FACTOR INFLUENCING THE LOYALTY OF DOMESTIC AND FOREIGN TOURISTS

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Abstract: The Tourist Information Center (TIC) Soekarno Hatta International Airport Jakarta is an institution with service activities with a core of tourism marketing and promotion by delivering tourist information to domestic and foreign tourists visiting the TIC booth. That research was conducted to determine the effect of the quality of the physical environment, the quality of interaction of front liner officers, the quality of service results, and the quality of e technology provided by TIC on the loyalty of domestic and foreign tourists as the dependent variable. This study uses quantitative methods using a questionnaire in data collection. Sampling using accidental sampling with research variables as many as 35. At the same time, the number of respondents involved consisted of 69 domestic tourists and 106 foreign tourists. Furthermore, the data analysis used Structural Equation Modeling (SEM) Smart PLS 2.0 program. Testing the first hypothesis on domestic tourists shows the positive influence of interaction on tourist loyalty. The path coefficient value is greater than the t table and p-value. Testing the second hypothesis on foreign tourists shows the positive influence between the quality of the physical environment and the quality of interaction on tourist loyalty. The path coefficient value of the environmental quality pathway is greater than the t table and the p-value.

Keyword: Domestic Tourist, Foreign Tourist, Information Service, SEM PLS, TIC


Information about tourist attractions in a tourist destination is an important element in tourism promotion and marketing. “Tourists use various types and amounts of information sources to respond to internal and external contingencies in vacation planning.” Both foreign and domestic tourists use various information sources to respond to their needs in planning a tour. To obtain complete tourism information, they often experience difficulties because they do not know where and whom to ask for information.

Tourism Information Center (TIC) is an institution that provides complete tourism information and plays a role in the promotion and marketing of destinations in a region. Tourist information centers have multiple functions (overlapping functions), which serve as promotion, orientation and development, control and filter, and replacement functions. According to Gianina et al. (2016), the tourist information center has a role as a provider of tourism information, provides convenience and resolves tourist tourism problems, increases the length of visits,
extends the hands of stakeholders, collects tourist data and promotional media. Information providers, namely services provided to tourists who need information about local tourism. Information providers are also related to the ability of tourist information center staff to convey information.

The Tourism Information Center (TIC) service is always oriented to customer satisfaction and loyalty so that all information presented is trustworthy, accurate, and credible when compared to information accessed online. Besides, the TIC tourism information service is always inclusive, accurate, not outdated, easy to understand, and presented attractively by its officers (Front-liner).

Service is closely related to the interaction between two parties through an activity carried out in it (Lovelock and Wirtz, 2011). Service is also essentially an activity between two parties that do not exist or have direct material ownership (Kotler and Keller, 2009). Meanwhile, according to (Hartline and Ferrell, 1996), the service focuses on the meeting between two parties that need each other, namely between the consumers and service producers. The purpose of this meeting will be optimal when the two parties have good quality in their interactions. Good behavior from service providers will build positive consumer perceptions (Brady and Cronin, 2001).

Furthermore, other vital factors in providing services to consumers are related to the quality of the physical environment. The quality of this physical environment describes the customer’s perception of the physical facilities they feel during the service provided (Rys et al., 1987). In particular, Brady and Cronin (2001) define the quality of the physical environment as the quality of the environment around the service area. The last important factor in research services based on research by several experts regarding the result of services is the creation of quality service results. According to Gronroos (1990), the quality of results is related to the result of the services provided. Meanwhile, research from Kashif and Erdogan (2009) states three main dimensions in delivering services. The three main dimensions consist of interaction quality, physical environment quality, and outcome quality, which positively and significantly affect satisfaction.

Customers are expected to have their information needs met through TIC as the central part of the excellence of an information institution. The quality of services is influenced by two things, namely the perceived service and the expected service. The level of service and quality of TIC services services is measured based on the satisfaction of tourists who come, so it is hoped that their loyalty will emerge during their next visit. Loyalty will increase the bargaining position of the institution and have a positive impact on future developments.

In the current digital era, integrated ICT tourism platforms are a demand in realizing smart tourism. It is hoped that the efficiency and effectiveness of tourism services will be better when the technology platform is present as its support. Smart tourism bases its operational patterns on three main things. The first is related to the tourism resource database, and the second is to improve the quality of tourist destinations through increased tourism industry innovation. The third is related to efforts to expand the scale of the tourism industry by presenting information in real-time involving local communities and tourism sector actors. (Gretzel et al., 2015).

Loyalty is a measure of the customer relationship to a product or service. The definition of consumer loyalty by David Aaker (Aaker, 1991) says that “A consumer may be loyal to a brand or service because of the high constraints on switching brands or services due to technical, economic, or psychological factors.

This research was conducted to determine the effect of the quality of the physical environment on the loyalty of domestic and foreign tourists visiting the TIC. To determine the impact of the quality of interaction on the loyalty of domestic and foreign tourists visiting the TIC, to determine the effect of service quality on the loyalty of domestic and foreign tourists visiting the TIC, and to determine the impact of the quality of E-technology on the loyalty of domestic and foreign tourists visiting TIC.

The benefits of the research results as material for further study in developing research on service quality towards tourist loyalty, especially do-
mestic and foreign tourists by tourism stakeholders, so that they can provide input for improvement and improvement of service quality to provide satisfaction and increase the loyalty of domestic and foreign tourists to visit TIC areas and major tourist destinations. The value of this research’s novelty lies in knowing local and foreign tourists’ characteristics regarding tourism information and their main choices. That can be a reference for tourism stakeholders in making decisions based on actual findings in the field against them.

LITERATURE REVIEW

Research by Kashif and Erdogan (2009) states three main dimensions in service delivery. The three main dimensions are interaction quality, physical, environmental, and outcome quality. All three in this study showed a positive and significant influence on consumer satisfaction. An essential factor in providing services to consumers is related to the quality of the physical environment, which is discussed explicitly by Rys et al. (1987). The quality of this physical environment describes the customer’s perception of the physical facilities they feel during the service provided. Furthermore, Brady and Cronin (2001) stated that the quality of the physical environment is the quality of the environment around the service area. Meanwhile, Gronroos (1990) states that the quality of the results is related to the result of the services provided.

In the current digital era, an integrated ICT tourism platform is a demand in realizing smart tourism. In this research, the influence of ICT becomes research material in addition to the three factors above, which have been studied previously. It is hoped that the efficiency and effectiveness of tourism services will be better when a technology platform is present as a supporter. Smart Tourism. The concept of smart tourism continues to be echoed and used in several developed Asian countries to develop their tourism sector (Gretzel et al., 2015; Wang et al., 2013).

HYPOTHESIS DEVELOPMENT

The development of the information business in Indonesia and the world, in general, is very fast. This is marked by the emergence of various information platforms that are growing worldwide and products that are increasingly varied. Currently, the mindset of consumers is also undergoing major changes related to the selection of information, so that the determinants of information choice become very important to display. These factors are related to information facilities and infrastructure, service interactions, service outcomes (Gronroos, 1990) and are currently associated with information technology. The information business has grown quite rapidly, especially in the tourism sector. By realizing the importance of service quality, every tourism industry, especially those engaged in tourism information, can improve service quality through various existing approaches to achieve customer satisfaction and loyalty.

According to Griffin (1995), customer loyalty is the driving force or success of a business. Efforts to retain customers, which are an important part of creating customer loyalty, are not simple because companies must integrate a business dimension and determine how best to create value for their customers. Creating value for its customers builds consumer loyalty and maintains it.

Furthermore, hypothesis testing is done by looking at the probability value. The T statistic with the criteria for acceptance of the hypothesis is T statistic > T table and P-value < 0.05. Based on this framework, the following research hypothesis is formulated:

H1: The quality of the physical environment (Physical Environment, Quality) affects the loyalty of domestic/foreign tourists

Loyalty is the consistency of tourists visiting a destination even though competitors offer new destinations with superior quality attributes. Gengqing (2005), in his dissertation, revealed that in the tourism industry, there is empirical evidence that considers that satisfaction is a strong indicator of tourist loyalty to revisit a tourist destination. Service satisfaction at a destination is the key to creating tourist loyalty in the future.
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H2: The quality of the interaction (Interaction Quality) affects the loyalty of domestic/foreign tourists

The interaction between the manager and tourists determines tourist satisfaction and loyalty. According to Choi et al. (2012), there are several important indicators of tourist loyalty to an object or destination: the voluntary interaction between tourists and managers and the public in exchanging information related to efforts to improve destinations and other information. Besides, loyalty is built by a voluntary relationship between tourists and the person involved in a tourist destination they have ever known.

H3: Outcome Quality affects the loyalty of domestic/foreign tourists

Overall service results are an essential factor in creating tourist satisfaction and loyalty. According to Oliver (1999), the formation of loyalty to receive perfect service results from an institution (destination manager) is a phase that occurs in a chronological sequence: the cognitive phase, the affective phase, and the conative phase. The result of tourist information services is a service component that follows this process to create perfect loyalty.

According to Schiffman and Kanuk (2007) and Matriadi et al. (2013), customer interest in a product or company will help build the concept of a relationship between the company and its customers to be loyal or loyal. Suppose the customer has an interest in the product or company. In that case, it indicates that there is a possibility that the customer will buy the product from the company concerned in the future and are reluctant to switch to another company or product because of their interest.

H4: The quality of E-Technology services affects the loyalty of domestic/foreign tourists

The use of technology in the current era has become a necessity in building an information business. The existence of satisfaction with information services will have an impact on tourist loyalty to visit again and interact further. Research by Rasyid (2017) shows that service quality and the use of information technology have a positive and significant effect on customer satisfaction. It was also found that customer satisfaction positively and significantly affected customer loyalty. Furthermore, from the final study results, it can also be concluded that there is a significant influence on the causal relationship of service quality and the use of information technology to loyalty through customer satisfaction. As for the novelty of this research, in addition to service quality, it also has a positive influence or utilization of information technology on customer satisfaction and loyalty.

METHOD

This research investigates and explores specific issues about how tourism institution factors influence domestic and foreign tourist loyalty. The sampling method uses accidental sampling, namely by providing a list of questions (questionnaire) in the form of a questionnaire to each tourist who visits the TIC International and Domestic booth at Soekarno Hatta Airport during the period January-February 2020.

According to Hair et al. (2010), the number of samples is at least five times the number of indicators. In this study, the number of variables studied was 35. The number of samples taken consisted of 69 respondents of domestic tourists and 106 respondents of foreign tourists.

The method of analysis of this research uses two analytical approaches: descriptive analysis and analysis of Structural Equation Modeling (SEM)-PLS. The SEM-PLS analysis was performed in three stages: an external model analysis, internal model analysis, and hypothesis testing.

Validity test

The validity test is used to measure whether a questionnaire is valid or not. According to Ghozali (2017), a questionnaire is valid if the questions on the questionnaire can reveal something that the questionnaire will measure. All questions generally support a particular group of variables, and validity tests are carried out on each item. Validity tests are performed using the IBM SPSS Statistics for Windows Version 23 software with the technique used by Pearson Product Moment with the formula:
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Reliability Test

According to Ghozali (2017), reliability testing is a tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is reliable or reliable if someone’s answer to a question is consistent or stable over time. In this study, the data reliability test used the internal consistency reliability method using the Cronbach Alpha test to identify how well the items in the questionnaire relate to one another. A builder variable is deemed reliable if it provides a Cronbach Alpha value > 0.70 (Ghozali, 2017). The Cronbach Alpha formula used is as follows:

\[
r_{xy} = \frac{N \sum XY - \sum X \sum Y}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}
\]

Information:
- \( r \) = Validity coefficient sought (r count)
- \( n \) = Number of respondents
- \( x \) = Score variable (respondent’s answer)
- \( y \) = Total score of the variable for nth respondent

\[
r_{11} = \left[ \frac{k}{(k-1)} \right] \left[ 1 - \frac{\sum b^2 \sigma}{\sigma^2 t} \right]
\]

Information:
- \( r_{11} \) = alpha reliability coefficient
- \( k \) = number of question items
- \( \sum b^2 \sigma \) = number of item variants
- \( t^2 \sigma \) = total variance.

RESULTS

Characteristics of Respondents

Various efforts have been made by the organization of tourism to match market demand, so it is necessary to know the data about tourists. The tourist data required includes the demographic characteristics of tourists, namely gender, age, place of origin, occupation (Kusmayadi and Sugiaro, 2000). Tourist behavior, namely the type of attraction preferred, the type of accommodation desired, the time it takes to stay, and affordability (Wardiyanta, 2006); and tourist psychology, namely understanding, per-
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ceptions, behavior, tourist attitudes towards tourism activities, social and economic conditions (Alegre and Garau, 2011).

Survey respondents were tourists who visited national and international TIC booths for Indonesian tourist information services.

Domestic Tourist

Based on the research, domestic tourists are dominated by male tourists as much as 55.07 percent and female tourists as much as 44.92 percent. That shows that the level of visits to a destination tends to be done by men. That should be presumed based on other data that men carry out tourism activities in conjunction with other activities. For example, they visit a place because of work assignments and are always interspersed in seeing the best tourist attractions in the area.

The age group of tourists is found to be dominated by millennials. The largest group of domestic tourists aged 26-35 years amounted to 30.43 percent. The innovation that continues to be initiated by TIC Indonesia is a necessity that must not stop to get a positive response from visitors. In comparison, the last age group of local tourist visits is found in 60 years and over. That is understandable because this age is the age that is not productive and very rarely does activities.

We can compare the level of visits of local and foreign tourists significantly. The level of local tourist visits to TIC Indonesia reached 39.43 percent. That means that foreign tourists dominate the level of TIC information needs compared to local tourists. It can be analyzed that local tourists are not very aware of the existence of TIC. The second possibility is that local tourists have more valid information about tourism and its derivatives. The TIC is only to get information on the annual tourism agenda. Traveling by relying on digital information combined with direct information from tourism stakeholders such as TIC is still not fully implemented.

Furthermore, related to the education level of respondents, it shows that the most significant percentage is found at the Bachelor’s level. For local tourists, it reaches 81.61 percent. It creates an opportunity for TIC to carry out intensive promotions with a clear segment. This segment is a potential segment that always carries out a rational thought process in making tourism decisions. This segment will consume interesting information to accept the challenge of new tourist visits. In terms of revenues, this segment is also included in the middle class to the upper class so that the TIC directorate can offer tourist packages without much rejection.

Tourists who come to TIC come from various occupational backgrounds. Private employees’ work types occupy the highest number, reaching 57.97 percent. This dominance shows that business and work factors become two things that support each other when someone chooses to visit a destination. Visits to particular tourist objects usually accompany private jobs, which frequently carry out missions in different regions.

Tourists visiting accompanied by whom is an interesting discussion. Traveling with family and friends is the primary choice of tourists. In general, local visitors traveled with their families 44.93 respondents were selected.

Tourists visit the TIC booth for various purposes. It is important to know and map it to determine the marketing strategy and further development of TIC service products. The research findings show that tourism and transportation information is the information most sought after by tourists. Domestic tourists select tourist information by 56.52 percent and transport by 36.23 percent.

Furthermore, the data processing results on the types of tourism favored by tourists show that local tourists choosing Natural Wonders reach the highest score with a score of 81.15, followed by Modern Wonders (43.47 percent) and Cultural Wonders (42.02 percent). That is where the real strength of Indonesian tourism is tourism, which is directly related to natural and environmental factors. Visitors can explore a wider range of experiences in interaction with nature that is still natural and beautiful.

As much as 42.03 percent of local tourists visited on average for seven days, while 21.74 percent visited in 1-3 days. Regions with well-managed tour-
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ist destinations should be able to attract as many tourists as possible to visit, enjoy and stay longer.

**Foreign Tourist**

Foreign tourists visiting TICs consist of 63.20% of men and 36.80 women. Meanwhile, based on the age group of tourists, it was found that the dominance of the young age group, namely in the 26-35 years age group, was 29.24 percent. Meanwhile, the last age group of foreign tourist visits is found in 60 years and over.

The comparison of the level of visits by foreign and local tourists to TIC Indonesia is actually dominated by foreign tourists with a visitor rate of 60.57 percent. This dominance shows that foreign tourists very much need Indonesia’s TIC. The facilities at TIC must provide services internationally and create comfort for them. The largest foreign tourists came from Europe with 42.45 percent, followed by tourists from Asia at 40.57 percent, America at 10.38 percent, Australia at 3.78 percent, and Africa at 2.83 percent. European tourists are generally tourists from England and Germany. Meanwhile, Asian tourists generally come from China, Arab, and Southeast Asian countries.

The education level of foreign tourists is dominated by Bachelor’s education, reaching 78.3 percent. This academic background should encourage TIC management to make service planning and the results in domestic tourists the best model based on this segment. New service innovations must continuously be updated and highlight the service’s novelty.

Tourists who come to TIC come from various occupational backgrounds. The type of work for private employees is the highest at 55.66 percent. Followed by the self-employed profession by 14.15 percent, and students by 10.38 percent. Private and self-employed employees account for nearly 70 percent of the entire foreign tourist profession in attendance. They are the leading segment targeted or targeted by TIC services. The importance of compiling their database is key to the sustainability of the visit. It triggers an M to M strategy in marketing to attract other tourists who have never visited.

Tourists visiting accompanied by whom is an interesting discussion. International tourists tend to go on trips with friends, reaching 40.57 percent. The second rank is with the family at 30.19 percent. These tourists usually come in groups with their husband/wife, children, or extended family. On average, they have prepared a plan to visit particular tourism objects.

Tourists visit the TIC booth for various purposes. It is essential to know and map it to determine the marketing strategy and further development of TIC service products. The research findings show that tourism and transportation information is the information that tourists are looking for. Foreign tourists tend to choose transportation information as the main choice by 64.15 percent and tourism by 50 percent. That shows transportation routes and the completeness of tourism information are the main means that TIC must provide in detail. They visit the TIC to find the most efficient transportation and accommodation options. Once, they asked what tourist activities and attractions they might visit in addition to the major tourist information they had received.

Furthermore, the results of data processing on tourism favored by tourists show that foreign tourists prefer natural wonders as the main choice (83.96), followed by Adventure wonders (66.98 percent) and Cultural wonders (53.77 percent). Therefore, it is very realistic that natural wonders and adventure wonders will become a pillar of tourism in the future compared with modern wonders for foreign tourists.

On average, foreign tourists visiting tourist areas for 8-14 days reached 46.23 percent, and for seven days at 30.19 percent. Regions that have well-managed tourist destinations are expected to be able to attract as many tourists as possible to visit, enjoy and stay longer. It is hoped that the increasing length of stay of foreign tourists will spur a significant increase in foreign exchange from the tourism sector and have a domino effect to increase the number of visits in the future.

The influence of the Soekarno Hatta Airport Tourist Information Center (TIC) service on the loyalty of domestic and foreign tourists with the Partial Least Square (PLS) Approach
The analytical tool used in this research is SEM with the Partial Least Square (PLS) approach. This study aims to analyze the factors that affect TIC services. The analysis is used to see the form and direct influence of exogenous latent variables, namely the physical environment, interaction quality, result quality, and service quality of E-technology on the endogenous latent variable, namely loyalty.

**Outer Model Evaluation**

Evaluation of the outer model can be used to see how the manifest variable indicator shows the latent variable to be measured. The latent variables consist of the quality of the physical environment (X1), the quality of the interaction (X2), the quality of the results (X3), the quality of e-technology services (X4), and loyalty (Y1). There are three types of tests in this evaluation: converged validity, discriminant validity, and composite reliability.

**Convergent Validity**

Convergent validity was assessed based on the correlation between the score items with the construct score calculated by PLS. The indicator is valid if the load factor exceeds 0.70, Ghozali (2017). If an indicator has a value lower than 0.70, it should be deleted and recalculated.

After doing the initial calculations, seven indicators do not meet the criteria. That is because these indicators have a loading factor value below 0.70. Each of these indicators was removed and recalculated until there were no more indicators with a value below 0.70. There are three omitted indicators consisting of two variables from E-technology and one variable environmental quality. That is the case for both local and international models.

**Discriminant Validity**

Discriminant Validity is an analysis of whether the indicator can reflect its latent variables. This analysis can be seen based on the cross-loading of measurements with the construct, and if the cross-loading value of the latent variable is higher than other latent variables, it can be said to be good. In this study, the cross-loading value of all indicators has met the criteria.

Another method of measuring this is to compare the square root of the average variance extracted (AVE) value for each construct. If the AVE square root value of each construct is greater than the correlation value between constructs and other constructs in the model, it has good discriminant validity. It is recommended that the AVE value should be greater than 0.5. Here is the AVE value for each latent variable from Table 1.

**Table 1. AVE Value of Research, Test Results**

<table>
<thead>
<tr>
<th></th>
<th>Average Variance Extracted (AVE)</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wisatawan Domestik</td>
<td>Wisatawan Mancanegara</td>
</tr>
<tr>
<td>X1</td>
<td>0.861</td>
<td>0.834</td>
</tr>
<tr>
<td>X2</td>
<td>0.796</td>
<td>0.725</td>
</tr>
<tr>
<td>X3</td>
<td>0.808</td>
<td>0.812</td>
</tr>
<tr>
<td>X4</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>Y</td>
<td>0.743</td>
<td>0.789</td>
</tr>
</tbody>
</table>

From these tables, it can be seen that the AVE values of all latent variables are already at values above 0.5. That means that the AVE values of all variables are good. Meanwhile, the criteria for comparing the AVE root value with the correlation value between latent variables have also been fulfilled. That is because the root AVE value is higher than any correlation among the variables.

**Composite Reliability**

In addition to the construct validity test, a construct reliability test was also carried out as measured by the criteria, namely the composite reliability value. The construction is considered reliable if the composite reliability value is above 0.70. Besides, it can also be seen through the Cronbach alpha value criteria. The construct is declared reliable if the Cronbach alpha value is above 0.70. The following is the value of the composite reliability of the research variables in Table 2. From this table, it
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can be seen that all variables have composite reliability and a Cronbach alpha value of more than 0.7. That suggests that all latent variables are reliable.

Table 2. Composite Reliability of Research, Test Results

<table>
<thead>
<tr>
<th></th>
<th>Cronbach’s Alpha</th>
<th>rho_A</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dom</td>
<td>Manca</td>
<td>Dom</td>
</tr>
<tr>
<td>X1</td>
<td>0.919</td>
<td>0.901</td>
<td>0.938</td>
</tr>
<tr>
<td>X2</td>
<td>0.915</td>
<td>0.924</td>
<td>0.915</td>
</tr>
<tr>
<td>X3</td>
<td>0.881</td>
<td>0.942</td>
<td>0.884</td>
</tr>
<tr>
<td>X4</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>Y</td>
<td>0.884</td>
<td>0.910</td>
<td>0.893</td>
</tr>
</tbody>
</table>

Inner Model Evaluation

This analysis performs two types of tests, namely the R² value for each latent variable using the PLS algorithm and the path coefficient estimation using bootstrapping. The value of R² is used to explain the effect of a given exogenous latent variable on the endogenous latent variable. It is to see whether there is a substantive effect or not. In the calculation using the PLS Algorithm, it was found that the R² value of the final model of this study was 0.609. From this value, it can be interpreted that the variability of the achievement constructs, which can be explained by the variability of the environmental, instrumentation, physiological and psychological constructs is 60.9%. In comparison, 39.1% is explained by other variables outside the one understudy. According to Ghozali (2017), the value of 0.609 indicates that the structural model in this study is a moderate structural model because it is above 0.33.

The next test is hypothesis testing through the bootstrapping method of producing a bootstrap image to see the T-statistic value and the Path coefficient used to see the original sample value.

Hypothesis Test

From the SEM PLS test on TIC services that affect the loyalty of domestic tourists, the following results are obtained:

Table 3. The Result of Domestic Tourist SEM PLS Analysis

|        | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values | Conclusion         |
|--------|---------------------|-----------------|-----------------------------|------------------|----------|--------------------|
| X1 → Y | 0.281               | 0.279           | 0.169                       | 1.658             | 0.098    | Not Significant    |
| X2 → Y | 0.378               | 0.376           | 0.179                       | 2.115             | 0.035    | Significant        |
| X3 → Y | 0.041               | 0.038           | 0.206                       | 0.200             | 0.842    | Not Significant    |
| X4 → Y | 0.186               | 0.176           | 0.105                       | 1.769             | 0.077    | Not Significant    |

To determine the direct significant effect of the latent independent variable, it can be seen from the T-statistic value for n = 69, and the 90% confidence interval is 1.67. The hypothesis can be accepted if the T-statistic value is more than 1.67 (T-statistic > 1.67) and the P-value is less than 0.05.
The results of testing the first hypothesis on domestic tourists show the results of the influence of the quality of interaction on tourist loyalty. The path coefficient value is 0.378 with a statistical t value of 2.115, greater than the t table (1.67). A p-value of 0.035 is greater than the p-value (0.05), which indicates the direction of the relationship between interaction quality and customer loyalty is significant. Meanwhile, other variables, namely the quality of the physical environment, the quality of results, and e-technology services, do not have a significant effect.

The quality of interaction shows a measure of the value of information consumers receive from a service provided (Sharma, 2017). The higher the quality of the interaction provided, the higher the objectivity of the information. The services provided by TIC are always oriented to quality information services, and their value must be much complete and comprehensive compared to online tourism information services. So it is hoped that this will provide optimum satisfaction to the tourists, leading to tourist retention. This customer retention is an effort to maintain a sustainable business relationship with customers in the long run so that loyalty will emerge automatically. This result is in line with the research conducted by Sulistyowati and Sobirin (2015) that the loyalty of tourists is influenced by the quality of service in the form of interactions provided by officers to tourists.

Meanwhile, the SEM PLS test for TIC services that affect the loyalty of foreign tourists has the following results:

<table>
<thead>
<tr>
<th>Path</th>
<th>Coefficient</th>
<th>Standard Error</th>
<th>T Value</th>
<th>P Value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 → Y</td>
<td>0.287</td>
<td>0.142</td>
<td>2.023</td>
<td>0.044</td>
<td>Significant</td>
</tr>
<tr>
<td>X2 → Y</td>
<td>0.419</td>
<td>0.113</td>
<td>3.723</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>X3 → Y</td>
<td>0.156</td>
<td>0.142</td>
<td>1.098</td>
<td>0.273</td>
<td>Not Significant</td>
</tr>
<tr>
<td>X4 → Y</td>
<td>0.030</td>
<td>0.063</td>
<td>0.474</td>
<td>0.636</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

To determine the direct significant effect of the latent independent variable on the latent variable, it can be seen from the T-statistic value for n = 106, and the 90% confidence interval is 1.66. The hypothesis can be accepted if the T-statistic value is more than 1.66 (T-statistic > 1.66) and the P-value is less than 0.05.

The results of testing the second hypothesis on foreign tourists show the results of the influence between the quality of the physical environment and the quality of interactions on tourist loyalty. The coefficient value of the environmental quality pathway is 0.287 with a statistical t value of 2.023, this value is greater than the t table (1.66), and the p-value of 0.044 is greater than the p-value (0.05), which indicates the direction of the relationship between interaction quality and customer loyalty is significant. While the value of the interaction quality path coefficient is 0.419 with a statistical t value of 3.723, this value is greater than the t table (1.66), and the p-value of 0.000 is greater than the p-value (0.05) so that these values indicate the direction of the relationship between quality. Interaction with customer loyalty is significant. The variables of the quality of the physical environment and the quality of this interaction significantly affect the loyalty of foreign tourists. This result is in line with the research conducted by Setiawan et al. (2020) about TIC Bandara Soekarno Hatta service satisfaction. Loyalty level is related to the level of service satisfaction. At the same time, other variables, namely the quality of the physical environment, the quality
of outcomes, and the quality of e-technology services, have no significant effect.

DISCUSSION

Improved TIC services must be able to accommodate the findings of this study based on the characteristics of domestic and foreign tourists and findings related to the factors that affect the overall service.

1. TIC information services must focus on millennials and private workers and make more detailed and complete completeness of tourism information, especially nature tourism and transportation information.

2. Based on the results of the SEM analysis of PLS, information services that have a relationship with tourist loyalty focus on continuously improving frontline TIC and creating the best TIC booth environment.

The tourist information center has a special role in promoting local tourist destinations where the TIC is located. According to Pearce (2004), the tourist information center has multiple functions: a promotional function, orientation and development function, control and filter function, and a substitute function. According to Gianina et al. (2016), tourist information centers have a role as a tourist information provider, providing convenience and solving tourism problems, increasing length of visit, extending the hand of stakeholders, collecting tourist data, and media promotion. Information providers are services provided to tourists who need tourism information. Information providers are also related to the ability of tourist information center staff to convey information. Providing convenience and solving tourism problems is the effort made by the Soekarno Hatta International Airport TIC staff to make it easier for tourists during the tour. By building comfort by the TIC staff from a family-friendly communication process, it can lead to social tolerance. The function of TIC in increasing the length of the visit is passed by delivering information that indirectly creates publicity activities such as the ability to convince and provide recommendations to tourists to visit tourist attractions outside of the plans without any element of coercion. The function of the extension of the stakeholder in question is that the source of information owned by the tourist information center comes from stakeholders such as central and local governments, tourism service businesses that work together, tourism organizations, or other tourist information centers. The function of promotional media is the availability of the ability of managers and tourist information center (TIC) of Soekarno Hatta International Airport in promoting local areas such as by providing promotional video media, i-kiosk, VR (virtual reality), and marketing in print media (brochure, flyer). At the same time, collecting tourist data is done by filling out a questionnaire to every tourist who comes to visit.

In order to meet the satisfaction and loyalty of domestic and foreign tourists, excellent service is the main choice. The main discussion in this research is about the loyalty of tourists visiting the TIC. This loyalty measures the customer’s relationship to a product/service. David Aaker (1991) defines consumer loyalty as “A consumer will be loyal to a product/service because of the high barriers to switching brands caused by technical, economic, or psychological factors.

According to Griffin (2003), every time a consumer makes a product/service selection process, he will move through a cycle. The consumer moves through five steps: firstly realizes the product/service, secondly making an initial selection, then the consumer moves through two stages of attitude formation, namely, the post-use evaluation of the product/service and the decision to repeat. If the decision to repeat has been approved, then the fifth step, which is also the last factor that can affect consumer loyalty, namely repetition, will follow. Consumers like this must be approached, served well, and maintained.

Based on the research results, the interaction quality factor influences the loyalty of both domestic tourists and the loyalty of foreign tourists. The interaction quality factor is closely related to the services provided by Frontliner HR. The interaction quality factor is influenced by the attitude and behavior, the way of communication, and the flex-
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ability of the front liner in dealing with tourists. Attitudes and behaviors are continuously maintained and improved in providing services, namely a friendly and polite attitude, readiness for duty, providing the best service, sincerity in work, speed in responding to problems, and level of concern for serving and being patient while dealing with all tourists. Meanwhile, in terms of communication, Frontliner (FL) is expected to communicate well with tourists so that tourism knowledge and the addition of language skills will be factors that attract tourist loyalty.

In addition, the results of this study indicate that the quality of the physical environment is a factor that influences the loyalty of foreign tourists. The quality of the physical environment consists of two factors, namely the security factor and the servicescape factor. Security factors that need to be considered are tourists’ sense of security and comfort while in the TIC and a good Frontliner (FL) understanding of the importance of safety in TIC services. While the servicescape factor consists of a good service area layout and service flow that makes it easier for tourists, TIC service devices operate well to support the required tourist information, and order in the service area has been going well. By optimizing the quality of interaction and the physical environment, it is hoped that foreign tourists will be loyal to the TIC and will come back when visiting Indonesia and recommend the presence of the Soekarno Hatta International Airport TIC to other tourists.

CONCLUSIONS

Based on the results of the analysis, Here are several conclusions of the study:

1. **That domestic tourists** are dominated by male tourists and dominated by millennials. The level of local tourist visits to TIC Indonesia is dominated by the highest employees, reaching 57.97 percent. Most of them go with their families. Domestic tourists tend to choose natural, modern, and cultural wonders. That is where the strength of Indonesian tourism is directly related to natural and environmental factors. The average length of visit is a maximum of seven days. Regions with well-managed tourist destinations should be able to attract as many tourists as possible to visit, enjoy and stay longer.

2. **Foreign tourists** who visit are also dominated by males and millennial youth, and local tourists. The level of foreign tourist visits dominates the TIC booth visits by 60.57% compared to local tourists. Foreign tourists came from Europe, Asia, America, Australia, and Africa. European tourists are generally tourists from England and Germany. Meanwhile, Asian tourists generally come from China, Arabic, and Southeast Asian countries. Tourists who come to TIC come from various backgrounds of private employees, reaching almost 70% of the total international tourist profession in attendance. They are the leading segment targeted by TIC services. Foreign tourists tend to travel with friends and family, up to 70 percent. Foreign tourists tend to choose transportation information as the main choice by 64.15 percent and tourism by 50 percent. The type of tourism favored by tourists shows that foreign tourists prefer natural wonders as the main choice (83.96), followed by Adventure wonders (66.98 percent) and Cultural wonders (53.77 percent). The visit rate for 8-14 days reached 46.23 percent, and for seven days was 30.19 percent.

3. Based on this research, it is found that the loyalty of domestic tourists is influenced by the quality of the interaction of front liner officers. Meanwhile, the loyalty of foreign tourists is influenced by the quality of the physical environment and the quality of the interaction of the TIC frontline officers.

LIMITATIONS

This research only discusses the loyalty of domestic and foreign tourists who come to the Soekarno Hatta International Airport TIC using two analytical approach models. Namely: descriptive analysis to see the characteristics of each, and Structural Equation Modeling (SEM)-PLS analysis to see the factors that affect tourists’ loyalty.
IMPLICATIONS

The analysis in this study produces relationships between variables that build valuable and important information models. These relationships show how strong the influence of a variable is in shaping other variables. This study analyzes the relationship between the main variables of tourist loyalty. It can also be used as an implication in the form of alternative suggestions that can be used to improve the bargaining position of the institution and increase the satisfaction of tourists who come to TIC.

In general, these findings become recommendations for TIC management to improve the content and focus on targeted, domestic and international tourists. This study also provides opportunities for further research related to the quality of E Technology services and services, which have less effect on the loyalty of domestic and foreign tourists. A study is needed to find important factors and is expected to contribute to the advancement of TIC services in the future. In addition, this finding can be a benchmark for other TICs in Indonesia to improve their services to achieve the loyalty of tourists visiting the TIC.

RECOMMENDATIONS

Based on the research, the following suggestions can be given: there is a need for a special segmentation to improve services for domestic and foreign tourists. The quality of interaction services is a focus that must constantly be improved. This means that the quality of front liner human resources is always maintained, and their capacity is increased. Furthermore, the quality of the physical environment of the TIC booth is constantly being improved and maintained so that tourists who attend feel safe and comfortable during their visit.

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