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## Analysis of Tourism Preferences to Tourism Object in North Sumatera: Examining the Environmental Attachment

T. TEVIANA

Department of Economics  
Medan State University, Indonesia  
[tteviana@unimed.ac.id](mailto:tteviana@unimed.ac.id)

Dede RUSLAN

Department of Economics  
Medan State University, Indonesia  
[dras\\_ruslan@yahoo.com](mailto:dras_ruslan@yahoo.com)

Dina Sarah SYAHREZA

Department of Economics  
Medan State University, Indonesia  
[dinasarahsyahreza@unimed.ac.id](mailto:dinasarahsyahreza@unimed.ac.id)

Zulkarnain SIREGAR

Department of Economics  
Medan State University, Indonesia  
[zulkarnainsiregar@unimed.ac.id](mailto:zulkarnainsiregar@unimed.ac.id)

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### Abstract:

The purpose of writing this paper is to determine and analyze how tourist perceptions of the service quality of tourist areas, tourism attractiveness of tourist satisfaction with estuary. The objective of the research was to analyze the competitiveness of tourist destinations in the North Sumatra region as an effort to expand theoretical and empirical evidence about the structural relationships among constructs the impact of tourism development, environmental attitudes, place attachment, development preferences about destination attractions as the resources, and support for a comprehensive strategy to improve competitiveness objectives. To identify and analyze the development of competitiveness of North Sumatra tourism based on visitor perspectives that reflect the services expected by the demand side, the method of data collection and data analysis used in the research on is the quantitative method of Structural Equation Modeling (SEM). Based on the results of research and analysis of the tourist preference indicators of tourist objects in North Sumatra, it was found that in empowering tourist areas with the development of the image of tourist areas in North Sumatra Province, it is necessary to prioritize the development of elements of tourism image builders that contribute greatly, namely human resource development, security and safety, hygiene and health, preferences and prices, and marketing strategies. In addition, to increase the competitiveness of tourist areas, a business climate policy and sustainability of protection, facilities and infrastructure are needed as well as increased tourist attraction.

**Keywords:** Tourism; Environmental Attachment; Service Quality; Tourism Image; Tourist Attraction.

**JEL Classification:** Z3; Z32; Q5; Q57.

## Introduction

North Sumatra Province is one of the provinces that has received attention from the Central Government in developing tourist destinations. North Sumatra Province has tremendous tourism potential, the tourism sector in North Sumatra has the potential to support economic acceleration. The development of tourist destinations, including Lake Toba and other areas in North Sumatra, can encourage an increase in foreign tourist visits and contribute to foreign exchange for the country, which can be enjoyed by local tourists and foreign tourists visiting North Sumatra Province. Several tourist objects in North Sumatra Province that can be visited by local tourists and foreign tourists. Lake Toba, Berastagi in Karo Regency, Bahorok in Langkat Regency and several other areas. For the tourist destination of Lake Toba, the lake is quite large, even Lake Toba is surrounded by seven districts including Simalungun Regency, Toba Samosir Regency, Samosir Regency, North Tapanuli Regency, Humbang Hasundutan Regency, Dairi Regency and Karo Regency. Towards this Lake Toba tourist attraction can be done by land using a motorized vehicle or even using air transportation by plane. Because in the Lake Toba area there is already Silangit Airport in Siborong-borong District, North Tapanuli Regency, which is now an international airport. To increase the number of local and foreign tourists visiting tourist objects in North Sumatra Province

North Sumatra Province has many tourist attractions that are grouped into 5 categories, consisting of nature, culture, crafts, culinary, and recreation. In addition, seen from the destination of tourist arrivals, North Sumatra has the potential to become an attraction for religious tourism, business, health and education. As a Tourist Destination Area (DTW), the tourism potential in North Sumatra has a strong enough tourist attraction for tourist visits, both domestic and foreign tourists.

In supporting the acceleration of the North Sumatra economy, BI views that there are 3 (three) economic development potentials that can be prioritized. First, the potential utilization of government infrastructure projects that have been and will be completed include the Trans Sumatra toll road and the Kuala Tanjung port for downstreaming the palm oil and rubber industries. Second, the public's purchasing power is maintained in line with the increase in the Provincial Minimum Wage (UMP), supported by controlled inflation. Third, the potential for tourism development by increasing Access, Amenities, Attractions, Promotion, and Capital (3A2P) in the Lake Toba National Tourism Strategic Area (KSPN), as one of the 10 new Bali.

On the basis of this background, the formulation of the main problems discussed in this study is how tourists' perceptions of service quality in tourist areas, tourist attractions of tourists' satisfaction with its impact on the economic condition of North Sumatra. Based on previous empirical studies (Teviana *et al.* 2017; Teviana *et al.* 2018; Elida *et al.* 2016; Andriyansah *et al.* 2019; Hutomo 2017), it is stated that the service quality of the tourism area directly or indirectly affects tourist satisfaction which then creates the image of the tourism area and tourist loyalty (Lee 2009). The quality of tourism services as measured by tourist satisfaction is an important factor in improving the image of a tourist destination (Murphy *et al.* 2000). On the other hand, the negative image of the destination results in tourists being selected as tourist destinations (Mikkelsen 2014). The negative image of a tourism area has an impact on not choosing the tourism area as a tourist destination. The purpose of writing this paper is to determine and analyze how tourist perceptions of the service quality of tourist areas, tourism attractiveness of tourist satisfaction with estuary. The novelty in this research is related to the current competitiveness aspects for tourist destinations in North Sumatra Province.

## 1. Literature Review and Hypotheses

Maslow's hierarchical theory of tourism needs is the basis of this research theory. This theory is divided into 5 levels of needs from the most important to the less important, namely: physiological needs such as recreation, watching movies, culinary; sense of security, such as in shopping places, on a tour; social needs such as visiting relatives, friends, communities; awards such as staying in five-star hotels, traveling on tours, adventurous tours; and self-actualization such as educational tours, religious tours, cultural tourism (Walker & Walker 2011; Kotler & Keller 2012). According to the theory of motivation, the main reason tourists travel because of 2 reasons, namely wanting to leave their everyday environment or wanting to get an award such as at the highest level of Maslow's theory (Iso-Ahola 1982). In meeting their needs, tourists seek information and promotion of tourist destinations. Destinations with low competitiveness have low tourist visits and vice versa (UNWTO 2015; Crotti & Misrahi 2015).

The solution to the low number of tourist visits is needed by increasing the competitiveness of tourism, which includes the elements forming the image of a tourism area. The image of a tourism area is an important variable in increasing the competitiveness of tourism (Lee 2009; Murphy *et al.* 2000). To find out the image of a tourism destination, tourists use promotional materials and printed information (Jamil 2006). The linkage of

transportation, promotion, tourist attractions is important to increase competitiveness, including the image of a tourist destination (Budi 2015). Furthermore, promotion of the image of the destination itself to increase positive perceptions of tourist destinations requires promotion (Govers *et al.* 2007). Elements of tourist perception, image of tourism destinations, tourist satisfaction, which form a horizontal straight-line relationship with tourist loyalty is too simple and does not indicate the size of the role of each element. In tourism, tourist satisfaction is measured based on the suitability between the needs and the tourism services received (Rajesh 2013). Tourist satisfaction is expressed as an emotional evaluation that reflects the level of tourist confidence that the services used generate positive feelings. Tourist satisfaction obtained by tourists results in the desire of tourists to revisit one tourist destination (Huh 2006).

Based on the description and literature review, the research hypothesis in this study consists of:

H1: There is a positive relationship between the quality of tourism services and tourist satisfaction

H2: There is a positive relationship between tourist attraction and tourist satisfaction

H3: There is a positive relationship between tourist attraction and economic growth

## 2. Method

The research method used in this study is structural equation modeling, abbreviated as SEM (Ghozali & Fuad 2008; Kusnendi 2008; Sitinjak & Sugiarto 2006) and used the Smart PLS 3.0 device. The SEM research method is used because the data are latent and complex variables. SEM is a multivariate analysis technique to overcome the limitations of previous analyzes namely regression analysis techniques and path analysis so that the SEM method is more appropriate for this research.

The structural model or inner model describes a model of the relationship between latent variables which is formed based on the substance of the theory. Equations for structural models for SEM PLS:

$$\eta_j = \sum \beta_j \eta_j + \sum \gamma_j \xi_b + \zeta_j$$

information:

i, b : Denotes the range index along i and b

j : Denotes the number of endogenous latent variables

$\beta_{ji}$  : Denotes the path coefficients relating to endogenous latent variables

( $\eta$ ) : With endogenous ( $\eta$ )

$\gamma_{jb}$  : Denotes the path coefficients relating to endogenous latent variables

( $\eta$ ) : With exogenous ( $\xi$ )

Z : States the level of measurement error (inner residual variable)

The sampling technique used was purposive sampling technique, the sample was deliberately selected which could provide important information to achieve the research objectives. The number of samples taken was 100 respondents. To find out the amount of satisfaction with tourism area services is based on the value of the standardized loading factor (SLF) or variable load factor. The research location consists of tourism areas in North Sumatra. The research location is determined based on the tourism area which is in the main route of North Sumatra Province which has been determined with the closest area to Medan City.

## 3. Results

### Works Cited Entries

Validity testing for reflective indicators can be done by using a correlation between the indicator score and the construct score. Measurements with reflective indicators show that there is a change in an indicator in a construct when other indicators in the same construct change. Table 1 showed the results of calculations using the PLS 3.0 smart computer program.

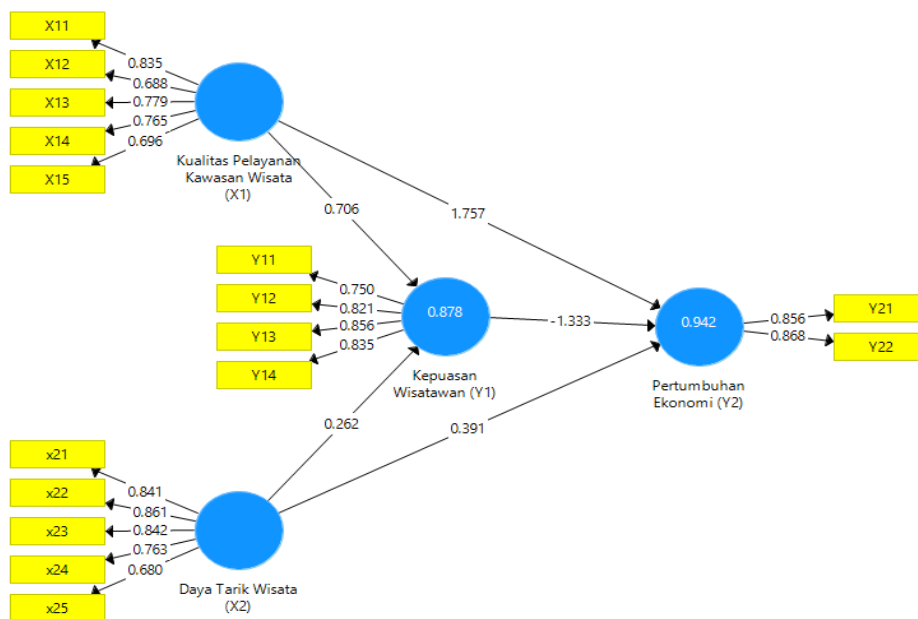
The development of service quality in tourist areas and attractiveness to tourist satisfaction is measured based on the value of the standardized loading factor (SLF) of these variables. The greater the load factor, the greater the contribution of variables to the development of service quality in tourist areas, tourist attractiveness and level of satisfaction. This can also be interpreted that the greater the load factor for tourist attraction and the quality of service in the tourist area, the greater its role in developing tourist satisfaction and economic empowerment of the community in the tourism area. For the development of the quality of tourism services, the value of the load factor X11 is tangible as measured through physical facilities, equipment, facilities and infrastructure.

Table 1. Output Result for Outer Loading

Indicator		Tourism Area Service Quality	Tourist Attraction	Tourist Satisfaction	Economic Growth
		X1	X2	Y1	Y2
X11	Tangibles	0,835			
X12	Reliability	0,688			
X13	Responsiveness	0,779			
X14	Assurance	0,765			
X15	Empathy	0,696			
X21	Attraction		0,841		
X22	Accessibility		0,861		
X23	Amenities		0,842		
X24	Natural Tourism Area		0,763		
X25	Artificial Tourism Area		0,680		
Y11	Confirm Expectation			0,750	
Y12	Interest of Return Visits			0,821	
Y13	Willingness to Recommend			0,856	
Y14	Dissatisfaction			0,835	
Y21	Income Increase				0,856
Y22	Public Welfare				0,868

Amounting to 0.835 is the largest contribution to service quality in the tourism area. Meanwhile, from the aspect of tourist attraction, the value of the load factor X22 is easy to reach (accessibility) (Figure 1).

Figure 1. The Development Model for the Quality of Assistance Services and Tourist Attractions on Tourist Satisfaction and Economic Empowerment



According to Ghozali (2012), a correlation can be said to meet the convergent validity if it has a loading value greater than 0.5. The output shows that the loading factor provides a value above the recommended value of 0.5. So that the indicators used in this study have met the convergent validity.

**Discriminant Validity Test**

In the reflective indicator, it is necessary to test the discriminant validity (discriminant validity) by comparing the values in the cross-loading table. An indicator is declared valid if it has the highest loading factor value for the intended construct compared to the loading factor value for other constructs.



Table 2. Output Cross Loading

Indicator		Tourism Area Service Quality	Tourist Attraction	Tourist Satisfaction	Economic Growth
		X1	X2	Y1	Y2
X11	Tangibles	0,835	0,705	0,856	0,591
X12	Reliability	0,688	0,560	0,474	0,850
X13	Responsiveness	0,779	0,696	0,610	0,868
X14	Assurance	0,765	0,597	0,750	0,520
X15	Empathy	0,696	0,612	0,821	0,328
X21	Attraction	0,747	0,841	0,709	0,696
X22	Accessibility	0,715	0,861	0,835	0,577
X23	Amenities	0,690	0,842	0,647	0,654
X24	Natural Tourism Area	0,616	0,763	0,595	0,569
X25	Artificial Tourism Area	0,595	0,680	0,625	0,396
Y11	Confirm Expectation	0,765	0,597	0,750	0,520
Y12	Interest of Return Visits	0,696	0,612	0,821	0,328
Y13	Willingness to Recommend	0,835	0,705	0,856	0,591
Y14	Dissatisfaction	0,715	0,861	0,835	0,577
Y21	Income Increase	0,688	0,560	0,610	0,856
Y22	Public Welfare	0,779	0,841	0,709	0,868

### Reliability and R<sup>2</sup> Test

Sarwono and Narimawati (2015) state that a latent variable can said to have good reliability if the composite reliability value is greater than 0.7 and Cronbach's alpha value greater than 0.7 (Table 3)

Table 3. Latent Variable Reliability Test Results

Indicator	Cronbach's Alpha	Composite Reliability
Tourism Area Service Quality (X1)	0,858	0,898
Tourist Attraction (X2)	0,833	0,889
Tourist Satisfaction	0,809	0,868
Economic Growth	0,754	0,852

Table 3 shows that all latent variables measured in this study have Cronbach's Alpha and Composite Reliability values that are greater than 0.7, so it can be said that all latent variables are reliable. Evaluation of structural models in SEM with PLS was carried out with perform the R-squared (R<sup>2</sup>) test and the significance test through the path coefficient estimation. Table 4 showed the output for the R<sup>2</sup> value using the smartPLS 3.0 computer program.

Table 4. R<sup>2</sup> output

Indicator	R Square	Adjusted R Square
Tourist Satisfaction	0,878	0,876
Economic Growth	0,942	0,940

The value of R-squared (R<sup>2</sup>) is used to measure how much influence a certain independent latent variable has on the dependent latent variable. According to Chin (1998) in Ghazali (2012: 27), the R<sup>2</sup> result of 0.67 indicates that the model is categorized as good. Table 5 shows that the R<sup>2</sup> value of this study is 0.878 and 0,942, which means it has a value greater than 0.67. So, it can be said that the modeling formed is categorized as a good model.

### Hypothesis Testing

The significance test of the SEM model with PLS aims to determine the effect of exogenous variables on endogenous variables. Hypothesis testing using the PLS SEM method is carried out by carrying out the bootstrapping process with the help of the smartPLS 3.0 computer program so that the relationship between the influence of exogenous variables on endogenous variables is obtained as shown in Table 5.

Table 5. Results of the Bootstrapping Research Data Calculation

			Original Sample Estimate (O)	Sample Mean (M)	Standard Deviation (STD)	T Statistics (IO/STDEVI)	P Values
Tourist Attraction (X2)	→	Tourist Satisfaction (Y1)	0,262	0,262	0,064	4,107	0,0000
Tourist Attraction (X2)	→	Economic Growth (Y2)	0,391	0,399	0,056	6,995	0,0000
Tourist Satisfaction (Y1)	→	Economic Growth (Y2)	-1,333	-1,362	0,174	7,670	0,0000
Tourism Area Service Quality (X1)	→	Tourist Satisfaction (Y1)	0,706	0,707	0,065	10,910	0,0000
Tourism Area Service Quality (X1)	→	Economic Growth (Y2)	1,757	1,777	0,140	12,579	0,0000

Source: Primary data output that is processed

Based on the results of the output of Table 6 t statistics for all variables, namely tourist attraction, service quality of tourist areas on tourist satisfaction and economic growth are significant, as well as the variable tourist satisfaction on economic growth. That is, in this study the latent variable of Tourism Service Quality (X1) with its indicators influences the latent variable of tourist satisfaction (Y1) with its indicators significantly, as well as for the latent variable the influence of tourist attraction (X2) with its influencing indicators to the latent variable Tourist Satisfaction (Y1) with its indicators significantly. Meanwhile, the influence of tourist satisfaction (Y1) on economic growth (Y2) is also significant.

### Conclusions

The results of research on tourist satisfaction and economic growth in North Sumatra Province show that of the three exogenous latent variables the influence of tourism service quality (X1) and tourism attractiveness (X2) affects the process of tourist satisfaction (Y1) and economic growth (Y2) with its indicators significantly. The limitations in this study only focus on the perception of a destination and tend to only focus on several factors at one time. For example, the image of the area, the competitiveness of the area and the quality of service in the tourist area, so that not all aspects that affect the increase in tourism competitiveness are observed and do not really consider aspects related to the tourism development strategy.

The theoretical contribution of this research showed that although theory-based research efforts have developed an understanding that is oriented towards the main constructs of service in the context of tourist destinations, these studies continue to need to improve theory and methodology by introducing new variables and/or modified frameworks to increase predictive power. As a direction for future research, they need to expand the focus on the perception of a destination and tend to only focus on several factors, for example, the image of the area, the competitiveness of the area and the quality of service in the tourist area. So that all aspects that affect the increase in tourism competitiveness are observed and consider aspects related to the tourism development strategy.

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