

The Impact Influence of Place Attachments and Tourist Attractions on Tourist Loyalty

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Abstract - This research aims to find out about Place Attachment, Tourist Attraction and Tourist Loyalty, as well as find out the influence of Place Attachment, Tourist Attraction on Tourist Loyalty in Cimahi City. This research method used in this descriptive and verification conducted to the tourists visiting Cimahi City using descriptive analysis, multiple linear regression tests and hepotesis tests. The results of the research obtained are on the place attachment variable, tourist attraction is on the criteria quite well, and tourist loyalty on good criteria. The place attachment variable had no significant effect on traveler loyalty. The variable of tourist attraction to tourist loyalty had no significant effect. Variable place attachments and tourist attractions have no significant effect on tourist loyalty.

Keywords - Place Attachment, Tourist Attraction, Tourist Loyalty, Management, Marketing

1. Introduction

The Indonesian tourism industry is one of Indonesia's main industries, as evidenced by the increasing number of foreign tourists visiting Indonesia every year. The large number of tourists in Indonesia is clearly a very lucrative business opportunity for the business sector such as hotel accommodation, travel agencies and transportation services. The spread of the current COVID-19 pandemic has become a global controversy and has had a major impact on areas of life around the world. One of them is the tourism industry in Cimahi City, which initially grew so rapidly, but now seems to be weakening. Historically, Cimahi was the site of the outbreak of war with the Dutch Colony. The existence of the Cimahi military headquarters and training center is a silent witness to the journey of the Dutch colonial period, with many historical sites that are used as tourist attractions. However, in reality, the city does not yet have natural resources that can be used as a representative natural tourist attraction, supporting facilities such

as accommodation are also still limited. So, the researchers conducted a preliminary survey by distributing questionnaires to 30 respondents with the results showing that the phenomenon in the place attachment variable stated that tourism was inadequate so that tourists prefer to travel to other cities. While the phenomenon of the tourist attraction variable states that the tourist attraction is still lacking due to the distance of tourist objects that are difficult to access by tourists and the lack of lodging there. Then the loyalty variable states that tourists lack loyalty to the city because tourism is still inadequate so that tourists prefer to travel to other cities.

Place Attachment

According to Kusuma (2012) [1], someone's beautiful memories in a place will continue to be remembered and create an emotional bond. A place, besides arising from an emotional connection, is also caused by a functional relationship to a person or society. This functional relationship is manifested by the nature of attachment which is a person's dependence on a place. Moore and Graefe (2012) [2] state that the relevant place attachment indicators from this study are place dependence and place identity.

Tourist Attraction

According to Zaenuri (2012) [3], tourist attraction is something unique and becomes the choice of tourists so that it can provide satisfaction with what tourists want. The Directorate General of Tourism of the Republic of Indonesia stated that the development of tourism products is related to 4 factors, namely Attractions, Amenities, Accessibility, Tourist organization.

Tourist Loyalty

Loyalty is the amount of consumption and frequency of purchases made by a consumer towards a company. According to Kartajaya and Setiawan (2014) [4] stated that the highest loyalty is seen from the activeness of customers in recommending brands. However, recommendations are also often biased. Yoon, Uysal and Chi's research (2017) [5], states that loyalty has 2 indicators, namely Revisit Intention and Recommendation Intention.

2. Research Method

The analysis of this study applies descriptive and verification methods that aim to describe, interpret the condition of the relationship variables and test the truth of the hypothesis. In this case, it is the influence of place attachment (variable X1) and tourist attraction (variable X2) with tourist loyalty (variable Y).

Sugiyono (2014:116) [6] sample is part of the number and characteristics possessed by the population. The population in this study, namely the tourists who came to visit Cimahi City in 2020, amounted to 29,772 tourists. In this study, the questionnaires were distributed directly by the authors in the field so that they could obtain respondent data in accordance with the characteristics that the authors needed.

According to Sugiyono (2014:122) [6] incidental sampling is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. The number used in this study were 100 tourists with predetermined criteria.

3. Results and Discussions

Classical assumption test is done before hypothesis testing such as normality test, heteroscedasticity test and multicollinearity test.

Normality Assumption Test

The technique used to test for normality is the Kolmogorov-Smirnov test as shown in the table below:

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
Unstandardized Residual	.052	60	.200*	.985	60	.689

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Table 1 Data Normality Test

Based on table 4.16 data normality test, it is known that all variables to be tested have a significance value/opportunity value smaller than (0.05), namely the unstandardized residual of 0.2 ($0.2 > 0.05$), so the hypothesis (H0) is rejected and H1 is accepted. Thus, the data is normally distributed.

Heteroskedasticity Test

Heteroscedasticity symptom testing aims to see whether in the regression model there is an inequality of variables from the residual of one observation to another observation (Ghozali, 2013). In this study, researchers used the Gletsjer test.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.846	2.379		1.617	.111
X1	.075	.075	.169	.992	.325
X2	-.084	.052	-.274	-1.613	.112

a. Dependent Variable: Abs_RES

Table 2 Heteroskedasticity Test

Based on table 4.17, the significance value for the X1 variable is 0.325 and the X2 variable is 0.112.

Multicollinearity Assumption Test

Multicollinearity means that there is a strong relationship between some or all of the independent variables in the regression model. In this study, the value of variance inflation factors (VIF) was used as an indicator of the presence or absence of multicollinearity among the independent variables.

Table 3. Multicollinearity Assumption Test

Result

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Place_Attachment	.580	1.724
	Daya_tarik	.580	1.724

a. Dependent Variable: Loyalitas

Based on the VIF value obtained as shown in table 4.18, it shows that there is no strong correlation between the place attachment variable and tourist attraction where the VIF value of the two independent variables is less than 10 ($1.724 < 10$) so it can be concluded that there are no symptoms of multicollinearity between the two independent variables.

Linear Regression Equation

Regression equation is a statistical analysis used to predict the effect of place attachment and tourist attraction variables on tourist loyalty.

Table 4. Regression Equation (Coefficients)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.277	4.028		5.778	.000
	X1	.143	.127	.189	1.121	.267
	X2	-.166	.089	-.316	-1.874	.066

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a. Dependent Variable: Y

Based
table
4.19,
results
SPSS

23 For Windows data processing shows the equation values: $Y = 23.277 + 0.143X1 - 0.166X2$

Correlation Analysis

This analysis is used to determine the degree or strength of the relationship between place attachment and tourist attraction to tourist loyalty.

Table 4.5 Simultaneous Correlation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.241 ^a	.058	.025	2.11052	.058	1.763	2	57	.181

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on table 4.20, it is known that the simultaneous correlation value of 0.241 is in the criteria of 0.200 – 0.399, it means that the place attachment variable and tourist attraction to tourist loyalty have a low level of relationship.

Determination Coefficient Value Analysis or R Square Test

The R Square test is used to see how the percentage of place attachments and tourist attractions simultaneously affect tourist loyalty.

Table 5. Simultaneous Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.241 ^a	.058	.025	2.11052	.058	1.763	2	57	.181

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on table 4.22, it is known that the value of determination or R Square of 0.058 (5.8%) means that the place attachment variable and tourist attraction simultaneously affect tourist loyalty only by 5.8%. While the remaining 94.2% is influenced by other variables that are not examined.

Hypothesis Test Analysis

F Test

The F test is used to examine whether there is an effect of place attachment and tourist attraction simultaneously on tourist loyalty. The results of the F test can be explained that place attachment and tourist attraction simultaneously affect tourist loyalty.

T Test

Uji T test is used to determine whether the independent variable (X) partially affects the dependent variable (Y). In this case, a t-test was conducted to determine whether the variables of place attachment and tourist attraction partially affect tourist loyalty. The results of the T-test can be explained that the Place Test (X1) has no influence between place attachments on tourist loyalty. While the Tourist Attraction Test (X2), indicates no influence between tourist attraction and tourist loyalty.

Discussions

1. The influence of place attachment on tourist loyalty

The results showed that the place attachment variable had a percentage of 58.11% of the 12 statement items tested, which could be stated to have a good category. However, in this study there are still several statements in each indicator that are below the overall percentage value, including:

- On the Place Dependence Indicator: Cimahi City is the best place to do what I want, There s no other place that can be compared to it. I feel more satisfied visiting this city than others. Doing something I want to do here is more important than do it elsewhere. I wouldn't change anywhere else to do something and the things I did in here would be a satisfactory as well as in other places.
- On the Place Identity Indicator: I feel Cimahi City is a part of me, and Visiting Cimahi City says a lot about me.

Furthermore, the category of tourist loyalty variable items has a percentage value of 62.67% of the 6 test items that can be declared to have a good enough category, making these two variables have a chance to be related to each other. Based on the results of the study, it was stated that place attachment had no significant effect on tourist loyalty because $t_{count} > t_{table}$ ($1,121 < t_{table} 2.00$). The value of the regression coefficient is positive ($\beta = 0.143$), which means the more place attachments, the better tourist loyalty. The place attachment variable only has an effect on tourist loyalty of 0.29%.

The environmental conditions of a place will greatly affect customer loyalty to a brand or place. This is because the comfort of the place provided will of course make visitors comfortable, besides being comfortable it is also safe.

According to Kotler in Lupiyoadi and Hamdani (2009) [7] tourist loyalty is the level of feeling

where someone states the results of a comparison of the performance of the product (service) received and expected. According to Giese & Cote (2000) [8] in the component of consumer satisfaction, the consumer will feel satisfied if there is a response (type and identity) of an emotional and cognitive assessment. When someone has an attachment to a place that is strongly attached to him, it means that someone has a sense of loyalty that is accepted and felt as a form of assessment. The results of this study are not in line with research conducted by Gigih Prayoga (2020) [9] which shows that place attachment has a positive and significant effect on the loyalty of Lava Tour tourists of Mount Merapi Yogyakarta.

2. The Influence of tourist attraction on tourist loyalty

Tourist attraction in addition to being the main motivation for visitors to make tourist visits, can also be a motivation for visitors to make repeat their visits. In accordance with the statement of Basiya and Rozak (2012) [10] in their research which concluded that the quality of tourist attractions has a direct and positive relationship to the interest of returning visitors. Another similar study, namely Ko and Liu (2010) [11], obtained results from tourist attraction related to interest in repeated visits.

The results showed that the tourist attraction variable with a percentage value of 60.40% of the 15 statement items tested could be declared to have a fairly good category. These results indicate that the questionnaire distributed to 60 respondents, namely respondents have a fairly good assessment of the tourist loyalty variable. However, in this study there are still several statements in each dimension of tourist attraction that are below the overall percentage value, including:

- On the Attraction Indicator; I feel safe when visiting Cimahi City, In general, Cimahi City is interesting to visit, There are typical Cimahi souvenirs, Cimahi City souvenirs are very varied and There are many tourist attractions that can be visited in Cimahi City
- On Accessibility Indicators; There are not many traffic barriers on the streets of Cimahi City
- On the Amenities Indicator; Security in the Cimahi City tourist attraction area is guaranteed, There are public toilets at Cimahi City attractions, and There is general information media about Cimahi City attractions
- On Ancillary Indicators; There are many ATM machines in the Cimahi City tourist attraction area and there are lodging in the Cimahi City tourist attraction area. Furthermore, the category of tourist loyalty variable items has a percentage value of 62.67% of the 6 test items that can be declared to have a fairly good category, making these two variables showing relation with each other.

Based on the results of the study stated that tourist attraction has a significant effect on tourist loyalty because $t \text{ count} > t \text{ table}$ ($-1,874 < t \text{ table } 2.00$). The value of the regression coefficient is positive ($\beta = -0.166$) which means that the less good the tourist attraction, the lower the tourist loyalty. The tourist attraction variable has an influence on tourist loyalty of 6.12%.

This result is not in line with research conducted by Hary Hermawan (2017) [12] which shows that tourist attraction has an effect on Tourist Loyalty (Study Community Based Tourism in Nglanggeran Ancient Volcano) and also not in accordance with research from Eka Rosyidah Aprilia (2017) [13] that tourist attraction has a significant effect on long-stay loyalty of tourists at Belakambang Beach, Malang Regency.

3. The influence of place attachment and tourist attraction on tourist loyalty

Based on the results of the study, it was stated that place attachment and tourist attraction had a significant effect on tourist loyalty because $F \text{ count} < F \text{ table}$ ($1.763 < F \text{ table } 3.16$). The correlation coefficient value is positive at 0.241, which means that there is a slight relationship between place attachment and tourist attraction on tourist loyalty. This means that the better the place attachment and tourist attraction, the higher the tourist loyalty.

4. Conclusion

Overall, the research and discussions can be concluded that place attachment, tourist attraction, and loyalty are fairly good. However, the place attachment variable has no significant effect on tourist loyalty. The place attachment coefficient is positive, which means the better the place attachment, the better the loyalty. As well as, the tourist attraction variable has no significant effect on tourist loyalty. The regression coefficient of tourist attraction is negative, which means that the less good the tourist attraction, the lower the loyalty. Furthermore, Place attachment and tourist attraction variables have no significant effect on tourist loyalty. The correlation coefficient of place attachment and tourist attraction has a low relationship with tourist loyalty

Recommendations

The author makes suggestions which include the following:

1. In the place attachment variable, there are still dimensions that are not optimal, thus to increase the place attachment can be done by improving and updating tourist facilities in Cimahi City, as well as providing information about what is in the city effectively through social media or media on line.
2. For other researchers who are interested in conducting similar research, it is necessary to do further research on tourist loyalty such as tourist satisfaction.

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