



THE ROLE OF TOURIST SATISFACTION IN THE RELATIONSHIP OF DESTINATION IMAGE TO THE LOYALTY OF TOURISTS VISITING COBAN RONDO WATERFALL TOUR

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ABSTRACT

Article History

Submitted:

1 July 2022

Reviewed:

20 July 2022

Accepted:

04 August 2022

Published:

15 May 2023

This study discusses destination image consisting of cognitive destination image (X1), unique destination image (X2) and affective destination image (X3) which are associated with visitor/tourist satisfaction (Y1) and loyalty (Y2). The type of research is explanatory research, while this research focuses on Coban Rondo tourist attractions in Malang Regency. The population of this research is all tourists/visitors at Coban Rondo tourist attractions, Malang Regency. with the sample criteria used in this study were respondents at least 1 (one) time visiting CobanRondo Waterfall with a sample size of 300 respondents. Questionnaires are distributed by visiting tourist destinations by providing a questionnaire link to visitors/tourists who are visiting CobanRondo. The collected questionnaires were then tabulated and analyzed using SPSS to determine the direct effect (multiple regression test of 2 models) but to determine the indirect effect by multiplying the direct effect of the path traversed. Results From the results of the analysis with the SPSS program and the previous discussion, it was found that the cognitive, unique and affective destination image variables directly affect tourist satisfaction and when viewed from a direct influence on loyalty also has an influence. Including the satisfaction-to-loyalty pathway also has an influential outcome. There is one path in this research that does not have an indirect effect, namely the influence between cognitive destination image and loyalty through satisfaction, which results in no indirect effect but directly this variable has an influence. While the unique and affective images directly or indirectly have influential results.

Keywords: Destination Image, Tourist Satisfaction, Tourist Loyalty, Coban Rondo

INTRODUCTION

Indonesia is one of the archipelagic countries in Southeast Asia which is located between the continents of Asia and the continents of Australia (KBBI 2012). Tourism has the understanding that tourism activities are various kinds of



tourism activities that are supported by various facilities and services provided by the community, businessmen, government, and local governments. (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia 2009). Tourism in Indonesia has become a strategic sector in the national economic system, tourism also contributes greatly to state revenue. As a national strategic sector, tourism also has a multiplier effect arising from tourism activities, both direct in the form of employment in the tourism sector, as well as indirect impacts in the form of the development of tourism supporting economic activities. The industrial sector that is closely related to tourism is the hotel and other accommodation industry, where this industry cannot be separated. The tourism industry is certainly able to have a good impact on the government and the people living around tourist destination areas. (Annisa and ;Alvianna 2017)

Malang Regency is one of the second largest regencies in East Java Province, after Banyuwangi Regency. Malang Regency is better known as the main tourist destination in East Java, as evidenced by the number of tourist destinations that are divided into several types of tourism. Tourist destinations in Malang Regency consist of mountain tourism, beach tourism, water tourism, historical tourism to waterfall tours. The number of waterfall tours in Malang Regency is about 16 waterfall tourist destinations, one of the waterfalls in this study is the Coban Rondo Tourism Destination. Coban Rondo is one of the waterfall tourist destinations in Malang Regency and is located in Pujon District, Coban Rondo is a tourist destination. This waterfall has a height of 84 meters and is a tourist destination that presents natural panoramas with beautiful waterfalls. Not only the beauty of waterfall tourism that can attract tourists to visit, but waterfall tourism destinations also have additional attractions such as Fun Tubbing, Paint ball, safari tours and Labyrinth Park. Coban Rondo is a waterfall tourist destination that is most in demand by tourists, this can not be separated from the image of the destination formed by Coban Rondo which is packaged through myths and community stories about the Coban Rondo Waterfall tourist destination, besides that the development of tourist destinations that continues to be carried out also makes the number of tourist visits continues to increase, which means that tourists feel satisfaction when visiting Coban Rondo and create tourist loyalty.

The number of tourist visits that come to a tourist attraction can be influenced by several factors, ranging from the types of attractions offered at the Coban Rondo tourist attraction, to the image of the destination attached to the Coban Rondo tourist attraction. Destination image is an important aspect for visiting decisions in which there is also post-visit tourist behavior.(Septiandari et al. 2021) (Alvianna et al. 2020) revealed that the image of the destination plays an important role in understanding the behavior of tourists in traveling. Satisfied travelers tell others good things about the brand, while dissatisfied travelers may throw away or return the product (Hidayatullah, Sutikno, et al. 2021).

Loyalty is an attitude of liking for a tourist destination which is represented in a consistent level of visits to tourist service facilities (Sutisna 2003) (Sandrio et al. 2020). Loyal tourists do not only visit the same tourist destinations in the future, but when the tourists are said to be loyal, the tourists will also recommend the tourist destinations visited to others. (Ningtiyas 2021)(Hidayatullah et al. 2020). This research is based on the theory of gab where from the opinion of previous researchers presented different results about the impact of destination image on

satisfaction and loyalty, so that researchers will examine the results what if the destination image is applied to Coban Rondo natural tourism in Batu City.

To maintain tourist loyalty, there needs to be an effort made by tourism managers, one of which is by maintaining good relations with tourists. Tourist loyalty is also a core goal pursued by tourist destination managers, which is also directly related to tourist satisfaction. Tourist satisfaction itself is defined as a situation where the expectations of tourists for the existence of a tourist destination are in accordance with the accepted reality about the ability of the product by tourists and the support of quality services will create loyalty for tourists. (Lasarudin et al. 2022). Tourist satisfaction is a response from tourists for the performance that has been given in accordance with tourist expectations, tourist satisfaction is also a level where the needs, desires and expectations of tourists can be met which will result in repeat purchases or continued loyalty.

From the background that has been presented, the writer draws the formulation of the problem as follows; 1) Does the image of cognitive destinations affect the satisfaction of tourists visiting the tourist attraction of Coban Rondo Waterfall, Malang Regency? 2) Does the image of a unique destination affect the satisfaction of tourists visiting the tourist attraction of Coban Rondo Waterfall, Malang Regency? 3) Does the image of affective destinations affect the satisfaction of tourists visiting the tourist attraction of Coban Rondo Waterfall, Malang Regency? 4) Does the image of cognitive destinations affect the loyalty of those who visit the tourist attraction of Coban Rondo Waterfall, Malang Regency? 5) Does the image of a unique destination affect the loyalty of tourists visiting the tourist attraction of Coban Rondo Waterfall, Malang Regency? 6) Does the image of affective destinations affect the loyalty of tourists visiting the Coban Rondo Waterfall tourist attraction, Malang Regency? 7) Does Satisfaction affect the Loyalty of tourists who visit Coban Rondo Waterfall tourist attraction Malang Regency? 8) Does the image of cognitive destinations affect loyalty through visiting satisfaction at the tourist attraction of Coban Rondo Waterfall, Malang Regency? 9) Does the image of a unique destination affect loyalty through visiting satisfaction at the tourist attraction of Coban Rondo Waterfall, Malang Regency? 10) Does the image of the affective destination affect loyalty through visiting satisfaction at the tourist attraction of Coban Rondo Waterfall, Malang Regency?

METHOD

This study discusses destination image consisting of cognitive destination image (X1), unique destination image (X2) and affective destination image (X3) which are associated with visitor/tourist satisfaction (Y1) and loyalty (Y2). The type of research is explanatory research, while this study focuses on Coban Rondo tourist attractions in Malang Regency with a population of all tourists/visitors at Coban Rondo tourist attractions, Malang Regency. with the sample criteria used in this study were respondents at least 1 (one) time visiting Coban Rondo Waterfall with a sample of 300 respondents. Questionnaires are distributed by coming to tourist destinations by providing a questionnaire link to visitors/tourists who are visiting Coban Rondo. The collected questionnaires were then tabulated and analyzed using SPSS to determine the direct effect (multiple regression test of 2

models) but to determine the indirect effect by multiplying the direct effect of the path traversed such as can be seen in the following study model image:

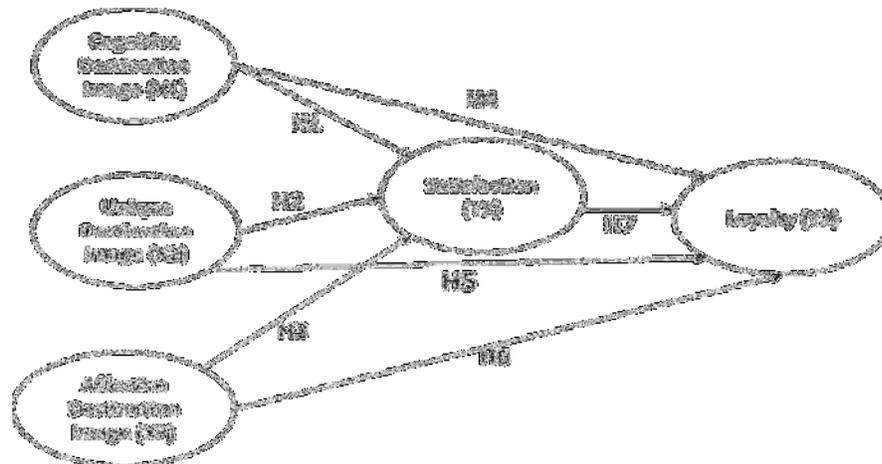


Figure 1: Research Direct Effect Path Model
 Source: Taken and combined from various journals, processed, 2022

Variable Operational Definition

As previously stated, this study uses 3 independent variables, 1 moderating variable (Y1) and 1 dependent variable (Y2), while the variable names, indicators and statement items used in this study are described in the table the following :

Table 1. Definition of Operational Variables

| Variable | Indicator | Statement |
|----------------------------------|--|--|
| Cognitive Destination Image (X1) | Quality of experience and attractions | Coban Rondo waterfall natural tourism has very beautiful and interesting natural scenery |
| | | There are many tourist attractions in the natural attractions of Coban Rondo waterfall besides enjoying the waterfall |
| | Outdoor entertainment/activities and cultural traditions | The condition of the natural tourist attraction of Coban Rondo waterfall has many unspoiled tourist attractions and plays a direct role in the preservation of nature reserves |
| | | There are activities such as camping ground, mountain bikes, horse riding and rabbit train rides in the natural tourist area of Coban Rondo waterfall |
| Unique Destination Image (X2) | Local attraction | The cultural uniqueness of the natural tourism community of the Coban Rondo waterfall is different from other destinations |
| | Interesting destination | The uniqueness of the natural tourism of Coban Rondo waterfall is the history of the origin of the waterfall |
| | Natural environment | The uniqueness of the natural tourism of Coban Rondo waterfall is that there are many interesting natural sights to know |
| Affective Destination Image (X3) | Fun and exciting | Safe and comfortable conditions in natural tourist destinations of Coban Rondo waterfall |
| | | There is something fun in Coban Rondo waterfall nature tour |
| | Relaxing and fun | There is something exciting and a relaxed atmosphere when you are at the natural tourist attractions of Coban Rondo waterfall |
| | | Natural conditions that are still beautiful create a |

| Variable | Indicator | Statement |
|-------------------|--|---|
| | | sensation of comfort and enjoyment in enjoying the outdoors at the Coban Rondo waterfall natural tourism |
| Satisfaction (Y1) | Service suitability as expected | Feeling satisfied with the natural tourism service of Coban Rondo waterfall because it is the same as expectations Feeling satisfied because the natural tourist facilities of the Coban Rondo waterfall did not disappoint. |
| | Compatibility of service with the rate paid | Satisfied with the ticket prices that apply to the Coban Rondo waterfall natural tourism. |
| | Visitor satisfaction with the services offered | Feel satisfied because the service is commensurate with the price of the ticket purchased. |
| | | The experience of traveling in the natural attractions of Coban Rondo waterfall is in accordance with what I expected |
| | | The services provided give satisfaction to people who visit the natural attractions of Coban Rondo waterfall |
| | | Availability of various tour packages to visit the satisfying natural attractions of Coban Rondo waterfall |
| Loyalty (Y2) | Make repeated use of services | I love visiting natural tourist destinations such as Coban Rondo waterfall |
| | | I will often travel back to natural attractions such as the Coban Rondo waterfall. |
| | Referring to others. | I will recommend to colleagues, family, and relatives to come visit the natural attractions of Coban Rondo waterfall. |
| | | I try to invite other people to come for a tour of the natural attractions of the Coban Rondo waterfall. |
| | Demonstrate immunity to bids from competitors | I will choose Coban Rondo waterfall as an alternative vacation spot compared to other tourist attractions. |
| | | Coban Rondo waterfall natural tourism is an interesting destination to visit |
| | Satisfaction and trust | I am satisfied and believe in the service on natural tourism of Coban Rondo waterfall |
| | | I really believe that natural tourism of the Coban Rondo waterfall will provide a positive experience during your visit |

Source: Previous research, quoted 2022

RESULTS AND DISCUSSION

After going through several stages of analysis such as library research, making questionnaires, determining samples and criteria, distributing questionnaires, data tabulation and data analysis, from 300 respondent data, the following results are obtained:

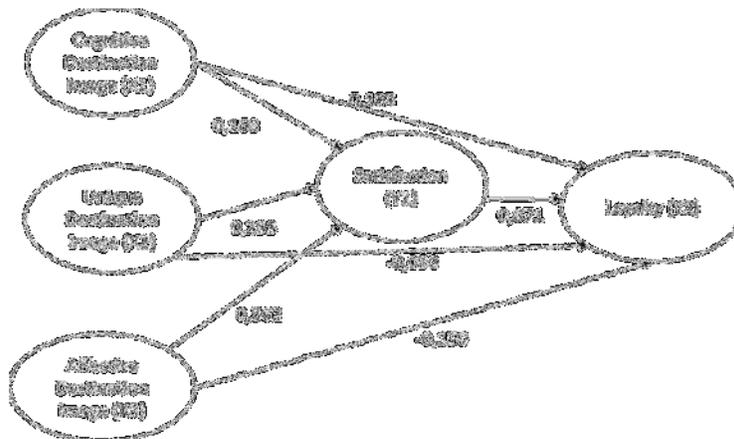


Figure 2: Direct path analysis coefficient value
Source: Processed Primary Data, 2022

Hypothesis test Results of Stage 1 Regression Equation Analysis

To determine the direct effect on the first stage of the regression model, multiple regression equations were formed as follows: $Y1=Y1X1+Y1X2+Y1X3$, with the calculation results as shown in the table below.

Table 2: Calculation of the direct effect of Phase I Multiple Regression

| Variabel | Un standardized Coeficients | | Standardized Coeficients | T Count | Sig |
|----------------------|--------------------------------------|-----------|--------------------------|---------|-------|
| | B | Std Error | Beta | | |
| Constant | 0,650 | 1,082 | | 0,601 | 0,548 |
| Cognitive Image (X1) | 0,294 | 0,089 | 0,166 | 3,302 | 0,001 |
| Unique Image (X2) | 0,542 | 0,098 | 0,233 | 5,347 | 0,000 |
| Affective Image (X3) | 0,968 | 0,073 | 0,562 | 13,321 | 0,000 |
| Dependent | Satisfaction (Y1) | | | | |
| R | 0,831 | | | | |
| R2 | 0,691 | | | | |
| R Adjust | 0,688 | | | | |
| F Count | 220.035 Sig: 0,000 | | | | |
| Equality | $Y1 = PY1X1 + PY1X2 + PY1X3$ | | | | |
| Result | $Y1 = 0,166 X1 + 0,233 X2 + 0,562X3$ | | | | |

Source : Primary data, Processed 2022

The results of SPSS Table 2 are used to determine the direct effect of the first equation model (I), namely: $Y1 = PY1X1 + PY1X2 + PY1X3$. Where from the data in the table the results can be made in the form of the equation $Y1 = 0.166X1 + 0.233X2 + 0.562X3$. From this equation, the regression coefficient for the cognitive destination image variable (X1) is 0.166, the Unique destination image variable (X2) has a regression coefficient of 0.233 and the regression value for the affective destination image variable (X3) is 0.562, with the significance value of all variables below 0.05. because the value of sig is below alpha (sig <) it can be concluded that the multiple regression equation in model 1 has all the independent variables that have a significant influence on visitor/tourist satisfaction. From table 2 it can also be seen that the contribution of the independent variables (X1, X2 and X3) to the Y1 variable is 0.841 or 84.1%, while the remaining 15.9% is a contribution from other variables. which are not included in this study. Furthermore, the magnitude of the influence of the independent variable on the dependent variable in the first model (1) is by looking at the existing simultaneous test value (F) where the result is 220.305 with a significant of 0.000, meaning that the independent variables (X1, X2 and X3) in this study have a significant effect. on the visitor/tourist satisfaction variable because the value is $0.000 < 0.05$.

Results of Phase 2 Regression Equation Analysis

To determine the direct effect on the second stage of the regression model, a multiple regression equation was formed as follows: $Y2=Y2X1+Y2X2+Y2X3+Y2Y1$, with the calculation results as shown in the table below.

Table 3 : Calculation of the direct effect of Phase II Multiple Regression

| Variabel | Un standardized Coefficients | | Standardized Coefficients | T Count | Sig |
|----------------------|--|-----------|---------------------------|---------|-------|
| | B | Std Error | Beta | | |
| Constant | 1,377 | 1,387 | - | 0,992 | 0,322 |
| Cognitive Image (X1) | 0,420 | 0,116 | 0,183 | 3,608 | 0,000 |
| Unique Image (X2) | -0,261 | 0,131 | -0,090 | -1,985 | 0,048 |
| Affective Image (X3) | -0,335 | 0,118 | -0,150 | -2,845 | 0,005 |
| Satisfaction (Y1) | 1,127 | 0,074 | 0,971 | 15,128 | 0,000 |
| Dependent | Loyalty (Y2) | | | | |
| R | 0,835 | | | | |
| R2 | 0,697 | | | | |
| R Adjust | 0,693 | | | | |
| F Count | 169,914 Sig: 0,000 | | | | |
| Equality | $Y2=PY2X1 + PY2X2 + PY2X3 + PY2Y1$ | | | | |
| Result | $Y2= 0,183X1 - 0,090X2 - 0,150X3 +0,971Y1$ | | | | |

Source : Primary data, Processed 2022

The results of SPSS Table 3 are used to determine the direct effect of the first equation model (I), namely: $Y2 = PY2X1 + PY2X2 + PY2X3+ PY2Y1$. Where from the data in the table the results can be made in the form of the equation $Y2=0.183X1 - 0.090X2 - 0.150X3 + 0.971Y1$. From this equation, the regression coefficient for the cognitive destination image variable (X1) is 0.183, the Unique destination image variable (X2) has a regression coefficient value of -0.090 and the regression value for the affective destination image variable (X3) is -0.150, and the regression value for peeling is 0.971. with the significance value of all variables below 0.05 because the value of sig is below alpha (sig <) it can be concluded that the multiple regression equation that exists in model 2 is all the independent variables that have a significant influence on visitor/tourist loyalty. From table 3 it can also be seen that the contribution of the independent variables (X1, X2, X3 and Y1) to the

Y2 variable is 0.835 or 83.5%, while the remaining 16.5% is the contribution of the other variables not included in this study. Furthermore, the magnitude of the influence of the independent variable on the dependent variable in the second model (2) is by looking at the existing simultaneous test values (F) where the result is 169.914 with a significant of 0.000, meaning that the independent variables (X1, X2, X3 and Y1) in this study significant effect on the variable Loyalty of visitors / tourists (Y2) because the value of $0.000 < 0.05$.

Hypothesis Test Results

In hypothesis testing, it can be seen the direct and indirect effects of the existing research variables by identifying the effects as shown in table 6 below:

Table 4: Results of Pathway Analysis of Direct and Indirect Effects

| Track | Direct | Indirect | Sig | Description |
|--|--------|-----------|-------|----------------|
| Cognitive Destination Image → Satisfaction | 0,166 | | 0,001 | Significant |
| Unique Destination Image → Satisfaction | 0,233 | | 0,000 | Significant |
| Affective Destination Image → Satisfaction | 0,562 | | 0,000 | Significant |
| Cognitive Destination Image → Loyalty | 0,183 | | 0,000 | Significant |
| Unique Destination Image → Loyalty | -0,090 | | 0,048 | Significant |
| Affective Destination Image → Loyalty | -0,150 | | 0,005 | Significant |
| Satisfaction → Loyalty | 0,971 | | 0,000 | Significant |
| Cognitive Destination Image → Satisfaction → Loyalty | | 0,145 * | | No Significant |
| Unique Destination Image → Satisfaction → Loyalty | | 0,203 ** | | Significant |
| Affective Destination Image → Satisfaction → Loyalty | | 0,489 *** | | Significant |

Source : Primary data, Processed 2022

Information:

$$* \quad 0,166 \times 0,871 = 0,14459$$

$$** \quad 0,233 \times 0,871 = 0,20294$$

$$*** \quad 0,562 \times 0,871 = 0,4895$$

Discussion

The Effect of Cognitive Destination Image on the Satisfaction of Tourists Visiting the Coban Rondo Waterfall Tourism Destinations

From the results of the SPSS statistic, it can be conveyed that hypothesis 1 in the study is proven to be proven where there is an influence between cognitive destination image on visitor satisfaction by looking at the results of its significance, it is obtained that the t value = 3.302 with a significance level of 0.001 means that the influence between cognitive Destination Image on Tourist Satisfaction is acceptable. and tested with statistics. This research is in line with research conducted by (Kurniawan 2019) said that the image of the destination in the tourist village of Banjarejo, Grobogan Regency has a positive and significant influence on visitor satisfaction, as well as using a destination image mediator also has a significant effect on the decision to visit tourists to the Banjarejo Tourism Village, Grobogan Regency. Another research proposed by (Endrianingtyas 2020) that the image of the destination has a direct effect on the decision to visit tourists to Lembah Indah, Malang Regency, which means that The decision to visit tourists to tourist attractions is also influenced by the image of the destination. When tourists make a decision to visit a tourist destination, and tourists feel satisfied with the services provided by the manager of the tourist destination, tourists will visit the tourist destination again. (Alvianna et al. 2020)

The Influence of Unique Destination Image on Tourist Satisfaction visiting Coban Rondo Waterfall Tourism Destinations

From the results of the SPSS statistics, it can be conveyed that hypothesis 2 in the study is proven to be proven where there is an influence between the image of a unique destination on visitor satisfaction where the results of its significance are obtained with a significance level of 0.000 which means that the influence between Unique Destination Image on Tourist Satisfaction can be accepted and tested with statistics. This article is in line with research (Hidayatullah et al. 2020) that cognitive image and affective image have a significant influence on the loyalty of tourists visiting Mount Bromo, and shows that the image of the destination has an influence on tourist loyalty. (Hanif, Kusumawati, and Mawardi 2016) revealed that the image of the Batu City destination was able to influence the satisfaction of tourists visiting Batu City, in addition to influencing tourist satisfaction, the image of the destination was also able to have an influence on tourist loyalty.

The Effect of Affective Destination Image on Tourist Satisfaction visiting Coban Rondo Waterfall Tourism Destinations

The third hypothesis in this study was proven with a significant level of 0.000 which means that by using alpha (significant limit) 5% (0.05) it can be interpreted that the influence between the image of a unique destination on tourist satisfaction can be accepted and tested statistically. This article is in line with research (Hustina, Ika; Alvianna, Stella; Hidayatullah, Syarif; Lasarudin 2021) several things that can affect visitor satisfaction, one of which is the price where in this study it is said that the price has a significant and dominant influence on visitor satisfaction at Panderman Coffee Shop in the Covid-19 pandemic era. (Saway et al. 2021) Customer satisfaction can also be influenced by attractions from tourist destinations, amenities around tourist destinations, and accessibility to these tourist destinations. (Lasarudin et al. 2022) Health protocols applied in tourist destinations can also partially affect tourist satisfaction and tourist loyalty, especially in the new normal era.

The Effect of Cognitive Destination Image on the Loyalty of Tourists who visit the Coban Rondo Waterfall Tourism Destination

From the results of statistical processing with SPSS, it is found that the fourth hypothesis is proven and can be accepted. This means that the existing cognitive image makes tourists or visitors loyal or have the desire to return to visit Coban Rondo or provide recommendations to other friends, this is also proven by the characteristics of existing respondents where there are visitors who not only visit once but there are also more than 2 times even 3 times. (Safitasari, Maftukhah, and Artikel 2017) said that visitor decisions are able to mediate service quality, promotion and destination image on visitor satisfaction, which means the image of destinations in tourist destinations. (Hidayatullah et al. 2020) Destination image has a significant effect on tourist loyalty through customer satisfaction, with the conclusion that tourist satisfaction is able to mediate the relationship between destination image and tourist loyalty visiting Guyangan Tourism Destinations, Probolinggo Regency.

The Influence of Unique Destination Image on Loyalty of Tourists visiting Coban Rondo Waterfalls Tourism Destinations

This fifth discussion aims to answer the fifth hypothesis and from the results of statistical analysis the fifth hypothesis is declared tested. This result can be caused because the cultural uniqueness of the natural tourism community of the Coban Rondo waterfall is different from other destinations where Coban Rondo has the uniqueness of natural tourism which has a history of the origin of the waterfall, this is what makes tourists happy to visit natural tourist destinations such as the Coban Rondo waterfall.

Effect of Affective Destination Image on Loyalty of Tourists Visiting Coban Rondo Waterfall Tourism Destinations

This sixth discussion aims to answer the sixth hypothesis and from the results of statistical analysis the sixth hypothesis is declared tested. This result can be caused by the safe and comfortable conditions in the natural tourist destinations of the Coban Rondo waterfall besides that there is something fun about the natural tourism of the Coban Rondo waterfall.

The Effect of Visitor Satisfaction on the Loyalty of Tourists Visiting the Coban Rondo Waterfall Tourism Destinations

From the results of statistical analysis test with SPSS obtained the influence between satisfaction and loyalty where the results of satisfaction have a direct influence on loyalty. This happens because existing visitors or tourists are satisfied with the conditions of natural tourist attractions, as well as natural tourism services for the Coban Rondo waterfall and all of them are in accordance with what visitors expect.

The Effect of Cognitive Destination Image on Tourist Loyalty through Satisfaction of Tourists who Visit the Coban Rondo Waterfalls Tourism Destinations

Seen from Table 4, the indirect effect of the relationship between cognitive Destination Image on Tourist Loyalty through Satisfaction of tourists visiting the Coban Rondo Waterfall Tourism Destination produces an insignificant effect, meaning that the influence of cognitive destination image on loyalty through satisfaction has no effect, but the uniqueness of the research results This is if it directly turns out to have an influence, meaning that existing visitors enjoy the image of existing cognitive destinations such as the quality of experiences and tourist attractions as well as outdoor entertainment/activities and existing cultural traditions can directly make visitors loyal, and this no need for satisfaction first (Hermawan, Wijayanti, and Nugroho 2019).

The Effect of Unique Destination Image on Tourist Loyalty through the Satisfaction of Tourists visiting the Coban Rondo Waterfall Tourism Destinations

Viewed from Table 4, it is known that the indirect effect of the relationship between Unique Destination Image on Tourist Loyalty through Satisfaction of tourists who visit the Coban Rondo Waterfall Tourism Destination results in a significant effect, meaning that the influence of unique destination image on loyalty through satisfaction has an influence. So that conclusions that can be conveyed directly or indirectly the image of a unique destination affect loyalty through or not through satisfaction. This can be caused because in the image of a unique destination there is a local attraction that really exists in Coban Rondo, besides the

Coban Rondo waterfall is a very interesting waterfall to visit supported by a completely natural environment. (Hermawan 2017)(Sandrio et al. 2020)

The Effect of Affective Destination Image on Tourist Loyalty through Satisfaction of Tourists who Visit the Coban Rondo Waterfall Tourism Destination

Viewed from Table 4, it is known that the indirect effect of the relationship between Affective Destination Image on Tourist Loyalty through Satisfaction of tourists visiting the Coban Rondo Waterfall Tourism Destination obtained a significant effect, meaning that the influence of affective cintradesination to loyalty through satisfaction has a significant influence, so it can be conveyed directly or indirectly affective destination image affects loyalty through or not through satisfaction. This can be caused because in the image of the affective destination it describes a pleasant and exciting atmosphere when visiting the CobanRondo waterfall tourist spot and the atmosphere feels very relaxed and enjoyable so that visitors or tourists who come will feel at home to linger in the destination area and finally have the intention to visit again at another time or give a positive recommendation (Hidayatullah et al. 2019) (Wibowo et al. 2021).

CONCLUSIONS

Dari hasil analisis dengan program SPSS dan pembahasan sebelumnya didapatkan hasil variabel citra destinasi kognitif, unik dan afektif secara langsung berpengaruh terhadap kepuasan wisatawan dan jika dilihat dari pengaruh langsung ke loyalitas juga memiliki pengaruh. Termasuk jalur kepuasan ke loyalitas juga memiliki hasil yang berpengaruh. Ada 1 jalur dalam penelitin ini yang tidak memili pengaruh tidak langsung, yaitu pengaruh antara citra destinasi kognitif ke loyalitas melalui kepuasan, dimana dihasilkan tidak memiliki pengaruh tidak langsung tetapi secara langsung variabel ini memiliki pengaruh. Sedangkan citra unik dan afektif secara langsung maupun tidak langsung memili hasil yang berpengaruh.

Pada penelitian ini didapatkan bahwa citra destinasi memberikan pengaruh secara langsung terhadap loyalitas wisatawan, namun ketika adanya kepuasan wisatawan sebagai mediasi maka didapatkan hasil bahwa citra destinasi tidak berpengaruh terhadap loyalitas wisatawan melalui kepuasan wisatawan. Artinya wisatawan akan dapat datang kembali ke tempat wisata bukan karena kepuasan yang ada tetapi bisa disebabkan faktor lain seperti nuansa alam yang ada di tempat destinasi atau karena informasi keunikan, atraksi atau nuansa yang menarik.

Dalam meningkatkan loyalitas wisatawan pengelola wisata bisa melakukan promosi yang gencar melalui media sosial karena saat ini promosi dengan media sosial sangatlah mudah dan cepat dalam penyebarannya (Patalo et al. 2021) (Amelia, Rizka; Hidayatullah 2020), dengan memperhatikan pula kualitas dari sistem informasi destinasi yang ada (Putra Pratama et al. 2021) (Priambudi, Alvianna, and Hidayatullah 2021). (Widiawati, Hidayatullah, and Alvianna 2021). Selanjutnya dalam masa pandemik seperti saat ini perlu juga memperhatikan batasan jumlah pengunjung dan memperketat pelaksanaan protokol kesehatan yang ada (Lasarudin et al. 2022) (Sandhubaya, Hidayatullah, and Roedjinandari

2021) (Hidayatullah, Windhyastiti, et al. 2021). Pemberdayaan masyarakat lokal juga sangat berpengaruh dan perlu diperhatikan dalam pengembangan suatu destinasi (Hidayatullah and SBW 2011) (Khouroh et al. 2018) (Nugroho et al. 2020) (Setyorini et al. 2022). Perlu diperhatikan juga dalam sistem penjualan paket wisata sehingga wisatawan yang akan berkunjung memiliki pilihan paket yang akan disesuaikan dengan kebutuhan dan keuangan mereka (Alvianna 2017) (Septiandari et al. 2021).

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