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THE IMPACT OF TOURIST ATTRACTIONS ON VISITOR LOYALTY: EVIDENCE FROM TAMAN MINI INDONESIA INDAH

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ABSTRACT

Taman Mini Indonesia Indah (TMII) is an Indonesian cultural theme park located in Jakarta, Indonesia. The purpose of this study is to find out how much the tourist attraction influences visitor loyalty in TMII. For data analysis, this quantitative research employed descriptive analysis and simple linear regression analysis. The results of this study indicate that the tourist attraction gives influence to the loyalty of visitors. From the results of simple linear regression analysis, correlation coefficient value of 0.220 and significant value 0.05 were obtained, indicating that there is a strong relationship and significant influence. The value of the regression coefficient variable of the tourist attraction derives from the arrangement of activities or unique tourism objects which can attract visitors to visit TMII. The unique attractions in TMII promote the richness of culture and the diversity of flora and fauna. The attractions of some rides can also attract visitors to come again.

INTRODUCTION

The number of tourist attractions is increasing from year to year, requiring the owners of tourism destinations to implement particular strategies to manage the destinations so that they could attract more visitors. The interest of the community to visit tourist attractions is also increasing as members of the community need recreational spaces. Due to the fierce competition among tourist destinations, the brands of tourism destinations become more crucial (Ribeiro & Costa, 2013). The concepts of destination attractiveness and its measurement have received much attention from tourism researchers, practitioners and policymakers. Tourism has been an important factor in the world economy. WTO mentions that tourism

contributes almost 10% to the world GDP in 2015. Due to its important role in the economic growth, tourism has experienced a steady expansion and diversification. Cities around the world are relying on tourism as an important source of revenue. WTO (2016) points out the indisputable leadership position of certain regions and countries that have reached a high level of specialization or whose specific features and elements make them attractive destinations for tourists. The top three consists of France, the USA and Spain. Tourism is one of the fastest-growing industries in the world and the main source of foreign income for a significant number of developing countries (Cucculelli & Goffi, 2015).

Taman Mini Indonesia Indah (TMII), hereafter called Taman Mini, is a cultural theme park in East Jakarta, Indonesia. Traditional buildings and artifacts from almost all tribes in Indonesia are presented in the park. The traditional buildings represent the diverse culture of Indonesia. The main Regional Pavilion in the park represents the ethnic groups from 34 provinces (Taman Mini Indonesia Indah, 2018).

Table 1.
Favorite Destination Jakarta Year 2016

Destination	Visitors
Ancol (beaches, resorts, games)	17.9 million
Ragunan (Zoo)	5.2 million
Taman Mini Indonesia Indah (culture, education, games)	5 million
Monas (education)	1.9 million
Others	1.2 million

Resource: (Katadata Indonesia, 2018)

Taman Mini has as a main mission of preserving and developing the various Indonesian cultures as a medium for strengthening the nation unity and integrity, and instilling the cultural values in the young generation. To express Indonesia's tolerance and peaceful coexistence among different religions in the archipelago, different houses of worship were built in the part. Taman Mini is a good introduction to what Indonesia can offer in terms of diversity and culture. During weekends and holidays, Taman Mini becomes an ideal theme park for families to become more acquainted with other regional cultures. The increasing number of visitors during the holiday season brings adverse effects, such as: garbage, damaged facilities, and long queues. Furthermore, as Egglestone et al. (2010) explain, when visitors arrive at an amusement park, they are usually overwhelmed with various attractions. So, they cannot experience it all within the limited time available. Therefore, choosing the right place is an important factor in the overall experience.

The attributes of destinations that exist in Taman Mini greatly determine visitor loyalty. Loyalty can be a repeat visit or recommendations to friends, relatives or colleagues revisit Taman Mini. Destination attributes of the pull factors are important for some reasons as tourists compare the possible destinations they can visit and make decisions according to the attributes a destination has (Kim, 2014). The destination loyalty indicators can be ranked

according to the mean average from high to low as follows: to recommend the visit, to say positive things, to revisit in the next three years, to refer the information, and to plan to visit regularly (Wongleedee, 2016). Meanwhile, the significance order of the dimensions according to their direct influence on the required loyalty towards the destination, i.e., coming back to the destination and spreading positive references to the destination, is as follows: (1) well-being, (2) image, (3) services, and conclude that overall satisfaction directly influences loyalty towards the destination (Rygolva, Rasovska, Sacha, & Marakova, 2018).

Destination attributes can pull one of the tourism supply components such as attractions or destinations. The concept of tourism destination attractiveness does not constitute a new topic in the scientific literature in the field of tourism. The attractiveness of the area does not only depend on the characteristics of its corresponding site and the local population, but also on the tourist cognitive image perception of the destination (Dimitrov, Stankova, Vasenska, & Uzunova, 2017).

This paper examines the main factors that affect the visitor experience during a visit at Taman Mini. It takes a holistic perspective of the experience of the visit by evaluating characteristics, and identifying motivational drivers and attractiveness. Based on the observed phenomenon both from literature and direct observations conducted by the researchers, the formulated problem of this study is: "How is the effect of attraction on visitor loyalty in Taman Mini Indonesia Indah?" The purpose of this study is to determine the aspects of attraction that affects the loyalty of visitors. The qualitative research used simple regression analysis.

LITERATURE REVIEW

Attractions of Taman Mini Indonesia Indah

A tourist destination is required to continuously improve its quality and develop its components to win the competition. One of the components is the attributes of the destination. There are four groups (factors) of attributes that describe positive image perceptions of Batu city as a tourist destination: (1) tourist attraction, (2) quality of location, (3) local citizens, and (4) supporting factors. Demographically, there is no different perception of the image attributes, except that tourists from different places of origin perceive the Batu city image differently (Martaleni & Gunadi, 2017).

Many interesting attractions available in Taman Mini are associated with local cultures to increase the pride to the homeland. The findings help destination management organizations to better understand visitors' preference for cultural centers and, therefore, to improve visitors' cultural experience (Zeng, 2017). The results revealed that all of 30 cultural heritage tourism destinations had one-dimensional quality attributes (O) Thanyasunthornsakun, (2016). All attributes resulted in satisfaction when fulfilled, and dissatisfaction when not fulfilled.

Taman Mini also has theater performances, such as Tanah Airku Theater which is the first theater in Indonesia equipped with artistic stage technology. Theater Tanah Airku is a blend of aesthetics between Indonesia and International. Further, motivation should be regarded as a construct determined by a complex combination of drivers. It is recommended that

theatre organizations should invest time and money in customized motivational segmentation and in enhancing the audience experience (Walmsley , 2011). Taman Mini is also a medium for family education and recreation. In the management of Smart Park, there is still a gap between tourism demand and supply. So, the tourism experience has not been maximized to its full potential (Wijayanti, Damanik, Fandeli, & Sudarmadji, 2017).

Destination Attribute

New knowledge of tourism literature on park destination attractiveness as perceived by tourists recommends that park managers should sustain park attractiveness, security and uniqueness and imperative attributes in meeting tourists' needs and wants. The variety of wildlife attractions and their close proximity to tourists are also important (Ariya, Wishitemi, & Sitati, 2017). A tourist attraction must have the attributes of inherent tourist destinations that can make visitors visit the tourist destinations. Loyal visitors will have the desire to come back to these tourist destinations. The results showed that all the five attributes were positively perceived by respondents. However, the most positive perception was toward the relaxation followed by the location (Al Shwayat, Baderneh, & Feher, 2017).

The first attribute is attraction, which is the most important component of a tourist attraction. Further, Swarbrooke (2002) describes the following attractions categories: "Attraction can be split into four main types : (1) Features within the natural environment; (2) Human-made buildings, structures and sites that were designed for a purpose other than attracting visitors, such as religious worship, but which now attract substantial numbers of visitors who use them as leisure amenities; (3) Human-made buildings, structures and sites that are designed to attract visitors and are purpose-build to accommodate their needs, such as theme parks; and (4) Special events".

Tourist Loyalty

The main customers of a tourist destination are visitors. Many definitions or restrictions on visitors include, among others, the World Tourism Organization in International Recommendations for Tourism Statistics 2008 as follows: (1) Visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors; (2) A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

Visitors are an important component of a tourist attraction. One of the important objectives of every tourist attraction is to create loyal customers or visitors because loyal visitors can support the development of a tourist attraction. Customer satisfaction has a positive effect on the overall travel satisfaction and customer loyalty to travel professionals. There is also evidence that overall travel satisfaction positively affects customer loyalty to service providers (Loncaric, Prodan, & Dlacic, 2017). A tourist attraction can also achieve competitive advantage by maintaining repeated visitors. Repeat visitors are a table market for a destination. The new model offers new

relationships between antecedents (destination image, perceived value, specific novelty seeking, and distance to destination) and both of satisfaction and revisit intention. Revisit intention in turn is suggested to be measured in a temporal approach (Mat Som & Badarneh, 2011).

Factors of Revisit Intention

In this inquiring of the satisfaction tourists got from visiting the destination, a special look was put on the one of satisfaction versus loyalty. Clusters of tourists were also identified and characterized in relation to satisfaction levels and loyalty intentions. The results of the study showed that tourists' perception of resorts and hotels service quality is significantly higher than the expectation in terms of service reliability and tangibles (Boonmee et al., 2016). These analyses provide a useful background in the planning of future tourist marketing strategies (do Valle, Silva, Mendes, & Guerreiro, 2006). According to Zabkar, Brench, and Dmitropic (2010), the attribute factors affect the perceived quality, which then affects satisfaction and the intention of returning. Another study by Som, Marzuki, Yousefi, and Abu Khalifeh (2012), revealed that the key factors that affect repeat visitors in Sabah, Malaysia were destination image, modern environment, weather, and natural attractions. The study also assessed the major motives for revisiting Sabah, Malaysia, which were relaxation and recreation, enhancing relation, enhancing social, fulfilling prestige, and escaping from the daily routine.

In the current tourism literature, exploring tourists' visit intention for engaging various types of tourism is one of the main foci (Lam & Hsu, 2006). According to Nafisah & Suhud (2016), novelty seek and satisfaction significantly affect the intention of return, while the perceived value significantly affects satisfaction. On the other hand, new searches and goal images are insignificant to satisfaction. Goal images are insignificant to back intentions. The study of Hasan, Ismail, and Islam (2017) concludes that the area is dominated by both the quantitative and the qualitative research, and that a lack of appropriate theoretical foundation is a major problem in understanding the common risk dimensions and their effect on tourist revisit intention. Therefore, the integration of satisfaction and attitude towards revisit with the relationship between tourist risk perceptions and revisit intention in a single framework seems rational to provide an insight into the issue.

MATERIALS AND METHODS

To meet the research aims, Taman Mini tourists were selected purposely in two phases. In the first phase, a subset of sample was chosen to test and validate the questionnaire, while in the second phase, another subset of sample was selected and combined with the one obtained in the first phase to form the whole sample. This research employed non probability sampling that is by accidental sampling. From 210 visitors encountered, 60 people were first time visitors and 150 people were repeat visitors. The sample of this study is 150 people who have visited more than one time or called repeat visitors.

Data analysis in this research used Inferential Statistic that is Parametric Statistic because the data obtained were in the form of interval data and

normal distribution. Prior to the analysis, the validity and reliability of the instrument were measured. Testing was done by using SPSS (Statistical Product and Service Solution) software version 20. The research setting is Taman Mini. The research was conducted in November 2015.

The questionnaire was developed based on previous research. The validity and reliability of the questionnaire were tested and improved using the first phase sample data. The remaining attribute was used for further analysis. The exploratory factor analysis along with the statistical procedure was used to construct the factors of this attribute. Simple Regression Analysis was used to investigate the relationship of attraction with tourist loyalty in Taman Mini.

The measurement of the variables in this study used a likert scale adjusted to the needs of research. The research variables measured using this scale have gradation from positive (highest) to negative (lowest). For test purposes, the mentioned variables need to be translated into operational variables. The operational variables in this study are as follows:

Table 2.
Operational Definition of Variables

Attractions (X)	Indicator
	1. Traditional house that can represent the original custom house
	2. Museums available for visitors
	3. A traveling car that supports visitor activity
	4. Special occasions such as festivals or art performances
	5. The beauty and diversity of flora and fauna
	6. Availability of places to relax for visitors
	7. The rides are available for visitors
Tourist Loyalty (Y)	1. Provide recommendations to others
	2. Number of visits
	3. Repeat visit if there are new attributes

Resources: Researcher

Hypothesis testing in this study was conducted to test the proposed hypotheses, whether they are accepted or rejected. Based on the importance of maintaining loyalty of Taman Mini visitors, this study aims to determine the attributes that influence the loyalty of Taman Mini visitors. With this aim, the hypotheses of this research are as follows:

H_0: There is no impact of attraction on visitor loyalty
H_1: There is an impact of attraction on visitor loyalty

RESULTS AND DISCUSSIONS

Respondents were asked to fill out the questionnaire. The profiles of the respondents based on the questionnaire collected are presented in the following table:

Table 3.
Profile of Respondents

Demographic Factors	Variables	%
Gender	Male	42

	Female	58
Age	Less than or equal to 18 years	3
	19-22 years old	22
	Older than 22 years old	75
Education	Low (Junior High)	31
	Middle (Diploma 1 year)	5
	University (Bachelor and above)	64
Revisit Intention	Less than or equal to 5 times	58
	6-9 times	15
	Older than 9 times	27
Travel Destination	Recreation	85
	Business	15

Resource: Research data

The characteristics and demographics of the respondents illustrate the tendency of the respondents to be female; most of the respondents were in the vulnerable age > 22 years. From the 150 respondents, the most frequent visits are 1-5 times. Housing becomes the main consideration in choosing the destination because visitors consider the distance and travel time to the tourist location. Therefore, most of the respondents choose tourism objects in the city and as many as 64 respondents only spend one day in the tour because they have to return to their activity in the next day. Although the respondents' educational backgrounds are different, the main reason they visit Taman Mini is for recreation or fun, while accompanying family members is also one of the goals of visiting Taman Mini. Furthermore, in the classical assumption test, the data used have met the requirements. The data distribution was normal. The independent variables are free from strong correlation and the data have variations so that they can meet heterogeneous test.

The selection of parameter calculation is a description of basic statistical calculation, which is useful to know quantitative information from the data obtained from the existing research, so that with the parameters that have been known to help some calculations that can help the initial analysis of the research, detail as follows:

Table 4.
Distribution of Descriptive Statistics

	N	Minimum	Maximum	Mean	Standard Deviation
Attractions	150	2.43	3.86	3.0170	0.26946
Tourist Loyalty	150	2.67	4.00	3.187	0.28735

Resource: SPSS data processing

The effect of Attraction on visitor loyalty, seen in testing of regression coefficients.

Based on the calculation results, it can be seen that the value of the constant (a) is 0.037; while the regression coefficient value is b = 0.220. After knowing the significance of the regression coefficient, then the next stage was forming the regression equation. The model or equation is as follows:

Table 5.
Constants and Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	,037	,135		,274	,785
Attractions	,220	,061	,206	3,606	,000

Resources: SPSS data Processing

$Y = a + bx$

$Y = 0.037 + 0.220\ X$; with Y: Tourist Loyalty, X: Attractions

It means that (a) if there is an increase in the attraction variable, it will add 0.220 on the loyalty of tourists.

This variable indicates that the attraction variable has a significant influence. This is due to the fulfillment of the requirement for significance where the p-value <0.05. Attractions are arranged activities or performances that are unique to attract visitors to come to Taman Mini. The uniqueness of the attractions available in Taman Mini promotes cultural richness, diversity of flora and fauna. Also, some of the rides can attract visitors to come back. One example of a useful improvement effort in increasing the number of visitors to visit the museum in Taman Mini is by providing a guide that controls the history and philosophy of the objects in the museum, creating a good queue system and keeping no queue pile for visitors who will use the train facilities and renewing events appropriate to the entertainment required by visitors. Management of good attractions and improvements in accordance with the voice of the customer will affect the loyalty of visitors. Therefore, innovation or a new breakthrough to create an interesting concept of attraction is needed so that visitors will visit Taman Mini. Attractions are ranked the third because the addition of attractions in Taman Mini was still perceived as being less by visitors.

This t test aims to test whether there is an influence of attraction to the variable of tourist loyalty:

H_0: $\beta 1 > 0.05$ means there is no effect of attraction to loyalty of visitors of Taman Mini

H_1: $\beta 1 \leq 0.05$ means there is an influence of attraction to loyalty of visitors of Taman Mini

Rejection region H_0: T Test = 3,606; and T table = T0.05 (150-1) = T 0.05 (149) = 1.960. Decision: $\beta 1 < 0.05$ then reject H_0 accept Ha, meaning that there is an influence of attraction to tourist loyalty.

CONCLUSIONS

After performing the process of calculation and quantitative analysis by presenting research results in the form of tables and pie charts on the demographic profile of respondents, test of classical assumption and regression analysis obtained results in the form of profiles of the respondents, demographics of the respondents and the behavior and habits that visitors make when choosing Taman Mini Indonesia Indah as a tourist destination.

Attractions have a value of regression coefficient of 0.220 and become attributes that have a significant influence on visitor loyalty. This is because the addition of attractions in Taman Mini was still perceived as being less by

visitors. So, Taman Mini should continuously innovate to make tourism destinations more attractive to visitors. Edutainment factor that gives a new innovation in the presentation of the museum is seen in the design of some museums as tourist attractions. Wahana animals that still have the concept of conservation completely. The interesting thing about this research is that the destination is a theme park which functions as a gathering place for the urban community. It can be concluded that the behavior of tourists is more using Taman Mini facilities and infrastructure as interaction with certain communities of tourism concepts have not seen, so that the pattern of sustainable tourism development needs to be the basis of further management.

After conducting the research and obtaining the results, the suggestions that can be considered as an opportunity for improvement by some parties by using the results of this study as a reference are as follows: "This study by using one of the tourist destination attributes is the attraction to know the impact on the loyalty of existing visitors. Therefore it is necessary to do further research on other variables that in the attribute of tourism destinations. This allows the results to show visitor loyalty in Taman Mini formed by several variables that can represent the conditions of future research".

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