Sustainability of The Tanjung Lesung Tourist Destination

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Abstract

Tourism contributes large foreign exchange to tourism organizing countries. Tourism also creates jobs, provides income and quality to society. The Tanjung Lesung natural tourist area is part of Banten Province which has excellent natural beauty on par with Bali and Raja Ampat Papua. The potential natural beauty of the Tanjung Lesung area can be relied upon as a source of regional income. The Tanjung Lesung tourist area has many beach tourism objects, sand tourism, water tourism, underwater tourism, beautiful panoramas, unspoiled forests, tempting culinary delights, fruit native to Banten Province. The Tanjung Lesung tourist area also experienced problems after the tsunami disaster. So this is a challenge for Tanjung Lesung Tourism to provide tourist satisfaction and sustainability. The results of this research show a positive influence between variables, thus showing that tourists are satisfied with the improvement of the Tanjung Lesung tourist area after the tsunami disaster and give hope for tourism sustainability.

INTRODUCTION

Tourism is a strategic industry and has become a great and large industry, tourism contributes large amounts of foreign exchange to countries that organize tourism (Gelgel, 2006). Tourism also creates jobs, provides income and quality for the community, people will increasingly love their nation's culture, people will also protect their environment (Christine, 2001).

Tourism has now become a mainstay economic activity with great potential and a development priority for a number of countries as well as for Indonesia, especially the Banten province region which has quite a large natural tourist attraction, unique arts and culture and distinctive culinary delights. The Indonesian government will make the tourism sector a mainstay in earning foreign exchange. Because Indonesian tourism is considered to have advantages in terms of destination and price. The tourism sector has also been recognized as capable of reducing poverty and facilitating development in less developed and emerging economies (International Labor Organization, 2011).

The Central Statistics Agency (BPS) contribution to tourism gross domestic income (GDP) in 2022 until the third quarter reached 3.6 percent, a significant increase from 2021 which was only 2.40 percent. In 2023, the Ministry of Tourism and Creative Economy targets to contribute 4.1 percent. The value of tourism foreign exchange in 2022, provisional data, has reached USD 4.26 billion, a significant increase from 2021 which was only US 0.49 billion. With conditions continuing to improve during the pandemic and stable economic growth, we are optimistic that in 2023 the contribution can increase again to USD 2.07 - 5 .95 billion.

The Tanjung Lesung natural tourist area is part of the Banten province region which has excellent natural beauty on par with Bali and Raja Ampat Papua. The potential natural beauty of the Tanjung Lesung area can be relied upon as a source of regional income. The Tanjung Lesung tourist area has many beach tourism attractions, sand tourism, water tourism, underwater tourism, beautiful panoramas, pristine forests, mouth-watering culinary delights, and fruits native to the Banten province.

The enactment of Government Regulation (PP) no. 26 of 2012 dated 26 February 2012 regarding the Tanjung Lesung Special Economic Zone (KEK), of course it is a belief of the central government which sees the potential for Tanjung Lesung tourism to contribute to national economic development. In PP Number 26 of 2012, the Tanjung Lesung special economic zone (KEK) with an area of 1,500 Ha is included in the Special Economic Zone Tourism Zone.

The Tanjung Lesung tourist area continues to improve to restore several tourism facilities. Improvements to this infrastructure continue to be made. Tourism operators in the Tanjung Lesung area have stated that hotels and restaurants are in a safe condition to provide comfort for tourists who come to visit, but they are still trying to restore the trust of tourists, and promotions are also being carried out so that the number of residences in the Tanjung Lesung area will increase. The management of the Tanjung Lesung area has also installed a sophisticated detection tool for early warning of tsunamis on the shoreline. This tool comes from Germany, of which there is only one in Indonesia and can detect changes in sea level with parameters as far as 200 kilometers.

The Tanjung Lesung tourist area also has problems with its image or impression of safety so that tourists come back to visit, among tourists there is still a sense of trauma among tourists so there is not yet a complete sense of trust. in coming to visit, as well as the quality of hotel facilities and supporting facilities. is still in a period of continuous improvement so that it will have an impact on tourist satisfaction and the tourism sustainability.

Brand

According to Kotler (2009), a brand is a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify goods or services from one seller or group of sellers and differentiate products or services from competitors. A brand is something that is purchased by consumers, has certain values and identities or characteristics that are legally protected so that they cannot be imitated by

competitors. Tjiptono, (2016) said that brands influence consumers' perceptions of the products they will buy, so competition between companies is competition in perception, not product.

Brand Image

Pitana (2009) says that image or impression is an idea or belief that tourists have about the product or service they bought or will buy. Destination images are not always based on experience or facts. Echtner and Ritchie (2003) stated that creating and managing an effective tourist destination image is important for positioning and marketing strategies. Image is a series of beliefs about the characteristics of a product (Lamb, Hair and Mc Daniel, 2001).

Image or impression according to Zeithaml and Bitner (2003) says that producers will get: a. Increased purchases. b. Lower costs c. Employee retention. Muawanah (2010) said it is the willingness to act based on beliefs about the motives of other parties and the level of risk involved with the action.

Brand Image according to Kotler (2016) is the public's perception of a company or its products. Image is influenced by many factors that are outside the company's control. According to Aaker (1991), brand image is related to associations with the brand because when the impressions of the brand that appear in consumers' memories increase, it is due to the increasing number of experiences consumers have in consuming or purchasing the brand. Consumers more often buy products from well-known brands because they feel more comfortable with familiar things, there is an assumption that well-known brands are more reliable, always available and easy to find, and have undoubted quality, so better-known brands are more often purchased. consumers choose over unknown brands

Trust

Trust or trust, according to Muawanah (2010), is the willingness to act based on beliefs about the motives of other parties and the level of risk involved with the action. Zeithaml and Bitner (2003) say producers will gain: a. Increased purchases. b. Lower costs c. Employee retention. Ganesan and Shankar (1994) said that trust is a reflection of two components, namely: 1. Credibility 2. Benevolence. Customers who have an attitude of trust in producers will provide benefits to producers.

Product Quality

Product quality is a definition for the value of a product or service, where the value of the product or service is in line with what is expected or exceeds what is expected so that the product or service can meet the needs of its users (Kotler and Armstrong, 2012). Tjiptono (2016) said that a product is everything that a producer offers to be noticed, requested, searched for, purchased, used/consumed by the market as fulfilling the market needs/desires of the goods concerned. According to Kotler and Keller (2009), product development is a strategy for company growth by offering new or modified products to

current market segments. Developing product concepts into physical products to ensure that product ideas can be transformed into realizable products

Tourist Satisfaction

Tourist satisfaction according to Day in Tse and Wilton (1988), customer satisfaction is the customer's response to evaluating the perceived discrepancy between previous expectations or other performance norms and the actual performance of the product that is felt after using it. Gaspersz (2005), factors that influence customer satisfaction and expectations consist of needs and desires related to things that customers feel when they are trying to make transactions with service producers. Concepts and theories regarding customer satisfaction have developed rapidly and can be classified into several approaches. Kotler (2016), customer satisfaction is the level of a person's feelings after comparing the performance (or results) they feel compared to their expectations. According to Sunarto (2003), customer satisfaction is a feeling of happiness or disappointment after comparing perceptions/impressions of performance/expectations, if performance meets expectations, the customer is satisfied. If it exceeds expectations, the customer is very satisfied. Kotler and Keller (2016) If product performance is below expectations then customers are dissatisfied. According to Armstrong (1998). Customer satisfaction experiences one of the general levels of satisfaction, if performance is below expectations the customer will be disappointed, if performance meets expectations the customer is satisfied, if it exceeds expectations the customer is very satisfied or happy.

Definition of consumer satisfaction according to Engel, et al., (1990). Customer satisfaction is a post-purchase evaluation where the alternative chosen at least provides results (outcomes) equal to or exceeding customer expectations, while dissatisfaction arises if the results obtained do not meet customer expectations. According to Wilkie (1990). Satisfaction as an emotional response to the evaluation of the consumption experience of a product and service.

Brand Image and Tourist Satisfaction

The research results show that there is a relationship between brand image and consumer satisfaction. This finding is an important tool for brand image that leads to Muslim consumer satisfaction on Islamic travel packages (Nawi et al., 2019). This study explores whether tourists satisfy and recommend Iran as a future holiday destination. The research results show that branding is a significant determinant of satisfaction (Ilkhanizadeh, Garanti and Kissi, 2019). The result of this research is that the regression coefficient of the brand image variable has a positive and significant effect on the customer satisfaction variable (Putranto et al., 2022). Based on previous research, it was obtained: H1: Brand Image influences Tourist Satisfaction.

Trust and Tourist Satisfaction

Decision making model regarding tourism destinations by exploring the influence of experience, satisfaction, trust. Researchers found that Generation Y's satisfaction and trust towards tourism destinations in the Special Region of Yogyakarta (Syamsu et al., 2022). The conclusion of this research shows that there is a relationship between experience satisfaction and tourist trust (Prakoso et al., 2020). Through questionnaire surveys, data collection and analysis shows that it has a significant positive impact on satisfaction and trust. Satisfaction and trust have a significant positive influence (Chen and Lin, 2020). Based on previous research, it was obtained: H2. Trust influences Tourist Satisfaction.

Product Quality and Tourist Satisfaction

In his research showed that product quality had a significant relationship with satisfaction (Indrajaya, 2019). Global connectivity facilitates tourism and reiterates the need to understand tourism satisfaction. Tourists' memorable experiences in the tourist city of Tehran significantly influence tourist satisfaction (Torabi et al., 2022). In terms of tourism experience, it is the quality of the amusement park line that is most important to satisfaction (Zhou et al., 2022). Based on previous research, it was obtained: H3. Product Quality influences Tourist Satisfaction.

Tourist Satisfaction and Tourism Sustainability

The main challenge for sustainable events is to attract participants and continue participating by getting satisfaction (Zhang, Wu and Sun, 2022). Rusanda Natural Park is an area included in the second national protection category. Located in Vojvodina Province, in the northern region of Serbia, the status of sustainable tourism and its impact on resident and tourist satisfaction (Trišić et al., 2023). In this article, we explore implementation issues, develop synthetic indicators based on the use of sentiment analysis techniques to frame tourism e-reputation and satisfaction, and combine the analysis with other open data sources. The Tourism Sustainability Index (TSI) can provide a measurable and georeferenced evaluation of tourism sustainability (Marchi et al., 2022). Based on previous research, it was obtained: H4. Product quality influences tourist satisfaction.

METHODS

The method used in this research is quantitative, which is a type of research that has systematic, planned and clearly structured specifications from the beginning to the creation of the research design. Quantitative research is research that requires using numbers, starting from collecting data and interpreting the data, as well as displaying the results. Quantitative research methods mean research methods that are based on the philosophy of positivism and are used to examine populations or samples of certain conditions. The sampling technique will be carried out randomly and data collection will use

research instruments, quantitative or statistical data analysis with the aim of testing predetermined hypotheses (Sugiyono, 2012).

Research is an investigation that will be managed systematically and based on data and is objective, critical, scientific for a specific or specific problem, carried out for the purpose of finding related answers or solutions. Descriptive research will be carried out with the aim of knowing and being able to explain the characteristics of the variables studied in certain situations (Sekaran, 2006). This quantitative descriptive research will use a survey method. A survey is research or research conducted in order to obtain facts about the symptoms of a problem that arises (Umar, 2002). The survey will be carried out by distributing questionnaires.

The population in this study is for tourists who often or have visited the Tanjung Lesung tourist park before and this population could be tourists from Serang, Cilegon, Lebak, Jakarta, Tangerang, South Tangerang. The questionnaire in this research will use multivariate variables. The sampling technique uses and is used with the Non-probability Sampling technique and the type of method used is Purposive Sampling which is a technique for determining samples with certain considerations (Sugiyono, 2007). This research will use a closed questionnaire or answer questions that have been prepared and provided by the researcher. Measurement of variables uses a 1 - 5 Likert scale which will consist of positive and negative statements with 5 (five) answer categories (Malhotra, 2005). The total sampling was 250 respondents. The data collected is tabulated and processed with Wrap PLS.

RESULTS AND DISCUSSION

This researcher collected questionnaire data that was distributed and filled in by respondents, obtaining 250 data that could be tabulated and tested.

Tabel 1. Average Variance Extracted

	Brand Image	Trust	Product Quality	Tourist Satisfaction	Tourism Sustainability
Average Variance Extracted	0.634	0.614	0.604	0.631	0.725
Cronbach's Alpha	0.910	0.855	0.860	0.805	0.873
Composite Reliability	0.933	0.893	0.900	0.873	0.913

Validity Test

This convergent validity test obtained the Average Variance Extracted (AVE) value. The AVE results in this research show the variables Brand Image: 0.634, Trust: 0.614, Product Quality: 0.604, Tourist Satisfaction: 0.631, Tourism Sustainability: 0.725. The AVE value for each variable is above > 0.5, it can be said that the measurement of all latent variables has met the requirements for convergent validity.

Cronbach's Alpha test

This Reliability Test obtained a Cronbach's Alpha value. The results in this study show the variables Brand Image: 0.855, Trust: 0.843, Product Quality: 0.834, Tourist Satisfaction: 0.802, Tourism Sustainability: 0.873. The Cronbach's Alpha value for each variable is above > 0.60, it can be said that the measurement of all latent variables has met the reliability requirements.

Composite Reliability Test

This Reliability Test obtained a Composite Reliability value. The results in this study show the variables Brand Image: 0.872, Trust: 0.888, Product Quality: 0.884, Tourist Satisfaction: 0.872, Tourism Sustainability: 0.913. The Composite Reliability value for each variable is above > 0.70, this can be said that the measurement of all latent variables has met the reliability requirements.

Uji Model Fit dan Indeks Kualitas

Tabel 2. Model fit dan Quality Indices

No	Model fit dan Quality Indices	Criteria Fit	Result	Note
1	Average path Coefficient (APC)	$P < 0.05$	0.266 (P < 0.001)	Good
2	Average R-squared (ARS)	$P < 0.05$	0.577 (P < 0.001)	Good
3	Average adjusted R-squared (AARS)	$P < 0.05$	0.574 (P < 0.001)	Good
4	Average block VIF (AVIF)	Acceptable if <= 5 Ideally <= 3.3	4.459	Acceptable
5	Average full collinearity VIF (AFVIF)	Aceecptabel if <= 5 Ideally <= 3.3	3.416	Acceptable
6	Tenenhaus GoF (GoF)	Sama >= 0.1 Medium >= 0.25 Large >= 0.36	0.599	Large
7	Sympson's Paradox Ratio (SPR)	Acceptabel if >= 0.7 Ideally = 1	1.000	Ideal
8	R-squared Contribution Ratio (RSCR)	Acceptabel if >= 0.9 Ideally = 1	1.000	Ideal
9	Statistical Supression Ratio	Acceptabel if >= 0.7	1.000	Ideal
10	Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	Acceptabel if >= 0.7	1.000	Ideal

Outer Loading Variables

Table 3. Outer Loading

No	Variable	Item	Loading Factor
1	Brand Image	BI1.4	0.821
2	Trust	T2.4	0.787
3	Product Quality	PQ3.4	0.826
4	Tourist Satisfaction	TS1.3	0.845
5	Tourism Sustainability	ST 1.1	0.837

Outer Loading Brand Image

This research results show that item BI1.5 is the item that has the strongest influence on the Brand Image variable which has the largest rating of 0.821.

Outer Loading Trust

This research provides results for item T2.4 which is the item that has the strongest influence on the Trust factor variable which has the largest rating of 0.787.

Outer Loading Product Quality

This research results show that item PQ3.4 is the item that has the strongest influence on the production quality variable which has the largest loading factor of 0.826.

Outer Loading Tourist Satisfaction

This research results show that item TS1.3 is the item that has the strongest influence on the tourist satisfaction variable which has the largest ranking factor of 0.845.

Outer Loading Variable Tourism Sustainability

This research results show that item ST1.1 is the item that has the strongest influence on the tourist satisfaction variable which has the largest ranking factor of 0.837.

Hypothesis test

The results of testing the influence of each variable and the results of hypothesis testing are obtained:

Tabel 4. Hasil Pengujian Hipotesis

No	Relations between variables (Explanatory variable --→ Response Variable)		Coefficient of Path	*p-value*	Information
1	Brand Image	Tourist Satisfaction	0.214	p < 0.11	Signifikan
2	Trust	Tourist Satisfaction	0.460	p < 0.01	Signifikan
3	Product Quality	Tourist Satisfaction	0.220	p < 0.01	Signifikan
4	Tourist Satisfaction	Tourism Sustainability	0.310	p < 0.01	Signifikan

H1. Brand Image will have more influence on Tourist Satisfaction with a path coefficient of 0.214 which is positive and p < 0.01, considering that p is smaller than 0.01, it can be said to be significant, so hypothesis 1 is said to be accepted and very significant, this means that the better the Brand This image will have more influence on tourist satisfaction. The results of this research are in line with research conducted by Kanwel et al., (2019), Hung et al., (2021), Aliedan., Sobaih and Elshaer (2021).

H2. Trust will have an influence on Tourist Satisfaction received with a path coefficient of 0.460 which is positive and p < 0.01, considering that p is smaller than 0.01, it can be said to be significant, so hypothesis 2 can be said and is significant, this means that the higher the Trust, the will affect tourist satisfaction. The results of this research are strengthened by Mai, Hoang and Hien (2023), Zhang, Iqbal and Jebbouri (2022), Jebbouri, \Zhang, Imran, Iqbal, and Bouchiba (2022).

H3. Product Quality can have an influence on Tourist Satisfaction with a path coefficient of 0.220 which is positive and p < 0.01, considering that p is smaller than 0.01, it can be said to be significant, so hypothesis 3 can be interpreted as accepted and significant, this means the better the Product Quality can have an influence on Tourist Satisfaction. The results of this research are strengthened by Indrajaya (2019), Hussain et al., (2023), Dumitraşcu, Teodorescu and Cioclu, (2023).

H4. Tourist satisfaction can have an influence on Tourism Sustainability with a path coefficient of 0.310 which is positive and p < 0.01, considering that p is smaller than 0.01, it can be said to be significant, so hypothesis 4 can be interpreted as accepted and significant, this means the better the tourist satisfaction can have an influence on tourism sustainability. This research has results that are in line with other research conducted by Triši´c *et al.*, (2023), Huete-Alcocer *et al.*, (2019), Yang *et al.*, (2023).

CONCLUSION

Tourism contributes large foreign exchange to tourism organizing countries. Tourism also creates jobs, provides income and quality to the community. The Tanjung Lesung natural tourist area is part of Banten Province which has excellent natural beauty on par with Bali and Raja Ampat Papua.

The potential natural beauty of the Tanjung Lesung area can be relied upon as a source of regional income. The Tanjung Lesung tourist area has many beach tourist attractions, sand tourism, water tourism, underwater tourism, beautiful panoramas, unspoiled forests, tempting culinary delights, fruit native to Banten Province. Tanjung Lesung tourist area. The results of the research show that there is a positive influence between variables, thus showing that tourists are satisfied with the Tanjung Lesung i tourist area and give hope for the sustainability of tourism.

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