Original Research Article

The Role of Customer Satisfaction as Mediation: The Effect of Accessibility and Amenities on Visitor Loyalty in Tourist Locations

Agus Dwi Cahyono[1*], Nanny Roedjinandari[2], Harsono[3]

[1]Student of Postgraduate Master of Management, University of Merdeka Malang, Indonesia
[2]Department of Tourism, University of Merdeka Malang, Indonesia
[3]Faculty of Economics and Business, University of Merdeka Malang, Indonesia

Abstract: This study discusses how accessibility and amenities factors have an influence on visitor loyalty in the scope of tourism. The purpose of this study was to find out how much influence the level of accessibility and amenities has on visitor loyalty mediated by customer satisfaction. The population and sample in this study are visitors of Jawa Timur Park 3 on February 3, 2023 who visit drive a private car as many as 86 respondents. This study was designed using a causality research design with a quantitative approach where in this research the process begins with the preparation of a theoretical model and analysis as a basis for submitting hypotheses, then proceed with the preparation of operational concepts, to obtain a conclusion as a research finding. Data collection in this study was carried out by interviewing all respondents. The result of this study is that accessibility and amenities have an effect on customer satisfaction, accessibility and amenities have a significant effect on visitor loyalty, customer satisfaction has a significant effect on visitor loyalty, accessibility and amenities have a significant effect on visitor loyalty through customer satisfaction.
Keywords: Amenities, accessibility, *Customer Satisfaction*, Visitor Loyalty, Tourist Locations.

1. INTRODUCTION

Tourism is an important factor in economic development because it encourages the development of the national economic sector, especially by creating new industries related to tourism services, for example: transportation, insurance (Aurelia *et al*., 2009), accommodation (hotel, motel, bed and breakfast), development of local tourism goods market, development of new jobs (hotel other accommodation) accommodations, travel agency, office and interpreter of tourism government, handicraft and souvenir industries, as well as other shopping areas, as well as helping to develop secluded areas if they have tourist attraction.

Tourism is a series of travel activities carried out by one person or in groups from one place of origin to another with the aim of visiting tourist destinations, not for work. The development of tourist areas is carried out to meet the needs of tourism and everything related to tourism, including activities of tourist objects and attractions, as well as business activities related to tourism. Efforts are being made to enhance the role of tourism areas that already have international market segments by strengthening their image, maintaining and improving the quality of facilities, access and providing other conveniences.

Visitor loyalty refers to a customer's commitment to consistently repeat a preferred purchase or service despite situational and marketing efforts to change their behavior (Deng, Lu, Wei & Zhang, 2010). The components of loyalty include, among others, when customers make repeated purchases within a certain period, loyal customers do not only buy one type of product but buy other product lines and services at the same business entity, recommend experiences about products and services to colleagues or other customers not to buy products and services from other business entities, and have the potential to reject other products because they think the product they choose is the best.

2. LITERATURE REVIEW
2.1 Visitor Loyalty

Visitor loyalty is a deeply held commitment to repurchase or reuse a preferred product or service

*Corresponding Author: Agus Dwi Cahyono
Student of Postgraduate Master of Management, University of Merdeka Malang, Indonesia

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consistently in the future, regardless of circumstances and marketing efforts that may cause changes in usage decisions (Zulfikar, 2008; Respati *et al*., 2013). Consumer loyalty is an attitude that drives the buying behavior of a company's products or services including the emotional aspects in it, especially those who often and repeatedly buy with the most have a high reputation, but not only repurchase goods and services, but also have a commitment and a positive attitude. to companies that provide a product/service. One of the factors that will affect the level of visits to a tourist destination is visitor loyalty as a factor indicating that a tourist destination is worth maintaining.

2.2 Customer Satisfaction

Satisfaction is a person's feeling of satisfaction or disappointment that arises from comparing the performance (or results) received from a product with his expectations. If performance does not meet expectations, the customer will not be satisfied (Kotler and Armstrong, 2017). Customer satisfaction is defined as the overall attitude of consumers towards goods or services after receiving and using them (Utami *et al*., 2020; Respati *et al*., 2013). Customers will feel satisfied if the customer's wishes have been fulfilled by the service provider. Customer satisfaction will certainly be a benchmark for the success of providing a product/service (Aurelia *et al*., 2009).

2.3 Accessibility

Accessibility is one aspect of tourism incentives, because tourism industry players certainly pay attention to the comfort of tourists when visiting their tourist destinations. Accessibility is whether it is easy for tourists to get to their destination which is supported by existing infrastructure (Yamco, 2019). There are four dimensions of accessibility according to Sopalatu *et al*., (2021) dan Deviana, (2019) that's the distance traveled to a place or the distance in units of length (meters or kilometers) needed to reach the destination of the tourist object that is the visitor's destination, directions to the location or a sign indicating the way to the tourist object, usually in the form of a column, travel time to the place, travel time measured in units of time to reach the tourist destination, as well as the condition of the road taken to reach the tourist object.

2.4 Amenities

Amenities or accommodation are facilities used by tourists to rest and relax and stay overnight while visiting a destination (Sunaryo, 2013). Amenities are various series of facilities provided by a tourist destination that are used to meet the needs of visitors or tourists who come. Research results from Rossadi dan Widayati (2018) in their research on Amenities where using indicators namely the existence of accommodation is needed as a support for the course of tourism activities in a tourist destination. Tourism accommodation is interpreted as everything that is provided to meet the needs or desires of a person while traveling. For example, a place to stay or temporary residence for people who are traveling, a restaurant, which is a place for various kinds of culinary delights in tourist destinations. Where there are various kinds of food characteristics, public toilets are provided at tourist destinations, rest areas are panoramas that are close to tourist attractions, souvenir shops are souvenirs from tourist objects which are typical souvenirs of the destination area, parking lots are infrastructure facilities used by tourists who come to visit these destinations, places of worship are one of the supporting facilities for tourists who come from various tribes and their respective religious beliefs.

3. RESEARCH METHOD AND HYPOTHESIS

This study was designed using a causal research design to examine the relationship between exogenous, endogenous, and mediating variables. This research is an explanation of the causal relationship that has been hypothesized by researchers, so that researchers can determine exogenous, endogenous, and mediating variables. This study uses a qualitative approach method, in which the process begins with the preparation of a theoretical model and analysis as a basis for determining hypotheses, which is then followed by the preparation of operational concepts, to conclusions as a research finding. In this study there are 4 variables, namely:

    a. Exogenous variable 1   : Accessibility
    b. Exogenous variable 2   : Amenities
    c. Mediation variable   :Customer Satisfaction
    d. Endogenous variable   : Visitor Loyalty

Data collection in this study was carried out by interviewing visitors to Jawa Timur Park 3 on February 3, 2023 who visited driving a private car with a total of 86 respondents using the saturated sampling method, namely a sample selection technique where all members of the population are sampled. The research instrument was tested using a validity test to test the level of accuracy and reliability test to test the extent to which the measurement results will remain consistent and reliable (Wahyuningastuti *et al*., 2021). For data analysis techniques, researchers used descriptive analysis techniques and path analysis.

In this study there are 4 hypotheses:
H1: Accessibility and amenities has a positive and significant effect on customer satisfaction
H2: Accessibility and amenities has a positive and significant effect on visitor loyalty
H3: Customer satisfaction has a positive and significant effect on visitor loyalty
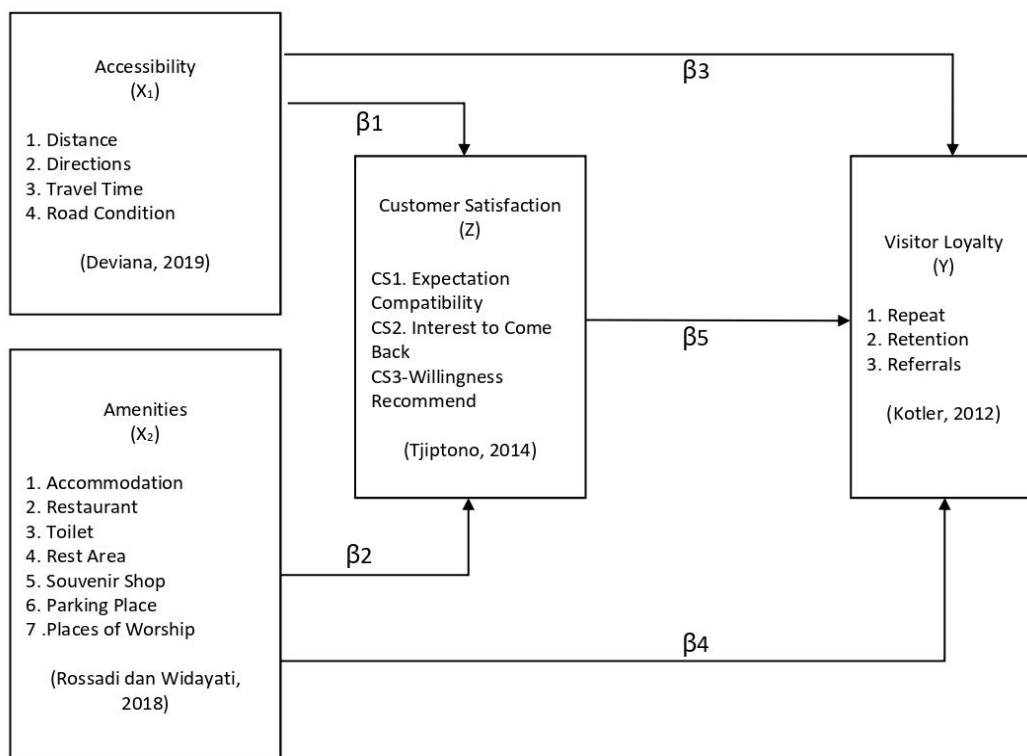H4: Accessibility and amenities has a positive and significant effect on visitor loyalty through customer satisfaction

Figure 1: Conceptual framework

4. ANALYSIS AND DISCUSSION

In this study using total respondents to 86 people. The characteristics of respondents based on gender, age range, last education, and profession. The majority of respondents were male as many as 45 respondents (52%) compared to women which amounted to 41 respondents (48%). Then based on age, 40 respondents (47%) were 21-30 years old, followed by 30 respondents (35%) 31-40 years old, 9 respondents (10%) 16-20 years old, and 41-50 years old as many as

7 respondents (8%). Based on education level, Bachelor graduates dominated with 43 respondents (50%), followed by high school graduates with 35 respondents (41%), Diploma graduates with 7 respondents (8%) and Masters graduates with 1 respondent (1%). By profession, 33 respondents (38%) were private employees, 19 students (22%) were students, 11 respondents (13%) were teachers, housewives and civil servants, and 1 entrepreneur respondents (1%)

Table 1: Statistical test result of variable research

Research Variable	Instrument	r validity	CA	mean
Accessibility	Ak1-Distance	0.667	0.831	4.267
	Ak2-Directions	0.680		4.046
	Ak3-Travel Time	0.708		4.174
	Ak4-Road Condition	0.698		4.145
Amenities	Am1-Accommodation	0.453	0.702	4.116
	Am2-Restaurant	0.501		4.174
	Am3-Toilet	0.614		4.064
	Am4-Rest Area	0.563		4.174
	Am5-Souvenir Shop	0.287		3.459
	Am6-Parking Place	0.371		3.831
	Am7-Places of Worship	0.278		3.721
Customer Satisfaction	CS1-Expectation Compatibility	0.571	0.635	3.415
	CS2-Interest to Come Back	0.494		3.721
	CS3-Willingness Recommend	0.598		3.976
Visitor Loyalty	LP1-Repeat	0.589	0.699	3.971
	LP2-Retention	0.593		3.680
	LP3-Referrals	0.713		3.802

In the table above it is explained that the

biggest influence on the accessibility aspect is the

distance traveled, on the amenity aspect is the restaurant and rest area, on customer satisfaction is the willingness to recommend, and on visitor loyalty on repeat or repetition to come back.

Testing the validity of the model in path analysis really needs to be done in order to know whether or not an analysis that has been carried out is valid. Testing the validity of the model in path analysis there are two indicators that must be considered, namely the total determination coefficient (Rm2). In this case the interpretation of the coefficient of determination (Rm2) is the same as the interpretation of the coefficient of determination (R2) in the regression analysis.

$$R^2 \text{ (model)} = 1 - \left(\sqrt{1 - R_1^2} * \sqrt{1 - R_2^2} \right)$$

$$R^2 = 1 - (\sqrt{1 - 0.397} * \sqrt{1 - 0.533})$$

$$R^2 = 0{,}469$$

Based on the results of the calculation above, the total determination coefficient value with a value of 0.4269 shows that the variation in data that can be explained in the research model is 42.69% or in other words the information included in 42.69% can be explained in the research model. While 57.31% can be explained by other variables (which are not yet included in the model).

Table 2: Statistical test result of variable research

Variable	Direct influence	Indirect influence	Result
Accessibility (X_1) and Amenities (X_2) → Customer Satisfaction (Z)	0.275	-	H1 diterima
Accessibility (X_1) and Amenities (X_2) → Visitor Loyalty (Y)	0.395	-	H2 diterima
Customer Satisfaction (Z) → Visitor Loyalty (Y)	0.302	-	H3 diterima
Accessibility (X_1) and Amenities (X_2) → Customer Satisfaction (Z) → Visitor Loyalty (Y)	-	0.357 x 0.302 = 0.108	H4 diterima

Based on table 2 it can be concluded that the accessibility and amenity variables have a direct influence on customer satisfaction with a path analysis value of 0.275 which means that H1 in this study is accepted. Furthermore, the accessibility and amenity variables have a direct influence on visitor loyalty with a path analysis value of 0.395, which means that H2 in this study is accepted. Likewise for the customer satisfaction variable, it has a direct influence on visitor loyalty with a path analysis value of 0.302, which means that H3 in this study is accepted. Then the accessibility and amenity variables have an indirect effect on visitor loyalty through customer satisfaction of 0.108 which means H4 is accepted. These results indicate that customer satisfaction has succeeded in becoming a mediating variable in the effect of accessibility and amenities on visitor loyalty.

5. DISCUSSION

The results of descriptive statistics show that accessibility is a measure of how easy a location is to be reached from other locations through the transportation system. Things that affect accessibility are the ease of time, cost, and effort in moving between places or areas. Accessibility indicators are: distance traveled, directions, travel time, and road conditions. Then amenities are all supporting facilities that can meet the needs and desires of tourists while in destinations including accommodation, restaurants, toilets, rest areas, souvenir shops, parking lots, and places of worship. Then Customer Satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (result) of a product and his expectations, namely regarding the suitability of expectations, interest in

coming back, and willingness to recommend. Visitor loyalty is the tendency of visitors to revisit a tourist destination and recommend it, namely regarding repeat, retention, and referrals. Based on the description, accessibility is discussing how tourists can get to a tourist destination, then ammunity is interpreted as a supporting factor that is closely related to a tourist destination, then accessibility and amenity have an influence on customer satisfaction and this includes the impact of good accessibility and amenity which can create a comfortable situation for tourists so that it has the potential to make visitors feel satisfied with the existence of a tourist destination along with the accessibility and amenities that exist at that destination. Then accessibility and amenities have an influence on visitor loyalty and this includes the impact of good accessibility and amenity that can make tourists feel comfortable so that they have the potential to make tourists come back again with this attraction. Furthermore, customer satisfaction shows that the more satisfied a tourist is in visiting a tourist destination, the more tourists will return to visit a tourist destination.

6. CONCLUSSION

Based on the discussion that has been described, this research can be concluded that the results of descriptive statistics show that accessibility and amenities have a significant effect on customer satisfaction. The better the accessibility and amenities offered, the higher the visitor satisfaction. The results of descriptive statistics show that accessibility and facilities have a significant effect on visitor loyalty. The better the accessibility and facilities provided, the more attractive it will be to tourists by making visitors satisfied with the accessibility and amenities of a tourist

destination. Simultaneously accessibility and tourist amenities have a positive and significant effect on tourist satisfaction. Then customer satisfaction has a positive influence on visitor loyalty.

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