The Influence of Service Quality, Price and Location on Tourist Satisfaction with Tourist Loyalty as An Intervening Variable in Regis Jaya Coffee Village West Lampung Regency

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Article Info	ABSTRACT
	This study uses tourist loyalty as an intervention variable in Kampung Kopi Rigis Jaya to examine the location. Price. And service quality affects visitor satisfaction. This study collects data using a survey method and a quantitative approach. A purposive sampling strategy combined with a non-probability sampling technique was used to choose the 250 respondents from the research sample. The study's findings demonstrated that neither visitor loyalty nor satisfaction was significantly impacted by service quality. On the other hand. Visitor satisfaction is greatly affected by price and location. Visitor loyalty is significantly impacted by tourist satisfaction. The understanding of the relationship between factors that influence visitor satisfaction and loyalty in community-based tourist destinations particularly Kampung Kopi Rigis Jaya which has not received much attention in prior research is an original contribution of this study. This set of analyses serves as a foundation for creating a plan to raise destination quality by emphasizing location and cost considerations without sacrificing service quality. *This is an open access article under the <u>CC BY-SA</u> license.*

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1. INTRODUCTION

Tourism is one of the largest foreign exchange earnings sectors after oil and gas commodities and palm Oil. In Indonesia. Natural and cultural wealth is an important component of the tourism sector. Indonesia's natural environment has a combination of tropical climates. 17.508 islands of which 6.000 are uninhabited. And the third longest coastline in the world after Canada and the European Union [1].

Tourism villages are efforts of the community or groups in the field of tourism which include attractions. Accommodation. And various supporting facilities with the principle of community-based tourism which of course is located in the village or district area. According to [2]. The rise of tourism focused on industrial heritage reflects unique economic patterns. Captures the spirit of urban culture. And chronicles the development of the metropolitan region. A nation's cultural influence on the international

scene is further enhanced by the preservation and promotion of its unique cultural heritage. Which is made possible by the wise allocation of tourism resources. This type of tourism. Which entails visiting locations to learn about past operations. Evaluate present situations. And predict future trends. Appeals to a wide range of tourists looking for genuine experiences as well as those looking for trips that are instructive and reflective.

In 2023, the Ministry of Tourism and Creative Economy recorded that there are 4.674 tourist villages in Indonesia. This number increased by 367 percent from the previous year which was only 3,419 tourist villages. This is due to the increasing number of new tourist villages spread throughout Indonesia. The increasing number of tourist villages in Indonesia. Unfortunately. has not been accompanied by a mature strategy to maintain its sustainability. Tourist villages today often only follow a temporary trend. The desire to go viral and be invaded by many tourists causes many villages to compete to build various attractions that tend to be the same. Such as glass bridges. Rope bikes. Greenhouses. And various other unique photo objects that do not come from the village itself.

As a result. Many tourist villages only become crowded for a moment or never even get significant visits. The lack of preparation of local communities in the tourism industry is one of the main factors in the inability of tourism villages to develop. These two factors make it difficult to realize the goal of sustainable tourism village development. Tourism villages that are expected to be a solution to the poor mass tourism will become meaningless if their development is not properly controlled.

Number Of Tourist Visits To Lampung Province Year 2019-2023

Figure 1. Number of Tourist Visits to Lampung Province Year 2019-2023
Source: Central Statistics Agency (2024)

It can be concluded that in 2019 the number of tourists who came to Lampung province was 17.022.530 visitors. Then decreased in 2020 by 8.525.722 visitors.

Due to the COVID-19 outbreak, the number of visitors decreased. Then increased again in 2021 to as many as 9.176.866 which in that year the COVID-19 outbreak began to subside. And continued to increase until 2023. namely 13.760.697 visitors.

In Lampung Province. The tourism industry plays a role in regional economic growth. The contribution of the tourism industry to Lampung's economic growth during the five years is proven by an increase in the city's GDP by 5 to 6 percent. It is clear that the expansion of hotels. Dining. And land. Sea. and air transportation has helped Lampung's economy grow. An international perspective shows how persistent regulation can extend from telecommunications to various sectors. Including tourism. Which is an important part of the digital economy. However. It is important to ensure that these regulations remain in line with their original goal. Which is to encourage a more competitive market. So that it can increase the productivity of the tourism industry and

provide greater benefits to consumers and the economy as a whole [3]. Economic sectors connected to the tourism sector can be affected indirectly. For example. If foreign visitors buy coffee. Coffee processing businesses. Coffee farmers. And the trading sector is all profitable. It is therefore very important for tourism growth (Central Statistics Agency 2022).

According to the Lampung Province Regional Long-Term Development Plan (RPJPD). Tourism is important for the provincial economy (2005-2025). In addition. The purpose of the Lampung Province tourism development master plan 2011-2031 is to make Lampung a competitive leading tourism destination. Lampung has a large and strategic area. A wealth of locally produced goods. Agriculture. Creative economy. Culture. And the availability of infrastructure. In addition to supportive policies [4].

One of the regencies in Lampung that has tourism potential is West Lampung Regency which has a tourist location that provides potential natural resources that are

so exotic. and many tourist destinations have developed to date [5]. West Lampung has a variety of tourist attractions. Including beaches. Lakes mountains. And historical sites. Inevitably. The local government continues to advance infrastructure development to increase tourism in West Lampung [6].

There are many unique tourists in West Lampung. one of which is the Rigis Jaya village. This tourist village is located in Air Hitam District. West Lampung Regency. Lampung Province. Kampung Rigis Jaya has a variety of attractions that are considered to be its advantages. Some of them are the natural beauty and local culture that tourists can enjoy who visit. Regis Jaya Coffee Village Agrotourism is one of the tourist destinations that offers coffee management learning from the nursery stage to the ready-to-conTotale process. Giving Kampoeng Kopi Agrotourism one of the leading tourism industries in West Lampung Regency. The number of Rigis Jaya Coffee tourists is recorded as follows:

The Number Of Tourist Visitors To Rigis Jaya Coffe Year 2023

Figure 2. Number of Visitors to Rigis Jaya Coffee Tourists
Source: BUMDES Tourism Kampung Kopi Rigis Jaya 2023

From the diagram above. We can see the number of tourist visitors in Kampung Kopi Rigis Jaya. Air Hitam District. West Lampung in 2023 fluctuates every month. This is due to weather factors. Holidays. And economic conditions. The entrance ticket price for Kampung Kopi Rigis Jaya Tourism is Rp. 10.000 and the available facilities are parking area. Meeting hall. Cafeteria. Jungle Tracking. Public bathroom souvenir kiosk. Culinary. Prayer room. Outbound. Selfie area. Photo spot and dining place.

Regis Jaya Coffee Village has a lot of potential to draw both domestic and foreign visitors as a tourist destination situated on a coffee plantation. However. The managers of these tourist attractions must focus on the elements that influence visitor satisfaction and loyalty to sustain and grow the number of visitors.

Among the elements that significantly impact visitor satisfaction and loyalty is location. Cost. And service quality. Good service quality. Including staff

friendliness. Punctuality. And adequate facilities. Can enhance the traveler experience and increase satisfaction. claim [7]. Prices that are commensurate with the caliber of services and tourist attractions are also crucial because they will encourage visitors to return if they are deemed reasonable and worthwhile. Other factors that may influence travelers' decision to visit Kampung Kopi Rigis Jaya include its advantageous location. Ease of access. And the natural beauty of the area.

Since satisfied customers are more likely to return. Service-oriented businesses consider this to be a top priority. "The assessment that a feature of a product or service. Or the experience itself. Provides a pleasant connotation experience" is one definition of satisfaction [8].

Customer loyalty plays a crucial role in increasing a company's revenue and operational efficiency. Loyal customers continue to buy even if there is a higher offer or price. Thus providing significant profits for the company. Additionally. Loyalty helps reduce the promotional costs required to attract new customers. Which are generally much more expensive than retaining existing customers [9].

Service Quality in Kampung Kopi Rigis Jaya's ability to provide services that meet or exceed tourist expectations, including staff friendliness, speed of service, and readiness to assist visitor needs. The level of fees charged to tourists for products and services offered at Kampung Kopi Rigis Jaya reflects the value and quality received by visitors. The geographical location of Kampung Kopi Rigis Jaya which includes accessibility, visibility, and the surrounding environment influences the comfort and convenience of tourists visiting this destination. The level of satisfaction felt by tourists after visiting Kampung Kopi Rigis Jaya is influenced by their experience of service quality, price, and location. The desire and commitment of tourists to return to visit Kampung Kopi Rigis Jaya and recommend it to others, which is influenced by their level of satisfaction.

2. LITERATURE REVIEW
2.1 Quality of Service

The entirety of a product or service's attributes that can meet explicit or implicit needs is referred to as its service quality [10]. The performance of service organizations and visitor satisfaction is significantly impacted by service quality. These qualities play a key role in the success of hotels. Influence customer loyalty. And support sustainability and business growth. For this reason. Management needs to understand the perception and motivation of guests to plan and provide services effectively. The importance of service quality is also seen in efforts to strengthen business and compete in the market through the development of appropriate measurement instruments. Service quality can be a major factor that causes satisfaction and customer retention [11]. Service Quality Indicators [12] Reliability. which is defined as the provision of appropriate and correct service quality. Is one of the five indicators of service quality. Tangibles. which are distinguished by the availability of sufficient additional resources. Being responsive means wanting to serve customers as soon as possible. The degree of attention to ethics and morals in delivering high-quality services is a sign of assurance. And the degree of willingness to understand the needs and desires of customers is a sign of empathy.

2.2 Price

According to [13], The price is the entire Total of cash paid for a great or benefit. or the Total of value that clients trade for the good thing about owning or employing a great or benefit. Agreeing with [14] Cost can be deciphered as the esteem given by shoppers for the item or benefit they get. Counting different variables that influence fulfillment. Devotion. And buy choices. Within the setting of tourism. as is the case with the Greek Tourism division. Costs not as it

were reflect money-related esteem. But to include the involvement. The image of the goal and the quality of benefit seen by visitors. According to [13], Cost is characterized by four pointers. Cost competitiveness. Cost appropriateness with benefits. Cost reasonableness with quality. And cost reasonableness.

2.3 Location

According to [15] When it comes to how to provide products or administrations to clients and where the key area is. Area alludes to the company's different endeavors to create the items created or sold reasonable and available to the target advertise. [15] there are 5 Area markers. Specifically put. Stopping range. Openness and perceivability.

2.4 Traveler Satisfaction

According to [16] Traveler satisfaction is an emotional and cognitive assessment of the experience of service consumption. Both in a single interaction (direct) and overall (general). Which reflects the response to the entire travel experience. Traveler satisfaction. as defined by [13]. is an emotional and cognitive evaluation of the experience of conTotaling services. Both in a single interaction (direct) and generally (general). Reflecting the reaction to the entire travel experience. [13] that there are five ways to gauge customer satisfaction: price. Promotion. Product quality. Service quality. And positive customer relations.

2.5 Tourist Loyalty

According to [17] Traveller loyalty is an individual's commitment to return to using a tourism product or service. This can be seen through behaviors such as repurchases and recommendations. as well as positive attitudes towards destinations based on experiences. Perceptions. And perceived values. "Even though the market and marketing initiatives have the potential to cause customers to switch. Customer loyalty is the steadfast resolve to continue purchasing or supporting a preferred good or service in the future." according to [17]. Three indicators are used to

measure customer loyalty. According to [17]: referrals. Which refers to the company's total sessions; and retention. Which refers to resistance to negative influences regarding the company; and repeat. Which refers to loyalty to the purchase of goods or services.

2.6 Hipotesis

a. The Effect of Service Quality on Tourist Satisfaction

Research by [18] shows that To increase consumer satisfaction and generate loyalty intentions, providing high-quality services appears to be much more effective than creating competitive prices. These findings motivate us to take the necessary steps to increase consumer satisfaction., while [19] Reveals that service quality has no influence on tourist satisfaction due to differences in expectations and is dominated by other factors.

H1: There is an Influence of Service Quality on Tourist Satisfaction

H0: There is no effect of service quality on tourist satisfaction

b. The Effect of Price on Tourist Satisfaction

According to research by [20]. price significantly and favorably affects visitor satisfaction. This finding suggests that the more effective the pricing strategy is. The more satisfied customers will be and will want to return to the cafe. For instance. If the pricing is in line with the quality of the cafe's service. Customer acquisition. The price is comparatively lower than the competitor's café, Meanwhile, according to [21] the price of Tiodak affects tourist satisfaction, this is because the value is greater than the specified level.

H2: There is an Effect of Price on Tourist Satisfaction

H0: No Service Price for Tourist Satisfaction

c. **The Effect of Location on Tourist Satisfaction**

Visitor fulfillment at the Muara Takus Sanctuary Visitor Fascination is emphatically and essentially affected by the area. Concurring with to inquiry by [22]. One of the elements that raise visitor satisfaction is a well-chosen and convenient location. This is consistent with the assertion made by [23] that location affects visitor satisfaction. Particularly when it comes to commercial zones in urban areas. Customers' choice of where to shop is influenced by both the distance and how satisfied they are with the level of service.

H3: There is an Influence of Location on Tourist Satisfaction

H0: There is no service location for tourist satisfaction

d. **The Effect of Service Quality on Tourist Loyalty**

One important element influencing visitor loyalty is service quality. Excellent service can boost visitors' satisfaction. Which in turn promotes their allegiance to the travel destination. Customer perceptions of relationships and service quality are positively correlated with mooring factors. According to research by [9]. Customer satisfaction is directly and favorably impacted by perceptions of service quality. According to research conducted by [24], the results of the study show that service quality influences tourist loyalty in the Gojek service application, so the higher the customer satisfaction, the higher the customer loyalty, the higher the product quality, and the higher the perceived service quality. Customer.

H4: There is an Influence of Service Quality on Tourist Loyalty

H0: There is no effect of service quality on tourist loyalty

e. **The Effect of Price on Tourist Loyalty**

One of the key components in establishing value perception is price. Travelers frequently weigh costs against benefits. Their loyalty may grow if they believe the cost is equal to or less than the experience they had. This is consistent with research by [25]. which found that price significantly and favorably influences affective loyalty (feelings) and traveler behavior (propensity to return or recommend). And that travelers' perceptions of fair prices play a key role in fostering affective and behavioral loyalty. According to [26] shows that price has a positive and significant effect on customer loyalty. Price has an important role in influencing tourist loyalty. Tourists tend to be more loyal if the price offered matches the quality of service, is affordable, and provides added value

H5: There is an Effect of Price on Tourist Loyalty

H0: There is no effect of price on tourist loyalty

f. **The Effect of Location on Tourist Loyalty**

Research by [27] stated that location is one of the factors that affect customer loyalty at Lucent Aesthetics & Dermatology Clinic Semarang City. These locations are tested simultaneously along with other factors such as price. Product/service. Service. Venue design. And promotions. all of which together affect customer loyalty. According to research conducted by [28], the results of this research show that based on hypothesis testing, location has no significant effect on loyalty through satisfaction as an intervening variable.

H6: There is an Influence of Location on Tourist Loyalty

H0: No Effect of Location on Tourist Loyalty

g. The Effect of Tourist Satisfaction on Tourist Loyalty

If they are pleased with the experiences. Facilities. And services they receive there. They are more likely to show loyalty—that is. To return to the same place or refer others to it. This adjusts to an investigation conducted by [29]. This thought found that client fulfillment influences client dependability. Client satisfaction's part as a go-between makes clear how devotion and client fulfillment are related. This recommends that components such as the quality of the flight be orderly. The check-in and things administration. Online bookings. Other viewpoints of the client involvement that influence traveler fulfillment will increment traveler fulfillment levels. The relationship between traveler fulfillment and devotion is additionally reinforced by the notoriety of the goal or visit benefit supplier (for occurrence. a well-known goal or known for giving high-quality benefit). According to research conducted by [30], the results of this research show that based on hypothesis testing, tourist satisfaction has a significant effect on tourist loyalty. This shows that tourist satisfaction has a good impact on the process of forming tourist loyalty in the future.

H7: There is an Influence of Tourist Satisfaction on Tourist Loyalty

H0: There is no effect of Tourist Satisfaction on Tourist Loyalty

3. METHODS

3.1 Types of research

This study uses a survey method to collect quantitative descriptive data [31]. asserts that survey methods are employed to gather data from specific natural (as opposed to artificial) sources. Research uses methods such as distributed questionnaires and structured interviews to collect data. Tools for using the SmartPls application to solve problems using a statistical research approach.

The primary data used in this study was gathered directly from respondents via questionnaires and firsthand observations of visitors to Kopi Rigis Jaya Lampung Barang.

3.2 Data collection technique

This study's data collection method involves distributing a questionnaire to participants. Who then provide statements that are scored on the Likert scale—a tool used to gauge an individual's or a group's attitudes. Opinions. And perceptions regarding social phenomena.

3.3 Population

According to [31], Population is a location where there is a group that meets the requirements of the research. In this case. An object or subject must have certain conditions so that it can be understood and then conclusions can be drawn. So in this case. The population is a group of people who are the object of research. The population in this study is all tourists of Rigis Jaya Coffee West Lampung.

3.4 Sample

According to [31] asserts that the sample is a component of the population's size and attributes. This study uses non-probability sampling. Which is based on the population. Purposive sampling is a sampling technique that takes into account factors that have been decided by the respondents. The number of samples used determines the sample size for the study. Which is as follows [31].

1. The study's practical sample size ranged from 30 to 500.
2. There are at least 30 sample members in each category if the sample is separated into groups.
3. The sample size is at least ten times the number of variables being examined if the study will be analyzed using multivariate

analysis (correlation or multiple regression. for instance).

For instance, if 4 (independent + dependent) is the research variable. Then there are 40 sample members (10 x 4). Since correlation is used in this study's analysis method. It complies with the recommendation in number three (three) above.

3.5 Data Analysis Methods

The data for this study was processed using SmartPLS SEM software. In a single test. PLS can conduct analytical analysis and explain the relationship between variables. PLS assists researchers in verifying hypotheses and elucidating whether latent variables are related.

According to [32], the PLS approach uses indicators to measure and characterize latent variables. Which are impossible to measure directly. When employing the SEM PLS method for statistical data analysis. The subsequent PLS method technique.

4. RESULTS AND DISCUSSION

4.1 Data Quality Testing Through Outer Model Assessment (Measurement Model)

1) Convergent Validity

The Convergent Validity value can be seen in the table below.

Table 1. Outer Loading Result Data

Indicator	Service Quality	Price	Location	Tourist Satisfaction	Tourist Loyalty
X1.1	0.779				
X1.2	0.736				
X1.3	0.800				
X1.4	0.769				
X1.5	0.780				
X2.1		0.736			
X2.2		0.813			
X2.3		0.746			
X2.4		0.807			
X3.1			0.803		
X3.2			0.750		
X3.3			0.792		
X3.4			0.768		
X3.5			0.727		
Y1.1				0.762	
Y1.2				0.749	
Y1.3				0.769	
Y1.4				0.828	
Y1.5				0.801	
Y1.6				0.752	
Y2.1					0.780
Y2.2					0.803
Y2.3					0.846
Y2.4					0.837

Source: SmartPLS Data Processing. 2025

It is obvious from the table that the stacking figure esteem of the indicators is more noteworthy than 0.7 which comes about from several markers that fulfill the criteria for an importance esteem of 7%. Since the stacking calculation is more noteworthy than 0.7. the build is considered substantial and has fulfilled the legitimacy necessities. Merged legitimacy is at that point assessed utilizing AVE (Normal Change Extricated) values. The

taking after table shows the AVE value:

Table 2. Average Variance Extracted (AVE)

Variable	Nilai AVE
Service Quality	0.603
Price	0.606
Location	0.598
Tourist Satisfaction	0.591
Tourist Loyalty	0.667

Source: Data from SmartPLS. 2025

The AVE esteem of each build within the model is appeared within the over table. And it is decided that this esteem is more noteworthy than 0.6. These discoveries illustrate that the study's information fulfills the concurrent legitimacy necessities.

2) **Discriminant Validity Test**

The results of the validity test score can be seen in the table below.

Table 3. Result Data Cross Loading

	Service Quality	Price	Location	Tourist Satisfaction	Tourist Loyalty
X1.1	0.779	0.628	0.646	0.621	0.619
X1.2	0.736	0.613	0.601	0.611	0.602
X1.3	0.800	0.595	0.568	0.574	0.515
X1.4	0.769	0.594	0.571	0.555	0.515
X1.5	0.780	0.613	0.572	0.589	0.509
X2.1	0.701	0.736	0.590	0.565	0.532
X2.2	0.613	0.813	0.666	0.676	0.659
X2.3	0.537	0.746	0.544	0.574	0.520
X2.4	0.608	0.807	0.669	0.662	0.656
X3.1	0.660	0.650	0.803	0.711	0.667
X3.2	0.590	0.629	0.750	0.606	0.605
X3.3	0.579	0.633	0.792	0.618	0.615
X3.4	0.539	0.629	0.768	0.629	0.575
X3.5	0.575	0.523	0.727	0.609	0.588
Y1.1	0.588	0.625	0.672	0.762	0.616
Y1.2	0.598	0.594	0.626	0.749	0.650
Y1.3	0.558	0.610	0.593	0.769	0.633
Y1.4	0.655	0.679	0.673	0.828	0.709
Y1.5	0.598	0.657	0.663	0.802	0.710
Y1.6	0.572	0.570	0.637	0.757	0.662
Y2.1	0.538	0.609	0.619	0.669	0.780
Y2.2	0.606	0.643	0.627	0.706	0.803
Y2.3	0.564	0.613	0.650	0.715	0.846
Y2.4	0.636	0.643	0.700	0.697	0.837

Source: SmartPLS Data Processing. 2025

Concurring to the table over. Cross-stacking is measured. And the comes about must appear that the pointers of one develop outflank those of other builds. Besides. The moment arrange involves testing the inquiry about information utilizing the Fornell Larcker Basis. To attain great discriminant legitimacy from an inquiry about demonstrate. This strategy requires that the root of the average change extricated (AVE)

within the build is more prominent than the construct's relationship with other inactive factors. The comes about of this study's application of the Fornell Larcker Model appears in the table.

Table 4. Result in *Fornell Lacker Criterion*

	Price (X2)	Tourist Satisfaction (Y)	Service Quality (X1)	Location (X3)	Tourist Loyalty (Y2)
Price	0.776				
Tourist Satisfaction	0.801	0.778			
Service Quality	0.789	0.765	0.773		
Location	0.799	0.828	0.768	0.768	
Tourist Loyalty	0.768	0.854	0.718	0.795	0.817

Source: SmartPLS Data Processing. 2025

The previously mentioned table makes it apparent that the information utilized in this examination meets the necessities and benchmarks demonstrating the discriminant legitimacy of the model's develop*ment.*

3) Composite Reality

The table of composite reliability values is as follows.

Table 5. Result Data Chrombach Alpha and Composite Reliability

	Cronbach's Alpha	Reliability Composite
Service Quality	0.832	0.881
Price	0.780	0.858
Location	0.826	0.878
Tourist Satisfaction	0.870	0.902
Tourist Loyalty	0.833	0.889

Source: SmartPLS Data Processing. 2025

The table shows that all solids develop. Counting composite unwavering quality and Cronbach's alpha. have values more noteworthy than 0.70. Concurring with this. Each variable within the inquiry about demonstration has dependable inner consistency. A few past tables show that this ponder has great inner consistency and unwavering quality. Discriminant legitimacy. And concurrent legitimacy. The table underneath gives an outline of legitimacy and authenticity.

Table 6. Total Mary of Data from the Outer Model *(Measurement Model)*

Variable	Indicator	Outer Loading	Cronbach Alpha	Composite Reliability	AVE	Discriminant Validity
Service Quality (X1)	X1.1	0.779	0.832	0.881	0.603	YA
	X1.2	0.736				
	X1.3	0.800				
	X1.4	0.769				
	X1.5	0.780				
Price (X2)	X2.1	0.736	0.780	0.858	0.606	YA
	X2.2	0.813				
	X2.3	0.746				
	X2.4	0.807				
Location (X3)	X3.1	0.803	0.826	0.878	0.598	YA
	X3.2	0.750				
	X3.3	0.792				
	X3.4	0.768				

Variable	Indicator	Outer Loading	Cronbach Alpha	Composite Reliability	AVE	Discriminant Validity
	X3.5	0.727				
Tourist Satisfaction (Y)	Y1.1	0.762	0.870	0.902	0.591	YA
	Y1.2	0.749				
	Y1.3	0.769				
	Y1.4	0.828				
	Y1.5	0.801				
	Y1.6	0.752				
Tourist Loyalty (Y2)	Y2.1	0.780	0.833	0.889	0.667	YA
	Y2.2	0.803				
	Y2.3	0.846				
	Y2.4	0.837				

Source: Smartpls data processing. 2025

4.2 Testing the Structural Model (Inner Model)

The following table is the result of R-square estimation by applying the PLS method.

Table 7. Nilai *R-Square*

Variable	R Square	Adjusted R Square
Tourist Satisfaction	0.751	0.748
Tourist Loyalty	0.761	0.757

Source: SmartPLS Data Processing. 2025

The Tourist Satisfaction Variable's R-Square value achieved a value of 0.751. as indicated in the above table. According to these findings. Location. Price. Service quality can affect 75.1% of the tourist satisfaction variables. While other factors not included in the study can affect 24.9%. In the meantime.

The value of Tourist Loyalty was 0.761. According to these findings. Factors such as service quality. Price. Location. and visitor satisfaction can affect 76.1% of purchase decisions. While other factors not included in the study can affect 23.9%.
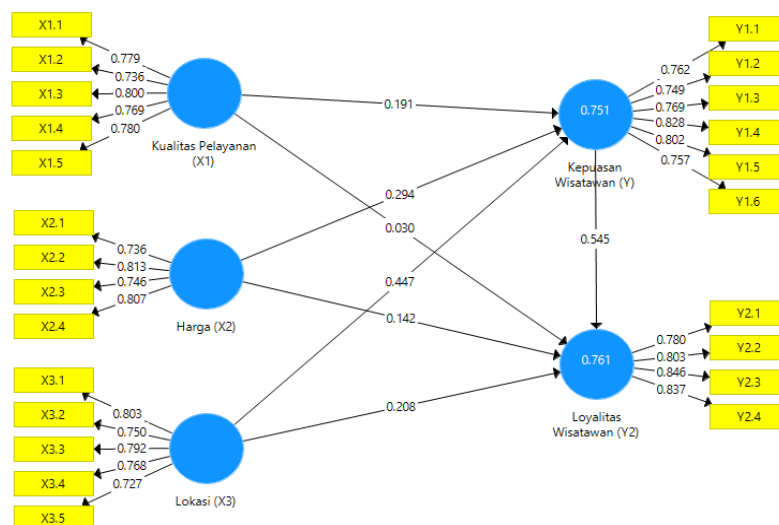

Figure 3. Structural Model of Algorithm Testing
Source: Data processed by SmartPLS. 2024

4.3 Hypothesis Testing

The marker for testing theories is the esteem gotten from the yield way coefficients utilizing smartPLS and the bootstrapping strategy on the think about information. A table of assessed yields for testing auxiliary models can be found below.

Table 8. Data from hypothesis testing results

Connection	Sample Asli (O)	T Statistik (|O/STDEV|)	P Nilai	hypothesis
Service Quality-> Tourist Satisfaction	0.191	1.814	0.071	Rejected
Price -> Tourist Satisfaction	0.294	4.696	0.000	Accepted
Location -> Tourist Satisfaction	0.447	5.016	0.000	Accepted
Service Quality -> Tourist Loyalty	0.030	0.383	0.702	Rejected
Price -> Tourist Loyalty	0.142	2.184	0.030	Accepted
Location -> Tourist Loyalty	0.208	2.831	0.000	Accepted
Tourist Satisfaction -> Tourist Loyalty	0.545	8.207	0.000	Accepted

Source: Data processed by SmartPLS. 2025

Based on the table above. The following hypotheses can be concluded:

1) Hypothesis 1 Testing (Suspected benefit quality incorporates a noteworthy effect on guest fulfillment). The table makes it clear that the p-value is 0.071 and the t-statistic. Or T-value. Is 1.814. Since the p-value surpasses 0.05. H0 is acknowledged and H1 is rejected. Hence. Benefit quality has a small impact on guest fulfillment.

2) Hypothesis 2 Testing (The suspected cost features a major impact on guest fulfillment). The table over makes it clear that the p-value is 0.000 and the t-statistic. Or T-value. Is 4.696. Considering that the p-value is less than 0.05. H0 is rejected and H2 is acknowledged. Hence. The level of fulfillment among visitors is essentially affected by cost.

3) Hypothesis 3 Testing (The Suspected Area Incorporates a Critical Effect on Traveler Fulfillment). The table over makes it clear that the p-value is 0.000 and the t-statistic. Or T-value. Is 5.106. The p-value was less than 0.05. so H3 was acknowledged and Ho was rejected. In this way. Tourists' level of fulfillment is significantly impacted by the area.

4) Hypothesis 4 Testing (Suspected Benefit Quality Includes a Critical Effect on Traveler Dependability). The table over makes it clear that the p-value is 0.702 and the t-statistic. Or T-value. Is 0.383. Since the p-value surpasses 0.05. H0 is accepted and H4 is rejected. As a result. There's no clear relationship between guest devotion and benefit quality.

5) Hypothesis 5 Testing (Suspected Cost Contains a Critical Effect on Traveler Dependability). The table makes it clear that the p-value is 0.030 and the t-statistic. Or T-value. Is 2.184. Considering that the p-value is less than 0.05. H0 is rejected and H5 is acknowledged. As a result. Cost essentially influences how committed sightseers are.

6) Hypothesis 6 Testing (The Suspected Area Includes a Critical Effect on Visitor Devotion). The table over makes it clear that the p-value is 0.000 and the t-statistic. Or T-value. Is 2.831. Considering that the p-

value is less than 0.05. H0 is rejected and H6 is acknowledged. Hence. The area incredibly impacts how committed visitors are.

7) Hypothesis 7 Testing (Suspected Traveler Fulfillment features a noteworthy effect on Visitor Dependability). The table over makes it clear that the p-value is 0.000 and the t-statistic. Or T-value. Is 8.207. Since the p-value is less than 0.05. H7 is affirmed. Hence. Guest dependability is altogether affected by guest fulfillment.
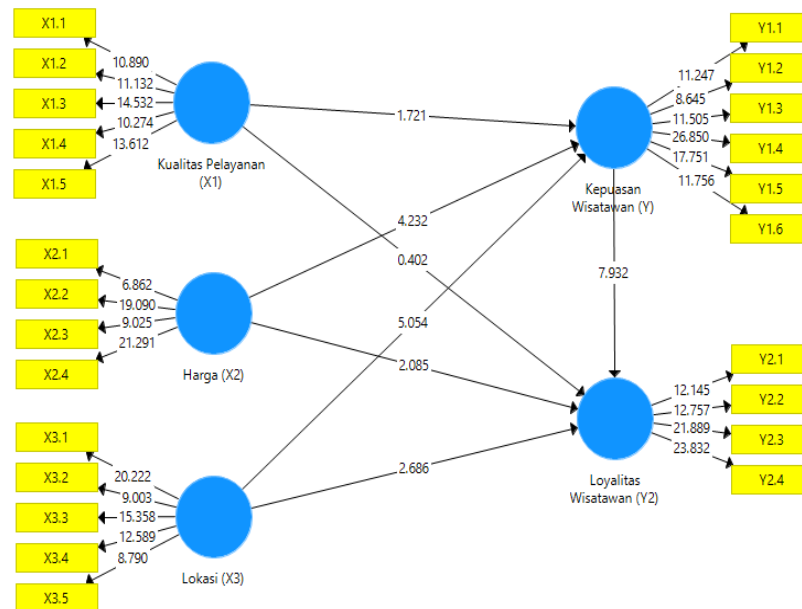

Figure 4. Structural Model of Hypothesis Testing
Source: Data processed by SmartPLS. 2024

4.4 Discussion

Based on the findings of data analysis and numerous tests carried out using the smartPLS method. The next step will be to talk about the data processing results to provide a clearer picture of the influence or relationship between variables. Both direct and indirect relationships are mediated by the intervening variables included in this study.

a) **The Effect of Service Quality on Tourist Satisfaction**

The results of the study show that service quality has no discernible effect on visitor satisfaction. This suggests that the quality of services provided does not have a significant enough impact on the level of visitor satisfaction. This could be caused by others. More important elements. Such as visitor expectations. Expenses. or other external influences.

This negates the discoveries of a ponder by [18] that found that client fulfillment is affected by benefit quality. The study found that offering high-quality services is more successful at boosting customer satisfaction and fostering customer loyalty intentions than merely offering competitive prices. These results highlight the significance of taking steps to keep raising service quality to satisfy customer demands. However. This study is consistent with that of [19]. Customer satisfaction is the result of providing excellent service. The customer will

compare the services offered once they are happy with the goods and services they have received. When a customer is truly happy. They will return for more purchases. Tell others that the business is good. And be willing to suggest that others place their orders there.

b) **The Effect of Price on Tourist Satisfaction**

The results of this study show that price has a significant influence on tourist satisfaction. This indicates that tourists' perception of the suitability of prices with the services or facilities received is very influential in determining their level of satisfaction. When travelers feel that the price paid is proportional to the quality of the experience they get. Then their satisfaction tends to increase. This finding is in line with the theory that price is one of the important elements in influencing consumer decisions and satisfaction. Therefore. Tour service providers need to ensure that the prices offered match the value that tourists receive to maintain and increase their satisfaction.

This is consistent with research on the impact of facilities. Services. And prices on visitor satisfaction by [20]. which found that prices significantly and favorably affect visitor satisfaction. This finding suggests that the more effective the pricing strategy is. The more satisfied customers will be and will want to return to the cafe. For instance. If the pricing is in line with the quality of the cafe's service. Customer acquisition. And the price is comparatively lower than the competitor's cafe.

c) **The Effect of Location on Tourist Satisfaction**

The study's findings demonstrate that location significantly affects visitor satisfaction. Suggesting that accessibility. Closeness to tourist attractions. And the supportive environment all contribute to higher visitor satisfaction.

This is consistent with earlier research that found location affects visitor satisfaction. Particularly in the context of commercial zones in urban areas [23]. Customers' choice of where to shop is influenced by both the distance and how satisfied they are with the level of service.

Thus, the results of this study are consistent with previous findings. Confirming that strategic and easily accessible locations are important factors in increasing tourist satisfaction. Tour service providers should consider location aspects in destination planning and development to ensure a satisfactory experience for visitors.

d) **The Effect of Service Quality on Tourist Loyalty**

The results of this study show that service quality does not have a significant influence on tourist loyalty. These findings indicate that while the services provided are of high quality. It does not directly increase tourist loyalty. Possibly. Other factors such as tourist satisfaction play a mediating role in shaping loyalty.

This consideration is steady with the prior think about. The Impact of Benefit Quality on Visitor Devotion of the Archipelago with Traveler Fulfillment of the Archipelago as

a Mediating Figure. By [33]. Concurring to the variable. Benefit quality has a major effect on guest fulfillment. Which in turn impacts dependability. But it has no recognizable impact on guest dependability.

As a result. The study's findings are in line with earlier research. Demonstrating that enhancing service quality by itself is insufficient to foster visitor loyalty when satisfaction is ignored. Increasing visitor satisfaction is a strategic step that travel service providers should prioritize to foster long-term loyalty.

e) **The Effect of Price on Tourist Loyalty**

The results of this study show that price has a significant influence on tourist loyalty. These findings indicate that setting the right price can increase tourist loyalty to certain tourist destinations or services. The research is in line with previous research conducted by [23] and [34] revealed that price affects customer loyalty because a reasonable price on the value of the product can increase customer loyalty. Because customers feel that they get benefits that are proportional to the money they spend. Discounts and promotions can also strengthen relationships. While price consistency creates a sense of security for customers

As such. The results of this think about are steady with past discoveries. Affirming that the correct estimating technique is a critical calculation in building and keeping up traveler dependability. Visit benefit suppliers should consider the cost perspective within the arranging and advancement of

items or administrations to guarantee guest fulfillment and dependability.

f) **The Effect of Location on Tourist Loyalty**

The results of this study show that location has a significant influence on tourist loyalty. These findings indicate that strategic location. Good accessibility. Proximity to tourist attractions can increase tourist loyalty to a destination.

According to research conducted by [27] stated that location is one of the factors that affect customer loyalty at Lucent Aesthetics & Dermatology Clinic Semarang City. These locations are tested simultaneously along with other factors such as price. Product/service. Service. Venue design. And promotions. all of which together affect customer loyalty.

Thus. the results of this study are consistent with previous findings. Confirming that strategic and easily accessible locations are important factors in building tourist loyalty. Travel service providers should consider the location aspect in destination planning and development to ensure a satisfying experience and encourage visitor loyalty.

g) **The Effect of Tourist Satisfaction on Tourist Loyalty**

The study's findings demonstrate that visitor loyalty is significantly impacted by their level of satisfaction. Satisfied tourists are more likely to be loyal. Which includes wanting to return and recommending a place to others.

Typically steady with ponders by (Yigbalom et al., 2023) and [29]. Client devotion is affected by client fulfillment.

Agreeing with this ponder. The relationship between client fulfillment and devotion is made apparent by the latter's work as an arbiter. This implies that elements that affect traveler fulfillment. Just like the caliber of the flight orderly. The check-in and stuff administrations. Online reservations. And other components of the client involvement. Will raise levels of traveler fulfillment. The relationship between traveler satisfaction and loyalty is further strengthened by the reputation of the destination or tour service provider (for example. a well-known destination or one known for offering high-quality service).

Therefore. the study's findings are in line with earlier research. Demonstrating that boosting visitor satisfaction is a successful tactic to win their loyalty. To promote return business and positive referrals. Travel agencies and destination managers should concentrate on raising the standard of the visitor experience.

5. CONCLUSION

Based on the findings of the study. It can be said that location and cost significantly affect how satisfied tourists are. Travelers'

degree of satisfaction is positively impacted by high service quality. The same is true for strategic locations and competitive pricing. Both of which enhance visitor satisfaction. Service quality is not directly linked to visitor loyalty. Even though it has been demonstrated to significantly impact visitor satisfaction. On the other hand. It has been demonstrated that location and price significantly affect travelers' loyalty. Both directly and indirectly through their level of satisfaction. This indicates that service quality has no direct impact on visitor loyalty. Elements like cost and location that offer travelers comfort and convenience can do so by fostering a sense of satisfaction. In addition. Tourist satisfaction plays an important role as a mediator that connects price. Location. and tourist loyalty. High satisfaction will increase tourist loyalty to the tourist destinations they visit. This shows the importance of creating a satisfying experience for tourists so that they choose the same destination again.

The suggestion that can be given is that tourist destination managers focus more on improving service quality. Adjusting competitive prices. And choosing strategic locations to increase tourist satisfaction. In addition. Managers need to pay attention to factors that can increase tourist loyalty. By providing a pleasant experience that will encourage them to return to visit. Maintaining a consistent quality of service. Providing prices that match travelers' expectations. Ensuring an easily accessible location will go a long way in creating long-term loyalty from travelers.

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