



Analysis of The Decision Factors for The Selection of Pangandaran Tourist Destinations at Jasa Karunia Travel Agency

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Abstract

This study intends to determine the decision-making process used by Jasa Karunia Tour and Travel when choosing Pangandaran destinations, the elements that influence that decision, and the decision-making process used by Jasa Karunia Tour and Travel when choosing Pangandaran destinations. The technique employed is a descriptive method, and confirmatory factor analysis is the data analysis method. Tourists who traveled to Pangandaran between January and August 2022 and used a travel agency made up the study's demographic. 86 individuals from a census sample served as the study's sample. The Likert scale was utilized as the measuring scale in the questionnaire, and SmartPLS 3.0 was used to test the results. According to the study's findings, travellers make good decisions while choosing destinations in Pangandaran. The factor analysis in this study included 24 indicators, which were reduced to 20 indicators. The knowledge of the destination was the dominant internal factor, and environmental hygiene and special promotions were the dominant external factors. external influences are one of the two dominant elements

Keywords: Confirmatory Factor Analysis, Decision to Choose a Destination, Jasa Karunia Tour and Travel

1. Introduction

In Indonesia, tourism has enormous potential. Joko (2017) claiming that this sector generates the largest foreign exchange for the nation and offers various job opportunities to the locals. The Central Statistics Agency reported a total of visits in 2019 and 2020. However, there was a significant decrease in total visits from foreign tourists to Indonesia in 2020. During 2020, the total number of foreign tourists visiting Indonesia reached 4.02 million visits, a decrease of 75.03 percent when compared to the number of foreign tourist visits in 2019 which amounted to 16.11 million visits. This decline occurred because in 2019 the world just experienced a health crisis caused by the covid-19 pandemic. When foreign tourists visit, of course they spend a certain amount of money for accommodation, food and drink, transportation, and shopping souvenir. It is estimated that foreign tourists will incur a cost of approximately US\$ 1,142.24 or equivalent to Rp. 15,000,0000 per person if exchanged rate amounting to Rp.14,000 (Yusendra, 2015). Not

However, in terms of volume, the number of Indonesian tourists is very large compared to foreign tourists. From this data, we can see that Indonesian tourists or foreign tourists are part of the largest market segment and source of foreign exchange in Indonesia.

Garut Regency or often called Kota Intan is one of the areas in West Java Province. As a tourism area, Garut also has tourism elements that must be owned as a tourist destination, such as: tourist equipment, infrastructure, DTW (tourist attractions), community/tourist environment. According to data obtained from the official portal of the Garut Regency Government, there are 17 Travel Agencies registered with ITGA (Garut Travel Agent Association). One of the government's partners, namely the travel agency, is tasked with combining all elements of tourism into a product in the form of tour packages that can be offered to tourists, both domestic and international (Darma, 2015).

One of the Travel Agencies in Garut is the Karunia Service Travel Agency located at Gd. Garut Marketplace Jl. Sudirman No 14, Block A5, Kidul Karangpawitan, Suci, Garut Regency. This Travel Agency from 2018 until now is still operating and also has Tourism Business Legality granted by the government and recognized by the Professional Organization of Travel Agencies (ITGA). This Travel Agency provides a variety of tour packages.

Table 1.1 Number of Departures from 4 Travel Agencies

It	Tour & Travel Name	Number of Departures/8 months
1	Karunia Tour & Travel Services	86
2	Savana Tour & Travel	16
3	Asgatour	4
4	Ekatama Dwi Perkasa Travel Agency	0

Source: 2022 Research Survey Results

As seen in table 1.1 Jasa Karunia Tour & Travel departs 86 pax to Pangandaran during the period of January – August. Different from other travel agencies, only 4 – 16 pax depart consumers to Pangandaran. Which means that Jasa Karunia Tour & Travel excels in dispatching consumers to Pangandaran.

Table 1.2 Data on Purchase of Tour Packages and Bus Rentals

	January	February	March	April	May	June	July	August	sum
Pangandaran	26	16	13	0	1	14	6	10	86
Lembang	8	9	11	0	0	6	6	10	50
Pamijahan	4	8	6	0	0	8	3	4	33
Bandung	10	11	9	0	0	8	5	9	52
Lake	8	4	7	0	0	0	5	8	32
Arrowroot	4	5	6	0	0	0	3	2	20
Jakarta	7	6	6	0	0	8	6	3	36
Yogyakarta	2	2	2	0	0	10	5	13	34
Other	6	5	7	0	0	10	3	10	41

Source: Jasa Karunia 2022

It can be seen from the table above that tourists who use this Travel Agency prefer destinations to Pangandaran. Every month the sales of packages and bus rentals to Pangandaran exceed 5 pax sold, this total sales are higher than other packages available at Jasa Karunia. Some people have a tendency to choose a cheap tour package but have a wonderful experience for the person. This is because some of the tourists have different behaviors that will be a consideration for choosing

a tourist destination.

Governor of West Java that this station will be a tourist destination or become an object that can be used for other purposes, one of which is to become an object or Spot photos and videos for Prewedding, Filming, Social Media, Objects Instagrammable and so on. Then it became a modern station and became a new icon of Garut.(Infogarut, 2022)



Figure 1 Garut Station 1 Spot Photo



Figure 2 Garut Station 2 Spot Photo

In addition, currently Garut Station can also be used as an educational tourist attraction for PAUD/Kindergarten children as a learning about one of the land transportation, namely trains. So, educational tourism in Garut Regency has increased with the existence of Garut Station. However, even though Garut Station is now a tourist attraction, it is undeniable that the destination image of Garut Station is not completely good. Because the problem of destination image does not only occur in tourist areas such as natural tourism, artificial tourism, cultural tourism, and others, but also in a landmark area such as Garut Regency.

Garut Station is one of the landmark which is currently in demand by the public for tourism. Landmark is a characteristic of an area that allows visitors to easily identify the orientation of the area. Landmark be image of a city that gives an impression against the city (II et al., 2018). In general, landmark is a sign that identifies a location (Mulyandari, H., & Andi, 2019).

According to Dzaki et al. (2021), things that need to be considered include user needs, user activities, and choosing the right location. Other things related to facilities and design can also affect the user's comfort level. Unfortunately, currently the completeness of the promised facilities and infrastructure of Garut Station is not fully appropriate. Such as limited facilities for toilets, so it requires visitors to queue longer and park ticketing which is often jammed and there are no guards. Also then some things complained by visitors are limited seating to wait for train departures and staff serving less. Visitors also feel disappointed with the services provided and many more. As contained in Table 1.1, several reviews of visitors to Garut Station on google reviews.

1. What factors determine the type of trip and experience if a vacation to the tourist attraction is taken.

Figure 1 illustrates how these two aspects can be further separated into personal (internal) factors for tourists and external factors for tourists

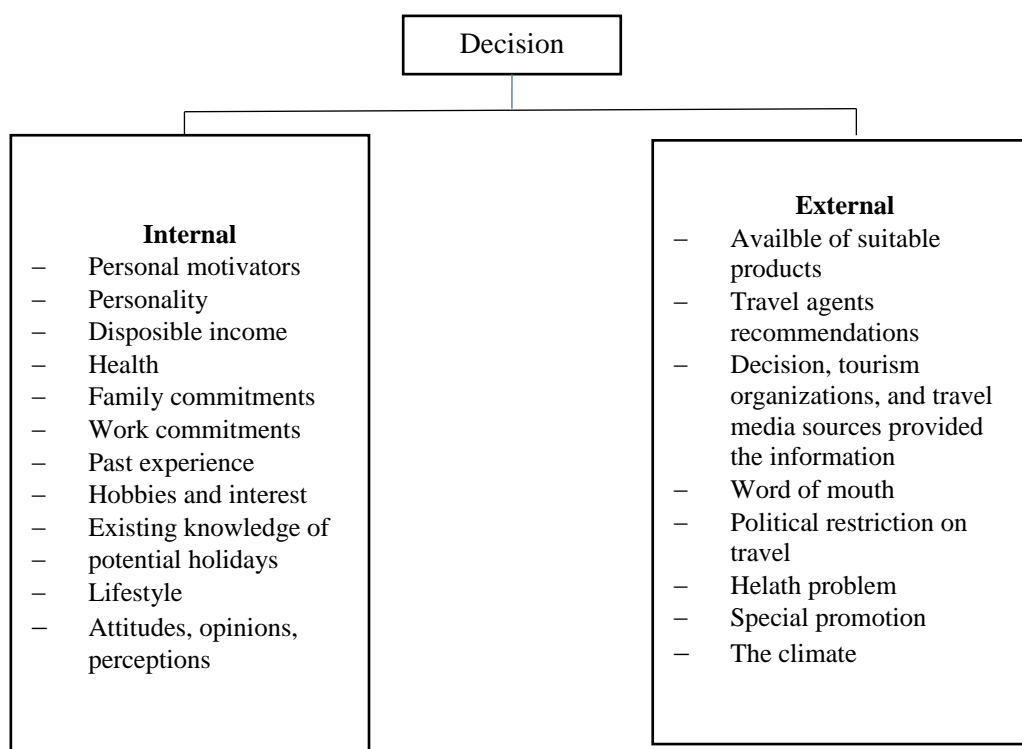


Figure 1. Factors influencing travel decisions
Source: Horner & Swarbrooke (2016)

Ritchie & Goeldner (2012) expand this parameter by integrating external factors, namely main and additional facilities, such as lodging, transportation, foods, and beverage, etc. Transportation and road access also contribute to determining the purchase decision of a destination, because some tourists do not like to visit places that are difficult to reach, although there are some who like challenging trips, the price of tourist travel packages and information technology-based entertainment is also an attraction for tourists in determining tourist destinations.

increase. However, the service provided to tourists is still not optimal. Then Redita et al. (2017) also added that service quality It includes several components namely, Tangible (tangible), which includes physical facilities such as infrastructure and equipment on tourist attractions, as well as employee appearances. Emphaty, empathy is also an important factor where employees must understand the wants and needs of visitors, and be able to create comfort for tourists (Astuti, 2018). Responsiveness (quick to respond), The willingness and readiness to provide services to consumers in need will have a significant impact on customer satisfaction (Astuti, 2018). Reliability (reliability) in the form of the ability to keep promises, be trusted, be accurate and

3 Research Methods

The data processing analysis of this study uses the confirmatory analysis technique or Confirmatory Factor Analysis (CFA) which is widely used to construct or conceptually test an idea or theory, both theories that have just been produced by researchers and theories that have been developed by others for a long time. The confirmatory factor analysis also tries to evaluate the reliability and validity of the instrument. The population used in this study is coordinators

who buy tour packages to Pangandaran at a gift service travel agency. Meanwhile, the sample used was all coordinators who bought tour packages to Pangandaran totaling 86 people.

The data sources used are primary data sources and secondary data sources. The data collection technique used is a literature study which is used to refer to the author in the research and also a field study where this method is carried out by directly searching for information to be researched with a questionnaire. This questionnaire questionnaire was obtained through the distribution of questionnaires directly to coordinators who choose Pangandaran tour packages. This research was carried out at the Karunia Service Travel Agency located at Gd. Garut Marketplace Jl. Sudirman No 14, Block A5, Kidul Karangpawitan, Suci, Garut.

4 Research Results and Discussion

Factor Analysis

In this study, there are 2 factors that allegedly affect the decision to choose tourist destinations, namely internal factors and external factors. Internal factors include personal motivation, income level, perception, hobbies, personal health, personality, lifestyle, commitment from family, past experiences, knowledge of destinations, commitment to colleagues. Meanwhile, external factors include product availability, safety conditions, climatic conditions, special promos, environmental hygiene, tour package prices, entertainment, supporting technology, words of mouth, information about tourist destinations, recommendations from travel agents, road access, facilities.

The analysis of confirmatory factors will begin with the first stage, namely with a construct validity test consisting of a convergent validity test and a discriminant validity test. The validity test of the construct in general can be measured by the loading score parameter in the research model with criteria > 0.7 and using the AVE (average Variance Extracted) parameter > 0.5 . If the loading score < 0.5 , this indicator can be removed from the construct because the indicator is not included in the construct that represents it. If the loading score is between $0.5 - 0.7$, and as long as the indicator's AVE score > 0.5 , researchers should not delete the indicator (Abdillah & Hartono, 2015)

1. Convergent Validity'

In determining the convergent validity of the construct, it can be done by looking at the Average Variance Extracted (AVE) score must be above 0.5. If the convergent validity has met the criteria, then the study has a good convergent validity.

2. Discriminant Validity

The discriminant validity of the outer model with reflective indicators is assessed based on the cross loading measurement with the construct. To indicate that the latent construct is valid, the correlation of the construct with the measurement item must be greater than the size of the other construct.

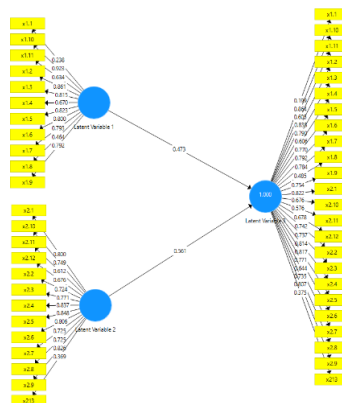


Figure 6 First Test Model
 Source: SmartPLS 3.0 Processing

Based on the processing that has been carried out in the first test, a model as above was obtained. The results show that the convergent validity test has 4 indicators that produce values below 0.5 – 0.7, namely X1.1 (Personal Motivation), X1.11 (Commitment to colleagues), X1.8 (Commitment from family) X2. 13 (Facilities), therefore indicators that are invalid because they get a < number of 0.5 – 0.7 must be removed and a second stage of testing will be carried out.

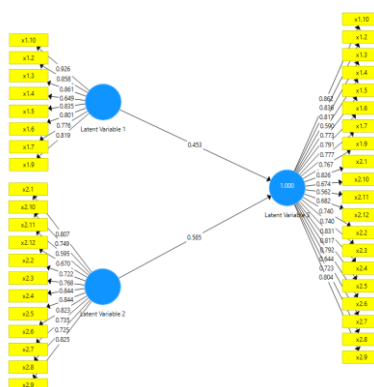


Figure 7 Model Reestimation
 Source: SmartPLS 3.0 Processing

From Figure 7, it can be seen that the loading score produced by 1 indicator with a value of loading factor <0.7 which means that the indicator should be removed. But. If referring to Abdillah & Hartono (2015) If the loading score results in a number between 0.5 – 0.7, researchers should not remove indicators that have the loading score as long as they have an AVE score above 0.5. So that the results of the validity of this construct are declared valid research.

Furthermore, tests will be carried out with the Average Variance Extracted (AVE) value. The Average Variance Extracted score must have a score above 0.5. Here are the results of the Average Variance Extracted (AVE) score.

Table 1 Results of AVE (Avarage Variance Extracted)

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted
Internal Factors	0,928	0.934	0,924	0,671
External Factors	0,933	0.938	0,943	0,581

Decision on Tourism Selection	0,960	0.963	0,964	0,573
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Source: SmartPLS 3.0 Processing

In Table 1, it is found that all dimensions have an AVE > 0.50, so it can be said that this study can be continued with all the indicators that have been proposed in the study.

Next, reliability processing is carried out, by looking at Cronbach's Alpha and composite reliability.

Table 2 Results of Composite Reliability Values

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted
Internal Factors	0,928	0.934	0,924	0,671
External Factors	0,933	0.938	0,943	0,581
Decision on Tourism Selection	0,960	0.963	0,964	0,573

Source: SmartPLS 3.0 Processing

From Table 2 above, the composite reality figures produced by all dimensions are very good because the numbers produced are above 0.70 so that it can be concluded that all dimensional indicators are reliable or meet the reliability test.

Internal Factors

1. Validity Test

Based on table 3 in this study, all question items for the construct variable have 8 question items. And after being processed using SmartPLS software, the 8 question items were declared valid because they had met the loading factor > 0.70.

Table 3 Analysis of the Validity of Internal Factor Construct Variables

No	Indicator		Parameter Estimation	Information	AVE
1	Knowledge of Destinations	X1.10	0,926	Valid	0,671
2	Income Level	X1.2	0,858	Valid	
3	Perception	X1.3	0.861	Valid	
4	Hobby	X1.4	0.649	Valid	
5	Personal Health	X1.5	0.835	Valid	
6	Personality	X1.6	0.801	Valid	
7	Lifestyle	X1.7	0.776	Valid	
8	Past Experience	X1.9	0.819	Valid	

Source: SmartPLS 3.0 Processing

The study can be continued with eight indications that are considered genuine, in accordance with the findings of the study in Table 3. The Average Variance Extracted (AVE) score has a value of more than 0.5, which further supports the notion that the construct has strong convergence validity.

2. Discriminant Validity

Cross loading of measures with the concept is used to evaluate the validity of the outer model discrimination by using reflective indicators. Latent constructs outperform other dimensions in

predicting their block size if the construct's correlation with the measurement item is higher than that of other constructs. Table 4 below shows the cross-loading for all structures.

Table 4 Cross Loading of Internal Factor Variables

	Internal Factors	External Factors
X1.10	0.926	0.757
X1.2	0.858	0.766
X1.3	0.861	0.729
X1.4	0.649	0.506
X1.5	0.835	0.675
X1.6	0.801	0.733
X1.7	0.776	0.729
X1.9	0.819	0.677

Source: Data processing with SmartPLS3.0

As seen in Table 4, the cross loading value shows good discriminatory validity because the correlation between the indicator and the construct is higher than the correlation between the indicator and other constructs.

External Factors

1. Validity Test

In table 5, all question items for the construct variable are obtained there are 8 question items. After being processed using SmartPLS software. The 12 question items were declared valid because they had met the loading factor > 0.70.

Table 5 Analysis of the Validity of External Factor Construct Variables

No	Indicator		Parameter Estimation	Information	AVE
1	Product Availability	X2.1	0.807	Valid	0.581
2	Information About Tourist Destinations	X2.10	0.749	Valid	
3	Recommendations from Travel Agents	X2.11	0.595	Valid	
4	Road Access	X2.12	0.670	Valid	
5	Safety Conditions	X2.2	0.722	Valid	
6	Climate Conditions	X2.3	0.768	Valid	
7	Special Promo	X2.4	0.844	Valid	
8	Environmental Hygiene	X2.5	0.844	Valid	
9	Tour Package Prices	X2.6	0.823	Valid	
10	Entertainment	X2.7	0.735	Valid	
11	Supporting Technology	X2.8	0.725	Valid	
12	Words Of Mouth	X2.9	0.825	Valid	

Source: Data Processing with SmartPLS 3.0

The research can be continued with 12 indications that are considered valid, in accordance with the findings of the research in Table 5. The Average Variance Extracted (AVE) score has a value

of more than 0.5, which further supports the notion that the construct has strong convergence validity.

3. Discriminant Validity

Latent constructs outperform other dimensions in predicting their block size if the construct's correlation with the measurement item is higher than that of other constructs. Table 6 below shows the cross-loading for all structures.

Table 6 Cross Loading of External Factor Variables

	Internal Factors	External Factors
X2.1	0.781	0.807
X2.10	0.521	0.749
X2.11	0.427	0.595
X2.12	0.641	0.670
X2.2	0.701	0.722
X2.3	0.641	0.768
X2.4	0.746	0.844
X2.5	0.713	0.844
X2.6	0.686	0.823
X2.7	0.474	0.735
X2.8	0.661	0.725
X2.9	0.710	0.825

Source: Data processing with SmartPLS 3.0

Because the correlation value of the indicator with the construct is greater than the correlation value of the indicator with other constructs, as seen in table 6, the cross loading results show that there is a very good Discriminant Validity.

2. Reliability Test

After the validity test requirements have been met, it will be continued with a reliability test to measure reliability. The data is said to be reliable if the Composite Reliability value > 0.6 and Cronbach's alpha > 0.7 . The following are the values of composite reliability and cronbach's alpha of internal factor variables.

Table. 7 Composite Reliability and Cronbach's Alpha Values

	Cronbach's Alpha	Composite Reliability
External Factors	0.933	0.943

Data processing source with SmartPls 3.0

From the above processing, in Table 7 the coefficient value is obtained composite reliability and cronbach's alpha that have met the test requirements with composite reliability > 0.6 and cronbach's alpha > 0.70 . This shows that all constructs in the estimated model meet the variable criteria.

After analyzing the perdimensional indicators, then analyzing which dimension or factor is more dominant to explain the latent variables of the decision to choose tourist destinations, in the SmartPLS 3.0 software can be seen from total effect on PLS Algorithm. The following is presented in Table 4.34

Tabel 8 Total Effect

	Decision on Choosing Tourist Destinations	Internal Factors	External Factors
Decision on Choosing Tourist Destinations		0.453	0.585

Source: Data processing with SmartPLS 3.0

From the table above, it shows that the direct influence of the internal factor dimension on the decision to choose tourist destinations is 0.453. Meanwhile, the direct influence of the external factor dimension on the decision to select tourist destinations is 0.585.

To determine the magnitude of the influence on other variables in the form of percentages, it can be calculated using the multiplication between the path coefficient value and the Latent Variable Correlation and then multiplied by 100%. Here is a table of path coefficient and latent variable correlation.

Tabel 9 Path Coefficient

	Decision on Choosing Tourist Destinations	Internal Factors	External Factors
Decision on Choosing Tourist Destinations		0.453	0.585

Source: Data processing with SmartPLS 3.0

Tabel 10 Latent Variable Correlation

	Internal Factors	External Factors	Decision on Choosing Tourist Destinations
Internal Factors	1.000		
External Factors	0.856	1.000	
Decision on Choosing Tourist Destinations	0.953	0.972	1.000

Source: Data processing with SmartPLS 3.0

Calculation Results:

1. Internal Factors Towards the Decision to Choose a Tourist Destination

$$PC * LVC * 100\% = 0.453 * 0.856 * 100\% = 39\%$$

2. External Factors for the Decision to Choose a Tourist Destination

$$PC * LVC * 100\% = 0.585 * 0.972 * 100\% = 57\%$$

The results obtained through Confirmatory factor analysis (CFA) show the results of the estimated loading factor that forms the decision to choose the Pangandaran tourist destination consisting of 2 factors, namely Internal Factors and External Factors.

1. Internal Factors

This internal factor is a combination of several indicators consisting of Income Level (X1.2), Perception (X1.3), Hobbies (X1.4), Personal Health (X1.5), Personality (X1.6), Lifestyle (X1.7), Past Experiences (X1.9), and Knowledge About Destinations (X1.10). If based on Table 4.28 Analysis of the validity of the variables of the decision to select Pangandaran tourist destinations, it can be seen from the most dominant indicator that forms this dimension is knowledge about tourist destinations by producing factor loading of 0.926, which means that it is in line with previous research conducted by (Yusendra, 2015) Where tourists choose to visit Pangandaran

tourist destinations because tourists know about the situation and conditions in a tourist destination, as well as in this study tourists know how and what attractions can be done in Pangandaran tourist destinations then what is the current situation and conditions in Pangandaran. So that knowledge about tourist destinations is very important in the decision to choose a destination for tourists.

The indicator that has the least influence is a hobby with a value of factor loading 0.646 which means that hobbies have a very small influence on the consideration of the decision to choose a tourist destination. These results are not in line with the research conducted (Yusendra, 2015) that hobbies do not have a great influence on tourism decision-making. Meanwhile, this study produced hobby indicators that had no effect or had little influence on the decision to choose a pangandaran destination at a travel agency because respondents did not always follow their hobbies but had to see the agreement of their group who chose pangandaran as a tourist destination.

2. External Factors

External factors consist of indicators of Product Availability (X2.1), Safety Conditions (X2.2), Climate Conditions (X2.3), Special Promo (X2.4), Environmental Hygiene (X2.5), Package Price (X2.6), Entertainment (X2.7), Supporting Technology (X2.8), Words Of Mouth (X2.9), Information About Tourist Destinations (X2.10), Recommendations from Travel Agents (X2.11), and Road Access (X2.12).

See in table 4.31 Analysis of the validation of the variables of the decision to select Pangandaran tourist destinations, it can be seen from the most dominant indicators that form this dimension are environmental hygiene and special promos from travel agents by producing factor loading by 0.844, this result is in line with (Yusendra, 2015) that environmental hygiene and special promos have an influence on the decision to choose a tourist destination because it has a hygienic environment, tourists will feel comfortable when traveling and tourists will not feel their health is threatened when traveling, besides that special promos also make tourists interested in visiting a destination. Similarly, in this study, environmental hygiene and special promos are very influential in tourists choosing Pangandaran tourist destinations to be used as tourist destinations because environmental hygiene in Pangandaran is very guaranteed and makes tourists have a sense of comfort when traveling because it has a hygienic environment. Meanwhile, special promos are also something that considers tourists in choosing tourist destinations, such as those done by travel agencies that will provide special promos to sell packages, especially pangandaran packages.

Meanwhile, the indicator that has the least influence in this dimension is the recommendation from the travel agent by producing a factor loading figure of 0.595. The results of this study are in line with the research conducted by (Setiani, 2019) that recommendations from travel agents have no effect or have little influence on the decision to choose tourist destinations. Similar to this study, tourists choose to visit Pangandaran not according to the recommendation of travel agents, but there are other things that encourage tourists to choose Pangandaran as a tourist destination.

Furthermore, it can be seen that the calculation results of Path Coefficient * Latent Variable Correlation * 100% will produce the most dominant factor. In order, the results of the influence of the dimension of the factors that form the decision to choose tourist destinations are external factors of 57% while internal factors are 39%. From the weight of the value obtained, it can be seen that the dimension of external factors with a large 57% is the most dominant factor in shaping

the decision to choose tourist destinations. The factors with a small influence in shaping the decision to select tourist destinations are internal factors with a large influence of 39%.

The results of the analysis using Confirmatory Factor Analysis (CFA) stated that the most dominant factor in the decision to choose tourist destinations is external factors. In theory (Honner and Swarbrooke, 2016) in the research (Setiani, 2019) that external factors greatly affect the decision to choose a tourist destination which when deciding to choose a tourist destination is influenced by external factors such as product availability, recommendations from travel agents, information on tourist destinations to be visited, the dissemination of information about the advantages of tourist destinations to be visited, and many more.

5 Conclusion

The following conclusions can be conveyed:

1. Based on the descriptive analysis produced in this study, the overall average score value is in the appropriate criteria. That way, all of these indicators get the appropriate level in the decision to choose a Pangandaran tourist destination at the travel agency.
2. The results of the analysis of the decision factors for the selection of Pangandaran tourist destinations at the gift service travel agency from the responses given to 86 respondents with 24 question items. Of the 24 indicators after going through the data processing process and producing 4 invalid indicators. So that only 20 indicators from 2 factors go through the processing process.
 - Internal Factors, of the 8 indicators, the most dominant indicator is knowledge of tourist destinations, which means that this indicator has a great influence on the decision to choose tourist destinations. The indicator that has a small influence is hobbies, which means that hobbies are considered to have no effect on the decision to choose tourist destinations.
 - External factors, consisting of 12 indicators, resulted in environmental hygiene and special promos which are the dominant indicators in shaping the decision to choose Pangandaran tourist destinations. In addition, from the results of data processing, a recommendation indicator from a travel agent was obtained, which means that this indicator has no influence on the decision to choose a Pangandaran tourist destination at a travel agency.
3. The most dominant factor in the analysis of the decision factor for the selection of pangandaran tourist destinations at the gift service travel agency is external factors.

After conducting research related to the analysis of the decision factors for the selection of Pangandaran tourist destinations at the Karunia Service Travel Agency, the researcher will provide the following suggestions:

1. For travel agencies, gift services should be more prepared and attractive in providing tour package products so that tourists are interested in choosing tourist destinations that will be used as tourist destinations.
2. Stakeholders should be more alert in terms of environmental security and hygiene so that tourists feel safer and more comfortable in doing tourism. In addition, stakeholders must also package attractive attractions so that tourists want to visit a tourist destination for vacation. In addition, stakeholders can also form communities that are concerned about tourist destinations to spread knowledge about tourist destinations.
3. Researchers can then use other CFA approaches, larger sample sizes of respondents, and broader study topics in their future studies so that conclusions will be more thorough and accurate when explaining how travelers choose their travel locations.

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