

How Safety and Accessibility Affect The Perception and Local Tourist Experience?: Eastern Indonesia Marine Tourism Pre- Covid-19 Pandemic

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Abstract

Eastern Indonesia has enormous marine tourism potential. The main problem is accessibility. Inside the region also poses the same problem, where some local marine tourism spots can be considered accessible. In addition, the lack of infrastructure on marine tourism spots may actually have great impact on safety of tourist, which can all together affect the tourist positive experience. Based on this current condition, this study aimed to measure the impact of accessibility and safety through brand perception to tourism experience. This Study conducted In Kei Islands, which home of up and coming marine tourism spots in the country. This study used path analysis with Smart-PLS, questionnaire is used for data collection with total 120 samples. The result indicated that safety and accessibility have positive and significant effect on tourist experience, what is more, accessibility have positive and significant effect on marine tourism spot' brand perception. This study clearly indicated that access to marine tourism spot can have a bigger impact to visitor positive experience and the brand image perception of the tourism spot, therefore tourism management with government to optimize the transportation and information related to make it easier for local, domestic and foreign tourists to visit the region.

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INTRODUCTION

Indonesia is a nation with a wealth of tourist potential, both in terms of natural beauty, ancestral culture and culture, ethnicity and language, culinary traditions, and handicrafts. Indonesia's tourist potential contributes significantly to the economy via foreign currency profits, regional revenue, regional growth, employment, and the expansion of creative industries. According to the Ministry of Tourism, Republic of Indonesia 2016, the tourism sector's contribution to the national Gross Domestic Product (GDP) in 2014 was 9 percent, or IDR 946.09 trillion. In 2014, tourism generated 120 trillion rupiah in foreign currency and 11 million job possibilities. There is hope that more people will visit Indonesia because the tourism industry brings in a lot of foreign currency, makes money for the country and the region, and helps to develop the area.

Marine ecotourism can allow Indonesia to become the biggest marine tourism destination in the world. According to the World Tourism Center, Indonesia's tourism-related GDP projection for 2007 is 10.1%. This sum is comparable to 67 billion US dollars and employs around 8.5 million people. Marine ecotourism, especially the development of marine tourism on small islands, including the most remote small islands, has the potential to become a major tourist area, like the Ngurbloat Beach, Ngurmunwatwahan Beach, Ngurtavur Sandbar and Bair Islands among marine tourism spots in Kei Islands, Maluku Indonesia.

Economically and environmentally, the expansion of maritime tourism is of vital importance. Economically, the growth of marine tourism contributes to an increase in the country's foreign currency profits and an improvement in the local economy. When it is not adequately managed, the usage of this region for marine tourism may be detrimental to marine ecosystems. The development of marine tourism must be managed in accordance with the concept of ecotourism, which is a sustainable approach characterized by landscape management geared toward resource conservation, community cultural management geared toward community welfare, and conservation activities geared toward efforts to maintain present and future sustainable use of resources.

The number of tourist visits to Indonesia in 2019 has not grown much compared to the same month in 2018, a situation that was aggravated by the COVID-19 epidemic in 2020–2022. This will therefore have an effect on the expansion of the tourist industry in Indonesia, particularly in terms of its contribution to foreign currency profits and national and regional revenue. Due to several factors, the number of tourists visiting Indonesia has not greatly risen. The management of the growth and management of tourist attractions in different areas of Indonesia is a crucial aspect. The budget allocation is also one of the most influential aspects of tourist growth. According to a study performed by Anggraini (2015) and Kharisma (2012), the distribution of finances and budgets is one of the challenges in establishing the tourist industry. Even if the development planning is thorough and mature, the execution of development will be hindered when there is insufficient financing. Tourism growth is also influenced by the presence of collaboration and coordination between diverse parties.

Marine tourism is a kind of niche tourism that exploits the potential of marine landscapes and coastal places, either directly via activities such as boating, swimming, snorkeling, scuba diving, and fishing, or indirectly through beach sports and picnics to enjoy the sea environment (Nurisyah, 2001). On the one hand, this form of tourism has a positive economic influence on the surrounding community's standard of life. Marine tourism uses coastal areas that are biologically sensitive to natural disasters like floods, erosion, hurricanes, and tsunami waves, as well as the effects of climate change (Rif'an, 2014; Kusmawan, 2013). The beauty of the coastal landscape and the unique environment that surrounds it both contribute to the potential of the expansive coastal region. It is necessary to provide

adequate facilities and infrastructure to facilitate the growth of maritime tourism for tourists in need (Hidayat, 2011).

Tourist and Market

According to Weeks et al. (2014), the success of tourism development is determined by five factors: (1) the need for multi-stakeholder and related institutions; (2) the integration of science skills with local knowledge and community-based management; (3) the development of local capacity; and (4) the implementation of multi-stakeholder zoning to balance competing objectives; and (5) participation in learning and governance networks. Tourism needs are strongly tied to users or customers (e.g., tourists). Tourists are considered a market since they are the intended recipients of tourism offerings. Thus, tourist market demand has a significant impact on tourism development.

The advent of globalization has altered the behavior of travelers, who now strive to complete all of their daily responsibilities (Sim et al., 2018; Sreejesh et al., 2016; Ye et al., 2015). Ray and tourism are composed of two words. The meaning of each of these terms is 'spin'. Tourism is a travel activity or the act of visiting a preferred location. Thus, tourism may be described as a voyage from one chosen area to another (Allan & Altal, 2016; tom Dieck & Jung, 2018). One of the objectives of tourism is to alleviate the monotony of regular activity (Granitz & Forman, 2015). People's interest in tourism activities might range from hiking to mountain climbing, from rural regions to visiting a single tourist destination (Randhawa et al., 2005).

Accessibility and Marine Tourism

As a travel activity, tourism's development must also take accessibility into account, as it relates to how humans reach tourist destinations. According to Baud-Bovvy & Lawson (1998), the road network plays two crucial roles in tourism activities: as a means of access, transportation, and communication between visitors or tourists and recreational attractions or facilities; and as a means of navigating and locating a destination that requires advance planning. in determining the locations that can be visited on the trip.

The construction of tourism locations must include accessibility, facilities, and attraction potential. A region's lack of accessibility, facilities, and other supporting infrastructure makes it unsuitable as a tourist destination. These three variables may be used to judge a tourist destination's quality. First, airports, stations, motorways, and others may make it easier for people to reach tourism attractions. Second, visitors will be drawn to hotels, inns, and restaurants that provide regional delicacies. Third, natural resources (natural) such as mountains, lakes, beaches, and hills; cultural tourism attractions such as traditional village architecture, archaeological sites, arts and crafts, rituals, festivals, daily lives, hospitality, and food; and artificial attractions such as sporting events, shopping, exhibitions, and conferences, among others.

Perceived brand of tourism destination

In enhancing tourist marketing, image is a significant demand-influencing aspect. A destination brand image is a collection of sentiments, ideas, beliefs, and favorable views of visitors towards specific locations, in which the image of this destination influences a person's choice to come (Lee and Jeong, 2018). Several elements contribute to the image of a location, including (1) cognitive image, where cognitive learning is defined as a (active) process in which a person forms associations between concepts, learns the sequence of concepts, solves problems, and receives input; (2) affective images are based more on feelings than on beliefs and knowledge of objects; (3) conative image is a person's ideas and attitudes toward a specific location or how a person uses the information they have to take action (Lee and Jeong, 2018).

Facilities, infrastructure and customer experience

Physical facilities are another factor that influences whether or not a consumer will make a purchase or utilize a product or service. These purely physical capabilities have some impact on the physical surroundings (buildings, equipment, logos, colors, and other forms). Tickets, covers, labels, and other such items may also be included in the list of available services (Sicilia et al., 2016). However, Kotler and Armstrong (2012:62) explain that physical evidence is what may influence customers to use the items that they have purchased; thus, their viewpoint is contradicted by this one. Therefore, the existence of tangible proof may also be a significant factor in the judgments that customers make about the items that are on sale (Karjaluo et al., 2016; He et al., 2018).

Tourism development must be supported by various facilities and services provided by various parties, including the community, entrepreneurs, and central and local governments. These facilities and services include: 1) transportation development, which includes route planning and the availability of transportation equipment; 2) technology development in the form of an application-based internet containing information on tourism destinations; and 3) communication development (Wilopo & Hakim, 2017). To make sure that the tourism industry will last, all areas of transportation development need to be thought about.

Location of Marine Tourism spot

Elbedweighy et al. (2016) discovered that the place dimension is a series of companies that have links with all activities to distribute products or services where the status of the owner is from the provider to the consumer. These researchers discovered that the place dimension is a collection of companies with ties to all product distribution activities. Where, Iyer et al. (2016) shared the same view, which is a proportion to be used in order to operate a company in the area of services and goods as a distribution channel. As a result, the definition of the location or place itself is derived from the site at which the service is provided. This location plays a crucial role in ensuring that customers get the quality of service that they expect. Because of this choice, you need to give some consideration to the specifics of how this service will be delivered to clients and where exactly it will be deployed. A location also

serves as the habitat or environment in which the service will be provided once it has been delivered. This can't be separated from the value of the service and the benefits it gives.

Based on the literature review stated above, many scholars have stated that positive experience is most influenced by favorable perception. A positive perception is also influenced by several factors, including the safety of visitors when they are in the marine tourism environment, early warning systems to the security of the infrastructure of tourist sites. Positive security is also influenced by the ease of accessing these tourist sites, when it is easier to access tourist sites, the perception will be positive and the general visitor experience will be good for marine tourism locations.

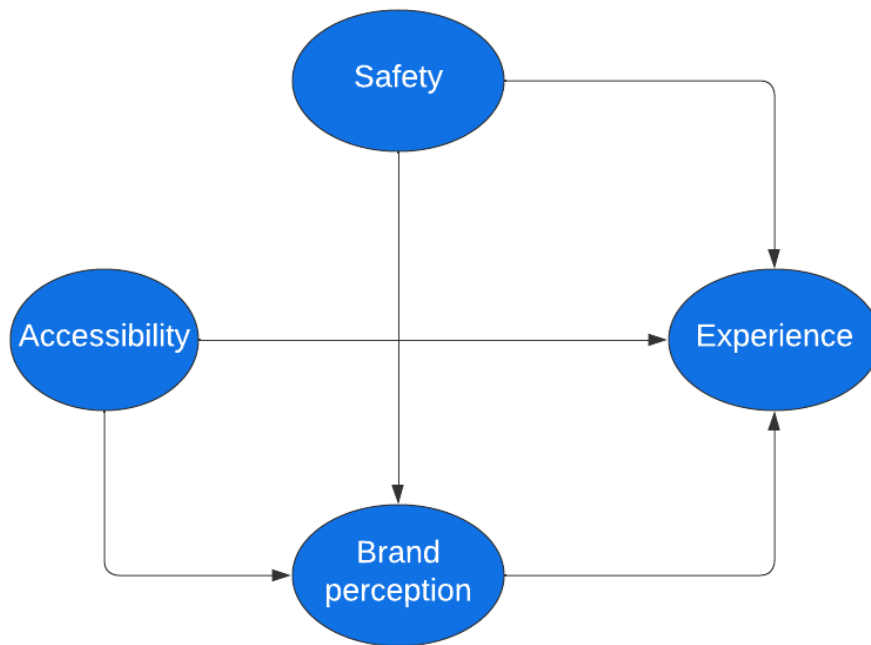


Figure 1. Conceptual Framework

METHODS

This study is a quantitative analysis using the interview technique and a questionnaire-based instrument. This questionnaire is meant to gather data that is used to explain the variables in question. This research uses SmartPls 4.0 to measure the degree of validity. According to (Ghozali & Latan, 2015), validity is the degree to which study findings (1) properly reflect the data gathered (internal validity) and (2) may be translated or extrapolated to other settings (external validity). The purpose of validity testing is to establish whether the statement items included in the study can accurately measure the research variables. Examining content validity and construct validity constitutes testing validity. Content validity is the degree to which an instrument's measurements can accurately reflect all of the qualities of the variable. Content validity is judgmental. Purposive sampling is the Non-Probability

Sampling approach used since the population is sampled based on specific criteria in order to meet the goals of this investigation. This means that, the study targeted specific respondents, where those who have visited three locations of marine tourism spots in Kei Islands for at very least 3 times in the last three months, whether it is the same spot of three different spots. Therefore, the respondent would have broad and fresh memory of their experience on visiting marine tourism spot in Kei Islands. This study's respondents were visitors to marine tourist locations in the Kei Islands; a total of 120 respondents were eligible for inclusion.

This study used path analysis to view direct and indirect effect. This research model benefit greatly from the use of PLS for the confirmation of previously established causal linkages (Ringle et al 2005). We utilized the Smart PLS M2 Version 2.0 software to do a Partial Least Squares (PLS) analysis on the data and then drew inferences from the results. There are three coefficients in this study: the load, weight, and route coefficients. The bootstrap technique is used to establish their significance level (Gil-Garcia 2008).

RESULTS AND DISCUSSION

It was shown in Table 1 that 59,02 percent of the respondents in this survey were female, where 40,08 and that the vast majority of them were in their 20s to 40s was about 60,09 percent. Also, 50,08 percent of the survey participants had high school graduates and 40,08 had college degrees. While the respondents' largest percentage level of respondent's occupation as part-timers, lawyers and civil servants, it was around 72.13 percent. The median monthly income for respondents was less than 1 million IDR, 38.03%. The survey also found that more than half of the people who answered had been to the marine tourism spot in the area at least once a month.

Table 1. Respondents' characteristics

| <i>Variable</i> | <i>Frequency</i> | <i>Percentage</i> |
|---|------------------|-------------------|
| <i>Sex</i> | | |
| Male | 49 | 40,08 |
| Female | 71 | 59,02 |
| <i>Age</i> | | |
| < 20 | 20 | 16,07 |
| 20-30 | 38 | 31,07 |
| 30-40 | 35 | 29,02 |
| 40-50 | 17 | 14,02 |
| > 50 | 10 | 8,03 |
| <i>Education</i> | | |
| No education and elementary | 1 | 0,80 |
| Junior high | 2 | 1,07 |
| High school | 61 | 50,08 |
| College | 49 | 40,08 |
| <i>Job</i> | | |
| Entrepreneur | 25 | 20,08 |
| Civil servant | 43 | 35,08 |
| Police/Army | 6 | 5,00 |
| Retired | 1 | 0,80 |
| Others (Lawyers, Part Timer, etc) | 45 | 37,05 |
| <i>Income</i> | | |
| < IDR. 1.000.000 | 46 | 38,03 |
| IDR. 1,000,000- IDR. 2,000,000 | 18 | 15,00 |
| > IDR. 3,000,000 – IDR. 4,000,000 | 17 | 14,02 |
| > IDR. 4,000,000 – IDR. 5,000,000 | 22 | 18,03 |
| > IDR. 5,000,000 | 17 | 14,02 |
| <i>Number visitation per month</i> | | |
| < 2 | 65 | 54,02 |
| 2-3 | 38 | 31,07 |
| 4-5 | 14 | 11,07 |
| > 5 | 3 | 2,05 |

The results of the model fit for this investigation. Each of the constructs in this research have values more than 0.7 and less than 0.5 for AVE value for the model to be valid. Each construct appears to have correlations that are fewer than the average variance recovered by indicators assessing that construct, demonstrating appropriate discriminant validity for which the constructs were analyzed as showed on Measurement model.

Table 2. Measurement model

| <i>Construct</i> | <i>Items</i> | <i>Loadings</i> | <i>CR</i> | <i>AVE</i> |
|------------------|--------------|-----------------|-----------|------------|
| Brand Perception | E1 | 0,624 | 0.867 | 0.524 |
| | E2 | 0,742 | | |
| | E3 | 0,820 | | |
| | E4 | 0,678 | | |
| | E5 | 0,914 | | |
| Safety | S1 | 0,893 | 0.769 | 0.558 |
| | S2 | 0,721 | | |
| | S3 | 0,615 | | |
| Accessibility | AC1 | 0,803 | 0.873 | 0.581 |
| | AC2 | 0,866 | | |
| | AC3 | 0,530 | | |
| Experience | E1 | 0,832 | 0.792 | 0.565 |
| | E2 | 0,788 | | |
| | E3 | 0,691 | | |
| | E4 | 0,669 | | |
| | E5 | 0,702 | | |
| | E5 | 0,643 | | |

R squared values of 0.647% indicate that over 64% of the model's variables are explicable. The result also demonstrates the indirect relationship between the criteria employed to support our conclusions. This table demonstrates that hypotheses 1 and 2 are supported, since accessibility has a favorable and substantial effect on visitor experiences. tourists' brand perception of maritime tourism locations. The same conclusion was found for Hypothesis No. 4, which states that safety has a substantial and beneficial effect on tourist experiences. Other hypotheses were not statistically significant in which being rejected.

Table 3. Path coefficients

| | Coefficient | P values | Hypothesis | Decision |
|---|-------------|----------|------------|----------|
| Accessibility -> Experience | 0,462 | 0.001 | 1st | Accepted |
| Accessibility -> Brand Perception | 0,395 | 0.005 | 2nd | Accepted |
| Accessibility -> Brand Perception -> Experience | 0,002 | 0,942 | 3rd | Rejected |
| Safety -> Experience | 0,530 | 0.000 | 4th | Accepted |
| Safety -> Brand Perception | 0,194 | 0,116 | 5th | Rejected |
| Safety -> Brand Perception -> Experience | 0,002 | 0,942 | 6th | Rejected |

Note: * $p < 0.05$; ** $p < 0.01$.

As seen on table 4, out of six hypotheses, half of those were accepted and other half were rejected. Accessibility had positive and significant effect on experience and brand perception, where the p value of each were below p value 0.05. Although, for intermediate effect from accessibility to experience through brand perception was not significant therefore third hypothesis was rejected. Based

on the result showed that safety has positive and significant effect on experience but not with brand perception also the intervening effect to experience via brand perception.

Prior to the COVID-19 pandemic, the requirements of tourist customers were focused on physiological include recreational need. During the pandemic, however, the necessity for security and physical survival takes precedence. Restrictions on preventing the spread of this infection make security an absolute necessity. When the government's approach is one of large-scale social restrictions, the tourist sector does not create room for new products. Travelers postpone and cancel their purchases.

Consumer demands are seen as the primary determinants and originators of their purchasing and consuming behavior. According to Setiadi (2003), the needs of tourists are dominated by: a) physiological, as basic needs; b) security, with regard to physical survival and safety; c) appreciation and ownership, the need to be accepted by others; d) self-expression; e) self-actualization; f) the search for variety; the maintenance of the selected level of physiological arousal and stimulation, which is frequently expressed in a variety of ways. According to Sangadji and Opiah (2013), tourist consumer behavior as evidenced by purchase choices is impacted by psychological elements based on changes in consumer attitudes in reacting to tourism industry producers. When visiting tourism spot, security and comfort are anticipated to be steady, resulting in a sense of serenity without anxiety. Security and comfort are judged using the following indicators: sense of security, namely the sensation of safety while visiting tourist attractions either alone or in groups, and with one's personal goods. The cleanliness of a tourist attraction's location and the availability of adequate garbage cans the atmosphere of a tranquil tourist site is tranquil and brings joy to each visitor. When tourist locations can offer high-quality experiences, it may boost visitor satisfaction and interest, particularly among international travelers (Rajaratnam, et. al., 2015).

The growth of tourism in a local, regional, or national area is closely tied to the growth of the economy in that area or country. This is because the growth of tourism is always done for the benefit of the people as a whole. If a tourist destination is well-developed, it will have a positive effect on the area because it can create many jobs for the people who live there. If tourism facilities and infrastructure are built in the area, workers will be drawn to projects like building roads to tourist attractions, bridges, power plants, clean water supplies, recreation areas, tourist attractions, tourist transportation, terminals, hotels, restaurants, travel agencies, boutiques, shopping centers, souvenir shops, other entertainment places. With the improvement of tourism, a location becomes more developed and the demand of visitors to visit tourist sites with diverse amenities and other exciting activities increases (Koranti et al., 2017). One of the factors taken into consideration in the evaluation is tourist perception, followed by tourist replies and wishes, as well as the demand for tourist facilities and services given by tourism service providers and received by visitors (Pattinasarany, et al., 2019).

Therefore, to effectively manage maritime tourism in the Kei Islands, both the central government and the regional government need to focus their attention on two primary elements. The

first piece of information is connected to everything and everything that is associated with the location of the marine wizard. This includes details on how to get to the area; plans of the location; information on the facilities; and charges for utilizing the amenities. Second, access to the site of the pointers from both outside of the city and from inside the region of the Kei Islands to each marine tourist spot. It is important to do this in order to keep marine tourism spots in this area competitive and to help them get back on their feet quickly so that they can grow.

CONCLUSION

Eastern Indonesia is distant from main cities and more expensive than the center and west. Some maritime tourist destinations are available within the area. Lack of infrastructure at maritime tourism locations may also influence visitor safety, which might damage their good experience. This research measured the influence of accessibility and safety on tourist experience via brand impression. This study was done in Kei Islands, a hotspot for marine tourism. This study showed that access to marine tourism spots can have a bigger impact on visitor positive experience and brand image perception, so tourism management along with central and local government should optimize transportation and information to make it easier for local, domestic, and foreign tourists to visit the region. Central and regional governments must focus on two elements when managing maritime tourism in the Kei Islands. First, information on the marine wizard's site, including access, plans, amenities, and costs. Second, access to maritime tourist locations from beyond the city and the Kei Islands. This is crucial to retain competitiveness and boost marine tourism in this area.

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