

FACTORS INFLUENCING TOURIST SATISFACTION AND REVISIT INTENTION TO CIBUNTU TOURIST VILLAGE DURING COVID-19 PANDEMIC

Rosianna Sianipar¹, Jimmy M.H. Situmorang², Vasco A.H. Goeltom³, Kevin Gustian Yulius⁴

rosianna.sianipar@uph.edu, jimmy.mhs@uph.edu, vasco.goeltom@uph.edu, kevin.yulius@uph.edu

^{a,b,c,d}Program Studi D4 Pengelolaan Perhotelan, Fakultas Pariwisata, Universitas Pelita Harapan, Indonesia

Abstract

The COVID-19 pandemic has a devastating impact on all world economic activities, including the tourism industry. Tourist satisfaction and revisit intention are two important factors in the recovery of economic activity in the tourism sector. These two variables are also influenced by tourists' perceptions of the COVID-19 protocol implemented by tourist destinations. Cibuntu Tourist Village puts forward the concept of community-based tourism. Located in Kuningan Regency, West Java, its' homestay is their main business. This study aims to analyze the factors that influence tourist satisfaction and tourists' revisit intention to Cibuntu Tourist Village during the COVID-19 pandemic. This research is an explanatory study that seeks to explain the causative relationships between endogenous and exogenous variables. The sampling technique used in this study was non-probability sampling with a convenience sampling method. The research instrument used was a questionnaire with 25 indicators and the data were analyzed using SEM with 100 respondents. The data obtained from the research instrument shows that all indicators meet the requirements of discriminant validity, convergent validity and reliability. The data were analyzed using the bootstrapping method using 5000 subsamples. The result is the coefficient of determination for tourist satisfaction is 87.6% and for interest in return visits is 91.6%. In the t test, 4 hypotheses were rejected, and 5 hypotheses were accepted. COVID-19 protocol has significant influence over tourist satisfaction and revisit intention of domestic tourists to Cibuntu Tourist Village.

Keyword: Tourist Village, Tourist Satisfaction, Revisit Intention, COVID-19 Protocol

INTRODUCTION

COVID-19 or Coronavirus Disease 19 is a disease that was first discovered in Wuhan, China and then spread rapidly throughout the world (Lipistch et al., 2020). WHO raised the status of COVID-19 from an epidemic to a pandemic in March 2020 because of its continued spread to various countries. Its highly contagious nature and long incubation period make COVID-19 difficult to control and supervise (Singhal, 2020). This pandemic has had a negative impact not only on social conditions but also on the world economy. Various types of industries including tourism have been affected by this pandemic (Crossley, 2020). Following WHO recommendations, almost all countries have imposed restrictions on their tourism activities, both domestic and international, closed tourist attractions, and also postponed events or other forms of tourism business (Ioannides & Gyimóthy, 2020). Tourism as a labor-intensive industry that sells services has been badly affected by this pandemic. The number of tourism business activities that are limited by the government and the difficulty of traveling have forced many business people to temporarily close their businesses and lay off their employees (Wen et al., 2020). The United Nations World Tourism Organization (UNWTO) estimates that 100 to 120 million tourism workers are threatened with work due to this pandemic and the possible recovery of the tourism industry by 2023 (UNWTO, 2020).

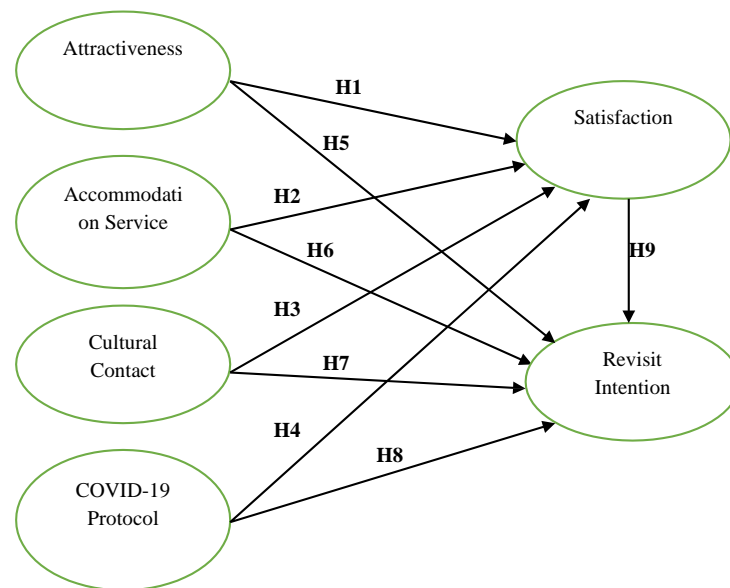
Tourism industry activities and growth are also hampered in Indonesia, a country that relies on tourism as a contributor to its foreign exchange earnings. Since it was announced in early March 2020, various steps have been taken by the central and regional governments to prevent the spread of this pandemic. An example is the Large-Scale Social Restrictions (PSBB) regulated in the PP of the Republic of Indonesia number 21 of 2020. This PSBB activity has a direct impact on tourism activities through reducing public transportation capacity, temporarily closing restaurants and shopping centers, as well as restrictions on entering and exiting an area. The Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) made a mitigation plan to deal with the impact of this pandemic in March 2020 (Kemenparekraf, 2020). The tourism recovery phase begins in June to December 2020 and continues with the normalization phase in January to December 2021. In August 2020, the Ministry of Tourism and Creative Economy issued CHSE (Cleanliness, Health, Safety, & Environment) guidelines for various forms of

tourism business, including hotels, restaurants, tourist attractions, and homestays (tourist lodges). This guide will be used in tackling and preventing the spread of the COVID-19 pandemic in tourist places or destinations.

A tourist village or tourist village is a form of tourist destination developed by a tourism awareness group or Pokdarwis that is domiciled or lives in the village area (Kemenparekraf, 2012). The tourist village was developed based on the concept of Sapta Pesona which consists of safe, orderly, clean, cool, beautiful, friendly, and memorable. CHSE was developed by the Ministry of Tourism and Creative Economy in order to complement Sapta Pesona as a means of returning visitors to tourist villages during and after the COVID-19 pandemic. Tourism activities in tourist villages are more personal because they involve the local community as business people and tourists as consumers. Tourist satisfaction and revisit intention to tourist villages is an important component in the ongoing tourism activities, and in this case depends on the interactions they do with the surrounding community (Mai et al., 2019; Nguyen et al., 2020). Several things that affect tourist satisfaction and interest in returning to a tourist destination are attraction, accommodation, cultural contact, and perceived risk (Nguyen et al., 2020; Tosun et al., 2015; Chaulagain et al., 2019). One of the tourist villages in Indonesia that is interesting to study is the tourist village of Cibuntu. The village, which is located at the foot of Mount Ciremai, was declared a tourist village in 2012 and has since adopted the concept of Sapta Pesona Tourism. The Cibuntu tourist village was also ranked as the 5th tourist village with the best homestay/tourist lodge in Southeast Asia and the 2nd best tourist village in the CBT (Community Based Tourism) event held by the Ministry of Tourism (Wamad, 2017).

As a tourist village and a destination, the main income Cibuntu Tourist Village is from the tourism and accommodation business. Almost all houses in Cibuntu are converted or being utilized as a homestay to accommodate visitors during their activity there. The residents of Cibuntu tourist village are trying to develop other type of business to support their main income source, homestay, during the pandemic. They also try to implement the CHSE standard prepared by the Ministry to help restarting the business when the time come. Cibuntu tourist village as a tourist destination is also supported by tourism grant funds which are expected to help improve the implementation and implementation of CHSE in welcoming back domestic tourists (desacibuntu.com, 2020). From the explanation above, the researcher decided to conduct a study with the title "FACTORS INFLUENCING TOURIST SATISFACTION AND REVISIT INTENTION TO CIBUNTU TOURSIT VILLAGE DURING COVID-19 PANDEMIC". This study was conducted to identify the influence of several factors on tourist satisfaction and interest in returning visits to Tourism Villages during the COVID-19 pandemic. The selected tourist village is Cibuntu Tourism Village, located in Kuningan Regency. The COVID-19 Health Protocol is used as the fourth factor to replace perceived risk because the risk of COVID-19 transmission is considered one of the barriers to tourist satisfaction and return visit interest (UNWTO, 2020; Kour et al., 2020; Ahmad et al., 2020).

This study aims to identify and determine the effect of tourist attraction, accommodation services, cultural contacts, and COVID-19 protocols on tourist satisfaction and interest in returning visits to Cibuntu Tourism Village during the COVID-19 pandemic. The influence of tourist satisfaction on the interest in returning to the Cibuntu Tourism Village will also be measured to identify the relationship between the two variables. This research also aims to help stakeholders in tourism activities in tourist villages to normalize after the COVID-19 pandemic. This study is a replication of Bang Nguyen Viet, Huu Phuc Dang & Ho Hai Nguyen's research with the title "Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact" in 2020. In this study, Nguyen et al. sought to identify the relationship between tourist attraction, accommodation and food services, cultural contact, and perceived risk to tourist satisfaction and return visit interest to Binh Thuan province in Vietnam. In the results of the study, it was found that all independent variables had a significant effect on tourist satisfaction and return visit interest. Tourist satisfaction also has a direct effect on the interest in returning to Binh Thuan province. In 2020, the COVID-19 pandemic spreads throughout the world and the risk of transmission is one of the considerations for tourists when traveling (Sigala, 2020). Tourists tend to travel domestically such as to rural areas (Hui & Deng, 2020) and expect good COVID-19 health protocols to have been prepared by tourist destinations (Matiza, 2020). Tourism research during the COVID-19 pandemic was carried out to restore tourism conditions as they were before the pandemic. Studies that are also used as references for this study are research on tourist satisfaction (Hong et al., 2020) and return visit interest (Kour et al., 2020; Ahmad et al., 2020; Hassan & Soliman, 2020; Rahimzhan & Irani, 2020) during the COVID-19 pandemic.



Gambar 1 Theoretical Framework

LITERATURE REVIEW

1. Tourism Attraction

Tourist Attraction is defined as everything which has ability to invoke the interest of people to visit it (Cooper, 2016). This attraction also reflecting the value and expectation of a tourist towards a destination to fulfill their needs (Smith & Warburton, 2012). It has several components such as accessibility, facility, local community, and view (Reitsamer et al., 2016), as well as entertainment and historical site (Nguyen et al., 2020). Cooper (2016) also identified five factors that might influence attraction especially to rural tourism, which are, cultural appraisal, multiple use, perishability, economic significance, and ownership.

2. Accommodation Service

As a part of tourism component, accommodation also play a role as product and infrastructure (Cong, 2016). Accommodation business owner not only had to provide basic needs of the guest such as eating and drinking but also the fulfilment of other secondary needs (Kumar et al., 2018). The provision of local cuisine is also important for tourist with different cultural background due to their tendency to find unique cuisine experience to themselves (Cong & Dam, 2017; Mai et al., 2019). Good perception towards the accommodation and its services will bring positive impact to tourist satisfaction which in turn will invoke their revisit intention in the future (Chin et al., 2018). In this research, the accommodation service will refer to homestay, or translated to Indonesian as pondok wisata based on Peraturan Pemerintah nomor 52 tahun 2012. In Peraturan Menteri Pariwisata dan Ekonomi Kreatif no 9 tahun 2014, homestay is defined as an accommodation service in a form of residential building inhabited by the owner and partly used for rent by providing opportunities for tourists to interact in the owner's daily life.

3. Cultural Contact

Rural tourism is a global phenomenon which is popular not too long ago (Aslam & Awang, 2015; Dimitrovski et al., 2012). It is considered as part of cultural tourism due to the tendence of difference in cultural background between the tourist and the people of the village itself (Lane & Kastenholz, 2015). The purpose of rural tourism is usually to study, find, do, and consume the cultural product in a tangible or intangible form (Richards, 2018). In rural tourism the cultural contact between tourist and the local community are inseparable (Kour et al., 2020) and apply not only to international tourist but domestic tourist as well in a multicultural country such as Indonesia (du Cros & Mc Kercher, 2015). Cultural contact emphasizes the desire of tourists to involve themselves in local cultural activities and involves tourists' behavior towards that culture (Chen & Rahman, 2018).

4. COVID-19 Protocol

Tourist perception of tourism risk is one of the key factors in deciding to visit a destination (Çetinsöz & Ege, 2013; Chew & Jahari, 2014). Tourism risk can be defined as misfortune possibility which can afflict a tourist (Sohn et al., 2016). It commonly associated with human risk, psychosocial, food, weather, finance, service quality, natural disaster and accident (Cui et al., 2016) but mainly towards the transmission of COVID-19 during this pandemic (Rahimizhian & Irani, 2020). COVID-19 health protocol must be well developed and implemented by the tourist destination to reduce the perception towards tourism risk during this pandemic (Sigala, 2020). Good perception on COVID-19 health protocol will improve the tourist satisfaction during this pandemic time (Bae & Chang, 2020; Hong et al., 2020).

5. Tourist Satisfaction

There are four characteristics of service which are intangibility, inseparability, variability and perishability. Those characteristics influence people differently and that is why satisfaction toward service is measured differently than the satisfaction towards a product (Kotler et al., 2017). Satisfaction is the result of tourists' assessment of their values and expectations (Ford et al., 2012), an important component in a tourist experience (Zhang et al., 2018), and one of the most researched topics in relation to revisit intention in tourism industry (Chiu et al., 2016).

6. Revisit Intention

Revisit intention is a common research topic in tourism and hospitality related research (Li et al., 2018). Revisit interest is defined as post-consumption behavior in which a tourist has a desire to re-experience a tourism product or tourist destination (Tosun et al., 2015). Tourists who have a revisit intention and in turns eventually become repeat visitors tend to stay longer, are more active in consumptive activities, are more satisfied with tourism activities, spread good WOM, and require lower marketing costs compared to first-time visitors. (Zhang et al., 2014, 2018).

RESEARCH METHODS

This research is an explanatory research that seeks to identify causality or the relationship between one variable and another or more variables (Veal, 2018). The types of data used in this study are quantitative and qualitative. Quantitative data will be used to measure the relationship between variables using a questionnaire instrument and a Likert scale. Qualitative data obtained from unstructured interviews are used to support the results of quantitative data analysis.

The population in this study were domestic tourists who had visited Cibuntu Tourism Village and the sample was domestic tourists who visited Cibuntu Tourism Village during the COVID-19 pandemic from March to October 2020. The sampling technique used was non-probability sampling with convenience sampling. This was done due to the limitations of researchers and the absence of exact data on the population of tourist destinations during the COVID-19 pandemic. The field study was conducted on the first visit on November 13, 2020 to November 15, 2020 and the distribution of questionnaires was carried out on the second visit on December 11, 2020 until December 13, 2020. Measurement or analysis of quantitative data will be carried out using SMART PLS software with a large number of samples. taken as many as 100 respondents. Testing the quality of the data produced by the research instrument was tested for convergent validity, discriminant validity, and reliability. Convergent validity refers to the similarity or similarity of constructs between variables while discriminant validity refers to how one construct differs from another (Hair et al., 2019). While reliability is the ability of the instrument itself to be used in different environment.

Data testing is done by measuring the coefficient of determination, path analysis and t test or partial hypothesis testing. The coefficient of determination or R² refers to the ability of exogenous variables to predict the value of endogenous variables in percentage. Path analysis is carried out to determine the nature of the relationship between exogenous and endogenous variables, whether it is positive or negative. The last is the partial hypothesis test or t test. The t-test was conducted to determine the magnitude of the relationship between one exogenous variable and one endogenous variable and to determine the significance of the relationship. The t-test was carried out after passing the bootstrapping stage. Bootstrapping is a method of resampling or resampling that is carried out to ensure statistical significance. Bootstrapping in this study used subsamples of 5000 samples. After bootstrapping is done then the results of the t-test can be analyzed for this study. In table 1, it can be seen

the relationship between exogenous and endogenous variables along with the number of hypotheses.

Table 1 Relationship of variables in this research

Hypothesis	Exogenous Variable	Endogenous Variable
H1	Tourist Attraction	Tourist Satisfaction
H2	Accommodation Service	Tourist Satisfaction
H3	Cultural Contact	Tourist Satisfaction
H4	COVID-19 Protocol	Tourist Satisfaction
H5	Tourist Attraction	Revisit Intention
H6	Accommodation Service	Revisit Intention
H7	Cultural Contact	Revisit Intention
H8	COVID-19 Protocol	Revisit Intention
H9	Tourist Satisfaction	Revisit Intention

Source: Data Processing Results (2020)

RESULTS AND DISCUSSION

1. Convergent Validity test

Table 2 Convergent Validity Test

	Att1	Att2	Att3	Att4
X1 (ATT)	0,817	0,866	0,75	0,805
	Acc1	Acc2	Acc3	Acc4
X2 (ACC)	0,873	0,872	0,87	0,889
	Cul1	Cul2	Cul3	Cul4
X3 (CUL)	0,865	0,891	0,854	0,806
	Cov1	Cov2	Cov3	Cov4
X4 (COV)	0,856	0,905	0,902	0,918
	Sat1	Sat2	Sat3	Sat4
Y1 (SAT)	0,927	0,834	0,942	0,937
	Rev1	Rev2	Rev3	Rev4
Y2 (REV)	0,902	0,926	0,818	0,907

Source: Data Processing Results (2020)

From table 2, it can be seen that the loading factor test results obtained from calculations using the PLS Algorithm. All loading factor indicators used in the research instrument, the value above 0.7 means that it meets the first requirement of convergent validity. The convergent validity test was then continued by checking the AVE (Average Variance Extracted) value which was the value generated by the variables used in the research instrument. The AVE value can be seen in table 3.

Table 3 Average Variance Extracted (Ave) Test Results

	Average Variance Extracted (AVE)
X1 (ATT)	0,657
X2 (ACC)	0,768
X3 (CUL)	0,731
X4 (COV)	0,802
Y1 (SAT)	0,830
Y2 (REV)	0,791

Source: Data Processing Results (2020)

In table 3 it can be seen that each variable used in this study, both the independent (exogenous) and dependent (endogenous) variables has an AVE value above 0.5. The AVE value above 0.5 proves that all the variables used in this study show a fairly good convergence. After fulfilling the two conditions of the convergent validity test, testing the quality of the research instrument continued with the discriminant validity test.

2. Discriminant Validity Test

Table 4 Test Results Fornell-Larcker Criterion

	X1 (ATT)	X2 (ACC)	X3 (CUL)	X4 (COV)	Y1 (SAT)	Y2 (REV)
X1 (ATT)	0,896					
X2 (ACC)	0,768	0,893				
X3 (CUL)	0,825	0,845	0,887			
X4 (COV)	0,822	0,807	0,853	0,896		
Y1 (SAT)	0,835	0,867	0,881	0,891	0,950	
Y2 (REV)	0,894	0,878	0,861	0,895	0,898	0,927

Source: Data Processing Results (2020)

In table 4, the results of the Fornell-Larcker criterion test can be seen. The Fornell-Larcker criterion value in the variable must be greater than the value between variables to be accepted as valid in the discriminant validity test. In this study, there are several indicators with the lowest loading factor values that must be removed so that each variable meets the Fornell-Larcker criterion validity. The deleted indicators were ATT3, ATT4, ACC3, CUL4, SAT 2, and REV 3. After these indicators were deleted, the research instrument met the Fornell-Larcker criterion of discriminant validity with the values listed in table 4.

Table 5 Cross Loading Test Results

	X1 (ATT)	X2 (ACC)	X3 (CUL)	X4 (COV)	Y1 (SAT)	Y2 (REV)
Acc1	0,698	0,907	0,767	0,702	0,770	0,782
Acc2	0,588	0,884	0,668	0,619	0,673	0,723
Acc4	0,756	0,889	0,814	0,824	0,861	0,836
Att1	0,885	0,626	0,742	0,691	0,687	0,778
Att2	0,908	0,745	0,738	0,779	0,805	0,828
Cov1	0,584	0,730	0,711	0,857	0,718	0,702
Cov2	0,723	0,725	0,739	0,905	0,768	0,780
Cov3	0,810	0,740	0,803	0,902	0,843	0,860
Cov4	0,806	0,702	0,798	0,918	0,849	0,850
Cul1	0,723	0,798	0,896	0,746	0,799	0,790
Cul2	0,749	0,773	0,910	0,758	0,812	0,779
Cul3	0,722	0,670	0,853	0,769	0,729	0,720
Rev1	0,825	0,766	0,802	0,813	0,786	0,924
Rev2	0,853	0,829	0,803	0,876	0,856	0,934
Rev4	0,813	0,843	0,790	0,797	0,853	0,922
Sat1	0,777	0,823	0,836	0,827	0,940	0,817
Sat3	0,795	0,806	0,841	0,864	0,952	0,869
Sat4	0,807	0,841	0,832	0,845	0,957	0,871

Source: Data Processing Results (2020)

For the last discriminant validity test, the results of the cross loading values in the research instrument can be checked. The cross loading value is the correlation value between each indicator and all variables in the research instrument. The cross loading value that can be considered valid is if the correlation value between the indicator and the variables containing the indicator is greater than the correlation value between the indicator and other variables. The column marked in yellow in table 5 shows the value of the cross loading indicator with its own variable that has met the discriminant validity requirements.

3. Reliability Test

After meeting the requirements of convergent and discriminant validity, the research instrument must go through a reliability test to check the level of consistency of the research instrument. There are 2 things that can be measured when conducting a reliability test, namely composite reliability and Cronbach's Alpha coefficient. Both can be seen in table 6 which is the result of the reliability test conducted using SMART PLS.

Table 6 Reliability Test Results

	Cronbach's Alpha	Composite Reliability
X1 (ATT)	0,756	0,891
X2 (ACC)	0,874	0,922
X3 (CUL)	0,864	0,917
X4 (COV)	0,918	0,942
Y1 (SAT)	0,945	0,965
Y2 (REV)	0,918	0,948

Source: Data Processing Results (2020)

From the results of the reliability test above, it was found that the value of composite reliability and Cronbach's Alpha coefficient of all variables was above 0.7. Hair et al. (2019) sets 0.6 to 0.7 as the minimum standard for the value of composite reliability and Cronbach's Alpha coefficient. Thus, the research instrument can be declared valid and reliable and the data can be tested. Analysis of the Structural Equation Model Determination Coefficient (R^2). After it was found that the research instrument used met the requirements of convergent validity, discriminant validity, and reliability, the data could be tested further. First, the coefficient of determination or R^2 can be checked to influence the percentage of the effect of exogenous variables on endogenous variables. The value of R^2 can be seen in table 7.

TABLE 7 Coefficient Of Determination Test Results (R^2)

	R Square	R Square Adjusted
Y1 (SAT)	0,876	0,871
Y2 (REV)	0,916	0,911

Source: Data Processing Results (2020)

Endogenous variable 1 or tourist satisfaction is influenced by four exogenous variables, namely tourist attraction, accommodation services, cultural contacts, and COVID-19 protocols. The R^2 value obtained is 0.876 or 87.6% where the remaining 12.4% of the other tourist satisfaction variables can be influenced by other exogenous variables not examined in this study. Endogenous variable 2 or return visit interest is influenced by five exogenous variables, namely tourist attraction, accommodation services, cultural contacts, COVID-19 protocols, and tourist satisfaction. The R^2 value obtained is 0.916 or 91.6%. There is a remaining 8.4% where the return visit interest variable can be influenced by other exogenous variables not examined in this study.

The high value of the coefficient of determination proves that the research instrument used is able to measure the research variables well. Tourist satisfaction during the COVID-19 pandemic can be influenced by other variables, such as travel safety, use of technology, and other conveniences offered during their trip (Hong et al., 2020). While the interest in returning tourists during this pandemic period is further influenced by technological innovation and the use of contactless technology both in travel and in accommodation services (Rahimizhian & Irani, 2020; Ahmad et al., 2020).

4. Path Analysis Test (Path Analysis)

Table 8 Path Analysis Test Results

	X1 (ATT)	X2 (ACC)	X3 (CUL)	X4 (COV)	Y1 (SAT)	Y2 (REV)
X1 (ATT)					0,145	0,379
X2 (ACC)					0,285	0,304
X3 (CUL)					0,215	-0,030
X4 (COV)					0,358	0,275
Y1 (SAT)						0,100
Y2 (REV)						

Source: Data Processing Results (2020)

Path analysis is carried out to determine or estimate the direction of the relationship between variables in the structural equation model. If the value is positive then the relationship between the variables is positive and vice versa. If the value obtained from the path analysis is negative, then the influence between the exogenous and endogenous variables is negative. The results of this research path

analysis can be seen in table 7 above and the discussion will be described along with the results of the partial hypothesis test or t test.

5. Partial Hypothesis Test (t Test)

The t-test was conducted to partially test the truth of the hypothesis. The relationship between variables is explained respectively through the value of the coefficient t or t statistic. Before performing the t-test, the data must go through a bootstrapping process where there is a resampling process to test the statistical significance of the data used. The subsamples value that will be used in this bootstrapping is 5000 samples and a significance level of 0.05 or 5%.

TABLE 9 Path Coefficients Test Results With Bootstrapping

	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 (ATT) -> Y1 (SAT)	1	0,145	0,139	0,089	1,631	0,103
X2 (ACC) -> Y1 (SAT)	2	0,285	0,296	0,094	3,020	0,003
X3 (CUL) -> Y1 (SAT)	3	0,215	0,223	0,135	1,588	0,112
X4 (COV) -> Y1 (SAT)	4	0,358	0,343	0,117	3,057	0,002
X1 (ATT) -> Y2 (REV)	5	0,379	0,386	0,098	3,855	0,000
X2 (ACC) -> Y2 (REV)	6	0,304	0,298	0,092	3,293	0,001
X3 (CUL) -> Y2 (REV)	7	-0,030	-0,021	0,091	0,331	0,741
X4 (COV) -> Y2 (REV)	8	0,275	0,262	0,105	2,608	0,009
Y1 (SAT) -> Y2 (REV)	9	0,100	0,100	0,117	0,858	0,391

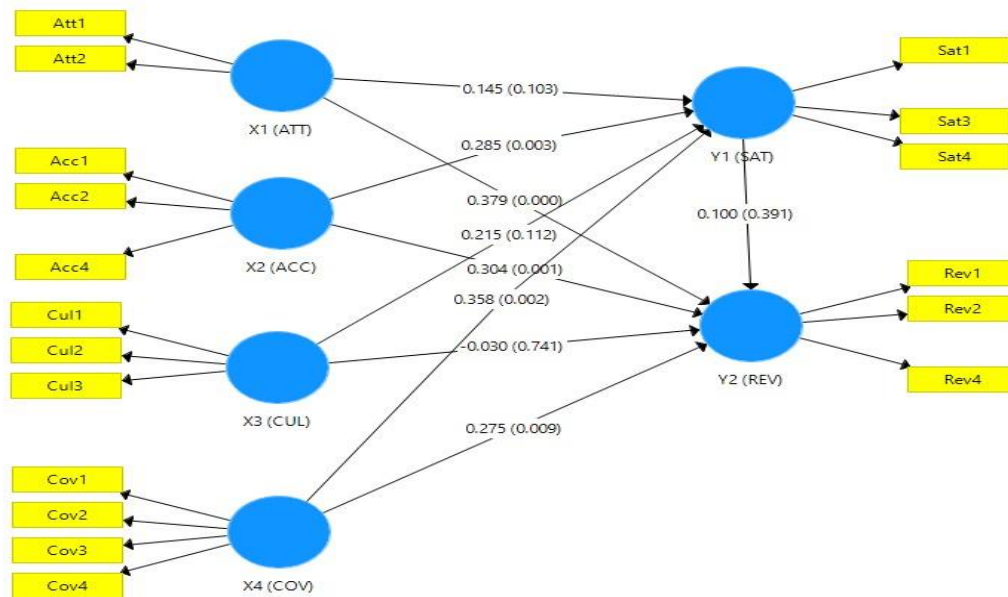
Source: Data Processing Results (2020)

In table 9, the path coefficient values are shown in the original sample column (O), then the calculated t value or t coefficient in the T Statistics column (|O/STDEV|), and the significance of the relationship in the P Values column. The t value after going through bootstrapping with a significance level of 5% must be greater than 1.96 so that the hypothesis between these variables can be accepted.

Based on table 8, the relationship between variables can be described as follows:

- a. The path coefficient value between tourist attraction (X1) and tourist satisfaction (Y1) is 0.145. The relationship between tourist attraction and tourist satisfaction is positive. However, the t-value of this relationship is 1.631 and is smaller than the standard t-value of 1.96 with a significance value of 0.103 above 0.05. Thus H1 is rejected because it does not meet these requirements.
- b. The path coefficient value between accommodation services (X2) and tourist satisfaction (Y1) is 0.285 and indicates a positive relationship. The t value of 3.020 is greater than the standard of 1.96 with a significance of 0.003 which means that H2 is accepted. Accommodation services affect tourist satisfaction significantly.
- c. The path coefficient value between cultural contact (X3) and tourist satisfaction (Y1) is 0.215 and shows a positive relationship. The t-value is 1.588 with a significance of 0.112, indicating that there is no significant effect between cultural contact and tourist satisfaction. This means that H3 is rejected.
- d. The path coefficient value between the COVID-19 protocol (X4) and tourist satisfaction (Y1) is 0.358 and shows a positive relationship between the two variables. The t value of 3.057 and a significance of 0.002 indicate that there is a significant relationship between the COVID-19 protocol and tourist satisfaction and H4 is accepted.
- e. The path coefficient value between tourist attraction (X1) and return visit interest (Y2) which is 0.379 indicates a positive relationship between the two variables. The t value is 3.855 with a significance of 0.000 so it can be stated that H5 is accepted.
- f. The path coefficient value between accommodation service (X2) and return visit interest (Y2) is 0.304 and shows a positive relationship. The t-value obtained is 3.293 with a significance of 0.001 meaning that there is

a significant relationship between accommodation services and the interest of returning tourists. H6 is acceptable.



Gambar 2 Structural Equation Model

Source: Data Processing Results (2020)

CONCLUSION

Based on the results of data analysis obtained in chapter 4, there are several conclusions that can be drawn. The following is a conclusion on the results of this study:

- In this study, two endogenous variables were used, namely tourist satisfaction and return visit interest. Tourist satisfaction is influenced by four exogenous variables, tourist attraction, accommodation services, cultural contacts, and the COVID-19 protocol. Meanwhile, return visit interest is influenced by five exogenous variables, namely tourist attraction, accommodation services, cultural contacts, COVID-19 protocols, and tourist satisfaction.
- In this study there are three relationships between variables that are positive and not significant, and there is one relationship that is negative and insignificant. This difference is due to the different research environment and the COVID-19 pandemic conditions that affect the responses of respondents.
- Tourist attraction does not significantly affect the satisfaction of tourists visiting Cibuntu Tourism Village during the COVID-19 pandemic. However, in relation to return visit interest, tourist attraction has a positive relationship and significant influence. Meanwhile, cultural contact has a positive relationship with both endogenous variables but the effect is not significant. Local tourists tend to be less concerned with culture as a determinant of satisfaction or interest in returning visits (Nguyen et al., 2020).
- Tourist satisfaction as an exogenous variable and return visit interest as an endogenous variable also has a positive relationship but the effect is not significant. During the COVID-19 pandemic, the interest in return visits cannot only be influenced by the satisfaction of the tourists themselves. However, it must also be supported by other variables such as the other four variables in this study or other variables such as motivation and destination image (Ramli et al., 2020).
- The COVID-19 protocol significantly affects tourist satisfaction and return visit interest and has a positive relationship with these two endogenous variables. Tourists already have good enough awareness to always apply the COVID-19 protocol and choose to visit tourist destinations with good COVID-19 protocols. During the COVID-19 pandemic and beyond, health protocols such as those contained in the CHSE guidelines of the Ministry of Tourism and Creative Economy will be an important part of tourism recovery in Indonesia (Lumanauw, 2020).

REFERENCES

- Ahmad, A., Jamaludin, A., Zuraimi, N. S., & Valeri, M. (2020). Visit intention and destination image in post-COVID-19 crisis recovery. *Current Issues in Tourism*, 1–6. <https://doi.org/10.1080/13683500.2020.1842342>
- Akbas, F., Markov, S., Subasi, M., & Weisbrod, E. (2018). Determinants and consequences of information processing delay: Evidence from the Thomson Reuters Institutional Brokers' Estimate System. *Journal of Financial Economics*, 127(2), 366–388. <https://doi.org/10.1016/j.jfineco.2017.11.005>
- Anatolia 24, no. 2 (2013): 173-87. doi:10.1080/13032917.2012.743921.
- Aslam, M., & Awang, K. (2015). Enterprising Rural Tourism for Sustainable Rural Development in Sri Lanka. *International Journal of Economics and Financial Issues*, 5(1), 27–33.
- Bae, S. Y., & Chang, P.-J. (2020). The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic (March 2020). *Current Issues in Tourism*, 24(7), 1017–1035. <https://doi.org/10.1080/13683500.2020.1798895>
- Çetinsöz, B. C., & Ege, Z. Impacts of Perceived Risks on Tourists' Revisit Intentions.
- Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing & Management*, 12, 1–11. <https://doi.org/10.1016/j.jdmm.2019.01.005>
- Chen, H., & Rahman, I. Cultural Tourism: An Analysis of Engagement, Cultural Contact, Memorable Tourism Experience and Destination Loyalty. *Tourism Management Perspectives* 26 (2018): 153-63. doi:10.1016/j.tmp.2017.10.006.
- Chew, E. Y. T., & Jahari, S.A. Destination Image as a Mediator between Perceived Risks and Revisit Intention: A Case of Post-disaster Japan. *Tourism Management* 40 (2014): 382-93. doi:10.1016/j.tourman.2013.07.008.
- Chin, C.H., Law, F.-Y., Lo, M.-C., & Ramayah, T. (2018). The Impact of Accessibility Quality and Accommodation Quality on Tourists' Satisfaction and Revisit Intention to Rural Tourism Destination in Sarawak: The Moderating Role of Local Communities' Attitude. *Global Business and Management Research: An International Journal*, 10(2)
- Chiu, W., Zeng, S., & Cheng, P. S.-T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism and Hospitality Research*, 10(2), 223–234. <https://doi.org/10.1108/ijcthr-07-2015-0080>
- Cong, L. C. (2016). A formative model of the relationship between destination quality, tourist satisfaction and intentional loyalty: An empirical test in Vietnam. *Journal of Hospitality and Tourism Management*, 26, 50–62. <https://doi.org/10.1016/j.jhtm.2015.12.002>
- Cong, L. C., & Dam, D. X. (2017). Factors affecting European tourists' satisfaction in Nha Trang City: Perceptions of destination quality. *International Journal of Tourism Cities*, 3(4), 350–362. <https://doi.org/10.1108/IJTC-04-2017-0022>
- Cooper, C. (2016). *Essentials of Tourism* (2nd ed.). Pearson.
- Crossley, É. (2020). Ecological grief generates desire for environmental healing in tourism after COVID-19. *Tourism Geographies*, 22(3), 536–546. <https://doi.org/10.1080/14616688.2020.1759133>
- Cui, F., Liu, Y., Chang, Y., Duan, J., & Li, J. (2016). An overview of tourism risk perception. *Natural Hazards*, 82(1), 643–658. <https://doi.org/10.1007/s11069-016-2208-1>
- Desa Wisata Cibuntu. (2020, October 1). Disparbud Jabar Dorong Kemajuan Pelaku Ekraf di Kuningan.

desacibuntu.com. <https://desacibuntu.com/2020/10/01/disparbud-jabar-dorong-kemajuan-pelaku-ekraf-di-kuningan/>.

Dimitrovski, D. D., Todorović, A. T., & Valjarević, A. D. (2012). Rural Tourism and Regional Development: Case Study of Development of Rural Tourism in the Region of Gruža, Serbia. *Procedia Environmental Sciences*, 14, 288–297. <https://doi.org/10.1016/j.proenv.2012.03.028>

Du Cros, H., & McKercher, B. *Cultural Tourism*. 2nd ed. Routledge, 2015.

Ford, R. C., Sturman, M. C., & Heaton, C. P. (2012). *Managing quality service in hospitality: how organizations achieve excellence in the guest experience*. Delmar, Cengage Learning.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.

Hassan, S. B., & Soliman, M. (2021). COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal. *Journal of Destination Marketing & Management*, 19. <https://doi.org/10.1016/j.jdmm.2020.100495>

Hong, Y., Cai, G., Mo, Z., Gao, W., Xu, L., Jiang, Y., & Jiang, J. (2020). The Impact of COVID-19 on Tourist Satisfaction with B&B in Zhejiang, China: An Importance–Performance Analysis. *International Journal of Environmental Research and Public Health*, 17(10), 3747. <https://doi.org/10.3390/ijerph17103747>

Ioannides, D., & Gyimóthy, S. (2020). The COVID-19 crisis as an opportunity for escaping the unsustainable global tourism path. *Tourism Geographies*, 22(3), 624–632. <https://doi.org/10.1080/14616688.2020.1763445>

Kementerian Pariwisata dan Ekonomi Kreatif (Ed.). (2012). *Pedoman Kelompok Sadar Wisata*. Kementerian Pariwisata dan Ekonomi Kreatif.

Kementerian Pariwisata dan Ekonomi Kreatif. (2020). *Rencana Mitigasi Sektor Parekraf Dalam Menangani Dampak Virus COVID-19*. https://www.kememparekraf.go.id/asset_admin/assets/uploads/media/pdf/media_1585471964_Rev_10_Rencana_Mitigasi_Sektor_Parekraf_Covid_pdf_pdf.pdf

Kotler, P., Bowen, J., Makens, J. C., & Baloglu, S. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson.

Kour, P., Jasrotia, A., & Gupta, S. (2020). COVID-19: a pandemic to tourism guest- host relationship in India. *International Journal of Tourism Cities*. <https://doi.org/10.1108/ijtc-06-2020-0131>

Kumar, V., Lahiri, A., & Dogan, O. B. (2018). A strategic framework for a profitable business model in the sharing economy. *Industrial Marketing Management*, 69, 147–160. <https://doi.org/10.1016/j.indmarman.2017.08.021>

Lane, B., & Kastenholz, E. (2015). Rural tourism: the evolution of practice and research approaches – towards a new generation concept? *Journal of Sustainable Tourism*, 23(8-9), 1133–1156. <https://doi.org/10.1080/09669582.2015.1083997>

Li, F., Wen, J., & Ying, T. (2018). The influence of crisis on tourists' perceived destination image and revisit intention: An exploratory study of Chinese tourists to North Korea. *Journal of Destination Marketing & Management*, 9, 104–111. <https://doi.org/10.1016/j.jdmm.2017.11.006>

Lipsitch, M., Swerdlow, D.L. & Finelli, L. (2020), "Defining the epidemiology of COVID-19—studies needed", *New England Journal of Medicine*, Vol. 382 No. 13, pp. 1194-1196.

Mai, K. N., Nguyen, P. N. D., & Nguyen, P. T. M. (2019). International tourists' loyalty to Ho Chi Minh City destination—a mediation analysis of perceived service quality and perceived value. *Sustainability*, 11 (19), 5447. <https://doi.org/10.3390/su11195447>

Matiza, T. (2020). Post-COVID-19 crisis travel behaviour: towards mitigating the effects of perceived risk. *Journal of Tourism Futures*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/jtf-04-2020-0063>

- Nguyen, B. V., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, 7(1).
<https://doi.org/10.1080/23311975.2020.1796249>
- Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia nomor 9 tahun 2014 tentang Standar Usaha Pondok Wisata. (2014)
- Peraturan Pemerintah Republik Indonesia nomor 21 tahun 2020 tentang Pembatasan Sosial Berskala Besar Dalam Rangka Percepatan Penanganan Corona Virus Disease 2019 (COVID-19). (2020)
- Peraturan Pemerintah Republik Indonesia nomor 52 tahun 2012 tentang Sertifikasi Kompetensi Dan Sertifikasi Usaha Di Bidang Pariwisata. (2012)
- Rahimzhan, S., & Irani, F. (2020). Contactless hospitality in a post-COVID-19 world. *International Hospitality Review*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/ihr-08-2020-0041>
- Ramli, M. F., Rahman, M. A., & Ong, M. L. (2020). Do motivation and destination image affect tourist revisit intention to Kinabalu national park during COVID-19 pandemic recovery phase? *European Journal of Molecular & Clinical Medicine*, 7(6), 1624–1635.
- Reitsamer, B. F., Brunner-Sperdin, A., & Stokburger-Sauer, N. E. (2016). Destination attractiveness and destination attachment: The mediating role of tourists' attitude. *Tourism Management Perspectives*, 19, 93–101. <https://doi.org/10.1016/j.tmp.2016.05.003>
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21. <https://doi.org/10.1016/j.jhtm.2018.03.005>
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312–321. <https://doi.org/10.1016/j.jbusres.2020.06.015>
- Singhal, T. A Review of Coronavirus Disease-2019 (COVID-19). *The Indian Journal of Pediatrics*, 87, 281–286 (2020).
<https://doi.org/10.1007/s12098-020-03263-6>
- Smith, J. D., & Warburton, F. (2012). *Cambridge IGCSE Travel and Tourism*. Cambridge University Press.
- Sohn, H.-K., Lee, T. J., & Yoon, Y.-S. (2016). Relationship between Perceived Risk, Evaluation, Satisfaction, and Behavioral Intention: A Case of Local-Festival Visitors. *Journal of Travel & Tourism Marketing*, 33(1), 28–45.
<https://doi.org/10.1080/10548408.2015.1024912>
- Tosun, C., Dedeoğlu, B. B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing & Management*, 4(4), 222–234.
<https://doi.org/10.1016/j.jdmm.2015.08.002>
- UNWTO. (2020). *Tourism and COVID-19 – Unprecedented Economic Impacts*. UNWTO.
<https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>.
- Veal, A. J. (2018). *Research Methods for Leisure and Tourism* (5th ed.). Pearson.
- Wamad, S. (2017, December 3). Keren! Desa Cibuntu Kuningan Terbaik di Asean dan Indonesia. *DetikNews*.
<https://news.detik.com/berita-jawa-barat/d-3752876/keren-desa-cibuntu-kuningan-terbaik-di-asean-dan-indonesia>.
- Wen, J., Kozak, M., Yang, S., & Liu, F. (2020). COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*, 76(1), 74–87. <https://doi.org/10.1108/tr-03-2020-0110>
- Zhang, H., Cho, T., Wang, H., & Ge, Q. (2018). The Influence of Cross-Cultural Awareness and Tourist Experience on Authenticity, Tourist Satisfaction and Acculturation in World Cultural Heritage Sites of Korea. *Sustainability*,

10(4), 927. <https://doi.org/10.3390/su10040927>

Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213–223. <https://doi.org/10.1016/j.tourman.2013.06.006>