



The influence of tourist facilities that affect satisfaction and loyalty on the beach gili genting sumenep district

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ABSTRACT

This research aims to analyze the influence of tourist facilities on the level of satisfaction and loyalty of visitors at Gili Genting Beach, Sumenep Regency. Gili Genting Beach is a tourist destination that has the potential to increase local tourism, but it is necessary to understand more deeply how the facilities available at this beach influence visitors' perceptions and behavior. The research method uses a quantitative approach by collecting data through questionnaires distributed to visitors to Gili Beach Genting. Data analysis was carried out using multiple linear regression techniques to identify the relationship between tourist facility variables, visitor satisfaction and visitor loyalty using Smartpls 4 software using 100 test data from the results of distributing questionnaires. The research results show that tourist facilities such as accessibility, service quality, supporting facilities (toilets, eating places and play areas), and beach cleanliness have a significant influence on the level of visitor satisfaction. Apart from that, visitor satisfaction also has a positive impact on their loyalty to Gili Genting Beach. These findings provide valuable insights for managers and stakeholders in developing Gili Genting Beach as a more attractive and sustainable tourist destination. By improving existing tourist facilities and ensuring a satisfying visitor experience, Gili Genting Beach can gain more loyal visitors and has the potential to contribute to local economic growth.

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1. INTRODUCTION

Indonesia, as the largest archipelagic country in the world, is rich in natural beauty, cultural heritage and cultural diversity. This potential can increase the attractiveness of Indonesian tourism globally if managed well. Various types of tourism are available throughout Indonesia, including entertainment tourism, sports, museums, temples, learning parks, as well as natural tourism such as beaches, waterfalls, and so on. Madura Island, one of the islands in Indonesia, has a variety of tourism potential, including historical, religious, natural and cultural tourism.

Among the four districts on Madura Island, Sumenep Regency stands out with Sembilan Beach as one of the well-known and frequently visited destinations. To improve the quality of service and the number of tourist visits, the Sumenep district government has taken steps such as opening the airport with daily flights and providing homestays. . In addition, the Ministry of Tourism applies the concept of sustainable tourism by utilizing natural resources around Sembilan Beach, such as seascapes, ornamental fish, coral reefs and seagrass beds. The beauty and uniqueness of the natural landscape are the characteristics of beach tourism in Indonesia.

Customer satisfaction with a tourist destination has an impact on their loyalty, which then influences their intention to make repeat visits, stay longer at the destination, and recommend the destination to others. Therefore, it is important for Gili Genteng Beach to continue to improve facilities and service quality to meet visitor expectations. However, there are several challenges related to facilities and services that need to be overcome so that the visitor experience remains satisfying and memorable at Gili Genteng Beach. Although Gili Genteng Beach has the potential to support local tourism, a more in-depth analysis needs to be carried out regarding how the facilities available there influence visitor perceptions and behavior.

This research uses a quantitative approach by collecting data through questionnaires distributed to visitors to Gili Genteng Beach. The results of the analysis show that tourist facilities, such as accessibility, service quality, supporting facilities such as toilets, eating places and play areas, as well as beach cleanliness, have a significant influence on the level of visitor satisfaction. Apart from that, visitor satisfaction also has a positive impact on their level of loyalty to Gili Genteng Beach. These findings provide valuable insight for management and stakeholders in efforts to develop Gili Genteng Beach into a more attractive and sustainable tourist destination. By improving existing tourist facilities and ensuring a satisfying visitor experience, Gili Genteng Beach has the potential to attract more loyal visitors and contribute to local economic growth.

The hope of this research is that stakeholders, including local governments and the Ministry of Tourism, can utilize the findings from this research to further improve tourism management and development in Indonesia, especially on Madura Island and Gili Genteng Beach. By improving tourism facilities, services and sustainability, it is hoped that Indonesia can become an increasingly attractive tourist destination for local and foreign tourists.

The benefit of this text is that it provides a deeper understanding of how tourist facilities, especially at Gili Genteng Beach, influence visitor satisfaction and loyalty. In this way, stakeholders can take concrete steps to improve the quality of the destination. In addition, this research provides a basis for developing more effective and sustainable tourism strategies in various tourist destinations in Indonesia, with a focus on implementing sustainable tourism concepts and improving service quality.

By improving the facilities and services at Gili Genteng Beach, it is hoped that it can create a more satisfying experience for visitors. This not only increases the number of tourist visits, but also contributes positively to the local economy. By continuing to develop and manage tourist destinations in a sustainable manner, Indonesia can maintain its attractiveness as one of the main tourism destinations in the world, providing sustainable economic, social and environmental benefits for local communities and the country as a whole.

2. RESEARCH METHOD

Research is an activity with the aim of solving existing problems by using data support as a basis for making decisions (Sari et al., 2022). In general, research methods are scientific ways to get data for specific uses and purposes. The research method is a

procedure for obtaining scientific knowledge / science. The research method is a systemic way aimed at compiling science.

2.1 Type of Research

This research is Quantitative research. The type of research used is causality associative research, which is research that aims to examine the causal relationship between variables. The importance of Visitor Satisfaction and Loyalty: This research cites the theory that visitor satisfaction has an impact on their loyalty to tourist destinations. Therefore, the aim is to understand how factors, especially tourist facilities, affect the level of visitor satisfaction, and how this satisfaction affects visitors' intention to make repeat visits, stay longer, and recommend the destination to others.

2.2 Population and Sample

Population in a study refers to a generalization area that includes objects or subjects that have specific characteristics determined by the researcher for the purpose of study and analysis (Sudaryono, 2019). In this study, the population is those who have visited Pantai Sembilan in Gili Genteng Sub-district, Sumenep District, but the number is unknown because there is no record of the number of visitors. Samples, on the other hand, are part of the population selected for study or observation, considered capable of representing the characteristics of the entire population (Sudaryono, 2019). In this study, the sample was taken from the population, namely visitors who had visited Pantai Sembilan in Gili Genteng District, Sumenep Regency. The method used to select samples is non-probability sampling, using purposive sampling method which includes judgment sampling type, which is a sampling technique based on certain considerations (Putu Agung & Yuesti, 2013). Therefore, in determining the number of samples in this study, which multiplies 5 to 10 by the number of indicators used, namely 5 x 22 indicators, resulting in 100 respondents as a research sample. The criteria used are that respondents are at least 17 years old and have visited Pantai Sembilan, Gili Genteng District, Sumenep Regency at least 2 times.

2.3 Data Source

The data source utilized in this research process is primary data, which refers to data obtained directly from the first source, namely sources or respondents who meet predetermined criteria (Neuhaus & Daniel, 2008). These respondents are those who have visited Pantai Sembilan in Gili Genteng District, Sumenep Regency, and the data was obtained through the distribution of questionnaires. The data collection method used in this study is the use of a questionnaire. Questionnaires are data collection techniques that are carried out indirectly, where researchers do not interact directly with respondents (Sudaryono, 2019). In this study, the scale used is a Likert scale, which can be found in the following table:

Table 1. Alternative answers

Alternative Answers	Score
Strongly agree	4
Agree	3
Strongly Disagree	2
Don't agree	1

The types of data that the author will use in this research are primary data & secondary data (Pratiwi, 2017). (a) Primary data is data obtained directly based on information or explanations obtained at the location of the research implementation, namely at Gili Genteng Beach, Sumenep Regency and the interview process with work partners (Masrurah & Hisyam, 2022). (b) Secondary data is data provided as material supporting primary data sources are data related to books, related journals & documents

related to this research (Faizin, 2020).

2.4. Operational Variables

Variables in research refer to the attributes of a group of objects under investigation, which show variations among these objects in the group (Desiga & Jabar, 2017). In this study, variables are grouped into two types, namely Dependent Variables and Independent Variables, which are explained as follows: (a) Dependent variables are variables that are affected or change as a result of the independent variable (Isa, 2019). (b) Independent variables are variables that affect or cause changes in the dependent variable (Hikmah, 2020). (c) Main Facility Variables, (X1), namely the main facilities, are facilities that are needed and felt very necessary as long as visitors are in a tourist attraction (Desti Monika Uli, 2019). (d) Supporting Facility Variables, (X2), namely supporting facilities, facilities to complement the main facilities so that tourists will feel more comfortable. Consists of accommodation, dining, parking, shopping, transportation, which is divided into cleanliness, neatness, comfort and beauty (Julaiha Juli, Nurul Farhaini, Rollin fadilah Hasibuan, 2022). (f) Complementary Facility Variables, (X3), namely complementary facilities, are facilities that are needed and felt very necessary as long as visitors are in a tourist attraction (Salim, 2019).

2.5. Research Variables

The following is a table of variables in this study:

Table 2: Research variables

No.	Variables	Operational Definition of Variables	Indicator
1	Main Facility Variable, (X1),	The main facility, is a facility that is needed and felt very necessary as long as visitors are in a tourist attraction. (Desti Monika Uli, 2019).	a. Hygiene b. Comfort c. Beauty
2	Supporting Facility Variable, (X2),	Supporting Facilities, facilities to complement the main facilities so that tourists will feel more comfortable. Consists of lodging accommodation, places to eat, parking lots, shopping, transportation, which are divided into cleanliness, neatness, comfort and beauty (Julaiha Juli, Nurul Farhaini, Rollin fadilah Hasibuan, 2022).	a. Accommodation b. Eating and Drinking Places c. Shopping Facilities
3	Supporting Facility Variable, (X2),	Complementary facilities, which are very needed and felt very necessary as long as visitors are in a tourist attraction (Salim, 2019).	1. Physical Evidence (Tangible)
4	Tourist Satisfaction (Y)	Consumer Satisfaction is a feeling of pleasure or disappointment for someone who arises after comparing the performance (results) of the service that is estimated against the expected performance (Hikmah, 2020).	1. Re-purchase The repurchase referred to in this study is a return visit tourists because they are satisfied with these tourist destinations,

both in terms of power tourist attractions and tourist facilities available at these tourist destinations.

2. Product Quality In this case, the quality in question is the quality of tourist facilities in accordance or not in accordance with the expectations of tourists.

3. Price In this case, price is one of the factors that will determine tourist satisfaction. Some tourist destinations sometimes have to make payments when using tourist facilities, such as toilets, changing rooms, parking areas and others.

2.6 Concept of Path Analysis

The following is the *path analysis* conceptual framework of this research:



Picture 1: *Variable Analysis Path*
(Developed by researcher, 2023)

2.7. Data Research Methods

In this study, data processing was carried out using the Partial Least Square (PLS) method. PLS is a Structural Equation Modeling (SEM) model that focuses on components or variations (Sholiha & Salamah, 2015). PLS is an alternative approach that shifts the focus from covariance-based SEM to variant-based. In contrast to covariance-based SEM which is usually used to test causality or theory, PLS is more oriented towards making predictive models (Akter et al., 2011). PLS is a very powerful analytical method (Putri et al., 2023), because it does not rely on a number of specific assumptions. For example, data are not required to follow a normal distribution, and no large samples are required (Muhson, 2022). Besides being used to test theories, PLS can also be used to explore whether there is a relationship between latent variables (Fegasanti & Priyatmojo, 2019). In addition, PLS is able to simultaneously analyze

constructs formed with reflective and formative indicators(Hermawan, 2016).

3. RESULTS AND DISCUSSIONS

The analysis used in this research involves advances in the Structural Equation Modeling (SEM) method with the application of path diagrams, allowing researchers to include all observed variables in accordance with the theoretical model that has been built (Ciavolino et al., 2022). To carry out SEM analysis, this research uses the Smart Partial Least Square (Smart PLS) method, which is a reliable and flexible approach in handling complex models and data that is not normally distributed (Dash & Paul, 2021). The selection of Smart PLS as an analysis method is based on its advantages in overcoming the challenges of non-normal data and model complexity involving many variables.

This method also has the advantage of overcoming multicollinearity and measurement error, which often become problems in the analysis of independent and dependent variables in the tourism context (Arya Pering, 2020). The analysis calculation process is carried out using SmartPLS 3.0 software which provides sophisticated and user-friendly analysis tools(Astuti & Bakri, 2021). SmartPLS 3.0 allows researchers to estimate parameters, generate path coefficient values, and perform statistical significance tests more efficiently(Management, n.d.). Thus, the selection of appropriate analysis methods and software tools ensures the accuracy and validity of research results (Zeng et al., 2021). This sophisticated analytical method provides a powerful framework for examining complex relationships between observed variables, such as the relationship between tourist facilities, visitor satisfaction, and visitor loyalty at Gili Genting Beach(Andriyani & Nugraha, 2020). By using this approach, research can provide an in-depth understanding of the factors that influence visitor experiences and identify areas that need improvement to increase the attractiveness and sustainability of the tourism destination (Crystallography, 2016).

3.1 Convergent Validity

It is important to note that convergent validity tests of each construct indicator were conducted in this study. According to Putri et al. (2023), a construct indicator is considered to have good validity if its value is greater than 0.70. However, at the scale development stage, factor loading values of around 0.5-0.6 are still accepted as valid (Putri et al., 2023). The convergent validity testing process is an important step to ensure that the indicators used in this research are reliable and appropriate to the construct being measured. A value above 0.70 indicates that the indicator makes a significant contribution to the measurement of the construct in question(Gascón et al., 2013). However, at the scale development stage, where this research may be located, factor loading values of around 0.5–0.6 are still accepted as valid. This indicates that, although the indicators may not yet contribute fully to the construct being measured, they are still acceptable in the early stages of scale development. This reflects low expectations at this stage, with the assumption that the indicators will be refined and developed further over time(Lea et al., 2022).By understanding these convergent validity criteria,

this research can assess the extent to which the indicators used are reliable and relevant in measuring the desired construct (Brundle et al., 2019). Good convergent validity test results will strengthen the reliability of data analysis and ensure that the interpretation of research results is stronger and more reliable (Anis et al., 2020).

Table 3. Convergent Validity Test

Indicator	Outer Loading	Information
X1.1	,849	Valid
X1.10	,935	Valid
X1.11	,885	Valid
X1.12	,928	Valid
X1.13	,883	Valid
X1.14	,936	Valid
X1.2	,714	Valid
X1.3	,716	Valid
X1.4	,721	Valid
X1.5	,693	Valid
X1.6	,730	Valid
X1.7	,570	Valid
X1.8	,757	Valid
X1.9	,697	Valid
X2.1	,723	Valid
X2.2	,706	Valid
X2.3	,718	Valid
X2.4	,714	Valid
X2.5	,590	Valid
X2.6	,696	Valid
X2.7	,849	Valid
X2.8	,935	Valid
X2.9	,885	Valid
Y.1	,928	Valid
Y.2	,883	Valid
Y.3	,936	Valid
Y.4	,714	Valid
Y.5	,716	Valid
Y.6	,721	Valid
Y.7	,693	Valid
Y.8	,730	Valid

Source: SmartPLS data processing, 2023

Based on the table above, the values for each loading factor are obtained for the 31 indicator questionnaire items for each variable, where all loading factor values are 0.5 – 0.9, meaning that validity in this study is met.

3.2 Discriminant Validity

The discriminant is an important statistical approach in testing measurement models, especially in the context of structural equation modeling (SEM) or other statistical techniques in the field of research methodology (KSN, 2020). Discriminant validity refers to the extent to which a particular construct differs from other constructs in a measurement model (Junianto & Sabtohadhi, 2020). This is important to ensure that the measurement instruments used in a study accurately capture the unique variations of the construct in question and are not influenced by other constructs (Rasoolimanesh, 2022).

Following are the details and in-depth explanation of the discriminant validity assessment method based on the information provided:

a. Cross Loading Factor Value

The Cross Loading Factor value is a numerical indicator that represents the strength and direction of the relationship between individual indicators (observed

variables) and latent constructs in a measurement model (Ab Hamid et al., 2017). These values are obtained through statistical analysis such as confirmatory factor analysis (CFA) or SEM. For each indicator of a construct, the researchers checked its loading on the latent construct in question as well as its loading on other constructs in the model.

b. Determination of Discriminant Validity

The main objective is to assess whether the constructs under consideration have adequate discriminant validity (Abbas, 2019). Discriminant validity is considered fulfilled when the Cross Loading Factor value on the construct in question is significantly higher than the Cross Loading Factor value on other constructs in the model. If the Cross Loading Factor value for the construct in question is much higher than for other constructs, it indicates that the construct is unique and the measurement instrument effectively captures its unique variations.

c. Comparative Analysis

Researchers compare Cross Loading Factor scores on the construct in question with scores on other constructs to make judgments about discriminant validity (Sinaga et al., 2020). Comparisons involve evaluating the magnitude and statistical significance of the loadings to determine whether there is evidence of discriminant validity (Amirrudin et al., 2022). In summary, the discriminant validity assessment method involves an in-depth examination of the Cross Loading Factor values to determine the uniqueness of each construct in a measurement model (Royani et al., 2022). This process contributed to the overall validity and reliability of the measurement instruments in the study.

Table 4. Discriminant Validity Test

	Y	X3	X2	X1
X1.1	0.347	0.116	0.089	0.691
X1.2	0.418	0.457	0.410	0.800
X2.1	0.452	0.501	0.805	0.264
X2.2	0.539	0.448	0.867	0.322
X3.1	0.430	0.784	0.579	0.274
X3.2	0.582	0.888	0.398	0.389
Y.1	0.588	0.402	0.409	0.495
Y.10	0.555	0.336	0.276	0.244
Y.11	0.512	0.321	0.338	0.174
Y.12	0.528	0.282	0.333	0.205
Y.13	0.530	0.316	0.254	0.155
Y.14	0.379	0.180	0.238	0.176
Y.2	0.630	0.436	0.408	0.383
Y.3	0.536	0.398	0.360	0.197
Y.4	0.592	0.364	0.349	0.292
Y.5	0.550	0.286	0.299	0.383
Y.6	0.573	0.295	0.370	0.329
Y.7	0.571	0.400	0.287	0.295
Y.8	0.380	0.155	0.205	0.083
Y.9	0.525	0.290	0.240	0.195

Source: SmartPLS data processing, 2023

4. CONCLUSION

Indonesia as the largest archipelagic country in the world, has extraordinary natural, cultural and historical riches. This potential could become a global tourism attraction if managed well. Madura Island, part of Indonesia, has a variety of tourism potential such as history, religion, nature and culture. Sumenep Regency on Madura Island is famous for Sembilan Beach as a leading tourist destination. The Sumenep Regency Government has taken steps to improve services and the number of tourist visits, including by opening the airport and providing homestays. The Ministry of Tourism also applies the concept of sustainable tourism by utilizing natural resources around Sembilan Beach. A

study was conducted to evaluate how tourist facilities at Gili Genting Beach, Sumenep Regency affect the level of visitor satisfaction and loyalty. The research results show that accessibility, service quality, supporting facilities and beach cleanliness have a significant effect on visitor satisfaction. Apart from that, visitor satisfaction also has a positive impact on their loyalty to Gili Genting Beach. Therefore, it is very important for the management of Gili Genting Beach to continue to improve facilities and service quality in order to meet visitors' expectations. Despite the challenges, the results of this research provide valuable insights for managers and stakeholders to develop Gili Genting Beach into a more attractive and sustainable tourist destination. By improving tourism facilities and ensuring a satisfying visitor experience, Gili Genting Beach has the potential to attract more visitors who will be loyal and contribute to local economic growth. Suggestions for further research that can be proposed based on this context can include several points, including: Comparative Study: Conduct comparisons between tourist experiences at Gili Genting Beach and other tourist destinations around Indonesia or in other countries to evaluate their competitive advantages and gain deeper insight into tourist preferences and needs. Environmental Management Study: Conduct research on environmental management efforts for Gili Genting Beach and the impact of tourism on the local ecosystem, as well as identifying ways to ensure environmental sustainability in line with increasing tourist visits. Market Segmentation Analysis: Conduct market segmentation studies to understand the preferences of tourists from various segments, both demographically and based on interests and needs, so that tourism managers can adjust facilities and services according to these preferences. Satisfaction and Loyalty Surveys: Conduct regular surveys to continuously monitor visitor satisfaction levels and factors that impact their loyalty to the destination, so that managers can make continuous improvements.

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