

Creating Tourist Loyalty through Destination Branding for an Excellent Tourism Destination

by Linda Septarina

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Creating Tourist Loyalty through Destination Branding for an Excellent Tourism Destination

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Abstract:

The objective of this research was to create the loyalty of tourists toward the excellent destination's branding. Some problems such as lack of facilities and weak characteristics of destination attractions less tourist arrival. The research is causative, using 95.000 samples of the tourist taken from tourists' arrival in 2018-2020. Using path analysis, we also found relationships between loyalty and excellent tourist destination branding due to some externalities of destination attraction such as accessibility, amenities, and attraction. Those show that the destination has weak characteristics to become an excellent branding.

Keywords: loyalty of tourists; destination branding; leading tourist destinations; path analysis.

JEL Classification: O11; R11; Z32; C52.

Introduction

This research studies branding theories for tourism destinations and examines the relationship between destination image and destination loyalty. Some studies on destination image found that the destination image and destination are related concepts, where emotional components of image capture most variance on destination personality dimensions (Hosany et al. 2006, Hunt 1982).

Some previous studies of branding image in the tourism destination context show that brand can represent an identity for the destination stakeholder (producer) and the tourist's (consumer) image. Brand identity characterizes the self-image and desired image of the market, whereas the brand image signifies the actual image detained by the (potential) tourists (Pike 2002). The destination brand identity refers to what a brand stands for, how it creates meaning, and what makes it unique (Wagner and Peters 2009).

Lampung Province has many great potentials for maritime tourism, supported by geographical conditions such as beaches and other natural attractions in the area bid. The tourist destination in Lampung Province can find some maritime destinations and attractions. According to the Government Tourism Office in Lampung Province, tourist arrivals fluctuated. The increasing tourist arrival occurs on national holidays and New Year instead of typical days with less than 100 arrivals.

Principally, a tourist attraction must meet the following requirements, namely something to see, something to do, and something to buy. The significant problems in Lampung province in tourism development are that the Lampungnese culture has not fully been exposed in most tourist attractions. There is no event or entertainment related to Lampungnese cultures like traditional dances and cultural festivals. Creating an ideal tourist destination must include these four aspects: attractions to attract tourists, transportation for tourists to reach the destination quickly, and facilities for tourists to feel at home. Furthermore, institutions that tourists will be more often visiting and searching for tourist destinations where tourists can feel safe and protected in the area.

1. Literature Review and Hypothesis Development

Tourism marketing focuses on how to increase and attract visitors. The problem with increasing visitors is that the agency cannot cope with each destination's unique needs and limitations, and they are particular geographical, environmental, and socio-cultural characteristics. On the other hand, studies about how marketing can increase arrivals concentrate more on the impacts of tourism. Moreover, limiting tourism development often ignores the market dynamics and the requirements of entrepreneurs at the destination and the place (Ryan 1993). They mentioned that agencies had applied only part of the marketing mix to tourism (i.e., promotion). With little attention paid to the other marketing components without generating satisfaction among interacting tourists and hosts, it must adopt societal marketing strategies. Therefore, satisfaction is an indicator to measure the success of a marketing strategy (Ryan 1993).

Destination branding is a marketing strategy that differentiates using each unique and characteristic destination. When a destination gains popularity, the image cedes into brand dimensions and is obliterated by the brand/destination name. Extant literature on place branding and brand equity focuses on destination branding that sees 'place' as a tourist destination (Bose *et al.* 2021, Im *et al.* 2012, Kladou and Kehagias 2014). There is evidence that destination perception is highly relevant for developing competitive destination brands (Mosca *et al.* 2020).

A brand gives strong positioning to differentiate a destination from competitors, so the potential tourist can get an impression and keep in their minds toward up list destination. In addition to the function of identification, a destination brand differentiates itself from its competitors based on its special meaning and attachment given by consumers. Building and creating the branding of tourism destinations generally emphasizes high-quality accommodations, good restaurants, and well-designed public spaces (Baker 2007, Chen and Chen 2010).

According to states, tourism marketing is a very complex thing because the product of the tourism industry has unique characteristics compared to products of goods. In addition, tourism products are often interrelated (Utama 2016). Tourism marketing is an effort to identify the needs and desires of tourists and offer tourism products following the wishes and needs of tourists with the intention that tourism businesses can provide full service to tourists. There are three essential aspects of tourism products that need attention from the managers or marketers: attraction, accessibility, and amenities (Buhalis 2000).

Price, product, promotion, place, technology, and information are tourism marketing indicators. Meanwhile, mentioned economy and non-economy indicators to purchase decisions to a tourism destination. Therefore, a strategy to enhance the marketing brand should be adjusted to destinations having such indicators getting the trust and increasing loyalty (Singagerda and Septarina 2016).

That tourist loyalty is the consistency of tourists always visiting a destination even though competitors offer new destinations with superior quality attributes (Utama 2016). Chi (2005), in his study entitled cites some opinions of experts who consider that satisfaction is a strong indicator of tourists' loyalty to return to a tourist destination. Moreover, at the same time, the loyal tourists will be marketers who are suitable for destinations because they tend to tell and recommend to friends, family, relatives, and others to visit the destinations they have visited.

Furthermore, it builds a model of tourist loyalty as a series of interrelated and originated from the image of destinations tourists. The destination's image will be associated with the attributes of a destination and, in total, will impact the satisfaction of tourists simultaneously. The total satisfaction of tourists will impact loyalty to the destination. Measuring tourists' loyalty to destinations is complicated, but a return visit or at least a commitment to a return visit to a destination is a reliable indicator to measure tourist loyalty (Chi 2005, Utama 2016).

Tourist Loyalty Indicators

According to Choi *et al.* (2012), the loyalty of tourists to tourism destinations can be seen from several indicators as follows:

- *Information:* Tourists will look for more detailed information about destinations ever visited;

- *Roles*: Tourists will voluntarily engage and provide information related to destination improvement efforts;
- *Commitment*: Tourists commit to volunteering with local people who have known him;
- *Experience*: Tourists tell a lot about fun things related to destinations to others;
- *Recommendations*: Tourists volunteer to direct friends, family, and relatives to travel to a destination they have visited.

Destination Branding

Destination branding is a set of brand associations that can be a distinguishing mark or a differentiator of a location by offering an uplifting travel experience (Iliachenko 2005). It is an attempt to change the personal perception of a place or tourist destination, and they see the difference between a place with another place to choose as a destination. The concept of destination branding should be based on passion and identity that is interesting and interconnected with various things that will allow a person to associate with the place.

Destination Branding Creation Stage

Morgan *et al.* (2003) state there are five steps to do destination branding in changing the image of an area namely by:

- *Market Investigation, Analysis, and Strategic Recommendation*. In this stage, the research activities map the potential market, what things can be developed, and formulate strategies. It shows that the function of this stage is to discover and strategize what can be developed by a destination;
- *Brand Identity Development*. This stage is formed based on the vision, mission, and image the area wants to create. The concept shows that this stage determines the intangible regional identity introduced to the public to describe the area;
- *Brand Launch and Introduction, Communicating the Vision*. After the tagline is created, the next step is to introduce the destination. Besides, it states that this stage is the stage to communicate the brand through various media available;
- *Brand Implementation*. This stage is an effort to integrate all parties involved in establishing the destination so that destination branding can be successful;
- *Monitoring, Evaluation, and Review*. This stage is an effort to monitor whether there are deviations, deficiencies, etc. Monitoring results are then evaluated for further improvement.

Destination Branding Indicators

- *Cultural Tourism Destination*. Tourism based on culture is a journey undertaken based on a desire to broaden one's view of life by holding visits or observer to other places to know the state of the people in a region, know customs, way of life, as well as study its culture and art as well as activities with historical motifs and so on.
- *Nature Tourism Destination*. According to Utama (2016), tourism based on nature is usually organized by travel agents or agencies specializing in travel tours to places or areas of nature tourism, such as forests, seas, beaches, lakes, flora, fauna, mountains, and other natural beauty. This tour is associated with a lot of passion for the beauty of nature, air freshness, and rare scenery that sometimes is not found elsewhere and only exists in certain places.
- *Artificial Tourism Destination*. According to Utama (2016), Artificial tourism is related to the facilities or facilities provided in an area, and the facility is one of the supporters of forming destination branding.
- *Definition of Excellent Tour Destinations*. The easiest tourism attractiveness to observe is the increasing number of tourist arrivals from period to period. An increase in tourists can be realized if tourists have been satisfied visiting the destination with various attributes offered by the managers. Satisfied Tourists will tend to be loyal to repeat their future holidays and allow them to recommend their friends and relatives vacation to in the same place (Som and Badarneh 2011).

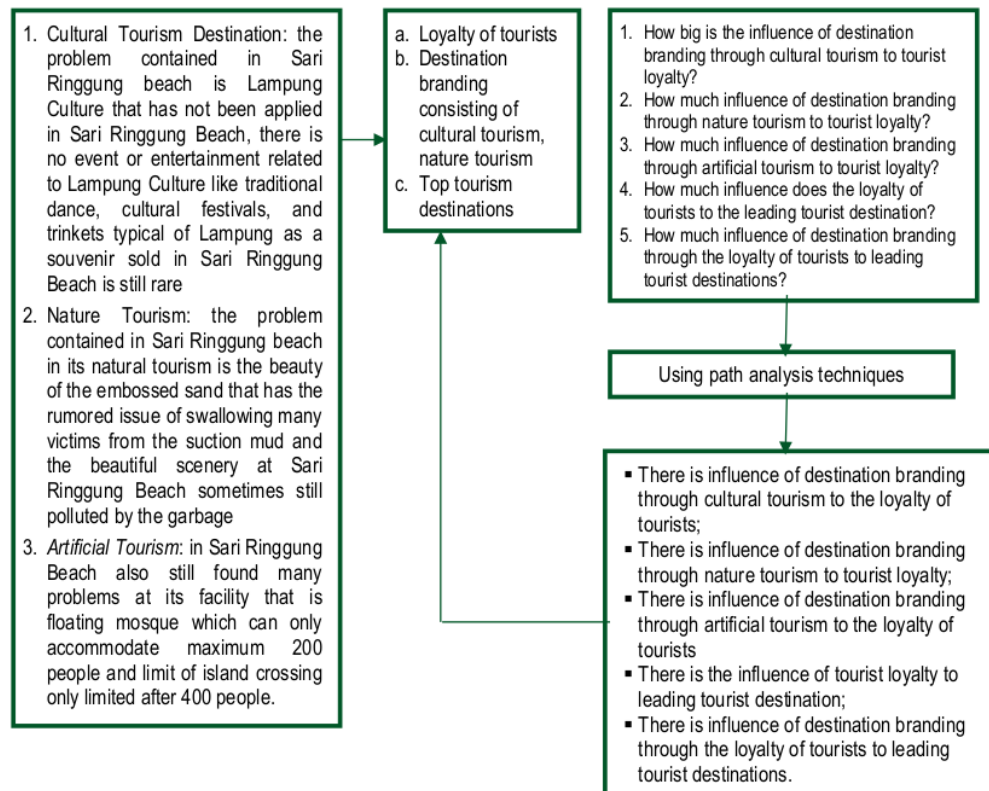
Also, Utama (2016) states that the importance of tourism in the economy is related to the superiority of a destination and the importance of tourism activities in the economy are related to: giving job opportunities/minimizing unemployment, warning of local tax and retribution revenue, increase national income, strengthen the balance of payments position, provide multiplier effects in the economy of tourist destinations.

Aspects of Excellent Tourism Destinations

Medlik (2016) stated that there are some aspects that must be considered in tourism offers in order to make a tourist destination to be superior, these aspects are:

- Attraction (attraction). Tourist destinations attract tourists with must-have attractions, both the attraction of nature and society and culture.
- Accessible (Transportation). Accessible for domestic and foreign tourists can quickly achieve the destination to the tourist attractions.
- Amenities (Facilities). Amenities indeed become one of the requirements of tourist destinations so that tourists can feel at home longer in the tourist destination.
- Ancillary (Institutional). The existence of tourism institutions will increasingly often visit and search for tourist destinations if tourists can feel secure and protected in the area.

Figure 1. Frame of thinking



2. Research Methodology

The data used in this research was quantitative and numerical data, and the type of research used in this study was the type of causal research. This study was conducted to determine the relationship that affects the variables studied. In this case, the influencing variable was called the exogenous variable (X), while the variable affected by the change of the exogenous variable was called the endogenous variable (Y). The exogenous variable in this research was the formation of destination branding through cultural and natural tourism, while the endogenous variable was customer loyalty. The data collection was done using the questionnaire method. Data was collected based on the respondent's answer to the list of questions that the researcher submitted or by filling out a list of questions or statements questionnaire.

3. Results and Discussions

Table 2. Response about destination branding: Cultural Tourism (X1), Nature Tourism (X2), and Artificial Tourism (X3)

No	STATEMENT	RESPONSE									
		SS (5)		S (4)		N (3)		TS (2)		STS (1)	
		F	%	F	%	F	%	F	%	F	%
1	The information provided by the managers about the Sari Ringgung Beach destination is complete.	19	19	27	27	26	26	22	22	6	6
2	The provision of directions to reach the beach Sari Ringgung is adequate.	16	16	29	29	35	35	15	15	5	5
3	Tourist Sari Ringgung Beach will voluntarily recommend to the manager for the beach repair business.	14	14	28	28	32	32	21	21	5	5
4	Tourists will provide a defense if others drop Sari Ringgung Beach's name.	14	14	25	25	31	31	23	23	7	7
5	Tourists will be devoted to visiting Sari Ringgung Beach, although many choices of beach destinations in Lampung.	19	19	26	26	28	28	18	18	9	9
6	Tourists are not affected by offers from other coastal destinations.	12	12	30	30	31	31	20	20	7	7
7	After visiting Sari Ringgung Beach, tourists tell a pleasant experience to attract others.	17	17	31	31	30	30	13	13	9	9
8	Experience-owned tourists make tourists want to visit back to Sari Ringgung beach.	15	15	34	34	28	28	19	19	4	4
9	After the tour, tourists recommend to relatives or family to visit Sari Ringgung Beach.	19	19	40	40	29	29	10	10	2	2
10	On holiday to Sari Ringgung Beach, tourists will invite the people closest to go back on vacation or suggest Sari Ringgung Beach for tourist destinations like school holidays.	15	15	37	37	29	29	16	16	3	3

Table 2. Respondents' answers about tourist's loyalty

No	STATEMENT	RESPONSE									
		SS (5)		S (4)		N (3)		TS (2)		STS (1)	
		F	%	F	%	F	%	F	%	F	%
1	The information provided by the managers about the Sari Ringgung Beach destination is complete.	19	19	27	27	26	26	22	22	6	6
2	The provision of directions to reach the beach Sari Ringgung is adequate.	16	16	29	29	35	35	15	15	5	5
3	Tourist Sari Ringgung Beach will voluntarily recommend to the manager for the beach repair business.	14	14	28	28	32	32	21	21	5	5
4	Tourists will provide a defense if others drop Sari Ringgung Beach's name.	14	14	25	25	31	31	23	23	7	7
5	Tourists will be devoted to visiting Sari Ringgung Beach, although many choices of beach destinations in Lampung.	19	19	26	26	28	28	18	18	9	9
6	Tourists are not affected by offers from other coastal destinations.	12	12	30	30	31	31	20	20	7	7
7	After visiting Sari Ringgung Beach, tourists tell a pleasant experience to attract others.	17	17	31	31	30	30	13	13	9	9
8	Experience-owned tourists make tourists want to visit back to Sari Ringgung beach.	15	15	34	34	28	28	19	19	4	4
9	After the tour, tourists recommend to relatives or family to visit Sari Ringgung Beach.	19	19	40	40	29	29	10	10	2	2
10	On holiday to Sari Ringgung Beach, tourists will invite the people closest to go back on vacation or suggest Sari Ringgung Beach for tourist destinations like school holidays.	15	15	37	37	29	29	16	16	3	3

Table 3. Respondents' answers about featured tourist destination

No	STATEMENT	RESPONSES									
		SS (5)		S (4)		N (3)		TS (2)		STS (1)	
		F	%	F	%	F	%	F	%	F	%
1	Beautiful natural tourist attractions make Sari Ringgung Beach ⁴² leading tourist destination in Lampung.	16	16	31	31	30	30	18	18	5	5
2	The culture and way of life of the community of Sari Ringgung make tourists feel at home for long time travel at Sari Ringgung Beach.	7	7	26	26	38	38	25	25	4	4
3	Transportation provided to reach Sari Ringgung Beach has been found in downtown Lampung.	9	9	30	30	33	33	24	24	4	4
4	The availability of safe and convenient transportation to reach Sari Ringgung Beach.	13	13	24	24	33	33	23	23	7	7
5	Sari Ringgung Beach provides comfortable lodging for tourists.	19	19	30	30	34	34	13	13	3	3
6	Sari Ringgung Beach provides a place to worship like a floating mosque and provides a place for meetings.	30	30	44	44	21	21	5	5	0	0
7	The security provided by Sari Ringgung Beach is maximal.	13	13	24	24	38	38	19	19	6	6
8	The convenience given by Sari Ringgung beach has made tourists feel satisfied.	18	18	28	28	32	32	20	20	7	7

After all the items, data processing will have a validity test tested on the respondents. This research uses the validity test to calculate 30 samples of the respondent testing process and testing using the SPSS 20.0 application.

Table 4. Test results validity ⁹ destination branding through Cultural Tourism (X1), Nature Tourism (X2) and Artificial Tourism (X3)

Statement	R _{count}	r _{table}	Kondisi	Remarks
1	0,474	0,361	r _{count} > r _{table}	Valid
2	0,416	0,361	r _{count} > r _{table}	Valid
3	0,563	0,361	r _{count} > r _{table}	Valid
4	0,411	0,361	r _{count} > r _{table}	Valid
5	0,595	0,361	r _{count} > r _{table}	Valid
6	0,517	0,361	r _{count} > r _{table}	Valid

After the validity test, the writer performed a reliability test against each instrument with data of 30 sample respondents with the help of ³ the SPSS 20.0 program.

Table 5. Validity test results of ³ destination branding through Cultural Tourism (X1), Nature Tourism (X2) and Artificial Tourism (X3)

Statement	R _{count}	r _{table}	Condition	Remark
1	0,474	0,361	r _{count} > r _{table}	Valid
2	0,416	0,361	r _{count} > r _{table}	Valid
3	0,563	0,361	r _{count} > r _{table}	Valid
4	0,411	0,361	r _{count} > r _{table}	Valid
5	0,595	0,361	r _{count} > r _{table}	Valid
6	0,517	0,361	r _{count} > r _{table}	Valid

Table 6. Result of tourist loyalty validity test (Y)

Statement	r _{count}	r _{table}	Condition	Remark
1	0,491	0,361	r _{count} > r _{table}	Valid
2	0,408	0,361	r _{count} > r _{table}	Valid
3	0,513	0,361	r _{count} > r _{table}	Valid
4	0,489	0,361	r _{count} > r _{table}	Valid
5	0,536	0,361	r _{count} > r _{table}	Valid
6	0,537	0,361	r _{count} > r _{table}	Valid
7	0,476	0,361	r _{count} > r _{table}	Valid
8	0,521	0,361	r _{count} > r _{table}	Valid
9	0,571	0,361	r _{count} > r _{table}	Valid
10	0,396	0,361	r _{count} > r _{table}	Valid

Table 7. Validity test result of excellent tourism destination (Z)

Statement	r_{count}	r_{table}	Condition	Reamark
1	0,495	0,361	$r_{\text{count}} > r_{\text{table}}$	Valid
2	0,538	0,361	$r_{\text{count}} > r_{\text{table}}$	Valid
3	0,509	0,361	$r_{\text{count}} > r_{\text{table}}$	Valid
4	0,561	0,361	$r_{\text{count}} > r_{\text{table}}$	Valid
5	0,379	0,361	$r_{\text{count}} > r_{\text{table}}$	Valid
6	0,435	0,361	$r_{\text{count}} > r_{\text{table}}$	Valid
7	0,591	0,361	$r_{\text{count}} > r_{\text{table}}$	Valid
8	0,583	0,361	$r_{\text{count}} > r_{\text{table}}$	Valid

Normality Test Result

A normality test is conducted with the intent to test whether the data derived from the population is normally distributed or not. The results of data testing can be seen in the table below:

Table 8. Normality test results

Variable	Sig	Alpha	Condition	Remark
Destination Branding	0,456	0,05	$\text{Sig} > 0,05$	Normal
Tourist Loyalty	0,544	0,05	$\text{Sig} > 0,05$	Normal
Excellent Tourism	0,377	0,05	$\text{Sig} > 0,05$	Normal

Test Results of path analysis

To know the direct and indirect effects of some causal variables on the result variable, either simultaneously or individually. If one of the tested variables is not eligible, the variables are eliminated from the path analysis test. In this study, the path analysis used analyzes the influence of destination branding through cultural tourism, nature tourism, and artificial tourism on tourists' loyalty to Sari Ringgung Beach to become a leading tourist destination. Here are the results of path analysis testing:

Results of Hypothesis 1:

Table 9. Result of summary model calculation

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	170 ^a	0,029	0,019	4,935
a. Predictors : (Constant), X1				

Table 10. Result of Coefficients Calculation

Coefficients					
Model	Under standardized coefficients		Under standardized coefficients		Sig
	B	Std. Error	Beta	t	
1 (Constant)	30,089	1,982		15,179	0,000
X1	461	270	0,170	1,704	0,092
a. Dependent Variable: Y					

Results of Hypothesis 2

Table 11. Result of Summary Model Calculation

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,080 ^a	0,006	-0,004	4,991
a. Predictors : (Constant), X1				

Table 12. Result of Coefficients Calculation

Model	Under standardized coefficients		Under standardized coefficients		t	Sig
	B	Std. Error	Beta			
1 (Constant)	31,752	2,084		15,237	0,000	
X2	0,226	0,334	0,080	0,795	0,429	
a. Dependent Variable: Y						

Results of Hypothesis 3

Table 13. Result of Summary Model Calculation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,175 ^a	0,031	0,021	4,930
a. Predictors : (Constant), X3				

Table 14. Result of Coefficients Calculation

Model	Under standardized coefficients		Under standardized coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	29,510	2,247		13,132	0,000
X3	0,593	0,338	0,175	1,756	0,082
a. Dependent Variable: Y					

Results of Hypothesis 4

Table 15. Result of Summary Model Calculation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,1 ^a	0,053	0,044	4,872
a. Predictors : (Constant), X				

Table 16. Result of Coefficients Calculation

Model	Under standardized coefficients		Under standardized coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	25,787	3,264		7,900	0,000
X	0,386	0,164	0,231	2,347	0,021
a. Dependent Variable: Y					

Results of Hypothesis 5

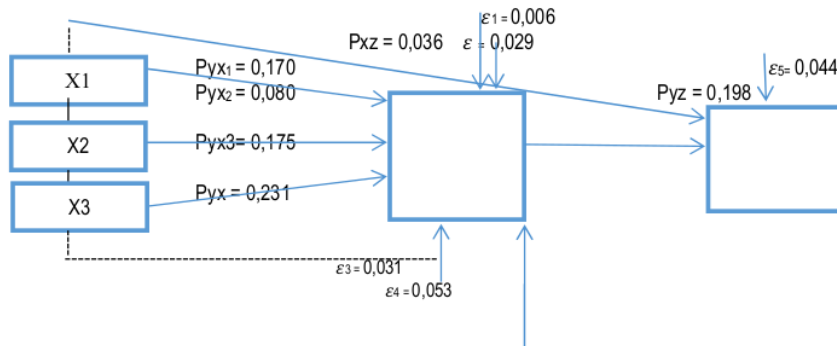
Table 17. Result of Summary Model Calculation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,210 ^a	0,044	0,024	3,417
a. Predictors: (Constant), X2				

Table 18. Result of Coefficients Calculation

Model	Under standardized coefficients		Under standardized coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	21,154	2,929		7,223	0,000
X	0,042	0,118	0,036	0,354	0,724
Y	0,138	0,71	0,198	1,943	0,055
a. Dependent variable: Z					

Figure 2. Flow Diagram



Based on the results of path analysis calculation, then provide information objectively as follows:

- The influence of the cultural tourism variable (X1) on the loyalty of tourism (Y) is equal to 0.170 or 17%;
- The influence of the natural tourism variable (X2) on tourist loyalty is 0,080 or 8%;
- The influence of artificial tourist variables (X3) on tourist loyalty (Y) is equal to 0.175 or 17.5%;
- The influence of the destination branding (X) variable on tourist loyalty (Y) is 0,231 or 23,1%;
- The influence of destination branding (X) variable is 0,036 or 3,6% and tourist loyalty (Y) equal to 0,198 or 19,8% to superior tourism variable (Z).

3.1 Discussion on the Results of Study

The calculation results obtained t_{count} of 1.704 where $t_{count} > t_{table}$ ($1.704 > 1.660$); therefore, H_0 is rejected, and H_a accepted, meaning there is a linear relationship between cultural tourism variables (X1) to variable loyalty tourists (Y) of 0.170 or 17%. According to Utama (2016), tourism based on culture is a journey undertaken based on a desire to broaden one's view of life by holding visits or observers to other places to know the state of the people in a region, know the customs, way of life, as well as to study its culture and art as well as activities with historical motifs and so on.

The calculation results obtained t_{count} of 0.795 where $t_{count} < t_{table}$ ($0.795 < 1.660$); therefore, H_0 accepted and H_a rejected, meaning there is no linear relationship between the natural tour variable (X2) to variable loyalty of tourists (Y). According to I Gusti Bagus Rai Utama (2016), tourism based on nature tourism is usually organized by travel agents or travel agencies who specialize in travel tours to places or areas of nature tourism, such as forests, seas, beaches, lakes, flora, fauna, mountains, and other natural beauty. This tour is associated with a lot of passion for the beauty of nature, air freshness, and rare scenery that sometimes is not found elsewhere and only exists in certain places.

The calculation results obtained t_{count} of 1.756 where $t_{count} > t_{table}$ ($1.756 > 1.660$); therefore, H_0 is rejected, and H_a accepted, meaning there is a linear relationship between cultural tourism variables (X3) to variable loyalty tourists (Y) of 0.175 or 17, 5%. According to I Gusti Bagus Rai Utama (2016), Artificial tourism is related to an area's facilities or facilities, and the facility is one of the supporters of forming a destination branding.

The calculation results obtained t_{count} of 2.347 where $t_{count} > t_{table}$ ($2.347 > 1.660$). Therefore, H_0 is rejected, and H_a is accepted, meaning there is a linear relationship between the destination branding (X) variable and tourists' loyalty variable (Y) of 0.231 or 23, 1%. Destination branding is a set of brand associations that can be a distinguishing mark or a differentiator of a location by offering an uplifting travel experience.

The calculation results obtained t_{count} of 0.354 where $t_{count} < t_{table}$ ($0.354 < 1.660$); therefore, H_0 accepted and H_a rejected, meaning there is no linear relationship between the destination branding (X) variable to the leading tourist destination variable (Z). Moreover, obtained t_{count} of 1,943 where $t_{count} > t_{table}$ ($1,943 > 1,660$) therefore H_0 is rejected, and H_a accepted, meaning there is a linear relationship between variable loyalty of tourists (Y) to the leading tourist destination variable (Z) of 0.198 or 19.8%. According to Utama (2016), tourist loyalty is the consistency of tourists always visiting a destination even though competitors offer new destinations with superior quality attributes.

Conclusion and Research Limitations

Based on the analysis presented in the results and discussion section, there are five conclusions. First, there is an influence between cultural tourism (X1) on the results of coefficient calculations, and it can be concluded that Cultural Tourism Effect Tourist Loyalty (Y) Pantai Sari Renggung. Second, there is no influence between natural tourism (X2) on the results of coefficient calculations. It can be concluded that cultural tourism influences Tourist Loyalty (Y) Pantai Sari Renggung. Third, there is an influence between artificial tourism (X3) on the results of coefficient calculations, and it can be concluded that artificial tourism affects Tourist Loyalty (Y) Pantai Sari Renggung. Fourth, there is an influence between destination branding (X) on the result of a coefficient calculation, and it can be concluded that destination branding affects Tourist Loyalty (Y) Pantai Sari Renggung. Fifth, there is an influence between destination branding (X) and loyalty of tourists (Y) on the results of coefficient calculations, and it can be concluded that the loyalty of tourists affects the leading tourist destinations (Z) in Lampung.

Researchers realize that there are limitations in this study, including: first, Sari Renggung Beach must maintain the culture and way of life of the surrounding community to change the perception of tourists who come. Second, Sari Renggung Beach should increase the cleanliness efforts to maintain the state of nature coastal tourism. Third, Sari Renggung Beach must maintain the security and comfort of facilities or artificial tours. Fourth, Sari Renggung beach should preserve cultural attractions and improve the state of nature tourism, especially on the cleanliness of Sari Beach tangled after traveling. Tourists will recommend to relatives or family to visit again to create tourists' loyalty. Fifth, Sari Renggung Beach must provide facilities different from other tourist destinations. The floating mosque on the Beach Sari Renggung must create loyalty and make Sari Renggung Beach a leading tourist destination in Lampung.

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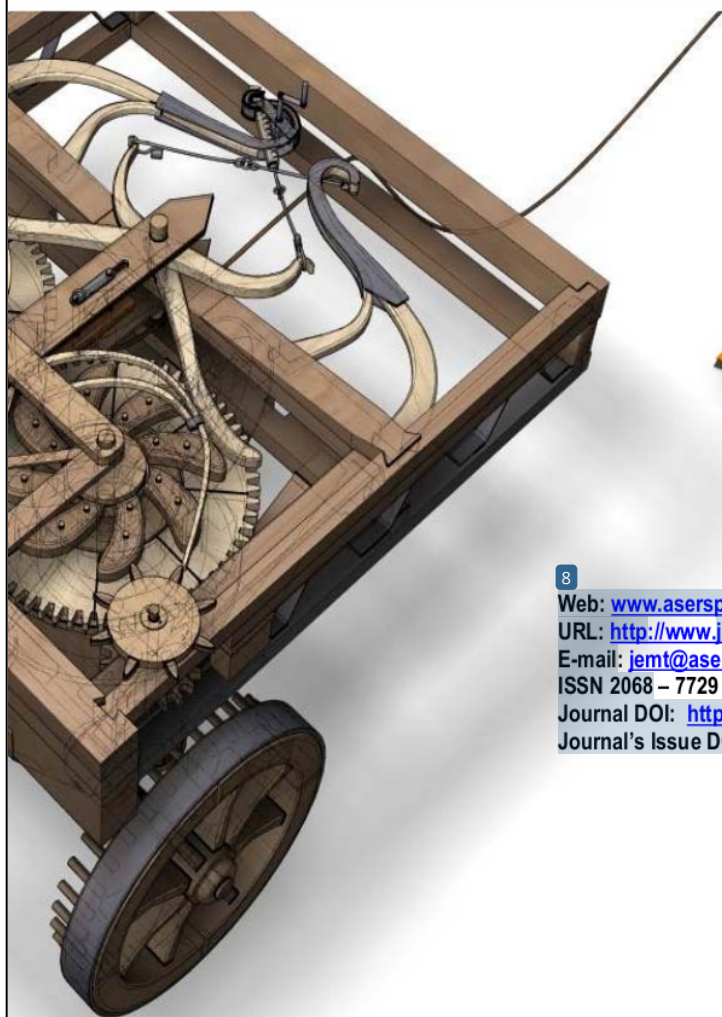
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