer loyalty, variable Z (customer satisfaction) obtained t value = -0.315 with a significance level of 0.753 meaning that by using alpha (significant limit) 5% (0.05) can be interpreted that the influence of customer satisfaction on customer loyalty is unacceptable which is tested statistically. Customer satisfaction and customer loyalty have a fairly strong relationship, such as research conducted (Alvianna, Stella; Hidayatullah 2020) It is known that customer satisfaction has a significant effect on customer loyalty, but it is different from this study where customer satisfaction does not have a significant effect on customer loyalty.

#### 10) *The effect cleanliness on customer loyalty through customer satisfaction*

Customer satisfaction as a moderating variable between the cleanliness variable and customer loyalty has an indirect effect value which is smaller than the direct influence value ( $0.0015 < -0.090$ ) of the cleanliness variable on customer loyalty. With the conclusion that the lack of cleanliness in the Kaliwatu Rafting tourist destination will have an impact on customer satisfaction and is followed by customer loyalty who visits Kaliwatu Rafting. (Arlinda and Sulistyowati 2021) said that CHSE has a significant effect on customer satisfaction, customer loyalty can occur if customers feel satisfaction when visiting tourist destinations, other opinions from (Alvianna 2017) that customer satisfaction is influenced by many things other than health protocols, namely price and service quality.

#### 11) *The effect health on customer loyalty through customer satisfaction*

Customer satisfaction as a moderating variable between the health variable and customer loyalty has an indirect effect value that is greater than the direct influence value ( $-0.0040 > 0.234$ ) of the health variable on customer loyalty. With the conclusion that the better health applied by the Kaliwatu Rafting tourist destination will have an impact on customer satisfaction and be followed by customer loyalty who visits Kaliwatu Rafting. (Hardianto, Emelia, and Chornelia W 2021) customer loyalty is obtained from tourists who feel satisfaction, satisfaction is not only in serving excellently, especially in the era of the covid-19 pandemic, where health is also a benchmark for measuring customer satisfaction visiting tourist destinations, besides that (Putra Pratama et al. 2021) said that customer satisfaction can also have an impact not only on customer loyalty but can also have an impact on visiting interest.

#### 12) *The effect safety on customer loyalty through customer satisfaction*

Customer satisfaction as a moderating variable between safety and customer loyalty variables, has an indirect influence value which is smaller than the direct influence value ( $-0.0108 < 0.631$ ) of the safety variable on customer loyalty through customer satisfaction. With the conclusion that the better safety applied by the Kaliwatu Rafting tourist destination will have an impact on customer satisfaction and is followed by customer loyalty who visits Kaliwatu Rafting. (Alvianna et al. 2020) said that customer satisfaction has an influence on interest in revisiting, which can be influenced by information systems and tourist destinations. During the COVID-19 pandemic, there was a shift in behavior when visiting tourist destinations, not only

tourist attractions that could be enjoyed, as well as accessibility to tourist destinations, but tourist safety during visiting tourist destinations also had an influence on customer satisfaction and customer loyalty at tourist destinations

### 13) The effect environment sustainable on customer loyalty through customer satisfaction

Customer satisfaction as a moderating variable between sustainable environment variables and customer loyalty, has an indirect effect value which is smaller than the direct influence value ( $0.0033 < 0.940$ ) of the sustainable environment variable on customer loyalty. With the conclusion that the better sustainable environment carried out by the Kaliwatu Rafting tourist destination will have an impact on customer satisfaction and be followed by customer loyalty who visits Kaliwatu Rafting. The results of this study are in line with research conducted by (Lim *et al.* 2021) In CHSE, not only cleanliness, health and safety of tourists need to be implemented in tourist destinations, but environmental sustainability also needs to be considered. Various behaviors that can be done to maintain environmental sustainability, environmental sustainability also has an influence on customer satisfaction and results in customer loyalty.

## 6. Conclusion

From the results of the analysis and discussion of the Cleanliness, Health, Safety, and Environment Sustainable variables, it is obtained that Cleanliness, Health, and Environment have no significant effect on customer satisfaction, while safety has an effect on customer satisfaction. Cleanliness, Health, Safety, and Environment Sustainable variables have a significant effect on customer loyalty, while customer satisfaction variables have no significant effect on customer loyalty. For indirect effects, the results show that Cleanliness has no significant effect on customer loyalty through customer satisfaction, Health has a significant effect on customer loyalty through customer satisfaction, Safety has no effect on customer loyalty through customer satisfaction, and Environment Sustainable has no effect on customer loyalty through customer satisfaction.

In this study, it was found that Cleanliness did not have a direct effect on customer satisfaction, but had a direct influence on customer loyalty. However, on the indirect effect, Cleanliness also has no significant effect on customer loyalty through customer satisfaction, this indicates that customer satisfaction cannot be a mediation for the variables of Cleanliness and customer loyalty. Or in other words, the cleanliness of tourist destinations is not a significant influence on customer satisfaction and customer loyalty.

While the Health variable does not have a direct influence on customer satisfaction, but has a direct influence on customer loyalty. In the indirect effect, it is found that the Health variable has an influence on customer loyalty through customer satisfaction. This illustrates a good condition, considering that this research was conducted during the COVID-19 pandemic. These results also illustrate that tourists care about health when visiting the Kaliwatu Rafting tourist destination, and tourists will feel satisfied if all Kaliwatu Rafting tourism managers are

also healthy. The satisfaction created by tourists will certainly have an impact on tourist loyalty to their visit to the Kaliwatu Rafting tourist destination.

Safety variable has a direct influence on customer satisfaction and on customer loyalty. In the indirect effect, it is found that the safety variable has no significant effect on customer loyalty through customer satisfaction. Security is something that cannot be ignored in tourism activities, but safety will have a direct effect on tourists, and has no effect when viewed from an indirect influence.

The Environment Sustainable variable does not have a direct influence on customer satisfaction, but has a direct influence on customer loyalty. On the indirect effect, the results show that the sustainable environment variable has no effect on customer loyalty through customer satisfaction. Environmental sustainability only has a direct influence on customer loyalty, so tourists will be loyal to tourist destinations if care for environmental sustainability is seen directly.

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