

CHAPTER 1

INTRODUCTION

1.1 Background

Lampung Province is a province in Indonesia which is located at the southern tip of Sumatra Island. With an area of 35,376.50 km, Lampung Province is also the main traffic link between Sumatra Island and Java Island, via the sea route with the port of Bakauheni – Merak. Lampung province has 2 cities (Bandar Lampung and Metro) and 13 districts (Lampung Sealatan, Central Lampung, Pesawaran, Pringsewu, Tanggamus, West Lampung, Pesisir Barat, Way Kanan, North Lampung, Tulang Bawang, West Tulang Bawang, Mesuji, and Lampung east). Geographically, Lampung province is located between 05°45'-103°48' East Longitude and 3°45'-6°45' South Latitude. There are two bays in Lampung, namely Semaka Bay and Lampung Bay with 132 islands that face directly to the ALKI (International Ship Traffic Flow) of the Sunda Strait. The natural and cultural potential in Lampung Province is very attractive in the eyes of the world so that it can be developed as a tourism destination.

The natural potential of Lampung province which has been developed into a leading tourist destination includes Mount Krakatau, Way Kambas National Park, Bukit Barisan Selatan National Park (TNBBS), Tanjung Setia Beach, Kiluan Bay, Marina Beach, Sari Ringgung Beach, Pahawang and Tegal Mas Islands, Ranau Lake, Suoh Geothermal Tourism etc. (Disparekraf Lampung Province, 2023). Meanwhile, developments in the cultural sector that can become tourist attractions in Lampung province include the Lampung Museum, Pugung Raharjo Archaeological Park, megalithic cultural sites, sugar cane plantations etc. Apart from that, the attraction of cultural diversity in Lampung province is developed in events that attract tourist visits, such as the Sekura Cakak Buah party in West Lampung, the Sekala Bekhak Festival, the Krakatau Festival, the Central Lampung Golden Cap Festival, the Lampung Fair, the Lampung Fair etc. These large events are held not only to attract tourist visits to Lampung province but also to support Lampung province MSMEs which are engaged in the culinary sector, typical Lampung souvenirs, Lampung tapis cloth etc (Disparekraf Lampung Province, 2023).

The role of the Lampung provincial government in supporting the tourism sector by referring to the national tourism development master plan is through the existence of Lampung provincial regional regulation no. 11 of 2021 which is an amendment to regional regulation no. 6 of 2012 concerning the Lampung Province Tourism Development Master Plan (RIPPAR PROV) Lampung. Developing tourism potential in an area will help improve the economy of a region, thereby opening up business opportunities for local communities (Prasetyo, 2019). Bearing in mind that the tourism sector is one of the largest contributors to Lampung regional income after the agricultural and plantation sectors. The Lampung provincial government carries out development and development of the tourism sector through “POKDARWIS” (Tourism Awareness Group). This is emphasized because the role of the surrounding community in the development of tourist villages is very important because they are the spearhead of tourist villages. Apart from that, the government also applies the 7 elements of “SAPTA PESONA” to tourist attractions in Lampung province with the surrounding community as the driving force. The 7 elements of Sapta Pesona that are realized by the Lampung provincial government in tourist destinations include: Safe, orderly, clean, cool, beautiful, friendly and memorable. Development of tourist attractions and promotion through various events are also steps for the Lampung provincial government in building and developing the tourism sector (Disparekraf Lampung Province, 2023)

Table 1.1 Total tourist visits

| No. | Year | Number of tourist visits |
|-----|------|--------------------------|
| 1 | 2019 | 10,743,918 |
| 2 | 2020 | 2,913,053 |
| 3 | 2021 | 2,973,395 |
| 4 | 2022 | 4,604,548 |
| 5 | 2023 | 10,280,000 |

Source: BPS Lampung Province and Disparekraf Lampung Province

The following is a trend graph of the movement of the number of domestic and foreign tourists visiting Lampung Province for the 2019-2023 period.

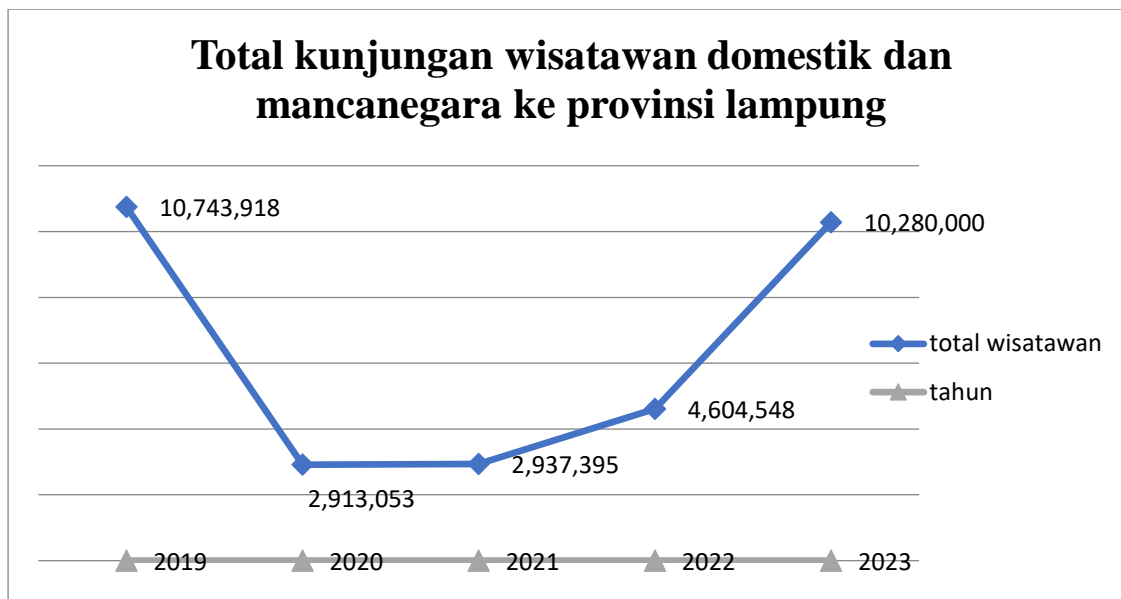


Figure 1.1 Graph of Tourist Visits to Lampung Province 2018-2022

Source: BPS Lampung Province and Disparekraf Lampung Province

Based on Figure 1.1, the graph of the number of tourist visits to Lampung Province for the 2019-2023 period above shows that the number of tourist visits to Lampung Province has decreased over the last 5 years. In 2020-2021 the number of tourist visits decreased quite significantly. This is due to the Covid-19 pandemic that has hit the world, including Indonesia. In 2022, tourist arrivals in Lampung province will begin to experience a fairly good increase. The Lampung Provincial Government has made various efforts to attract tourists to return to visit Lampung Province and revive the tourism sector which has slumped in recent years. The efforts made include increasing tourism events, festivals, promoting Lampung province tourism on social media and direct promotion through national and international events (Disparekraf Lampung Province, 2023).

Total tourist visits to Lampung Province in 2023 are 10.28 million tourists from a total target of 5.5 million people, the number of tourist visits has increased significantly when compared to the previous year in 2022 of 4.6 million people (Disparekraf Lampung Province, 2023). The Covid 19 pandemic has caused a significant decline in the tourism sector which has resulted in a decrease in regional income in recent years. In 2024, the Lampung provincial tourism office is targeting 17 million tourists. To achieve the target in 2024, the right strategy is needed, namely by increasing the programs that have been implemented in 2023. (Disparekraf Lampung Province, 2023)

As a province located at the southern tip of the island of Sumatra, Lampung is surrounded by various kinds of enchanting marine tourism and is a tourist attraction.. Maritime tourism destinations themselves are the tourist destinations most visited by domestic and foreign tourists. This states that maritime tourism is a favorite tourist attraction when visiting Lampung province. (Source:<https://www.kupastuntas.co/2023/01/24/wisata-bahari-jadi-empat-favorit-wisatawan-yang-berkunjung-ke-lampung-berikut-location>, accessed 24 December 2023). Marine tourism in Lampung province is spread across various city districts starting from Bandar Lampung, Pesawaran, Tanggamus, Pesisir Barat, South Lampung, and East Lampung. Marine tourism includes Tanjung Loyat Beach, Banana Island, Pahawang Island, Tegal Mas Island, Mablack Island, Kiluan Bay, Shark's Teeth Beach, Marina Beach, Arang Beach, Studio Beach and so on. The beauty and uniqueness of Lampung province's marine tourism is able to attract tourists to revisit marine tourism destinations at Lampung province in the future (Disparekraf Lampung Province, 2023)

Several variables that influence tourists' interest in revisiting include research (Khoni'ah et al, 2022) which shows that Attraction has a positive effect on Visitor Satisfaction. Visitor satisfaction influences repeat visit interest. Attraction indirectly has a positive and significant effect on interest in repeat visits through visitor satisfaction at Srambang Park tourism. The results of this research are not all in line with research conducted by (Kawatu, et al, 2020) where the tourist attraction variable influences repeat visit intentions and the tourist attraction variable influences satisfaction. However, it is known that tourist attraction has a significant effect on intention to revisit without having to go through satisfaction as an intervening variable at the Bukit Kasih Kanonang tourist attraction.

The results of research conducted by (Manurung et al., 2023) show that Tourist experience has a positive and significant effect on interest in visiting again. Visitor satisfaction has a positive and significant effect on interest in returning to visit. Tourist experience has a positive and significant effect on interest in visiting with visitor satisfaction as an intervening variable at the Adityawarman Padang museum. The results of this research are supported by research conducted by (Sulistiyanda et al., 2022) which states that visitor experience influences interest in returning. Satisfaction directly influences interest in visiting again. Visitor experience influences satisfaction. Visitor experience influences interest in returning to visit and satisfaction as a mediator for tourists at Lake Sarangan.

E-WOM (Electronic Word of Mouth) also influences tourists' interest in repeat visits through Tourist Satisfaction, this is confirmed by research (Tantrina et al., 2019) where the results The electronic word of mouth (eWOM) variable has a positive influence on Tourist's Satisfaction. The Tourist's satisfaction variable has a positive influence on the decision to visit again. Electronic word of mouth (E-WOM) influences interest in revisiting through visitor satisfaction as an intervening variable at the Umbul Sidomukti tourist attraction. However, this is not all in line with research conducted by (Damanik et al, 2021) which states that the Electronic Word of Mouth variable partially has a significantly positive effect on interest in revisiting. Electronic Word of Mouth partially has a positive and significant effect on visitor satisfaction. Electronic word of mouth does not have a significant effect on interest in repeat visits through visitor satisfaction at Tanjung Setumu tourism.

Based on the background described above, there is a gap between previous research on the Destination attraction variable, where the destination variable has a significant effect on tourists' interest in repeat visits without having to go through Tourist Satisfaction as an intervening variable. Meanwhile, other previous research supports that the Tourist Experience variable has a significant effect on tourists' intention to revisit through Tourist Satisfaction as an intervening variable. Furthermore, in the E-WOM variable, there is a gap between previous research where (E-WOM) does not have a significant effect on interest in revisiting through visitor satisfaction as an intervening variable.

With the theoretical gap in the Destination Attraction and Electronic word of mouth (E-WOM) variables as well as positive support in previous research for the Tourist Experiences variable. Next, the researcher is interested in analyzing the influence of the variables Destination Attraction, Tourist Experiences and E-WOM on the interest in revisiting domestic and foreign tourists to Lampung Province through the Tourist Satisfaction variable as an intervening variable with the title **“ANALYZING THE INFLUENCES OF DESTINATION ATTRACTION, TOURIST EXPERIENCES AND E-WOM TOWARDS TOURIST REVISIT INTENTION WITH TOURIST SATISFACTION AS INTERVENING VARIABLE (STUDY CASE AT MARINE TOURISM IN LAMPUNG PROVINCE)”**

1.2 Formulation of the problem

The formulation of the problem in this research is:

1. Does destination attraction influence the tourists satisfaction at marine tourism in lampung province?
2. Does tourist experiences influence the tourists satisfaction at marine tourism in lampung province?
3. Does e-wom (electronic word of mouth) influence the tourists satisfaction at marine tourism in lampung province?
4. Does destination attraction influence the tourists revisit intention at marine tourism in lampung province?
5. Does tourist experiences influence the tourists revisit intention at marine tourism in lampung province?
6. Does e-wom (electronic word of mouth) influence the tourists revisit intention at marine tourism in lampung province?
7. How does tourist satisfaction function influencing destination attraction towards tourist revisit intention at marine tourism in lampung province?
8. How does tourist satisfaction function influencing tourist experiences towards tourist revisit intention at marine tourism in lampung province?
9. How does tourist satisfaction function influencing e-wom (electronic word of mouth) towards tourist revisit intention at marine tourism in lampung province?

1.3 The scope of research

1.3.1 Subject Scope

Scope The subjects in this research are foreign tourists and local tourists who have visited Lampung Province.

1.3.2 Object Scope

The scope of the object in this research is Lampung Province Tourism

1.3.3 Scope of Premises

The scope of this research is Lampung Province.

1.3.4 Time Scope

This research will start from November 23 2023 until February 20, 2024

1.4 Research purposes

Based on the research background, the objectives of this research are as follows:

1. To analyze the influence of destination attraction on tourist satisfaction at marine tourism in Lampung Province
2. To analyze the influence of tourist experiences on tourist satisfaction at marine tourism in Lampung Province
3. To analyze the influence of E-WOM (Electronic Word of Mouth) on tourist satisfaction at marine tourism in Lampung Province
4. To analyze the influence of destination attraction on tourist revisit intention at marine tourism in Lampung Province
5. To analyze the influence of tourist experiences on tourist revisit intention at marine tourism in Lampung Province
6. To analyze the influence of E-WOM (Electronic Word of Mouth) on tourist revisit intention at marine tourism in Lampung Province
7. To analyze the function of Tourist Satisfaction influencing Destination Attraction on Tourist Revisit Intention at Marine Tourism in Lampung Province
8. To analyze the function of Tourist Satisfaction influencing Tourist Experiences on Tourist Revisit Intention at Marine Tourism in Lampung Province
9. To analyze the function of Tourist Satisfaction influencing E-WOM (Electronic Word of Mouth) on Tourist Revisit Intention at Marine Tourism in Lampung Province

1.5 Benefits of research

1. For Writers

1. Increasing knowledge regarding research, especially in the tourism sector.
2. As a means of applying the knowledge gained in lectures
3. To increase understanding regarding the relationship between theory and problems in research

2. For Research Institutions

It is hoped that the results of this research can help the Lampung Province Tourism and Creative Economy Office in developing and improving tourism in Lampung Province.

3. For Institutions

It is hoped that the results of this research can add research references to the IIB Darmajaya library.

1.6 Writing system

The systematic writing in this research is structured as follows:

Chapter I Introduction

This chapter explains the background, problem formulation, research scope, research objectives, research benefits, systematic writing regarding "The Influence of Destination Attraction, Tourist Experiences and E-Wom on Tourist Revisit Intention with Tourist Satisfaction as an Intervening Variable (Case Study in the Province Lampung).

Chapter II: Theoretical Foundations

This chapter contains theories that support this research and previous research related to the problem under study.

Chapter III: Research Methods

This chapter contains the methods that will be used in research, population and sample, data sources, research variables, operational variables, data analysis techniques, hypothesis testing.

BIBLIOGRAPHY

ATTACHMENT