

# Visitor Loyalty Analysis of Marine Tourism in Bayuwangi Beaches

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## ABSTRACT

This study aims to measure the influence of tourism product, prices or tourism costs, tourist locations, tourism promotion, tourist servants, service processes and physical evidence of tourist attractions on visitor loyalty both individually and simultaneously. This study used a survey approach as a research design and managed to collect questionnaire data from 270 respondents who had visited the beaches in Banyuwangi, East Java, Indonesia. The data obtained were analyzed by multiple linear regression data analysis techniques which were previously pre-analyzed using classical assumption analysis. The results of this study indicate that predictors of visitor loyalty both individually and simultaneously have a significant role. This means either individually or simultaneously that the predictor variables of tourism products, prices or tourism costs, tourist locations, tourism promotion, tourist servants, service processes and physical evidence of tourist attractions have a significant effect on visitor loyalty. This research has an important value in the study of marketing mix and customer loyalty, especially in the field of service marketing such as in tourism services. Previous research has never been done to focus on the marketing mix and visitor loyalty, especially on the beaches in Banyuwangi, East Java, Indonesia.

**Keywords :** Visitor Loyalty, Service Marketing Mix, Marine Tourism, Banyuwangi.

## 1. INTRODUCTION

The tourism industry is one of the economic development priorities that is expected to have a positive influence on improving the welfare of the community (Chen, 2010; Baloglu, 1999; Kuo et al., 2009). The development of the tourism sector needs to be developed because it can be an alternative to foreign exchange earnings, introducing regional potential as well as employment opportunities (Lam & Hsu, 2006; Murphy et al., 2000, Ntoumanis, 2001). The development of the tourism sector is carried out so that there is equal distribution of tourists in tourism objects, especially marine tourism in the Banyuwangi area. Tourism development in Banyuwangi is growing with improvements in supporting facilities in marine tourism in Banyuwangi.

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objects, especially marine tourism in the Banyuwangi area. Tourism development in Banyuwangi is growing with improvements in supporting facilities in marine tourism in Banyuwangi.

In an effort to increase visitor loyalty, a maximum marketing mix is needed (Ryu et al., 2008, Lo & Lee, 2011; Li et al., 2010; Cole & Chancellor, 2009). This marketing mix is a series of controlled tactical marketing tools that are combined to produce the response desired by the company to the target market (Stojanovic et al., 2012; Stamboulis & Skayannis, 2003; Shen et al., 2007). Marine tourism included in the service marketing context has aspects of the marketing mix in the form of personal traits, physical evidence, processes, product, price, place and promotion (Mossberg, 2007; Lee et al., 2007; Kim et al., 2009).

Several studies have been conducted to prove the marketing mix theory, both the influence of marketing mix on products such as increased sales or in the service sector such as increasing interest in visits (Rogerson, 2006; Salman, 2010; Lehto et al., 2004). Research from Tung & Ritchie (2011), Tan et al. (2013) and Satorra & Bentler (2010) show that the marketing mix theory can be applied well, but research from Shen et al. (2007) and Salman & Uygur (2010) show that the theory is not in accordance with factual reality. Research by Ryu et

al. (2008) and Ritchie & Hudson (2009) proved that the marketing mix with four variables proved to influence loyalty but when added three marketing mix variables turned out to produce different findings.

From these studies, it can be seen that the marketing mix with seven variables cannot be used as a generalization to describe the effect of the marketing mix on visitor loyalty. Because of that, this research is intended for visitor loyalty. The focus of the facility on visitor behavior on Banyuwangi beaches is because the facilities used to improve services to visitors are increased by the local government. On the other hand, apparently, the number of visitors did not experience a significant increase.

## **2. LITERATURE REVIEW**

### **2.1 Visitor Loyalty**

Interest is defined as will, desire or liking and is something that is personal and closely related to attitudes and behavior (Maslow, 1943; Mayo & Jarvis, 1981). Interest and attitude are the basis for the formation of perceptions and interests have an important role in the decision more (Satorra & Bentler, 2010). Interest in returning to visit or called visitor loyalty is a behavior that appears as a response to certain tourism objects that indicate the customer's desire to make a repeat visit (Stojanovic et al., 2012, Kuo et al., 2009, Lam & Hsu, 2006). From this understanding it can be concluded that visitor loyalty is something that is personal in the form of behavior that appears as a response to an object that results in the customer's desire to make a repeat visit.

Visitor loyalty or interest in revisiting can be influenced by factors such as marketing guidelines that consist of product, price, place, promotion, people, physical evidence and service process variables (Rogerson, 2006; Salman, 2010; Salman & Uygur, 2010). The concept of this marketing mix is considered to be very influential on the interest of visiting again or visitor loyalty because it is a company tool to get the desired response from the target market (Li et al., 2010). A more important aspect is how to understand the marketing mix from the point of view or customer perception (Ntoumanis, 2001). It can be concluded from the explanation that the marketing mix is a device consisting of product, price, promotion and distribution which can also determine the level of marketing success and all of that is intended to get the desired response from the target market.

### **2.2 Product**

The product is an offering that can be durable offered to consumers to meet their needs and desires (Rogerson, 2006). Whereas tourism industry products are all forms of services that tourists can enjoy since leaving the place where the tourists live, as long as they are in the tourist destination visited until the tourists return to their homes (Salman, 2010; Lo & Lee, 2011). This product is seen as having an important role in determining visitor loyalty or

revisiting interest (Lee et al., 2007, Tung & Ritchie, 2011).

### **2.3 Price**

Price is the amount of money needed to consume a number of combinations of products and services that accompany the product (Mossberg, 2007; Rogerson, 2006). From this view it can be seen that the price paid by the buyer includes the services provided by the seller so that many companies ultimately approach the pricing based on the objectives to be achieved. These objectives can be in the form of increasing sales volume, improving market share, achieving maximum profits and maintaining price stability (Salman, 2010; Chen & Chen, 2010).

Prices can also describe the quality of service from a product where customers assume that expensive prices are seen as having good quality (Kim et al., 2009). Customers assume that the positive relationship between price and quality of service so that customers will compare between one product to another, then consumers can make decisions to buy a product (Rogerson, 2006). Some researchers such as Wang (2004), Um et al. (2006) and Tan et al. (2013) also viewed that prices also determine visitor loyalty or intention to revisit.

### **2.4 Promotions**

Companies must implement promotional strategies as an effort to introduce products to the target market (Mossberg, 2007). This is because a product that has high quality and low prices but is not known by the target market can make all the excess attributes that exist in the product become useless (Ryu et al., 2008). Usually the concept used to introduce products is promotion mix which is activities that combine product excellence and appoint consumers to buy (Tung & Ritchie, 2011). This promotional mix is an important activity to be carried out in marketing a product, especially marine tourism (Li et al., 2010). Through this activity, marine tourism managers can carry out their business to provide persuasive information to consumers about a product and encourage them to buy the product (Rogerson, 2006; Salman, 2010). There are various ways that can be implemented by a company in promoting its products such as personal counseling, advertising, sales promos, publicities and so on (Wang, 2004; Rogerson, 2006; Salman, 2010). These methods can be done independently or even integrated. The combination of the promotion mix is done with the aim of finding the easiest way to persuade customers to be willing to consume the products offered (Ntoumanis, 2001; Lo & Lee, 2011; Lee et al., 2007).

### **2.5 Places**

Places often play a role in determining the success of a company's marketing performance (Salman, 2010; Rogerson, 2006). Because the location is closely related to the potential market of a company (Li et al., 2010). In the context of marine tourism, locations also affect strategic dimensions such as flexibility, competitiveness, positioning and also focus (Murphy et al., 2000). Flexibility of a location is a measure of the extent to which a company can react to changes in

the economic situation (Rogerson, 2006). In the context of marine tourism, site selection decisions relate to long-term commitment to aspects that are capital intensive so they must consider responsive locations in economic situations, demographics, culture and future business competition (Salman, 2010). According to Um et al. (2006) and Tung & Ritchie (2011) there are factors that can reflect the choice of place or location, namely access, visibility, traffic, expansion, environment, business competition and regulation from the state government.

## 2.6 People

According to Salman (2010) that in marketing services there are elements of people who are all actors who have a role in the presentation of services so that they can influence buyers (Kim et al., 2009). All employee attitudes and actions even from the way employees dress and the appearance of employees as a whole have a role in influencing consumer perceptions or the success of service encounter (Shen et al., 2008, Satorra & Bentler, 2010). All employees related to consumers can be called sales forces. In a broader sense, service marketing is the work of all service organization personnel (Salman, 2010). This means that marine tourism vendors must be able to have and retain employees who have the skills, attitudes and commitment and the ability to foster good relations with consumers (Lehto et al., 2004; Mossberg, 2007).

Baloglu (1999) and Chen & Chen (2010) state that people in marine tourism are people who are directly involved in carrying out all company activities and are factors that play an important role for the entire business process in the company. This element of people not only plays an important role in the field of operations and production, but also in making direct contact with consumers (Wang, 2004; Tung & Ritchie, 2011; Tan et al., 2013). The behavior of people who are directly involved is very important in influencing the quality of services offered and corporate image (Stojanovic et al., 2012; Satorra & Bentler, 2010; Salman & Uygur, 2010). People in this case have 2 aspects, namely service people and customers.

## 2.7 Process

According to Rogerson (2006) and Salman (2010) that the process is the actual procedure, systematics and mechanism and flow of activities used to deliver services. This element of the process has the meaning as an effort of the company to run and carry out the company's activities in carrying out and implementing business processes to meet the needs and desires of consumers (Lam & Hsu, 2006; Lehto et al., 2004; Ritchie & Hudson, 2009). In the context of marine tourism, the collaboration between marketing and operations is very important in this process, especially in serving all the needs and desires of consumers (Salman, 2010). But if viewed in the perspective of consumers, the quality of services can be seen from how services can produce their functions (Rogerson, 2006; Mossberg, 2007; Ntoumanis, 2001).

Process elements in services are a major factor in the service marketing mix as visitors will often feel the service delivery system as part of the service itself (Wang, 2004; Salman, 2010). All activities in a business are actually a series of business processes, namely the process of involving procedure sequences, a series of schedules, a set of tasks, specific mechanisms, activities and routines related to product distribution with customers (Tung & Ritchie, 2011; Kim et al., 2009). Identification of process management as a separate activity is a prerequisite for service improvement (Satorra & Bentler, 2010; Tung & Ritchie, 2011; Rogerson, 2006). This process element is an important element in marine tourism because service supplies cannot be stored.

## 2.8 Physical Evidence

According to Mossberg (2007) and Rogerson (2006) that physical evidence is a matter that contributes to the visitor's decision to visit marine tourism spots and use the services offered. Salman (2010) and Wang (2004) explain that aspects included in physical facilities such as physical environment, physical buildings, equipment, equipment, colors, logos and other items that are combined with the services provided such as tickets, labels, covers and others etc. According to Tung & Ritchie (2011) and Li et al. (2010) suggests that companies can use marketing personnel with three things in managing strategic physical evidence, namely attention-creating medium, as a message-creating medium and an effect-creating medium.

## 3. HYPOTHESES

### 3.1 The Influence of Product to Visitor Loyalty

Salman (2010) and Rogerson (2006) reveal that products are all things that can be offered to customers to meet their needs and desires. The product observed in this study is a beach tourism attraction in Banyuwangi as a favorite tourism potential (Mossberg, 2007). A product either goods or services can be called attracting visitors if the product can provide greater value than what is expected by customers (Chen & Chen, 2010; Wang, 2004). Wang (2004), Rogerson (2006), Mossberg (2007) and Salman (2010) prove that in visitor loyalty context it is proven that products can provide a significant role in increasing visitor loyalty. Based on this information, the following hypothesis can be compiled:

H1 There is a product effect on visitor loyalty in Banyuwangi beaches

### 3.2 The Influence of Price to Visitor Loyalty

Lam & Hsu (2006) and Li et al. (2010) states that prices can be expressed as monetary units or other measures including goods and services issued by customers to obtain ownership rights or use of an item or service. Price can be an important factor in

determining consumer decisions to buy a good or services (Lo and Lee, 2011). Cheap and affordable goods or services can of course attract someone's interest in purchasing these products (Ntoumanis, 2001; Ritchie & Hudson, 2009). In this case, the cost of visiting marine tourism at Banyuwangi beaches is considered affordable. Lehto et al. (2004), Wang (2004), Rogerson (2006), Lee et al. (2007), Mossberg (2007) and Salman (2010) find that prices do have a positive and significant influence in increasing customer loyalty, especially visitor loyalty. This is because the visitor wants the efficiency of the costs incurred so that it can consume offered goods or services (Ryu et al., 2008; Salman, 2010; Rogerson, 2006; Mossberg, 2007). Based on this fact, the hypothesis as follows can be arranged:

H2 There is a price effect on visitor loyalty in Banyuwangi beaches

### **3.3 The Influence of Place to Visitor Loyalty**

According to Wang (2004) location or location related to access to a marine tourism spot and affordability to the location. Affordable location with easy access can make it easier for visitors to visit the place (Lee et al., 2007; Lam & Hsu, 2006). Until now the beach location in Banyuwangi has improved road access to make it easier for visitors to go to a beach location (Murphy et al., 2000; Ntoumanis, 2001; Rogerson, 2006). With easy and affordable location access can increase visitors' interest to revisit or increase visitor loyalty (Salman, 2010; Mossberg, 2007; Salman & Uygur, 2010). This view is supported by the findings of Wang (2004), Rogerson (2006), Mossberg (2007) and Salman (2010) which prove that tourist sites can increase visitor loyalty. Based on this information, the following hypothesis can be compiled:

H3 There is a location effect on visitor loyalty in Banyuwangi beaches

### **3.4 The Influence of Promotion to Visitor Loyalty**

Qin et al. (2016), Miceli and Pieters, (2010) and Qin et al. (2016) revealed that promotion is all activities intended to convey or communicate a product to the target market, to provide information about excellence, usefulness, privileges and most importantly its existence with the aim of changing attitudes or to encourage people to do something desired by the company (Gunasti and Ross, 2010; Braxton et al., 2017; Fianto et al., 2014). Consumers can find out a product through a promotion carried out by the product manager so that it can influence their interest in visiting again (Lam and Hsu, 2006; Oliver, 1997; Pearce and Butler, 1993; Prebensen et al., 2012; Quan and Wang, 2004; Raymond, 2007). This view is supported by findings from Chen and Tsai (2007), Hosany and Witham (2010) and Salman (2010) which prove that promotional activities can

increase visitor loyalty. Based on this view, the hypothesis as follows can be arranged:

H4 There is an effect of promotion on visitor loyalty in Banyuwangi beaches

### **3.5 The Influence of People to Visitor Loyalty**

Braxton, Muehling & Joireman (2017), Kay & Diekmann (2017), Patel (2017) and Shin & You (2017) argue that people are people who serve or those who plan services for consumers because most services are served by people so people need training, selection and motivation so that visitors can make visits (Prebensen et al, 2012; Lee et al, 2005; Gnoth, 1997; Mannel and Iso-Ahola, 1987; Mossberg, 2007). This view is supported by the findings of Braxton, Muehling & Joireman (2017), Kay & Diekmann (2017), Patel (2017) and Shin & You (2017) which prove that people can increase visitor loyalty competition (Yoon and Uysal, 2005; Huang and Hsu, 2009; Kim et al., 2015). Based on this information, the hypothesis as follows can be arranged:

H5 There is influence of people on visitor loyalty in Banyuwangi beaches

### **3.6 The Influence of Process to Visitor Loyalty**

Chen & Tsai (2010), Hosany & Witham (2010), Hui et al. (2007), Mayo and Jarvis (1981) stated that the process carried out by a company runs beyond the views and thoughts of consumers. Of course consumers do not know the occurrence of business processes occurs because consumers are more concerned with aspects of needs and desires that are satisfied (Cole and Chancellor, 2009; Hsu & Crott, 2006). The process occurs as a result of employee and management support that governs all processes to be able to run smoothly (Lee et al, 2005; Mossberg, 2007). A systematic and structured process can facilitate consumers in obtaining service products that will increase visitor loyalty (Yoon & Uysal, 2005; Huang and Hsu, 2009; Hui et al., 2007; Kim et al., 2015). This view is supported by the results of research from Chen & Tsai (2010), Hosany & Witham (2010), Hui et al. (2007) which prove that processes have a role in increasing visitor loyalty. Thus the hypothesis can be arranged as follows:

H6 There is an effect of the process to visitor loyalty in Banyuwangi beaches

### **3.7 The Influence of Physical Evidence to Visitor Loyalty**

Hosany & Witham (2010), Hui et al. (2007), Mayo & Jarvis (1981), Marsh & Hocevar (1998); Mannel & Iso-Ahola (1987), Li et al. (2010); Lo & Lee (2011) and Mossberg (2007) explain that physical evidence consists of physical facilities that can take the form of distribution of service offerings from service providers and consumers (Lee et al., 2005; Lee et al.,

2007; Lehto et al. , 2004; Li et al., 2010). This physical facility is also seen as physical evidence that is used as a consideration for consumers to visit tourism objects because physical evidence can increase the attractiveness of a tourist attraction (Cole & Chancellor, 2009; Hsu & Crott, 2006). This opinion is supported by the results of research by Chen and Tsai (2010), Gretzel and Jamal (2009), Li et al. (2010) and Prebensen et al. (2012). Based on the explanation, the following hypothesis can be compiled:

H7 There is an influence of physical evidence to visitor loyalty in Banyuwangi beaches

### **3.8 The Influence of Marketing Mix to Visitor Loyalty**

The marketing mix consists of a set of marketing tools in the form of products, prices, promotions, locations, people, process and physical evidence used by the company to reach the target market. Rogerson (2006), Salman (2010), Ntoumanis (2001), Mossberg (2007, Kim et al. (2009), Wang (2004), Satorra & Bentlerr (2010), Stojanovic (2012) and Tung & Ritchie (2011) view that marketing success is determined from the marketing mix activities carried out by the company, this view is relevant because the completeness of marketing activities can ensure increased marketing performance (Woosnam, 2011; Woodside and Dubelaar, 2002; Hui et al., 2007; Kim et al., 2009; Lo and Lee, 2011; Petrick, 2004) One reflection of marketing performance is increased loyalty (Crouch et al., 2004; Gemmity, 2008; Chen and Chen, 2010; Chatzisarantis and Hagger, 2009; Gretzel and Jamal, 2009) Many studies have been carried out to prove this, such as the results of Salman (2010), Ntoumanis (2001), Mossberg (2007, Kim et al. (2009), Wang (2004), Satorra & Bentlerr (2010), Stojanovic (2012) and Tung & Ritchie (2011). From this explanation hypotheses can be prepared follows:

H8 There is a simultaneous effect of marketing mix to visitor loyalty in Banyuwangi beaches

## **4. METHODOLOGY**

### **4.1 Research Design**

This research is included in quantitative research, because the data obtained from respondents are in the form of numbers and processed using statistical analysis. Based on the problem, this research is a causal research that is research with problem characteristics in the form of a causal relationship between two or more variables. The method used is survey method (non-experimental). The variables used in this study consisted of seven independent variables namely product (X1), price (X2), place (X3), promotion (X4), person (X5), process (X6), and physical evidence (X7) with one the dependent variable is the tourist visit (Y). This research was carried out in marine tourism spots in Banyuwangi.

### **4.2 Population and Sampling**

The population in this study were tourists visiting maritime tourism in the city of Surabaya and fulfilling the characteristics of the population (Bagozzi & Yi, 1988; Brown, 2006). The characteristics of the study population are tourists who are visiting or who have visited marine tourism in Banyuwangi. Data collection techniques used in this study are by conducting questionnaires.

### **4.3 Measurement**

Visitor loyalty as a dependent variable in this research is measured using measurement (Fernandez, 2011; Fodness, 1994; Gemmiti, 2008; Chen and Tsai, 2007; Hosany and Witham, 2010). The marketing mix in this study was measured using 7 dimensions namely product, price, place, promotion, people, process and physical evidence. Product measurement using marine tourism facility and attractiveness indicators based on Ntoumanis (2001), Wang (2004), Rogerson (2006) and Salman (2010) research. Price measurement uses 3 indicators from Stanton (1996) Research and Promotion measurement also uses 3 indicators from Kuo et al. (2009) research. While the location uses 3 indicators from Rogerson (2006) and Salman (2010) research and 4 indicators from Bilson's (2001) research to measure people variables. Then the process variable is measured by 3 indicators adapted from Rogerson (2006) and Salman (2010) and physical evidence is measured by 3 indicators adapted from Wang (2004), Rogerson (2006) and Salman (2010). Respondents were asked to indicate their opinions by checking the appropriate response to all the questionnaire items using a 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

## **5. RESULTS**

### **5.1 Profile of Respondents**

This study uses quantitative descriptive as a research design so that to analyze the demographic characteristics of the research sample used frequency analysis. Respondents with ages ranging from 18 to 25 years were the largest respondents in this study. While on gender differences, male respondents numbered 61% and the rest were female respondents by 39%. Furthermore, the area of origin of visitors who came from East Java Province had the dominant number in this study which was around 64% and the rest came from outside the East Java Province. From the education aspect, it was found that visitors with the last education in college had the largest number of about 37% of the total respondents. Meanwhile, most unmarried visitors number around 63%. In this study sample found around 37% had monthly income between Rp. 3.1 Million to Rp. 4 Million and around 30% have monthly income between Rp. 2.1 Million to Rp. 3.1 million.

Most visitors visit with their friends around 57% and are accompanied by their families around 39%. Only about 4% come alone. Most visitors, around 67%, get travel information from their web search activities and the remaining 29% get information from their

friends or family. Most of the visitors around 70% visited the tourist site for the first time in this study and the rest had twice or even more. About 73% of visitors bought handicraft during their visit and apparently 27% did not buy any handicrafts. The good news from the findings of this study is that around 89% are willing to recommend tourist sites visited to their families, friends and colleagues.

## 5.2 Measurement Model

In the results of data analysis from the measurement model, Mardia's standardized coefficient is around 68.33 so this study uses a robust version of goodness-of-fit indices. The results of the CFA showed that the Chi-square value of the Satorra-Bentler scale was 2077.34 with 1098 df, CFI statistic was 0.9, then the normed fit index (NFI) was 0.9 and RMSEA was 0.5, all of which showed perfect fit. This study also uses a prerequisite analysis test before testing the hypothesis. Analysis prerequisite tests include normality test, linearity test, multicollinearity test, and heteroscedasticity test. Normality test aims to test one of the basic assumptions of multiple regression analysis, namely the independent and dependent variables must be normally distributed or close to normal. Based on the results of the normality test for the data in this study it can be concluded that the research data of each variable is normally distributed because it has a significance value greater than 0.05.

Meanwhile, the results of the linearity test are usually used as prerequisites in correlation analysis or linear regression (Kaplan, 2009; Kline, 2005). If the significance value is greater than 0.05, the two variables can be called to have linear relationships (Satorra & Bentler, 2001; Tabachnick & Fidell, 2001). Based on the results of the linearity test it can be concluded that the independent variable has a linear relationship with the dependent variable so that all variables are linear. On the other hand, this study also uses multicollinearity tests to identify correlations between independent variables in a multiple linear regression model. Multicollinearity disorders can be seen if the tolerance value > 0.1 and the variance inflation factor (VIF) value < 1.0 so that multicollinearity does not occur (Robinson et al., 1991). Based on the results of the multicollinearity test data conducted in this study it was concluded that there was no multicollinearity in this research variable.

This study also conducted a heteroscedasticity test to examine variance inequality from residuals, one observation to another observation. If residuals from one observation to another observation remain called homoscedasticity and if variants are different then heteroscedasticity occurs (Bagozzi, 1988). A good regression model is a model that has no symptoms of heteroscedasticity (Brown, 2006). Heteroscedasticity test is carried out using the Glejser test by regressing independent variables with absolute residual values (Kaplan, 2009; Kline, 2005). If the independent variable significantly affects the dependent variable, there is an indication of heteroscedasticity. From the results of the heteroscedasticity test using the Glejser

test statistic, the significance value for all independent variables dependent is greater than the error level of 5% (0.05) so that it is concluded that the research variable is free from heteroscedasticity.

## 5.3 Hypotheses Test Results

Hypothesis testing is done to test the proposed hypothesis accepted or rejected. The hypothesis proposed in this study relates to the effect of product, price, promotion, location, people, process, physical evidence of interest in visiting again. Multiple regression analysis was chosen to analyze the submission of hypotheses in this study. Multiple regression equations based on the results of regression analysis can be known as follows:

$$Y = 0,881 + 0,176X_1 + 0,237X_2 + 0,148X_3 + 0,120X_4 + 0,174X_5 + 0,142X_6 + 0,362X_7 + e$$

Furthermore, to find out whether the hypothesis proposed in this study is accepted or rejected, the hypothesis is tested by t test and F test. The t test basically shows how far the influence of an explanatory or independent variable individually in explaining the variation of the dependent variable (Kaplan, 2009; Kline, 2005). This decision making is based on the comparison of the significance value of the t count value of each regression coefficient with a predetermined level of significance, which is 5% ( $\alpha = 0.05$ ). If the significance of t count is greater than 0.05, then the null hypothesis ( $H_0$ ) is accepted which means that the variable does not affect the dependent variable (Satorra & Bentler, 2001; Tabachnick & Fidell, 2001). Whereas if the significance is smaller than 0.05 ( $p < 0.05$ ), then  $H_0$  is rejected, which means that the independent variable influences the dependent variable.

The product has a significance level of 0.031. From the results of the t test on the product variable states that the significance of the t test is smaller than 0.05 ( $p < 0.05$ ) and the regression coefficient has a positive value of 0.136. Based on these results, the hypothesis which states "the product has a positive and significant effect on interest in revisiting" was declared acceptable. The price has a significance level of 0.037. From the results of the t test on consumer prices stated that the significance of the t test is smaller than 0.05 ( $p < 0.05$ ) and the regression coefficient has a positive value of 0.137. Based on these results, the hypothesis which states "the price has a positive and significant effect on interest in revisiting" was declared acceptable. Promotion has a significance level of 0.041. From the results of the t test on consumer promotion states that the significance of the t test is smaller than 0.05 ( $p < 0.05$ ) and the regression coefficient has a positive value of 0.127. Based on these results, the hypothesis stating "promotion of positive and significant influence on interest in revisiting" was declared acceptable.

The location has a significance level of 0.046. From the results of the t test on the location variable states that the significance of the t test is smaller than 0.05

( $p < 0.05$ ) and the regression coefficient has a positive value of 0.112. Based on these results, the hypothesis which states "the location has a positive and significant effect on interest in revisiting" was declared acceptable. People have a significance level of 0.045. From the results of the t test on the variable person states that the significance of the t test is smaller than 0.05 ( $p < 0.05$ ) and the regression coefficient has a positive value of 0.134. Based on these results, the hypothesis that "people have a positive and significant influence on interest in revisiting" is declared acceptable. The process has a significance level of 0.045. From the results of the t test on the process variable states that the significance of the t test is smaller than 0.05 ( $p < 0.05$ ) and the regression coefficient has a positive value of 0.145. Based on these results, the hypothesis which states "a positive and significant process of interest in revisiting" was declared acceptable. Physical evidence has a significance level of 0.011. From the results of the t test on the physical evidence variable states that the significance of the t test is smaller than 0.05 ( $p < 0.05$ ) and the regression coefficient has a positive value of 0.160. Based on these results, the hypothesis which states "physical evidence has a positive and significant effect on interest in revisiting" was declared acceptable.

In addition to the t test, this study also uses the F test which basically shows whether all the independent variables included in the model have a simultaneous effect on the dependent variable (Kaplan, 2009; Kline, 2005). Decision making is based on a comparison of the calculated F value by looking at the level of significance (Bagozzi, 1988), then comparing it with the level of significance that has been determined (5% or 0.05). If the significance of F counts is smaller than 0.05, then  $H_0$  is rejected, which means that the independent variables simultaneously affect the dependent variable (Brown, 2006). From the F test results obtained F-calculated value of 6.725 with a significance level of 0.000. Because the significance value is below 0.05 ( $p < 0.05$ ), the eighth hypothesis stating "product, price, promotion, location, people, and process, as well as simultaneous physical evidence have a positive effect on interest in revisiting" was declared acceptable.

This study also uses the coefficient of determination ( $R^2$ ) to measure the extent of the ability of the regression model in explaining variations of the dependent variable (Bagozzi, 1988). From the results of the coefficient of determination, it can be seen that the magnitude of the influence of product, price, promotion, location, people, and process influences, as well as physical evidence of interest in visiting again in this study, measured using adjusted  $R^2$  is 0.452. This means that the independent variables in the model are able to explain the dependent variable of 45.2%. A total of 54.8% is explained by other variables outside the model.

## 6. DISCUSSIONS

This study found that the product variable was stated to significantly influence the loyalty of visitors with a significance value of 0,000 and a regression coefficient of 0.176 so that it can be called that the product has an important role in visitor loyalty. These results support the research of Wang (2004), Rogerson (2006), Mossberg (2007) and Salman (2010). When customers perceive that the offered tourism products can meet their needs, the product can encourage customers to retry the offered offer while continuing to convey positive things about the tourism product to others so that the product is seen as an important factor that determines customer loyalty.

In addition, this study also found that the variable cost or price is also stated to have a significant effect on visitor loyalty with a significance value of 0,000 and a regression coefficient of 0.237. These results support the research of Lehto et al. (2004), Wang (2004), Rogerson (2006), Lee et al. (2007), Mossberg (2007) and Salman (2010). This finding is caused by the expectations of visitors at the costs paid to enjoy the attractions offered. Tourism objects that set higher tourism costs certainly make tourists' expectations to be high (Ryu et al., 2008; Salman, 2010; Rogerson, 2006; Mossberg, 2007). If the price or cost of tourism is seen as relevant to the fulfillment of tourist needs of visitors, visitors can think of visiting again in the same place as well as willing to recommend it to others (Lo and Lee, 2011). So, prices are also an important factor in determining visitor loyalty.

This study also found that tourism promotion variables also expressed significant effect on visitor loyalty with a significance value of 0,000 and a regression coefficient value of 0.148. These results support research from Chen and Tsai (2007), Hosany and Witham (2010) and Salman (2010). This finding is caused by the important benefits of promotion which is an important element to make buyers aware of information from offers offered as well as being a reminder for visitors who have visited certain tourist locations.

On the other hand, this study also found that tourist location variables are also important factors that can create visitor loyalty. Tourist location is stated to have significant effect on visitor loyalty with a significance value of 0,000 and a regression coefficient value of 0.120. These results support the research of Wang (2004), Rogerson (2006), Mossberg (2007) and Salman (2010). Visitors who feel that the tourist location is easy to reach can make it easier for them to visit so they think of repeat visits (Murphy et al., 2000; Ntoumanis, 2001; Rogerson, 2006). This is because tourist sites are certainly related to places where tourist products can be obtained which are also related to the ease of enjoying or accessing tourist products offered. Strategic location is seen as facilitating visitor loyalty (Salman, 2010).

The study also found that people involved in this tour service also had an important role in creating visitor loyalty Braxton, Muehling & Joireman (2017), Kay & Diekmann (2017), Patel (2017) and Shin & You (2017). Person variables are stated to have a significant effect on visitor loyalty with a significance value of 0,000 and a regression coefficient of 0.174. These results support research from Braxton, Muehling & Joireman (2017), Kay & Diekmann (2017), Patel (2017) and Shin & You (2017). Services provided by tourist servants can create the impression of good that is gained while enjoying tourism services so that it can attract visitors to make repeat visits (Prebensen et al, 2012; Lee et al, 2005; Gnoth, 1997; Mannel and Iso-Ahola, 1987 ; Mossberg, 2007).

Process variables also have an important role in creating visitor loyalty. This study found that the tourist service process variables were found to have a significant effect on visitor loyalty with a significance value of 0,000 and a regression coefficient of 0.142. These results support research from Chen & Tsai (2010), Hosany & Witham (2010), Hui et al. (2007), Hosany & Witham (2010), Mayo and Jarvis (1981). The findings of this study are generated because with a good, easy and fast process it will be easier for consumers to get a service product and this can lead to interest in reusing a service product (Cole and Chancellor, 2009; Hsu & Crott, 2006).

Visitors also pay close attention to the physical state of the tourism attraction visited. This fact was revealed by the findings of this study which stated that physical evidence was stated to have a significant effect on visitor loyalty with a significance value of 0,000 and a regression coefficient of 0.362. These results support the research of Hosany & Witham (2010), Hui et al. (2007), Hosany & Witham (2010), Mayo & Jarvis (1981), Marsh & Hocevar (1998); Mannell & Iso-Ahola (1987), Li et al. (2010); Lo & Lee (2011) and Mossberg (2007). This is because physical evidence will add to the attractiveness of a service product, the intangible characteristics of the service because potential customers cannot judge a service before consuming it (Li et al., 2010). Therefore, one important element in the marketing mix is the effort to reduce the level of risk by offering physical evidence of service characteristics (Cole & Chancellor, 2009; Hsu & Crott, 2006).

From the F test results obtained F-calculated value of 6.725 with a significance level of 0.000. Significance values below 0.05 ( $p < 0.05$ ) give meaning that tourism products, prices or costs borne by tourists, tourism promotion, tourist locations, tourist servants and processes, as well as physical evidence of tourist attractions simultaneously have a positive effect on interest in visiting again. While the adjusted R2 test result of 0.248 shows that visitor loyalty is influenced by tourism products, prices or costs borne by tourists, tourism promotion, tourist locations, tourist servants and processes, as well as physical evidence of 45.2%, while the remaining 54.8% influenced by other factors not examined in this study.

The unadjusted adjusted R2 coefficient shows that it is necessary to conduct other research involving other variables as a predictor of visitor loyalty. These variables can include brand drivers, inertia habit, perceived risk, relationship marketing, commitment, consumer drivers, symbolism brands, brand benefits, cultural dimensions, brand image, customer switching costs, brand attitude, corporate image, price consciousness of consumers, genetic influences and other variables.

## 7. CONCLUSIONS

Based on the findings and discussion of the results of research that has been obtained, it can be concluded that the variables of product, price, promotion, tourist location, tourist servants, processes and physical evidence of individual tourist attractions affect visitor loyalty on the Banyuwangi beach. Predictor variables were also found to simultaneously affect visitor loyalty. This study also produces theoretical implications, namely with the results of the low adjusted R2 level from the results of this study indicate that other variables that were not observed in this study turned out to produce greater influence on visitor loyalty.

## 8. LIMITATIONS AND FUTURE RESEARCH RECOMMENDATIONS

This research also has some limitations; this research still cannot reveal the overall factors that influence visitor loyalty on the Banyuwangi beach tourism object as a whole. This is because this study only found that the determinants of visitor loyalty variables were only 45.2% so that there were still 54.8% of other factors not examined in this study.

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