

THE CREATION OF TOURISM EXPERIENCES QUALITY TO INCREASE THE INTENTION OF TOURIST LOYALTY

(Study of Ciletuh-Palabuhanratu Geopark Visitors, West Java)

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Abstract---The competition makes a research of tourist loyalty seen as important because all efforts to retain tourists will be far more efficient when compared to businesses and efforts to attract new tourists to visit. This research aims to determine the effect of the experience quality of on the intention of Ciletuh-Palabuhanratu Geopark tourist loyalty in West Java. The factors tested in this research are the experience quality and the intention of loyalty. The research method used is verification methods. The population in this research are tourists who have visited the Ciletuh-Palabuhanratu Geopark. The sampling technique used in this research is Non Probability Sampling with a purposive sampling method with total sample of 100 respondents. The analytical method used in this research is the analysis of the Spearman rank correlation coefficient and the coefficient of determination at a significant level of 5%.

Keywords---Experience Quality, Loyalty Intention, Geopark Ciletuh-Palabuhanratu.

I. Introduction

Competition is increasingly competitive tourism industry creates the position of tourists as an important asset for tourist destinations that must be maintained to minimize the number of tourists who switch to other destinations (Pujiastuti, Nimran, Suharyono, & Kusumawati, 2017), (J. (Jamie) Kim & Fesenmaier, 2017). In other words, a research of loyalty is considered important because all efforts and efforts to retain tourists will be far more efficient when compared to efforts and efforts to attract new tourists to visit (P. Sharma & Nayak, 2019a; Stylidis, Shani, & Belhassen, 2017). The Measurement of tourist loyalty is able to provide comprehensive information about the intention of tourists to visit again and the intention of tourists to convey positive information about tourist destinations to families and relatives (Chi & Qu, 2008; P. Sharma & Nayak, 2019b; Stylidis et al., 2017)

Intention is a representation of the actual behavior that has the potential to occur in the future, including potential tourist actions to recommend and support the attractiveness of certain destinations (Reichheld, 2003). The intention of tourist loyalty can be used as an indication of the sustainability and success of a tourist destination (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015; Prayag & Ryan, 2012; P. Sharma & Nayak, 2019a) which will have an impact on

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the economic development of the tourist destination area, the availability of jobs, foreign exchange and potential for community connectivity in the form of transportation and communication (Cheng & Lu, 2013).

The loyalty intention has a meaningful relationship with the destination loyalty intention, motivational intention, future tourist relations and conative loyalty (Lee, 2009). The study of keywords The loyalty intentions, intentions of destination loyalty, goals, future tourist behavior and conative loyalty are not only applied in the tourism industry (P. Sharma & Nayak, 2019b, 2019a; Song, Su, & Liaoning Li, 2013; Styliadis et al. ., 2017; CW Wu, 2016) but also in the banking industry (Gu, Lee, & Suh, 2009; Luarn & Lin, 2005; SK Sharma, 2019), universities (Nikou & Economides, 2017; Revyathi & Tselios, 2019), the aviation industry (Han, Yu, & Kim, 2019; Lerrthairakul & Panjakajornsak, 2014) as well as online retail spending (H. Kim & Niehm, 2009; Pai & Tsai, 2011).

The research in the tourism industry suggests that loyalty intentions, destination loyalty intentions, behavioral intentions, future tourist behavior and conative loyalty will be shaped by destination images (Chiu, Zeng, & Cheng, 2016; JH Kim, 2018; P. Sharma & Nayak, 2019b), perceived value, motivation and satisfaction (JH Kim, 2018; Moon & Han, 2019; Suhartanto, Brien, Primiana, Wibisono, & Triyuni, 2019) and the quality of tourist experiences (H. Chen & Rahman, 2018; Coudounaris & Sthapit, 2017; JH Kim, 2018; Mansour & Ariffin, 2017)

In its use in the tourism industry, studies on the loyalty intention have been used in various types of attractions including creative tourism (Ali, Ryu, & Hussain, 2016; Suhartanto et al., 2019), medical tourism (P. Sharma & Nayak, 2019b) , nature tourism (Moon & Han, 2019), cultural tourism (H. Chen & Rahman, 2018; Mansour & Ariffin, 2017), museum tourism (Coudounaris & Sthapit, 2017), heritage tourism / historic sites (Chiu et al., 2016; HC Wu & Li, 2017), rural tourism (Loureiro, 2014) and urban tourism (Papadimitriou et al., 2015). However, researchers found that there is still limited research that examines the relationship between the quality of experience with the intention of loyalty in geotourism tourism.

Geotourism as a form of geological tourism who can encourage tourists' interest and awareness of geological knowledge, geological heritage and the importance of conservation activities for geological reserves and understanding of the diversification of the development of the sustainable tourism industry (Ruban, 2015). Geotourism is able to contribute to the sustainability and improvement of the economic well-being of the local community which is reflected in the reduced level of unemployment and urbanization as well as the development and development of sustainable areas in geotourism destinations (Cheung, 2016; Farsani, Coelho, & Costa, 2011; Jorgenson & Nickerson, 2016)

West Java Province has 5 geopark areas and one of them has received recognition from UNESCO with the title of UNESCO Global Geopark in August 2017. After the coronation the level of tourist visits to the Ciletuh - Palabuhanratu Geopark has increased from 2017 - 2018 by 721,652 tourists or by 35%, as a result of the international-scale Geopark status which was accepted by the Ciletuh-Palabuhanratu Geopark proved to be able to lead tourists to visit. Explanations regarding the level of Ciletuh-Palabuhanratu Geopark visits can be seen from the data below:

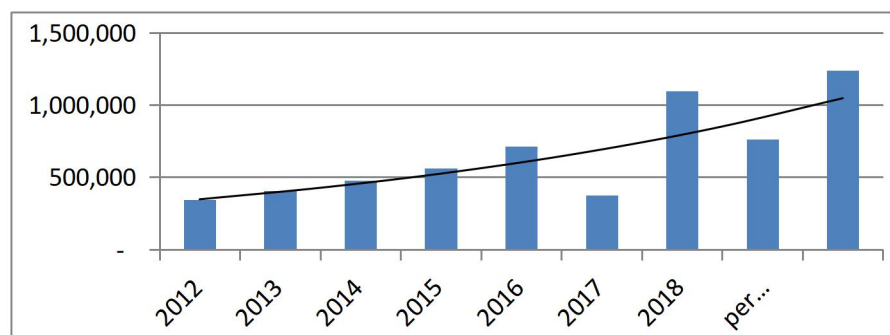


Figure 1. Level of Ciletuh Geopark Visit – Palabuhanratu 2012 to 2019

Source: West Java Culture Tourism Office

The status of UNESCO Global Geopark (UGG) which has been held by Ciletuh - Palabuhanratu is able to encourage the level of visits so it is hoped that the achievement can be achieved also by the Pongkor National Geopark who are currently in the submission to obtain UNESCO Global Geopark (UGG) status and the National Geopark status for the Cukangtaneuh Region and others (Pangandaran), Galunggung-Sepuluhribu Bukit (Tasikmalaya) and Rajamandala Karst Area (West Bandung).

However, there is a threat that the status of UNESCO Global Geopark (UGG) cannot be maintained because there are not yet fulfilled criteria set by UNESCO if that status is to be maintained, there are; 1) Inventorying intangible heritage in the region should be directed to local folklore, legends, beliefs, songs, dances and local / traditional music and; 2) The development of international cooperation and exchange of experience in promoting geology, nature, human values and strengthening the role of geopark in the socio-economic development of local communities (radarsukabumi.com).

The importance of forming experience has been able to prove that there is a connection with the intention of tourists to be loyal to a destination (H. Chen & Rahman, 2018; Coudounaris & Sthapit, 2017; JH Kim, 2018; Mansour & Ariffin, 2017), this is very reasonable because tourists start looking for other attractions such as experiences in visiting tourist attractions (Boyd, 2002). One of the reasons tourists travel is to look for new experiences that are different from the routine of daily life (Moon & Han, 2018, 2019). New experiences will be gained through the active involvement of tourists in a particular tourist attraction (Suhartanto et al., 2019). A positive tourism experience will be remembered by tourists so that it can create a subsequent visit that aims to re-experience previous experiences and complement attractions and experiences that have not been able to be done (Tan & Wu, 2016).

II. Theoretical Background

Experience Quality

The essence of traveling is experience (Lofman, 1991; Mansour & Ariffin, 2017). Experience is an impact on a series of interaction processes and activities that can cause reactions (Gentile, Spiller, & Noci, 2007). In the formation of experience, the emotional side plays an important role (Bigné & Andreu, 2004; Bigné, Mattila, & Andreu, 2008) and the involvement of tourists is an important condition for the creation of experience (Moon & Han, 2018, 2019). Thus, the tourism industry positions itself as a provider of experience (Volo, 2009)

The quality of experience is a reflection of the psychological and social reactions of tourists to the performance of tourist destinations (CF Chen & Chen, 2010) which are felt through the involvement of tourists (Suhartanto et al., 2019) with activities, events and events that occur in a tourist destination (Moon & Han, 2018). The quality of experience is the key to the success of tourism business development (Bryon, 2012) because it is able to provide economic value and the establishment of destination positions (Tan & Wu, 2016).

The measurement of the quality of experience refers to a model developed by Otto & Ritchie (1996) that explains the 4 dimensions that can shape experience, there are: hedonics, peace of mind, involvement and recognition. In line with this research, Moon & Han (2018) uses hedonics, peace of mind, involvement by adding escapism to replace recognition. Suhartanto et al. (2019) tried to combine the two studies above by using the dimensions of peace of mind, involvement and recognition used by Otto & Ritchie (1996) and include peace of mind and escape from Moon & Han's research (2018). Whereas Kao, Huang, & Wu (2008) explained that the quality of experience can be explained through 4 factors consisting

of immersion, surprise, participation and fun. Tung & Ritchie (2011) describes four dimensions that represent all aspects of creating an experience that is memorable: Affect, Expectations, Consequentiality and Recollection.

Intention of Loyalty

The tourist loyalty is an indication of the sustainability and success of a tourist destination (Papadimitriou et al., 2015; Prayag & Ryan, 2012; P. Sharma & Nayak, 2019a) and play a role in shaping the competitiveness of a destination in an increasingly competitive tourism industry climate (Weaver & Lawton, 2011). The intention of loyalty can be seen from the desire of tourists to make repeated visits, the intention to recommend, promote and support the attractiveness of certain tourist destinations (Suhartanto et al., 2019; Yoon & Uysal, 2005).

The intention of loyalty is a manifestation of loyalty (Song et al., 2013) which will be seen from one's awareness to take action in the future (Coudounaris & Sthapit, 2017). Loyalty is a high commitment to buy back a certain product or service consistently in the future even though there are many marketing influences from other parties that can cause the possibility of switching brands (Oliver, 1999).

The measurement of loyalty intentions can use the dimensions of tourist desires to make repeat visits, intentions to recommend and desires to promote the attractiveness of destinations and support the development of certain tourist destinations through the delivery of positive information related to certain destinations (KH Kim & Park, 2017; Prayag & Ryan, 2012; Suhartanto et al., 2019; Yoon & Uysal, 2005).

Framework Theory

The quality of experience has implications for the achievement of marketing objectives such as customer satisfaction, customer loyalty and the emergence of positive recommendations from consumers (Fernandes & Cruz, 2016). Thus, in the field of tourism, it can be said that the creation of experiences for tourists is an important essence (Lofman, 1991; Mansour & Ariffin, 2017).

Memorable emotional experiences arise when there have been interactions between users and service providers that can cause reactions (Gentile et al., 2007) which will consistently shape loyal behaviors and attitudes towards tourists (H. Wu & Chang, 2019). Tourists who have experienced excellent service and hospitality from their providers make the quality of the traveling experience it receives high, thus it can be a trigger for the emergence of post-visit behavior expected by service providers which provides economic impacts such as the intention to recommend, make a return visit to the destination (Mansour & Ariffin, 2017) as well as to share his experiences with friends and colleagues (C. F. Chen & Chen, 2010; Chi & Qu, 2008).

The above statement is confirmed by studies that prove, there is a direct relationship and influence of the quality of experience in the tourism contraction with the intention of tourist loyalty (H. Chen & Rahman, 2018; Coudounaris & Sthapit, 2017; JH Kim, 2018; Mansour & Ariffin, 2017; P. Sharma & Nayak, 2019a).

Hypothesis Formulation

Based on the description above, the hypothesis that can be taken in this study are:

The Experience Quality Affects Tourist Loyalty Intention.

III. Research methods

The method used in this study is verification and hypothesis testing, with the population being tourists who have visited the Ciletuh-Palabuhanratu Geopark at least 1 time since UNESCO Global Geopark (UGG) status was determined by UNESCO. The analytical method used is the Spearman Rank correlation, coefficient of determination, and t test with a significance level of five percent using the help of IBM Statistics 22 SPSS software.

IV. Results and Discussions

To determine the effect of the quality of experience on the intention of loyalty, it is necessary to know in advance the relationship between the quality of experience with the intention of loyalty as well as the strength or low of the relationship. Then it will be measured first by the Spearman rank correlation test and the following results are obtained:

Table 1
Correlations

			Experience Quality	Loyalty Intention
Spearman's rho	Experience Quality	Correlation	1.000	.610**
		Coefficient		
		Sig. (1-tailed)	.	.000
	Loyalty Intention	N	100	100
		Correlation	.610**	1.000
		Coefficient		
		Sig. (1-tailed)	.000	.
		N	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

From the output table above, it can be found out that the value of the correlation coefficient (R) is equal to 0.610. This value indicates a strong relationship between the quality of experience with the intention of tourists to the Ciletuh-Palabuhanratu Geopark, West Java. The correlation coefficient (R) also shows a positive sign which means that when the quality of experience is improved it will also have an impact on increasing the intention of tourist loyalty.

After knowing the relationship between the variables studied, the researcher will first test the hypothesis to ensure that the proposed hypothesis can be accepted through the t test, the following results are obtained:

$$t_{hit} = rs \sqrt{\frac{(n-2)}{1-rs^2}}$$

$$t_{hitung} = 0,610 \sqrt{\frac{(100-2)}{1-0,610^2}}$$

$$t = 7,620$$

With $df = 98 (n - 2)$ and $\alpha = 5\%$ for testing one party, the value of t table = 1.6605 is obtained. Due to $t_{count} (7,620) > t_{table} (1,6605)$, then H_0 is rejected and H_1 is accepted, which means that the quality of experience has a positive influence on the intention of loyalty

After obtaining the correlation coefficient and hypothesis test results, then the calculation of the percentage of the influence of experience quality to tourist loyalty intention of the Ciletuh-Palabuhanratu Geopark using the formula Coefficient of Determination (KD) as follows:

$$\begin{aligned} KD &= r_{yx}^2 \times 100\% \\ &= (0,610)^2 \times 100\% \\ &= 37,21\% \end{aligned}$$

From the analysis above, it can be found out that experience quality to tourist loyalty intention of the Ciletuh-Palabuhanratu Geopark for 37,21%, while the remaining 62,79% is influenced by other factors not observed.

V. Conclusions

The influence of experience quality on the intention of Ciletuh-Palabuhanratu Geopark tourist loyalty, West Java is 37.21%, while the remaining 62.89% is supported by other factors not discussed in this research. Thus, it becomes a concern that tourist destinations as a product that delivers experience only have a not so high impact on encouraging tourists 'intention to be loyal in the form of tourists' intentions to visit again and tourist intentions to recommend it.

This is in accordance with the points - requirements of UNESCO that are still not fulfilled by the Ciletuh-Palabuhanratu Geopark, there are 1) Investigation of intangible heritage in the region should be directed to local folklore, legends, beliefs, songs, dances and local / traditional music and; 2) Develop international cooperation and exchange of experience in promoting geology, nature, human values and strengthening the role of Geopark in the socio-economic development of local communities (radarsukabumi.com). Thus the uniqueness of geology is considered not able to encourage the integration of experience and accessibility factors which are considered still difficult for tourists.

The destination managers need to develop non-geological aspects such as the creation of experiences in travel, story creation through the deepening of local myths, the appearance of Sundanese arts that are unique in each tourist destination and packaging promotional forms that will bring attraction through social media activities.

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