

Exploring Tourist Satisfactions in Eco-Tourism: Antecedents and Consequences

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Abstract

This study aims to analyze the effect of (1) Natural Attraction and Eco-Tourisms towards Tourists Satisfaction and (2) Tourists Satisfaction Towards their Revisit Intention. This research was conducted in West Sumatra, spesifically in Bukittinggi, Padang, 50 Kota and Tanah Datar. The determination of the number of samples is carried out proportionally and an met accidentally on 500 people respondents. Hypothesis testing is carried out using Multiple Linear Regression Analysis. The results of this study include: (1) Natural Attraction has a significant effects towards Tourist Satisfaction and Re-Visit Intention, (2) Eco-Tourism has a significant effects towards Tourist Satisfaction and Revisit Intention and (3) Satisfaction has a significant effects towards Re-Visit Intention

Keywords: *natural attraction, eco-tourism, tourists satisfaction, re-visit intention*

Introduction

Tourism is a complex and multidimensional activity, which involves various sectors including the government and its stakeholders, i.e the business world, the community, and the tourists(Han & Hyun, 2015). Tourism development strategies are also increasingly developing and becoming more complex. However, tourism is one of the industrial sectors that is use as a backbone of the economy an also act as a supporting sector of the global economy globally(Chen & Rahman, 2018). In 2018 the number of international tourist arrivals to various tourist destinations around the world has increased by 4.4% since 2010, reaching a total of 1,184 million tourists.

The latest issues and the development of tourism strategies are also growing rapidly. Tourism today is no longer just a matter of providing a comfortable place, good food, good views and others. More than that, the current tourism managers must also think about environmental and natural preservation(Adom, 2019). Destinations that are able to do this are considered good destinations and are liked by visitors(Ming-LangTseng, Lin, Lin, Wu, & Sriphon, 2019).

Attention to tourism that pays concerns to environmental sustainability starts from various existing problems. One of the global issues that arises today is global warming which is increasingly being discussed at various forums(Khapre, Jaiswal, Rena, & Kumar, 2019). There is a new term that is increasingly popular, namely the "greenhouse effect", which is a consequence of human negligence so far. Greenhouse effect is a situation experienced by the earth at this time, where due to ozone depletion which causes heat from the earth can not be released out(Qiao, Zheng, Jiang, & Dong, 2019). As a result of the heat can not be removed, the earth feels increasingly hot from year to year. From the 1980s until now, it has been recorded that each year the hottest temperature record is always recorded(Akitt, 2018).

Ozone depletion basically occurs because of two things(Khapre et al., 2019). First because of the large amount of exhaust gas from various human activities, including gas from motor vehicles, factories, fires and so forth. The second cause is due to the reduced forest. The combination of these two things causes the ozone layer to thin out, so the temperature gets hotter.

From this phenomenon, at this time there has been an awareness of the importance of nature conservation and a "go green" lifestyle(Ming-LangTseng et al., 2019). This awareness arises mainly in young people who find it easier to search for information globally, and have access to communicate with each other.This new

phenomenon was then adopted by the business and marketing sectors, by issuing a green marketing strategy. The same is true of the tourism sector, now known as eco-tourism.

Eco-tourism is a tourism strategy that positions itself as an environmentally friendly tourist destination (Ming-Lang Tseng et al., 2019). Usually, eco tourism is coupled with green tourism, which is natural tourism which is still very much preserved. The tourists who are aware of the environment, prefer to go to tourist destinations that offer nature conservation and eco-friendly for their tourist destinations. Because thus, in addition to conducting tourism activities, they can also show support for their stand on environmental sustainability. All of this would lead to tourists satisfaction.

Satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the performance (results) of products thought to the expected performance (or results). If the performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy (Lesakova, 2015). So, satisfaction is a function of perception or impression of performance and expectations. If performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer will be satisfied. If the performance exceeds expectations, the customer will be very satisfied or happy (Beyari & Abareshi, 2016).

The creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious, provide a good basis for repeat purchases and create customer loyalty, and form a word of mouth recommendation that is beneficial for the destination (Shankar, Smith, & Rangaswamy, 2003). According to (Chen & Rahman, 2018) states that customer satisfaction is a full evaluation where the alternative chosen is at least the same or exceeds customer expectations while dissatisfaction arises when the results do not meet customer expectations.

West Sumatra itself has so far not run eco-tourism. This is very unfortunate considering that West Sumatra has so many natural attractions that can be offered to tourists. This area has all the beautiful al; am attractions. Starting from the beach, mountains, forests, valleys, caves and so forth. Therefore, there are so many potentials of natural tourism and eco-tourism that have not been seriously managed by the government and the private sector, so the results are not optimal.

Therefore, this study tries to explore these problems, in order to provide input to the government and tourism managers, relating to natural tourism and eco-tourism.

- H1 : Natural Attraction has a positive and significant effect on Tourist Satisfaction
- H2 : Eco-Tourism has a positive and significant effect on Tourist Satisfaction
- H3 : Natural Attraction has a positive and significant effect on Revisit Intention
- H4 : Eco Tourism has a positive and significant effect on Revisit Intention
- H5 : Satisfaction has a positive and significant effect on Revisit Intention

Methods

The population of this study is all regencies and cities in West Sumatra, which have tourist destinations, namely 19. Of this population, a purposive sample of 2 regencies and 2 cities has been set, namely: 1. Bukittinggi City, 2. Padang City, 3. Tanah Datar District and 4. Regency of 50 Kota. Then determined purposively, the tourist destinations of each sample city / district (Wardi, Abror, & Trinanda, 2018).

While the research respondents were tourists visiting tourist destinations in the sample cities / regencies. The number of respondents was determined by 500 people proportionally in each sample Regency / City (Susi Evanita & Okki Trinanda, 2017; Trinanda & Evanita, 2019). Meanwhile, the sampling technique (respondents) at each tourist destination was carried out using the Accidental method of distributing the research questionnaire to the visiting tourists who happened to be found during the research (S. Evanita & O. Trinanda, 2017a, 2017b).

This research will use covariance-based SEM using AMOS 24 software as an analysis tool. To test the goodness of fit of the data obtained, this study uses a number of criteria such as CMIN / DF ≤ 5 , GFI, CFI, large TLI equal to 0.90 and RMSEA ≤ 0.08 (Trinanda & Mutaqin, 2019). Before conducting the main analysis, this

study first conducted several tests on data such as normality, heteroscedasticity, multicollinearity and also will use bootstrapping with 5000 re-sampling to overcome these problems. Furthermore, because this research uses self-report in data collection, it certainly will face a common method bias problem. This study uses Harman's single factor method to test the common method bias problem.

Research Model

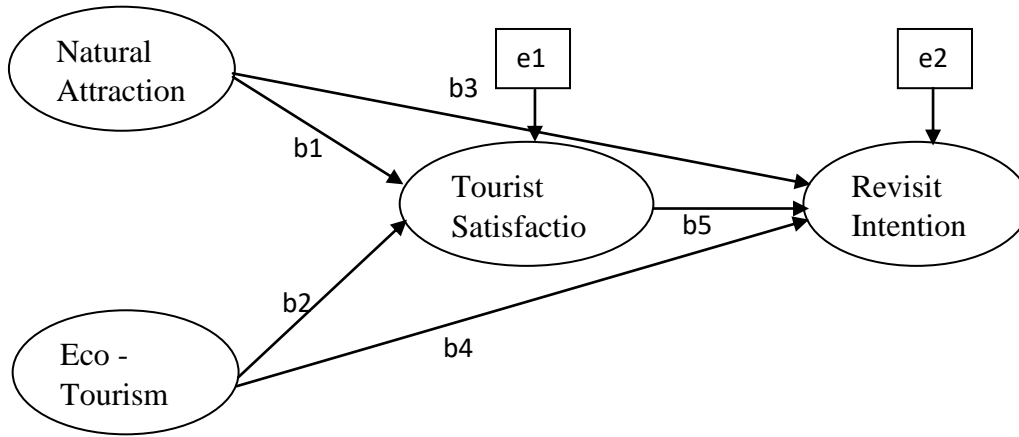


Figure 1 Research Model

Results and Discussion

The results of data processing using SEM produces the following model

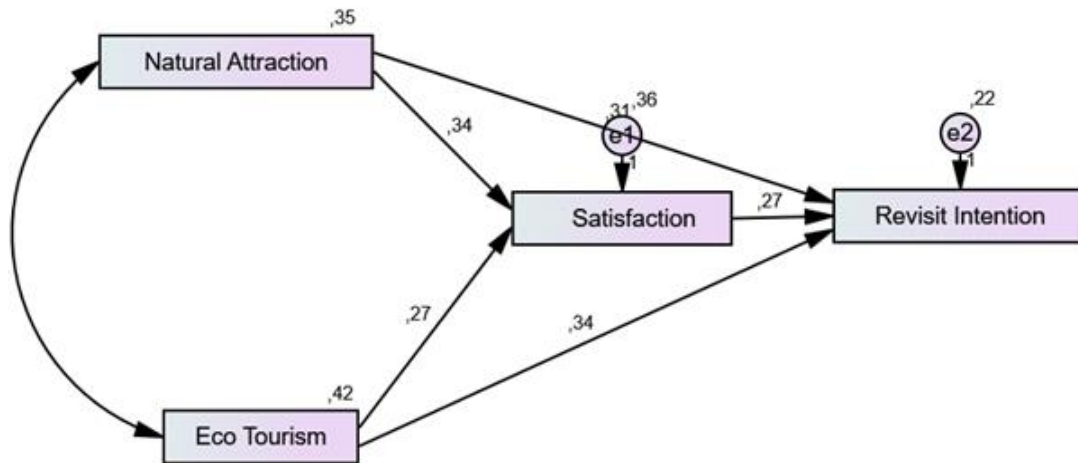


Figure 2 Data Results

While the data processing output table is as presented below:

Table 1. Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Satisfaction	<---	Natural_Attraction	,336	,053	6,325	***	
Satisfaction	<---	Eco_Tourism	,266	,048	5,505	***	
Revisit_Intention	<---	Satisfaction	,268	,035	7,707	***	
Revisit_Intention	<---	Natural_Attraction	,310	,043	7,210	***	
Revisit_Intention	<---	Eco_Tourism	,337	,039	8,712	***	

The Influence of Natural Attraction on Tourist Satisfaction

Based on data processing, it was found that the P-Value of Natural Attraction influence on Tourist Satisfaction was 0,000. This value is found to be smaller than 0.05 which means that Natural Attraction has a significant effect on Tourist Satisfaction. Furthermore, it also found the Estimate value in this relationship is 0.336 which means that the relationship is positive. It can be translated that, an increasing in Natural Attraction would also cause an increase in Tourist Satisfaction. Thus it can be concluded that the first hypothesis in this study is **accepted**.

Natural Attraction is the beauty of the scenery in tourist destinations. For visitors, the natural scenery is one of the things they look for when traveling. Therefore, if the natural scenery encountered meets or exceeds their expectations, then it is natural that the tourists are satisfied with their activities. Therefore, for tour managers, it is strongly recommended to maintain the authenticity and beauty of nature. If necessary, tour managers can add to the greenery because this is what shapes the satisfaction of the visitors.

This research is in line with the results of the study (Abosag, Ramadan, Baker, & Jind, 2019; Altinay, Brookes, Madanoglu, & Aktas, 2014; Beyari & Abareshi, 2016)

The Influence of Eco-Tourism on Tourist Satisfaction

Based on data processing, it was found that the P-Value of Eco-Tourism influence on Tourist Satisfaction was 0,000. This value is found to be smaller than 0.05 which means that Eco-Tourism has a significant effect on Tourist Satisfaction. Furthermore, it also found the Estimate value in this relationship is 0.266 which means that the relationship is positive. It can be translated that, an increasing in Eco-Tourism would also cause an increase in Tourist Satisfaction. Thus it can be concluded that the first hypothesis in this study is accepted.

Eco-Tourism is a tourism strategy that is positioned as an environmentally friendly destination. For tourists who care about the environment, they will feel happy with the various facilities that exist in tourist attractions. The facilities such as the availability of trash bins, janitors, signage to preserve nature, the use of environmentally friendly materials and others. Therefore, to maintain tourist satisfaction, the eco-tourism strategy needs to be improved.

This research is in line with the results of the study (Lesakova, 2015; Szymanski & Hise, 2000; V. Kaura, Prasad, & Sharma, 2015)

The Influence of Natural Attraction on Re-Visit Intention

Based on data processing, it was found that the P-Value of Natural Attraction influence on Re-Visit Intention was 0,000. This value is found to be smaller than 0.05 which means that Natural Attraction has a significant effect on Re-Visit Intention. Furthermore, it also found the Estimate value in this relationship is 0.310 which means that the relationship is positive. It can be translated that, an increasing in Natural Attraction would also cause an increase in Re-Visit Intention. Thus it can be concluded that the first hypothesis in this study is accepted.

Beautiful scenery or Natural Attraction, will bring good memories for tourists. Therefore, they will feel the need to visit again, so they can enjoy the natural scenery again. It is different if a tourist finds a natural attraction that is bad or poorly maintained, then it is likely his last visit.

This research is in line with the results of the study (Adom, 2019; Ming-LangTseng et al., 2019; Tosun, Dedeoğlu, & Fyall, 2015)

The Influence of Eco-Tourism on Re-Visit Intention

Based on data processing, it was found that the P-Value of Eco-Tourism influence on Re-Visit Intention was 0,000. This value is found to be smaller than 0.05 which means that Eco-Tourism has a significant effect on Re-Visit Intention. Furthermore, it also found the Estimate value in this relationship is 0.0,377 which means that the relationship is positive. It can be translated that, an increasing in Eco-Tourism would also

cause an increase in Re-Visit Intention. Thus it can be concluded that the first hypothesis in this study is accepted.

As stated earlier, eco-tourism is highly demanded by tourists today. Therefore, when they find a tourist destination that has good eco-tourism, the tourists will feel the need to visit again. This is because they feel comfortable to be there for their activities, and can show their support for eco-tourism. So from the results of this study it is suggested to the managers of tourist destinations, to be able to develop eco-tourism strategies that will benefit in the long run.

This research is in line with the results of the study (Adom, 2019; Ming-Lang Tseng et al., 2019)

The Influence of Tourist Satisfaction on Re-Visit Intention

Based on data processing, it was found that the P-Value of Tourist Satisfaction influence on Re-Visit Intention was 0,000. This value is found to be smaller than 0.05 which means that Tourist Satisfaction has a significant effect on Re-Visit Intention. Furthermore, it also found the Estimate value in this relationship is 0.268 which means that the relationship is positive. It can be translated that, an increasing in Tourist Satisfaction would also cause an increase in Re-Visit Intention. Thus it can be concluded that the first hypothesis in this study is accepted.

Satisfaction is a comparison between hope and reality. A tourist, when before making a visit he already has hopes of these tourist destinations. When visiting, he will compare expectations with reality in the tourist destination. The comparison can be done consciously or unconsciously. But the results of the comparison will emerge feelings of satisfaction or dissatisfaction. Tourists will be satisfied if the tourist destination turns out to have more performance than expected. Vice versa. So it is natural that satisfied tourists will feel the need to make a return visit to these tourist destinations.

This research is in line with the results of the study (Hansemark & Albinsson, 2004; Oliver, 1997; V. Kaura et al., 2015)

Conclusions

Based on the results of this study it was found that Natural Attraction and Eco-Tourism had a positive and significant effect on both Tourist Satisfaction and Re-Visit Intention. Furthermore, Tourist Satisfaction also has a positive and significant effect on Re-Visit Intention. Therefore, it is recommended to the government and the management of tourist destinations, to always preserve nature and carry out the Eco-Tourism strategy for tourism development in West Sumatra

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