



The influence of image of satisfaction customer to loyalty visitors village tour Betung Berseri, Village Source Rahayu, District Rembang Muara Enim Regency

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ABSTRACT

Village Tour Betung Berseri located in the Village Source Rahayu ,District Rembang Muara Enim Regency South Sumatra Province . Own various type Power pull potency tour nature and recreation . Study This aim For test the influence of Village Image Travel and satisfaction visitors to loyalty visitors to the village Tour Betung Berseri located in the Village Source Rahayu , District Rembang Muara Enim Regency Good in a manner Partial nor Simultaneous research design used in study is quantitative casual . subject in study This is visitors to the village Tour Betung Serial , meanwhile object in study This is image and satisfaction visitors to loyalty visitor. Method data collection used is survey method , which was analyzed use multiple linear regression . Research results in a manner Partial show that Influential Image Variable positive and significant to loyalty visitors to the village Tour Betung Glow Where results obtained Image $2.282 > t$ table 0.67703 and value significant $7.025 >$ from alpha 0.05 . On Variables Satisfaction visitors influential positive and significant to loyalty visitors to the village Tour Betung Glow with results $3.465 > t$ table 0.67703 and value significant $4.643 >$ from alpha 0.05 . Besides it's Image and satisfaction visitors in a manner simultaneous influential positive and significant to loyalty visitors with results study found calculated F value of $12,732$ with table F values is 3.09 so calculated F value $> F$ table or $12.732 > 3.09$ and level significant $0.70 < 0.05$.

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1. INTRODUCTION

Indonesia is one country that is almost whole the area have Power pull tourism , that is through beauty nature and legacy history it has. The development of tourism at the Ministry of Tourism and Creative Economy has seven policy directions, of which three of them are to promote tourism and prosper the people's economy, namely development of tourism destinations and creative economy products with added value and competitiveness, tourism marketing and creative economy based on strategic partnerships, and development of the tourism industry and creative economy. integrated(Kementerian Pariwisata dan Ekonomi Kreatif RI, 2014).

Business tourist develop the more rapidly over decrease the outbreak of covid 19 that had invade the world during period two years time more . this proven with the more its mushrooming existence destination tourist new Village Tourism in Indonesia is growing with rapidly, where the need tour No secondary Again but Already become primary needs. Village tour is rural area development where in it own characteristics special form source Power still nature original, unique villages , traditions and culture public local . kindly No direct village tour This impact to public local For push they guard and preserve natural as well as culture that has owned village the.(Itah Masitah, 2019). According to Wibowo in Katon and Ina's research, Destination image is decision a journey of thought individual in the form of knowledge, feelings, and perception becomes a whole thought purpose of based experience visitor satisfaction level visited destinations. (Daffa & Ratnasari, 2022)

Every company make an effort build strong relationship to all Because build good relationship with customer will make image company that will known well by society. Great relationship can become base satisfaction customer so that can leads to loyalty customer. Julio and friends in his research argue that in a market where the level of competition is quite high, customer satisfaction and customer loyalty are interconnected, which means that if there is an effort from the company to increase customer satisfaction, customer loyalty will also increase and vice versa if the company or business entity reduce customer satisfaction, then automatically customer loyalty will also decrease. In conclusion, customer satisfaction is the cause of customer loyalty.(Saselah et al., 2019) Baloglu and MCs. Clearly deep image research by Dicky Andre S and friends bro conclude destination defined as form composed attitude from mental representation of the individual it comes from from knowledge(beliefs), feelings, and impressions about something destination (Sitanggang et al., 2020). Likened image after visit place tour will also affect satisfaction visitors and wishes For do visit repeat later day. (Hidayatullah et al., 2020). Indicator image cognitively general There is six related items with knowledge/belief traveler about something destination tourism, consists from attractions tours, facilities base, attractions culture, accessibility and substructure tourism, environment nature and factors economy. (Caroline, 2021).

The indicators used on destination image according to Tasci and Kozak in the research of Siti Lestari and friends, namely promotional information, good infrastructure, safe and comfortable conditions destination, impression of the beautiful natural environment, something fun at tourist destinations.(Lestari et al., 2022). According to Law No.10 of 2009; The term tourism comes from the root word tourism. The definition of tourism is defined as: Travel activities carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period.(Amanda M. Tingginehe, 2019). Tourism development will certainly provide satisfaction to tourists in using these services. Where according to the research results of Syafitra and Tri has six components namely Attraction, Accommodation, Amenities, Ancillary services, Activity and Accessibilities (Chaerunissa & Yuniningsih, 2020). Customer satisfaction is a measurement or indicator of the extent to which a customer or user of a company's products or services is very happy with the product or service received. Customer Satisfaction is a comparison between expectations and perceived experience (perceived / received (Yanny & Sianturi, 2022). Temporary Hanila and Hidayat in research by Erna Madalena and friends bro that Satisfaction customer determined after buyer do purchase and use or enjoy product or services it gets , if with he expected . There is quality product needs and wants consumer will fulfilled .

If quality product fulfil on standard or standard , then product get mark quality (Lena et al., 2021) Loyalty to services defined as level Where consumer show behavior purchase repeated from A provider services, have positive attitude to company these, and consider only will use company the when need will service the appears. (Aprisia & Mayliza, 2017). Loyal customers are holding consumers attitude to be come from

company, deal for buy repeat goods or services and recommend product to another. (Prahesti et al., 2021) Retaining customers is more important than attracting customers, there are five dimensions to measure customer loyalty, which are seen from repeat purchases, saying good things to other parties about the products or services they have received, not paying too much attention to other services and being immune to attractiveness or the company's service products competitors, are willing to buy and use the company's services on an ongoing basis, and are willing to provide the best ideas for the company's progress (Eka Pranajaya, Teddy Setiawan, 2021).

Based on the survey results on Purnama and Hidayah's research, the answers from the respondents indicated that stability, the ability to develop the company, improvements that always keep up with the times, contributions in social fields and the physical environment created to build the corporate image of Boersa Kampus Self-Service (BK) do not always affect the customer loyalty (Purnama & Hidayah, 2019). Indri's research results show that in a manner Partial image destination influence loyalty visitors mark significance image destination is above 0.05 (Listyawati, 2019). In the research of Muhammad Fahmi and friends bro obtain results Destination Image variable influential positive to Loyalty in a manner significant. the more perceived high Destination Image Respondents, then Loyalty will the more fine too. Results show that tourists who have positive assessment Medan city as destination tourist can to be loyal to the city of Medan. Travelers who have own knowledge or belief about image destination from Medan City can be loyal with do behavior certain.

Behavior traveler the among them mean visit back in the future, (Fahmi et al., 2022) On research Be firm and friends bro seen that there is positive and significant influence between Satisfaction Customer to Loyalty Customers, besides it also exists influence positive and significant between Intention Buy Back against Loyalty Customer. (Teguh Hermawan, Nurdin Hidayat, 2020) In another study conducted Supertini and friends bro show that There is influence positive and significant satisfaction customer in a manner Partial to loyalty customers at Pusaka Kebaya in 50 Singaraja (Supertini et al., 2020). On research Bi Apriliani and friends bro show that mark significance influence satisfaction on the member card is influential positive and significant to loyalty membership on membercard. (Apriliani et al., 2020).

This research is in line with Tannady's opinion in Yunus Agung's research that customer loyalty is a long-term implication for creating customer satisfaction or customer satisfaction. (Kristanto, 2022). Research conducted by pepy and Givara results study obtained that that image destination village the most beautiful Pariangan influential produce satisfaction tourists and also create loyalty traveler (Afrilian, P., & Silvandi, 2022). In the research conducted by Andreas and Hetty, there influence positive from image destination and *perceived value* to loyalty traveler through satisfaction traveler as mediation. (Andreas & Tunjungsari, 2019). Tourism Development will certainly greatly impact the economic changes of the local community in the form of increasing their income. This is a positive impact on the local community (Makwa, 2019). According to Sastri, types of special interest tourism have emerged in Asnurul and friends' research, such as culinary tourism, halal tourism, business tourism, education tourism, religion tourism, dark tourism, tolkie tourism (visiting the location of the film the lord of the Rings), drug tourism, get to tourism and many more. Of course, this will further encourage the progress of tourism in Indonesia, which had slumped when the Covid 19 outbreak hit Indonesia. (Narendra et al., 2019)

2. RESEARCH METHOD

Study This use approach associative (Lena et al., 2021) Where in discussion will explained exists linkages or influence at each variable free and bound. Data retrieved in study This is quantitative data. Study This held in month March 2023. Activity location study is Village Tour Betung Berseri located in the Village Source Rahayu, District

Rembang Muara Enim Regency , South Sumatra Province . Population in study This is whole traveler local or traveler foreigners enjoying Village Tour Betung Berseri , Village Source Rahayu , District Rembang Muara Enim Regency . A total of 120 people. Determination amount sample in study This use formula Slovin. With amount population 120 people and approx level error (5%) then got amount sample of 100 people. Measurement answer questionnaire respondent use Likert scale . Based on description theory the assumed when Image and Satisfaction Customer To Loyalty Visitor. With thereby Variable research to be researched is the image of the independent variable (X1), meanwhile the independent variable (X2) is Satisfaction Customers and Variables Dependent (Y) Loyalty Visitors. The data analysis process was calculated using IBM SPSS Statistics 25 by analyzing reliability tests, classic assumption tests which included normality tests, multicollinearity tests, heteroscedasticity tests, autocorrelation tests, hypothesis tests, partial tests, simultaneous tests.

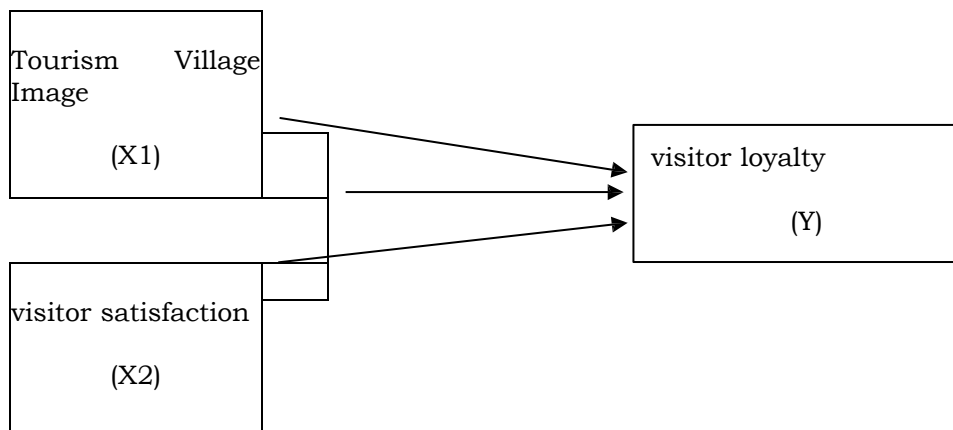


Figure 1. Framework Conceptual

3. RESULTS AND DISCUSSIONS

3.1 Reliability Test

Table 1. Reliability test results

| Variables | Cronbach Alpha | N of items | Information |
|----------------------|----------------|------------|-------------|
| Image | 0.639 | 4 | reliable |
| Service | 0.808 | 6 | reliable |
| Satisfaction Student | 0.859 | 5 | reliable |

Test reliability is the consistency level of a test, the extent to which a test can be trusted to produce consistent scores, relatively unchanged even though it is tested in different situations.

Based on table above results testing to respondent obtained higher Cronbach's Alpha big from 0.60. It means instrument research that used is reliable . So got concluded all statement items on the questionnaire have determination , stability or very high consistency .

3.2 Assumption Test Classic

a. Normality Test

Table 1 Normality of the One-Sample Kolmogorov-Smirnov Test

| Table 1 Normality of the One-Sample Kolmogorov-Smirnov Test | | |
|---|----------------|----------------------|
| N | | 100 |
| Normal Parameters ^{ab} | Means | 100 |
| Most Extreme Differences | std. Deviation | |
| | absolute | 0.0000000 |
| | Positive | 3.35471076 |
| Test Statistics | Negative | 0.054 |
| Asymp. Sig. (2-tailed) | | 0.037 |
| | | -0.054 |
| | | 0.054 |
| | | 0.200 ^{c,d} |

In Table 1, the output value of Monte Carlo Sig. (2 tailed). of $0.200 > 0.05$. The interpretation is that If the value is above 0.05 then data distribution is stated fulfil assumption normality

b. Multicollinearity Test

Table 2 Value of Tolerance and Variance Inflation Factor

| Variables | tolerance | VIF |
|-----------------------|-----------|-------|
| tourism Village Image | 1,200 | 1,519 |
| SatisfactionCustomer | 1,850 | 1,281 |

From table 2 obtained tolerance value of $X_1 = 1,200$, $X_2 = 1,850$ and where > 0.1 so can said that this model No happen multicollinearity . Besides That can seen from results VIF value of $X_1 = 1,519$, $X_2 = 1,281$ which is < 10 , so it can said that this model No happen multicollinearity .

c. Heteroscedasticity Test

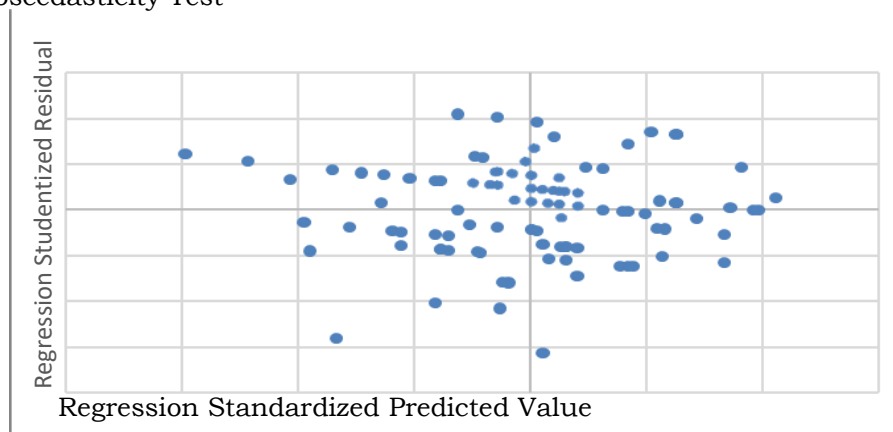


Figure 2. Heteroscedasticity Test Results Use Scatterplot

After done test , the scatterplot does not show pattern spread certain so stated that No happen heteroscedasticity. If the scatterplot shows pattern spread certain so stated that happen heteroscedasticity, however if the scatterplot doesn't show pattern spread certain so stated that No happen heteroscedasticity. After done test, the scatterplot does not show pattern spread certain so stated that No happen heteroscedasticity.

d. Uji autokorelasi

Tabel 3 Value of Tolerance and Variance Inflation Factor

| | |
|-------------------------|---------|
| Test Value ^a | 0.17779 |
| Cases < Test | 50 |
| Cases \geq Test | 50 |

| | |
|------------------------|--------|
| Total Cases | 100 |
| Number of Runs | 47 |
| Z | -0.404 |
| Asymp. Sig. (2-tailed) | 0,621 |

Known in table 3 values from asymp sig (2-tailed) of 0.621 > from 0.05 then can concluded that No there is symptom autocorrelation so that analysis simple linear regression can continued .

e. Hypothesis Test

Analysis multiple linear regression used For know the influence of two variables or more variable free with One variable bound . Analysis multiple linear regression done For know how much big influence variable free namely tourism Village Image (X1) and Satisfaction Customer Travel (X2) against variable bound that is Loyalty Visitor (Y). Following This is results calculation analysis multiple linear regression.

Table 4 Results of Multiple Linear Regression Calculations

| Coefficients ^a | | | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-----|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | | |
| | B | std. Error | Betas | | | tolerance | VIF | |
| (Constant) | 14.121 | 3.018 | | 4.679 | 0.000 | | | |
| 1 tourism Village Image | 4.331 | 2.145 | 0.225 | 2,282 | 7,025 | 1,200 | | 1.159 |
| Satisfaction Customer | 2039 | 0.084 | 6,046 | 3,465 | 4,643 | 1,850 | | 1,281 |

a. Dependent Variable: Loyalty Visitors

Equality regression on show connection between variable *independent* with variable *dependent* on partial , of equality the that : Constanta value is 14.121means if No happen change Image and Satisfaction variables Customers (Values X1 and X2 are 0) then Loyalty Visitors visiting There is of 14,121 units . Coefficient value Image regression is 4.331 means from Image variable (X1) increases by 1% with assumption variable Satisfaction Customer (X2) constant (a) is 0 (zero), then Loyalty Visitors increase as big. It showing that existing image variables impact positive for Loyalty Visitors so that the more Improving the image of the perpetrators/managers tourist or perpetrator business tourism on Tourism Betung Berseri, Village Source Rahayu , District Rembang Muara Enim Regency, then more Loyalty also increases Visitor. Coefficient value regression Satisfaction Customer is 2.039 (X2) means If variable Satisfaction Customers (X2) increase by 1% with assumption image variable (X1) and constant (a) is 0 (zero), then Loyalty Visitors on Tours Betung Berseri, Village Source Rahayu , District Rembang Muara Enim Regency, increased of 2.039. it showing that Satisfaction Given customer impact positive for Loyalty Visitors , so the more big impact on satisfaction customer so more great Loyalty Visitor.

f. Partial Test

variable (X1) has an effect in a manner positive and significant to Loyalty to Tourism Betung Berseri , Village Source Rahayu , District Rembang Muara Enim Regency . tcount value For image variable (X1) 2.282 > t table 0.67703 and value significant 7.025> from alpha 0.05. Then H0 is rejected and H1 is accepted , with thereby in a manner Partial variable Then H0 is rejected and H1 is accepted . So that hypothesis

that reads can effect on the image of Loyalty Visitors on Tours Betung Berseri , Village Source Rahayu , District Rembang Muara Enim Regency in a manner Partial accepted . Variable Satisfaction Customer Tourism (X2) has an effect in a manner positive and significant to Loyalty Visitors Tour Betung Berseri , Village Source Rahayu , District Rembang Muara Enim Regency . tcount value For variable Satisfaction Customer Travel $3.465 > t$ table 0.67703 and value significant $4.643 >$ from alpha 0.05 . Then H_0 is rejected and H_2 is accepted . So that hypothesis that reads can effect on satisfaction Customer Tour to Loyalty Visitors in a manner Partial accepted .

g. Simultaneous Test

Table 5 Simultaneous Test

| Model | Sum of Squares | df | Mean Square | F | Sig |
|------------|----------------|----|-------------|--------|--------|
| Regression | 62,756 | 2 | 31.378 | 12.732 | |
| Residual | 1114.154 | 97 | 11.486 | | 0.70 b |
| Total | 1176,910 | 99 | | | |

a. Dependent Variable: Loyalty Visitors

b. Predictors : (Constant), Satisfaction Customers , Image

Based on results testing on the table in 5. can seen in the calculated F value of $12,732$ with mark F_{table} is 3.09 so mark $F_{count} > F_{table}$ or $12.732 > 3.09$ and level significant $0.70 < 0.05$ then H_0 is rejected and H_3 is accepted , got concluded that image variable (X1) and satisfaction Visitors (X2) in a manner together influential to significant to Loyalty Visitors on Tours Betung Berseri , Village Source Rahayu, District Rembang Muara Enim Regency. Research conducted by Purnama and his friends, looking at the answers from the respondents, shows that stability, the ability to develop the company, improvements that always keep up with the times, contributions in social and physical environment created to build the corporate image of Boersa Kampus Swalayan (BK) all of these do not always affect customer loyalty. In this study, corporate image actually influences customer loyalty.

4. CONCLUSION

The image of Betung Berseri Tourism Village has a positive effect on customer satisfaction. A positive image can provide a pleasant and satisfying experience for customers. This is in line with research conducted by Indri and Fahmi, where the image of a tourist destination has a partial effect on consumer loyalty. Customer satisfaction has a positive effect on visitor loyalty. However, this is contrary to Purnama and Hidayah's research, where image does not always affect customer loyalty. Customers who are satisfied with the experience they got at Betung Berseri Tourism Village are likely to return to visit and recommend the place to others. Betung Berseri Tourism Village has a positive effect on visitor loyalty. This is in line with the research conducted by Teguh, Supertini and Dwi Apriliani. Simultaneously the image of a tourist destination and customer satisfaction affect the loyalty of visitors to the Betuang Berseri Tourism Village. This is in line with research conducted by Andreas and Pepy. A good image and tourist satisfaction will be able to build customer trust and loyalty to the place. The impact of this research proves that the image of this tourist destination is attractive so that it makes loyal visitors return to visit this village again to travel with family and friends. Besides that, visitors are satisfied with all kinds of services and facilities provided by the manager, making them loyal to come on their next visit, not alone. So this tourist village can be an inspiration for both local and foreign tourists to make the Betung Berseri tourist village, Sumber Rahayu Village, Rembang District, Muara Enim Regency one of the areas that must be visited to relieve the tiredness of urban life. The implication of this research is that if there are many tourists visiting, it will increase the income of the local community, of course it will Help their economy. Henceforth, the variables of promotion,

price, service, facilities, trust and others can be used as research material in the future to improve the tourism industry in Indonesia

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