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ANALYSIS OF DOMESTIC TOURIST SATISFACTION AND LOYALTY IN PENGLIPURAN TOURISM VILLAGE, BANGLI

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Abstract

Penglipuran Tourism Village is an independent tourist village that has been developing since 1993. In its development, tourist behavior is very important to know. Two important aspects that must be known are tourist satisfaction and loyalty. In tourism marketing studies, there are many aspects that influence satisfaction and loyalty, including tourist motivation and destination attributes. Analyzing tourist behavior is very important as an evaluation step and a sustainable marketing strategy. The aims of this research are 1) to analyze the influence of motivation and destination attributes on tourist satisfaction, 2) to analyze the influence of motivation and destination attributes on tourist loyalty, 3) to analyze the influence of tourist satisfaction on tourist loyalty. This research was designed using quantitative methods which aim to analyze the size of the correlation and causal relationship between variables and justify the significance of each hypothesis. One hundred domestic tourists who have visited are the samples in this study. The sample was determined using accidental sampling by distributing questionnaires online via Google Form. Data were analyzed using SEM (Structural Equation Modeling) with SmartPLS software version 3.0. The research results show that 1) motivation does not have a significant effect on tourist satisfaction. Destination attributes have a significant effect on tourist satisfaction, 2) motivation does not have a significant effect on tourist loyalty. Destination attributes do not have a significant effect on tourist loyalty, 3) tourist satisfaction has a significant effect on tourist loyalty. Through the findings of this research, it can be used as reference material for sustainable marketing in looking at the behavior of domestic tourists who visit the Penglipuran Tourism Village.

Keywords: Tourist Motivation, Destination Attributes, Tourist Satisfaction, Tourist Loyalty, Penglipuran Tourism Village

1. INTRODUCTION

Penglipuran was developed as a tourist destination or is now known as a tourist village since 1993. It has become a tourist village because it has the potential for unique culture, architecture, spatial layout and beauty. Community-based tourism with a cultural and environmental perspective is the concept and vision in its development. The development of the Penglipuran Tourism Village from year to year has a positive trend. Based on data on tourist visits from 2015 to 2022, it is known that the growth rate of

tourist visits is increasing every year. According to academic studies conducted previously, it was stated that employment opportunities were affected in a way positive and significant by development village tour as well as the number of tourists visiting. Apart from that, it is known that community welfare is influenced positively and significantly by the development of a tourist village, the number of tourist visits, and employment opportunities (Yasa and Bagia, 2015).

The Covid-19 pandemic has had an impact on tourism activities in Bali Province since March 2020. This has resulted in the temporary closure of various tourist attractions, as well as the Penglipuran Tourism Village. This temporary closure has a negative impact on community welfare. After seven months of temporary closure, it finally reopened in October 2020. The reopening aims to restore the economy of the community which depends on the tourism industry. In the recovery phase, maximizing domestic tourist visits is an option recommended by the government. Besides that, satisfaction traveler must always guard for create loyalty tourists visit the Tourism Village Penglipuran.

Tourist satisfaction and loyalty are two aspects that measure the success and sustainability of a tourist village. Chiu et al. (2016); Hermawan (2017); and Coban (2012) stated that tourist satisfaction and loyalty have a strong relationship. The success and sustainability of a brand in context This that is village tour No based on amount tourists who only visit once, but is based on the number of tourists who have high loyalty (Kotler, 2000). Based on this background, it is deemed necessary to measure the satisfaction and loyalty of visiting tourists through two components, namely the influence of tourist motivation (push factor) and the influence of destination attributes (pull factor). Based on this urgency, it is necessary to conduct research on the influence of motivation and destination attributes on tourist satisfaction, the influence of motivation and destination attributes on tourist loyalty, and the influence of tourist satisfaction on tourist loyalty.

2. LITERATURE REVIEW

In the context of tourist behavior, Wickens (2002) divides tourist behavior into three categories, namely before trip (motivation, destination attributes, and destination image), during trip (service quality, activities carried out, and expenditure), and after trip (satisfaction, loyalty, and intention to visit return). Mathieson and Wall (1982) in Suwena and Widyatmaja (2017) stated that tourist motivation is categorized into four, namely cultural, physical, personal and prestige motivation. According to Ryan (1991) in Pitana (1995) there are several encouraging factors somebody for carrying out a tourist trip includes strengthening, prestige, family bonds, wish fulfillment, escape, self-fulfillment, relaxation, play, educational opportunity, romance, and social interaction. Guzel (2017) defines Destination attributes as satisfying attributes traveler and create intention for return. Destinations Attributes are important pull factors for a tourist destination as a reason for tourists in determine choice. Zhou (2005) summarize several indicators regarding destination attributes, namely culture and history, service, landscape, special animals, entertainment, closed to destination, relaxing, wildlife, climate, adventure, price, accessibility, sport, special events and activities, safety, and local people attitude toward tourists.

Ali Hasan (2015) in Suwena and Widyatmaja (2017) states that the factors in the process of forming tourist satisfaction are tourism products, evaluation instruments, and products and services. The principle of satisfaction is a comparison of the perceived level of performance with the expectations held. If the perceived level of performance of a product is greater than expectations, then tourists will feel satisfied, and vice versa,

tourists will feel dissatisfied if the level of performance of a product is lower than their expectations. Zhang et al. (2014) stated that tourist loyalty is the psychological commitment of tourists or the intention to visit again and the willingness of tourists to provide recommendations for tourist destinations to other people. A tourist is called loyal or loyal if he shows regular purchasing behavior over a certain period of time (Griffin, 2015). Based on this view, it can be stated that loyalty is an attitude Which loyal from traveler in well behaved in a way direct or not direct.

Previous research that has measured aspects of tourist satisfaction and loyalty is Albayrak and Caber (2018); Chiu et al. (2016) and Nusantini (2016). Albayrak and Caber (2018) examined the relationship between tourist motivation and satisfaction from two competing methods. The results of this research state that motivation is a significant determining factor in satisfaction. This research only measures the influence of motivation on satisfaction without measuring the loyalty aspect. In the research of Chiu et al. (2016) who analyzed the influence of destination image and tourist satisfaction on tourist loyalty stated that cognitive image has a direct influence on affective image and confirmed the process of forming destination image, both cognitive and affective image have a positive influence on satisfaction, and in turn satisfaction predicts tourist loyalty. This research reveals other aspects that influence satisfaction, namely aspects of destination image and measuring the influence of satisfaction on loyalty. Meanwhile, Nusantini's (2016) research discusses destination attributes that influence the loyalty of tourists visiting the Sanur area. This research states that in general tourists who visit the Sanur area are classified as loyal. Tourist loyalty to the Sanur area is measured based on the verbal recommendation variable, positive experience description variable, invitation to vacation variable, and statement of superiority variable. The recommendation variable or word of mouth is the variable that has the highest value, which can be interpreted as the importance of the recommendation aspect in measuring tourist loyalty. These three previous studies are benchmarks that were used as inspiration for this research. Collaborating motivation variables and destination attributes as endogenous variables is a representation of internal and external factors that influence the exogenous variables of satisfaction and loyalty. Of course, this research was designed to be more complex and a variety of variables were used so that it was able to see more varied tourist behavior.

3. RESEARCH METHODS

The method used in this research is a quantitative method which aims to analyze the size of the correlation and causal relationship between variables. Quantitative methods are also used to justify the significance of each hypothesis made. Hypotheses are proposed based on studies that have been carried out previously. The hypotheses proposed include: H1: The influence of motivation on satisfaction (Albayrak and Caber 2018; Agyeiwah *et al.*, 2019); H2: The influence of destination attributes on tourist satisfaction (Albayrak and Caber, 2016; Kusyanda, et al., 2020); H3: The effect of satisfaction on loyalty (Coban, 2012; Chiu, *et al.*, 2016; Hermawan, 2017); H4: The influence of motivation on loyalty (Yoon and Uysal, 2005); H5: The influence of destination attributes on loyalty (Nusantini, 2016).

The operational variables used as references in formulating indicators and then used as item parameters can be seen in table 1.

Table 1. Operational Description of Latent Variables and Indicators

Variable	Indicator	Code	Source
Tourist Motivation (X1)	Escape and relax	MOT 1	Ryan, 1991 in Pitana, 1995
	Strengthening family bonds	MOT 2	
	Social interaction	MOT 3	
	Educational opportunities	MOT 4	
	Wish fulfillment	MOT 5	
Destination Attributes (X2)	Culture and history	DAT 1	Zhou, 2005 and Guzel, 2017
	Landscapes	DAT 2	
	Local people attitude toward tourists	DAT 3	
	Image	DAT 4	
	Facilities and atmosphere	DAT 5	
Tourist Satisfaction (Y1)	Friendliness of local people	SAT 1	Ali Hasan, 2015 in Suwena and Widyatmaja, 2017
	Service quality	SAT 2	
	Facility	SAT 3	
	Price	SAT 4	
	Non-monetary costs	SAT 5	
Tourist Loyalty (Y2)	Repeat purchase	LOY 1	Nusantini, 2016; Zeithamlet <i>et a.</i> , 1996; Paliati, 2004
	Defense of misinformation	LOY 2	
	Providing criticism and suggestions for destinations	LOY 3	
	Provide recommendations to others	LOY 4	
	Inviting other people on vacation	LOY 5	

Source: April, 2023

Referring to the research variables, hypotheses and Table 1, five influencing relationships can be conceptualized, which are formed by four latent variables. These five relationships are hypotheses that are developed. This hypothesis can be accepted or rejected, if it is accepted it means the variable has a significant influence, if it is rejected it means the influence is not significant. Apart from looking at the significance of a variable, indicators and parameters can also be seen as representations of variables that dominate in explaining a latent variable. Next, you can see a picture of the relationship between variables in Figure 1.

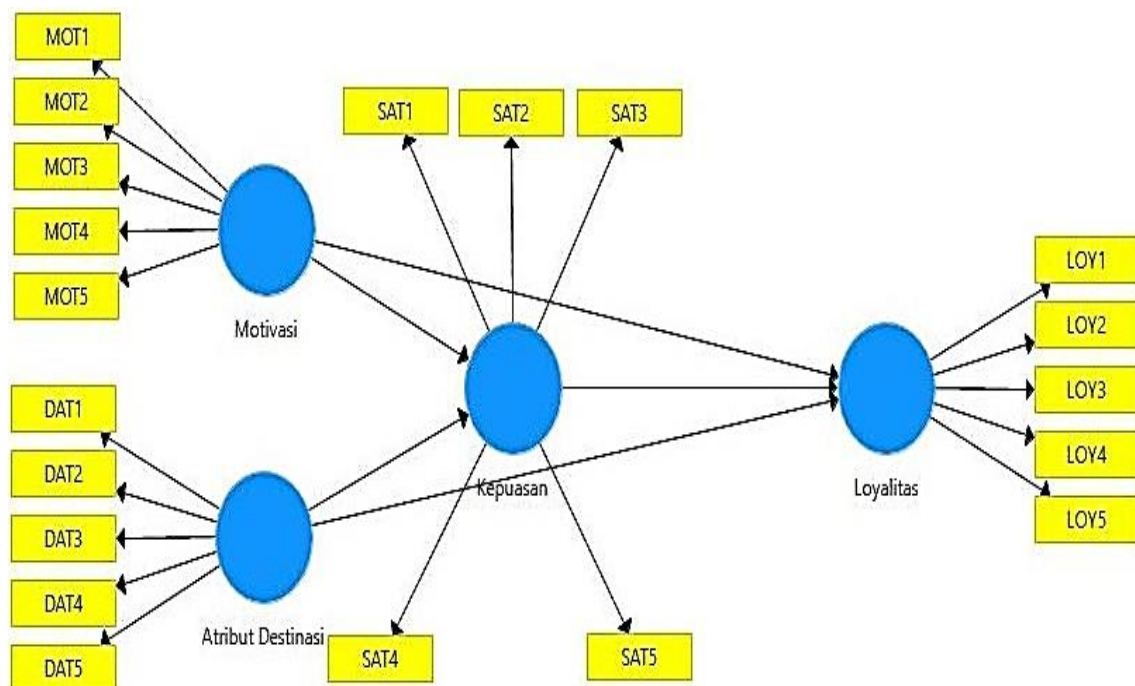


Figure 1. Research Structural Model
Source: Data Processing Results on SmartPLS, 2023

The sampling technique was carried out by accidental sampling. The number of respondents determined was one hundred people. One hundred respondents were determined based on the opinion of Ghozali (2014) who stated that the number of samples could be determined in the range of thirty to one hundred. This consideration is based on limitations in the use of the student version of *SmartPLS* 3.0 software, and the complexity of the variables in the model which resulted in determining the maximum sample. The respondents chosen were domestic tourists who had visited the Penglipuran Tourism Village. The main data was obtained through distributing questionnaires online using Google Form. Data was also obtained through interviews, observation and documentation. Analysis of the data was carried out using structural equation modeling with detailed descriptive explanations. In SEM-PLS or PLS model evaluation, there are two sub models that must be analyzed separately, namely evaluating the outer model and inner model. The outer model is a measurement model to assess the validity and reliability of the model. Through an algorithm iteration process, the measurement model parameters (convergent validity, discriminant validity, composite reliability and Cronbach's alpha) were obtained including the R^2 value as a parameter for the accuracy of the prediction model. Meanwhile, the inner model is a structural model to predict causal relationships between latent variables. Through the bootstrapping process, t- statistical test parameters are obtained to predict the existence of a causal relationship (Abdillah and Jogiyanto, 2015).

4. FINDINGS AND DISCUSSION

4.1 Relationships and Structural Models of Research

Based on the hypothesis, the five relationships or correlations in the model include the influence of motivation on satisfaction, the influence of destination attributes on satisfaction, the influence of satisfaction on loyalty, the influence of motivation on loyalty and the influence of destination attributes on loyalty. The causal relationship in this research is a relationship that is seen directly and indirectly so that you can see and analyze the model as a whole.

4.1.1 Checking the Measurement Model (Outer Model)

Outer model checking is carried out through an iterative process algorithm. Parameter the outer model is evaluated through mark (Cronbach's alpha, convergent validity, composite reliability, and discriminant validity) including the value of the coefficient of determination (R^2) as a parameter for the accuracy of the prediction model. Evaluation of the convergent validity value is carried out by looking at the value of the loading factor on indicator. Convergent validity analysis is a stage carried out to analyze that the measures of a construct should be highly correlated. An indicator or measurer for a variable is declared highly correlated or valid if it meets the convergent validity test requirements, so that the indicator is suitable to be used to measure variables which can then be used to test the research model. Dari all indicator, part big own validity which is good, but there are two indicators that must be eliminated because they do not meet the requirements (<0.7). These two indicators are reflective of motivation variables. So all the indicators in the model are 18 indicators, can be seen in Table 2.

Table 2. Results of Validity Test of Research Variables

Variable	Indicator	Validity		
		Convergent	$\sqrt{\text{AVE}}$	AVE
Motivation	MOT 2	0.791	0.802	0.644
	MOT 3	0.840		
	MOT 4	0.775		
Destination Attributes	DAT 1	0.713	0.772	0.596
	DAT 2	0.786		
	DAT 3	0.881		
	DAT 4	0.707		
	DAT 5	0.760		
Satisfaction	SAT 1	0.845	0.853	0.728
	SAT 2	0.915		
	SAT 3	0.834		
	SAT 4	0.861		
	SAT 5	0.807		
Loyalty	LOY 1	0.861	0.830	0.689
	LOY 2	0.801		
	LOY 3	0.718		
	LOY 4	0.862		
	LOY 5	0.898		

Source: Data Processing Results on SmartPLS 3.0, 2023

Next, a discriminant validity evaluation was carried out on the measurement model. The discriminant validity test is assessed based on the cross-loading value of the measurement model with the construct. Discriminant validity testing can also be done by comparing the AVE root value of a construct with the AVE root value of other constructs in the model. A model is declared to have good discriminant validity if the root value of the AVE in each construct has a value greater than the correlation coefficient value (Chin, Gopal, and Salinsbury, 1997; in Abdillah and Jogiyanto, 2015). Examination of discriminant validity values can be seen in Table 3.

Table 3. Discriminant Validity Check

Variable	Motivation	Destination Attributes	Satisfaction	Loyalty
Motivation	0.802			
Destination Attributes	0.782	0.772		
Satisfaction	0.631	0.710	0.853	
Loyalty	0.632	0.686	0.722	0.830

Source: Data Processing Results on SmartPLS 3.0, 2023

Based on Table 3, it is known that the value of the AVE root can be seen on the main diagonal in bold, apart from that it is the correlation coefficient value. Data This showing that in a way whole root from AVE has a value bigger than the correlation coefficient value, but the destination attribute variable has a smaller AVE root value compared to the correlation coefficient value. So, the next step needs to be a detailed search of the destination attribute variables by looking at the cross values loading.

Discriminant validity can be supported through item loading values that are higher than the cross-loading values. Detailed results of examining cross loading values can be seen in Table 4.

Table 4. Cross Loading Examination of Destination Attribute Variables

Variable	Attribute Destination (Item Load)	Satisfaction (Cross Loading)	Loyalty (Cross Loading)	Motivation (Cross Loading)
DAT 1	0.713	0.471	0.521	0.596
DAT 2	0.786	0.591	0.475	0.569
DAT 3	0.881	0.605	0.532	0.659
DAT 4	0.707	0.517	0.451	0.623
DAT 5	0.760	0.547	0.649	0.575

Source: Data Processing Results on SmartPLS 3.0, 2023

Based on Table 4, known that all over indicator from attribute destinations have higher item loading values compared to their cross-loading values. Therefore, all latent variables have mark discriminant validity Good as well as inspection can done in stages next.

After being declared valid in the previous examination stage, the next stage is a composite validity examination. In SEM-PLS analysis, reliability testing can be carried out by observing the composite reliability value and the Cronbach alpha value. Cronbach alpha is the threshold below the reliability value of the construct, and composite reliability is used to measure the actual reliability value contained in the construct (Chin, 1995 in Abdillah and Jogiyanto, 2015). Referring to the opinion of Ghozali (2014), a variable is said to be reliable if the composite reliability value is >0.70 . The examination results can be seen in Table 5.

Table 5. Results of Variable Reliability Tests Study

Variable	Cronbach Alpha	Composite Reliability
Motivation	0.722	0.844
Destination Attributes	0.828	0.880
Satisfaction	0.906	0.930
Loyalty	0.886	0.917

Source: Results from Data Processing in SmartPLS 3.0, 2023

Based on the results of the reliability test of the research variables, it is known that the reliability of all variables has the same value Good. Entire mark *cronbach alpha* nor composite reliability own value is greater than the requirement threshold. Taking this into account, the analysis can be carried out at the next stage, namely model checking structural.

4.1.2 Inspection of the Structural Model (Inner Model)

Examination of the structural model is analyzed through the coefficient of determination (R^2) And model fit or goodness of fit index. Mark R^2 can provide information on the influence of exogenous variables on endogenous variables (Chin, 1998 in Suryawardani, et al., 2017). Paying attention to this view, it can be interpreted that if the value R^2 is higher, the prediction model will be better. If R^2 has a value of 0.19 – 0.32, meaning the exogenous latent explanatory ability is weak. If the value R^2 is 0.33 – 0.66, then it means that the exogenous latent explanatory power is moderately moderate. If the value R^2 is ≥ 0.67 then it means the latent explanatory ability is exogenous strong. The examination results can be observed in detail in Table 6.

Table 6. Feasibility Values for Research Variables

Variable	Variable Type	Arrangement Items	AVE	R ²
Motivation	Exogenous	3	0.644	-
Destination Attributes	Exogenous	5	0.596	-
Satisfaction	Exogenous/Endogenous	5	0.728	0.519
Loyalty	Endogenous	5	0.689	0.591
Weighted Average Value			0.666	0.555

Source: Data Processing Results on SmartPLS 3.0, 2023

Based on Table 6, it is known that all endogenous variables have a coefficient of determination value >50%. This data states that the explanatory power of exogenous versus endogenous is quite strong (moderately). Next, the feasibility of the structural equation model was carried out by examining the GoF (Goodness of Fit index) value. The GoF value in this analysis is used to validate the combined performance of a measurement model with a structural model, which is a single measure. The GoF test results can be seen in detail in Table 7.

Table 7. Results of the Goodness of Fit Test of the Research Model

	Saturated Model	Estimate Model
SRMR	0.085	0.085
D_ULS	1,237	1,237
D_G	0.927	0.927
Chi_square	425,543	425,543
NFI	0.704	0.704

Source: Data Processing Results on SmartPLS 3.0, 2023

At the Goodness of Fit test level, a model is declared to meet the criteria if it has SRMR < 0.1 is declared perfect if it has an SRMR value <0.08. Based on Table 7, it is stated that the model has an SRMR value of 0.085, therefore, the model meets the Goodness of Fit criteria and is suitable for use in testing research hypotheses.

4.2 Hypothesis Testing

Paying attention to the analysis of the outer and inner models built shows that each indicator and its latent can explain the correlation and relationship with each other. Likewise, the model in this research is accurate and reliable, so that hypothesis testing can then be carried out. In structural equation modeling analysis, hypothesis testing can be seen from the values t-statistics as well as p-values. Hypothesis accepted when mark t-statistics > 1.96 (tow tailed) and p values < 0.05 (Hussein, 2015; Kencana, et al., 2015 in Mertha, 2016).

Hypotheses can be checked through t-statistic values and p values. The t-statistic values and p values were obtained through a bootstrapping process using a sample size of 100 and repeated 500 times. Paying close attention to the criteria for accepting and rejecting hypotheses, the findings in this study reveal that 2 hypotheses were accepted, and 3 hypotheses were rejected. Before presenting the results of the hypothesis test, you can see the structural equation model in this research which provides an overview of the hypothesized causal relationship in Figure 2.

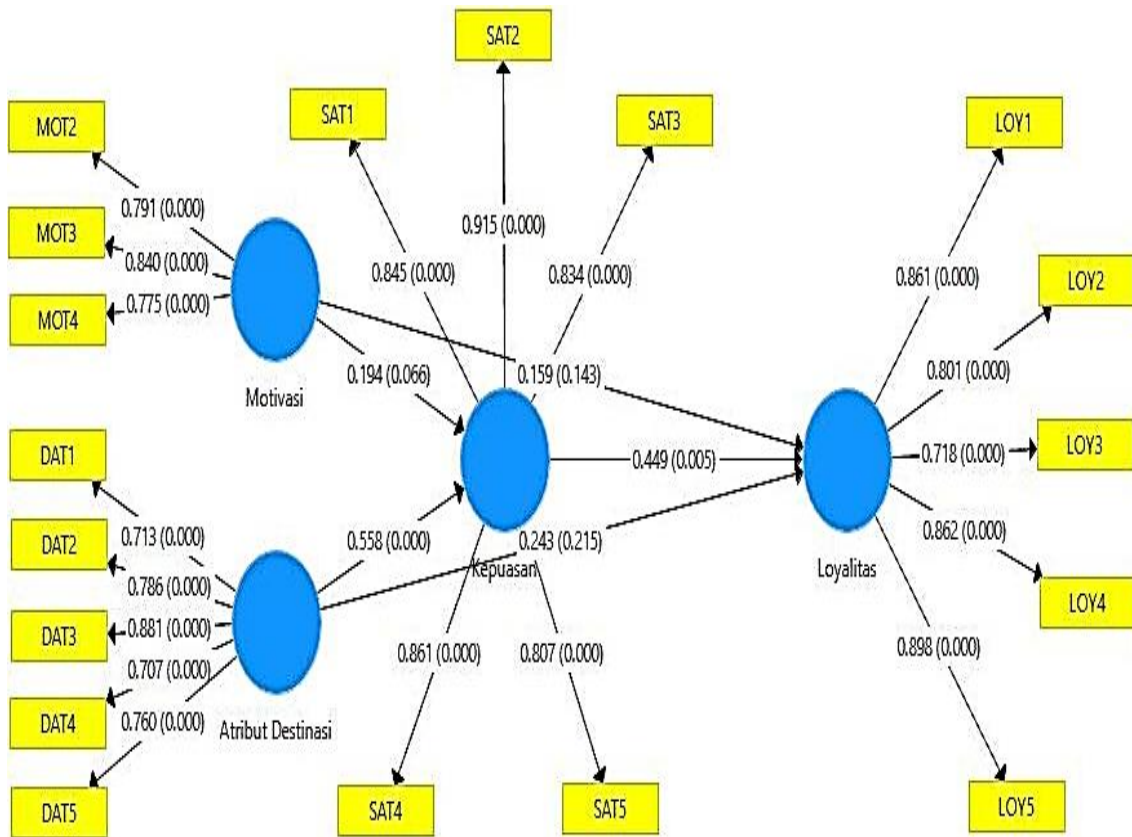


Figure 2. Research Structural Equation Model
Source: Results from Data Processing in SmartPLS 3.0, 2021

Based on Figure 2, it is known that the five proposed hypotheses can be tested for their relationship or influence through path coefficient values. The greater the value of the path coefficient for the exogenous latent relative to the endogenous latent, the greater the influence. Looking at the relationship reflectively, it can be explained that all latent variables have been reflected by each item significantly. In detail, the direct effect causal relationship and its significance from the five hypotheses prepared can be observed in Table 8.

Table 8. Direct Effect of Exogenous Variables on Endogenous Variables

Hypothesis	Latent Variables		Original Sample	t-Statistics	P Values	Information
	Exogenous	Endogenous				
H1	Motivation	Satisfaction	0.194	1,720	0.086	Not significant
H2	Destination Attributes	Satisfaction	0.558	3,615	0,000	Significant
H3	Satisfaction	Loyalty	0.449	2,926	0.004	Significant
H4	Motivation	Loyalty	0.159	1,384	0.167	Not significant
H5	Destination Attributes	Loyalty	0.243	1,229	0.220	Not significant

Source: Data Processing Results on SmartPLS 3.0, 2023

In Table 8, it shows that the hypotheses prepared are either accepted or not rejected, and how much big influence from variable exogenous to endogenous variables. In accordance with the hypothesis prepared in this research, it can be described in detail as following.

4.2.1 The Influence of Motivation on Satisfaction Traveler

Based on the research results, it is shown that motivation has no significant effect on tourist satisfaction. Through the path coefficient value on connection latent motivation to latent satisfaction shows that the causal relationship only has a value of 0.194. This fact justifies that tourist motivation has an influence on tourist satisfaction of 19.4%, but the influence is not significant. The insignificant influence of motivation on satisfaction is a justification that is contrary to the opinion of Albayrak and Caber (2018), who say that motivation is a significant determining factor in satisfaction. Apart from that, it's not significant influence motivation to satisfaction possibility caused by a limited number of measuring indicators. This is caused by two measuring indicators Which No valid or reliable. Therefore, done deletion of these indicators and only uses three measuring indicators to explain tourist motivation visit.

This finding can be attributed to the interview conducted with Mr Yanto which originate from Poor, Java East. Wrong One traveler said that when choosing a tour package to Bali, it includes travel tour to Village Tour Penglipuran, has chosen or arranged by the travel agent and previously these tourists did not know about the Tourism Village Penglipuran. Confession the represent that influence Travel agents have an important role in attracting tourist visits to the Penglipuran Tourism Village.

Referring to Figure 2, the motivation of tourists to visit is seen from the highest outer loading value, which means the indicator that has the highest contribution in explaining tourist motivation, is shown by the motivation of tourists who want to interact with colleagues and the local community. This indicates that although the influence of motivation on satisfaction is not significant, social interaction factors between tourists and local communities are the main motivation for tourists to visit Tourism Village Penglipuran.

4.2.2 Influence of Destination Attributes on Satisfaction Traveler

The data that has been analyzed states that the attributes destination significant effect on tourist satisfaction. It can be seen in detail in Table 8, which shows that hypothesis second own mark coefficient track as big as 0.558, which means that destination attributes have a positive and significant effect on tourist satisfaction, namely 55.8%. This indicates that the destination attribute as a pull factor in the Penglipuran Tourism Village is able to influence it satisfaction traveler Which visit. Based on Picture 2, The highest outer loading value for the destination attribute is found in the DAT 3 indicator, which means that the factor that attracts tourists to visit is because the people are very friendly towards tourists. This justifies that the community aspect is an element that is prioritized by tourists as the reason why tourists are interested in visiting the Penglipuran Tourism Village. The same thing was also supported by one of the comments from the tourists interviewed. The interview was conducted with Mrs. Lulu Ulbaliroh who comes from Demak, Central Java. The tourist said that the purpose of his visit to the Penglipuran Tourism Village was to conduct a comparative study. Considered aspects The attractions in Penglipuran Tourism Village are cleanliness, village layout, culture and good local community participation. Likewise, with the opinion of a tourist named Bagus who comes from Surabaya. Bagus said that the interesting thing about Penglipuran Tourism Village was the friendliness of the people. So that it can said reflection from opinion in a way qualitative nor from test mark quantitative outer loading can be used as an analysis in creating a marketing strategy that focuses on the friendliness of the local community or the community as the subject of village development, especially in the

development concept which always prioritizes the concept of community-based tourism. The friendliness of the community provides value to the social interactions of tourists with the community, where the substance of the interactions carried out is regarding community culture, village layout, environmental cleanliness and traditional architecture.

4.2.3 The Effect of Satisfaction on Loyalty Traveler

The third hypothesis test shows that satisfaction has a significant effect on tourist loyalty. Based on the results of the research, it is known that the path coefficient value of the relationship between satisfaction and loyalty has a value of 0.449. This means satisfaction has a significant effect to loyalty traveler as big as 44.9%. Fact This justifying tourist satisfaction has a strong influence on the loyalty of tourists visiting the Penglipuran Tourism Village. This reveals that the satisfaction stage of a tourist is one of the stages in achieving loyalty. In the field of tourism marketing, the aspects of satisfaction and loyalty are two aspects that must always be considered, if an industry wants to continue well sustainable.

Based on Figure 2, it shows that the indicator that contributes most to reflecting satisfaction is found in SAT item 2. This reveals that traveler feel satisfied to service officer tourism in Penglipuran Tourism Village. Tourism officers in providing services have been able to carry out their duties well so that they are stated to be the most important aspect in attracting visiting tourists. Refers to perception from ten travelers which interviewed in a way accidental, states that in a way dominant traveler feel satisfied to service which given one of the opinions expressed by Mrs. Lulu Ulbaliroh.

“... we were fascinated by the Penglipuran Tourist Village.... The elements that make us satisfied are the welcome given by the officers, the staff and the staff and we gain new learning or insight into activities and activities. inner community creativity economy”.

Service is an important element in supporting the existence of a tourist village. A service is determined by the competency of its human resources. All tourism officers at the Penglipuran Tourism Village are local residents, which means the officers are able to understand all information, situations and conditions of the village, because the officers are part of the local community. Connected with community participation in developing, operating and evaluating tourism implementation, all local communities have the right to provide opinions, criticism and suggestions based on consensus deliberation. Officer tour or manager tour is somebody selected by traditional village institutions, which must be able to translate local culture into tourism products. Next, we look in detail at the items that have the highest contribution in reflecting tourist loyalty, namely the LOY 5 indicator. This item reveals that tourists will invite person other for come return. Findings This supported by The assumption is that Mr Rio is from Jakarta and has visited three times. His opinion is as follows: following.

“... I will visit return to four time by inviting new friends with the aim of introducing Bali tourism in general and the Tourism Village Penglipuran”.

4.2.4 The Influence of Motivation on Loyalty Traveler

Based on the research results, it is known that motivation does not have a significant influence on tourist loyalty. The path coefficient value formed in the relationship between latent motivation and latent loyalty shows a value of 0.159. This fact

justifies that a motivation has an influence on the loyalty of tourists visiting the Penglipuran Tourism Village only by 19.4%, but the effect is not significant.

The insignificant influence of motivation on loyalty reveals that in the future Penglipuran Tourism Village needs to strategize tourism marketing, so that prospective tourists and tourists who have already visited have higher motivation or encouragement to visit. Apart from that, there are other reasons why tourists are disloyal. The existence of the Penglipuran Tourism Village, if viewed in general terms as a Bali Tourism Destination, Penglipuran is not a core attraction which means it is a Bali tourism landmark, but if we talk about tourist villages, Penglipuran is landmark village tour in Bali even in Indonesia (refer on green destinations award in 2018). This is what causes disloyal tourists who are influenced by motivation. Because the main motivation of tourists is general come to Bali Certain focused on cores attractions destination tour Bali. Besides that, loyal tourists are tourists who have felt satisfaction during their visit and tourist satisfaction in this study is only influenced by attributes destination.

4.2.5 Influence of Destination Attributes on Loyalty Traveler

Destination attributes have no effect significant to loyalty traveler. Refers to value data coefficient The path formed by the latent relationship between destination attributes and latent loyalty shows a value of 0.234. This fact justifies that destination attributes have an influence on tourist loyalty of only 23.4%, but the influence is not significant. However, there is an indirect influence of destination attributes on loyalty through satisfaction traveler own mark positive and significant. In detail these results can be observed in the table 9.

Table 9. Indirect Effects in Structural Equation Models

Exogenous → Endogenous Variables	<i>Original Sample</i>	<i>t-statistics</i>	<i>p-values</i>	Information
Motivation → Satisfaction → Loyalty	0.087	1,523	0.129	Not significant
Destination Attributes → Satisfaction → Loyalty	0.251	2,255	0.025	Significant

Source: Data Processing Results on SmartPLS 3.0, 2021

Based on Table 9, is known that from two connection causal on the model shows one insignificant effect and one significant effect. Looking at the first relationship, namely the influence of motivation on loyalty through satisfaction, shows a p-value of 0.129, which means the value is not significant. This data means that motivation has no significant effect on loyalty through tourist satisfaction. Looking at the second relationship, namely the indirect influence of destination attributes on tourist loyalty through satisfaction, shows that the path coefficient value is 0.251. This fact justifies it that attribute destination has a significant influence on tourist loyalty through tourist satisfaction, namely 25.1%. This means that the stronger the destination attributes of Penglipuran Tourism Village, the higher the level of tourist satisfaction and ultimately this will have an influence on tourist loyalty.

5. CONCLUSION

The conclusion in this research is that domestic tourists feel satisfied when visiting Penglipuran Tourism Village. This is due to destination attributes such as the friendliness of the local community and the beautiful village layout with nuances of Balinese customs and culture. Furthermore, tourist satisfaction influences tourist loyalty, meaning that the higher the tourist satisfaction, the higher the level of tourist loyalty. This is due to the

quality of tourism staff service to visiting tourists. This research also found that loyal tourists will invite and provide recommendations to other people to visit Penglipuran Tourism Village.

The suggestion in this research is that with the insignificant influence of tourist motivation on tourist satisfaction, it is necessary to do better marketing so that tourists before visiting know the character of the tourism products found in Penglipuran Tourism Village. This aims to harmonize tourists' expectations and performance when carrying out visiting activities. Marketing strategy is an aspect that is considered very important nowadays to increase tourist motivation. The influence of motivation on satisfaction is not significant, so maximizing destination attributes as a factor that influences satisfaction is the recommended step. The community aspect in the Penglipuran Tourism Village is an important aspect that can encourage and attract tourists to visit, so that in marketing, apart from bringing out the image of a traditional rural landscape and image wrong one village cleanest in world, image existence public in the Penglipuran Tourism Village it is very important to show up. This refers to the level of motivation of tourists who have an urge for social interaction.

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