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Original Research Article

Enhancing Tourist Loyalty Through Destination Attributes and the Mediating Role of Tourist Satisfaction

Anibal Mario Joao N'dami Crames[1], Bambang Supriadi[1*], Sina Setyadi[1]
[1]University of Merdeka Malang, Jalan Terusan Dieng No. 62-64 Klojen, Pisang Candi, Kec. Sukun, Kota Malang, Jawa Timur 65146, Indonesia

Abstract: This study examines the effect of destination attributes on tourist satisfaction in Gili Trawangan (Lombok), West Nusa Tenggara. Furthermore, our research also analyzes the impact on tourist loyalty. The research sample focuses on tourists who have visited Gili Trawangan (Lombok) two times or more. Our findings show a positive correlation between destination attributes and the number of tourists. Furthermore, a positive and statistically significant relationship exists between destination characteristics and traveller loyalty. These results provide evidence of the importance of destination attributes in increasing travellers visit satisfaction.
Keywords: Destination Attribute, Satisfaction, Tourist Loyalty.

1. INTRODUCTION

Tourism is a vital industrial sector for many countries in the world (Nasution, 2021). Indonesia, with its vast territory, has the potential for tourist attractions. Indonesia's tourism potential is enormous because the country is an archipelago with various natural resources, cultures, tribes, food, handicrafts, etc. This wealth of resources is a vital asset for Indonesia and needs to be maintained and appropriately protected. This potential can grow if managed properly by preserving tourist attractions and inherent culture, developing adequate infrastructure, and offering culinary specialities. The Indonesian province most internationally famous for its natural beauty is West Nusa Tenggara (NTB). Lombok has tourism potential that includes material and non-material aspects. For example, many enchanting beaches and distinctive cultures attract foreign visitors from around the world.

Tourists themselves are an essential factor driving the development of tourism. The number of tourists in a tourist spot is an important indicator and a benchmark for the development level of the tourism industry in the country. Therefore, in the tourist destination service business, building tourist loyalty is very important as it can increase future business. The higher the sense of trust that tourists feel, the more likely they are to recommend the destination to their acquaintances and relatives, which will encourage others to explore the location. This statement is supported by several previous researchers, including Chi *et al.*, (2007) and Hanif *et al.*, (2016).

According to Chiu *et al.*, (2016), Siswantini *et al.*, (2017), and Isnaini *et al.*, (2018), the existence of loyal tourists has a vital role in influencing the development of tourist destinations. The most crucial factor influencing tourist loyalty is their satisfaction with the tourist experience they get in the area (Chiu *et al.*, 2016). (2016). Satisfaction can increase the intensity of tourist visits to a tourist destination. In addition, if the services and facilities exceed tourists' expectations, this can increase their loyalty to that destination. This assertion is corroborated by other researchers, including Lamidi *et al.*, (2013) and Fikri *et al.*, (2016). As a result, tourist destination management must improve to maintain visitor satisfaction.

To attract tourists to visit a destination, it is essential to understand the destination attributes, which include Attraction, Accessibility, Amenities, and Ancillary. Attraction can attract tourists to a particular area, so it must be explicitly developed (Mill, 1990). Effective tourist destination development will increase the number of tourists interested in visiting and ultimately create satisfaction and loyalty from these tourists (Hanif *et al.*, 2016). Tourist loyalty is the result of utilizing the services offered by a tourist destination and maintaining customer satisfaction (Supriadi, 2014). Therefore, tourist loyalty is essential in the tourism

industry because retaining tourists increases profits and ensures the continuity of the tourism industry.

The significant increase in visits to Gili Trawangan (Lombok) in West Nusa Tenggara indicates excellent tourism potential. Therefore, a collaboration between the local government, entrepreneurs, and other relevant parties is needed to capitalize on this opportunity and continue to develop this tourist destination. It is crucial for tourism service providers to consistently listen to customer feedback and complaints. This is done to ensure client expectations are met, and success can be realized. Forming a positive impression can create a positive image for tourist destinations in Gili Trawangan so that tourists are more confident in visiting. Based on the above problems, and previous research, researchers are interested in further analyzing destination attributes on tourist loyalty and satisfaction.

2. LITERATURE REVIEW

Tourism is the travel of people for purposes other than recreation and fulfilling momentary desires in a tourist destination, not for business or commercial purposes (Yoeti, 1996). According to ("The International Union of Official Travel Organizations IUOTO," 1974), four types of tourists can be distinguished based on their purpose in travelling. The following are the four categories of tourists : travellers (tourists): individuals or groups travelling together for at least 24 hours to an area or country, excursionist: individuals or groups travelling with a maximum duration of 24 hours in the area or country they are visiting, traveller: anyone who travels to a destination and visits one to three tourist destinations, and visitor: a person who travels for less than one year to a destination other than his/her residence and whose primary purpose is not to live and work there.

Measuring various destination attributes has matured to include an extensive list of attributes. However, it still needs to be argued that a universal attribute measurement scale does not exist due to each destination's diverse nature and composition (Kiatkawsin, 2017). The development of the model focuses on the relationships and dependencies between stakeholders involved in creating a complete tourism experience in a destination. Therefore, a model was developed to measure competitiveness from a supply perspective (Dwyer *et al.*, 2014).

The attribute dimensions under which resources are created are accommodation, transport, tourist information, tourism activities, shopping, and entertainment. Accommodation is generally one of the first coer r mponents when planning a trip, and quality can play an essential role in creating a memorable tourism experience (Kim, 1999). Among international travellers, transport choice and quality within the destination country, between different cities, and within

the destination can determine the length of visit and depth of the overall experience (Kozak, 2003). Tourism information includes information about attractions and activities and essentials such as communication (telephone and internet connections) and banking (ATMs, currency exchange). Tourism activities are becoming much more important today than before, as they can provide more immersive experiences (Chi *et al.*, 2020).

The natural resources of a tourist destination determine the environmental framework in which visitors enjoy the destination. They include physiography, climate, flora and fauna, scenery, and other physical assets (Dwyer, 2003). Every destination in the tourism sector has interconnected components that impact each other. These elements are vital in supporting tourism activities and ensuring a satisfying experience for visitors. According to Wanda & Pangestuti (2018), to develop a tourist destination, the first thing to do is to analyze the main elements contained in the destination, namely Attraction, Accessibility, Amenities, and Ancillary.

According to Kotler and Keller (2009: 138), consumer satisfaction is when a person compares the performance of the goods received with their expectations; they may feel satisfied. How satisfied or dissatisfied tourists are with the tourism industry is determined by how satisfied they are with the tourist destinations they visit. This level of satisfaction can influence a traveller's decision to revisit the exact location. According to Raaij and Francken (1984), tourists reassess their previous decisions in choosing a tourist destination, taking into account the experiences they got during the visit and their feelings of pleasure or displeasure over the experience. Traveller satisfaction occurs when their needs are met at their chosen destination. Therefore, travellers' mental images of a tourist destination before visiting can affect their level of satisfaction, and if the reality does not match their expectations, they are likely to be dissatisfied and reconsider visiting the destination in the future.

Maintaining customer satisfaction is considered one of the key factors to remain competitive in the tourism business. Measuring customer satisfaction is critical in promoting a thriving destination, as it relates to destination choice, consumption of products and services, and repeat business opportunities (Kozak, 2000). According to Wong (2003), measuring satisfaction provides information about the extent to which the current tourist destination meets tourists' needs. This information benefits destination marketers to adjust their efforts to improve the quality of products and services offered or offer new products and services that are truly attractive to tourists. According to Oliver (1997), satisfaction can be explained as an evaluation of the product, service, or service provided, which provides a pleasant level of

fulfilment related to its use and can be below or above consumer expectations.

Consumer loyalty is choosing to return or become a client of a tourism product. Travellers express whether or not they are satisfied after purchasing tourism products and services Oliver, (1997). Chon and Olsen (1991) stated that there is a similar relationship between travellers' expectations and satisfaction. It, therefore, raises the need for different organizations in TISN to effectively and efficiently meet consumer needs and expectations and minimize potential negative socio-cultural, economic and ecological impacts on host communities. Customer loyalty, as explained by Kotler and Keller (2016:138), is the desire to maintain the popularity of a product or service in the future, even in situations where switching brands or businesses may be more attractive. In some of the definitions mentioned, there is a conclusion that consumer loyalty includes emotional aspects that encourage regular repeat purchases with highly consistent behaviour. In addition to repeated purchases of goods and services, loyalty often involves dedication and a good attitude towards the provider. According to Kotler & Keller (2016: 57), indicators of customer commitment are as follows: repeat loyalty to product purchases, retention, resistance to negative impacts on the compan, and recommended, recommended head office resistance.

Customer loyalty describes the tendency of customers to use products consistently for an extended period. Moreover, promote it to others (Camelis *et al*., 2017). In tourism, the presence of loyal visitors indicates that they believe that their needs and expectations are met at the destination, which makes them feel satisfied and inspired to visit frequently. According to Maharsi and Fenny (2006), loyalty is the

customer's intention to continue using the company's goods or services after repeated purchases. In tourism, visitors who are happy with the place they visit are more likely to become loyal customers who visit the place regularly on their initiative. Customer loyalty and customer satisfaction are closely related in travel and tourism.

3. RESEARCH METHODS

According to Cooper *et al*., (1993), to create a tourist destination, it is necessary to consider four main factors: attractiveness, accessibility, facilities, and additional services. Thus, destination attributes are variables that influence visiting satisfaction with the results of research (Auliya & Prianti, 2022) with the title "Influence of Destination Attributes on Tourists' Satisfaction and Their Impact on Tourists' Loyalty, Pramuka Island". The conclusion of this investigation shows that destination characteristics have a positive effect on visitor pleasure.

According to Fatihudin (2019), consumer loyalty can be defined as a person's loyalty to a product, including certain commodities and services. In this context, repeat purchases or visits, favourable views, long-term commitment, a desire to remain an affiliate, and positive word of mouth are examples of customer loyalty (Sramek, 2019). One of the main advantages of loyal customers is the guarantee of increased profits due to repeat purchases or visits. In the tourism industry, loyal travellers find their needs and expectations fulfilled in a particular destination, thus feeling satisfied and returning to the destination regularly. The following conceptual framework can be used to illustrate how the variables used in this investigation are interrelated.
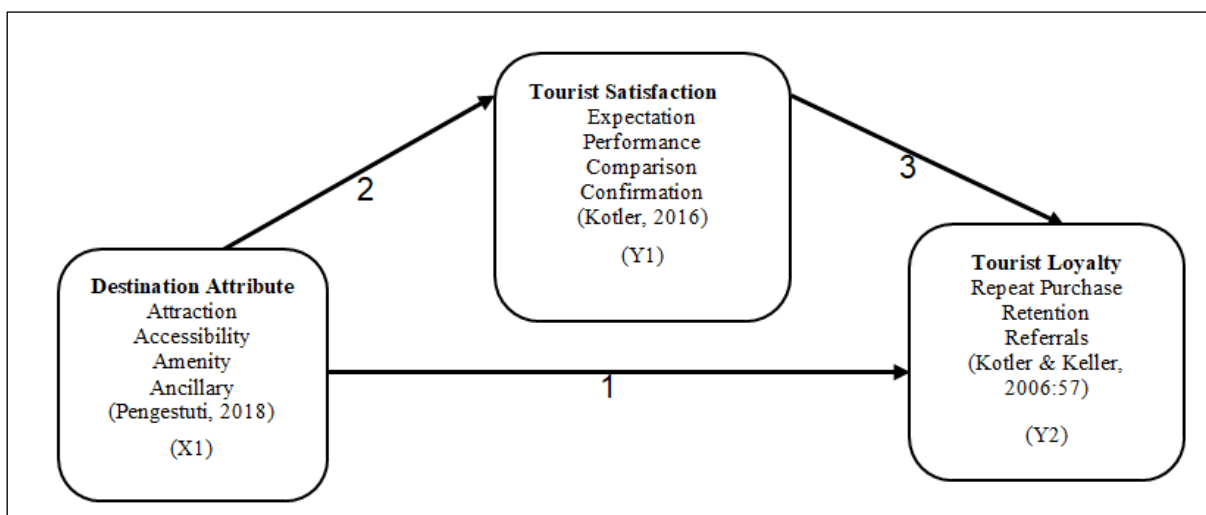

Figure 1: Conceptual framework

Explanation:
1. The effect of X1 on Y2 is described by Kotler & Keller (2006)
2. The effect of X1 on Y1 is explained by Pangestu (2018)
3. The effect of Y1 is explained by Kotler (2016)

4. The effect of X1 on X3 through X2 is explained by Kotler (2016)

This research plan will use quantitative associative research methodology to achieve the objectives. Associative research is characterized by a relationship between two or more variables. This research will use the path analysis method with multiple linear SPSS software to analyze the data collected. This research design involves cause-and-effect relationships that the researcher has categorized into causal, intermediate, and dependent variables. This research focuses on tourists who have visited Gili Trawangan (Lombok) 2 times or more. This research will examine how destination characteristics influence visitor pleasure and tourist loyalty.

The technique used is explanatory research, which uses hypothesis testing to explain the causative relationship between research variables. The research location is Gili Trawangan, Lombok, West Nusa Tenggara. The location was chosen because it is the leading destination for foreign tourists visiting the island of Lombok. In this study, the term "data collection tools" refers to instruments used to measure observed social and natural facts, according to Sugiyono (2014). A questionnaire with a Likert scale design was used as a research tool. As explained by Sugiyono (2018), the Likert scale assesses how people or groups behave, think, and perceive social reality. The participants were instructed to put a tick (√) in the appropriate column next to their choice. The Likert scale was used to evaluate the responses of the respondent types.

4. RESEARCH RESULTS
4.1 Validity and Reliability Test
Statement items are declared valid if count -> table. (N = 100 and, α. = 5%, df = n-2- (100- 2 = 98), then the value- r table; amounting to p 0.196. Reliability studies can ignore each statement if its Cronbach Alpha level is higher than 0.60. In this study, it can be concluded that the r-count value for each statement item of the destination attribute variable, visiting satisfaction, and tourist loyalty on the questionnaire is valid because the value is> 0.196. Cronbach's alpha for target attributes is 0.819, visitor delight is 0.828, and tourist loyalty is 0.820, as summarized in Table 7 above. Since these numbers are more significant than 0.60, we can conclude that all instruments are accurate.

4.2 Classical Assumption Test
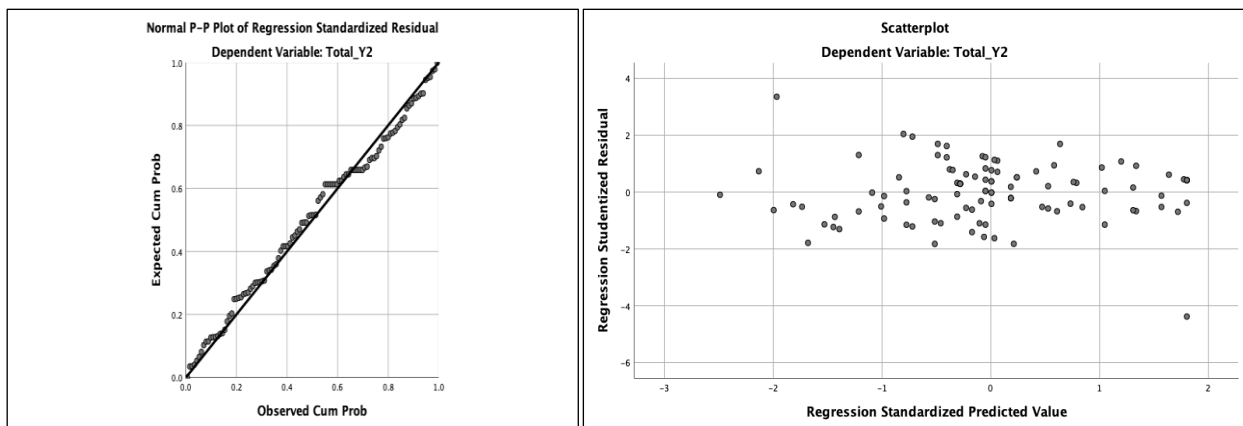### 4.2.1 Heteroskedasticity Test

Figure 2: Two models of heteroskedasticity test

Since the dots on the graph provided are evenly distributed above and below the 0 lines, heteroscedasticity cannot be concluded.

4.2.2 Multicollinearity Test

Table 1: Multicollinearity test results

Variables	Tolerance	VIP
Equation 1		
Destination Attributes on Tourist Satisfaction	1,000	1,000
Equation 2		
Destination Attributes on Tourist Loyalty	1,000	1,000

The test results show that VIF and tolerance have a value of 1.0000. This study has no multicollinearity problem because the tolerance value is more significant than 0.10, and the VIF value is less than 10.

4.2.3 Normality Test

Table 2: Normality test results

Variables	Asymp.Sig
Equation 1	
Destination Attributes on Tourist Satisfaction	0,065
Equation 2	
Destination Attributes on Tourist Loyalty	0,039

It can be seen that the significance values of the data are 0.065 and 0.039. The data is usually distributed since this number is more significant than 0.05.

4.2.4 Autocorrelation Test

Table 3: Autocorrelation test results

Variables	*Durbin Watson*
Equation 1	
Destination Attributes on Tourist Satisfaction	1,517
Equation 2	
Destination Attributes on Tourist Loyalty	1,581

The Durbin Watson (d) values of 1.517 and 1.581 were obtained from the autocorrelation test results presented in Table 13 above. Both figures are less than or equal to four times the dU value. Therefore, there is no autocorrelation, as expected.

4.2.5 Linearity Test

Table 4: Linearity test results

Variables	*Sig.*
Equation 1	
Destination Attributes on Tourist Satisfaction	0,229
Equation 2	
Destination Attributes on Tourist Loyalty	0,887

Linearity, table The sig values are 0.229 and 0.887 in 14 above. As a result, it can be concluded that there is a robust linear relationship between variables X and Y.

4.3 Multiple Regression Test

Table 5: Multiple regression test Eq. 1

Model	Var	Standardized coefficients		t	Sig.
		ß	Std. Error		
Destination Attributes	X	0,765	0,067	12,235	0,000
Dependent Variable	Tourist Satisfaction (Y)				
R2	0,582				
F count	149,690				
Probability	0,000				
Line Equation	Y1. = a + b1X + e.				
Result	Y1. = 4,782+ 0,765X + e.				

About 28% of respondents said that visiting Gili Trawangan had diminished their impression of the island; 49% said it had; 19% said it had not; and 4% said it had not in a 4:1 ratio. According to the questionnaire, 24% of respondents said they felt very confident, 70% said they felt confident, and only 6% said they did not feel confident. Previous research supports the first hypothesis, which states that the characteristics of Gili Trawangan have a positive and significant effect on tourist satisfaction.

Table 6: Multiple regression test X1, Y1 and Y2

Models	Var	Standardized coefficients		t	Sig.
		ß	Std. Error		
Destination Attributes	X1	0,074	0,104	0,717	0,475
Visiting Satisfaction	Y1	0,676	0,097	6,562	0,000
Dependent Variable	Tourist Loyalty (Y2)				
R2	0,530				
F hitung	61,249				
Probability	0,000				
Line Equation	Y2. = a + b1X. +Y1+ e.				
Result	Y2. = 0,504 + 0,074X + 0,676Y1 + e.				

It can be shown that the B value of destination attributes is 0.074, which means that every positive value of destination attributes will increase tourist loyalty. Based on the value in Table 17 below, namely, B visiting satisfaction of 0.676 and sig of 0.000 smaller than 0.05 (=5%), it can be concluded that the relationship between this variable and tourist loyalty is significant. Based on the analysis above, the third hypothesis states that the level of tourist loyalty in Gili Trawangan has increased significantly and is statistically significant.

Based on the test results, the total variance for the "destination" attribute and "visit satisfaction" about "tourist loyalty" is about 0.59 > 0.074, which indicates that the variance is high enough that "visit satisfaction" can function as a moderating variable for the "destination" attribute about "tourist loyalty". Based on the above analysis, the fourth hypothesis states that destination attributes have a positive effect on tourist loyalty through visiting satisfaction in Gili Trawangan is statistically tested.

4.4 Path Analysis

Table 7: Path analysis recap

Variable	Influence Direct	Sig	Influence Indirect	Influence Total	Description
Destination Attributes on Visiting Satisfaction	0,765	0,000	-	-	Significant
Destination Attributes on Tourist Loyalty	0,074	0,475	-	-	Not Significant
Visiting Satisfaction to Tourist Loyalty	0,676	0,000	-	-	Significant
Destination Attributes on Tourist Loyalty Through Visiting Satisfaction	-		0,765 x 0,676 = 0,517	0,074 + 0,517 = 0,591	Significant

The results show that the total variance for "destination" attributes and "visit satisfaction" about "tourist loyalty" is about 0.59 > 0.074, which indicates that the variance is high enough so that "visit satisfaction" can function as a mediating variable for "destination" attributes about "tourist loyalty". Based on the above analysis, the fourth hypothesis states that destination attributes have a positive effect on tourist loyalty through visiting satisfaction in Gili Trawangan is statistically tested.

5. DISCUSSION

5.1 The Effect of Destination Attributes on Tourist Satisfaction

Based on the statistical analysis results, there is a positive correlation between destination attributes and the number of foreign visitors. The findings of this study provide evidence that good destination attributes have an impact on foreign tourist visits as well as tourist visiting satisfaction. The findings of this study are reinforced by research conducted (Auliya & Prianti, 2022), which shows that destination attributes

significantly affect visit satisfaction. The better the facility attributes of tourist destinations, the higher the level of tourist visits will be.

5.2 The Effect of Destination Attributes on Tourist Loyalty

The data show a positive and statistically significant relationship between destination characteristics and repeat visits. This indicates that Gili Trawangan has attractive outdoor facilities, basic amenities, tourism facilities, and easy access, which can increase the number of visitors and encourage visitors to recommend Gili Trawangan to others. Below are some water sports that can be enjoyed in Gili Trawangan, including diving, snorkelling, sunbathing, boating, watching, fishing, and water skiing. The results of this study are similar to research conducted by (Auliya & Prianti, 2022), which state that destination attributes affect tourist loyalty.

5.3 Effect of Visit Satisfaction on Tourist Loyalty

The results of the second regression model (II) tested using the SPSS program show a relationship between visitor satisfaction and repeat business. The third hypothesis, which shows that there is a relationship between visitor satisfaction and tourist loyalty, is accepted, or the effect can be statistically tested because the results for visitor satisfaction reach a significance level of 0.000 which means that using an alpha (significance limit) of 5% (0.05), it can be concluded that the relationship exists. These results are consistent with previous research by Hanif *et al*., (2016), which shows how visit satisfaction affects visitor loyalty. This research is in line with research conducted by (Aditama *et al*., 2023) showing that satisfaction positively affects tourist loyalty. The tendency of satisfied visitors to return and revisit the same tourist sites shows that the more loyal they are to a destination, the more satisfied they are with it.

5.4 The Effect of Destination Attributes on Tourist Loyalty Through Visit Satisfaction

Visit satisfaction is a mediating variable between destination quality and tourist loyalty, with an indirect effect of 0.591 and a direct effect of 0.074, as seen in the table above. The value of the indirect effect, which is greater than the value of the direct effect, indicates that location characteristics influence tourist loyalty by influencing how enjoyable a trip is. Therefore, the fourth hypothesis, that visit satisfaction has a considerable impact as a mediating variable of destination quality in increasing tourist loyalty, is acceptable or statistically investigated. In this case, the level of pleasure and loyalty of tourists will increase with positive destination features. This study rejects research conducted by (Aditama *et al*., 2023), which states that brand attributes mediated by tourist satisfaction variables do not have a significant favourable influence on tourist loyalty. This analysis confirms the findings of (Cholilah, 2015), which connects the brand attributes variable with tourist loyalty through customer satisfaction as a mediator.

6. CONCLUSION AND RECOMMENDATION

Based on the research and discussion of the testing results, the impact of work destination attributes on tourist loyalty in Gili Trawangan with tourist satisfaction as an intervening variable supported by various theories; the following conclusions can be drawn. This study aims to describe destination attributes, visit satisfaction, and tourist loyalty in Gili Trawangan, Lombok. The research destination has good destination attributes with an unpolluted and comfortable environment and unique day and night sky experiences. In addition, tourists' visit satisfaction in Gili Trawangan impacts their loyalty to the destination. Thus, Gili Trawangan has good destination attributes, high visit satisfaction, and increases tourists' loyalty to the destination. Good destination attributes influence tourist visit satisfaction positively and significantly. Gili Trawangan has the potential for unique natural resources and beaches that differ from other marine tourism areas in West Lombok. There are various kinds of accommodation, such as hotels, bungalows, and cottages. The better the facility attributes of tourist destinations, the higher the level of tourist visits will be.

Good destination attributes also affect tourist loyalty positively and significantly. This shows that Gili Trawangan has tourist attractions, public facilities, and facilities, and easy access, so the number of visitors visiting Gili Trawangan will increase, as travellers will likely recommend Gili Trawangan to their friends. Research shows visitors will be more loyal to a place after a positive experience. Visit satisfaction acts as an intermediary variable between destination attributes and tourist loyalty. In other words, destination attributes influence visit satisfaction, influencing tourist loyalty. These findings align with previous research and can guide destination managers to maintain and increase tourist loyalty by improving destination attributes and ensuring tourist satisfaction is met.

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