

Tourist Attractions And Destination Image To Loyalty Of Travellers Through Satisfaction (Case Study of Tanah Karo Agrotourism Destination)

Dedy Suranta Sinukaban¹, Elfitra Desy Surya², Nurafrina Siregar³

¹Magister Management Student, Universitas Pembangunan Panca Budi, Indonesia

²Supervisor, Universitas Pembangunan Panca Budi, Indonesia

Email Correspondence: elfitradesy@dosen.pancabudi.ac.id

Abstract:

This study aims to analyze the influence of the analysis of tourist attractions and destination image on tourist loyalty through satisfaction (A case study of Tanah Karo agrotourism destination). Based on the identification of problems, several critical issues were found, such as less attractive tourist attractions, negative destination images, and declining tourist satisfaction and loyalty. This study is limited to tourists aged 18-55 years and domiciled outside Tanah Karo Kota. The sample was taken using the purposive sampling method with a total of 115 respondents. The data was analyzed using *Structural Equation Modeling* (SEM) using the *Smart Partial Least Squares* (PLS) method. The results of the study show that all variables, tourist attractions, and destination image have a positive and significant influence on tourist loyalty mediated by satisfaction. The hypothesis with the highest score is the effect of satisfaction on loyalty with an original sample value (O) of 0.670 and a T-statistic of 6.005. On the other hand, the hypothesis with the lowest value is the influence of tourist attractions on tourist loyalty mediated by satisfaction with an original sample value (O) of 0.205 and a T-Statistic of 2.426. The conclusion of this study emphasizes the importance of improving tourist attractions, and destination image, to increase tourist loyalty mediated by satisfaction. Suggestions for Tanah Karo agro-tourism industry players to focus on innovating tourist attractions, and improving the image of destinations for tourists to visit to increase tourist loyalty mediated by satisfaction.

Keywords:

Tourist Attractions, Destination Image, Satisfaction, Loyalty

Introduction

Agrotourism is a form of rural tourism that offers agricultural activities as a tourist destination and involves local residents in the planning and management of

agricultural areas. According to (Amalia et al., 2023) agrotourism is a business run by farmers. for farmers who work in the agricultural sector to please and educate visitors. Agricultural tourism is a business of farmers who work in the agricultural industry that provides entertainment and education to visitors. Agricultural tourism is a potential source of income and increases social benefits. Visitors to the agricultural tourism area can interact directly with farmers and indirectly support the growth of agricultural products. The strategy of developing tourism resources in the village can be carried out with Agrotourism. Agrotourism has been developed since the 20th century, where tourism is associated with the production environment of the agricultural sector (Naibaho & Nuswantara, 2022).

Agrotourism is defined as all activities related to tourism activities which are also a learning for tourists in getting to know more closely about the production process in the agricultural sector and making the agricultural area a place to enjoy dishes of agricultural products directly.

Agrotourism is an important and growing global industry, and has even become a concern of policymakers, researchers, and local governments. For rural communities, agro-tourism has been recognized as a key factor in sustainable rural development that can continue to develop as an alternative to the diversification of the agricultural sector. Because now the agricultural sector has become less attractive for some people to use as a livelihood. So that agro-tourism can be an alternative that allows to increase the income of farmers by not leaving their main livelihood as farmers. Because after all, agriculture is a very important sector in building food security in various countries, including Indonesia.

One of the regencies in North Sumatra that has agro-tourism potential is Tanah Karo, Kaban Ginger Regency. The development of Tanah Karo agrotourism relies on agricultural objects and products as tourist attractions such as strawberry gardens where tourists pick their own, pick oranges, flower parties, and others. In addition to tourist attractions in Karo Regency, there is also agro-tourism in the form of fruit gardens, vegetables and flowers, and also people's plantations that can be reached from the district city and sub-district

This phenomenon is a question that has not been able to be solved so far. This is in accordance with the statement of Mr. Sandiaga Uno as the Minister of Tourism and Creative Economy said that the recovery of tourism must be by maintaining natural resources optimally, namely maintaining ecological processes and helping to preserve natural resources. Agrotourism is an alternative to tourism management that is able to maintain natural preservation while maintaining natural resources and can even keep the agricultural sector going. With all the benefits that can be obtained, agro-tourism is very feasible to be developed by making optimal efforts to bring in tourists both domestic and international. So the challenge is that an in-depth study is needed to find out what factors make tourists interested in visiting agro-tourism destinations, especially from a marketing point of view, so that these determining factors can

continue to be improved.

Based on the background that has been described, agrotourism is still less popular than other types of tourism. Agro-tourism entrepreneurs must face this challenge by increasing the number of tourist visits to their locations, so this is a great opportunity that must be answered by agro-tourism sector entrepreneurs. After the problem is identified, further research will be carried out by conducting a survey on the agro-tourism destination. From the collected data, statistical testing will be carried out and analyzed to find out what affects the interest of tourists to visit agro-tourism destinations

Literatur Review

Tourist Attractions

According to (Niu, 2023), a tourist attraction is "an activity, object, or place of interest for visitors to visited, followed, or done". (Jiang et al., 2024) tourist attractions are "anything that can encourage or motivate target customers to visit destinations like a magnet". According to (Sabiote-Ortiz et al., 2024) attractions are said to be a significant component in attracting tourists, attractions are the main capital (*tourism resources*) or sources of tourism. It can be concluded that tourist attractions are everything that has beauty, and value, both in the form of diversity, which has uniqueness, both in cultural wealth and man-made products which are attractive factors and become tourist destinations to visit (Le Hong & Hsu, 2024), which makes tourists motivated to travel to these tourist objects. (Chen & Wu, 2021) Attractions are everything found in tourist attractions that become attractions so that people visit the place (Shi et al., 2022)

Destination Image

Tourists judge a destination through its beliefs and perceptions which can then be referred to as the destination image. Destination image according to (Rahayu et al., 2023) is a belief or knowledge about a person's assessment of a destination that is not always formed from experiences and facts during travel that can be used as a driving factor for traveling (Zhou, 2023) The destination image can be considered as the perception of tourists and sellers about the attributes or tourist attractions available in a destination and plays an important role in the description, promotion, incorporation, and delivery of destination product distribution (Thi et al., 2024)

Meanwhile, according to (Králíková et al., 2020) the image of a destination is a description of a person's thoughts, beliefs, feelings and perceptions of a destination. Based on some of the opinions above, it can be concluded that the destination image is a person's assessment and description of a tourist destination from their experience when visiting and based on the information obtained before visiting. According to (Hamdy et al., 2023), tourism is a unitary product consisting of four basic aspects that



must be considered in offering tourism products as a totality of products that are able to create a positive *destination image* for a tourism destination.

Satisfaction

Satisfaction comes from the Latin word "satis" which means good enough or adequate and "facio" which means to feel or make. Satisfaction according to (Carrascosa-López et al., 2021) is a feeling of disappointment or pleasure felt by a person, which arises as a result of comparing the perceived performance of the product (or result) against the buyer's expectations. (Pujiastuti et al., 2023) defines satisfaction as a feeling of pleasure or disappointment that comes from a comparison between his impression of the results of a product and his expectations. Defining satisfaction is the evaluation after purchase of the results of the comparison between expectations before purchase and actual performance. If the product results are lower than expected, tourists feel dissatisfied, if the product results are as expected, tourists feel satisfied, and if the product results exceed expectations, tourists will feel very satisfied. Tourist attractions have the goal of satisfying tourists.

Tourist satisfaction is an overall measure of the opinion of tourists on each destination's quality. This measure can be considered as a value regarding the quality of the results of tourism destinations, such as treatment and service that tourists feel about tourism destinations, but not only the results at the end of the experience (Sari & Rosyidi, 2023). Tourist satisfaction is a reference for the success of a company in providing services to consumers. Tourist *satisfaction* affects tourists in choosing destinations, consuming products, and using services.

Traveler Loyalty

According to (Carrascosa-López et al., 2021) Tourist Loyalty is the willingness of customers to always use a company's products for a long period of time, even using them exclusively, recommending these products to others ((Pujiastuti et al., 2023) Defining loyalty is reiterating purchases, a positive attitude, a long-term commitment, intending to continue the affiliate and spreading positive information to others. Willingness to use the company's products in the long term, in tourism related.

The process of becoming a loyal customer involves a series of stages that take place over a certain period of time. Each stage has different needs, and each customer needs appropriate emphasis and attention. According to (Sari & Rosyidi, 2023), *customer loyalty* can be defined as "a deeply held commitment to buy or re-endorse a preferred product or service in the future, even if the influence of the situation and marketing efforts have the potential to cause customers to switch."

Meanwhile, according to (Kanwel et al., 2019) customer loyalty is defined as "customers who not only re-purchase a good or service but also have a commitment and positive attitude towards the service company, for example by recommending



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others to buy." From this explanation, it can be concluded that customer loyalty is an attitude that encourages behavior to purchase products or services from a company. This loyalty involves a feeling aspect, especially for those who make regular and recurring purchases with high consistency. More than just a repeat purchase, customer loyalty also includes commitment and a positive attitude towards the company offering the product or service.

Research Methods

The type of research used in this study is quantitative research with a descriptive approach

This research is *explanatory research*, which explains the relationship between variables that affect each other through a quantitative approach to prove the hypothesis that tourist attractions and destination images affect tourist loyalty through satisfaction.

This research was conducted at the location of Agrotourism in Berastagi City, Berastagi District, Tanah Karo Regency. This research was conducted using interview and survey techniques to tourists who visit agro-tourism destinations.

Based on the survey and interviews of the author with the location to be used as the object of research, the number of population with an average of 2100 tourist visits in a month was obtained. In this study, the population taken is tourists who visit the Berastagi agro-tourism destination with a minimum age of 18 years and a maximum of 55 years old who live outside Tanah Karo Regency. In this study, using the number of questionnaire items, the minimum sample is $23 \times 5 = 115$ respondents.

Result

Description of Respondent Data

Of the 115 respondents, the highest were female respondents, namely 73 respondents (63%), while male gender was 42 respondents (37%). Of the 115 respondents, none of the respondents were under 17 years old, 12 respondents (10.4%) were 18-23 years old, 10 respondents (8.63%) were 24-29 years old, 22 respondents (19.1%) were 30-35 years old, 31 respondents (26.9%) were 36-41 years old, and 40 respondents (34.7%) were over 41 years old. In this study, the response of people over 41 years old was the most dominant respondent, which was 34.7%. of the 115 respondents, 10 respondents (8.69%) had the last elementary education. Of the 115 respondents, 42 respondents (36.52%) were girls/singles, 63 respondents (54.78%) were married, and the remaining 10 respondents (8.69%) were widows/widowers. In this study, most of them have the status of being married or married, which is 54.78%. All outer *loading values* > 0.7 , which means that they have met the validity requirements based on *the loading value*.

Table 1 Average Variance Extracted (AVE)



	Average variance extracted (AVE)
Tourist Attractions_X1	0,843
Destination Image_X3	0,938
Satisfaction_Z	0,891
Loyalty_Y	0,903

Source: Processed using Smart PLS 4

All AVE values > 0.5 , which means that they have met the validity requirements under the AVE.

Table 2. Composite Reliability (CR)

	Composite reliability (rho_a)	Composite reliability (rho_c)
Tourist Attractions_X1	0,956	0,964
Destination Image_X3	0,967	0,979
Satisfaction_Z	0,939	0,961
Loyalty_Y	0,965	0,974

Source: Processed using Smart PLS 4

It is known that all CR / Composite Reliability (rho_a) and (rho_c) values > 0.7 , which means that they have met the reliability requirements based on CR.

Table 3. Cronbach's Alpha (CA)

	Cronbach's alpha
Tourist Attractions_X1	0,953
Destination Image_X3	0,967
Satisfaction_Z	0,938
Loyalty_Y	0,964

Source: Processed using Smart PLS 4

It is known that all CA values > 0.7 , which means that it has met the reliability requirements based on *cronbach's alpha*.

Discriminant validity Test

Testing the validity of discrimination with the Fornell-Larcker criterion approach.

Table 4 Validitas Diskriminan Fornell-Larcker



	Tourist Atraksi_X1	Destination Image_X3	Satisfaction_Z	Loyalty_Y
Tourist Attractions_X1	0,918			
Destination Image_X3	0,912	0,969		
Satisfaction_Z	0,897	0,897	0,944	
Loyalty_Y	0,841	0,839	0,905	0,950

Source: Processed using Smart PLS

In the discrimination validity test, the square root value of the AVE of a latent variable, is compared to the correlation value between the latent variable and other latent variables. It is known that the square root value of AVE for each latent variable is greater than the correlation value between the latent variable and other latent variables. So it was concluded that it had met the requirements for the validity of discrimination.

Influence Significance Test (Boostrapping/ Hypothesis Test)

Table 5 Significance of Direct Influence

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hipotesis
Tourist Attractions_X1 -> Satisfaction_Z	0,306	0,333	0,114	2,686	0,007	Accepted
Tourist Attractions_X1 -> Loyalty_Y	0,277	0,302	0,131	2,119	0,034	Accepted
Destination Image_X3 -> Satisfaction_Z	0,325	0,122	0,144	1,869	0,005	Accepted
Satisfaction_Z -> Loyalty_Y	0,670	0,673	0,112	6,005	0,000	Accepted

Source: Processed using Smart PLS 4

Table 6 Specific Indirect Significance

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	statistics t(O-STDEV)	P values	Hipotesis
Destination Image_X3 -> Satisfaction_Z -> Loyalty_Y	0,284	0,292	0,198	2,855	0,005	Accepted
Tourist Attraction_X1 -> Satisfaction_Z -> Loyalty_Y	0,205	0,224	0,085	2,426	0,015	Accepted

Discussion

The Effect of Tourist Attractions (H1) on Tourist Satisfaction Agrotourism

Tanah Karo.

The first hypothesis, which states that "Tourist attractions (X1) have a positive and significant influence on tourist satisfaction (Z) Case study of Tanah Karo agro-tourism destination," is supported by the results of the analysis. The path coefficient between tourist attractions and tourist satisfaction was 0.306, indicating that each increase of one unit in the Promotion variable was followed by an increase of about 0.306 units in the Tourist satisfaction variable. A significant P-value of 0.007 confirms that this relationship has statistical relevance.

In this context, tourist attractions refer to various efforts made by tourism industry players in collaboration with the local government to increase tourist awareness and interest. A tourist attraction is something that can be seen or witnessed through a show that is specifically organized for tourists. The goal of tourists to visit a tourist attraction is to fill their free time. Usually, they go to something. The location because it has certain characteristics, such as natural beauty, traditional arts, culture, and history of the area. Support from previous research by Aprilia (2021), which shows that the analysis of agro-tourism potential in Karo Regency is an interesting and unique tourist attraction and provides opportunities For tourists an activity such as picking strawberries, oranges, and others, provides an additional basis for this finding.

With these results, an alternative hypothesis is acceptable, and the conclusion suggests that tourist attractions play an important role in increasing tourist satisfaction when visiting Tanah Karo agrotourism destinations. By focusing on the development of a strategy for developing Tanah Karo agro-tourism, it can strengthen the positive relationship between tourist attractions and tourist satisfaction, as well as increase the concern of tourism industry players to improve the attractions prepared to increase and



motivate tourists to visit Tanah Karo agro-tourism by preparing tour packages whose attractions are in accordance with the needs and desires of tourists.

The Effect of Destination Image (H3) on Tourist Satisfaction Visiting Tanah Karo Agrotourism

The second hypothesis states that "Destination image (X3) has a positive and significant effect on tourist satisfaction (Z) case study of Tanah Karo Agrotourism." The results of the analysis show that the path coefficient between destination image and Customer Satisfaction is 0.325. That is, for every one-unit increase in the image variable destination followed by an increase of around 0.325 units in the Customer Satisfaction variable. A significant P-Value of 0.000 confirms that this relationship has high statistical relevance. In this context, destination image refers to the extent to which the destination image is able to provide satisfaction to tourists to come to visit Tanah Karo agro-tourism destinations. The influence of Destination Image (can play a significant role in increasing the satisfaction of tourists who visit Tanah Karo Agrotourism. Related studies show a positive relationship between Destination Image and tourist satisfaction levels. Previous research by Suandari et. al (2023) stated that the Role of Destination Image with Local Wisdom Mediates Destination Attributes and Service Quality on Return Visiting Intentions. Likewise, the results of research from Caroline (2023) stated the influence of destination image on tourist satisfaction and *behavioral intention*.

With these findings, it can be concluded that the image of destinations, and tourist facilities on tourist satisfaction has also been proven significant in other studies, highlighting the importance of destination images in creating tourist satisfaction. The relationship between destination images can create an environment where tourists will visit destinations When the destination has its own cognitive image, affective image, and unique image so that with this image it will give a separate impression in the eyes of tourists so that it will foster tourist loyalty to visit. This can contribute to solving problems related to the development strategy of Tanah Karo agro-tourism destinations, and increase overall tourist satisfaction.

The Effect of Tourist Satisfaction (H5) on Tourist Loyalty Visiting Tanah Karo Agrotourism

The third hypothesis states that "Tourist satisfaction (Z) has a positive and significant effect on tourist loyalty (Y)." The results of the analysis show that the path coefficient between tourist satisfaction and tourist loyalty is 0.670. This means that every increase of



one unit in the tourist satisfaction variable is followed by an increase of about 0.670 units in the tourist loyalty variable. A very low P- value of 0.000 confirms that this relationship is statistically significant.

In this context, tourist satisfaction is a key factor that can affect their level of loyalty to the tourist destination. In this study, it is important to understand that traveler satisfaction can be a key predictor of their loyalty. The results of this study can provide insights about the extent to which Tanah Karo Agrotourism meets the expectations of tourists, and how this affects their likelihood of returning. Factors such as destination image and service marketing mix can also be taken into consideration, as described in other studies. Previous research by Lesmana, et.al (2020) with the title The Role of Tourist Satisfaction in Tourist Loyalty in the Thousand Islands of Jakarta Tourist Attraction. From the results of his research, it was stated that tourist satisfaction had a positive effect on the loyalty of local tourists to the tourist attractions of the thousand islands of Jakarta. This is also supported by the results of research from Fitriya (2023) which states an analysis of tourist satisfaction with the interest in returning to tourist attractions in Kerinci Regency.

Recommendations can be focused on strategies to continuously improve customer satisfaction levels, as this is likely to result in higher customer loyalty levels as well. Efforts to maintain and improve the quality of services can be the key to achieving this goal, in accordance with Lahay's (2023) research which states that the development of tourism destinations, service quality affects the image of the destination and satisfaction as well as its impact on tourist loyalty. Therefore, it can be concluded that tourist satisfaction has a significant influence on their loyalty to tourist destinations or services. Tourist revisit behavior can be influenced by their satisfaction, creating loyalty to certain tourist destinations. Therefore, tourism service providers need to pay attention to aspects of service quality and marketing mix to increase satisfaction and gain loyalty from tourists. Especially the agro-tourism destination of Tanah Karo, North Sumatra/

Conclusions

Based on the results of the research, it can be concluded that is.

1. Tourist attractions have a positive and significant effect on tourist satisfaction (a case study of Tanah Karo Agrotourism)
2. Destination image has a positive and significant effect on tourist satisfaction (a case study of Tanah Karo Agrotourism)
3. Tourist satisfaction has a positive and significant effect on tourist loyalty (case study of Tanah Karo Agrotourism)



4. Tourist attractions have a positive and significant effect on tourist loyalty (case study of Tanah Karo Agrotourism)
5. Destination image has a positive and significant effect on tourist loyalty (Tanah Karo agrotourism case study)
6. Tourist attractions have a positive and significant effect on tourist loyalty through tourist satisfaction (case study of Tanah Karo Agrotourism)
7. The destination image of the destination has a positive and significant effect on tourist loyalty through tourist satisfaction (a case study of Tanah Karo Agrotourism)

Suggestion

Based on the results of the research that has been obtained, there are several suggestions that the researcher submitted, namely:

For tourism industry players

1. Tourism industry players to expand their horizons about Tanah Karo agro-tourism destinations. Identify the unique characteristics and factors that influence traveler behavior in those destinations to gain a deeper perspective.
2. Tourism industry players to renew the diversification of tourist attractions in destinations. Additional new facilities and activities can increase attraction for tourists such as adding fruit picking facilities, and education on how to grow crops for tourists who want to learn and go directly into the field.
3. Tourism industry actors collaborate with the local government to create tourist attractions that are unique and have their own attractions so that tourists become satisfied and loyal to the destination.

For Local Governments

1. In order to prioritize the development of infrastructure that supports tourism, such as roads and public transportation, to facilitate tourist access to destinations.
2. The involvement of all parties (academics, businesses, government, society, and media) in destination management is important to achieve long-term success.

For the community around the destination



1. The local community can be involved in the promotion and management of the destination.
Encourage active participation to create a tourist-friendly environment and contribute to the sustainability of destinations
2. The local community views tourists as guests whose existence must be appreciated so that tourists feel comfortable and safe coming to Tanah Karo agrotourism destinations.

For travellers

1. Travelers are expected to provide constructive feedback regarding the attractions, perceived value, and their experiences. This can help the sustainable development of destinations
2. Tourists maintain the destination environment by maintaining cleanliness, and order and being able to blend in with the local community

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