

IMPACT OF DESTINATION IMAGE, PLACE ATTACHMENT, TOURIST SATISFACTION ON TOURIST LOYALTY (WORLD NATURAL HERITAGE SITE AND BIOSPHERE RESERVE IN KOMODO NATIONAL PARK)

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ABSTRACT

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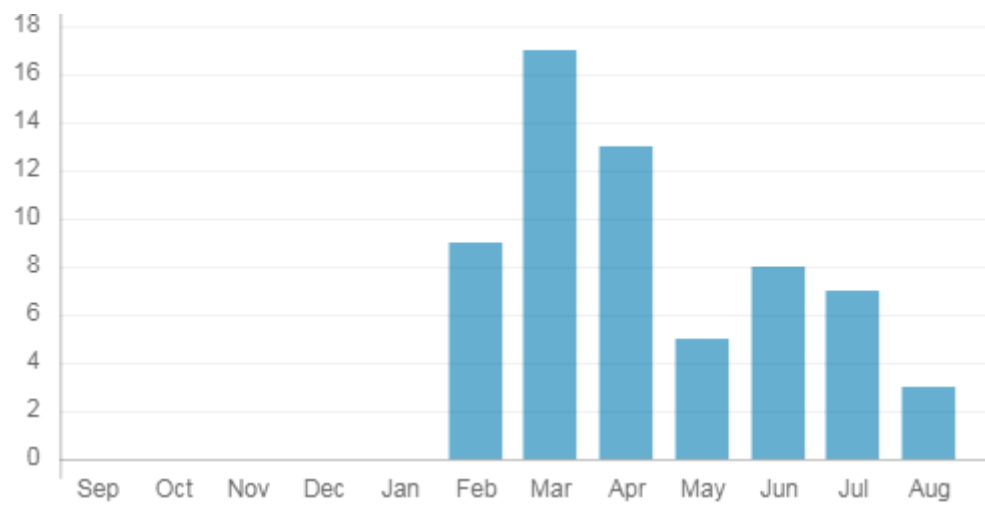
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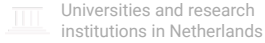
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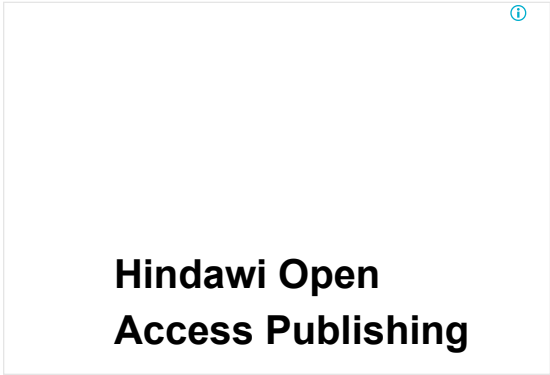
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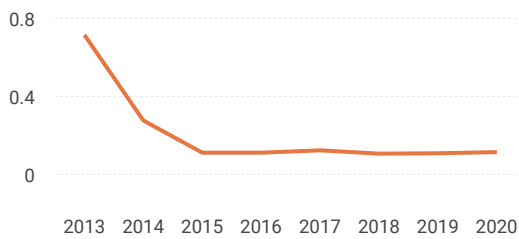
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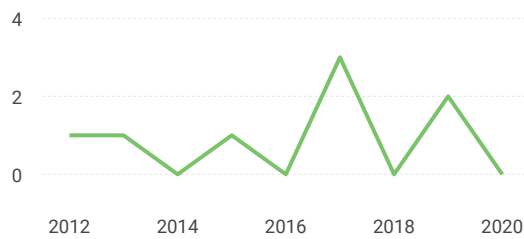
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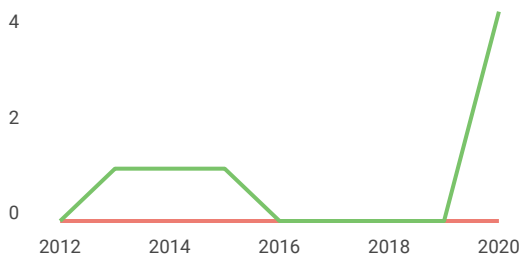
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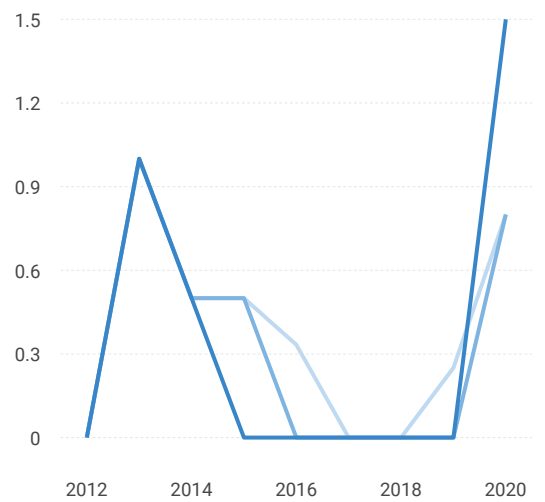
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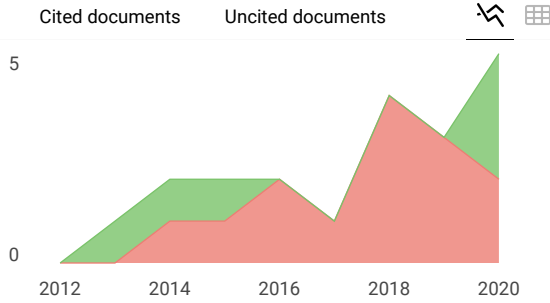
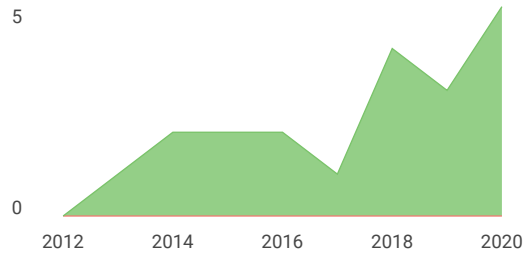
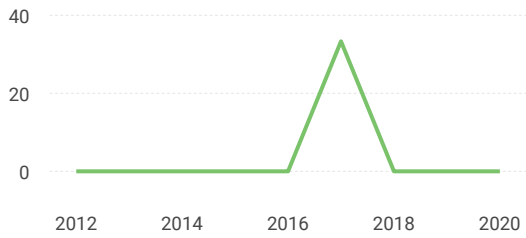


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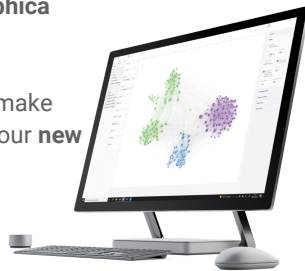
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IMPACT OF DESTINATION IMAGE, PLACE ATTACHMENT, TOURIST SATISFACTION ON TOURIST LOYALTY (WORLD NATURAL HERITAGE SITE AND BIOSPHERE RESERVE IN KOMODO NATIONAL PARK)

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Keyword: Destination Image, Place Attachment, Visitor Satisfaction, Tourist Loyalty, Komodo National Park.

ABSTRACT

The purpose of this study is to evaluate a theoretical model based on the hypothesized relationship between three constructs, namely destination image, place attachment, and visitor satisfaction as antecedents of tourist loyalty. This relationship was explored with a sample size of 253 people using a non-probability sampling technique: purposive sampling technique, who was both domestic and foreign visitors to Komodo National Park. The process of collecting data through interviews, observation and distributing questionnaires using Google Forms, which are distributed through social media and direct surveys. Data processing and hypothesis testing using the Structure Equation Modeling (SEM) method. The findings illustrate a clear pattern of the dimensions of the destination image, place attachment, which is built as an antecedent of the formation of tourist loyalty attributes mediated by the level of visitor satisfaction. However, visitor satisfaction is not proven to affect tourist loyalty. These findings suggest important implications for theory and practice in tourism marketing.

INTRODUCTION

In the context of tourist destinations, visitor loyalty remains an important indicator for the success of destination development. There are many studies on the antecedents of tourist loyalty, including motivation, destination image, travel across quality, perceived value, and satisfaction, in different types of

destinations such as countries, states, cities, and islands (Prayag & Ryan, 2012); (Bigne, Sanchez, & Sanchez, 2001); The results of the study (Priadi, Hidayati, & Wahyuni, 2019) on the cultural field in Tenggarong show that the image of goals has a positive and significant effect on loyalty, while value has a positive and insignificant effect on loyalty. Satisfaction has a positive and insignificant effect on loyalty. Simultaneously, the image of goals, values and satisfaction has a positive effect on loyalty. However, recently there have been personal engagement and involvement as predictors of destination loyalty that have attracted tourism academics to research (Alexandris, C. Kouthouris, & Malignis, 2006). In particular, these two predictors have been investigated extensively for recreational sites and recreation areas, and more recently research on tourism has been extended to natural heritage sites.

There are no studies in the tourism literature that simultaneously examine the structural relationship between destination image, place attachment, and satisfaction as antecedents of tourist loyalty to the World Natural Heritage Site and the Komodo National Park (KNP) Biosphere Reserve. Komodo National Park is one of the natural conservation areas in the Province of East Nusa Tenggara, Indonesia). The national park is a conservation area to witness the diversity, uniqueness, uniqueness and beauty of endemic, rare and protected flora/fauna, including witnessing the beauty of and the magic of natural phenomena.

The use of the area that can be done in the National Park is in the eco-tourism sector. The tourism sector is considered very prospective to help in the development and income for the management and the community around Komodo National Park. Beautiful nature, unique fauna and the culture of the people can be an attractive combination of eco-tourism potential to be offered to both local and foreign tourists, thereby attracting a high level of repeat visits, thus indicating that tourists may have stronger emotional ties. compared to other destinations. Understanding visitor loyalty can provide additional opportunities for women service providers to improve perception and perceived relevance, emotional attachment, visitor image and satisfaction and tourism site marketing. Additionally, it is useful to identify important factors in determining tourist loyalty that allowed the destination to allocate resources more efficiently, thereby consolidating visitor retention. However, not too much attention has been given to evaluating these and future efforts with the motivation to evaluate the true quantitative effect on Komodo National Park. The purpose of this study was to determine the effect of destination image, place attachment, on tourist loyalty mediated by visitor satisfaction.

METHOD

The research method used is a survey method, while the type of research is associative causal (Sugiyono, 2009). The sampling technique was carried out by nonprobability sampling, namely using purposive sampling technique. To test the hypothesis used SEM (Structural Equation Models) analysis with the help of the LISREL 8.8 program. Hypothesis testing is done by t-test on the inner and outer models. Outer model analysis is carried out to ensure that the measurements used are valid and reliable. Analysis of the outer model can be seen from the convergent validity indicator, discriminant validity, average

variance extracted (AVE), composite reliability, and Cronbach's alpha. The measure of the significance of the support of the hypothesis can be used to compare the value of t-table and t-statistics. If the t-statistics value is higher than the t-table value, it means that the hypothesis is supported, and or vice versa. The parameters used are twenty three, meaning that it requires a minimum of two hundred and thirty respondents, in this study two hundred and fifty three respondents.

The research instrument used was in the form of a questionnaire, with a Likert scale where the questionnaire on this scale was designed to examine how strongly the subject agreed or disagreed with the question on a 5-point scale (Bougie, 2016) with the following arrangement: 1 = Disagree (D), 2 = Less Agree (LA), 3 = Neutral (N), 4 = Tend to Agree (TA), 5 = Agree (A).

RESULT AND DISCUSSION

The results of this study indicate the data collected from a questionnaire from 253 samples of domestic and foreign tourists visiting Tamana Nasional Komodo, especially Komodo Island in the last one year. The age group of respondents 18 years and over were male and female with an upper-middle class economic level and a minimum educational level of least junior high school/ senior high school students. The questionnaire was collected using Google's form and direct survey. Questionnaires were distributed during 1 August 2020.

Validity Test

Validity testing in this study will be carried out using CFA, namely by observing the loading factor on each indicator. If it has a loading factor greater than 0.5, but it is ideal if it is greater than 0.6. (Joseph F. Hai, Black, Babin, & Anderson, 2010). Based on the results of the above calculations, it is found that the factor loading value has a value above 0.500. However, there are several items that have marginal factor loading values, because they are below 0.500. Thus, in the next use of these items, it is hoped that these items can be fixed or increased in the factor loading value

Table 1 Loading Factor Value

Variabel	Nomor Item	Factor Loading	FR ²	AVE
<i>Destination Image</i>	DI_01	0,710	0,50	0,485
	DI_02	0,550	0,30	
	DI_03	0,650	0,42	
	DI_04	0,490	0,24	
	DI_05	0,540	0,29	
	DI_06	0,480	0,23	
	DI_07	0,610	0,37	
	DI_08	0,480	0,23	
	DI_09	0,720	0,52	
<i>Place Attachment</i>	PA_10	0,650	0,42	0,515
	PA_11	0,670	0,45	

	PA_12	0,800	0,64	
	PA_13	0,800	0,64	
	PA_14	0,620	0,38	
	PA_15	0,680	0,46	
	PA_16	0,780	0,61	
Visitor Destination	OS_17	0,700	0,49	0,48
	OS_18	0,680	0,46	
	OS_19	0,540	0,29	
	OS_20	0,850	0,72	
	OS_21	0,810	0,66	
	OS_22	0,510	0,26	
Tourist Loyalty	RI_23	0,820	0,67	0,66
	RI_24	0,800	0,64	

Source: Data Processing 2020

Reliability Test

Reliability test in this study uses construct reliability (CR) which is calculated by the formula:

$$CR = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + (\sum \epsilon_i)}$$

Table 2 Result of Construct Reliability Calculation

variable	Value CR	Explanation
DI (<i>Destination image</i>)	0,627	Reliable
OS (<i>Visitor destination</i>)	0,662	Reliable
PA (<i>Place attachment</i>)	0,721	Reliable
RI (<i>Tourist Loyalty</i>)	0,642	Reliable

Source: Data Processing 2020

In this measurement, it is found that the Composite reliability value has a value above 0.600. Thus, it can be said that the calculation of the reliability test has consistently shown that the data being tested has good reliability.

Inner Model Analysis

The following is a brief description of the GOF criteria used in this study

Table 3 *Goodness of Fit Statistics*

<p>Goodness of Fit Statistics</p> <p>Degrees of Freedom = 248</p> <p>Minimum Fit Function Chi-Square = 1450.77 (P = 0.0)</p> <p>Normal Theory Weighted Least Squares Chi-Square = 2344.15 (P = 0.0)</p> <p>Estimated Non-centrality Parameter (NCP) = 2096.15</p> <p>90 Percent Confidence Interval for NCP = (1944.78 ; 2254.90)</p> <p>Minimum Fit Function Value = 5.76</p> <p>Population Discrepancy Function Value (F0) = 8.32</p> <p>90 Percent Confidence Interval for F0 = (7.72 ; 8.95)</p> <p>Root Mean Square Error of Approximation (RMSEA) = 0.18</p> <p>90 Percent Confidence Interval for RMSEA = (0.18 ; 0.19)</p> <p>P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00</p> <p>Expected Cross-Validation Index (ECVI) = 9.71</p> <p>90 Percent Confidence Interval for ECVI = (9.11 ; 10.34)</p> <p>ECVI for Saturated Model = 2.38</p> <p>ECVI for Independence Model = 51.81</p> <p>Chi-Square for Independence Model with 276 Degrees of Freedom = 13008.86</p> <p>Independence AIC = 13056.86</p> <p>Model AIC = 2448.15</p> <p>Saturated AIC = 600.00</p> <p>Independence CAIC = 13165.66</p> <p>Model CAIC = 2683.88</p> <p>Saturated CAIC = 1960.02</p> <p>Normed Fit Index (NFI) = 0.89</p> <p>Non-Normed Fit Index (NNFI) = 0.89</p> <p>Parsimony Normed Fit Index (PNFI) = 0.80</p> <p>Comparative Fit Index (CFI) = 0.91</p> <p>Incremental Fit Index (IFI) = 0.91</p> <p>Relative Fit Index (RFI) = 0.88</p> <p>Critical N (CN) = 53.58</p>
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Root Mean Square Residual (RMR) = 0.091

Standardized RMR = 0.11

Goodness of Fit Index (GFI) = 0.56

Adjusted Goodness of Fit Index (AGFI) = 0.47

Parsimony Goodness of Fit Index (PGFI) = 0.47

Source: Data Processing 2020

1. The relatively small probability value of chi - square (p = 0.000) indicates that the model is good fit.
2. The result is 0.91, which mean that it is Good Fit.

3. In this study, the P-Value for Test of Close Fit is 0,000, which meant that it is Good Fit.
4. The amount of amounts of influence obtained from the R2 value are 0.88, which means that the simultaneous influence between Customer Satisfaction (OS) and Place Attachment The relatively small chi - square probability value (p = 0.000) indicates that the model is good fit.
5. The result is 0.91, which mean that it is Good Fit.
6. In this study, the P-Value for Test of Close Fit is 0,000, which mean that it is Good Fit.
7. The amount of amounts of influence obtained from the R2 value are 0.88, which means that the simultaneous influence between Customer Satisfaction (OS) and Place Attachment (PA) on Visitor Loyalty (RI) is 88%, while the effect of other variables not examined in this study amounted to 12%.
8. Test R:
 - a. $RI = 0.49*PA + 0.46*OS$, Errorvar.= 0,12 , $R^2 = 0,88$
 - b. (0,24) (0,24) (0,044)
 - c. 2,08 1,96 2,60

HYPOTHESIS TESTING

The significance can be seen with the T-Value on the LISREL output. The hypothesis will be accepted if the T-Value is greater than 1.96 or less than -1.96.

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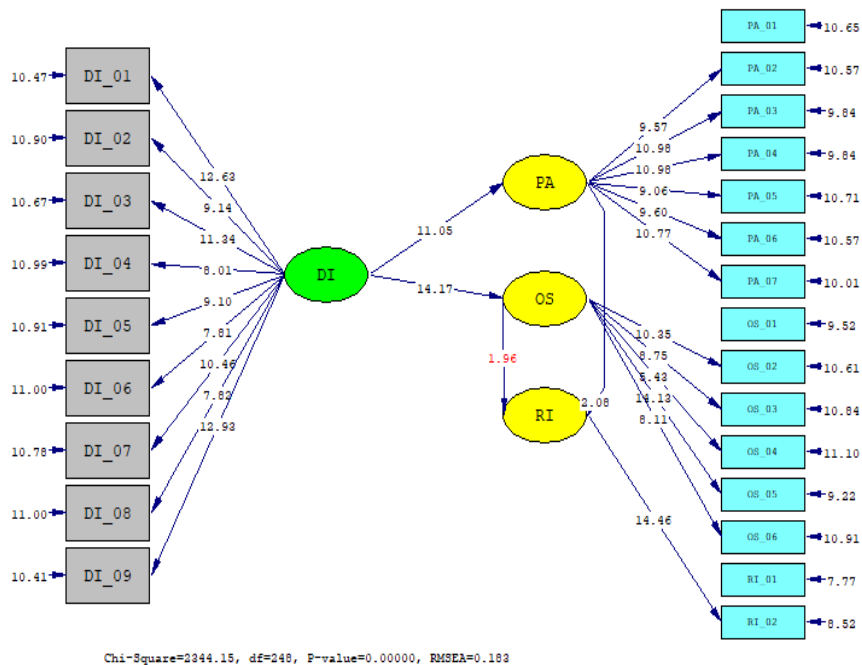


Figure 1. Inner Model
 Source: Data Processing 2020

The T-value on each relationship between variables in this study was obtained from the LISREL program. Black numbers indicate a T-Value of more than

1.96, in other words. The relationship between variables has a significant effect. Conversely, the T-Value in red indicates an insignificant relationship between variables. The T-value from the table is obtained:

Table 4 T-Value

Hypothesis	T value	Explanation
DI --> OS	14.17	H01 is rejected. H01 is accepted.
DI --> PA	11.05	H02 is rejected. H02 is accepted
OS --> RI	1.96	H03 accepted, H03 Rejected
PA --> RI	2.08	H04 is rejected. H04 is accepted.

Source: Data Processing 2020

The relationship between variables contained in a research model will form a structural equation (Widodo & Octaviany: 2016). In testing this endogenous hypothesis it produces a structural equation that can be explained, as follows:

Hypothesis 1 test: Destination image positive influence on visitor satisfaction

Based on the statistical test that will be used, and with a confidence level of 95%, the statistical hypothesis to be tested is as follows:

- H₀₁: There is no positive influence of Destination image on visitor satisfaction.
- H₁: There is a positive influence destination image on visitor satisfaction.

$OS = 0,97 \cdot DI, \quad \text{Errorvar.} = 0,045, R^2 = 0,95$ $(0,069)$ $14,17$
--

The effect of Destination Image (DI) on Visitor Satisfaction (OS) is significant, because it has a t value of 14.17, which is greater than the value of 1.96. Thus, H01 is rejected and H1 is accepted, which means that there is a positive influence of Destination image on visitor satisfaction. This influence is a positive influence, which means that an increase in the Destination Image (DI) will increase Visitor Satisfaction (OS). The amount of influence obtained from the R2 value is 0.95, which means that the partial influence of the Destination Image (DI) on Visitor Satisfaction (OS) is 95%, while the influence of other variables not examined in this study is 5% . .

Hypothesis 2 tests: positive influence of Destination image on Place attachment

Based on the statistical test that will be used, and with a confidence level of 95%, the statistical hypothesis to be tested is as follows:

- H₀₂: There is no positive effect of Destination image on the Place attachment.
- H₂: There is a positive influence from Destination image on Place attachment.

$PA = 0,97*DI, Errorvar.= 0,065 , R^2 = 0,94$		
(0,088)	(0,029)	
11,05	2,24	

The effect of Destination Image (DI) on Place Attachment (PA) is significant, because it has a t value of 11.05, which is greater than the value of 1.96. Thus, H₀₂ is rejected and H₂ is accepted, which means that there is a positive influence of Destination image on Place Attachment. The existing influence is a positive influence, which means that an increase in the Destination Image (DI) will increase the Place Attachment (PA). The magnitude of the effect obtained from the R² value is 0.94, which means that the partial effect of the Destination Image (DI) on Place Attachment (PA) is 94%, while the influence of other variables not examined in this study is 6 %.

Hypothesis 3 Tests: Positive influence of visitor satisfaction on tourist loyalty

Based on the statistical test that will be used, and with a confidence level of 95%, the statistical hypothesis to be tested is as follows:

- H₀₃: There is no positive effect of visitor satisfaction on tourist loyalty.
- H₃: There is a positive effect of visitor satisfaction on tourist loyalty.

$RI = 0,49*PA + 0,46*OS, Errorvar.= 0,12 ; R^2 = 0,88$		
(0,24)	(0,24)	(0,044)
2,08	1,96	2,60

The effect of Visitor Satisfaction (OS) on Visitor Loyalty (RI) is significant, because it has a t value of 1.96, which is the same as the value of 1.96. Thus, H₀₃ is rejected and H₃ is accepted, which means that there is no positive influence of Destination image on Place Attachment.

Hypothesis 4 Tests: Positive influence of Place attachment on tourist loyalty

Based on the statistical test that will be used, and with a confidence level of 95%, the statistical hypothesis to be tested is as follows:

- H₀₄: There is no positive effect of Place attachment on tourist loyalty.
- H₄: There is a positive effect of Place attachment on tourist loyalty

$RI = 0,49*PA + 0,46*OS, Errorvar.= 0,12 ; R^2 = 0,88$		
(0,24)	(0,24)	(0,044)
2,08	1,96	2,60

The effect of Place Attachment (PA) on Visitor Loyalty (RI) is significant, because it has a t value of 2.08, which is greater than the value of 1.96. Thus, H₀₄ is rejected and H₄ is accepted, which means that there is a positive effect of Place Attachment on Visitor Loyalty. The existing influence is a positive

influence, which means that an increase in Place, Attachment will increase Visitor Loyalty.

DISCUSSION

The Influence of Destination image on Overall satisfaction

The results of the analysis of destination image factors can answer the objectives of the study to determine the magnitude of the influence of destination image on overall satisfaction, which will be related to the revisit intention of tourists to Komodo Island. So that based on the results of research data analysis on the first hypothesis proposed, it shows that the involvement with the destination image of Komodo Island that currently has can positively affect overall satisfaction, this reflects the characteristics of the respondents in this study. The more according to the image expectations imagined by consumers in that place, if the conditions are right, the higher the level of satisfaction (Prayag & Ryan, 2012). The understanding of tourist satisfaction is caused by two different dimensions: first, related to tourists' expectations before traveling to their destination and second, to justification of tourist expectations for services provided after the trip, and based on real experiences.

The factors that affect overall satisfaction come from the destination image indicator used in this study. The indicators used to determine the effect of destination image on overall satisfaction, one of which is the dimension of Holistic Functional Characteristics, namely Komodo Island is attractive because it is the only place to explore ancient Komodo dragons.

The most dominant indicator in shaping the destination image is the indicator that Komodo Island is suitable to be awarded the New Seven Wonders of Nature, which is an award for the seven best natural tourist attractions in the world.

The main attraction of Komodo National Park is the existence of the ancient Komodo dragon lizard reptile (*Varanus komodoensis*), but its authenticity and natural features, particularly the savanna and underwater panoramas, are potential supporting attractions. For example, marine tourism, fishing, snorkeling, diving, canoeing and boating. While on land, the potential for natural tourism that can be done is observing animals, hiking, and camping.

Komodo Island is considered worthy to be part of the New Seven Wonders of Nature, because it already has a destination image that describes an international destination. Destination image can be a factor used to analyze tourist behavior before, during or after visiting a destination (Bigne, J, & M, 2001). The results of empirical research confirm previous studies where a positive relationship between destination image and satisfaction has been proven on several references in the tourism context for various types of tourist destinations (Bigne, J, & M, 2001); (Prayag & Ryan, 2012); (Priadi, Hidayati, & Wahyuni, 2019).

Effect of Destination Image on Place Attachment

Place attachment is an emotional bond between people and the physical form of a situation of the environment (Manzo, Lynne, Perkins, & Douglas, 2006). This connection or bond is a strong aspect of a person to respond to the meaning in the facilities obtained an influence their actions. In research that studies the emotional relationship and interactions of the tourists to these tourist attractions (Manzo L., 2003). This is in line with previous research, where destination image and place attachment are constructs of an attitude which is a cognitive and affective component that affects behavior. (Jorgensen & Stedman, 2001) Equate destination image with cognitive components, while place attachment with affective components, and (Hou, Lin, & Morais, 2005) state that destination images are antecedents of place attachments.

Observation activities on Komodo dragons are one of the main goals for tourists so that they have a very high place attachment, seeing and observing dragons directly accompanied by a guide is very interesting and unforgettable and is a very memorable experience this is one dominant indicator of the place identity dimension, because the Komodo dragon is a wild animal and is very rare and can only be found in Komodo National Park. Snorkeling, fishing, canoeing, and diving are one of the favorite activities of tourists. The beauty of the sea that is owned by a variety of marine life makes the experience of place dependence on a tour more meaningful and tourists feel that the marine beauty available can fulfill their wants and needs compared to alternative destinations other.

The effect of visitor satisfaction on tourist loyalty.

For the hypothesis three tests, H_{03} is rejected and H_3 is accepted, which means that there is no positive effect of visitor satisfaction on tourist loyalty. Some of the things that can be explained why the visitor satisfaction factor does not affect tourist loyalty are as follows: indicators of visitor satisfaction in this study are: the attractiveness of Komodo Island's natural environment is very attractive, local residents of Komodo Island are very friendly. Safety and security are guaranteed, spending on traveling on the island Komodo is still affordable, the beauty of tourist attractions on Komodo Island is in accordance with the previous description, and the standard of accommodation quality is very good. From the results of the study, which is the biggest indicator of visitor satisfaction is the natural attraction of Komodo Island, which is very stunning, and the most interesting and only on Komodo Island in the world is the observation of ancient animals that are still remaining endangered by the existence of ancient reptiles, Komodo dragons (*Varanus komodoensis*) , because the only tourist destination that has the ancient Komodo dragon reptile, this makes a tourist destination that has a very high perceived value, as a World natural heritage site and a Biosvir Reserve by UNESCO and the winner of the seven wonder categories of nature so that it has a high rate of repeat visits. Both local tourists and foreign tourists, in terms of revisit intention so that they can recommend the existence of the Komodo National Park site. The results of this study contradict the results of previous studies where satisfied visitors tended to revisit and recommend destinations to others

(Chen and Tsai 2007).

Effect of Place Attachment on Loyalty

For the hypothesis four testing, H_{04} is rejected and H_4 is accepted, which means that there is a positive effect of Place Attachment on Loyalty. The existing influence is a positive influence, which means that an increase in Place Attachment will increase Visitor Loyalty. This empirical research reconfirms the results of previous research where place attachment can moderate the image of visitor loyalty (Stylos, Bellou, Andronikidis, & Vassiliadis, 2017).

Research support is also found from the relationships that show that for tourist destinations, the emotional state of the experience and satisfaction with destination attributes has an impact on the future behavior of tourists. This can explain and influence the high repeatability for return visits to the site. According to (Brown & Perkins, 1992) place attachment is a feeling of attachment that a person has to a city or place and feels that the place is like his own home, which grows from the ties of cognitive, affective and behavior that person has with the social and physical environment.

In Prayag and Ryan's (2008) research, the method used in developing place attachments is by emphasizing cognitive and affective experiences at tourist destinations. However, this must be ensured in accordance with tourist expectations. Therefore, the government and the management of Komodo National Park must be able to control the attractiveness of the site in order to keep up with these expectations. In addition, it can also encourage social interaction and participation in tourism activities and generate high involvement and place attachments

Komodo National Park has enormous eco-tourism potential and is attractive to both domestic and foreign tourists. When viewed from an economic perspective, eco-tourism in Komodo National Park has a positive impact on economic growth, both locally, regionally and nationally. This can be seen from the increasing number of tourists visiting to increase the State's foreign exchange. This can be an opportunity for a breakthrough to overcome the economic downturn, scarcity of jobs and business opportunities. From year to year, the number of tourists is increasing so that the government increases the position of tourism to occupy one of the "big seven" foreign exchange earners of the country.

The development of the tourism sector can provide many economic and social benefits, but on the other hand, the development of the tourism sector saves a number of potential conflicts. The development and implementation of eco-tourism in Komodo National Park that are not properly controlled will cause conflicts of interest which in turn will have a negative impact on various aspects of life.

In principle, eco-tourism must and absolutely must pay attention to the protection of the natural environment (conservation), not the other way around

changing the originality and disturbing the balance of nature. The understanding of tourism ecology is to support the balance of the relationship between humans and their natural environment. Therefore, in its management, the eco-tourism aspect must be regulated and managed according to applicable regulations.

According to Muntasib (2011), eco-tourism management in an area consists of visitor management, resource management, and visitor service management. These three important aspects of eco-tourism management can make eco-tourism management have a positive impact on all aspects of life. Therefore, the management of eco-tourism in the Komodo National Park area can be based on these three aspects.

The information system has been established and well developed in the Komodo National Park, both inside and outside the area. Within the area, the information system is directly related to the interpretation of the tourist objects contained there. Information media contained in the Komodo National Park area is in the form of direct delivery by guides and information boards. Meanwhile, from outside the area, the information media are electronics, bulletin and information centers.

The information media contained in the Komodo National Park area has a weakness, namely an information center that can provide comprehensive and in-depth information to visitors so that visitors can directly access this information when they arrive at tourist sites. Therefore, to develop a place attachment, the creation and development of an information center providing data, news, features, videos and research results on tourism, which are distributed in the form of brochures or electronic information can be in the form of CDs, posters and videos in the area.

Information media outside the area have been well developed by the Komodo National Park management. Internet media through the website of the Komodo National Park can make it easier for the world community to access information anytime and anywhere. In addition, the media bulletin published by the Komodo National Park Bulletin every four months provided both scientific and entertainment information to the community.

Visitors to the Komodo National Park Center are concentrated in two places. The two places are the Loh-Liang Resort (National Park Management Section II of Komodo Island) and the Loh-Buaya Resort (National Park Management Section I of Rinca Island). In addition, the places in the Komodo National Park area that are excellent for visitors are Red Beach, Kalong Island and several site diving. Of these places, the most visited place is Loh-Buaya resort because it is a resort that is closest to Labuan Bajo.

Another thing that needs to be developed as a managerial implementation to increase tourist loyalty is that the distribution of visitors within the area must be well regulated. This is related to the carrying capacity of the area in accommodating tourists and other supporting resources. Loh-Buaya Resort, which is the most visited resort, has been inadequate supporting facilities and

infrastructure for eco-tourism. Tour tracking signs, public toilets, and tracking paths need the attention of the manager.

Another aspect to improve visitor satisfaction, which is expected to impact tourist loyalty is the visitor safety indicator which is an important aspect of visitor management. This is directly related to the security of the area and the comfort of visitors. In each tourist area, there must be a visitor's health center such as a health building which includes first-aid kits, temporary ward rooms, stretchers and other medical equipment. The safety of these visitors is not only in handling in the event of an accident but in terms of preventing the risk of accidents such as providing warning boards, directional signs, handrails for slippery lanes and tracking path dividers.

The existing facilities at Komodo National Park include cafeteria, houses of worship, resort offices, front offices, kitchens, forest ranger barracks, toilets, trash bins, dock, diving and snorkeling arenas as place attachment supporting capacities, which are expected to be able to influence tourist loyalty.

CONCLUSION

Based on the description of the results of the research conducted, it can be concluded: There is a positive influence of Destination image on visitor satisfaction, there is a positive influence of Destination image on Place Attachment. There is no influence of visitor satisfaction on tourist loyalty and there is a positive effect of Place Attachment on tourist loyalty

MANAGERIAL IMPLICATIONS

Looking at the structural relationships that have been identified, the findings have several important managerial implications. Satisfaction with the main animal watching tourist attraction, namely the Komodo dragon, the Komodo dragon is a rare animal that can only be found and has become a tourism icon in Komodo National Park, and the attribute of the attraction is the most dominant determinant of place attachment. Investing in facilitating better infrastructure (accessibility and accommodation) and animal watching attractions, for example, is likely to increase site engagement through place identity and place dependence, which has implications for tourist satisfaction and loyalty.

Given the dependence of place with regard to the perception of destinations that have unique and rare qualities, the findings of this study indicate that Komodo National Park needs to strengthen and improve the current position of Komodo Island through the New Seven Wonders of Nature attribute, an intangible attribute concerning reputation. This attribute is considered very satisfactory and can also be used to effectively differentiate Komodo Island, from other competing island visit destinations. Likewise, a high level of involvement in the experience of a destination can contribute to a positive evaluation of the destination attributes of the visit, thus contributing to the underlying cognitive as well as emotional experiences that result in attachment to a destination that is unique and scarce.

Thus, these findings suggest that a place or site can sustain visitors by

marketing the attributes of a rare destination and emotional feelings. This in turn can have an influence on satisfaction and loyalty. Therefore, the positioning of a destination site must be able to fulfill brand promises and develop engagement by emphasizing the cognitive and affective experiences of a tourist destination.

These findings also show that the image of a unique and rare destination is a major determinant of engagement and loyalty. Stakeholders must monitor changes in the image, and adapt them to promotional messages according to target visitors, and provide input to travel agents and tour operators to correct deviations from the complex image that visitors get. This allows for positive word of mouth from a visitor base. In conclusion, this study contributes empirically to the antecedents of tourist loyalty due to the uniqueness, difference and scarcity of destinations even though tourists feel dissatisfied.

RESEARCH LIMITATIONS AND SUGGESTIONS

This research has been carried out based on research procedures, but there are several limitations as described below: The factors that affect tourist loyalty in this study are limited to three variables, namely destination image, place attachment and tourist satisfaction. Then this research was conducted during the Covid-19 endemic so that the majority of visitors were domestic tourists. The results of the questionnaire filled out by the respondents were collected by 253 respondents, so the results cannot be generalized. Some of the suggestions in this study are as follows:

Suggestions for stakeholders of the Komodo National Park site, based on the results of interviews, observations, and descriptive results from visitors and field officers, the construction and improvement of tourism infrastructure and facilities such as bathroom improvements, clean water provision, construction of information centers, reproduction of trash bins, construction of permanent paths in Loh Buaya, renovation of guest houses, construction of animal observation towers, and construction of several shelters on tourist sites. In addition, it is also necessary to repair and manufacture interpretation vehicles such as repair of stakes, installation of animal interpretation signboards, plant interpretation boards, reproduction of plant signboards, procurement of signs for entering areas, prohibition boards, and regulatory boards during tourism activities. Adequate facilities and infrastructure will greatly assist tourism activities and display a comfortable impression in a management resort, although the development must be environmentally sound, and not disturb the habitat of wildlife, especially the Komodo dragon.

In the Komodo National Park area, especially the Loh-Liang and Loh-Buaya resorts, there is no health building. However, health equipment such as first-aid kits and stretchers is readily available. Meanwhile, the management has not implemented the risk of accidents in the area. According to the results of interviews with officers at Loh-Buaya, there was an accident, a visitor who sprained her while descending a steep and slippery Rocky Hill. Handling is only carried out by carrying visitors on a stretcher then treated improperly at the guard post after which he returned to the boat. Giving line boundaries and fencing on routes that have high-potential hazards need to be considered.

Based on direct observations and interviews with the managers of Komodo National Park, competent human resources to act as tour guides are still very limited. The limitation of human resources is not from the insufficient number of guides but from the limited knowledge and skills of foreign language people who act as tour guides. Limited human resources can be overcome by empowering the people of Rinca village and Komodo with training in foreign languages and providing knowledge about the area, area potential, and the latest information on Komodo National Park. Most of the naturalist guides can speak English well and can convey information on Komodo National Park clearly, but the numbers are still very limited, so it is hoped that the addition of competent human resources through these trainings.

Suggestions for future researchers are to add statements that support factors relating to the loyalty of Komodo Island tourists. This will increase the validity and accuracy of research on the factors that influence the interest in revisiting a destination. Further research can add other variables that can affect to revisit intention such as tourist personality, lifestyle, social class, tourist characteristics, which can also affect tourist loyalty.

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