

p-ISSN 2580-5584
e-ISSN 2580-5592

INTERNATIONAL JOURNAL OF APPLIED SCIENCES IN
TOURISM AND EVENTS

IJASTE

<https://ojs2.pnb.ac.id/index.php/IJASTE>

Vol.8

No.2

64-124

Badung
December 2024

Table of Content

Melianus Taebenu, Yulia M. K. Letor

Determinants of Tourist Satisfactory and Unsatisfactory Experiences in Nature-based Tourism Destinations: A Thematic Analysis 64-75

Shelvina, Fitriana Aidnilla Sinambela, Renza Fahlevi

How celebrity involvement affect destination image, the mediating role of celebrity worship 76-85

Maryam Yusuf, Buntu Marannu Eppang, Intan Fauzia Amalia

Examining the influence of travel motivation on travel experiences at marine tourism destinations in South Sulawesi..... 86-96

I Dewa Gde Satrya

Toward the concert and music tourism in Solo of Indonesia 97-108

Imas Masriah, Rahmat Ingkadijaya, Adhi Trirachmadi Mumin

The influence of tourism facilities and attractions on revisit intentions with visitor satisfaction as an intervening variable (A study on Kampung AEWO Mulyaharja Bogor) 109-124

Determinants of tourist satisfactory and unsatisfactory experiences in nature-based tourism destinations: A thematic analysis

Melianus M. Taebenu^{1*}, Yulia M.K. Letor²

¹ Provincial Government of East Nusa Tenggara, Indonesia

² University of Citra Bangsa, Indonesia

*Corresponding Author: mestaebenu@gmail.com

Abstract: Tourists play a central role in the tourism industry, serving as the primary drivers of demand that generates economic activities and growth in this industry. This study focuses on understanding the key factors influencing tourist satisfaction and dissatisfaction in nature-based tourism destinations. Fatumnasi, a remote, emerging tourism destination in South-Central Timor, Indonesia, was chosen as the study site. A qualitative approach was utilized in this study. Data was collected through semi-structured interviews with 17 participants. A thematic analysis approach was employed to identify and interpret recurring themes within the data, systematically categorizing both positive and negative experiences shared by participants. This process captured specific factors that shaped tourist satisfaction and dissatisfaction, highlighting what aspects of the destination were most valued and where improvements are needed. The finding of this study reveals that tourist satisfaction toward the Fatumnasi tourism destination is primarily driven by the breathtaking natural scenery, biodiverse hotspots, and value for money. In contrast, unsatisfactory experiences were attributed to issues related to poor accessibility and infrastructure, insufficient pre-trip information, and environmental degradation, which indicates a need for improvements in these areas to better meet tourist satisfaction.

Keywords: Fatumnasi, Nature-based Tourism Destination, Thematic Analysis, Tourist Satisfactory Experiences, and, Tourist Unsatisfactory Experiences.

History Article: Submitted 11 June 2024 | Revised 28 Oktober 2024 | Accepted 10 November 2024

How to Cite: Taebenu, M. M., & Letor, Y. M. K. (2024). Determinants of tourists satisfactory and unsatisfactory experiences in nature-based tourism destinations: A thematic analysis. *International Journal of Applied Science in Tourism and Events*, 8(2), 64-75.

Introduction

Tourist satisfaction plays a pivotal role in the tourism industry, with no exception for the nature-based tourism industry (Naidoo et al., 2024). High levels of tourist satisfaction can improve the reputation of a destination, attract new visitors, and generate loyalty among the existing ones (Hui et al., 2007; Su & Fan, 2011). This also means that satisfied tourists are more likely to return to a destination and recommend it to others, thereby increasing its popularity and generating more job opportunities, which can be especially vital in remote or underdeveloped areas where alternative job prospects may be scarce. Conversely, unsatisfactory experiences can lead to negative reviews and hinder potential tourists, thereby hindering the destination's economic prospects.

Given its importance, it has been argued that understanding the determinants of nature-based tourist satisfaction is crucial (Kurniasari, 2019). Such understanding can help the destination managers and related policymakers design and implement strategies that meet or exceed visitor expectations, which in turn enhances the overall tourism experience. This ensures that tourism remains a robust driver of development, benefiting both tourists and local communities in the long run.

Within the research community, tourist satisfaction has extensively been a topic of interest. Scholars utilize various theoretical frameworks to explore this concept. According to the Expectancy-Disconfirmation Theory, one such framework, satisfaction is determined by the extent to which a tourist's expectations are met or exceeded by their actual experiences (Ahmad et al., 2021). If the experiences align with or surpass expectations, satisfaction is achieved; if not, dissatisfaction arises.

A number of research have been conducted to identify factors that influence nature-based tourist satisfactory and unsatisfactory experiences (Biney et al., 2023; Cheng et al., 2022; Fatmawati & Olga, 2023; Kurniasari, 2019; Kusumawardhani, 2022; Naidoo et al., 2024; Suanmali, 2014; Talib, 2020). In a study conducted in Zhangjiajie National Forest Park, a well-established nature-based tourism destination in China, for example, it was discovered that the visitors were highly satisfied with its wonderful natural scenery, but relatively dissatisfied with the prices, services, activities and events, and artificial attractions (Cheng et al., 2022). Meanwhile, a study conducted in Rattray Park, Ghana, found that accessibility was the determining factor for tourist satisfaction. Visitors did not encounter difficulty in reaching the park due to the good condition of the roads and affordable transportation. Conversely, inadequate availability of amenities, such as Wi-Fi and restaurants, as well as tourism information, were the determining factors that diminish the quality of tourist experiences (Biney et al., 2023).

Furthermore, high environmental quality, attractiveness, high accessibility, and well-developed facilities, were found to play a critical role in shaping tourist satisfaction in Sarangan Lake, a nature-based tourism destination in East Java, Indonesia (Fatmawati & Olga, 2023). Meanwhile, a study in the Gunung Pancar Natural Tourism Park found that accessibility issues, including inadequate road access and signage, were identified as the main factors contributing to tourist dissatisfaction (Kusumawardhani, 2022). These findings reveal that there is a complex interaction between various determinants in shaping the experience of visitors to nature-based tourist attractions.

While numerous studies have recognized the importance of understanding tourist satisfaction in sustainable tourism development, there is a notable gap in studies focusing on small-scale, underdeveloped nature-based tourism destinations. This lack of in-depth studies addressing tourist preferences and experiences may result in missed opportunities for optimizing resources and enhancing tourism potential in such settings.

This study seeks to address this gap by exploring the key factors influencing tourist satisfaction and dissatisfaction in Fatumnasi, a nature-based tourism destination in Indonesia. It is interesting to note here that the Government of Indonesia has recently focused on Fatumnasi for its potential to be developed into a sustainable, nature-based tourism area. In 2021, Fatumnasi was nominated as a Hidden Paradise in the Anugerah Pesona Indonesia (API) awards. Meanwhile, in 2024, Fatumnasi also received the Indonesian Tourism Village Award.

Despite the recognition, Fatumnasi is struggling to reach its full tourism potential. In 2020, the Government of South-Central Timor Regency (Govt. of TTS Regency, 2021) reported that the number of domestic tourists visiting Fatumnasi was only 1,972, with an average stay of one day. Meanwhile, only seven international tourists visited, with an average stay of two days. These figures were significantly lower compared to other nature-based tourism destinations in the regency, such as Bu'at Park (7,200 visitors) and Oetune Beach (4,234 visitors). Another source reported similar trends, indicating that the average number of visitors to Fatumnasi in recent years is only around 1,500 (Latuan, 2023).

The fact that both the number of visits and the length of stay are not yet proportional to the rich and abundant tourism resources of Fatumnasi also underscores the need for an in-depth study to capture its visitor experiences. This study employs thematic analysis, a powerful qualitative approach that captures the subjective nuances of tourist experiences and identifies actionable themes often overlooked by quantitative methods. It is expected that this study will provide valuable insights for tourism stakeholders, policymakers, and local communities in the area. This enables them to develop targeted strategies for enhancing tourist satisfaction and improving the overall quality of tourism services in Fatumnasi.

Methodology

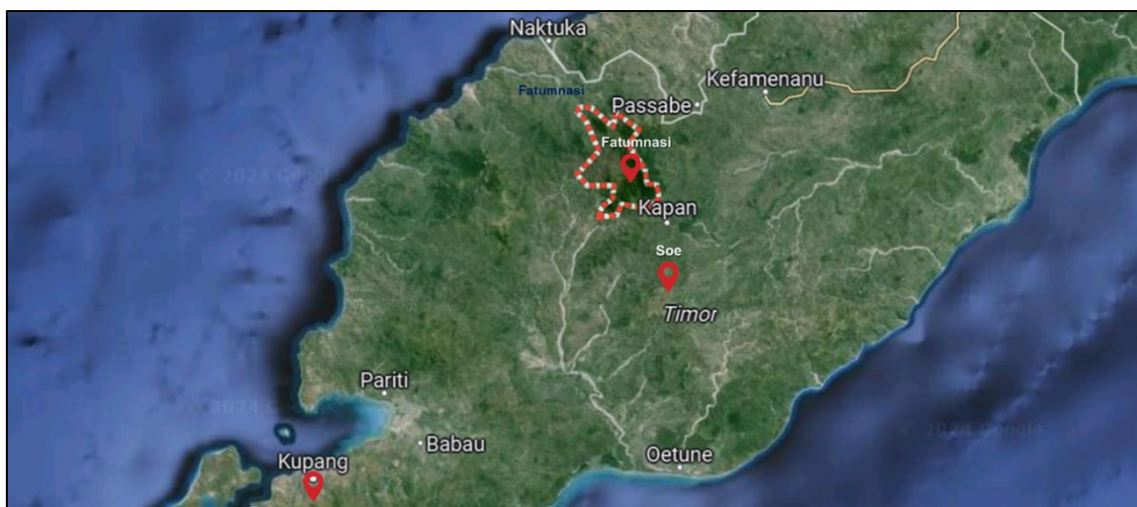
Study Design

This study employed a qualitative research design to explore the determinants of tourist satisfactory and unsatisfactory experiences in Fatumnasi, one of the nature-based tourism destinations in Indonesia. The choice of a qualitative approach was driven by two main reasons. First, qualitative research is dynamic at uncovering the meanings and perspectives that people assign to phenomena in complex social settings, rather than just measuring their frequency (Bryman, 2012). This method allows for a detailed exploration of phenomena since the setting is relatively free from 'prior contamination.' Second, a qualitative approach offers greater flexibility in its conduct (Bryman, 2012). Due to its unstructured nature, the focus of qualitative research can be easily adjusted, enabling the researcher to adjust the direction of the study to gain more meaningful insights into the phenomenon studied.

Fatumnasi was selected as the study site due to its unique characteristics and emerging status as a nature-based tourism destination. Fatumnasi offers a valuable opportunity to study tourist experiences in a location that offers rich natural landscapes but may lack the well-developed infrastructure found in more established nature-based tourism areas. Meanwhile, thematic analysis was employed as the primary method for analyzing qualitative data collected from interviews with participants. This approach allows for a structured examination of recurring patterns and themes in tourists' feedback, capturing both positive and negative aspects of their experiences. Through such analysis, the study aims to provide insights into the specific experiences and expectations of visitors to Fatumnasi, offering evidence-based guidance for stakeholders to enhance the appeal and sustainability of tourism in this and other nature-based destinations across Indonesia.

Research Setting

Fatumnasi is an emerging nature-based tourism destination located in a remote area of Indonesia. Administratively, Fatumnasi is a district in South Central Timor Regency, East Nusa Tenggara Province, Indonesia. Fatumnasi has an area of 198.65 km², with an average altitude of 1,480 meters above sea level, with the highest point being the peak of Mount Mutis (2,427 meters above sea level). Fatumnasi is 37 km from Soe, the capital of South-Central Timor Regency or approximately 138 km from Kupang City, the capital of East Nusa Tenggara province (Figure 1). Traveling from Kupang City to Fatumnasi typically requires a motor vehicle journey lasting 3 to 4 hours.



(Source: Elaborated from Google Maps, 2024)

Figure 1. The location of Fatumnasi

The Fatumnasi tourist destination offers tourists a variety of mountainous attractions (Fuah, 2013; Maak et al., 2022). The main attractions include distinctive rock formations, such as Fatu Kolen, Fatu Nausus, and Fatu Taapan, as well as hills like Nubui Hill. Additionally, visitors can explore a bonsai forest, home to ancient 'Ampupu' trees adorned with hanging moss, Lake Nefo Kaenka, and Mount Mutis with its nature reserve, which is dense with endemic Timorese wildlife. These attractions promise interesting experiences for visitors, as explored in the following section.

Participants

The study targeted tourists who have visited Fatumnasi. Snowball sampling was used to select the participants. Inclusion criteria were adults (18 years and older) and were willing to share their experiences when visiting Fatumnasi. The participants were recruited through social media platforms, including Instagram and Facebook. The hashtag #Fatumnasi was used to identify potential participants. The first wave of recruitment took place in November 2021, and the second wave occurred in May 2024. In total, 17 participants were recruited for this study.

Data Collection

Data was collected through semi-structured interviews. The selected participants were interviewed either in person or via telephone. An interview guide, with open-ended questions, was designed to extract detailed narratives about both satisfactory and unsatisfactory aspects of their experiences. Sample questions included: *"Before your visit, what impression did you have of the Fatumnasi tourism destination? Which spots did you visit during your trip to Fatumnasi?; What aspects do you feel are lacking in the Fatumnasi tourism destination, why, and what are your future expectations?"* At the end of the interview, each participant was asked to rank the overall satisfaction level, on the scale of 1 – 10. The duration of the interviews ranged from 15-30 minutes. The interviews were audio-recorded and transcribed verbatim into interview transcripts.

Data Analysis

The data collected was analyzed through a thematic analysis approach. It is important to note here that thematic analysis is a powerful method for qualitative research. It offers a systematic, flexible, and detailed approach to understanding complex data, ensuring that findings are both grounded in participant experiences and capable of informing practical and theoretical advancements (Braun & Clarke, 2006). This approach is also useful in tourism research, where data can come from several sources, such as interviews, focus groups, and written texts (Walters, 2016).

Thematic analysis also provides a structured method for identifying, analyzing, and reporting patterns within data, which in this study, as referred to Braun and Clarke (2006), involved six phases. The first phase was *"Familiarizing Yourself with the Data."* This was done by engaging in the data through repeated reading of the interview transcripts. The second phase, *"Generating Initial Codes"* was done by systematically coding interesting features of the data in a meaningful way, using a software program; ATLAS.ti. In the third phase, after all data had been initially coded and collated, the *"Searching for Themes,"* was done. Here, data were sorted into potential themes. In the fourth phase, *"Reviewing Themes,"* the candidate themes were checked to ensure that the themes relate to the coded extracts and the entire data set. Fifth, *"Defining and Naming Themes,"* was done through generating clear definitions and specific names for each theme. A thematic network was generated here. In the sixth phase, the final analysis was done to *"Producing the Report."*

Ethical Considerations

Three ethical concerns were carefully considered throughout all stages of this research: 1) Informed Consent: participants were fully informed about the nature of the research and the potential consequences of their involvement. This ensured that their participation was voluntary

and based on a clear understanding of the study, 2) Confidentiality: To protect the confidentiality of the information provided by participants, their identities were anonymized using codes. This measure was implemented to safeguard their privacy and ensure that their personal information remained confidential, and 3) Integrity: This was upheld by adhering strictly to basic research protocols. This research was prepared to be stopped, suspended, or subjected to other sanctions if it failed to comply with the fundamental ethical standards.

Results and Discussions

Participant Characteristics

Table 1 illustrates the characteristics of the 17 participants in this study. The majority of participants were female, comprising 52.94 percent, while male accounted for 47.06 percent. The largest age group among the participants was 21-30 years old, constituting 41.18 percent, followed by the 31-40 years old group at 16.67 percent. Both the 41-50 years old group and those aged 51 and older each accounted for 11.76 percent. Meanwhile, participants aged 20 years or younger comprised only 5.88 percent. In terms of education, 52.94 percent of the participants reported having obtained bachelor's degrees. Secondary school education accounted for 35.29 percent, while 11.76 percent had master's or PhD levels. No participant held a primary school education.

Table 1. Participant characteristics

Variables	Category	Percentage
Gender	Male	47.06
	Female	52.94
Age	≤ 20 y.o.	5.88
	21 – 30 y.o.	41.18
	31 – 40 y.o.	29.41
	41 – 50 y.o.	11.76
	≥ 51 y.o	11.76
Education Level	Primary School	0.00
	Secondary School	35.29
	Bachelor	52.94
	Master / PhD	11.76

Characteristics of Visits

Table 2 depicts the responses of the participants regarding their visitation experiences in Fatumnasi. The majority of respondents (76.47 percent) were from within East Nusa Tenggara, while around one-fourth (23.53 percent) were from other provinces in Indonesia. No participants were from different countries. Regarding the frequency of visits, 64.71 percent of the participants visited Fatumnasi once, 23.53 percent visited twice, and 11.76 percent visited three times. The results also show that the majority of participants stayed in the area for one day, constituting 88.24 percent. Those who spent two and three or more days each accounted for only 5.88 percent. Regarding total spending, most visitors spent below 100,000 IDR, accounting for 82.35 percent. This was followed by spending between 101,000 – 200,000 IDR (11.76 percent). Visitors who spent 201,000 – 300,000 IDR and 301,000 IDR or above each accounted for only 5.88 percent. This study also found that the majority of the participants rated their overall satisfaction levels between 9.1 and 10.0, accounting for 52.94 percent. This was followed by satisfaction levels between 8.1 and 9.0, constituting 35.29 percent. Meanwhile, participants reported satisfaction levels between 7.1 and 8.0, and below 7.0, each constituted 5.88 percent.

Table 2. Characteristics of visits

Variables	Category	Percentage
Place of origin	Inside East Nusa Tenggara	76.47
	Outside East Nusa Tenggara	23.53
	Abroad	0.00
Number of visits	Once	64.71
	Twice	23.53
	≥ Three times	11.76
Duration of stay	One day	88.24
	Two Days	5.88
	Three or more days	5.88
Total Spending per person	≤ 100,000 IDR	82.35
	101,000 – 200,000 IDR	11.76
	201,000 – 300,000 IDR	5.88
	≥ 301,000 IDR	5.88
Overall satisfaction level	< 7.0	5.88
	7.1 – 8.0	5.88
	8.1 – 9.0	35.29
	9.1 – 10.0	52.94

Qualitative Findings

The process of thematic analysis on determinants of tourist experiences towards the Fatumnasi tourism destination revealed six different themes that fall into two main categories, including satisfaction and dissatisfaction (Figure 2). The themes on the determinants of tourists satisfactory experiences are discussed below.

Breathtaking Natural Scenery

Participants highlighted Fatumnasi as a pristine landscape. Visitors frequently mentioned the stunning natural beauty, including the lush forests, mountainous terrain, and unique rock formations. The impressive natural scenery was highlighted as the major attraction that draws tourists seeking calm environments. Participant 4, a resident of Kupang City, stated: *"I am satisfied because after a long journey and navigating quite challenging terrain, I witnessed the natural scenery. It is very beautiful."* This highlights that despite the tough journey and challenging terrain, the natural beauty of Fatumnasi compensates for the difficulties faced during travel. Similarly, Participant 5 remarked that: *"The atmosphere's attractiveness of Fatumnasi exceeded my expectations..."*. This suggests that the actual experience of Fatumnasi's atmosphere was more impressive than anticipated.

Whereas, when asked to compare Fatumnasi with similar tourist destinations in other remote areas of Indonesia, the informants expressed that Fatumnasi is to some extent more attractive. Participant 1 even rated Fatumnasi higher, saying: *"The sky is so clear that you can photograph the Milky Way with a cellphone... no other place (referring to several mountains in Indonesia he has climbed) can match it."* This comparison shows that Fatumnasi holds its own against other remote nature-based tourist destinations in Indonesia.



Figure 2. The thematic network

Biodiverse Hotspot

The presence of unique and diverse flora and fauna in Fatumnasi is another notable theme. Visitors interested in biodiversity might highlight their experiences with the local wildlife. Participant 11 stated: *"The Bonsai Forest offers a unique scene. We can experience a natural setting with hundred-year-old Ampupu trees."* This statement indicates the presence of ancient and possibly rare plant species, adding to the forest's allure. That is, this unique scenery not only provides a visual scene but also offers a sense of continuity, which can be overwhelmingly moving for visitors. Meanwhile, Participant 1 added: *"When I climbed Mount Mutis, I encountered various endemic Timorese plants. I enjoyed the experience. There is a savanna, and I can meet horses that have been released."*

The findings indicate that Fatumnasi's ecological significance is a notable draw for visitors. Endemic species, being unique to a specific location, enhance the value of Fatumnasi as a biodiverse hotspot. This can also explain why Participant 15 spent three days in Fatumnasi to enjoy its wildlife. The participant's enjoyment of this experience highlights the satisfaction derived from direct interaction with the natural environment, reinforcing the importance of preserving these habitats.

Value for Money

Tourists also viewed the affordable cost of visiting the heritage site positively in relation to the experience provided. This includes entrance fees, tour costs, and overall affordability. For instance, Participant 14 mentioned spending less than 100,000 IDR during her visit to Fatumnasi, emphasizing the destination's affordability. Meanwhile, Participant 9 said that he visited Fatumnasi more than three times due to its value for money. He also stated: *"Fatumnasi is like 'Bogor' (for Jakarta residences) in my hometown (Kupang). I spent my weekend there several times because it is cheap."*

The fact that visitors appreciated the affordability of Fatumnasi suggests that the pricing structure aligns well with market expectations and the economic conditions of the target audience. Reasonable entrance fees and tour costs make the destination accessible to a wider range of tourists, including budget travellers, families, and individuals seeking cost-effective travel options. This is reflected in the total number of participants who stayed in the area for one day spent money less than 100,000 IDR. Only one of them spent between 101,000 and 200,000 IDR,

but he also noted that it was far cheaper than his expenses in similar nature-based tourism destinations on Java Island.

Despite this, many visitors also testified to various poor experiences when visiting the Fatumnasi tourism destination. Across the range of responses from participants, this study revealed three different categories of themes on the determinants of tourists unsatisfactory experiences towards Fatumnasi, as discussed below.

Poor Accessibility and Infrastructure

Visitors consistently reported difficulties in accessing Fatumnasi, citing poor road conditions as a major challenge. The roads were frequently described as unpaved, narrow, and winding, making them challenging to navigate, especially during the rainy season. These accessibility issues not only caused discomfort and stress but also significantly increased travel time, detracting from the overall enjoyment of the trip. For instance, Participant 3 noted: *"Access is still not good, where stone roads are still found."* In a similar vein, Respondent 14 stated that *"Fatumnasi is an excellent tourist destination with significant potential for further development. However, attention must be paid to aspects of accessibility."* These sentiments underscore how poor road conditions can overshadow the positive aspects of the destination, leading to a predominantly negative experience.

In addition to accessibility issues, infrastructure deficiencies within Fatumnasi were a major source of dissatisfaction. Participant 11, for example, reported a lack of basic amenities, such as bins, clean restrooms, and reliable accommodation options. Participant 5 also gave a higher rating to another destination that was well-developed, stating, *"Labuan Bajo is still better. In my opinion, Labuan Bajo received an overall score of 9, while Fatumnasi only scored 8.5."* The absence of these basic facilities often left visitors feeling unprepared and uncomfortable, impacting their overall perception of the destination.

Insufficient Pre-Trip Information

Many tourists reported difficulties in finding reliable information about Fatumnasi before their visit. Essential details, such as how to get there, available accommodations, and detailed attractions, were incomplete on commonly used platforms. For instance, Participant 3, who works at a private company, with branches in several cities in Indonesia, mentioned, *"... I found out the information about Fatumnasi after I was assigned to Kupang, from Surabaya (East Java)."* The insufficient pre-trip information has broader implications for tourist satisfaction and the perception of Fatumnasi as a tourism destination. Participant 9 also highlighted that: *"We were a little disappointed that we couldn't visit the bonsai forest. Access to this spot is bad and quite difficult for vehicles that have a low ground clearance, like my car, Honda Brio. We did not know this information before."* When tourists feel unprepared and encounter unexpected challenges, it can lead to a negative overall impression of the destination.

Environmental Degradation

This theme emerged consistently across interviews, underscoring its critical impact on tourist satisfaction. Many tourists reported observing signs of environmental degradation during their visits to Fatumnasi, including litter and visible damage to natural habitats caused by increasing tourist traffic. For example, Participant 17 noted, *"Visitors taking photos indiscriminately in the Bonsai Forest leave traces and damage the area's authenticity."* Such environmental issues were frequently mentioned as detracting from the natural beauty that tourists expected to find in a nature-based destination.

Before visiting Fatumnasi, tourists expected sustainability practices to be a priority, with minimal human impact and high levels of environmental conservation. However, many visitors encountered issues of environmental degradation. Participant 4 commented: *"Cleanliness is important. In this regard, trash bins should be provided adequately so visitors do not litter ran-*

domly." This sentiment reflects a common concern that environmental degradation not only diminishes the aesthetic appeal but also affects the overall enjoyment and perceived value of the destination.

Discussions

The primary findings from the thematic analysis indicate various elements that contribute to nature-based tourist experiences in Fatumnasi. In this respect, the determinants of tourist satisfaction in Fatumnasi can be broadly categorized into three key themes: breathtaking natural scenery, biodiverse hotspots, and value for money. The first theme was drawn from the responses of the participants who appreciated Fatumnasi for its natural beauty, ability to exceed expectations, and unique atmospheric conditions. The clarity of the sky, for instance, enables the photography of the Milky Way with a cell phone, which highlights a unique feature of Fatumnasi. This highlights that Fatumnasi offers exceptional stargazing opportunities, which can be a significant draw for tourists interested in astronomy and natural beauty. The satisfaction derived from these aspects suggests that Fatumnasi can compete with other remote destinations in Indonesia and offers unique experiences that are highly valued by visitors.

The interview findings also suggest that the unique and diverse flora and fauna in Fatumnasi are significant attractions for visitors, particularly those with an interest in biodiversity. This theme enhances the region's appeal to eco-tourists and nature enthusiasts who seek out destinations with rich ecological significance. Furthermore, this study found a positive perception of value for money among tourists visiting Fatumnasi that underscores the destination's attraction through its affordability and the quality of experiences it offers. This perception regarding its value for money not only enhances visitor satisfaction but also encourages longer stays and repeat visits.

Conversely, poor accessibility and infrastructure, insufficient pre-trip information, and environmental degradation are the themes that underline the major sources of dissatisfaction. The combination of poor accessibility and inadequate infrastructure found in this study has broader implications for tourist behaviour and the image of Fatumnasi as a tourism destination. These negative experiences can deter repeat visits and reduce word-of-mouth recommendations, which are crucial for the growth and sustainability of tourism in such areas.

This study also revealed that providing detailed, accurate, and easily accessible pre-trip information is crucial. It can help potential visitors to set realistic expectations and enhance the overall travel experience. Other than that, tourists expressed concern about the negative impact of tourism on local wildlife and natural features. Reports of disturbed wildlife and damaged vegetation were common, indicating that current tourism practices might be unsustainable and harmful to the environment. Such experiences highlight the conflict between tourism development and environmental preservation, which is particularly pronounced in emerging destinations like Fatumnasi.

The themes generated in this study offer significant contributions to the field of tourism research, particularly in the context of remote and emerging nature-based destinations, in three ways. First, this study exemplifies the effectiveness of thematic analysis in uncovering deep insights into tourist experiences (Walters, 2016). This methodological contribution supports the use of qualitative approaches in tourism research, particularly for exploring complex and nuanced aspects of tourist behaviour and satisfaction, as conducted by Kurniasari (2019). It also means that this study not only demonstrates the value of thematic analysis in tourism research but also emphasizes the broader significance of incorporating qualitative methods to capture the depth and complexity of tourist experiences. The insights gained from such approaches can inform more nuanced and effective tourism management practices, ultimately enhancing the quality and sustainability of tourist destinations.

Second, it supports previous studies highlighting complex interplay between various elements that contribute to nature-based tourist experiences (Biney et al., 2023; Cheng et al., 2022; Fatmawati & Olga, 2023; Kurniasari, 2019; Kusumawardhani, 2022; Naidoo et al., 2024; Suanmali, 2014; Talib, 2020). In other words, this study deepens our understanding of what drives tourist satisfaction and dissatisfaction, by focusing on emerging, remote nature-based destinations. By identifying key factors, such as incredible natural scenery, biodiverse hotspots, and

the challenge of accessing the destination, this study highlights the complex interplay between various elements that contribute to tourist experiences.

Third, this study extends the results of previous research by adding another element of attraction in nature-based tourism destinations. For example, although Suanmali (2014) found evidence of the nature-based tourism attraction of Chiang Mai, Thailand, in creating distinct and unique scenery for tourists, the findings in this study emphasize the importance of unique natural features, such as clear skies that allow for Milky Way photography, in enhancing tourist satisfaction. This underscores the potential for remote destinations to leverage their unique attributes to attract more visitors and differentiate themselves from more accessible locations.

In summary, this study has reinforced and extended previous research by providing a deeper understanding of the determinants of tourist satisfaction and dissatisfaction in nature-based tourism. These insights not only confirm established theories but also offer new perspectives on evolving tourist expectations, underscoring the need for continuous adaptation and innovation in the tourism industry.

Conclusions

It has been argued that understanding tourist satisfaction and dissatisfaction is becoming increasingly important for destination management, development, and sustainability amid the growing trend of global tourism. In emerging, remote nature-based tourism areas like Fatumnasi, this understanding is more crucial. Through a thematic analysis, this study reveals a complex factor that influence nature-based tourist experiences in Fatumnasi. Positive experiences are largely driven by breathtaking natural scenery, biodiverse hotspots, and value for money. However, infrastructural deficiencies, a lack of adequate tourist information, and environmental concerns have been identified as the contributing factors that significantly diminish the quality of the tourist experience.

The findings imply that investments in basic infrastructure, such as roads, sanitation, and accommodations, driven by tourism demand are crucial. Basic infrastructure is also a key factor in encouraging the involvement of other actors, especially private entities, in the development of this area. Moreover, in developing comprehensive pre-trip information resources, it is essential for stakeholders to provide an up to date, dedicated official website with detailed information about the Fatumnasi tourism destination, including travel logistics, accommodation options, dining, and local attractions. Additionally, the government should provide incentives to encourage social media users and travel bloggers to disseminate information about the Fatumnasi tourism destination more broadly and engage potential visitors. Regarding the issue of environmental degradation, it is essential for stakeholders to promote sustainable tourism practices in Fatumnasi. These can include establishing strict waste management protocols to reduce litter, creating designated pathways and viewing areas to minimize habitat disturbance, and collaborating with local environmental organizations to monitor and mitigate the impact of tourism on local ecosystems. By implementing these strategies, the Fatumnasi tourism destination can become more attractive, enhancing the overall tourism experience. This, in turn, ensures that tourism continues to be a robust driver of sustainable development in this area, benefiting both tourists and locals in the long run.

For a broader context in Indonesia, these findings highlight the growing appeal of nature-based tourism in attracting tourists interested in sustainable experiences. This study suggests that improving basic infrastructure, providing comprehensive pre-trip information resources, and promoting sustainable tourism practices in nature-based destinations can enhance visitor satisfaction and encourage repeat visits. In turn, these improvements could help Indonesia position itself as a leader in nature-based tourism, benefiting both the local economy and environmental conservation efforts.

While this study offers rich contextual insights into participants' experiences, it has certain limitations. It is based on small samples and heavily relies on the subjectivity of researchers, limiting its generalizability and objectivity. Future studies, therefore, should incorporate qualitative designs with quantitative designs, such as longitudinal and experimental approaches, within a mixed-methods design. This might capture changes in perceptions over time or explore the

correlations and causations of variables observed, providing a broader understanding of tourist experiences in nature-based destinations. Moreover, expanding the participant groups to include the locals could further enrich the findings by providing diverse perspectives on the benefits, challenges, and impacts of tourism activities in the studied area. Additionally, to better reflect the complexity of real-world situations, future research could examine indirect relationships through mediating variables, such as visitors' socio-demographic factors. For instance, by incorporating generational differences as mediators, researchers can identify why certain variables, like the lack of adequate tourist information, matter more to the Generation Z than the Baby Boomers. These ways, future studies could develop a more comprehensive framework for understanding participants' experiences in nature-based tourism destinations.

Authors' Contributions

MT conceived the idea, wrote the proposal, and conducted the study. MT and YL analyzed the results and generated the themes, and wrote, proofread, and approved the final manuscript.

References

- Ahmad, N. R., Phoksawat, K., & Lertkrai, P. (2021). Tourist satisfaction in Nakhon Si Thammarat province, Thailand: A comparative study. *Asia Social Issues*, 14(4), 248226–20.
- Biney, S., Adongo, R., & Agama-Agbanu, H. K. (2023). Tourists' Perception and Satisfaction at Rattery Park-Ghana. *UDS International Journal of Development*, 10(2), 1046–1060. <https://doi.org/10.47740/643.UDSIJD6i>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Bryman, A. (2012). *Social Research Methods* (Fourth edition). OUP Oxford.
- Cheng, Y., Hu, F., Wang, J., Wang, G., Innes, J. L., Xie, Y., & Wang, G. (2022). Visitor satisfaction and behavioral intentions in nature-based tourism during the COVID-19 pandemic: A case study from Zhangjiajie National Forest Park, China. *International Journal of Geoheritage and Parks*, 10(1), 143–159. <https://doi.org/10.1016/j.ijgeop.2022.03.001>
- Fatmawati, I., & Olga, F. (2023). Investigating the determining factors of tourist revisit intention in a natural-based tourism destination. *E3S Web of Conferences*, 444, 01014. https://www.e3sconferences.org/acdes/e3sconf/abs/2023/81/e3sconf_iconard2023_01014/e3sconf_iconard2023_01014.html
- Fuah, A. M. (2013). *Paradise in Timor Island - TTS Regency*. PT. Gramedia Pustaka Utama. https://books.google.co.id/books?id=_SoMnwEACAAJ
- Google Maps. (2024, June 11). *Map of Fatumnasi*. Map. <https://www.google.com/maps/place/Fatumnasi,+South+Timor+Tengah+Regency,+East+Nusa+Tenggara/@-9.8044539,124.1885629,96040m/data=!3m1!1e3!4m6!3m5!1s0x2c559783d87e6f75:0xf6cdd9381b6be0d8!8m2!3d-9.6488797!4d124.2242811!16s%2Fg%2F120pgty8?entry=ttu>
- Govt. of TTS Regency. (2021, September 15). *Rekapan Data Kunjungan Wisatawan ke Kabupaten Timor Tengah Selatan*. The Government of Timor Tengah Selatan Regency. <http://dispar.ttskab.go.id/detailpost/rekapan-data-kunjungan-wisatawan-ke-kabupaten-timor-tengah-selatan>
- Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28(4), 965–975. <https://doi.org/10.1016/j.tourman.2006.08.008>
- Kurniasari, K. (2019). *Understanding visitors' experiences in nature-based tourism: A case study of Komodo National Park Indonesia* [PhD Thesis, Auckland University of Technology]. <https://openrepository.aut.ac.nz/handle/10292/12984>
- Kusumawardhani, Y. (2022). Measuring Tourist Satisfaction by Accessibility: The Case of Taman Wisata Alam Gunung Pancar Destination. *International Journal of Innovative Science and Research Technology*, 7(9), 1867–1871. <https://doi.org/10.5281/zenodo.7264304>
- Latuan, F. (2023, November 11). *2 Gunung Ini Jadi Kawasan Cagar Alam Terluas di NTT*. 2 Gunung Ini Jadi Kawasan Cagar Alam Terluas di NTT - Koran Timor - Halaman 2.

- <https://www.korantimor.com/pariwisata/1543271101/2-gunung-ini-jadi-kawasan-cagar-alam-terluas-di-ntt?page=2>
- Maak, C. S., Muga, M. P. L., & Kiak, N. T. (2022). Strategi Pengembangan Ekowisata terhadap Ekonomi Lokal pada Desa Wisata Fatumnasi. *OECOMICUS Journal of Economics*, 6(2), 102–115. <https://doi.org/10.15642/oje.2022.6.2.102-115>
- Naidoo, P., Ramseook-Munhurrin, P., & Seegoolam, P. (2024, June 5). Visitor satisfaction with nature-based tourism attractions. *ISSN 1931-0285 CD ISSN 1941-9589 ONLINE*, 194.
- Su, L., & Fan, X. (2011). A study on the relationships between service quality, satisfaction, trust and loyalty among rural tourism. *ICSSSM11*, 1–6. <https://doi.org/10.1109/ICS-SM.2011.5959418>
- Suanmali, S. (2014). Factors affecting tourist satisfaction: An empirical study in the northern part of Thailand. *SHS Web of Conferences*, 12, 01027. https://www.shs-conferences.org/articles/shsconf/abs/2014/09/shsconf_4ictr2014_01027/shsconf_4ictr2014_01027.html
- Talib, H. (2020). Tourist satisfaction at nature-based tourism destination around Kota Kinabalu, Sabah. *Borneo Science/ The Journal of Science and Technology*, 41(2). <https://jurcon.ums.edu.my/ojums/index.php/borneo-science/article/view/4449>
- Walters, T. (2016). Using thematic analysis in tourism research. *Tourism Analysis*, 21(1), 107–116. <https://doi.org/10.3727/108354216X14537459509017>

How celebrity involvement affect destination image, the mediating role of celebrity worship

Fitriana Aidnilla Sinambela ^{1*}, Shelvina ², Renza Fahlevi ³

¹Universitas International Batam, Indonesia

²Universitas International Batam, Indonesia

³Universitas International Batam, Indonesia

*Corresponding Author: Fitriana.aidnilla@uib.edu

Abstract: The film industry plays a significant role in influencing tourists' travel destination choices. This study aims to explore the relationship between celebrity involvement and destination image, with celebrity worship serving as a mediating variable. This research depicted the case of Chinese film industry to examines how films and celebrities affect destination image. This research uses quantitative research methods with the PLS-SEM research model. the study surveyed 310 Batam residents who have watched Chinese movies or TV series. The findings indicate a positive and significant relationship between celebrity involvement and destination image, mediated by celebrity worship.

Keywords: celebrity, destination image, film industry, tourist.

History Article: Submitted 05 December 2024 | Revised 14 December 2024 | Accepted 24 December 2024

How to Cite: Sinambela, F. A., Shelvina, and Fahlevi R. (2024). How celebrity involvement affect destination image, the mediating role of celebrity worship. *International Journal of Applied Sciences in Tourism and Events*, 8(2), 76–85.

Introduction

In today's digital age, streaming platforms have revolutionized the way audiences engage with television shows and films. Entertainment programs from around the world can be easily accessed through digital streaming platforms, such as Netflix, Disney+ Hotstar, iQIYI, WeTV, and many more, breaking down geographical and cultural barriers (Djamzuri & Mulyana, 2022).

This shift has been particularly impactful in countries like Indonesia, where the film industry has seen significant growth. Between 2015 and 2018, the number of movie audiences in Indonesia surged by over 100%, rising from 16.2 million viewers in 2015 to more than 50 million in 2018 (Indonesia.go.id). Furthermore, 91.58% of Indonesians over the age of 10 now prefer to watch television/movies (Puspa et al., 2022), with an increasing preference for over-the-top (OTT) streaming platforms over conventional TV (Sulivyo et al., 2022).

Online streaming platforms like Netflix, WeTV, and iQIYI have taken advantage of this trend to gain more user by offering a wide range of films based on everyone's personal interests (Sulivyo et al., 2022). As a result, people can watch whatever film of their liking anywhere anytime just by a click on their device.

Kwan & Scheepers (2022) stated that celebrity's star power, expertise in acting, critic review, and public opinion are the main factors that may contribute to a film's success. The involvement of popular celebrities in films plays a crucial role in shaping audience perceptions, not just of the story, but also of the locations where the film is set. When a well-known actor stars in a film, it attracts their fanbase, which can significantly boost the film's view count. This finding were supported by Hofmann (2021) as he explain that the involvement of well-known actors plays a key role in a film's success. Famous actors can increase public interest and awareness, which in turn attracts their fans to watch the film. This increase in viewer often leads to greater recognition of the film's locations.

Those places once depicted on-screen have now become popular tourist destinations, with more people visiting them. For instance, Zhangjiajie National Park in Hunan Province, which was

introduced in the film series "Avatar". According to Zhangjiajie Tourism Bureau, after the movie "Avatar (2009)" aired, there was a 30% higher increase in tourist arrivals in 2010 (Hao et al., 2024). In addition, Dali City in Yunnan Province, China experienced an increase in tourism revenue in early 2024 to 38.4 billion yuan after the airing of the serial "Meet Yourself (2023)" featuring the famous Chinese actress, Liu Yi Fei (China Daily, 2023).

The increasing popularity of film locations were the perfect example of the involvement of celebrities in films can significantly influence public interest and perception. Chen (2018) argues that tourism advertising involving celebrities are able to increase the attractiveness of destinations and form a positive image of destinations. An individual's perception and emotion of a place are shaped by various factors, this contributes to how individuals understand and attach themselves to a destination, especially when the destination is presented through media associated with celebrities. This connection between celebrity presence and tourist attractions can be further understood through the concept of celebrity involvement, an emotional connection and attachment fans develop towards a celebrity (Lee et al., 2008). Understanding how this involvement shapes viewers' perceptions of a place is key to exploring how films and celebrities affect destination image.

Involvement refers to an individual's consistent interest or emotional connection to an activity, which influences their behavior, even if it doesn't always imply active participation. This concept has been described as an unobservable motivation or interest in a particular activity or product (Steinhardt et al., 2022; Havitz & Dimanche, 1999). Therefore, in the context of celebrities, Lee et al. (2008) explain celebrity involvement as a form of emotional bond and attachment towards a celebrity, intensified by media portrayals and personal admiration. Since celebrities are viewed as a primary source of entertainment for their fans, leisure involvement forms as the basis of celebrity involvement (Zhu et al., 2022). Kara (2024) explains that celebrity involvement can be broken down into 3 main dimensions, namely attraction, centrality, and self-expression. Attraction describes the level of interest and happiness of a person from participating in an entertainment activity. Centrality describes how important the role of entertainment activities is to a person's life. Self-expression describes the role of entertainment activities as a medium for a person to reflect their identity in social life (Kara, 2024).

Celebrity involvement not only affects how fans consume media but also how they perceive and interact with the world around it. Fans with high levels of celebrity involvement may follow their favorite celebrities' activities, buy products they endorse, and visit places associated with them. This connection often leads to increased consumer behavior and loyalty toward products or locations associated with the celebrity (Li et al., 2023).

According to Chen (2018), the level of celebrity involvement has a significant effect on the emotional connection and attitude of individuals in showing interest in destinations associated with favored celebrities. Admiration for a celebrity can influence an individual's view of a destination, this statement is supported by Zhou et al., (2023) which explains that the audience's view of places related to celebrities or films can be influenced by the audience's admiration for the celebrity who play a role in the film.

Lee & Yoo (2015) further argue that it is the intensity of celebrity worship, a stronger form of celebrity involvement, that amplifies the effect of celebrity involvement has on destination image. Hidayah et al., (2020) and Brooks (2021) explained that celebrity worship, also known as idolization, is a form of intense admiration and obsession that a person has for a celebrity, which can significantly shape the way a person sees products, places, and things associated with the celebrity. Halim & Kiatkawsin (2021) note that individuals with high levels of celebrity worship often focus on the personal aspects of a celebrity's life, forming a one-sided relationship. In contrast, those with lower levels of worship tend to engage with a broader range of entertainment content rather than concentrating on one celebrity or group. Andira et al., (2023) explained that the characteristics of a celebrity worshipper are characterized by behaviors such as collecting information about their favorite celebrity, buying products related to the celebrity, and attempting to meet them. These studies aligned with the idea that celebrity worship transforms casual interest into a profound emotional connection, changing how fans perceive and are attracted to destinations linked with their favorite celebrities. This excessive admiration can lead to a heightened

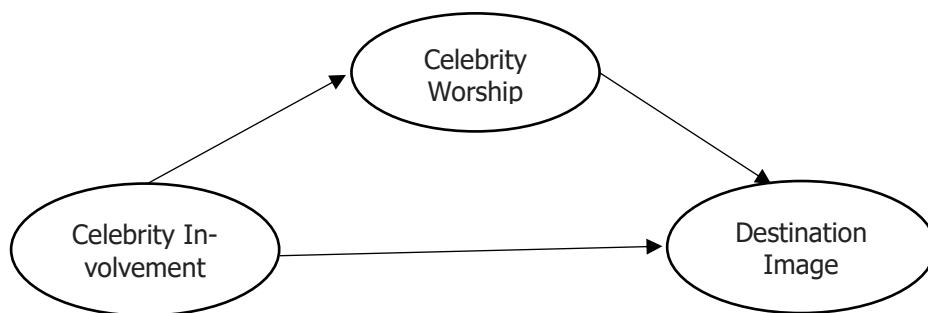
desire to visit these locations, thereby enhancing the location's destination image as a desirable tourist destination.

Marković et al., (2022) and Zhou et al., (2023) define destination image as individual's perception and impression of a particular location as a whole, influenced by various factors such as media representations, personal experiences, or information received about the destination. Putri & Hariyanto (2022) and Anggraini & Idris (2023) added that generally, destination image can be seen as an expression of all understandings, biases, impressions, and emotional thoughts held by individuals or groups about a specific object or place. There are two main factors that shape how people perceive a destination: cognitive image and affective image. The cognitive image are the beliefs and thoughts that people have about a place, such as how they view its features, attractions, or overall characteristics. On the other hand, the affective image focuses on the emotional feelings and personal connections individuals experience when thinking about a place. This can include feelings of excitement, nostalgia, or warmth towards the location (Marques et al., 2021). Gholamhosseinzadeh et al. (2023) explained that celebrities are able to support a positive correlation between the cognitive and affective components of destination image when they, as public figures, engage audiences by sharing stories about their experiences related to a destination. Kim et al., (2019) in their study stated that the involvement of celebrities in films develops positive perceptions of the location's image and raising the visit intentions to the place portrayed in the film.

Considering the points discussed above, the hypothesis and the research model for this study are formulated as follows:

H1: Celebrity involvement (CI) has a positive effect on destination image (DI)

H2: Celebrity adoration (CW) mediates the relationship between celebrity involvement (CI) and destination image (DI).



(Source: Yen, C., & Croy, W. G., 2013)

Figure 1. Research Model

Methodology

This study uses quantitative research methods by analyzing numerical data in the form of variable measurement instruments based on statistical procedures (Adhi Kusumastuti et al., 2020). The collected data is processed using SmartPLS to test hypotheses and interpret results.

The primary objective of this study is to determine the effect of celebrity involvement on the destination image of places depicted in movies/TV series, a form of media representation associated with celebrities. Additionally, this study explores the role of celebrity worship as a mediator in the relationship between celebrity involvement and destination image. The case used in this study focuses on Chinese movies/TV series, which have gained significant popularity in recent years. Therefore, the sample of this research are people who have watched Chinese movies/TV series in Batam City.

The variable measurement indicators in this study were developed based on the measurement scale adopted from Yen & Croy's (2016) research. The celebrity involvement variable was

assessed using 12 indicators developed by Lee et al. (2008). Indicators of celebrity involvement variables are grouped into 3 dimensions, namely attraction, centrality, and self-expression with 4 indicators representing each dimension. The celebrity worship variable is measured using the Celebrity Attitude Scale (CAS) which contains 22 indicators developed by Maltby et al. (2004). The destination image variable was assessed using 14 indicators adopted from Baloglu & McCleary (1999). The destination familiarity variable was added as a control variable that serves to filter the influence of celebrity involvement on destination image. All variable test indicators were compiled into a questionnaire using a Likert scale. Respondents were given a choice between a 5-point scale, (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

The questionnaire consists of two main sections. The first section of the questionnaire started by collecting the respondents' personal information, such as gender, education, occupation, income, and whether they had ever watched Chinese movies/TV series. The questionnaire was then made into a Google Form to be distributed to the respondents using social media or Whatsapp.

According to Hair et al. (2017), the minimum number of samples that should be used is 10 times the number of all indicators. In general, a sample size of more than 100 is better, but a sample size smaller than 100 is acceptable, depending on the research background. The data in this study were collected from April to June 2024 with a total of 383 respondents. A total of 73 sample respondents were not used because they were identified as outlier data. Thus, the total sample in this study is 310 samples.

Results and Discussions

Sample Profile

Of the 310 respondents, 64.8% were female and 35.2% were male. The majority (79.7%) were aged 18-30 years, with smaller groups in the 31-40 years (3.9%) and over 40 years (2.3%). Most respondents (65.5%) had a high school or equivalent education. Regarding occupation, 42.6% were students, and 36.1% were private employees. Respondents were also grouped by the number of Chinese movies/TV series they had watched: more than 10 titles (50%), 6-10 titles (13.5%), 2-5 titles (22.6%), and fewer than 2 titles (13.9%).

Validity and Reliability Test

Outer model testing consists of testing convergent validity, discriminant validity, and composite reliability. Convergent validity represents the relationship between indicators and latent constructs. Convergent validity testing is measured by the outer loadings (loading factors) of each indicator and the Average Variance Extracted (AVE).

Table 1. Cronbach's Alpha, Composite Reliability, dan Average Variance Extracted (AVE)

Variable	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
Celebrity Involvement	0.930	0.933	0.940	0.568
Celebrity Worship	0.967	0.968	0.969	0.590
Destination Familiarity	0.871	0.880	0.912	0.721
Destination Image	0.957	0.958	0.961	0.640

According to (Ariyanto et al., 2023; Hair, Risher, et al., 2019), the AVE value that meets the validity requirements is at least ≥ 0.50 . The results of testing the outer model in Table 1. show the AVE value of each variable > 0.50 . Therefore, it can be concluded that all latent variables have met the requirements of convergent validity.

Reliability testing is measured from the Cronbach's Alpha value and composite reliability. Ghazali (2014); Sarstedt et al. (2021) explain that 0.70 is the minimum value limit for latent variables to meet reliability standards in Cronbach's Alpha and composite reliability testing. Table 1. displays the results of testing Cronbach's alpha and composite reliability (ρ_a and ρ_c) ranging from values of 0.871 - 0.969. This figure indicates that all latent variables in this study meet the reliability criteria.

Discriminant validity testing serves to ensure that constructs have significant differences with other constructs in a research model (Hair et al., 2019). Discriminant validity can be measured based on the Fornell-Larcker criterion and cross loading. However, experts argue that the Fornell-Larcker criterion does not have a sufficient level of sensitivity to properly assess discriminant validity (Hair et al., (2019); Henseler et al., (2015). As an alternative, Henseler et al. (2015) suggested heterotrait-monotrait ratio (HTMT) correlation. Latent variables are valid in proving discriminant validity between reflective constructs if the HTMT value does not exceed 0.90.

Table 2. Heterotrait-monotrait ratio (HTMT) correlation

Variable	Celebrity Involvement (CI)	Celebrity Worship (CW)	Destination Familiarity (DF)	Destination Image (DI)
Celebrity Involvement				
Celebrity Worship	0.876			
Destination Familiarity	0.705	0.754		
Destination Image	0.634	0.624	0.641	

The test results of HTMT value in Table 2. show that the latent variables fulfill discriminant validity well because no variable has an HTMT value of more than 0.90.

Hypothesis Test

Hypothesis testing is carried out in 2 stages, namely, the first is hypothesis testing by involving the destination familiarity (DF) control variable in the accounting model to obtain the results of the direct and indirect effect test of the CI and CW variables on the dependent variable (DI) with the influence of the control variable (DF) on the DI variable. Then in the second stage, the control variable (DF) is removed from the measurement model to obtain the test results of the direct and indirect effects of the CI and CW variables on DI without the influence of the control variable (DF).

Table 3. Path Coefficients With Control Variable

Path Coefficients	With Control Variable (DF)				
	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CI -> CW	0.835	0.837	0.021	40.105	0.000
CI -> DI	0.223	0.229	0.099	2.244	0.025
CW -> DI	0.229	0.221	0.115	1.998	0.046
DF -> DI	0.293	0.297	0.076	3.838	0.000

Table 4. Path Coefficients Without Control Variable

Path Coefficients	Without Control Variable (DF)				
	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CI -> CW	0.835	0.837	0.021	40.105	0.000
CI -> DI	0.283	0.291	0.105	2.686	0.007
CW -> DI	0.383	0.375	0.115	3.338	0.001
DF -> DI	-	-	-	-	-

The results of hypothesis testing shown in table 3 and table 4. show that in the presence of control variables (DF) the statistical t value in all relationships between variables is above 1.96 and the p value in all relationships between variables is smaller than 0.05. This means that there is a significant influence in the relationship between latent variables (Hair, Sarstedt, et al. 2019). Thus, H1 is proven to be acceptable. This finding is in line with the research of Yen & Croy (2016); Chen (2018) which states that celebrity involvement has a direct and significant influence on destination image.

Then, it also appears that the removal of DF from the measurement model has a considerable effect on the relationship between CW variables and DI, from a statistical t value of 1.998 to 3.338 and a p value of 0.046 to 0.001. The difference in value indicates that the presence of DF can affect the relationship between CW and DI. This means that the higher a person's destination familiarity (DF) can reduce the effect of celebrity worship (CW) on destination image (DI).

Table 5. Indirect Effects

Specific Indirect Effects	With Control Variable (DF)					Without Control Variable (DF)				
	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CI -> CW -> DI	0.191	0.184	0.095	2.008	0.045	0.319	0.313	0.094	3.389	0.001

The next stage in hypothesis testing is the indirect effect between latent variables. Table 3. shows the results of indirect effect testing in the presence of DF control variables have a positive significant effect, seen from the t statistical value of 2.008 (greater than 1.96) and p value of 0.045 (smaller than 0.05). Furthermore, the removal of DF from the measurement model is shown to affect the relationship between latent variables. Nevertheless, the test results still show that the CI variable has a significant positive indirect effect on the DI variable through CW as a mediating variable. This result proves that celebrity worship (CW) has a mediating function in the relationship between celebrity involvement and destination image. Therefore, H2 is accepted. The results of this finding are in line with Yen & Croy's (2016) research which states that celebrity worship has an indirect and significant influence on destination image.

Table 6. R Square

	Original sample (O)	Sample Mean (M)	Standard de- viation (STDEV)	T statistics (O/STDEV)	P values
CW	0.697	0.701	0.035	20.066	0.000
DI	0.450	0.460	0.051	0.8788	0.000

The R square value serves to measure the influence of exogenous variables on endogenous variables in the statistical measurement model (Hair et al., 2011). Hair, Sarstedt, et al. (2019) state that the R square value of 0.75 is included in the strong category, the R square value of 0.50 is in the moderate category and the R square value of 0.25 is in the weak category. The R square value for the CW variable of 0.701 is in the strong category, which means that CI is able to influence CW by 70.1%, while the remaining 29.9% is influenced by other variables not included in the research model. Then, the R square value for the DI variable of 0.460 is included in the moderate category, which means that the exogenous variables CI and CW are able to influence DI by 46%, and the remaining 54% of DI is influenced by other variables not contained in the research model.

From the AVE and R square values obtained from the test results above, the Goodness of Fit Index (GoF) calculation is carried out to validate the performance of the research model in PLS-SEM. The GoF calculation method developed by Henseler et al. (2015) is the root of the multiplication of the average communality (AVE) value and the average R square value. So that the average communality is 0.630 and the average R square is 0.581. Therefore, the GoF value can be calculated in the following way:

$$GoF = \sqrt{Comm \times R^2} \quad (1)$$

$$GoF = \sqrt{0.630 \times 0.581}$$

$$GoF = 0.605$$

The GoF value is categorized into three levels based on its range. A GoF value of less than 0.25 is considered "small," meaning that the model doesn't fit the data very well, and there might be significant room for improvement. A GoF value between 0.25 and 0.36 is considered "moderate," indicating that the model fits the data fairly well, but there is still some room for improvement. On the other hand, a GoF value greater than 0.36 is considered "high". According to the results of the GoF calculation, the GoF value of this study is 0.605 so that it can be interpreted that the level of fit between the measurement model and the general structural model is in the high category.

Conclusions

The results of this study reveal that celebrity involvement has a significant affect on how individuals perceive film destinations. Specifically, higher levels of celebrity involvement are associated with more positive perceptions of destinations featured in films. This finding underscores the power of celebrity influence in shaping destination image, as audiences are more likely to develop a favorable view of a place when they feel a strong connection to the celebrity associated with it. As celebrities appear in media, their image and the locations they visit on-screen become more appealing to their fans, which can contribute to heightened tourism interest in those destinations.

This research also highlights the important role of celebrity worship in mediating the relationship between celebrity involvement and destination image. The level of celebrity worship is strongly tied to celebrity involvement. Celebrity worship describes a condition where individuals have a very high level of celebrity involvement in themselves so that this involvement fosters loyalty and obsession with the figure of the celebrity (Brooks, 2021). For fans, the nature of celebrity worship can act as the catalyst for them to have curiosity and interest in films or destinations. This suggests that celebrity worship not only influences fans' overall perception of the celebrity but also enhances their interest in visiting locations associated with them. This statement supports the results of this study which prove that the level of celebrity adoration has a mediating role in the relationship between celebrity involvement and destination image.

Limitations and Practical Improvements

It is important to note that the sample of this study was confined to residents of Batam City, Indonesia, which may not represent the broader population. Future research could expand the sample to include a more diverse group of respondents from different regions or countries to further validate the findings.

Additionally, while this study examined the perceptions of film destinations, it did not directly explore the impact of celebrity involvement on actual tourist behavior, such as visit intention or decision-making processes. Future studies could investigate the direct effects of celebrity involvement on tourists' intentions to visit celebrity-associated destinations. Understanding how celebrity influence affects actual travel behavior would provide deeper insights into the motivations driving tourist visits to these destinations and a better approach for making strategies for tourism development.

References

- Adhi Kusumastuti, Ph. D., Ahmad Mustamil Khoiron, M. P., & Taofan Ali Achmadi, M. P. (2020). *Metode Penelitian Kuantitatif*. Deepublish.
- Andira, N. P., (2023). The impact of K-Pop Idol on brand awareness, hedonic shopping motivation, and purchase intention. *Kajian Branding Indonesia*, 5(1), 1-15.
- Anggraini, R., & Idris, E. N. (2023). The influence of destination personality, destination image and customer experience on intention to recommend at Trendy Coffee Cafe in Batam City. *Jurnal Pendidikan Dan Keluarga*, 15(01), 24. <https://doi.org/10.24036/jpk/vol15-iss01/888>
- Ariyanto, T., Herwin, H., & Sujati, H. (2023). Uji validitas dan reliabilitas konstruk instrumen tes kemampuan operasi hitung bilangan bulat menggunakan cfa. *Aksioma: Jurnal Program Studi Pendidikan Matematika*, 12(3), 2977. <https://doi.org/10.24127/ajpm.v12i3.7482>
- Baloglu, S., & McCleary, K. W. (n.d.). A model of destination image formation. www.elsevier.com/locate/atoures
- Brooks, S. K. (2021). FANatics: Systematic literature review of factors associated with celebrity worship, and suggested directions for future research. *Current Psychology*, 40(2), 864–886. <https://doi.org/10.1007/s12144-018-9978-4>
- Chen, C. Y. (2018a). Influence of celebrity involvement on place attachment: role of destination image in film tourism. *Asia Pacific Journal of Tourism Research*, 23(1), 1–14. <https://doi.org/10.1080/10941665.2017.1394888>
- Chen, C. Y. (2018b). Influence of celebrity involvement on place attachment: role of destination image in film tourism. *Asia Pacific Journal of Tourism Research*, 23(1), 1–14. <https://doi.org/10.1080/10941665.2017.1394888>
- Djamzuri, M. I., & Putra Mulyana, A. (2022). Fenomena Netflix Platform Premium Video Streaming Membangun Kesadaran Cyber Etik Dalam Perspektif Ilmu Komunikasi. *Jurnal Ilmu Sosial Dan Pendidikan (JISIP)*, 6(1), 2598–9944. <https://doi.org/10.36312/jisip.v6i1.2804>
- Gholamhosseinzadeh, M. S., Chapuis, J. M., & Lehu, J. M. (2023). Tourism netnography: how travel bloggers influence destination image. *Tourism Recreation Research*, 48(2), 188–204. <https://doi.org/10.1080/02508281.2021.1911274>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069->

6679190202

- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2019). Rethinking some of the rethinking of partial least squares. *European Journal of Marketing*, 53(4), 566–584. <https://doi.org/10.1108/EJM-10-2018-0665>
- Halim, T. M., & Kiatkawsin, K. (2021). Beauty and celebrity: Korean entertainment and its impacts on female Indonesian viewers' consumption intentions. *Sustainability (Switzerland)*, 13(3), 1–19. <https://doi.org/10.3390/su13031405>
- Hao, X., Jiang, E., & Chen, Y. (2024). The sign Avatar and tourists' practice at Pandora: A semi-ological perspective on a film related destination. *Tourism Management*, 101, 104856. <https://doi.org/10.1016/j.tourman.2023.104856>
- Havitz, M. E., & Dimanche, F. (1999). Leisure involvement revisited: Drive properties and paradoxes. *Journal of Leisure Research*, 31(2), 122–149. <https://doi.org/10.1080/00222216.1999.11949854>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hidayah, F., Zaini, M., Azinuddin, M., Shahirah, N., Shariffuddin, M., Adzim, W. M., & Zain, W. M. (2020). The Role of the Hallyu Phenomenon in Shaping a Destination Image among Malaysian Adolescents. In *International Journal of Innovation, Creativity and Change*. www.ijicc.net (Vol. 13, Issue 5). www.ijicc.net
- Hofmann, K. H. (2021). The contribution of actors in film production and distribution: exploring the antecedents of the drawing power of stars. *Celebrity Studies*, 12(4), 529–548. <https://doi.org/10.1080/19392397.2019.1677165>
- Imam Ghozali. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS)*. Universitas Diponegoro.
- Kara, N. S. (2024). The role of celebrity involvement in influencing domestic tourists' intention to visit Tanzania's attractions: attitude as a mediating variable. *International Hospitality Review*. <https://doi.org/10.1108/ihr-05-2023-0031>
- Kim, S., Kim, S. (Sam), & Han, H. (2019). Effects of TV drama celebrities on national image and behavioral intention. *Asia Pacific Journal of Tourism Research*, 24(3), 233–249. <https://doi.org/10.1080/10941665.2018.1557718>
- Kwan, A. W., & Scheepers, S. (2022). The fault in our stars. *Journal of Student Research*, 11(2). <https://doi.org/10.47611/jsrhs.v11i2.2498>
- Lee, S., Scott, D., & Kim, H. (2008). Celebrity fan involvement and destination perceptions. *Annals of Tourism Research*, 35(3), 809–832. <https://doi.org/10.1016/j.annals.2008.06.003>
- Lee, S., & Yoo, M. (2015). Examining Celebrity Fandom Levels and Its Impact on Destination Loyalty. *Journal of Quality Assurance in Hospitality and Tourism*, 16(4), 369–388. <https://doi.org/10.1080/1528008X.2015.1063354>
- Li, S., Suhari, U., Shidiqqi, M. F., Aras, M., & Mani, L. (2023). The Role of Celebrity Endorsement on Impulse Buying Behavior with Customer Loyalty as a Moderating in the E-Commerce Industry. *Business Economic Communication and Social Sciences (BECOSS) Journal*, 5(1), 59–72. <https://doi.org/10.21512/becossjournal.v5i1.9076>
- Li, Y.Q. (2023, January 30). TV soap sends hordes of tourists Dali's way. *ChinaDaily*. <https://www.chinadaily.com.cn/a/202301/30/WS63d721dfa31057c47ebabc44.html>
- Maltby, J., Day, L., McCutcheon, L. E., Martin, M. M., & Cayanus, J. L. (2004). Celebrity worship, cognitive flexibility, and social complexity. *Personality and Individual Differences*, 37(7), 1475–1482. <https://doi.org/10.1016/j.paid.2004.02.004>
- Marković, I., Radosavljević, G., & Borisavljević, K. (2022). Celebrity Endorsement Influence on Destination Image. *Naše Gospodarstvo/Our Economy*, 68(4), 66–74. <https://doi.org/10.2478/ngoe-2022-0024>
- Marques, C., Vinhas da Silva, R., & Antova, S. (2021). Image, satisfaction, destination and

- product post-visit behaviours: How do they relate in emerging destinations? *Tourism Management*, 85. <https://doi.org/10.1016/j.tourman.2021.104293>
- Puspa, R., Najiulloh, R., Pangestu, R. A., Masitoh, N., Ansori, K., Kurniawati, L., Rifdayanti, M., Amala, N., Wandasari, Y., & Yusuf, D. (2022). Penyediaan taman baca sebagai solusi untuk meningkatkan minat baca di desa sindang mandi. *Indonesian Journal of Engagement, Community Services, Empowerment and Development* 2(2). <https://doi.org/10.53067/ijecsed.v2i2>
- Putri, C. W., & Hariyanto, O. I. B. (2022). Analysis of the effect of destination image, attitude, and subjective norms on tourist visit intention to beach tourism in Batam. *The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES)*, Taichung.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–40). Springer International Publishing. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–47). Springer International Publishing. https://doi.org/10.1007/978-3-319-05542-8_15-2
- Steinhardt, F., Dolva, A. S., Jahnsen, R., & Ullenhag, A. (2022). Exploring two subdimensions of participation, involvement and engagement: A scoping review. In *Scandinavian Journal of Occupational Therapy* (Vol. 29, Issue 6, pp. 441–463). Taylor and Francis Ltd. <https://doi.org/10.1080/11038128.2021.1950207>
- Sulivyo, L., Tinggi, S., & Ppi, I. E. (2022). Hubungan antara layanan video on demand netflix dan minat berlangganan mahasiswa (Vol. 3, Issue 2).
- Yen, C. H., & Croy, W. G. (2016). Film tourism: celebrity involvement, celebrity worship and destination image. *Current Issues in Tourism*, 19(10), 1027–1044. <https://doi.org/10.1080/13683500.2013.816270>
- Zhou, B., Xiong, Q., Li, P., Liu, S., Wang, L. en, & Ryan, C. (2023). Celebrity and film tourist loyalty: Destination image and place attachment as mediators. *Journal of Hospitality and Tourism Management*, 54, 32–41. <https://doi.org/10.1016/j.jhtm.2022.11.004>
- Zhu, C., Hoc Nang Fong, L., Gao, H., Buhalis, D., & Shang, Z. (2022). How does celebrity involvement influence travel intention? The case of promoting Chengdu on TikTok. *Information Technology and Tourism*, 24(3), 389–407. <https://doi.org/10.1007/s40558-022-00233-w>

Examining the influence of travel motivation on travel experiences at marine tourism destinations in South Sulawesi

Maryam Yusuf ^{*1}, Buntu Marannu Eppang², Intan Fauzia Amalia³

¹Perjalanan Wisata, Politeknik Pariwisata Makassar, 90221, Indonesia

²Perjalanan Wisata, Politeknik Pariwisata Makassar, 90221, Indonesia

³Seni Kuliner, Politeknik Pariwisata Makassar, 90221, Indonesia

*Corresponding Author: maryamyusuf@poltekiparmakassar.ac.id

Abstract: This study focuses on the influence of travel motivation on travel experiences at marine tourism destinations in South Sulawesi. In the context of tourism development, particularly marine tourism, understanding travel motivations is crucial for enhancing the quality of destinations and tourist or travel experiences. The aim of this study is to analyze the relationship between tourists' travel motivations and their experiences at marine tourism destinations. This research employs a quantitative approach, with data collected through a questionnaire survey distributed to 220 respondents who have visited marine tourism destinations in South Sulawesi. The data analysis was conducted using a simple linear regression test to examine the relationship between travel motivation and travel experiences. The results of the study indicate that travel motivation has a positive and significant influence on travel experiences. Every increase in travel motivation contributes to an improvement in the unforgettable travel experiences. High travel motivation increases the likelihood that tourists will experience positive and unforgettable moments at marine tourism destinations, as evidenced by the hypothesis testing results in this study. Although the quantitative results show that there is an influence of travel motivation on an unforgettable travel experiences, this influence is still less than optimal, as it is under 25%. Therefore, strategic efforts are needed to enhance travel motivation in order to increase tourist visits. The study also identifies several key motivational factors, including beach-based activities, natural beauty, and togetherness with family and friends. The conclusion of this study is that travel motivation is a crucial factor in shaping travel experiences at marine tourism destinations. The implications of this study emphasize the importance for destination managers to pay attention to and enhance tourists' travel motivational factors in order to create higher quality and more travel experiences.

Keywords: Marine Tourism, Marine Tourism of South Sulawesi, Travel Experiences, Travel Motivation Factors

History Article: Submitted 19 November 2024 | Revised 9 December 2024 | Accepted 24 December 2024

How to Cite: Yusuf, M., Eppang B. M. & Amalia, I. F. (2024). How celebrity involvement affect destination image, the mediating role of celebrity worship. *International Journal of Applied Sciences in Tourism and Events*, 8(2), 86-96.

Introduction

Marine tourism destinations have become a key focus in tourism development, especially for areas rich in marine tourism resources. Carvache-Franco et al. (2020) emphasize that studies related to marine and coastal destinations have become increasingly important because this type of tourism offers a range of experiences that directly engage with nature and culture, unlike traditional tourism, which mainly focuses on sun and beach activities. Therefore, research on marine tourism can contribute valuable insights for the development of tourism, particularly marine-based tourism.

As an archipelagic country, Indonesia has significant potential for marine-based tourism destinations. The government's policy on tourism development began with the designation of 10 priority destinations, which are expected to become new major destinations in Indonesia, not just alternatives to Bali. However, over time, this policy has been further refined to focus on five super-priority destinations: Lombok (Mandalika and its surroundings), Likupang, Lake Toba,

Labuan Bajo, and Borobudur. Among these five super-priority destinations, three are marine-based, indicating the government's serious commitment to developing marine tourism.

However, this policy does not mean neglecting other destinations that also have great potential for marine tourism. South Sulawesi, for example, has significant potential for marine tourism. The presence of the Spermonde Archipelago is an indication that South Sulawesi has become a focus in marine research and is an important asset in tourism. The most famous and globally recognized marine-based tourism destination in this region is the Takabonerate National Park in the Selayar Islands. The seriousness of the central and local governments in developing marine tourism is evident as this destination has been designated as a development area through the Special Economic Zone (SEZ) policy. In addition to the potential of destinations in Selayar, there are also several other marine-based tourism destinations that attract both foreign and domestic tourists, including Bulukumba (Tanjung Bira and its surroundings, phinisi boat building), Pangkep (the Nine Islands Archipelago and Kapoposang Island), Makassar (the 11 Islands), and others. The development of marine tourism is also aligned with the flagship program of the South Sulawesi Provincial Government, which focuses on developing leading tourist destinations in South Sulawesi based on nature, culture, and man-made attractions, connected with national and international tourism. Therefore, this study will focus more on the South Sulawesi destinations with world-class marine tourism potential.

To further optimize the focus on developing tourism based on marine tourism, it is important to understand travel motivations. Many studies examine the features of a destination to determine the direction of its development and the concept of development based on the supply side. Jeong (2014) also points out that, in addition, research related to the demand side is also a particular focus to explore the psychological motivations of tourists regarding their desire to visit the destination.

Travel motivation is an important study to assess how much tourists need to visit a destination. Specifically, marine tourism destinations have rarely discussed the dimension of motivation related to the demand side (Carvache-Franco et al., 2020). They also emphasize the importance of developing dimensions and scales related to motivation in marine tourism destinations. Therefore, this study will examine travel motivation for tourists to visit marine destinations. Jeong (2014) also indicates that studies related to tourist characteristics concerning motivation are still limited, as many studies focus more on the characteristics of marine tourism destinations. The study of motivation and travel experiences is crucial for improving the quality of destinations, particularly in marine tourism destinations. Agyeiwaah et al. (2019) emphasize that motivation has a more direct influence on experience; however, this relationship has rarely been explored substantively in tourism research. This study will focus on the demand side by examining travel motivation from the perspectives of tourists and tour designers as providers of tourism products for visitors to marine tourism destinations. Furthermore, this study will also investigate whether travel motivation affects the travel experiences at a marine tourism destination.

Methodology

This study is quantitative research aimed at examining the relationship between travel motivation and travel experiences. A simple regression analysis was used to analyze the data. The population of this study consists of all tourists who have visited at least one marine tourism destination in South Sulawesi, including Selayar/Takabonerate, Tanjung Bira and its surroundings, Kapoposan, coastal and marine areas in Barru, Pangkep, and Jeneponto Regencies, and the coastal and island areas of Makassar City. The population size was infinite, so the sample was selected using purposive non-probability sampling. The sample size followed Hair et al. (1998), who suggested that each item in the questionnaire should be represented by 10 respondents. The final sample size was determined after the qualitative phase established the number of items in the questionnaire.

The research instrument was developed based on the results of a previous qualitative study, which is part of this research. The themes identified from the qualitative approach were used as indicators for the variables of travel motivation and travel experiences, formulated into a series of statements. A pilot study was conducted to test the validity and reliability of the instrument used to measure the variables. Based on the qualitative findings, 22 items were

derived from thematic analysis. Thus, the sample size for this study was set at 220 respondents. Respondents were selected based on a quota system, with the distribution of the questionnaires using social media networks (WAG). The quota distribution was as follows: a). South Sulawesi (Makassar/Toraja/Pare-Pare/Sidrap/Barru/Bulukumba/Bone): 50 respondents; b). Java Island (Jakarta/Surabaya/Bandung/Malang): 50 respondents; c). Sumatra Island (Medan/Palembang/Padang/Batam): 10 respondents; d). Bali Island: 20 respondents; e). NTT/NTB: 10 respondents; f). Kalimantan (Balikpapan/Banjarmasin): 10 respondents; g). Sulawesi (Manado/Palu/Kendari/Mamuju): 40 respondents; h). Maluku/Papua: 10 respondents; i). International (Japan/Netherlands/Australia/France/Spain): 20 respondents.

This research examines marine tourism in South Sulawesi, and respondents were taken from all over Indonesia to ensure a comprehensive understanding of the travel motivations and experiences of a diverse range of tourists. Including participants from various regions allows the study to capture national travel trends and motivations, making the findings more representative of the broader market for marine tourism in South Sulawesi. It provides insights into how cultural experiences, backgrounds, and regional characteristics influence tourist preferences and expectations, which can inform targeted strategies for tourism development. This approach also enhances the generalizability of the results, making them applicable to other regions with similar marine tourism offerings and enabling comparative analyses to reveal unique insights into different segments of the population.

In data analysis, classical assumption tests were first conducted to examine the normality of the data, linearity between variables X and Y, and heteroscedasticity. To test the hypothesis, simple linear regression analysis was employed. Simple linear regression examines the relationship between two variables, an independent and a dependent variable, where the relationship is causal (Sugiyono, 2013). A partial t-test was used to test the hypothesis, with a significance threshold of 0.05. If the significance value is less than 0.05, the independent variable significantly influences the dependent variable. The decision criteria are: a. If $t_{\text{calculated}} > t_{\text{table}}$, H_0 is rejected, and H_a is accepted. b. If $t_{\text{calculated}} < t_{\text{table}}$, H_0 is accepted, and H_a is rejected. Lastly, the coefficient of determination (R^2) was calculated to determine the extent to which travel motivation (X) influences travel experiences (Y). The R^2 value indicates the proportion of the total variation in the dependent variable that is explained by the independent variable. The higher the R^2 value, the greater the proportion of the variation in the dependent variable explained by the independent variable.

Results and Discussions

Results

Respondent Profile

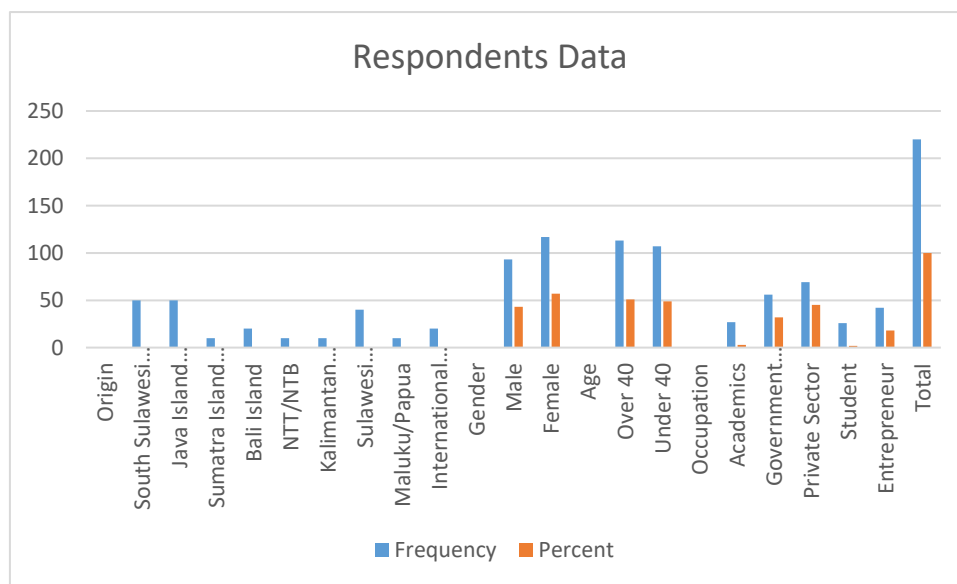
Respondents were analyzed based on their origin, gender, age, and occupation through an online questionnaire. The detailed breakdown is as follows:

Table 1. Respondents Data

No	Variable	Frequency	Percent
Origin			
1	South Sulawesi (Makassar/Toraja/Pare-Pare/Sidrap/Barru/Bulukumba/Bone)	50	23%
2	Java Island (Jakarta/Surabaya/Bandung/Malang)	50	23%
3	Sumatra Island (Medan/Palembang/Padang/Batam)	10	5%
4	Bali Island	20	9%
5	NTT/NTB	10	5%
6	Kalimantan (Balikpapan/Banjarmasin)	10	5%
7	Sulawesi (Manado/Palu/Kendari/Mamuju)	40	18%
8	Maluku/Papua	10	5%
9	International (Japan/Netherlands/Australia/France/Spain)	20	9%
Gender			
1	Male	93	43

2	Female	117	57
Age			
1	Over 40	113	51
2	Under 40	107	49
Occupation			
1	Academics	27	3
2	Government Employee	56	32
3	Private Sector	69	45
4	Student	26	2
5	Entrepreneur	42	18
	Total	220	100

Source: Result of Data Collection (2024)



Source: Result of Data Collection (2024)

Figure 1. Respondents Data

The largest number of respondents were from South Sulawesi and Java Island, each comprising 50 participants. Other respondents came from various regions and countries, with the fewest from Sumatra, Maluku/Papua, and international origins. For the gender, The results show that female respondents (57%) outnumbered male respondents (43%). Respondents over 40 years old comprised 51%, slightly more than those under 40 years old (49%) and Private sector employees made up the largest group of respondents (45%), followed by government employees (32%).

Validity and Reliability Tests

To ensure that the questionnaire accurately measured all parameters of each variable, validity and reliability tests were conducted. The validity test indicated that all parameters of the travel motivation variable were valid, with calculated (r) values exceeding the critical value of 0.320. All items of travel experiences variable were also valid, with all calculated (r) values above 0.320. The reliability test results showed that the Cronbach's alpha for the Travel Motivation variable (α_X) was 0.956, and for the Travel Experiences variable (α_Y), it was 0.896, both of which exceeded the minimum threshold of 0.60, indicating high reliability.

Descriptive Analysis

Descriptive statistics were used to describe the tendencies of respondents' answers for both the Travel Motivation and Travel Experiences variables.

Table 2. Description of Travel Motivation

Items	Frequency of Responses					Mean
	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	
Beach-based activities	2 (0.9)	4 (1.8)	36 (16.4)	94 (42.7)	84 (38.2)	4.15
Beach activities with facilities	0 (0)	6 (2.7)	36 (16.4)	77 (35)	101 (45.9)	4.24
The natural beauty of the beach and sea	0 (0)	1 (0.5)	28 (12.7)	68 (30.9)	123 (55.9)	4.42
The beauty of the underwater world	1 (0.5)	0 (0)	33 (15)	75 (34.1)	111 (50.5)	4.34
Togetherness with family and friends	0 (0)	1 (0.5)	26 (11.8)	75 (34.1)	118 (53.6)	4.41
Revenge travel after the pandemic	0 (0)	13 (5.9)	55 (25)	75 (34.1)	77 (35)	3.98
Enjoying culinary experiences	0 (0)	4 (1.8)	52 (23.6)	84 (38.2)	80 (36.4)	4.09
Local maritime culture	0 (0)	1 (0.5)	43 (19.5)	87 (39.5)	89 (40.5)	4.20
Hobby/sports activities with skill	0 (0)	5 (2.3)	46 (20.9)	92 (41.8)	77 (35)	4.10
Enjoying solitude	1 (0.5)	6 (2.7)	52 (23.6)	100 (45.5)	61 (27.7)	3.97
Religious/spiritual activities	1 (0.5)	12 (5.5)	63 (28.6)	96 (43.6)	49 (22.3)	3.83
Research and conservation	1 (0.5)	13 (5.9)	58 (26.4)	90 (40.9)	58 (26.4)	3.87
Relaxation and entertainment	0 (0)	0 (0)	30 (13.6)	95 (43.2)	95 (43.2)	4.30
Affordable travel costs	0 (0)	6 (2.7)	47 (21.4)	100 (45.5)	67 (30.5)	4.04

Source: Result of Data Collection (2024)

Based on the data, the main motivations for travel are the natural beauty of the beach and sea, as well as togetherness with family and friends, with an average (mean) of 4.42 and 4.41, respectively, and more than 50% of respondents gave the highest score (5) for these two factors. Facility-based beach activities are also an attraction with a mean of 4.24, where nearly 46% of respondents rated this as very important. On the other hand, religious/spiritual activities have a lower mean of 3.83, indicating a more limited interest in travel focused on spiritual aspects. Meanwhile, revenge travel after the pandemic is also quite relevant with a mean of 3.98, showing a significant urge to travel after restrictions. Overall, nature and social-based motivations are more dominant than spiritual motivations in determining respondents' reasons for travel.

The Table 3 shows that the majority of respondents gave high ratings for travel experiences that involve refreshment, knowledge, and engagement, with means above 4. Nature experiences and pleasure are also highly valued, with a dominant frequency on scales 4 and 5. Although meaningfulness and cultural experiences received slightly lower means, both are still considered important by tourists. Novelty in tourism is also regarded as quite important, with a mean of 4.12, indicating appreciation for new and different experiences. Overall, tourism that offers elements of refreshment, nature, and active engagement is most for respondents.

Table 3. Description of Travel Experiences

Items	Frequency of Responses					Mean
	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	
Well-being Experience	0 (0)	1 (0.5)	28 (12.7)	107 (48.6)	84 (38.2)	4.25
Gaining Knowledge	0 (0)	3 (1.4)	35 (15.9)	95 (43.2)	87 (39.5)	4.21
Engagement	0 (0)	4 (1.8)	29 (13.2)	99 (45)	88 (40)	4.23
Nature Experience	0 (0)	1 (0.5)	30 (13.6)	97 (44.1)	92 (41.8)	4.27
Seeking Pleasure	0 (0)	3 (1.4)	33 (15)	93 (42.3)	91 (41.4)	4.24
Meaningfulness	0 (0)	6 (2.7)	43 (19.5)	98 (44.5)	73 (33.2)	4.08
Cultural Experience	0 (0)	9 (4.1)	40 (18.2)	97 (44.1)	74 (33.6)	4.07
Novelty	0 (0)	4 (1.8)	46 (20.9)	89 (40.5)	81 (36.8)	4.12

Source: Result of Data Collection (2024)

1. Classical Assumption Test

Based on the results of the normality test, a significance value of 0.200 was obtained, which is greater than 0.05, indicating that the residual values are normally distributed. The normality test using a P-Plot shows that the points are scattered around the diagonal line and their distribution is somewhat close to the diagonal line, allowing us to conclude that the data distribution in this study is normal. Furthermore, the histogram graph forms a bell shape and is not skewed to the right or left, confirming that the histogram is normal. Next, for the linearity test, based on calculations from the data in this study, the F-table value is 3.89 (df1 = 1 and df2 = 217), and the calculated F value is 1.161. This result shows that the calculated F is smaller than the F-table value, establishing that the relationship is linear. The heteroscedasticity test results indicate that the data points do not show a clear pattern and are scattered above and below the zero point on the Y-axis, allowing us to conclude that there is no heteroscedasticity in this study.

2. Simple Linear Regression Analysis

This study uses a simple linear regression analysis test to predict the extent of the positive relationship between travel motivation and the predicted value of travel experiences. This analysis utilizes data based on questionnaires that were distributed. The calculations for this test were conducted with using SPSS Version 24. The results of the simple linear regression analysis can be seen in the following table.

Table 4. Result of Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	31.948	3.218	9.927	.000
	TourExp	.776	.095	.483	.000

Source: Result of Data Analysis (2024)

The regression equation is $Y = 31.948 + 0.776X$. The results of the equation above indicate a constant value of 31.948, which means that the consistency value of the travel motivation variable is 31.948. The regression coefficient for X is 0.776, indicating that an increase of 1% in the value

of travel experiences will result in a 0.776 increase in travel motivation. This regression coefficient is positive, suggesting that the influence of travel motivation (variable X) on travel experiences (variable Y) is positive. Furthermore, based on the significance value obtained from the table above, which is $0.000 < 0.05$, it can be concluded that travel motivation (X) has an impact on travel experiences (Y).

3. Hypothesis Testing

The t-test is conducted to show the extent of the influence between independent variables and dependent variables. If the significance value (Sig.) is less than 0.05, a variable is said to have a significant effect on another variable. The criteria for accepting and rejecting the hypothesis are as follows:

a. If t-value > t-table, then H_0 is rejected, and H_a is accepted.

b. If t-value < t-table, then H_0 is accepted, and H_a is rejected.

The t-table is obtained from $\alpha/2$; df, where 0.025 ; 110 gives a t-table of 0.67671. In the table above, it is known that the t-value is 8.142, which is greater than the t table of 0.67671, with a significance value of $0.00 < 0.05$. Therefore, it can be concluded that travel motivation has a positive and significant effect on the travel experiences because the t-value > t-table and the significance value is less than 0.05, leading to the rejection of H_0 and the acceptance of H_a . This indicates that there is a positive and significant influence on the marine travel experiences in South Sulawesi.

4. Coefficient of Determination

To determine the extent of the influence of travel motivation (X) on an travel experiences (Y), a statistical calculation using the Coefficient of Determination was performed.

Table 5. Result of Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 ^a	.233	.230	6.14033

Source: Result of Data Analysis (2024)

The regression equation is $Y = 31.948 + 0.776X$. The results of the equation above indicate a constant value of 31.948, which means that the consistency value of the travel motivation variable is 31.948. The regression coefficient for X is 0.776, indicating that an increase of 1% in the value of travel experiences will result in a 0.776 increase in travel motivation. This regression coefficient is positive, suggesting that the influence of travel motivation (variable X) on travel experiences (variable Y) is positive. Furthermore, based on the significance value obtained from the table above, which is $0.000 < 0.05$, it can be concluded that travel motivation (X) has an impact on travel experiences (Y).

5. Hypothesis Testing

The t-test is conducted to show the extent of the influence between independent variables and dependent variables. If the significance value (Sig.) is less than 0.05, a variable is said to have a significant effect on another variable. The criteria for accepting and rejecting the hypothesis are as follows:

a. If t-value > t-table, then H_0 is rejected, and H_a is accepted.

b. If t-value < t-table, then H_0 is accepted, and H_a is rejected.

The t-table is obtained from $\alpha/2$; df, where 0.025; 110 gives a t-table of 0.67671. In the table above, it is known that the t-value is 8.142, which is greater than the t table of 0.67671, with a significance value of $0.00 < 0.05$. Therefore, it can be concluded that travel motivation has a positive and significant effect on the travel experiences because the t-value $>$ t-table and the significance value is less than 0.05, leading to the rejection of H_0 and the acceptance of H_a . This indicates that there is a positive and significant influence on the marine travel experiences in South Sulawesi.

6. Coefficient of Determination

To determine the extent of the influence of travel motivation (X) on an travel experiences (Y), a statistical calculation using the Coefficient of Determination was performed.

Table 6. Result of Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 ^a	.233	.230	6.14033

Source: Result of Data Analysis (2024)

From the Table above, it explains that the strength of the relationship (R) is 0.483. From this output, the coefficient of determination (R Square) is 0.233, which means that the influence of the independent variable (travel motivation) on the dependent variable (unforgettable travel experiences) is 23%. Other factors not included in this study account for 48% of the relationship.

Discussions

Based on the analysis above, there is a significant influence between travel motivation and the travel experiences. This result is consistent with theories supporting the relationship between travel motivation and the travel experiences. According to Kim & Lee (2002), travel motivation reflects tourists' expectations of a destination's attributes before they embark on their trip. This motivation becomes the main factor driving tourists to seek specific experiences at the destination. As stated by the theory, travel motivation forms the framework of tourists' expectations, and the experiences provided by the destination aim to fulfill these expectations.

Furthermore, this theory is reinforced by Prebensen et al. (2013), who found that the higher the tourists' motivation to travel, the greater their desire to actively engage in obtaining experiences at the destination. This motivation acts as a catalyst that drives tourists to seek unique and meaningful experiences. In the context of marine tourism in South Sulawesi, tourists motivated to travel tend to have expectations for unforgettable experiences, which are realized through the various activities they participate in while at the destination.

Research by Agyeiwaah et al. (2019) and Dagustani et al. (2018) also supports these findings, showing that travel motivation has a significant influence on tourists' experiences during their trips. This aligns with the research results, which indicate that travel motivation for marine tourism in South Sulawesi also has a direct and significant impact on the experiences perceived by tourists.

Conceptually, travel motivation can be considered a driving factor that encourages tourists to seek experiences that align with their expectations. Destination managers need to understand this motivation to create experiences that meet tourists' expectations. As Kim & Lee (2002) stated, it is more important for managers to create experiences that match tourists' motivations than merely offering tourism products that can be purchased. Thus, travel motivation not only serves as a driving factor but also as a reference for destination managers in designing unforgettable travel experiences for tourists.

In this context, the research results, which show a significant influence between travel motivation and the travel experience, support existing theories where motivation is a key factor in shaping meaningful and travel experiences. In conclusion, high travel motivation increases the likelihood that tourists will experience positive and unforgettable moments at marine tourism destinations, as evidenced by the hypothesis testing results in this study. Although the quantitative results show that there is an influence of travel motivation on an unforgettable travel

experiences, this influence is still less than optimal, as it is under 25%. Therefore, strategic efforts are needed to enhance travel motivation in order to increase tourist visits, as well as to develop innovative and creative travel experiences products at marine-based tourism destinations in South Sulawesi.

If the marine tourism motivations you identified are related to nature exploration or educational experiences, they align with global trends toward creating environmentally friendly tourist destinations. Example: Destinations in South Sulawesi can strengthen educational elements, such as promoting coral reef conservation, beach cleanliness, and marine wildlife preservation as part of the tourism experience.

Although the quantitative analysis shows a significant influence of travel motivation on travel experiences, the strength of this influence is less than optimal, as it remains below 25%. This indicates that while motivation plays a role, there are other factors influencing tourist experiences that require further exploration. The relatively low percentage suggests a need for strategic efforts to enhance travel motivation.

One approach could involve leveraging activities that cater to tourists' specific interests, such as eco-friendly tours or cultural immersion programs. Additionally, innovative and creative travel experiences products can be developed to better meet tourists' expectations and enhance satisfaction.

Conclusions

The findings of this study indicate that travel motivation has a significant influence on the travel experiences at marine tourism destinations in South Sulawesi. Tourists motivated by natural beauty, family togetherness, and beach-based activities tend to have more experiences. The primary factors influencing tourists' motivation include the scenic beauty of beaches and seas, togetherness, and relaxation, with more than 50% of respondents rating these factors highly. The practical implications for the government highlight the importance of enhancing the promotion of marine tourism destinations, focusing on natural beauty and attractive recreational activities. The government also needs to improve infrastructure and accessibility to these destinations to attract more tourists. For Destination Management Organisations (DMOs), this study emphasizes the need to understand and enhance tourists' motivation. DMOs should collaborate with businesses to create appealing tourism packages that combine relaxation, togetherness, and the uniqueness of the local environment. Additionally, the development of more sustainable and eco-friendly destinations should be prioritized to maintain long-term attractiveness. Tourism businesses are expected to be more innovative in offering personalized and unique experiences to tourists. Providing high-quality services, such as family-oriented travel packages and sea adventure activities, will enhance tourist satisfaction. Local entrepreneurs can also focus on offering products and services aligned with tourists' motivations, such as local cuisine, family-friendly accommodations, and educational and engaging sea-based activities. The limitations of this study include the restricted coverage area, focusing solely on marine tourism destinations in South Sulawesi, making the findings not generalizable to other regions. Additionally, the quantitative approach used does not delve deeply into tourists' emotional and in-depth experiences. The study also does not account for the seasonal variability of visits, which may influence tourists' motivations and experiences. Future research could adopt a qualitative approach, expand the scope of the study, and consider seasonal factors to provide a more comprehensive understanding and also for the Tourist travel experiences are shaped by a wide range of internal and external factors, as well as psychological, physical, social, economic, and technological elements. These factors collectively determine the quality, satisfaction, and overall perception of a travel experience. These variables collectively influence tourist travel experiences and are vital for understanding traveler behavior. A comprehensive understanding of these factors can guide stakeholders in developing effective tourism marketing strategies, improving destination offerings, and enhancing overall tourist satisfaction.

Limitations

As a researcher, I recognize that every research has its limitations, particularly in the methodological approach chosen. In this study, I opted for a quantitative approach due to several considerations. This approach enables me to objectively measure phenomena through numerical data, provides broader generalizability, and facilitates data collection from a large number of respondents. With its structured statistical analysis, this method helps identify patterns, relationships, and differences between variables that are central to the research focus.

However, I am also aware of the limitations inherent in the quantitative approach. One significant limitation is its inability to delve into the social or cultural contexts underlying the data. The instruments used, such as surveys or questionnaires, tend to restrict respondents to predefined answer choices, making it less flexible in capturing the nuances of experiences or deeper perspectives. Additionally, while statistical analysis can reveal relationships between variables, it often falls short in explaining the reasons behind those relationships or uncovering the complex meanings of the phenomena being studied.

To address these limitations, I recognize the importance of complementing the research with a qualitative approach. Through methods such as in-depth interviews, observations, or focus group discussions, qualitative research offers a richer understanding of individual experiences, motivations, and viewpoints. This approach can also add context to the quantitative findings, provide deeper insights, and answer the "why" questions that numerical data alone cannot address.

By combining these approaches, I aim to overcome the limitations of each method and produce more comprehensive research results. The quantitative approach offers a robust framework for generalization, while the qualitative approach provides depth and context that enrich the findings. This complementary approach serves as the foundation for generating an analysis that is not only statistically accurate but also practically and theoretically meaningful.

Announcement

We express our sincere gratitude for the recognition of our paper titled "Examining the Influence of Travel Motivation on Travel Experiences at Marine Tourism Destinations in South Sulawesi," authored by Maryam Yusuf, Buntu Marannu Eppang, and Intan Fauzia Amalia, as the *Best Paper at The 1st International Conference on Marine Tourism and Hospitality Studies, held on October 13, 2024, at The Rinra Hotel, Makassar. This award serves as an encouragement for us to continue contributing to the development of marine tourism through innovative and impactful research. Our thanks go to Politeknik Pariwisata Makassar for organizing this significant platform that fosters global collaboration in the tourism sector.

References

- Agyeiwaah, E., Otoo, F. E., Suntikul, W., & Huang, W. J. (2019). *Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach*. *Journal of Travel and Tourism Marketing*, 36(3), 295–313. <https://doi.org/10.1080/10548408.2018.1541775>
- Carvache-Franco, M., Carvache-Franco, W., Carvache-Franco, O., Hernández-Lara, A. B., & Buele, C. V. (2020). *Segmentation, motivation, and sociodemographic aspects of tourist demand in a coastal marine destination: a case study in Manta (Ecuador)*. *Current Issues in Tourism*, 23(10), 1234–1247. <https://doi.org/10.1080/13683500.2019.1600476>
- Dagustani, D., Kartini, D., Oesman, Y. M., & Kaltum, U. (2018). *Destination image of tourist: Effect of travel motivation and memorable tourism experience*. *Etikonomi*, 17(2), 307–318.
- Jeong, C. (2014). *Marine Tourist Motivations Comparing Push and Pull Factors*. *Journal of Quality Assurance in Hospitality and Tourism*, 15(3), 294–309. <https://doi.org/10.1080/1528008X.2014.921772>
- Kim, H., & Chen, J. S. (2019). *The Memorable Travel Experience and Its Reminiscence Functions*. *Journal of Travel Research*, 58(4), 637–649. <https://doi.org/10.1177/0047287518772366>

- Kim, J. H., Ritchie, J. R. B., & McCormick, B. (2012). *Development of a scale to measure memorable tourism experiences*. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Kim, S., Park, E., & Lamb, D. (2019). *Extraordinary or ordinary? Food tourism motivations of Japanese domestic noodle tourists*. *Tourism Management Perspectives*, 29(August 2018), 176–186. <https://doi.org/10.1016/j.tmp.2019.01.001>
- Kim, S. S., & Lee, C. K. (2002). *Push and pull relationships*. *Annals of Tourism Research*, 29(1), 257–260. [https://doi.org/10.1016/S0160-7383\(01\)00043-3](https://doi.org/10.1016/S0160-7383(01)00043-3)
- Kim, Y. G., Eves, A., & Scarles, C. (2009). *Building a model of local food consumption on trips and holidays: A grounded theory approach*. *International Journal of Hospitality Management*, 28(3), 423–431. <https://doi.org/10.1016/j.ijhm.2008.11.005>
- Prebensen, N. K., Woo, E., Chen, J. S., & Uysal, M. (2013). *Motivation and Involvement as Antecedents of the Perceived Value of the Destination Experience*. *Journal of Travel Research*, 52(2), 253–264. <https://doi.org/10.1177/0047287512461181>
- Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung: Alfabeta.CV

Toward the concert and music tourism in Solo of Indonesia

I Dewa Gde Satrya ^{1*}

¹Tourism Study Program, Universitas Ciputra, Surabaya, Indonesia

*Corresponding Author: dewa.gde@ciputra.ac.id

Abstract: Concerts are a fun attraction. This industry is growing along with the arrival of world bands/musicians to Indonesia and performances by domestic musicians. If packaged well, concerts become a music tourism attraction. This research was conducted qualitatively. Primary data was obtained through observation by attending concerts in Jakarta and Solo. Secondary data was obtained through a study of related literature. The concerts in these two different cities have something in common, namely that professional management of concert performances will result in audience satisfaction and loyalty of tourists who enjoy music tourism, starting from promotion, ticket sales, event organization until the end of the event. The conclusion of this research is that Indonesia can become a music tourism destination by holding international standard concerts on a regular basis.

Keywords: concert, destination, event, music tourism, Solo.

History Article: Submitted 9 October 2023 | Revised 4 December 2024 | Accepted 27 December 2024

How to Cite: Satrya, I. D. G. (2024). Toward the concert and music tourism in Solo of Indonesia. *International Journal of Applied Sciences in Tourism and Events*, 8(2), 97-108.

Introduction

Stipanovic & Zubovic (2023) stated, music and sound are playing an increasingly important role in contemporary tourism, particularly as music tourism grows in significance as a more appealing and engaging type of travel. The most important aspect of music tourism is music festivals, which act as the primary draw for tourists, along with other music events that are progressively becoming a key component of a destination's overall offerings. Preez & Kruger (2022) stated, music events and festivals are designed to attract not only local residents but also both domestic and international tourists. Krajnović & Gortan-Carlin (2018) explained, in Kušen's analysis of typical individual and mass tourist attractions, music is categorized under cultural and historical attractions, falling within the subgroups of Manifestations (such as festivals and performances) and Culture of Life and People (including folklore and traditions).

In 2023 a moment for the growth of the performance industry in Indonesia. Top Indonesian bands and musicians celebrate their existence, working across generations and eras. God Bless has been working for 50 years, DEWA 19 and GIGI are celebrating 30 years, Padi Reborn has entered its 25th year. The celebration was packaged in a series of shows in various cities. Their shows are always impressive, filled with a sea of fans and music lovers.

The performing industry brings excitement. Anyone who comes to a performance, especially watching an idol, will definitely be happy, bringing the impression of an exhilarating experience. The reason for the search for happiness is what drives the market to try to come and attend the show. The joy of concert lovers will once again be spoiled by the presence of the legendary rock band from England, Deep Purple, which in Southeast Asia only performs in Indonesia. On Friday (10/03/2023) evening, in Solo, in celebration of 55 years of Deep Purple's work, they returned to the stage with the legendary Indonesian band, God Bless, which has completed 50 years of work. It is necessary to emphasize here the reason for choosing Solo as a sample of music-based tourism destinations, because so far Solo has only been known as a cultural tourism destination. Therefore, efforts to bring in international musicians or bands and hold regular and intense music performances in Solo must be a concern.

Meanwhile, Mr. Big, a legendary musician from the 1990s, is performing in Indonesia for the umpteenth time. However, at every concert in Indonesia, the public is always enthusiastic

and makes a deep impression. Mr Big is missed by the Indonesian public, as is Deep Purple, even though they have been working for a long time, they have a good place in the hearts of the Indonesian people.

It is proven that, even though they are no longer young, the works of Deep Purple and God Bless are still popular and relevant to this day. Deep Purple's classic rock songs such as Soldier of Fortune, Burn, Child in Time, Highway Star, When a Blind Man Cries, Woman From Tokyo, Hush, Smoke on the Water, Perfect Stranger, and many more, are still known across generations to date. Likewise, God Bless's legendary works such as Semut Hitam, Bla Bla Bla, Musisi, Kehidupan remain in our hearts and are the top of mind choice of rock songs among music lovers in the country to this day. This is in line with Rentfrow (2012) stated, music can do a lot of things to our brain, how we feel, and how we act. It also shows that people use music for different reasons, like making ourselves feel better, showing who we are, or making friends. Music is like a special language that can make people from different places and cultures understand and like each other. It has the power to bring people together and make them happy (Bolderman, 2018).

Min et al. (2020) explained, recent studies on music tourism are noteworthy due to the increasing importance of music in the economy. Arriagada & Concha (2020) discusses the digitization of consumption in branded music events. It highlights how digital technologies are used by intermediaries to create and exchange digital cultural capital between brands and consumers at these events. D'Andrea (2013) wrote, in today's world, there are numerous ways to experience musical performances, thanks to advancements in technology like television and the Internet. These platforms allow for live events to be shared through streaming. However, despite this convenience, individuals are increasingly interested in traveling to participate in music events firsthand. Kruger & Saayman (2015) said, generational theory should be considered and utilized in market segmentation for the live music performance industry, as it offers valuable insights for expanding into various markets.

Swarbrick et al. (2021) said, live music concerts are enjoyable and memorable social events that provide a unique musical experience. Despite the availability of recorded music at home, people are motivated to attend concerts, often spending a significant amount of money. One of the reasons for this is the opportunity to connect with other audience members by dancing and moving to the music. Head movements, in particular, are a way to express emotions and can have social implications when shared with others. Ord & Behr (2019) wrote, the music industry and music tourism businesses face specific policy limitations, such as complicated funding applications, limited understanding of planning and development policies, and a lack of coordination among stakeholders regarding policies that impact local music. Frith (2007) explained, live musical performances are important for two main reasons. Firstly, they serve as a public display of our dedication to music and are enjoyable occasions where our connection to music is acknowledged by society. Secondly, they provide us with the opportunity to personally examine and understand the mechanics of performance.

Music festivals not only benefit the festival and the location where it takes place, but also contribute to music tourism and the increased popularity of a particular music genre (Kruger & Saayman, 2017). Most people who went to the festival said they liked country music the most. But overall, people said they liked all the different things to do at the festival and the fun atmosphere the most. They said the atmosphere was relaxed and friendly, and they felt welcomed by the local people. They thought the festival was a good place to have fun with their family and feel safe (Shane & Patterson, 2010).

Live concerts resulted in greater social connection than pre-recorded concerts, however, there was no notable distinction in terms of emotional impact (Swarbrick et al., 2021). Johnson (2002) stated, as a means for promoting tourism, heritage, and identity, music as or in a performing art is increasingly used as a tool for representing a specific nation, region or culture through sound and symbol. Krüger (2020) stated, musical tourism is when people visit special places or listen to certain kinds of music to remember and feel connected to the past. They like to take pictures and bring memories back home with them. This makes them feel nostalgic and is a big reason why they travel around the world to find special and real musical experiences.

As said by Davis (2017) the consumption of tourism activities is important for both individual and group identity formation. However, there is a lack of research in certain tourism contexts, particularly in the areas of live music and festival events.

Table 1. State of the art with the latest literature (2019-2024):

Author	Finding
Ord & Behr (2019)	The music industry and music tourism businesses face specific policy limitations, such as lack of coordination among stakeholders regarding policies that impact local music.
Arriagada & Concha (2020); Valencialaw & Utami (2023)	Digital technologies are used by intermediaries to create and exchange digital cultural capital between brands and consumers at these events.
Krüger (2020); Min et al. (2020); Swarbrick et al. (2021)	Musical tourism is when people visit special places or listen to certain kinds of music to remember and feel connected to the past, enjoyable and memorable social events.
Puspita (2021); Akhshabi & Farrokhi (2022); Harisnanda et al. (2023)	Cultural tourism market - music tourism being particularly significant - accounts for approximately 40% of all international tourist arrivals and is projected to continue growing in the future.
Van der Hoeven & Hitters (2019); Perrin (2020); (Jatmiko & Sandy, 2020)	Live concerts were found to promote greater social connection than pre-recorded concerts and to create a dialogue between the musician and the audience.

Based on previous research as stated in Table 1, the research gap that will be studied in this study is the application of music tourism in the context of tourism in Indonesia. So the novelty in this research is the application of music tourism in Indonesia at destinations that were previously not known as music tourism destinations. Therefore, it is necessary to conduct research on music tourism in Indonesia, which was initiated through several concerts by world musicians, where in this research, observations were made at concerts in Jakarta and Solo. The formulation of the problem in this research is, what is Indonesia's ability as a music tourism destination through organizing concerts that bring in world musicians?

Methodology

In this qualitative research, researcher obtained and collected data in two ways, primary and secondary data. Primary data collecting through observations by attending two concerts, the Deep Purple concert on March 10 2023 in Solo and the Mr. Big on August 12 2023 in Jakarta. Secondary data collection by literature study.

Four key informants were selected using a purposive sampling method. This small sample from these four key informants are relevant in representing the stakeholders that researchers need to find the answers formulated in the formulation of this research problem (Heryana, 2020).

The informants in this study were four people, first, the tour and travel actors who were also the audience in these two concerts (AW). Second, the owner of the tour and travel who provided transportation services for rent for domestic tourists who watched the concert in Solo (IO). Third, the concert audience who came from Surabaya (NR). Fourth, tourism expert who is also general manager hotel and tourism board leader (YA).

The criteria for determining the concerts followed and observed in Solo with Deep Purple, and the concert in Jakarta with the main performance of the band from the United States, Mr. Big, are, first, the concert level is national and has the appeal of news coverage in print media headlines or becomes news in other national media. Second, the bands that appear are legendary world musicians.

Data collection instruments in the form of observation guides containing important points to observe during the pre-concert, namely when the press release news that a concert will be held, during the concert and after the concert. This observation guide is compiled based on references from previous research and the formulation of research problems. The author collected data by observing the preparations for the concerts that would be held in Solo and Jakarta,

attending the concerts as spectators, and paying attention to the impact of the concerts on tourism in the areas that hosted the concerts. Data analysis was carried out by grouping data that had the same theme and examining related reference sources from previous research to analyze the data (Braun & Clarke, 2006; Vaismoradi et al., 2013; Walters, 2016).

Theoretical Implication

This research provides a significant impact on the development of theory in terms of music tourism, especially its impact on city branding and creating innovation in destinations that transform a destination from monodestination to multideestination. This is evident in Solo city tourism which has transformed from a cultural tourism destination to a music tourism destination.

Practical Implication

This research is a reflection and appreciation for the city that hosted the concert, that holding a concert as part of an effort to build a city brand as a music tourism destination is appropriate. In addition, it is an encouragement to hold concerts that consistently bring world artists and musicians to Solo, Jakarta and other regions or cities in Indonesia in the future. The city of Solo has succeeded in leaving an impression and brand on domestic and foreign tourists, as an international music tourism destination that is worthy of consideration and an option to see quality concerts.

Results and Discussions

Results

The strategy of attracting tourists through concerts is also carried out by Dubai. At the end of 2020, the legendary rock band, KISS, performed at Atlantis, The Palm Jumeirah with a live streaming concept. Singapore is good at taking advantage of weekend events to invite tourists from other countries. Musical performances are one of the mainstays of weekends in Singapore. Apart from overcoming the problem of declining sales of physical records with innovative business models, the negative impact of piracy can also be overcome by holding concerts. This is where the importance of government support for the performance industry is, to provide incentives, convenience and other support for business actors who have a strong passion for bringing world musicians to concert stages in the country.

Concert tickets have been getting more expensive because of a few reasons. First, big music companies have more power and can charge higher prices. Second, not as many people are buying CDs anymore because they can download music online. This means less money for the music industry. Third, the musicians themselves might want more money and have more say in how much tickets cost (Black et al., 2007). Starting in 1997, concert ticket prices skyrocketed and as a result, ticket sales decreased. From 1996 to 2003, the average price of concerts rose by 82%, whereas the Consumer Price Index (CPI) only increased by 17%. Several factors can be attributed to this price growth, including the potential displacement of the secondary ticket market, the increasing influence of popular music stars, the concept of Baumol's and Bowen's disease, the consolidation of concert promoters, and the decline in the mutually beneficial relationship between concerts and album sales due to file sharing and CD copying (Krueger, 2005).

The popularity of music has undergone a significant transformation with the rise of digital media in the late 1990s. While live performances are still highly esteemed, recorded music has become more prevalent in situations where music is played in the background or when consumed through media platforms such as while traveling (Holt, 2010). The cultural tourism market accounts for approximately 40% of all international tourist arrivals and is projected to continue growing in the future. Within cultural tourism, there are various sub-categories, with music tourism being particularly significant (Akhshabi & Farrokhi, 2022). Brennan & Webster (2011) stated, for the live music industry to thrive, it is crucial for both new and established artists to have access to venues. This allows for the development of new talent and fosters an environment where amateurs and professionals can collaborate and engage with each other.

What is important to pay attention to in welcoming the arrival of world musicians is, the increasing attractiveness of Indonesia for people in developed countries. This signal seems to be

seen at concerts by world musicians and bands in Indonesia. When bringing world musicians/bands to Indonesia, promoters do not just provide international standard entertainment, but what is more important for Indonesian citizens is the live learning experience of artist management, lighting and sound system technology, stage management, and concert management itself. This is why concerts by world musicians are always eagerly awaited, not only by their fanatical fans, but by Indonesian citizens who understand the meaning of learning, even if they are not fans or at least understand songs by world musicians. Based on thematic analysis, we found four themes presented at Table 2.

Table 2. Code Grouping According to Similar Meaning

Informant	Themes
AW, IO, YA, NR	<ul style="list-style-type: none"> - International musicians are the main attraction of the event - Concerts shape destination branding - Concerts must be promoted in a timely manner, run consistently or regularly, so as to form branding for the host destination. - Concert performances must be integrated with hotels, transportation facilities, tourist attractions. - Availability of accommodation for spectators coming from outside the city or abroad

Sources: Processed by Researchers (2022)

Discussions

International musicians are the main attraction of the event

People who go to concerts want to feel like they are a part of something special and unique, and they enjoy sharing the experience with others who have similar interests. Some people also use concerts as a way to show how much they admire and support their favorite musicians. People are motivated to go to concerts because they like the excitement of hearing new songs and seeing other bands perform. Interestingly, the cost of tickets is not a big factor when deciding to go to a concert, which shows that people are willing to pay for the special experience that live music offers (Brown & Knox, 2017). The popular culture of K-Pop has been able to grow and reach a wider audience due to the use of social media platforms like YouTube and Twitter. Fans engage in a consumerist behavior, often spending money on concerts and deriving pleasure from the experience (Valencialaw & Utami, 2023). The goal of improving the quality of music is to create a dialogue between the musician and the audience. The musician expresses their interpretation of the music, and the audience responds based on their own standards and beliefs (Jatmiko & Sandy, 2020).

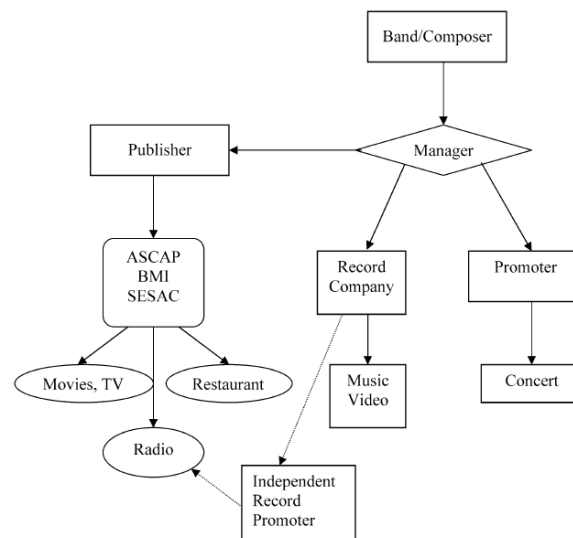
The above opinion is in accordance with the statement of one of the key informants (AW) when asked the reason for coming to these two concerts:

"I am a fan of Mr. Big and Deep Purple. These two big bands are icons of rock musicians in different eras. It is a big thing that happened in Indonesia".

Furthermore, when asked about the message and experience when watching the concert, the key informant (AW) expressed a deep impression:

"Concerts always bring happiness to the audience. And this is history for the world of music, especially concerts, in Indonesia which has an impact on the image of the city of Solo in particular."

The concert industry is a real form of entrepreneurship, where promoters play a major role in enabling performances to be held. In the hands of promoters and their companies, the public can see firsthand the stage attractions and performances of their idol musicians/bands. What was previously the dream of thousands of people, became a reality because of the hard work of the promoters. Entrepreneurial promoter work brings together various existing talents and resources, starting from sponsors, organizers, sound system and lighting rentals, accommodation, ticketing, performance venues, souvenirs and merchandise, to security matters. This is also visible in Figure 1 below.



(Source: Connolly & Krueger, 2006)

Figure 1. Organization of the music industry, focusing on popular music.

Lashua et al. (2014) said, music is a way that people express themselves and their culture. It can be played or sung in different ways, by one person or a group, with or without electricity, and can be heard live or on a recording. There are many different types of music, and they are important because they are beautiful and meaningful to people. But sometimes, people disagree on what music means or why it is important. This can happen throughout history and in different places around the world. Perrin (2020) found that empathic concern was linked to both social connection and being moved. Live concerts were found to promote greater social connection than pre-recorded concerts, but both types of concerts had a similar impact on emotional response. However, the presence of the coronavirus during live concerts affected emotional response, and this was primarily due to the level of social connection experienced during the event.

Mr Big, a legendary rock band from California, USA, performs at "The 90's Feestival 2023" on Saturday (12 August 2023). The presence of Mr Big as one of the line up of international musicians is the work of Akselerasi Entertainment. His presence in front of thousands of rock music fans at the Gambir Expo, Kemayoran, Jakarta, indicated the public's longing for the work of this world musician from the 1990s. In contrast to other sub-genres of music, in rock music, which is noisy, rocky and with fast playing, there is a harmonious and beautiful feel to the hit songs that Mr. Big, including, Daddy, Brother, Lover Little Boy, To be With You, Wild World, and many more.



(Source: Personal documentation of author, 2023)

Figure 2. Author watching a Deep Purple concert at the UMS Edutorium, Solo, Central Java, Friday (10/3/2023).

Music is a highly personal subject that evokes emotions (Gibson & Connell, 2006). Van der Hoeven & Hitters (2019) stated, although cost-benefit analyses are important, focusing too much on the economic value of live music takes away attention from its social and cultural benefits. While the effects on city branding and the creative city are often discussed, the importance of cultural participation, education, diversity, and citizenship are not given as much attention. Min et al. (2020) found tourists' intentions are affected by the emotions evoked by music, which are triggered by their perception and understanding of the music. Moscardo et al. (2009) explained, music tourism is a form of cultural tourism that focuses on music events and festivals. These events are believed to have unique qualities that encourage local resident participation and social connections, which are important for positive development and tourism success.

Concert performances must be integrated with tourism

Music tourism refers to the specific interest in tourism that revolves around music. This type of tourism is growing in popularity and is known to enhance tourist enthusiasm and attraction (Puspita, 2021). Jiangxi folk music culture, as a form of cultural tourism, satisfies the psychological needs of tourists for novelty, surprise, pleasure, and knowledge. It will play a significant role in tourism consumption and development (Jing, 2017). Timing is essential in a jazz concert, as the rhythms, sequence, and starts and finishes play a crucial role in the temporal organization (Bastien & Hostager, 1992). Behr et al. (2016) stated, a musical event goes beyond cultural significance and is the outcome of actors agreeing on their beliefs and forming a musical community. Bergman JR (2017) found that the majority of the respondents (317 out of 328) showed interest in the product. Additionally, it was discovered that insiders and regulars were willing to pay a higher price than the average for a hostel-music experience.

Music festival planners can use different ways to make more people interested in their festival. They shouldn't just rely on the music or a specific artist to attract a lot of people. It's also important to make the festival a fun and exciting place where people can meet new friends and have fun doing things other than just listening to music (Bowen & Daniels, 2005). Music tourism is similar to other types of cultural tourism, such as literature and film tourism, but it stands out because it focuses on both the auditory and visual aspects of the experience (Gibson & Connell, 2007). Accommodation providers have helped to create music tourism activities in the city and have made themselves representatives for the city's music scene (Ord & Behr, 2023). Having live music outside can make cities seem more fun and exciting (Oakes & Warnaby, 2011).

We asked tour and travel business actors (IO) for their opinions, how prepared is the city hosting this event to hold a concert:

"Concert performances must be integrated with hotels, transportation facilities, tourist attractions".

This is also in accordance with the statement of concert-going tourists (NR) who represent concert-goers from outside the city or abroad, main things that important for tourists who come to enjoy the concert:

"Availability of accommodation for spectators coming from outside the city or abroad

Concerts and live performances are not just forms of entertainment—they serve as powerful economic drivers for cities and regions. They attract international tourists, generate substantial local spending, enhance cultural identity, and create jobs. As concert tourism continues to expand, it is clear that live shows are becoming a vital part of the modern tourist attraction scene. Putri (2018) in her research on Jazz Gunung Bromo as a tourist attraction found that 97.5% of respondents stated that Jazz Gunung Bromo could be a leading attraction for music tourism in Indonesia. In addition, 85% of respondents stated that music tourism could be an alternative for new tourism in Indonesia.

Coldplay performed at the Gelora Bung Karno Main Stadium, Senayan, Jakarta on November 15 2023. The alternative rock band with members Chris Martin, et al, played their hit songs, such as Fix You, Yellow, The Scientist, Something Just Like This, in concert entitled "Music of The Spheres World Tour 2023". Harisnanda et al. (2023) stated, the war ticket phenomenon for the 2023 Coldplay concert in Jakarta is a result of consumer behavior driven by the desire for social interaction, a unique experience, and the impact of social media in generating awareness and interest in the event."

Concerts shape destination branding

Jakarta's experience as the first, and therefore more experienced in organizing world musician concert events, with all stakeholders related to the showbiz industry holding international events, is certainly an example for various regions in Indonesia to experience something similar. Solo is one of the leading cities in organizing world musician concerts. Although not as much experience as Jakarta, Solo has succeeded in positioning its area as an international concert destination that is in line with the cultural tourism inherent in the city. The Solo City Government since the era of Joko Widodo as mayor and then President of Indonesia, has been committed to facilitating the creative economy because they believe this sector makes a big contribution. They strive to maintain the continuity of art studios so that there are still people who learn traditional music and dance. Cultural arts festivals are evenly and regularly held in this city, namely the Solo Batik Carnival and Solo International Performing Arts. These two prestigious events are the strength for the city of Solo to become a leading cultural tourism attraction in Indonesia, in addition to also being a concert destination for international musicians.

Organizing a concert contributes not only during the event. Event promotion automatically makes the host area get publicity in the media. Therefore, the impact of the event is also expected to occur after the event is held:

"Concerts shape destination branding". (AW)

"Concerts must be promoted in a timely manner, run consistently or regularly, so as to form branding for the host destination." (IO)

"The concert must be unique, interesting, carried out consistently, and there must be improvements in quality from year to year." (YA)

Table 3. SWOT analysis for the development of music tourism in Solo

Strengths:	Weaknesses:
1. Solo is renowned for its vibrant cultural traditions which can be integrated into music tourism experiences.	1. Solo is less globally recognized compared to Bali or Yogyakarta.

<ol style="list-style-type: none"> 2. Historical venues like the Surakarta Palace (Kraton) offer unique settings for music events. 3. Solo is easily accessible via rail, road, and air, attracting both domestic and international tourists. 4. Strong local interest and participation in arts and cultural events create a welcoming environment for music tourism. 5. Solo offers lower operational and travel costs compared to larger cities like Jakarta or Bali. 	<ol style="list-style-type: none"> 2. Supporting infrastructure like high-capacity hotels and transportation systems may need enhancement for large events. 3. Marketing efforts for music tourism may lack the reach and sophistication needed to attract a wider audience.
<p>Opportunities:</p> <ol style="list-style-type: none"> 1. Collaborations with international artists. 2. Online ticketing and digital marketing can broaden reach and enhance visitor experiences. 3. Combining traditional Javanese music with modern genres could create a unique selling point for Solo. 4. Local and national government programs promoting tourism and creative industries could provide funding and policy support. 5. Developing annual music festivals with unique themes. 	<p>Threats:</p> <ol style="list-style-type: none"> 1. Competition from other destinations like Yogyakarta and Bandung which already host well-established music events. 2. Inflation or reduced disposable income, could affect concert attendance and tourism. 3. Mismanagement of waste and noise pollution from large events could harm Solo's reputation.

By aligning its resources and strategic vision (Table 3), Solo can transform into a leading music tourism destination while preserving its cultural identity. In this context, Solo is an example of the development of entrepreneurship in local culture (Satrya, 2023) where through a cultural event it becomes a means for cultural actors and tourists to meet with the aim of enjoying culture. The cultural festival which is held regularly and planned every year, becomes the strength of Solo's cultural tourism, which is now also increasing with a new positioning as a host for world musician concerts. This is a sign of harmony between local tradition and culture, as well as modernization through world musician artists.

Information obtained through interviews, in accordance with findings in the field on the organization of concerts and literature. The concert organizers seemed professional in organizing this international concert, starting from the promotion stage, ticket sales and event organization. Of course this has an impact on the cities of Solo and Jakarta as hosts of the event, remembered and known as international concert destinations. Concert security is guaranteed, unlike the impression of rock music from the concert experience in the 1990s in Jakarta which ended in chaos. The audience felt comfortable and remembered their journey to see this concert. Of course, the coverage and publicity of this concert event was very large, nationally and internationally, seeing the cities of Solo and Jakarta as the venues for the concert.

Music concerts have significant economic impacts on cities like Solo, a cultural hub in Central Java, Indonesia. These events attract large crowds, stimulate several local businesses, and foster long-term benefits for the community. First, accommodation, visitors from outside Solo typically spend on hotels or guesthouses, generating revenue for the hospitality sector. Second, food and beverage such as local restaurants, cafes, and street vendors see increased sales during concert periods. Third, transportation for local transportation rises significantly. Fourth, retail, tourists often shop for souvenirs or other goods. Fifth, job creation, concerts create jobs for event staff, security, vendors, local service providers, such as stage, sound and lighting technicians.

Limitation

This study has limitations in terms of area and focus of research. In terms of research area, it is limited to Solo and Jakarta, in terms of research focus it is limited to Deep Purple and Mr. Big concert events. Therefore, realizing the limitations of this study, it can be a material for further follow-up in further studies.

Conclusions

Based on observations of concerts by world musicians in Jakarta and Solo, and a study of literature related to music tourism and concerts, it can be concluded that Indonesia is capable of becoming a music tourism destination. This was proven through the success of two concerts by world musicians which were attended by researchers and fulfilled various principal and important elements related to music tourism which had been researched by previous researchers.

The advice given to the government is that the ease of obtaining permits to organize concerts through a one-stop regulation with a period of 14-21 days must be implemented consistently (Hendriyani, 2023). This will increase the motivation of concert organizers to present quality concerts in Indonesia. The suggestion given for further research is that more detailed research is needed regarding the impact of concerts, both those featuring world musicians and musicians from Indonesia, on the community's economy, especially micro, small and medium enterprises.

References

- Akhshabi, M., & Farrokhi, M. (2022). *Identifying and Introducing Capabilities of Iranian Music with Regard to Concerning the Music Tourism*. 5(2), 145–165.
- Arriagada, A., & Concha, P. (2020). Cultural intermediaries in the making of branded music events: digital cultural capital in tension. *Journal of Cultural Economy*, 13(1), 42–53. <https://doi.org/10.1080/17530350.2019.1652673>
- Bastien, D. T., & Hostager, T. J. (1992). Ooperation As Communicative Accomplishment: A Symbolic Interaction Analysis Of An Improvised Jazz Concert. *Communication Studies*, 43(2), 92–104. <https://doi.org/10.1080/10510979209368363>
- Behr, A., Brennan, M., Cloonan, M., Frith, S., & Webster, E. (2016). Live Concert Performance: An Ecological Approach. *Rock Music Studies*, 3(1), 5–23. <https://doi.org/10.1080/19401159.2015.1125633>
- Bergman JR, R. E. (2017). The Market for Music: Millennials Willingness To Pay for Hostels Offering Music Venues. In *Appalachian State University*. Appalachian State University.
- Black, G. C., Fox, M. A., & Kochanowski, P. (2007). Concert tour success in North America: An examination of the top 100 tours from 1997 to 2005. *Popular Music and Society*, 30(2), 149–172. <https://doi.org/10.1080/03007760701267698>
- Bolderman, L. (2018). *Musical topophilia: a critical analysis of contemporary music tourism*. Erasmus University Rotterdam.
- Bowen, H. E., & Daniels, M. J. (2005). *Motivation Music*. 9(1994), 155–164.
- Braun, V., & Clarke, V. (2006). Qualitative Research in Psychology Using thematic analysis in psychology Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <http://www.tandfonline.com/action/journalInformation?journalCode=uqrp20> <http://www.tandfonline.com/action/journalInformation?journalCode=uqrp20>
- Brennan, M., & Webster, E. (2011). Why Concert Promoters Matter. *Scottish Music Review*, 2(1), 1–25.
- Brown, S. C., & Knox, D. (2017). Why go to pop concerts? The motivations behind live music attendance. *Musicae Scientiae*, 21(3), 233–249. <https://doi.org/10.1177/1029864916650719>
- Connolly, M., & Krueger, A. B. (2006). Chapter 20 Rockonomics: The Economics of Popular Music. *Handbook of the Economics of Art and Culture*, 1(06), 667–719. [https://doi.org/10.1016/S1574-0676\(06\)01020-9](https://doi.org/10.1016/S1574-0676(06)01020-9)
- D'Andrea, G. (2013). Linguistic Notes on French Music Tourism: The case of La Fugue website. In E. Manca & F. Bianchi (Eds.), *Tourism and Tourist Promotion Around the World: A*

- Linguistic and Socio-Cultural Perspective* (pp. 95–108). Università del Salento – Coordinamento SIBA.
- Davis, A. (2017). It wasn't me, it was my festival me: The effect of event stimuli on attendee identity formation. *Tourism Management*, 61, 484–500. <https://doi.org/10.1016/j.tourman.2017.03.007>
- Frith, S. (2007). Live Music Matters. *Scottish Music Review*, 1(1), 1–17.
- Gibson, C., & Connell, J. (2006). *Book reviews Music and Tourism: On the Road Again*. 6(2), 188–191.
- Gibson, C., & Connell, J. (2007). Music, tourism and the transformation of memphis. *Tourism Geographies*, 9(2), 160–190. <https://doi.org/10.1080/14616680701278505>
- Harisnanda, R., Setiawan, W., & Sudarmanti, R. (2023). Fenomenologi Minat Pembelian Tiket Konser Pasca Pandemi: War Ticket Konser Coldplay Jakarta Tahun 2023. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 2(9), 2905–2926.
- Hendriyani, I. G. A. D. (2023). *Siaran Pers: Menparekraf: Regulasi Perizinan Satu Pintu untuk Konser Musik Masuk Tahap Finalisasi*. Kementerian Pariwisata Dan Ekonomi Kreatif / Badan Pariwisata Dan Ekonomi Kreatif. <https://kemenparekraf.go.id/hasil-pencarian/siaran-pers-menparekraf-regulasi-perizinan-satu-pintu-untuk-konser-musik-masuk-tahap-finalisasi>
- Heryana, A. (2020). Informan dan Pemilihan Informan dalam Penelitian Kualitatif. *Universitas Esa Unggul, December*, 1–14.
- Holt, F. (2010). The economy of live music in the digital age. *European Journal of Cultural Studies*, 13(2), 243–261. <https://doi.org/10.1177/1367549409352277>
- Jatmiko, H., & Sandy, S. R. O. (2020). Faktor – Faktor Yang Mempengaruhi Tingkat Hunian Kamar Pada Hotel Di Kota Jember. *Sadar Wisata: Jurnal Pariwisata*, 3(1), 32–40. <https://doi.org/10.32528/sw.v3i1.3371>
- Jing, L. (2017). A Comprehensive Study on the Development of Folk Music Tourism Culture in Jiangxi. *DEStech Transactions on Social Science, Education and Human Science, ssme*, 182–186. <https://doi.org/10.12783/dtssehs/ssme2017/12953>
- Johnson, H. (2002). Balinese music, tourism and globalisation: inventing traditions within and across cultures. *New Zealand Journal of Asian Studies*, 4(2), 8–32.
- Krajnović, A., & Gortan-Carlin, I. P. (2018). Music Event as a Tourist Product: Specifics, Issues, Challenges. Mobilities, Tourism and Travel Behavior - Contexts and Boundaries. <https://doi.org/10.5772/intechopen.71338>
- Krueger, A. B. (2005). The economics of real superstars: The market for rock concerts in the material world. *Journal of Labor Economics*, 23(1), 1–30. <https://doi.org/10.1086/425431>
- Kruger, M., & Saayman, M. (2015). Consumer preferences of Generation Y: Evidence from live music tourism event performances in South Africa. *Journal of Vacation Marketing*, 21(4), 366–382. <https://doi.org/10.1177/1356766715585903>
- Kruger, M., & Saayman, M. (2017). Segmenting beyond behavioural intentions: Fine tuning music festival visitors' music appreciation. *International Journal of Event and Festival Management*, 8(2), 204–223. <https://doi.org/10.1108/IJEFM-09-2016-0064>
- Krüger, S. (2020). Branding the City: Music Tourism and the European Capital of Culture Event. *The Globalization of Musics in Transit*, 147–171. <https://doi.org/10.4324/9780203082911-15>
- Lashua, B., Spracklen, K., Long, P., Lashua, B., Spracklen, K., & Long, P. (2014). Introduction to the special issue: Music and Tourism. *Tourist Studies*, 14(1), 3–9. <https://doi.org/10.1177/1468797613511682>
- Min, Z., Jie, Z., Xiao, X., Mengyuan, Q., Youhai, L., Hui, Z., Tz-Hsuan, T., Lin, Z., & Meng, H. (2020). How destination music affects tourists' behaviors: travel with music in Lijiang, China. *Asia Pacific Journal of Tourism Research*, 25(2), 131–144. <https://doi.org/10.1080/10941665.2019.1683046>
- Moscardo, G., McCarthy, B., Murphy, L., & Pearce, P. (2009). The importance of networks in special interest tourism: Case studies of music tourism in Australia. *International Journal of Tourism Policy*, 2(1–2), 5–23. <https://doi.org/10.1504/IJTP.2009.023270>
- Oakes, S., & Warnaby, G. (2011). Conceptualizing the management and consumption of live music in Urban space. *Marketing Theory*, 11(4), 405–418.

- <https://doi.org/10.1177/1470593111418798>
- Ord, M., & Behr, A. (2019). *Facilitating Music Tourism for Scotland's Creative Economy*. 1–73.
- Ord, M., & Behr, A. (2023). Curating the music city: The accommodation sector in Glasgow's music tourism ecology. *Tourist Studies*. <https://doi.org/10.1177/14687976231177963>
- Perrin, L.-A. (2020). *French music festivals: understanding visitors' intrinsic motivations*. (Issue September). Paris School of Business.
- Preez, E. A. du, & Kruger, M. (2022). Music Event Tourism as a Means to Encourage Local Travel: The Case of the World Choir Games, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 11(SpecialEdition), 525–540. <https://doi.org/10.46222/ajhtl.19770720.240>
- Puspita, N. (2021). Development Strategy of Music Tourism: Ubud Village Jazz Festival As Community-Based Event in Ubud, Bali. *Journal of Tourism Destination and Attraction*, 9(1), 27–36. <https://doi.org/10.35814/tourism.v8i2.1886>
- Putri, D. A. M., & Nurhidayati, H. (2018). Faktor Pendorong Dan Penarik Wisatawan Terhadap Jazz Gunung Bromo Sebagai Atraksi Music Tourism Di Jawa Timur. *Journal of Tourism Destination and Attraction*, 6(1), 26–38. <https://doi.org/10.35814/tourism.v6i1.761>
- Rentfrow, P. J. (2012). The Role of Music in Everyday Life: Current Directions in the Social Psychology of Music. *Social and Personality Psychology Compass*, 6(5), 402–416. <https://doi.org/10.1111/j.1751-9004.2012.00434.x>
- Satrya, I. D. G. (2023). Investigating the implementation of Panji culture-based cultural entrepreneurship. *Journal of Enterprise and Development*, 5(3), 448–459. <https://doi.org/10.20414/jed.v5i3.7279>
- Shane, P., & Patterson, I. (2010). Rethinking music festivals as a staged event: Gaining insights from understanding visitor motivations and the experiences they seek. *Journal of Convention and Event Tourism*, 11(2), 85–99. <https://doi.org/10.1080/15470141003758035>
- Stipanovic, C., & Zubovic, V. (2023). Concepts for Integrating Music and Musical Tourism in Destination Growth. *International Journal Vallis Aurea*, 9(2), 15–25. <https://doi.org/10.2507/ijva.9.2.2.103>
- Swarbrick, D., Seibt, B., Grinspun, N., & Vuoskoski, J. K. (2021). Corona Concerts: The Effect of Virtual Concert Characteristics on Social Connection and Kama Muta. *Frontiers in Psychology*, 12(June), 1–21. <https://doi.org/10.3389/fpsyg.2021.648448>
- Vaismoradi, M., Turunen, H., & Bondas, T. (2013). Content analysis and thematic analysis: Implications for conducting a qualitative descriptive study. *Nursing and Health Sciences*, 15(3), 398–405. <https://doi.org/10.1111/nhs.12048>
- Valencialaw, N., & Utami, L. S. S. (2023). K-Pop dan Perilaku Konsumtif Menonton Konser. *Koneksi*, 7(1), 112–119. <https://doi.org/10.24912/kn.v7i1.21301>
- van der Hoeven, A., & Hitters, E. (2019). The social and cultural values of live music: Sustaining urban live music ecologies. *Cities*, 90(February), 263–271. <https://doi.org/10.1016/j.cities.2019.02.015>
- Walters, T. (2016). Using thematic analysis in tourism research. *Tourism Analysis*, 21(1), 107–116. <https://doi.org/10.3727/108354216X14537459509017>

The influence of tourism facilities and attractions on revisit intentions with visitor satisfaction as an intervening variable (A study on Kampung AEWO Mulyaharja Bogor)

Imas Masriah ^{1*}, Rahmat Inggadijaya ², Adhi Trirachmadi Mumin ³

^{1,2,3}Trisakti Institute of Tourism, Indonesia

*Corresponding Author: imas05masriah@gmail.com

Abstract: This study aims to analyze the influence of tourism facilities and attractions on visitors' revisit intentions, with visitor satisfaction serving as an intervening variable, focusing on Kampung AEWO Mulyaharja, Bogor. The research method used is a quantitative approach using PLS SEM (Partial Least Squares Structural Equation Modeling). The population of this study consists of visitors who have visited AEWO Mulyaharja Village in Bogor at least once, with a total sample of 366 respondents. Sampling was conducted using a combination of probability sampling and purposive sampling techniques, with a minimum respondent age of 18 years. The research findings indicate that 1) tourism facilities directly influence visitor satisfaction. 2) tourist attractions have a direct influence on visitor satisfaction. 3) tourism facilities have a direct influence on revisit intention. 4) tourist attractions have a direct influence on revisit intention. 5) visitor satisfaction has a direct influence on revisit intention. 6) tourism facilities significantly indirectly influence revisit intention, with visitor satisfaction as an intervening variable. 7) tourist attractions significantly indirectly influence revisit intention with visitor satisfaction as an intervening variable. The results of this study can serve as a guide for the management of tourist villages, such as AEWO Mulyaharja Village in Bogor, in developing facilities and services that cater to visitors' needs.

Keywords: agrotourism, revisit intention, tourism, tourist attractions, tourism facilities, visitor satisfaction

History Article: Submitted 8 August 2024 | Revised 26 November 2024 | Accepted 29 November 2024

How to Cite: Masriah, I., Inggadijaya, R., & Mumin, A. T. (2024). The influence of tourism facilities and attractions on revisit intentions with visitor satisfaction as an intervening variable: A study on Kampung AEWO Mulyaharja Bogor. *International Journal of Applied Sciences in Tourism and Events*, 8(2), 109-124.

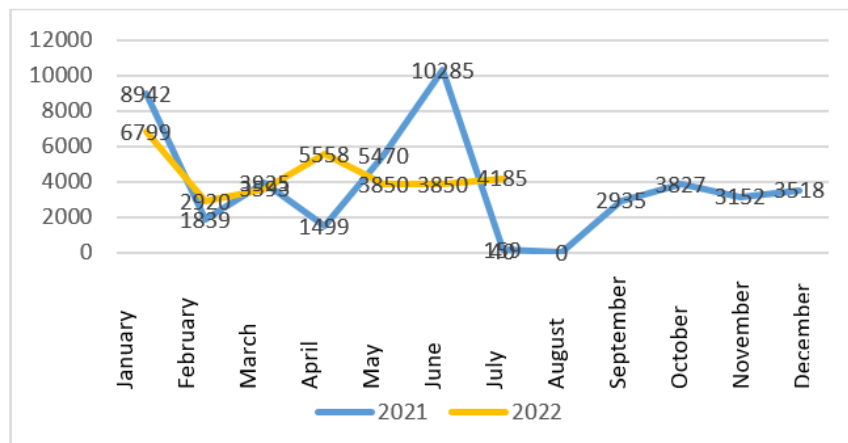
Introduction

The tourism sector is experiencing significant growth, evidenced by a large portion of the population considering travel an essential need in their lives. According to Pitana & Gayatri, as cited in (Winata & Idajati, 2020), the tourism industry has also become the most significant economic sector for the country, making a crucial contribution to foreign exchange earnings alongside the non-oil and gas sector. To develop a captivating destination for domestic and international travelers, support is required to cultivate innovative services and offerings within the tourism sector. This includes having a clear and professionally executed concept. One form of development being pursued in Indonesia within the context of tourism is agricultural tourism, also known as agrotourism (Chandrashekhara, 2018). Agrotourism is defined as an innovative activity combining agriculture with tourism, both domestically and internationally, involving urban and rural segments.

Agricultural tourism is suitable for development in rural and urban areas, including village tourism or tourist villages that introduce their tourism potential (Yohanes Sulistyadi, 2024). Tourist villages are social activities involving many communities working together towards a common goal. Tourist villages do not just affect one or a few community elements, they also engage numerous components (Junaid, 2020). Efforts to develop this form of tourism hold the potential as an educational platform in agriculture, benefiting both the local community and visiting tourists. The education offered through the agrotourism concept can be enhanced to become a key pillar of a tourist destination. Agro-tourism, an educational activity within

agrotourism areas, aims to provide a tourist such as practical knowledge of organic farming, sustainable agriculture practices, local food production, hands-on farming activities, eco-friendly agricultural methods, and insights into rural livelihoods.

Agro Eduwisata Organic (AEWO) Mulyaharja Village, located in Ciharashas Village, RT, is one of the agrotourism destinations in Bogor, 006/001, Mulyaharja Subdistrict, South Bogor. AEWO Mulyaharja Village was officially inaugurated on January 17, 2021, covering an area of 30.4 hectares of organic rice fields, with land ownership shared between the local community (75%) and the developer (25%). AEWO Mulyaharja Village has become a sought-after tourist destination in Bogor, as evidenced by the visitor data shown in Figure 1.



(Source: Management of Agro Eduwisata Organic Mulyaharja Village, Bogor, 2022)

Figure 1. Visitor levels at Agro-Eduwisata Organic Mulyaharja Village for 2021–2022

Figure 1 shows the number of visitors experiencing an increase at the beginning of the opening ceremony in January 2021, with a total of 8,942 visitors on the first and second days of opening. On weekends, there were 1,700 visitors, while on weekdays, there were 400 visitors. However, in February 2021, the visitor count dramatically dropped to 1,839 due to the temporary closure of AEWO Mulyaharja Village on February 6, 2021, following the government's lockdown directive during the COVID-19 pandemic. The village was reopened on March 5, 2021. In June 2021, there was a significant increase in visitor numbers, reaching 10,285. This surge was attributed to post-Eid holiday tourism, leading to increased visitors on weekends (1,100 visitors) and weekdays (450 visitors). However, in July 2021, the visitor count dropped again by 159 due to AEWO Village's decision to close the tourist area on July 3, 2021, to curb the spread of COVID-19. Moving on to August 2021, there were no visitors at all, totaling 0 visitors, as AEWO Mulyaharja Village in Bogor remained closed. In 2022, the visitor count experienced unstable or fluctuating increases and decreases.

Yoeti in (Oktaviany, Sayuti, & Setiawan, 2020) states that the success of a tourist destination depends on the 3A's: amenities, accessibility, and attractions. According to (Suryadana & Oktavia, 2015), explain that tourism amenities include all components necessary to meet travelers' needs from the beginning to the end of their journey. These components encompass dining options, transportation, accommodation, infrastructure, and other elements essential for providing a complete and comfortable travel experience. Furthermore, amenities play a critical role in tourism development, as their availability ensures comfort for visitors at tourist destinations (Marcellina, 2018). The following are the amenities provided by AEWO Mulyaharja Village in Bogor, as shown in Table 1.

Table 1. Facilities of AEWO Mulyaharja Village, Bogor

No	Facilities	Sum	Condition	Information
1	Public toilet	10 units	Clean	5 female toilets and 5 male toilets
2	Rinse place	6 units	Clean	Two rinse holders cannot be used

3	Parking	2 areas Two-wheelers (6 m x 6 m) and four-wheelers (12m x 6m)	Neat and Clean	Capacity of 8 four-wheeled vehicles and 30 two-wheeled vehicles (1 parking lot specifically for four-wheeled vehicles) 1 parking lot for two-wheeled vehicles.
4	Garbage bin	10 sets of Garbage bin	Neat	Each set is 3 pieces of trash cans (organic, non-organic, and B3)
5	Gazebo	10 units	Clean	3 Gazebos for rent
6	Handwashing stations	5 units	Good	1 at the entrance, 1 in the dining area, 1 in the small gazebo area, and 2 in the large gazebo area in the middle of the rice fields
7	Restaurant	6 units	Clean	Located by the rice fields
8	Saung coffee	1 unit	Clean	Several chairs are damaged and cannot be used
9	Tiket Post	1 unit	Clean	Located at the entrance
10	Mushola	2 units	Clean	1 is in good condition 1 in less-maintained and damaged condition
11	Mosque	1 unit	Lack of maintenance	There is a lot of peeling paint, making it appear less maintained
12	Homestay	5 units	Clean	Located village area
13	Directional signage	3 units	Good	1 at the front entrance 1 at the exit 1 at the ticket-checking post
14	Highway	2 lanes	There are potholes in several spots on the road	Two pathways can be used when visiting and leaving the AEWO Mulyaharja area
15	Water supply	1 spring	Clear	Utilizing wells and channeled to taps/faucets
16	Transportation		Good	Providing transportation if needed (public minivans)
17	Electric power		Good	Adequate electricity supply is already available
18	Waste disposal area	1 Waste disposal area	Neat	Waste disposal is sent to the nearest Waste Collection Point

(Source: Observation result, 2022)

Based on Table 1 above, it is evident that AEWO Mulyaharja Village in Bogor offers facilities that are clean, tidy, and well-maintained. However, some facilities are not well-kept and are damaged. According to (Isdarmanto, 2017) attractions are the main products of a tourist destination. These attractions are related to what can be done and seen at the destination. Attractions can include the cultural uniqueness of the local community, historical buildings, natural beauty, and artificial attractions like amusement parks. (Suryawardani & Diarta, 2020) define a tourist attraction as anything that can be seen or enjoyed by tourists when visiting a destination. From this definition, it can be concluded that tourist attractions are the core elements of a tourism product, characterized by their appealing beauty that attracts visitors. An attraction is crucial to have a high level of differentiation, making it distinct and unique from other regions or areas. The determining factor for the success and development of a tourism destination is its tourist appeal. Tourist appeal is the main element of a tourism system that plays a significant role in

attracting visitors to a specific tourist destination (Ismoyo, 2021). Indicators of tourist appeal include everything in a tourist location that possesses uniqueness, beauty, convenience, and tangible value, whether it's the diversity of natural or man-made wealth that is attractive and has value for visitors to visit and see (Utama, 2017). The following are the tourist attractions in AEWO Mulyaharja Village, Bogor, as shown in Table 2.

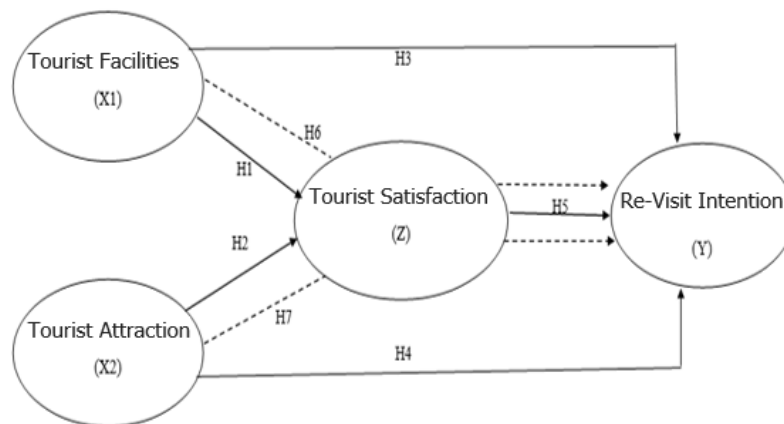
Table 2. Tourist attractions of AEWO Mulyaharja Village, Bogor

No	Attraction	Capacity	Description
1	Educational tour (Rice planting)	10 visitors	One rice field plot can be used for educational tours for 1 hour for every 10 visitors
2	Nature tour	There is no limit to the number of visitors	Enjoy the natural beauty in the provided gazebos or traditional huts
3	Fish catching	10 visitors	One rice field plot is adjacent to the educational tour rice field, with a duration of 30 minutes for every 10 visitors
4	Trekking	20 visitors	It can accommodate more than that with a few guides and a duration of 1 hour (2km). For 2–3 hours (3–4 km)
5	River tubing	10 visitors	Combined with a trekking package with the same duration as the trekking activity
6	Handwashing stations	12 visitors	Duration of 30 minutes to 60 minutes
7	Taking photo (Selfie)	3-4 visitors	8 selfie spots with a duration of time adjusted to visitors' preferences
8	Biking track	5-10 visitors	No time limit
9	Annual festival		
a.	Harvest festival	300-500 visitors	Held every year in January and August
b.	Kite festival	300-500 visitors	Held every year in February
c.	Mulyaharja festival (UMKM bazaar, lantern festival, festival shows, village tourism festival, photography competition)	300-500 visitors	It is a unified event held in July

(Source: Observation result, 2022)

Based on Table 2, it is evident that the capacity of each tourist attraction can accommodate 10–20 visitors, with neat and clean conditions at each site. According to Kotler, as cited in Nurmala (Nurmala & Sullaida, 2022) visitors' feelings of satisfaction reflect their responses to experiences at the tourist destination, encompassing both satisfaction and dissatisfaction. (Kant & Jaiswal, 2017) further emphasize that visitor satisfaction is a key foundation for marketing success, as having satisfied customers is crucial for achieving a company's competitiveness. Similarly, Hasan, as cited in (Hariani, 2020) explains that visitor satisfaction is the feeling experienced by tourists after comparing their expectations with reality. This satisfaction is considered a fulfillment process, where the comparison between customers' experiences, their expectations, and the reality of the services provided plays a central role (Yuen & Van Thai, 2015). Satisfied tourists tend to develop a desire to revisit the destination. The intention to revisit, in turn, serves as the motivation for individuals to return to a destination later and recommend it to others (Mingfang & Hanyu, 2014). (Chien, 2016) further explains that the intention to revisit involves the desire to widely recommend a previously visited tourist destination to others, as well as the willingness to return due to satisfaction with the prior experience. This recommendation is often expressed as

a form of loyalty through word-of-mouth. Previous studies have found that tourists' intention to revisit a destination is influenced by the tourist attraction (Setiawan, 2023; Abdurrohman, 2021; Nurlestari, 2016; Zai, 2017). On the other hand, other research indicates that tourist facilities influence tourists' intention to revisit (Lestari, Yulita, & Prabowo, 2022; Fajrin, Wijayanto, & Kornita, 2021). Based on the exploration of revisit intention to a destination, this study aims to analyze the influence of facilities, tourist attractions, and visitor satisfaction on the intention to revisit AEWO Mulyaharja Village Bogor. This research contributes to the tourism industry by providing insights into how both tourist attractions and facilities affect tourists' satisfaction and their intention to revisit a destination. The findings can help tourism managers and policymakers improve the quality of the tourist experience, increase visitor retention, and enhance the sustainability of the destination. By focusing on AEWO Mulyaharja Village, this study highlights the significance of both physical and experiential factors in fostering repeat visits, which is crucial for the long-term success of tourist destinations, especially in rural or community-based tourism settings.



(Source: Observation result, 2022)

Figure 2. Conceptual framework

The hypotheses proposed in this study are as follows:

1. First Hypothesis:
 - 1) Ho1 = There is no effect of tourism facilities on visitor satisfaction.
 - 2) Ha1 = There is an effect of tourism facilities on visitor satisfaction.
2. Second Hypothesis:
 - 1) Ho2 = There is no effect of tourist attractions on visitor satisfaction.
 - 2) Ha2 = There is an effect of tourist attractions on visitor satisfaction.
3. Third Hypothesis:
 - 1) Ho3 = There is no effect of tourism facilities on the intention to revisit.
 - 2) Ha3 = There is an effect of tourism facilities on the intention to revisit.
4. Fourth Hypothesis:
 - 1) Ho4 = There is no effect of tourist attractions on the intention to revisit.
 - 2) Ha4 = There is an effect of tourist attractions on the intention to revisit.
5. Fifth Hypothesis:
 - 1) Ho5 = There is no effect of visitor satisfaction on the intention to revisit.
 - 2) Ha5 = There is an effect of visitor satisfaction on the intention to revisit.
6. Sixth Hypothesis:
 - 1) Ho6 = Visitor satisfaction does not mediate the effect of tourism facilities on the intention to revisit.
 - 2) Ha6 = Visitor satisfaction mediates the effect of tourism facilities on the intention to revisit.
7. Seventh Hypothesis:
 - 1) Ho7 = Visitor satisfaction does not mediate the effect of tourist attractions on the intention to revisit.

- 2) Ha7 = Visitor satisfaction mediates the effect of tourist attractions on the intention to revisit.

Methodology

This study employs a quantitative approach focusing on numerical data or figures. Data collection techniques were carried out through interviews, observations, and questionnaires. The questionnaire in this study was designed and adapted using several literatures, including Tourism Facilities and Tourism Attractions as Independent Variables (X1 and X2), Revisit Interest as the dependent variable (Y) and Visitor Satisfaction as the Intervening/Median Variable (Z). The population in this study consists of visitors who have visited AEWO Mulyaharja Village in Bogor. The data used is the average number of visitors in 2021, which is 3,796 visitors. The sampling techniques used in this study are probability sampling and purposive sampling, as well as incidental sampling.

Table 3. Questionnaire obtain

No	Date	Questionnaire Obtain
1	11 March 2023	86 respondents
2	18 March 2023	77 respondents
3	1 May 2023	83 respondents
4	7 May 2023	103 respondents
5	14 March – 7 May 2023	17 respondents (Google Form)
Total		366 respondents

(Source: Observation result, 2022)

Combining these two sampling techniques allows the researcher to generate a representative and relevant sample for the study while minimizing bias and providing a more comprehensive understanding of the phenomenon being researched. The required sample size is obtained using the Slovin formula (Sugiyono, 2019), as shown in Equation (1).

$$n = \frac{N}{1 + N e^2} \quad (1)$$

Where :

n = The required sample size

N = The population size

e = Sampling error rate, typically 5%

Therefore, the results of the calculation above are as follows:

$$n = \frac{3.795}{1 + 3.795 (0.05)^2}$$

$$n = \frac{3.795}{1 + 3.795 (0.0025)}$$

$$n = \frac{3.795}{1 + 9.4875}$$

$$n = \frac{3.795}{10.4875} = 361.95 = 362 \text{ respondents}$$

Based on the results of the reliability test, the results obtained show that the Composite Reliability value has a value greater than (>) 0.7 so it can be concluded that all indicators are reliable. The analysis method used in this research is Structural Equation Model (SEM). The parameter estimation produced by PLS is categorized into three types as outlined by (Sugiyono, 2019) : 1) Weight estimate, used to generate latent variable scores. 2) Reflects path estimate estimation connecting latent variables and between latent variables and their indicator blocks

(loadings). 3) Relates to the means and location parameters (regression constant values) for indicators and latent variables. Evaluation in Smart PLS consists of outer model evaluation (measurement model) and inner model evaluation (structural model). Analysis in PLS is conducted in three stages: 1. Outer model analysis or measurement model testing that specifies the relationship between latent variables and their indicators or manifest variables. 2. Inner model analysis or structural model testing that specifies the relationships between latent variables. 3. Hypothesis Testing.

Results and Discussions

Results

Respondents Characteristic

The characteristics of the 366 respondents yield the following results: 32% are male, while 68% are female. In terms of age, the highest percentage falls within the 18-27 years range at 45%. Regarding occupation, the highest percentage is comprised of students at 38%. Based on income, the majority fall under the < Rp5,000,000 category, accounting for 83%. As for domicile, the highest proportion comes from Bogor, amounting to 54%. Lastly, in terms of visitation frequency, 68% reported visiting once.

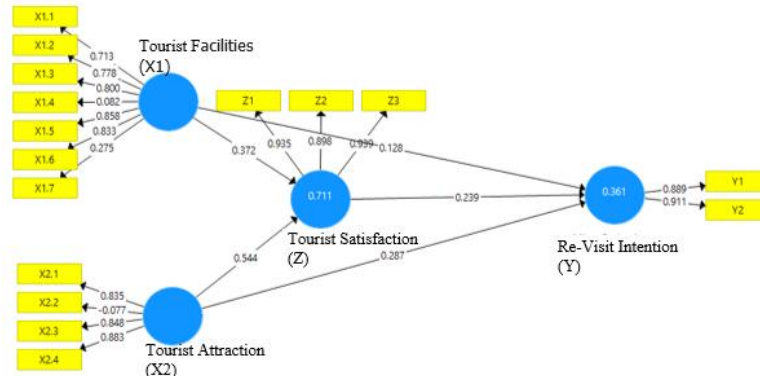
Table 4. Respondents characteristic

Variable	Description	Number	Percentage
Gender	Female	258	68%
	Male	118	32%
Occupation	Student	141	38%
	Government employee	6	2%
	Private employee	73	20%
	Entrepreneur	15	4%
	Lecture	9	2%
	Housewife	112	31%
	Others	10	3%

(Source: Observation result, 2022)

This study provides theoretical benefits in the form of references related to the influence of tourism facilities and tourist attractions on the interest in revisiting with visitor satisfaction as an intervening variable in the Tourism Village, especially in the Mulyaharja Organic Agro Eduwisata Village, Bogor. At the same time, the practical implications of this study are that the managers of the Mulyaharja Organic Agro Eduwisata Village, Bogor need to pay attention to the variables that are the main elements that form a tourist village, including tourism facilities and tourist attractions to increase the interest in revisiting and visitor satisfaction.

Research Findings Analysis



(Source: Smart PLS 3.0 data analysis, 2023)

Figure 3. PLS algorithm

1. Calculating the Measurement Model (Outer Model)

a. Outer Loading

Based on the PLS Algorithm data, the results of outer loadings for the study can be observed as presented in the table below:

Table 5. Outer loading

	Attraction (X2)	Tourist Facility (X1)	Visitor Satisfaction (Z)	Revisit Intention (Y)
X1.1		0.713		
X1.2		0.778		
X1.3		0.800		
X1.4		0.082		
X1.5		0.858		
X1.6		0.833		
X1.7		0.275		
X2.1	0.835			
X2.2	-0.077			
X2.3	0.848			
X2.4	0.883			
Y1				0.889
Y2				0.911
Z1			0.935	
Z2			0.898	
Z3			0.939	

(Source: Data analysis using Smart PLS 3.0, 2023)

Based on the analysis of Table 5, we can observe that almost all indicators of the research variables have outer loading values greater than ($>$) 0.7, indicating that these indicators are considered valid. However, a few indicators with outer loading values less than ($<$) 0.7 are considered invalid.

b. Average Variance Extracted (AVE) Analysis

According to (Gozali & Latan, 2015), a variable's Average Variance Extracted (AVE) should be higher than the value of 0.5. Below are the results of the Average Variance Extracted (AVE) from the study:

Table 6. Average variance extracted

Average Variance Extracted (AVE)	
Attraction (X1)	0.732
Tourist facility (X2)	0.640
Visitor satisfaction (Z)	0.854
Revisit intention (Y)	0.810

(Source: Data analysis using Smart PLS 3.0, 2023)

From the analysis of Table 6, it can be observed that each variable has an Average Variance Extracted (AVE) value greater than ($>$) 0.5. This indicates that each variable can be considered valid.

c. Discriminant Validity Analysis Based on Cross Loading

According to Gozali & Latan (2015), the measurement standard to assess validity involves cross-loading values greater than ($>$) 0.7. The research conducted has produced the following cross-loading test results:

Table 7. Cross loading

	Attraction (X2)	Tourist Facility (X1)	Visitor Satisfaction (Z)	Revisit Intention (Y)
X1.1	0.512	0.716	0.561	0.462
X1.2	0.487	0.786	0.565	0.454
X1.3	0.621	0.805	0.599	0.363
X1.5	0.587	0.850	0.643	0.386
X1.6	0.513	0.835	0.594	0.346
X2.1	0.836	0.455	0.562	0.428
X2.3	0.848	0.671	0.732	0.427
X2.4	0.883	0.604	0.733	0.584
Y1	0.506	0.415	0.459	0.889
Y2	0.515	0.490	0.551	0.911
Z1	0.747	0.753	0.935	0.496
Z2	0.725	0.625	0.898	0.538
Z3	0.738	0.678	0.939	0.528

(Source: Data analysis using Smart PLS 3.0, 2023)

From Table 7 above, it can be concluded that:

- 1) The Cross-Loading values of each indicator belonging to the Facilities of Tourism variable (X1) are greater than ($>$) 0.7 and have higher values compared to the indicators of other variables.
- 2) The Cross-Loading values of each indicator belonging to the Attractions of Tourism variable (X2) are greater than ($>$) 0.7 and have higher values compared to the indicators of other variables.
- 3) The Cross-Loading values of each indicator belonging to the Intention to Revisit variable (Y) are greater than ($>$) 0.7 and have higher values compared to the indicators of other variables.
- 4) The Cross-Loading values of each indicator belonging to the Visitor Satisfaction variable (Z) are greater than ($>$) 0.7 and have higher values compared to the indicators of other variables.

d. Composite Reliability Analysis

Measuring the reliability of a construct with reflective indicators can be done by calculating the Composite Reliability value. To test reliability, each variable should have a value greater than 0.7 (Gozali & Latan, 2015). In this study, here are the results of the reliability test:

Table 8. Composite reliability

Composite Reliability	
Attraction (X1)	0.891
Tourist facility (X2)	0.898
Visitor satisfaction (Z)	0.946
Revisit intention (Y)	0.895

(Source: Data analysis using Smart PLS 3.0, 2023)

Table 8 shows that the composite reliability values are greater than ($>$) 0.7, indicating that all indicators are reliable.

e. Cronbach's Alpha Analysis

The reliability test can be reinforced using the above Composite Reliability values by examining Cronbach's Alpha values. In the Cronbach's Alpha test, each variable should have a value greater than ($>$) 0.7 (Gozali & Latan, 2015). In this study, here are the results of the reliability test based on Cronbach's Alpha values:

Table 9. Cronbach's Alpha

Cronbach's Alpha	
Attraction (X1)	0.818
Tourist facility (X2)	0.858
Visitor satisfaction (Z)	0.914
Revisit intention (Y)	0.766

(Source: Data analysis using Smart PLS 3.0, 2023)

The analysis results in Table 9 show that Cronbach's Alpha values are greater than ($>$) 0.7. Therefore, all indicators are reliable.

2. Calculating the Structural Model (Inner Model)

a. Analysis R Square (R²)

Changes in the R² value can be used to explain the substantive influence of a specific exogenous latent variable on an endogenous latent variable. This is determined by R-square values of 0.75 (strong model), 0.50 (moderate model), and 0.25 (weak model) (Gozali & Latan, 2015). This implies that higher R² values indicate better predictive and research model performance.

Table 10. R Square

	R Square	R Square Adjusted
Visitor satisfaction (Z)	0.710	0.708
Revisit intention (Y)	0.363	0.358

(Source: Data analysis using Smart PLS 3.0, 2023)

From Table 10, based on the R-Square output, the following can be observed:

- 1) The R-Square value for Visitor Satisfaction (Z) is 0.710. This indicates that the influence of the exogenous latent variables, namely Facilities of Tourism

(X1) and Attractions of Tourism (X2), on the intervening variable Visitor Satisfaction (Z) has a substantive and moderately strong effect.

- 2) The R-Square value for Intention to Revisit (Y) is 0.363. This suggests that the combined influence of the exogenous latent variables Facilities of Tourism (X1), Attractions of Tourism (X2), and the intervening variable Visitor Satisfaction (Z) on the endogenous latent variable Intention to Revisit (Y) has a weak to moderately moderate effect.

b. Analysis Predictive Relevance (Q-Square/Q2)

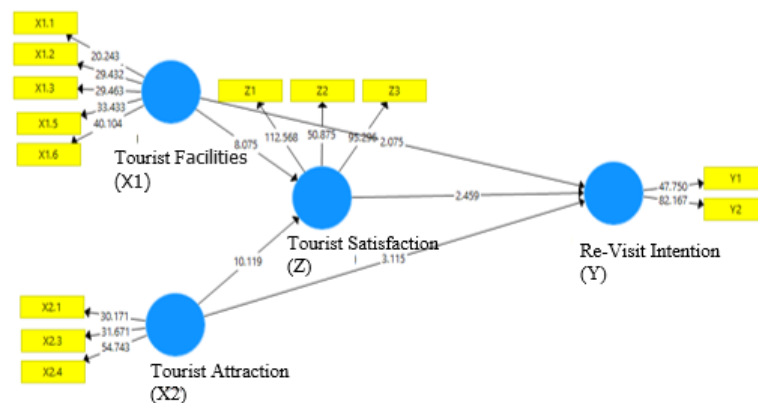
The Q-Square value has the same meaning as the coefficient of determination (R-Square) in regression analysis, where a higher Q-Square indicates a better-performing model (Gozali & Latan, 2015). The assessment of Q-Square with a value of $Q^2 > 0$ suggests good Predictive Relevance. Q-Square can be calculated from the computed R-Square value. Here is the R-Square value from the study:

$$\begin{aligned}
 \text{Q-Square}/Q^2 &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0.710) \times (1 - 0.363)] \\
 &= 1 - [0.29 \times 0.637] \\
 &= 1 - 0.1847 \\
 &= 0.8153
 \end{aligned}$$

Based on the calculations above, this research model exhibits a strong Predictive Relevance, as evidenced by the Q-Square value of 0.8153. This value indicates that the research model can explain 81.53% of the variation in the research data, while the remaining 18.47% can be attributed to other factors outside the scope of the research model. Therefore, based on the obtained Q2 value, this research model demonstrates a good level of Goodness of Fit.

3. Hypothesis Testing

The testing was conducted by performing a T-Test using SmartPLS 3.0 software with the Bootstrapping method as follows:



(Source: Smart PLS 3.0 data analysis, 2023)

Figure 4. Bootstrapping output model

a. Partial Hypothesis Testing Using Path Coefficients

Table 7. Result of Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (O/STDEV)	P Values
Attraction (X2) → Visitor Satisfaction (Z)	0.544	0.545	0.054	10.119	0.000

Attraction (X2) → Revisit Intention (Y)	0.291	0.302	0.094	3.115	0.002
Tourist Facility (X1) → Visitor Satisfaction (Z)	0.372	0.372	0.046	8.075	0.000
Tourist Facility (X1) → Revisit Intention (Y)	0.134	0.136	0.065	2.075	0.039
Visitor Satisfaction (Z) → Revisit Intention (Y)	0.231	0.216	0.094	2.459	0.014

(Source: Data analysis using Smart PLS 3.0, 2023)

Based on the information in Table 11, the direct influence analysis of the hypothesis testing can be summarized as follows: Hypothesis H1: Accepted. There is a direct influence between tourist facilities and visitor satisfaction. This suggests that the quality and adequacy of facilities directly contribute to enhancing visitor satisfaction. Hypothesis H2: Accepted. There is a direct influence between tourist attractions and visitor satisfaction. This implies that the appeal and attractiveness of tourist attractions directly impact visitor satisfaction. Hypothesis H3: Accepted. There is a direct influence between tourist facilities and the intention to revisit. This indicates that well-maintained facilities have a direct effect on shaping visitors' intention to revisit. Hypothesis H4: Accepted. There is a direct influence between tourist attractions and the intention to revisit. The captivating nature of tourist attractions directly influences visitors' intention to revisit. Hypothesis H5: Accepted. There is a direct influence between visitor satisfaction and the intention to revisit. Higher levels of visitor satisfaction directly lead to an increased intention to revisit.

b. Simultaneous Hypothesis Testing (Indirect Influence)

Table 12. Indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (O/STDEV)	P Values
Attraction (X2) → Visitor Satisfaction (Z) → Revisit Intention (Y)	0.126	0.118	0.048	2.620	0.009
Tourist Facility (X1) → Visitor Satisfaction (Z) → Revisit Intention (Y)	0.086	0.082	0.038	2.237	0.026

(Source: Data analysis using Smart PLS 3.0, 2023)

Based on the information provided in Table 12, the indirect influence analysis from hypothesis testing can be summarized as follows: Hypothesis 6 (H6) is accepted, indicating the presence of an indirect influence between tourist facilities and the intention to revisit, with visitor satisfaction acting as an intervening variable. This implies that the impact of tourist facilities on the intention to revisit is partially mediated by visitor satisfaction. Hypothesis 7 (H7) is accepted, signifying the existence of an indirect influence between tourist attractions and the intention to revisit, with visitor satisfaction acting as an intervening variable. This suggests that the effect of tourist attractions on the intention to revisit is partly mediated by visitor satisfaction.

Discussions

The Influence of Tourist Facilities on Visitor Satisfaction

The research findings indicate tourist facilities' positive and significant influence on visitor satisfaction. This aligns with previous studies conducted by by (Albayrak, 2018) and (Handayani,

2019), both of which concluded that well-maintained facilities contribute positively to visitor satisfaction. The quality and adequacy of tourist facilities play a significant role in enhancing visitor satisfaction. This emphasizes the importance of offering well-designed and functional facilities to create a positive visitor experience, leading to higher satisfaction levels.

The Influence of Tourist Attraction on Visitor Satisfaction

The study confirms tourist attraction's positive and significant influence on visitor satisfaction. This finding is supported by research conducted by (Agrawal, 2017) and (Darojat, 2021), both of which highlighted the positive correlation between tourist attraction and overall visitor satisfaction. The results underscore the importance of captivating and attractive tourist attractions that contribute to a positive and satisfying experience for visitors.

The Influence of Attraction on Revisit Intention

The research demonstrates a positive and significant influence of tourist attraction on the intention to revisit. This aligns with studies conducted by (Markus, 2019) and (Dahmiri, 2022), which emphasized the role of attractions and amenities in influencing the intention to revisit. The findings highlight that visitors are more likely to revisit a destination if the attractions meet their expectations and needs. This underscores the importance of continuously developing and enhancing tourist attractions to encourage repeat visits and strengthen the potential for increased revisit rates.

The Influence of Tourist Attraction on Revisit Intention

The results of hypothesis testing 4 in this study demonstrate that tourist attraction positively and significantly influences the intention to revisit. This finding is further corroborated by research conducted by (Waruwu, 2022) and (Sinambela, 2021), which found that tourist attraction strongly and positively impacts the intention to revisit. In this context, "positive" refers to the direct relationship between the quality of tourist attractions and the increasing interest of tourists to revisit those attractions. Overall, the findings from this study and other research concluded that tourist attraction significantly influences the intention to revisit. The more appealing and high-quality the tourist attractions are, the greater the motivation for tourists to revisit those attractions.

The Influence of Visitor Satisfaction on Revisit Intention

The results of hypothesis testing 5 in this study indicate that visitor satisfaction positively and significantly influences the intention to revisit. This finding is further supported by research conducted by Rajput (2020) and Fajrin, Wijayanto, & Kornita (2021), which found that satisfaction positively and significantly impacts revisit intention. Overall, the findings from this study and other research concluded that visitor satisfaction significantly influences the intention to revisit. The higher the visitor satisfaction with the tourist facilities, the stronger the visitor's inclination to return to the destination.

The Influence of Visitor Satisfaction on Revisit Intention

The results of hypothesis testing 5 in this study indicate that visitor satisfaction positively and significantly influences the intention to revisit. This finding is further supported by research conducted by (Rajput, 2020) and (Fajrin, Wijayanto, & Kornita, 2021), which found that satisfaction positively and significantly impacts revisit intention. Overall, the findings from this study and other research concluded that visitor satisfaction significantly influences the intention to revisit. The higher the visitor satisfaction with the tourist facilities, the stronger the visitor's inclination to return to the destination.

The Influence of Tourist Facilities on Revisit Intention with Visitor Satisfaction as an Intervening Variable

The results of hypothesis testing 6 in this study demonstrate that tourist facilities significantly indirectly influence the intention to revisit, with visitor satisfaction acting as an intervening variable. This finding is supported by another study which states that facilities positively and significantly impact revisit intention through satisfaction (Fajrin, Wijayanto, & Kornita, 2021). In conclusion, visitor satisfaction is crucial as a mediating variable between tourist facilities and intention to revisit. The higher the visitor satisfaction with the tourist facilities, the stronger the visitor's inclination to return to the destination.

The Influence of Tourist Attraction on Revisit Intention with Visitor Satisfaction as an Intervening Variable

The results of hypothesis testing 7 in this study reveal that tourist attraction significantly indirectly influences the intention to revisit, with visitor satisfaction as an intervening variable. Another study corroborates this finding which asserts that tourist attraction and satisfaction significantly impact revisit intention (Sappewali, 2022). In conclusion, visitor satisfaction is crucial as a mediating variable between tourist attraction and intention to revisit. The higher the visitor satisfaction with the tourist attraction, the stronger the visitor's inclination to return to the destination.

Conclusions

The analysis of direct and indirect influences among variables reveals significant findings. Hypotheses 1, 2, 4, and 5 are supported, demonstrating direct relationships between key factors. Tourist facilities significantly impact visitor satisfaction (Hypothesis 1), while tourist attractions also directly influence both visitor satisfaction (Hypothesis 2) and revisit interest (Hypothesis 4). Moreover, visitor satisfaction itself directly affects revisit interest (Hypothesis 5). On the other hand, Hypothesis 3, which proposed a direct relationship between tourist facilities and revisit interest, is not supported, indicating no significant effect. Additionally, the results of indirect influence analysis validate Hypotheses 6 and 7, highlighting the role of visitor satisfaction as a mediating variable. Visitor satisfaction mediates the influence of tourist facilities on revisit interest (Hypothesis 6) and similarly mediates the impact of tourist attractions on revisit interest (Hypothesis 7). These findings underscore the critical role of visitor satisfaction in connecting tourist facilities and attractions with visitors' intention to return.

References

- Abdurrohman, F. (2021). Pengaruh daya tarik wisata dan citra destinasi terhadap minat berkunjung ulang melalui kepuasan pengunjung sebagai variabel intervening (studi pada pengunjung obyek wisata pantai Logending).
- Agrawal, S. (2017). Factors affecting Tourist's satisfaction level at religious visit: A study of. *International Journal of Applied Research*, 848.
- Ahmad, D. A. (2012). Environmental Accounting and Reporting Practices: Significance and Issues: A Case from Bangladeshi Companies. *Global Journal of Management and Business Research*, 12(14), 1-10.
- Albayrak, T. (2018). Analysis of destination competitiveness by IPA and IPCA methods: The case of Costa Brava, Spain. *Tourism Management Perspectives*, 28.
- Appiah, K., Dua, J., & Boamah, K. B. (2017). The Effect of Environmental Performance on Firm's Performance – Evidence from Ghana. *BRITISH JOURNAL OF INTERDISCIPLINARY RESEARCH*, 8(1), 1-09.
- Chandrashekhara. (2018). Agro-tourism and employment opportunities in karnataka : an economic analysis. *Epitome: International Journal of Multidisciplinary Research*, 8.
- Chien. (2016). An empirical study on the effect of attractiveness of ecotourism destination on experiential value and revisit intention. *Applied Ecology and Environmental Research*, 15(2), 43–53.

- Dahmiri. (2022). Pengaruh promosi visual, fasilitas Dan daya tarik Wisata terhadap minat berkunjung wisatawan Di Candi muaro jambi. *Jurnal Manajemen Terapan dan Keuangan (Mankeu) Vol. 11 No. 04*, 1069.
- Darojat, i. (2021). Analisis Pengaruh Daya Tarik Wisata Dan Kualitas Pelayanan Terhadap Minat Berkunjung Ulang Dengan Kepuasan Pengunjung Sebagai Variabel Intervening (Studi Pada Citra Raya Water World). *Dynamic Management Jurnal*.
- Fajrin, A. R., Wijayanto, G., & Kornita, S. E. (2021). Pengaruh Fasilitas dan Lokasi terhadap Kepuasan dan Minat Berkunjung Kembali Wisatawan Candi Muara Takus Kecamatan XIII oto Kampar Kabupaten Kampar. *Jurnal Ekonomi KIAT*, 40.
- Gozali, & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. Yogyakarta: BPFE.
- Handayani, e. (2019). Fasilitas, Aksesibilitas Dan Daya Tarik Wisata Terhadap. *Jurnal Ilmiah Manajemen Bisnis*.
- Hariani, Y. (2020). Kepuasan wisatawan terhadap elemen daya tarik wisata pantai Kuta Lombok. *JUMPA (Jurnal Master Pariwisata)*, 564.
- Isdarmanto. (2017). *Dasar-dasar Kepariwisata dan Pengelolaan Destinasi Pariwisata*. Yogyakarta: Gerbang Media Aksara.
- Ismoyo, A. C. (2021). Penataan Permukiman Informal Kota Menjadi Daerah Tujuan Wisata Studi Kasus: Kampung Tridi, Malang. *Jurnal Arsitektur*, 4(1): 1-10. E-ISSN: 2685-1490.
- Junaid, I. (2020). Peran Masyarakat Dalam Mewujudkan Desa Wisata: Studi di Kampung Nelayan, Tanjung Binga, Kabupaten Belitung. *Jurnal Kepariwisata: Destinasi, Hospitalitas dan Perjalanan*, 52.
- Kant, R., & Jaiswal, D. (2017). The impact of perceived service quality dimensions on customer satisfaction. *International Journal of Bank Marketing*, 35(3), , 411-430.
- Lestari, S., Yulita, I. K., & Prabowo, H. E. (2022). Pengaruh Citra Destinasi, Fasilitas Wisata terhadap Minat Berkunjung Ulang (Studi kasus Wisatawan Pantai Klayar Pacitan). *Journal of Research in Business and Economics*, 3.
- Marcellina, S. (2018). Persepsi wisatawan terhadap fasilitas wisata di pusat latihan gajah Taman Nasional Way Kambas. *Jurnal Belantara*.
- Markus, Z. (2019). Assessing Tourist Revisit Intention through the Sports and Recreational Services Offered. *Business Systems Research / Vol. 10 No. 2*, 141.
- Mingfang, Z., & Hanyu, Z. (2014). Research on the Causal Relationship between Antecedent Factors, Tourist Satisfaction and Destination Loyalty. *JOEBM 2015 Vol.3(7): 683-686 ISSN: 2301-3567*.
- Nurlestari, A. F. (2016). Pengaruh daya tarik wisata terhadap niat kunjungan ulang wisatawan dengan kepuasan wisatawan sebagai variabel intervening pada taman safari indonesia Cisarua Bogor. *jurnal pariwisata*, 1.
- Nurmala, & Sullaida. (2022). Pengaruh Fasilitas Wisata, Daya Tarik Wisata Dan Kualitas Layanan Terhadap Kepuasan Pengunjung Wisata Pantai Ujong Blang Lhokseumawe. *Jurnal Ekonomi Manajemen dan Bisnis*, 75.
- Oktaviany , R., Sayuti, A., & Setiawan, H. (2020). Tanah Mas Lake Development Strategy Based On SWOT Analysis. *Jurnal Terapan Ilmu Ekonomi, Manajemen dan Bisnis*, 73-74.
- Rajput, A. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journa*.
- Reddya, K., & Gordonb, L. W. (2010). The Effect of Sustainability Reporting on Financial Performance:An Empirical Study Using Listed Companies. *Journal of Asia Entrepreurship;ResearchGate*, VI(2), 25.
- Sappewali, A. (2022). Analysis of Tourist Attraction and Destination Image of Re-Visiting Interest Through Tourist. *Indonesian Journal of Business and Management*, 122.
- Setiawan, B. (2023). The effect of integrated marketing communication on visitor value and its impact on intention to revisit tourist villages: The moderating effect of propensity to travel. *Quality - Access to Success*.
- Sinambela, E. (2021). Examining the Relationship between Tourist Motivation, Touristic Attractiveness, and Revisit Intention. *Journal of Social Science Studies Vol. 1, No. 1*, 25-30.

- Sugiyono. (2019). *Metode Penelitian Kuantitatif*. Yogyakarta: Alfabeta.
- Suryadana, M., & Oktavia, V. (2015). *Pengantar Pemasaran Pariwisata(1st ed.)*. (D. Handi, Ed.). Bandung: Alfabeta.
- Suryawardani, I. A., & Diarta, I. S. (2020). Kepuasan Wisatawan Terhadap Elemen Daya Tarik Wisata Pantai Kuta Lombok. *JUMPA Volume 6, Nomor 2*.
- Tasneem, F., Hamza, S. M., & Basit, A. (2016). The Impact of Environmental Reporting on Firms' Performance. *International Journal of Accounting & Business Management*, 4(2), 18.
- Utama, I. B. (2017). *Pemasaran Pariwisata*. Yogyakarta: ANDI.
- Waruwu, R. (2022). Analisis Daya Tarik Wisata Terhadap Minat Berkunjung Ulang Wisatawan (Studi Kasus Kawasan Pantai Sanur). *Jurnal Mahasiswa Pariwisata dan Bisnis*, 2395.
- Winata, I. J., & Idajati, H. (2020). Karakteristik Desa Berdasarkan Kriteria Community Based Tourism di Desa Wisata Kamasan, Kabupaten Klungkung. *JURNAL TEKNIK ITS Vol. 8, No. 2, 2020 ISSN: 2337-3539 (2301-9271 Print)*, 194.
- Yohanes Sulistyadi, R. H. (2024). The Implementation of Integrated Coastal Management in the Development of Sustainability-Based Geotourism: A Case Study of Olele, Indonesia. *Sustainability*, 1-25.
- Yuen, K., & Van Thai, V. (2015). Service quality and customer satisfaction in liner shipping. *International Journal of Quality and Service Sciences*, 7(2/3), 170–183.
- Zai, T. (2017). Pengaruh Daya Tarik Wisata, Pelayanan dan Fasilitas Terhadap Minat Berkunjung Ulang dengan Kepuasan Wisatawan Sebagai Variabel Mediasi pada Objek Wisata Nias Selatan Provinsi Sumatera Utara.