

THE ROLE OF CULTURAL EVENT IN A MUSEUM TO THE TOURISTS SATISFACTION AND DESTINATION LOYALTY

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ABSTRACT

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Understanding tourism destination loyalty would be an invaluable benefit for tourism authorities. The purpose of this study was to determine the Understanding tourism destination loyalty would be an invaluable benefit for tourism authorities. The purpose of this study was to determine the effect of holding a cultural event in a museum on tourist satisfaction and destination loyalty partially and collectively. According to the findings, the cultural event had an 85.3% and 68.1% impact on visitors' satisfaction and destination loyalty, respectively. In the meantime, destination loyalty is 80.5% influenced by visitor satisfaction. Collectively, the impact of cultural events and tourist satisfaction on destination loyalty was found to be 80.5%.

Keywords : Rayuan Pulau Kelapa Event; Event Organizing; Tourist Satisfaction; Destination Loyalty

ABSTRAK

Penting bagi pengelola maupun otoritas pariwisata untuk memahami loyalitas wisatawan terhadap destinasi pariwisata. Tujuan penelitian ini adalah untuk mengetahui pengaruh penyelenggaraan acara budaya di sebuah museum terhadap kepuasan wisatawan dan loyalitas destinasi secara parsial dan kolektif. Sampel yang dipakai dalam penelitian ini berjumlah 132 dan dianalisis secara kuantitatif. Berdasarkan hasil penelitian ini, acara budaya mempunyai dampak masing-masing sebesar 85,3% dan 68,1% terhadap kepuasan pengunjung dan loyalitas destinasi. Sedangkan loyalitas destinasi sebesar 80,5% dipengaruhi oleh kepuasan pengunjung. Secara kolektif, dampak acara budaya dan kepuasan wisatawan terhadap loyalitas destinasi ditemukan juga sebesar 80,5%.

Kata Kunci: Acara Rayuan Pulau Kelapa, Penyelenggaraan Acara, Kepuasan Wisatawan, Loyalitas Destinasi

INTRODUCTION

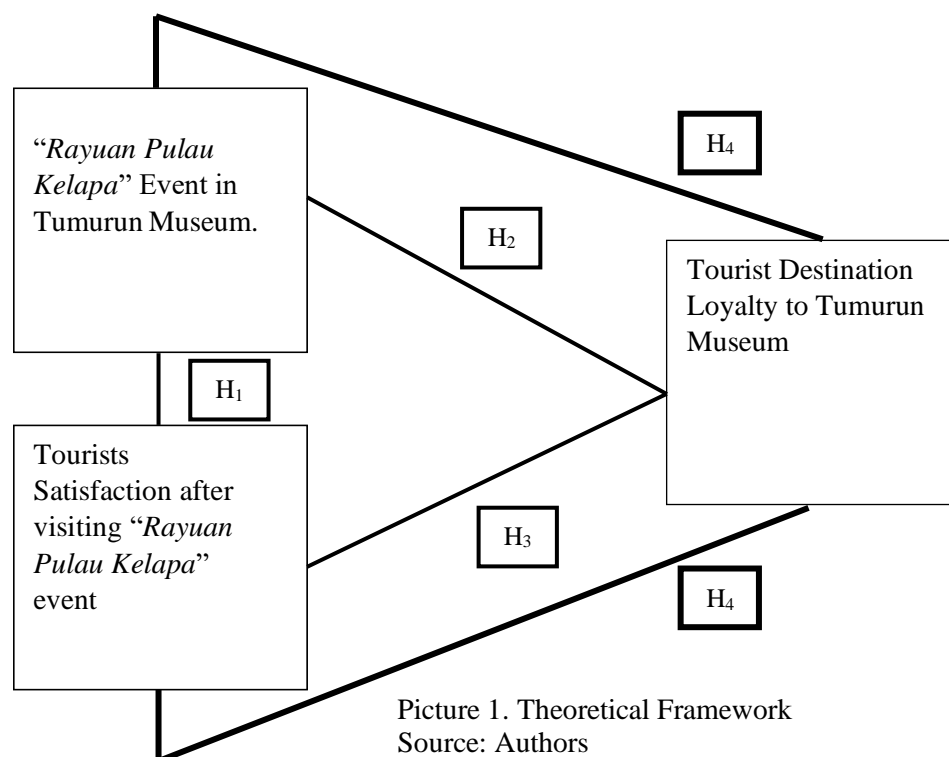
Background

Tourism destination loyalty has been identified as the most important aspect of a destination's consistent growth. As a result, destination managers must understand what motivates visitors to return. Numerous studies have been conducted to evaluate tourism destination loyalty and business sustainability. An increasing number of authors are proposing that destination image may lead to destination loyalty in the context of tourism (Jeong & Kim, 2020). To boost the organization's image, one can utilize events as driving forces (Lai, 2018). For example, hosting recurring sporting events can be a solution for long-term tourist growth, resulting in destination loyalty and increased degrees of place connection (Kiki et al., 2012). Kim et al (2014) revealed that mega-sporting events had a mixed (i.e., both positive and bad) impact on destination images, with patterns of image change varying depending on sport participation, media consumption, and previous visit experiences to the host country (Kim et al., 2014). Despite countless studies investigating the power of sporting events, this study seeks to discover the power of another form of event, specifically cultural events, and its relationship to destination loyalty.

Especially after the pandemic, tourism authorities are working hard to revive tourism in 2022. Many tourism destinations in Indonesia are gradually implementing various activities to entice tourists to return. As one of the tourism destinations in Indonesia, Surakarta (Solo), whose branding is "The Spirit of Java", is also holding various consecutive events throughout 2023. This research disclosed the role of events in tourists' satisfaction and destination loyalty, by taking the Rayuan Pulau Kelapa cultural event in Tumurun Museum, Solo, Indonesia, as an empirical example.

Research Purposes

Below is the theoretical framework of this research:



Picture 1. Theoretical Framework
 Source: Authors

From the picture 1, we could see that this research seeks to find:

1. The influence of Rayuan Pulau Kelapa event on tourist satisfaction at Tumurun Museum.
2. The influence of Rayuan Pulau Kelapa event on destination loyalty at Tumurun Museum.
3. The influence of tourist satisfaction on destination loyalty at Tumurun Museum.
4. The influence of Rayuan Pulau Kelapa event and tourist satisfaction on destination loyalty at Tumurun Museum.

LITERATURE REVIEW

Event and Its Significance in Tourism

Studies conducted on events have demonstrated its important contribution to the growth of the travel and tourism sector (Kim et al., 2014; Misener & Mason, 2009; Saayman & Rossouw, 2011). A destination's economic, sociocultural, and environmental characteristics are enhanced by events like festivals, conferences, sporting events, and cultural holidays, which are major draws for travelers (Duarte et al., 2018; Lin et al., 2021; Saayman & Rossouw, 2011). However, expert event planning and analysis are essential to the success of event tourism (Ziakas & Getz, 2021). Events have a clear ability to improve a destination's reputation and draw tourists, but doing so needs planning, especially during off-peak times (O'Toole, 2021).

The event sector is a vital part of the tourism industry, with a significant impact on economic activity and expansion particularly (Fytopoulou et al., 2021). Event can enhance the overall experience of tourists, contributing to the satisfaction of the tourists and the sustainability of the destination (Mair, 2015; Oklobdzija, 2015). However, this needs the well preparation of event. The balancing between the visitor numbers, environmental capacity, and the opportunity contribution to local economies become necessary (Mair, 2015). Residents' preferences and visitor satisfaction are key factors in the success of event.

To maximize visitor experience, certain things require extra focus. Noor (2013) in (Yuliani & Fedri, 2019) stated that event has been characterized by five indicators, which are uniqueness, perishability, intangibility, ambiance and services, and interaction among visitors. As stated by Wagen (2007), When creating an event concept, many factors must be taken into account. These consist of the event's goals and purpose, theme, location, target audience, available resources, and schedule (Refaat et al., 2013). Even more, Shown and Parry (2010) in (Rosyidi, 2018) stated that an event has attributes like as uniqueness, perishability, ambiance and service, labor-intensive, fixed timescale, intangibility, ritual or ceremony, and personal interaction.

Tourists Satisfaction and Destination Loyalty

Research repeatedly demonstrates a strong association between tourist satisfaction and destination loyalty (Akademia Baru et al., 2016; do Valle et al., 2006; Kozak et al., 2005; Som et al., 2011). This is evident in a number of tourist attractions, including Tunku Abdul Rahman Park, Penang, and Calpe. This association is shaped by a variety of factors, including destination image, contentment, and previous experience. For example, people's friendliness and environmental cleanliness are important variables in determining happiness and loyalty (Som et al., 2011). Furthermore, higher levels of satisfaction improve the chance of future return trips and the desire to promote the place to others (do Valle et al., 2006).

A variety of research have investigated the aspects that influence tourist satisfaction. Ghose (2019) discovered that tour package elements and experience aspects such as tourist attractions and safety had a substantial impact on customer satisfaction and recommendations

(Johann & Ghose, 2018). Meng (2008) recognized friendly/quality services and lodging performance as important elements in satisfaction at a nature-themed resort (Meng et al., 2008). Wei (2022) emphasized the importance of cultural features in shaping the impact of attribute-level experiences on satisfaction, with positive experiences having a greater influence on American tourists than negative experiences on Chinese tourists (Wei et al., 2023). Chung (2013) underlined the role of knowledge satisfaction in predicting both attribute-specific and overall satisfaction, with the latter frequently being higher (Chung & Petrick, 2013). These findings highlight the complex character of tourist satisfaction, which is influenced by a multitude of factors, including location qualities.

Within the tourism industry, natural and cultural attractions are recognized as significant determinants of a destination's reputation. Research by Andreea (2018) emphasizes their role in shaping visitor satisfaction and fostering loyalty (Andreea, 2018). Aligned with this notion, Opperman (2000) demonstrates the validity of employing behavioral approaches, such as tracking lifelong travel patterns, to measure destination loyalty (Oppermann, 2000). Din et al. (2022) further distinguish between ordinary and extraordinary experiences (Din et al., 2022). While baseline service quality serves as a necessary facilitator, it's the exceptional, authentic experiences that truly motivate tourists, fostering a sense of self-actualization.

METHODS

This study employed quantitative correlational methods, which include correlation coefficient values and significant values, to determine the strength of the association between the variables. The hypotheses are as follows:

H1: There is an influence of the Rayuan Pulau Kelapa Event on Tourist Satisfaction at the Tumurun Museum.

H2: There is an influence of the Rayuan Pulau Kelapa Event on Destination Loyalty at the Tumurun Museum.

H3: There is an influence of tourist satisfaction on destination loyalty at the Tumurun Museum.

H4: There is an influence of Rayuan Pulau Kelapa Island Event and Tourist Satisfaction on Destination Loyalty at the Tumurun Museum.

Variable instrument tests consist of validity and reliability tests, classical assumption tests consist of normality tests, heteroscedasticity tests, linearity tests, and multicollinearity tests and all the data had met the assumption. Hypothesis tests consisting of T-tests, F-tests, Pearson product-moment correlation test, coefficient of determination test, and influence analysis consisting of simple linear regression analysis.

The population in this study were tourists who came to visit the Tumurun Museum during the Rayuan Pulau Kelapa Event period which took place from March 29, 2023 - April 8, 2023, and the samples taken in this study were 132 tourists.

RESULTS

Result of T-Test

T-test was employed to test the hypothesis 1 to 3:

H1: There is an influence of the Rayuan Pulau Kelapa Event on Tourist Satisfaction at the Tumurun Museum.

H2: There is an influence of the Rayuan Pulau Kelapa Event on Destination Loyalty at the Tumurun Museum.

H3: There is an influence of tourist satisfaction on destination loyalty at the Tumurun Museum

The T-test was used to evaluate the hypotheses H1, H2, and H3. To accept H1, H2, and H3, the Tcount value should be more than the Ttable and the significant value should be less than 0.05, indicating a partial influence.

Based on the test results that have been carried out, the Tcount value in H1 is greater than

Ttable (23,161>1,979), the Tcount value in H2 is greater than Ttable (16,677>1.979), and the Tcount value in H3 is greater than Ttable (27,506 > 1.979). By looking at the significance values for the three hypotheses which are smaller than 0.05 (0.000), it can be concluded that there is an influence from Rayuan Pulau Kelapa Event on tourist satisfaction and destination loyalty partially at the Tumurun Museum and there is an influence of tourist satisfaction on destination loyalty at the Tumurun Museum. Hence, H1, H2, and H3 in the research are acceptable.

Supporting the findings, the study by Din et al. (2022) provides empirical evidence to support the positive relationships between authentic experiences, experience quality, tourist engagement, and destination loyalty in museum settings (Din et al., 2022). These findings suggest that museum cultural programs can be effective tools for enhancing tourist satisfaction and loyalty. This alignment with existing research strengthens the overall argument presented in this study.

Result of F-Test

F-Test was utilized to test the hypothesis 4:

H4: There is a joint influence of Rayuan Pulau Kelapa Island Event and Tourist Satisfaction on Destination Loyalty at the Tumurun Museum.

To find out whether there is an influence of the Rayuan Pulau Kelapa Event and tourist satisfaction simultaneously on destination loyalty at the Tumurun Museum, an F-test was carried out. If the Fcount is greater than Ftable and the significant value is smaller than 0.05, then there is a simultaneous influence. Hence, the H4 is acceptable.

Based on the test results, the Fcount value in H4 is greater than Ftable (266,269 > 3.07). By looking at the significance value of the hypothesis which is smaller than 0.05 (0.000), it can be concluded that there is an influence from holding the Kelapa Island Seduction Event and simultaneous tourist satisfaction on destination loyalty at the Tumurun Museum. Therefore, H4 can be accepted.

In line with hypothesis 4, Elhosiny et al. (2023) posit that effectively designed events significantly influence tourist satisfaction (Elhosiny et al., 2023). The research highlights the importance of prioritizing various quality factors: smooth logistics and efficient operations for visit quality, engaging activities and friendly staff for interaction quality, and meeting expectations while delivering value for outcome quality. These factors directly contribute to enhanced tourist satisfaction.

Result of Simple Regression Analysis

To determine the possible influence of the Rayuan Pulau Kelapa Event on tourist satisfaction and destination loyalty partially and the influence of tourist satisfaction on destination loyalty, a simple regression analysis test was carried out. Based on the analysis that has been carried out, it produces three equations.

The first equation is to predict the event's influence on tourists' satisfaction. The equation is $TS = 4,893 + (1,419) EO$, where the consistent value in this equation is 4,893 and the regression coefficient value in this equation is 1,419, which means that if there is an increase of 1% in the value of organizing events, the tourist satisfaction value will increase by 1,419. This equation has a positive regression coefficient, so it can be assumed that the direction of the relationship between the influence of event organizing on tourist satisfaction is unidirectional.

The second equation is to predict the influence of the event on destination loyalty. The equation is $DL = 3,849 + (0.554) EO$ where the consistent value in this equation is 3,849 and the regression coefficient value in this equation is 0.554, which means that if there is an increase of 1% in the value of organizing events, then the value of destination loyalty experienced an increase of 0.554. Given the positive regression coefficient of this equation, it is reasonable to believe that the relationship between the impact of event planning and destination loyalty is pointing in the same direction.

Finally, to predict the influence of tourist satisfaction on destination loyalty, the equation is $DL = 1.853 + (0.392) TS$, where the consistent value in this equation is 1.853 and the regression coefficient value in this equation is 0.392. This means that if there is an increase of 1% in the tourist satisfaction value, the destination loyalty value will experience an increase of 0.392. Given the positive regression coefficient of this equation, it can be inferred that the relationship between the

impact of visitor pleasure and destination loyalty is likewise pointing in the same direction.

The current study's findings are further bolstered by Reyes et al. (2023), who demonstrate a significant positive influence of both destination image and tourist satisfaction on destination loyalty (Reyes & Dael, 2023). Interestingly, their research identifies safety as the strongest positive factor. Furthermore, Jeong et al. (2020) contribute to this understanding by highlighting that a positive destination image can directly impact a tourist's propensity to recommend the destination (Jeong & Kim, 2020b). However, this effect is demonstrably amplified by their level of satisfaction with the overall experience.

Result of Multiple Regression Analysis

A multiple regression analysis test was carried out to determine the possible influence of the Rayuan Pulau Kelapa event and tourist satisfaction on destination loyalty. The result is $DL = 1.887 - (0.015) EO + (0.401) TS$, where the consistent value in this equation is 1.887. The regression coefficient value in this equation is -0.015 and 0.401, which means that there is an increase of 1% in the value of organizing events and tourist satisfaction, and the value of destination loyalty has increased by 1.887. This equation has a negative regression coefficient on the event organizing variable and a positive coefficient on the tourist satisfaction variable, so it can be assumed that the direction of the relationship between the influence of event organizing on destination loyalty in the multiple regression equation is opposite and the relationship between the influence of tourist satisfaction on destination loyalty in the multiple regression equation is in the same direction.

This study is supported by other research that suggests events can successfully predict event loyalty, destination brand image, and overall destination image, though to a lesser degree, destination loyalty (Folgado-Fernández et al., 2017). In some cases, hosting events has a positive impact on destination loyalty. For instance, the hosting of the FIFA Club 2002 in South Korea had a positive impact on international tourists' perceptions of South Korea as a destination and increased destination loyalty (Lee et al., 2005).

Result of Correlation Test

To determine the strength of the relationship between variables, a Pearson moment correlation analysis test was carried out by looking at the coefficient value (R). The range of correlation coefficient values is divided into several levels, which are: a very weak relationship with a value of 0.00 to 0.19, a weak relationship level with a value of 0.20 to 0.39, a fair relationship level with a value of 0.40 to 0.59, the level of strong relationship with a value of 0.60 to 0.79 and the level of very strong relationship with a value of 0.80 to 1.00.

Based on the results, the influence of Rayuan Pulau Kelapa Event on tourist satisfaction and destination loyalty partially, the influence of tourist satisfaction on destination loyalty and the influence of Rayuan Pulau Kelapa Event and tourist satisfaction simultaneously on destination loyalty in Tumurun Museums have a very strong relationship strength with their respective values respectively being 0.924; 0.826; 0.897; and 0.897.

This body of research suggests that well-organized and enjoyable events can have a positive impact on the overall image of the host destination (Jeong & Kim, 2020b). Additionally, a positive, albeit not universally accepted, relationship exists between tourist satisfaction and destination loyalty (Somaskanthan & Rosmalina, 2016). Kozak et al. (2005) further contribute by demonstrating that the level of satisfaction a tourist experiences, coupled with the frequency of their past visits, significantly influences their likelihood of returning to a particular destination (Kozak et al., 2005).

Result of Determination Coefficient Test

To find out how much the influence is between variables, a coefficient test is carried out by looking at the value of the coefficient of determination (R²). A value close to one indicates that the independent variable (X) provides almost all the information needed to forecast the dependent variable (Y).

Based on the test results carried out, holding the Rayuan Pulau Kelapa Event had a strong

influence on destination loyalty, which was 68.1%. Meanwhile, the Rayuan Pulau Kelapa Event had a very strong influence on tourist satisfaction which was 85.3%. Tourist satisfaction has a very strong influence on destination loyalty which was 80.5% and Rayuan Pulau Kelapa Event and tourist satisfaction simultaneously has a very strong influence on destination loyalty, which was 80.5%.

Reinforcing this notion, Valle et al. (2006) posit that higher levels of tourist satisfaction, encompassing satisfaction with the overall holiday experience, destination attributes, and the fulfillment of expectations, translate into a greater likelihood of repeat visits and a stronger willingness to recommend the destination to others (Oom Do Valle et al., 2006).

CONCLUSION

There is a strong relationship between tourist satisfaction, destination image, and destination loyalty (Som et al., 2011). Tourist attractions in a destination essentially rely on the services tourists get and what they experience during the time spent at the destination. Additionally, many tourist attractions create events to attract people to visit and revisit. Events overall have a positive impact, especially for the host community. Organizing events and satisfying visitors provide a foundation for sustainable tourism, which promotes regional growth and development (Çoban, 2012).

This study aimed to define the effect of the cultural event on tourist satisfaction and destination loyalty partially (H1, H2), the effects of tourist satisfaction on destination loyalty (H3), and the effects of the cultural event and tourist satisfaction simultaneously on destination loyalty (H4). The results show that we can accept all the hypotheses and assume that there is a strong relationship in every relation by looking at the R coefficient. Interestingly, the event variable negatively influences destination loyalty in joint relationships with tourist satisfaction. Moreover, the combined impact of cultural events and tourist satisfaction on destination loyalty is equal to the effect of tourist satisfaction alone on destination loyalty.

These results indicate that to make tourists revisit and recommend it to others, the tourism authorities should ensure the services given to the tourists beyond the expectation. Additionally, events could influence the tourists' satisfaction and lead to tourist loyalty. Therefore, tourism authorities should consider creating distinctive events frequently to boost tourism (Kiki et al., 2012).

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