

The Effect Of Tourist Attractiveness On Tourist Satisfaction And Revisit Intention In The Pandemic Period To Gili Trawangan North Lombok

I Nyoman Arya Setiawan

Magister of Management, Faculty of Economics and Business, University of Mataram, Mataram, Indonesia
email: arya_setiawan86@yahoo.com

Akhmad Saufi

Management, Faculty of Economics and Business, University of Mataram, Mataram, Indonesia
corresponding author - email: akh.saufi72@gmail.com

Baiq Handayani Rinuastuti

Management, Faculty of Economics and Business, University of Mataram, Mataram, Indonesia
email: hrinuastuti@yahoo.com

ABSTRACT

The tourism sector is one of the mainstays of local revenue. Gili Trawangan is one of several beautiful panoramic views in West Nusa Tenggara. This research aims to prove the influence of tourist attractiveness on tourist satisfaction and revisit intentions. In addition, this study also examines the impact of tourist satisfaction on revisit intention to the Gili Trawangan. This research is a type of quantitative research; in terms of explanation, this research is causal associative research. The study carries out during the COVID-19 pandemic. The tourism industry was one of the most affected, and the number of tourists was minimal, so the number of samples involved in this study was 56 people. Data analysis in this study uses Structural Equation Modeling based on covariance, namely Partial Least Square (PLS) through SmartPLS version 3.0. The result showed that Tourist Attractiveness has a positive and significant influence on Tourist Satisfaction and Revisit Intentions. Therefore, future researchers can further test this by considering various other factors and different research areas.

Keywords: Tourist Attractiveness, Tourist Satisfaction, Revisit Intentions.

INTRODUCTION

Natural wealth is the leading resource that affects the level of growth and economic development of the region. Today the government is increasingly aware of the importance of tourism as a sector that can improve people's lives. Therefore, the government is increasingly aggressively developing tourism resources as a source of foreign exchange.

The tourism sector is one of the mainstays of local revenue in the era of regional autonomy because of its multi-sectoral nature and multi-effect potential to generate significant revenues. Furthermore, the development of the tourism sector will generate regional income from various sides, including retribution for tourism objects, hotels, restaurants, and food industry taxes, tourism business licensing, and employment from the formal and informal sectors. Therefore, tourism development is critical to promote and improve and increase regional income.

As one of the 5 (Five) Super Priority Destinations, West Nusa Tenggara has the advantage of potential natural beauty and the diversity of customs and culture of its people. In the current era of regional autonomy, the utilization and management of tourism potential owned by the region is the authority of each provincial government—likewise, with north Lombok Regency, which has Gili Trawangan tourism object. Compared to the other two Gilis, such as Gili Air and Gili Meno, Gili Trawangan is more crowded and often referred to as a party island because it is scattered party and hangout places in various corners of the island. From home to place, causing crowds to occur evenly.

Not only for parties, but Gili Trawangan also offers beautiful panoramic views of clean and white sandy beaches, varied underwater beauty, an island atmosphere free of vehicles and pollution. Gili Trawangan's popularity is certainly not only because of its tourist attractions but also because of the hospitality of its residents, comfort, security, culture, and uniqueness, including various hotels with Sasak cultural nuances.

In some parts of the coast of Gili Trawangan, in addition to diving and snorkeling tours, surfing and kayaking are also available, horseback riding is also offered with beach-side safaris. Tourists can reach the East coast to watch the beautiful sunrise and the West Coast to watch the sunset treats. In addition to the various popular tourist attractions that Gili Trawangan offers, there are also Peresean performances, commonly known as stick fighting, among foreign tourists.

The world of Lombok tourism continues to try to rise after being hit by an earthquake in mid-2018. However, the tourism trend on Gili Trawangan from January to March is still relatively low. It can be seen from the number of fast boat passengers from Bali to Gili Trawangan currently experiencing a decline. For example, one fast boat with a capacity of 180 passengers is only filled with about 30 to 40 passengers (Nasional.Republika.co.id).

The 400 passengers are still relatively far from the average level of tourists who reach thousands of passengers a day to Gili Trawangan. "If it is expected that thousands come, it can be 5 thousand to 7 thousand during high season, now at least 500 to 600 tourists. General Manager of Marc Hotel Gili Trawangan, Donik Widodo, said that the current condition of tourism in Gili Trawangan has not recovered if you look at it. From the level of tourist arrivals. Tourists on Gili Trawangan understand that the period from January to March is a period of low tourist arrivals or low season. However, the level of visits is maintained and not like what is happening at this time. So it can be concluded that when this visit to Gili Trawangan has decreased &

In 2019, the world shake by a new virus that spread from China to various countries around the globe. Since the spread of the virus named Covid-19 has become a pandemic, impacting the economic sector of countries in the world. Covid-19 is a global outbreak that harms the human and social dimensions. The Covid-19 pandemic is a big shock to the worldwide economy, including Indonesia, impacting various sectors, including travel and tourism.

Based on data from the Central Lombok Regency Tourism Office, in March 2020, tourist visits were 24,149. International tourists 21,264 (91%) Domestic tourists 2,885 (9%), with an average hotel occupancy of 33%. When compared to the previous month (February 2020), there was a decrease of 48%. It is due to Covid-19, where 89% of tourists who came to North Lombok came from Europe, and at the same time, Covid-19 attacked Europe (198 countries). Italy, America, Germany, France, and surrounding countries were most affected after previously crippled China and South Korea. Compared to the same month the previous year (March 2019), there was a decrease of 41.3%. As a result of the spread of Covid-19, many tourists canceled their visits to North Lombok Regency,

One of the factors that can increase tourist visits is tourist satisfaction. According to Tjiptono (2008:24), the primary key to winning the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices. In the tourism business, there are interdependent elements because each element is needed to support tourists in enjoying a satisfying experience, namely the travel experience.

Kotler & Armstrong (2008:8) suggests Tourist Satisfaction is the key to developing and managing customer relationships. The creation of Tourist Satisfaction will benefit the company, including the harmonious relationship between the company and consumers, providing a reasonable basis for repeat purchases and creating customer loyalty, and forming word-of-mouth recommendations that are profitable for the company. (Tjiptono 2008:23). In the service industry, positive opinions/opinions from friends and family are far more persuasive and credible than advertising. Therefore, tourist satisfaction is an indicator of future business success that measures consumer reactions to the company in the future (Tjiptono, 2015:11).

In the tourism sector, tourist satisfaction will impact tourists' decisions to make repeat visits. The more satisfied tourists are with the tourist objects they visit, the higher their desire to make repeat visits. And vice versa, the lower the satisfaction with a tourist object that he saw, the lower the desire of the tourist to make a repeat visit.

In addition to tourist satisfaction, tourist attraction also determines the decision of tourists to make repeat visits. A tourism product is a package that is not only about the beauty or exoticism of a tourist place but in a broader sense. Tourism products include attractions, facilities in/when traveling, and access to these tourist attractions (Ali, 2012). A tourist attraction is everything that is an attraction for people to visit a particular area A. Yoeti (1985). According to Basiya and Rozak (2012), the attractiveness of tourist destinations is the primary motivation for visitors to make tourist visits.

Several previous studies analyzed the effect of a tourist attraction on tourist satisfaction and intention to revisit. Wiratini, Djinar, and Yuliarmi (2018) found that Tourist Attractiveness and Tourist Satisfaction have a positive and significant effect on Tourist Return Visit Intentions. The results of Fitri's research (2016) also show that tourist attraction has a substantial direct influence on the intention of returning tourists. Still, satisfaction does not significantly affect the purpose of visiting tourists at Taman Safari Indonesia. Irawan (2017) found a different result where tourist attraction does not considerably affect interest in revisiting. Several previous studies have also proven the considerable influence of tourist attraction on tourist satisfaction (Ali, 2018, Eni, 2016, Dian, Eli, 2015).

The purpose of this research is to prove the influence of tourist attractiveness on tourist satisfaction and revisit intentions. In addition, this study also examines the impact of tourist satisfaction on revisit intention to the Gili Trawangan tourism object, North Lombok.

LITERATUR REVIEW

Tourist Attractiveness

Product attractiveness (Tjiptono, 2001) is everything that a trader/seller can offer to be noticed, requested, sought, purchased, consumed by the market to fulfill the needs or desires of the relevant market. Mason (1999) emphasizes the characteristics of the emergence of product categories that will lead to the evaluation of potential customers in the class. If the characteristics become more attractive to all customers, the more beautiful the product category is, increasing the likelihood that customers will adopt the update and purchase.

Eight statements form product attractiveness: product price, product advantages, company reputation, availability of supporting products, accessories, and services, good or bad reviews of products, product complexity, relative benefits, and level of standardization (Tjiptono, 2001). So it can say that product quality determines the state and existence of a product. So if the quality of a product is terrible, then the attractiveness of a product will be below. It is because beauty is crucial for development.

One example of a marketing product is a tourism product that is a package about the beauty or exoticism of a tourist place and in a broader sense. Tourism products include attractions, facilities in/when traveling, and access to these tourist attractions (Ali, 2012). A tourist attraction is everything that attracts people to visit a particular area (Yoeti, 1985). According to Basiya and

Rozak (2012), the attractiveness of tourist destinations is the primary motivation for visitors to make tourist visits.

Consumer decisions are based on perceptions, not on quality in reality. A product has quality if the product only retains the free product. Still, the quality influence by various aspects such as attractiveness, maintainability, and ease of use. from consumers (Kotler, 2000), which can meet all consumer needs expectations of a product. Basiya and Rozak (2012) state that the attractiveness of tourist attractions is the primary motivation for visitors to make tourist visits. Furthermore, Witt, Stephen F. and Luiz Mountinho (1994) grouped tourist destinations into five attractions, namely natural tourist attractions (natural attractions), tourist attractions in the form of building architecture (building attraction).

H1: It suspects that tourist attraction affects tourist satisfaction at Gili Trawangan tourism objects, North Lombok.

Tourist Satisfaction

According to Kotler (2014: 150), customer satisfaction is feelings of pleasure or disappointment that arise after comparing the performance of the product thought to the expected performance. For example, the hotel will feel dissatisfied and end up disappointed if the performance matches expectations. The hotel guest will feel satisfied, but if the product performance exceeds expectations, the hotel guest will feel happy and very satisfied.

While the definition of customer satisfaction formulated by Richard Oliver (Barnes, 2003:64), Satisfaction is the customer's response to the fulfillment of their needs. It means an assessment that a form of the privilege of an item or service or the goods/services itself provides a level of comfort related to the fulfillment of a need, including meeting needs below expectations or meeting needs exceeding customer expectations.

Companies need to measure customer satisfaction to see feedback and input that the company can develop and implement strategies to increase customer satisfaction Kotler (, 2001:54).

According to Kotler (2001: 181), one of the factors that determine tourist satisfaction is the perception that can direct tourists' perception towards objects or tourist attractions. According to Schiffman and Kanuk (2004), perception is how people select, organize, and interpret stimuli to form a meaningful picture of the world. Thus, perception is how individuals choose, manage, and analyze the inspiration received through their senses into a meaning.

However, the meaning of the perceptual process is also influenced by the experience of the individual concerned. For example, customer perceptions of products or services affect the level of customer interest, customer satisfaction, and value (Rangkuti, 2002:33). A motivated person is ready to act and will influence by his perception of something. Two people who have the same motive but with different perceptions can produce other decisions. This perception depends not only on physical stimuli but also on stimuli related to the surrounding environment and the individual's circumstances.

H2: It suspects that tourist attraction affects the intention of repeat visits to Gili Trawangan tourism objects, North Lombok.

Revisit Intention

Revisit/Repurchase intention is a strong desire to repurchase (Fullerton and Taylor in Basiya and Rozak, 2012). Miller, Glawter, and Primban in Basiya and Rozak (2012) define revisiting interest as a person's mental state that reflects a plan to take some action within a certain period. This definition is assumed to be a direct response to behavior. Its application in research on the meaning of revisiting interest is that customers will take repurchase actions in the future as an immediate response to post-purchase behavior within a certain period. For example, interest in reviewing tourist visits in purchasing tourism services is referred to as attention to visit behavior.

According to Umar (2003), interest in repeat visits is a behavior that appears in response to objects that indicate the customer's desire to make repeat purchases. The repurchase decision process form after the post-purchase stage. The buying cycle shows that two things influence a customer to make a repeat purchase: post-purchase evaluation and the decision to repurchase. Customers consciously and unconsciously in the post-purchase stage will evaluate the transactions that creat. In addition, the level of consumer satisfaction or dissatisfaction will affect their behavior.

Suppose consumers are satisfied because of the excellent quality of service. In that case, they will show a perfect opportunity to make repeat purchases and happy customers, who will also tend to say good things about the health service provider organization to others (Bayus in Kotler et al., 1997). Tjiptono (2002) confirms that the creation of customer satisfaction can provide several benefits, including the relationship between the service provider organization and its customers to be harmonious, providing a reasonable basis for repurchasing, and creating customer loyalty and forming a word of mouth recommendation.

Research in tourism shows that past travel experiences to a particular destination increase the intention to travel there again (Mazursky 1989; Perdue 1985; Sonmez and Graefe 1998). The underlying reason behind this relationship is that once a destination has been visited, tourists are more likely to perceive a tourism destination with less risk and feel more secure in choosing it in the future (Sonmez and Graefe 1998).

The most common factor predicting why tourists repeat vacation experiences is a good experience with little risk (Petrick, Morais, and Norman, 2001: 42). Satisfied consumers or customers will make repeat visits in the future and notify others of the services they feel (Fornell in Nuraeni, 2014: 4).

One of the keys to retaining visitors is to provide satisfaction. A company is said to be wise if it measures its customer satisfaction regularly. Several methods exist to measure customer satisfaction directly. Respondents can also ask additional questions to measure repurchase intent and recommend the company and brand to others (Kotler, 2007: 179).

The indicator of repurchase interest is not limited to making a purchase, still doubting or not going to make a purchase, but refers to the indicators developed by Dachyar and Banjarnahor (2014). The needles are 1) there is an opportunity to repurchase; 2) recommendations to colleagues; 3) retrieval of information on related destinations; 4) strengthen the budget for repurchasing, and 5) make actual purchases.

H3: It suspects that tourist satisfaction affects the intention to revisit the Gili Trawangan tourism object, North Lombok.

METHODS

This research is a type of quantitative research; in terms of explanation, this research is causal associative research. The study carries out during the COVID-19 pandemic. The tourism industry was one of the most affected, and the number of tourists was minimal, so the number of samples involved in this study was 56 people. The characteristics of respondents are as follows Table 1.

Table 1. The Characteristics of Respondents

No	Descrptions	Amount (Person)	Percentage
Gender	Man	30	53.6
	Woman	26	46.4
Age	Less than 31 years old	18	32.1
	Between 31-40 years old	30	53.6
	Between 41-50 years old	6	10.7

	More than 50 years	2	3.6
Education	Senior High School	23	41.1
	Diploma	4	7.1
	Bachelor	25	44.6
	Master	4	7.1

Measurement

Tourist Attractiveness measures by indicators of attraction, accessibilities, amenities. Tourist Satisfaction measures by indicators of satisfaction with service, prices, availability of tourist facilities, satisfaction with existing performances, and satisfaction with the visitor experience. Revisit Intentions measures by return visits, recommendations, priorities, knowledge, excellence, and expertise.

To find out respondents' perceptions of the assessed variables used Likert Scale. The reason for using a Likert scale with five alternative considerations of respondents was to allow respondents to express their level of opinion to be closer to the actual reality and a scale with five levels higher reliability than the scale. Two or three levels.

RESULT

Measurement Model (Outer Model)

Data analysis in this study uses SEM (Structural Equation Modeling) based on covariance, namely PLS (Partial Least Square) through PLS version 3.0. PLS can use for theory confirmation (Ghozali, 2014). The PLS model contains two measurement elements. First, the structural or the so-called inner model and the measurement or the outer model. The internal model describes the relationship between latent variables in a model. Second, the external model describes the relationship between latent variables and each indicator (Hair et al., 2013).

The measurement model confirms internal consistency reliability, convergent validity, and discriminant validity (Hair, Hult, Ringle, & Sarstedt, 2017). Internal consistency reliability indicates whether the study items are reliable and can confirm through composite reliability (CR) (McNeish, 2017). A CR value of 0.7 and above is considered satisfactory (Ramayah, Cheah, Chuah, Ting, & Memon, 2016). The results point out that all constructs have achieved good results; Tourist Attraction (0.892), Tourist Satisfaction (0.907), Revisit Intention (0.888).

Next, convergent validity (CV) determine through the average variance extracted (AVE). CV assesses the "extent to which a measure correlates positively with alternative measures of the same construct" (Hair, Hult, Ringle, & Sarstedt, 2014). For example, a construct must show AVE 0.5 (50%) (Hair et al., 2017). The results indicate Tourist Attraction (0.867), Tourist Satisfaction (0.869), Revisit Intention (0.851), thus confirming the CV of the model (Table 2).

Table 2: Results of Measurement Model

Variabel	AVE	Composite Reliability	Convergent Validity
Tourist Attraction	0.555	0.892	0.867
Tourist Satisfaction	0.664	0.907	0.869
Revisit Intention	0.536	0.888	0.851

Structural Model (Inner Model)

Upon confirmation of the measurement model, the assessment of the structural model is used to assess the theoretical relationships between the latent constructs. The coefficient of determination (R2) and path coefficient (beta) evaluate. R2 estimates the explanative power of the model (Hair et al., 2017). R2 values 0.26, 0.13, and 0.02 are considered substantial, moderate, and

weak, respectively (Cohen, 1988). The results show that Revisit Intention explains about 40,9% variance ($R^2 = 0.409$) in Tourist Attraction and Tourist Satisfaction. Therefore, it can say that the predictive ability of the model categorizes as Substantial.

Hypothesis Test

If the value of t-statistics is higher than the value of the t-table, it means that the hypothesis is supported. For example, the 95 percent confidence level (alpha 5%) (Jogiyanto, 2009). The results of the structural model testing can see in the table 3.

Table 3. Model Structural Test Results

Effect Between Variables	Coefficient	T Statistics	P Value	Information
Tourist Attractions -> Tourist Satisfaction	0.639	5,334	0.000	Significant
Tourist Attraction -> Revisit Intention	0.430	2,326	0.012	Significant
Tourist Satisfaction -> Revisit Intention	0.380	2,537	0.007	Significant

Table 3. summarizes the results of hypothesis testing with the PLS approach. The path coefficient value is obtained from the SmartPLS output, which can see in Appendix 6.

The first hypothesis (H1) test results showing that the coefficient value is 0.639 with a P-value of 0.000. When compared with a significance level of 0.05 (5%), then P-value > significant Significance Level, it can conclude that the first hypothesis can be accepted. The second hypothesis (H2) test results showing that the coefficient value is 0.430 with a P-value of 0.012. When compared with a significance level of 0.05 (5%), then P-value > Significance Level, which means it is significant, can be concluded that the second hypothesis is accepted. The third hypothesis (H3) test results showing that the coefficient value is 0.380 with a P-value of 0.007. When compared with a significance level of 0.05 (5%), then P-value > significant Significance Level, it can conclude that the third hypothesis can be accepted.

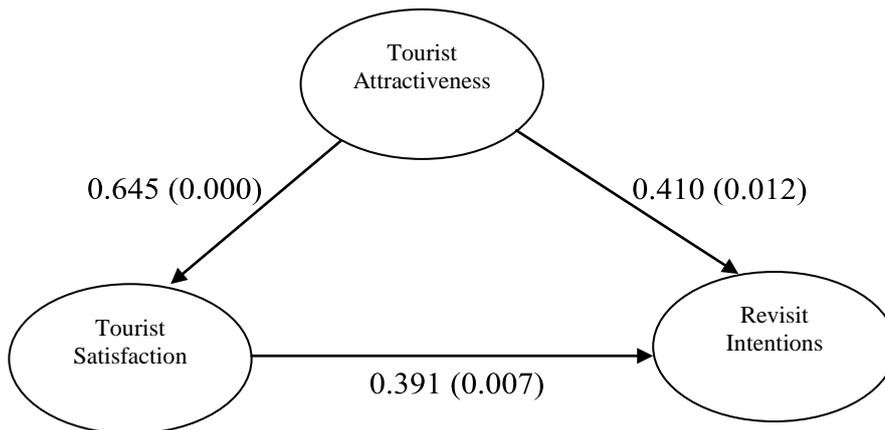


Figure 1. Model Structural

DISCUSSION

The Effect of Tourist Attraction on Tourist Satisfaction

The analysis results show that Tourist Attraction has a significant influence on Tourist Satisfaction. Tourist attraction perceived by tourists can increase their satisfaction, meaning that a higher tourist attraction will increase tourist satisfaction.

This study reveals to respondents the potential for natural beauty in white sand beaches, clear seawater, and the natural scenery of tourist objects on Gili Trawangan. Tourists also pay attention to the services of tourist actors who can provide a sense of security and comfort during the tour to support the attraction and the availability of transportation means, safety equipment is available in transportation, and eating facilities that are found easily in Gili Trawangan.

The Covid-19 pandemic that has occurred since the end of 2019 has spread throughout the world. At the beginning of the Covid-19 pandemic, the number of patients exposed to it increased because some countries had difficulty controlling its spread. As a result, various countries have taken home policies such as locking, quarantine, or limiting community activities to suppress the space and avoid casualties. The occurrence of a pandemic impacts economic activity globally—one of the financial activities experiencing the most acute effect in the tourism industry.

The Covid-19 pandemic has had a reasonably severe impact on Gili Trawangan Tourism Objects because several hotels or inns force to close. Although there has been a decrease in tourist visits due to restrictions, tourists still come to Gili Trawangan. These tourists who come are satisfied with the potential of the natural beauty that exists. The natural beauty, beaches, and natural panorama in Gili Trawangan Tourism Object can meet the expectations of tourists. Traditional art attractions did not receive attention from respondents during the COVID-19 pandemic. Tourism actors showed no conventional art attractions to tourists visiting Gili Trawangan Tourism Objects.

Sugiono (2004) argues that the success of a tourist place to achieve a tourist area is very dependent on attractions. Such as the level of uniqueness, the value of tourism objects, the availability of land, and the physical condition of tourist objects that are easily accessible (accessibility), such as distance from the highway and the state of the tourist attraction. Roads and vehicles to tourist attractions. Facilities (amenities) such as public facilities (food stalls, toilets) and supporting facilities (places of worship, electricity, and parking).

This finding reinforces by the results of research from Naidoo et al. (2011), who found that nature-based tourist attractions contributed to influencing satisfaction. Likewise, other studies conducted by Lesmana & Brahmanto (2016), Rajesh (2013), Naidoo et al. (2011); Adom et al. (2012); Basiya & Rozak (2012); and Darsono (2015) stated that tourist attraction contributes positively in influencing travel satisfaction.

Influence of Tourist Attraction on Intention of Repeat Visit

The analysis results show that the Tourist Attraction has a significant influence on the Intention of Revisit Intentions. Therefore, tourist attractions perceived by tourists can increase the intention of repeat visits by tourists, meaning that the higher the tourist attraction, the higher the desire to visit again.

This study revealed that of the seven category items on the variable Intention to Repeat Visits were in the very high category, respondents intended to make repeat visits to Gili Trawangan Tourism Objects and spread positive information about Gili Trawangan Tourism Objects to others. Although the Covid-19 pandemic does not affect the intention to revisit tourists, the attraction of Gili Trawangan Tourism Object can attract tourists to visit again because of the potential offered in the form of its natural beauty. The quality of the interest owned by Gili Trawangan Tourism Object in the form of beautiful sand, clear seawater, and stunning natural scenery is an attraction that makes visitors revisit Gili Trawangan Tourism Object.

This finding reinforces by the results of research from Basiya and Rozak (2012) in their study concluded that the quality of natural tourist attractions (natural attraction), the quality of tourist attractions in the form of building architecture (building attraction), cultural tourist attractions (cultural attraction), and tourist attraction. In addition, social tourism attraction has a direct and positive relationship to the interest of returning visitors.

The Effect of Tourist Satisfaction on Revisit Intention

The analysis results show that the Tourist Satisfaction significantly influences the Revisit Intentions. Therefore, tourist satisfaction can increase the intention of repeat visits, meaning that the higher the pleasure of tourists, the higher the desire to visit again.

Based on the results obtained in this study, only two indicators on the Tourist Satisfaction variable received a very high category. Respondents were satisfied with the services provided by tourism actors and were pleased with the facilities received during the trip.

The most common factor predicting why tourists repeat vacation experiences is a good experience with little risk (Petrick, Morais, and Norman, 2001: 42). The description of variables related to respondent satisfaction shows that the experience during vacation has a high response from respondents. The intention of visiting tourists create from perceived satisfaction. If tourists are satisfied with the tourism products and services provided, then tourists will want to return to visit these tourist attractions and become loyal tourists. Satisfied consumers or customers will make repeat visits in the future and notify others of the services they feel (Fornell in Nuraeni, 2014: 4).

Satisfaction and dissatisfaction with the product will affect subsequent consumer behavior. If the consumer is satisfied, he will show a higher probability of repurchasing the brand. Satisfied customers are also more likely to tell other people good things about the brand. As a result, dissatisfied customers may return the product. In addition, they may take public action such as filing a complaint with the company, going to a lawyer, or other groups (Kotler, 2005: 229). According to Nuraeni (2014: 4), the information process and satisfaction component will be essential in the repurchase cycle.

Satisfaction show to predict repeat tourist intentions (Baker and Crompton, 2000). The indirect effect was seen from the Attractiveness Variable on Revisit Intentions through Tourist Satisfaction as an Intervening Variable produces the standardized Coefficients value from the multiplication result of $0.639 \times 0.380 = 0.242$.

Based on the comparison of the standardized coefficients, it can conclude that the direct influence of tourist attraction on intention to revisit is more substantial without having to go through Tourist Satisfaction as an Intervening Variable in Gili Trawangan Tourism Object.

The Covid-19 pandemic harms public health and has an impact on the community's economy in the form of hampering the mobility of people or goods to the provision of entertainment services and so on. Since the beginning of the spread of Covid-19 in the country, the level of tourist visits to Gili Trawangan Tourism Object has decreased. It has resulted in several hotels forces closing because they are unable to bear operational costs. The following is data from the North Lombok Regency Tourism Office.

Based on data from the North Lombok Regency Tourism Office and the Gili Hotels Association, visitors to Gili Trawangan Tourism Object during the COVID-19 pandemic have the motivation to enjoy the natural beauty of Gili Trawangan and the price promos provided by tourism actors.

CONCLUSIONS

Tourist Attractiveness has a positive and significant influence on Tourist Satisfaction. The higher the attractiveness of a tourist object/destination, the higher tourists' satisfaction during their visit to the tourist object/destination. Tourist Attractiveness has a positive and significant influence on the Intention of Revisit Intentions. The higher the tourist attraction, the stronger the intention of tourists to make repeat visits. Tourist Satisfaction has a positive and significant influence on the Revisit Intentions. The higher the satisfaction of tourists, the stronger the intention of tourists to make repeat visits.

RECOMMENDATION

Based on tourists' responses to the tourist attraction variable, the average tourist response that has the most negligible value from the value of the respondent's response items is in satisfaction with facilities in the form of supporting services for disabilities. So far, the available facilities have met the standards set but not optimized. Therefore, the manager or local Government of North Lombok Regency should improve facilities to increase tourist attraction.

Aspects of Tourist Satisfaction are essential things to be considered by tourism managers and local governments. In addition, tourism actors and the Government must think about the concept of tourism that can adapt to the current covid-19 pandemic by showing safety and health.

In the aspect of repeat visit intentions, the lowest response was finding information about the cost of visiting Gili Trawangan tourism objects. Therefore, this component can use as a reference for tourism actors to display detailed information about all prices so that tourists are not disappointed when visiting Gili Trawangan attractions.

IMPLICATIONS

Tourist actors or inn owners and the North Lombok Regency Government to make policies so that the inn architecture characterizes local culture because most of the lodging places in Gili Trawangan Tourism Object have a minimalist design or modern style.

Tourism actors and the North Lombok Regency Government to pay more attention to the completeness and existence of public facilities such as bathrooms, toilets because not all tourists were visiting Gili Trawangan Tourism Object stay overnight, in addition to completing supporting services for people with disabilities by allocating a budget for the fulfillment of supporting infrastructure in the Gili Trawangan Object area.

The local Government of North Lombok Regency advises forming a particular authority that focuses on managing the Tiga Gili area, especially Gili Trawangan, to be handled professionally and integrated.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This research is indeed inseparable from the various limitations and obstacles faced in conducting this research. Therefore, the researcher feels the need to provide suggestions for further research so that other study results are better. This research focuses on the research subject, namely Gili Trawangan tourists, as many as 56 people. This figure shows the researcher used the smallest number in the use of the sample. The research focused on only one subject, namely Gili Trawangan tourists, even though Gili Air and Gili Meno. Therefore, future researchers interested in researching the same topic should look for more extensive and varied research subjects. Based on the analysis results, the determination results are 40.9%, so 59.1% of other variables need further investigation. Thus, it recommends that future studies consider other variables such as personal motivation, facilities, services, prices, and trust.

REFERENCES

- Asnawi, & Masyhuri. (2009). *Marketing Management Research Methodology*. Malang: UIN Malang Press
- Basiya, R. & Rozak, A. H. (2010). Quality of Tourist Attraction, Satisfaction and Intention of Returning Foreign Tourists in Central Java, *Tourism Dynamics* Vol. XI No. 2, October 2012, PAGES 1 – 12.

- Chakimi, Abidina. 2017. Analysis of Brand Image Factors in Honda Motorcycle Purchase Decisions in Malang City. Management Study Program Thesis. Malang State Islamic University
- Dermawan, Wibisono. (2005). Research Methods & Data Analysis. Jakarta: Salemba Medika
- Dzikrika, D. S. (2013). The Effect of Positioning on Lenovo Smartphone Purchase Decisions at Brawijaya University. Journal of the Faculty of Economics and Business Vol.2 No.2 2013.
- Fakuman, V. (2015). The Effect of Positioning Strategy on Purchasing Decisions on Drinking Water Products in Bottled Aqua Brands. Research Article, Business Administration Study Program. Sriwijaya State Polytechnic Palembang
- Ghozali, I. (2012). Application of Multivariate Analysis with the Fourth Edition of the SPSS Program. Semarang: Diponegoro University
- Hermawan, K., Yuswohady, J. M., & Taufik. (2004). Positioning, Differentiation, and Brand. Jakarta:PT. Main Library Gramedia
- Kotler, P., & Armstrong. G. (2008). Principles of Marketing. Jakarta: Erlangga
- Kotler, P. (2009). Marketing Management. Jakarta: Erlangga
- Mayliana & Febriansyah. (2013). Analysis of the Effect of Positioning, Differentiation, and Brand Equity on Purchase Decisions on Bima Ener-G Nail Products. Journal of Management and Business: Vol.17 No.2 December 2013
- Mustin, L. H. (2012). Analysis of the Effect of Positioning Strategy on Purchase Decisions for Starbucks Coffee Consumers in Makassar. Research Articles, Faculty of Economics and Business. Hasanuddin University Makassar
- Pangestu, J. A. A. (2016). Analysis of the Effect of Positioning Strategy on Purchase Decisions for Nutrend Herbal Products. Journal of Business and Management Research: Vol 4 No.2 2016
- Prasetya, F. (2011). Analysis of the Effect of Differentiation, Promotion, and Positioning on Purchase Decisions. Essay. Semarang: Diponegoro University
- Prihartini, Y., (2008). The Effect of Positioning on Consumer Purchase Decisions on Nokia Mobile Phones. Thesis, Economics-S1, Faculty of Business and Management, Widyatama University, Bandung
- Rizki, N. (2011). The Influence of Brand Image on Toyota Rush Car Purchase Decision Making at PT. Hadji Kalla Makassar. Research Articles. Makassar: Hasanuddin University
- Saputro, F. S. (2007). Analysis of Factors Influencing Consumers in Choosing Internet Cafes at Click Net Warnets in Ciputat. Research Articles, Department of Management. UIN Jakarta
- Symbolon, F. (2011). The Effect of Retail Mix on Consumer Purchase Decisions at Department Store X in DKI Jakarta. Binus Business Review Vol. 2 No. 1
- Suprapti, L. (2010). Analysis of the Effect of Brand Awareness, Perceived Value, Organizational Association, and Perceived Quality on Consumer Purchase Decisions (Study on Yamaha Mio Cw motorcycle owners in Harpindo Semarang). Faculty of Economics, Diponegoro University
- Tania & Dharmayanti. (2014). Market Segmentation, Targeting, and Brand Positioning from Winston Premier Surabaya. Journal of Marketing Management: Vol. 2 No.1 2014
- Tjiptono, F. (2001).. Marketing Strategy. Yogyakarta: Andi
- Wardana, B. K., Nurita, & As, A. F. (2013). The Effect of Positioning Strategy on Consumer Purchase Decisions on Nokia Brand Mobile Phones (study of Trunojoyo University students, Madura). Journal of Economics, Trunojoyo University.
- Widayat. (2004). SPSS Software Application Marketing Research Methods. Malang: UMM Press xxii
- Willy, A., & Jogiyanto, H. (2015). Partial Least Square (PLS): Alternative Structural Equation Modeling (SEM) in Business Research. Yogyakarta: Andi Publishers, 22:103–150, 2015.
- Zikmund, William G. et.al. (2003). Customer Relationship Management: Integrating Marketing Strategy and Information Technology. New Jersey: John Wiley and Sons.