THE EFFECT OF PRODUCT DIVERSITY, TOURIST ATTRACTIONS, PRICING AND SERVICE QUALITY MEDIATED BY CUSTOMER SATISFACTION ON TOURIST LOYALTY TO TOURIST ATTRACTION (Case Study on Mbrumbung Market Tourists, Rembang Regency)

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ARTICLE INFO	ABSTRACT
Keywords: Product Diversity, Tourist Attraction, Pricing, Service Quality, Customer Satisfaction Traveller Loyalty	The purpose of this study is to show the influence of product diversity , tourist attractions, pricing, service quality mediated by customer satisfaction on tourist loyalty on tourist attraction (case study on tourists of Pasar Mbrumbung Rembang Regency). This study uses independent variables, namely product diversity , tourist attractions, pricing and service quality, bound variables, namely tourist loyalty and mediation variables, namely customer satisfaction. Data collection techniques were carried out in this study through questionnaires. The source of data used in the research conducted is from primary data sources obtained from research instruments in the form of questionnaires. The population of this study consisted of all tourists who had and/or recently visited Pasar Mrumbung, Rembang Regency. The sampling technique used in the study was *non-probability sampling* with the sample technique of *convenience random sampling*, the sample in the study was 100 people who had and/or had just visited the Mbrumbung Market, Rembang Regency. The results showed that tourist attractions and pricing had a significant positive effect on tourist loyalty. Product diversity and service quality have a significant negative effect on tourist loyalty. Product diversity and service quality have a significant positive effect on tourist loyalty mediated by customer satisfaction from the results of the customer satisfaction path analysis test results are able to mediate the effect of product diversity and service quality on tourist loyalty. Tourist attractions have a significant negative effect on tourist loyalty mediated by customer satisfaction from the results of the customer satisfaction path analysis test is unable to mediate the effect of tourist attractions on tourist loyalty. Pricing had no significant negative effect on customer satisfaction-mediated traveller loyalty and from the results of the customer satisfaction path analysis test was unable to mediate the effect of pricing on tourist loyalty.
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1. INTRODUCTION

In the current era of globalization, business competition, especially in the tourism industry, has grown rapidly. Tourism is one of the development sectors that is currently being promoted by the government. This is because tourism has an important role in Indonesia's development and in the economic sector tourism plays a role as a foreign exchange earner, increasing job opportunities, and increasing people's income. This is in line with what is stated in Law Number 10 of 2009 concerning tourism which states that tourism is aimed at improving the welfare and prosperity of the people, expanding and equalizing business opportunities and employment, encouraging regional development, introducing and using tourist objects and attractions in Indonesia.

According to Utami (2016) tourist attraction is everything in a place that has uniqueness, beauty, convenience and value in the form of a diversity of natural and man-made wealth that is interesting and has value to be visited and seen by tourists. To increase tourist attraction related to the existence of something that is a tourist attraction, or an area should have a special attraction and cultural attractions that can be used as entertainment for tourists. What is witnessed can be in the form of natural scenery, activities, art, and tourist attractions, in tourist attractions, tourists must also be providedwith

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recreationalfacilities that can make tourists feel at home for longer in tourist destinations. If the facilities provided to tourists are in accordance with the wishes of tourists, it will affect tourist loyalty.

2. METHOD

The type of data used in this research conducted is subject data, which is the type of data in the form of opinions, attitudes, experiences or characteristics of a person or group of people or research subjects or respondents (Sugiyono, 2015).

The data source used in the research conducted came from primary data sources obtained from research instruments in the form of questionnaires filled out by respondents. According to Sugiyono (2015), primary data sources are data sources that directly provide data to data collectors. In the research conducted, to obtain primary data can be done by distributing questionnaires directly to tourists who have and/or have just visited the Mbrumbung Market, Rembang Regency.

This research used *path analysis* techniques using SPSS. Pathway analysis is a further development of multiple regression and *bivariate* analysis. Path analysis to test regression equations involving multiple exogenous variables or independent variables and endogenous variables or dependent variables at once thus allowing testing of mediation variables. In addition, path analysis can also measure direct relationships between variables in the model and indirect relationships between variables in the model (Ghozali, 2018). Thus the structural model of path analysis in the research conducted is:

$$Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon_1 \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (1)$$
$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_9 Z + \varepsilon_2 \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (2)$$

Information:

Y: Customer loyalty
α : Constant
β_1 : Product Diversity Regression Coefficient
β_2 : Tourist Attraction Regression Coefficient
β_3 : Pricing Regression Coefficient
β_4 : Service Quality Regression Coefficient
X_1 : Product Diversity
X_2 : Tourist Attractions
X_3 : Pricing
X_4 : Quality of Service
Z: Customer Satisfaction
β: Model Regression Coefficient
ε : Residuals/*errors*

Proving the hypothesis of the research conducted is:

1. The first hypothesis is accepted if the probability value of product diversity on customer loyalty at *regretion weight* is significant <0.05.
2. The second hypothesis is accepted if the probability value of tourist attractions on customer loyalty at *regretion weight* is significant< 0.05.
3. The third hypothesis is accepted if the probability value of pricing on customer loyalty at *regretion weight* is significant< 0.05.
4. The fourth hypothesis is accepted if the probability value of service quality on customer loyalty at *regretion weight* is significant< 0.05.
5. The fifth hypothesis is accepted if the probability value of product diversity on customer satisfaction on regretion weight is significant< 0.05 and the probability value of customer satisfaction on customer loyalty on *regretion weight* is significant< 0.05.
6. The sixth hypothesis is accepted if the probability value of tourist attractions on customer satisfaction on regretion weight is significant< 0.05 and the probability value of customer satisfaction on customer loyalty on *regretion weight* is significant< 0.05.
7. The seventh hypothesis is accepted if the probability value of pricing on customer satisfaction on regretion weight is significant< 0.05 and the probability value of customer satisfaction on customer loyalty on *regretion weight* is significant< 0.05.
8. The eighth hypothesis is accepted if the probability value of service quality to customer satisfaction at regretion weight is significant< 0.05 and the probability value of customer satisfaction to customer loyalty at regretion weight is significant< 0.05

9. The ninth hypothesis is accepted if the probability value of customer satisfaction with customer loyalty at *regretion weight* is significant< 0.05.

To determine the magnitude of the effect of the influence of mediation on the research conducted are:
1. The magnitude of the direct influence of product diversity, tourist attractions, pricing and service quality to customer loyalty can be seen through *the standardized direct effect* table. There is a direct relationship effect if the probability value of significance < 0.05.
2. The magnitude of the indirect influence of product diversity, tourist attractions, pricing and service quality to customer satisfaction and customer loyalty can be seen through the *standardized indirect effect* table. Indirect relationship influence occurs if the probability value of significance < 0.05.

3. RESULT AND DISCUSSION
Instrument Test
Reliability Test
From the reliability test results, all Cronbach Alpha values > 0.70 as shown in Table 1.

Table 1. Reliability Test Results

Variable	*Cronbach Alpha*	Standard	Information
Product Diversity (X_1)	0,854	0,70	Reliable
Attractions (X_2)	0,762	0,70	Reliable
Pricing (X_3)	0,884	0,70	Reliable
Quality of Service (X_4)	0,916	0,70	Reliable
Customer Satisfaction (Z)	0,904	0,70	Reliable
Traveller loyalty (Y)	0,882	0,70	Reliable

Based on the results of the reliability test in Table 1 above, it can be seen that all variables are said to be reliable, because the *Cronbach Alpha* value is more than 0.70.

Validity Test
Validity testing uses bivariate correlation which is done by calculating *Total Correlation (Corrected Item),* this analysis uses how to correlate each ndicator score with the total construct score. The data is considered valid if the result of the correlation is on the 641 *Pearson Correlation* number on each ndicator where the number is significant at the level of 0.05 (Ghozali, 2018). The results of the validity test can be seen in Table 2, as follows:641

Table 2. Validity Test Results

Statement Item	*Pearson Correlation*	Significance	Information
Product Diversity			
1	0.496	0.005	Valid
2	0.678	0.000	Valid
3	0.458	0.011	Valid
4	0.644	0.000	Valid
5	0.776	0.000	Valid
6	0.778	0.000	Valid
7	0.783	0.000	Valid
8	0.736	0.000	Valid
9	0.816	0.000	Valid
Tourist Attractions			
1	0.616	0.000	Valid
2	0.725	0.000	Valid
3	0.720	0.000	Valid
4	0.880	0.000	Valid
5	0.557	0.001	Valid
6	0.392	0.032	Valid
7	0.598	0.000	Valid

Quality of Service			
1	0.619	0.000	Valid
2	0.677	0.000	Valid
3	0.632	0.000	Valid
4	0.727	0.000	Valid
5	0.620	0.000	Valid
6	0.721	0.000	Valid
7	0.766	0.000	Valid
8	0.780	0.000	Valid
9	0.870	0.000	Valid
10	0.850	0.000	Valid
11	0.840	0.000	Valid
Pricing			
1	0.646	0.000	Valid
2	0.686	0.000	Valid
3	0.658	0.000	Valid
4	0.704	0.000	Valid
5	0.648	0.000	Valid
6	0.722	0.000	Valid
7	0.764	0.000	Valid
8	0.774	0.000	Valid
9	0.879	0.000	Valid
Customer Satisfaction			
1	0.829	0.000	Valid
2	0.820	0.000	Valid
3	0.751	0.000	Valid
4	0.795	0.000	Valid
5	0.861	0.000	Valid
6	0.782	0.000	Valid
7	0.730	0.000	Valid
Traveller Loyalty			
1	0.577	0.001	Valid
2	0.696	0.000	Valid
3	0.579	0.001	Valid
4	0.830	0.000	Valid
5	0.738	0.000	Valid
6	0.698	0.000	Valid
7	0.635	0.000	Valid
8	0.466	0.009	Valid
9	0.557	0.001	Valid

Based on the results of the validity test in Table 2, it was found that in the variables of product diversity with 9 statements, tourist attractions with 7 statements, pricing with 9 statements, service quality with 11 statements, customer satisfaction with 7 statements and tourist loyalty with 9 statements.

Path Analysis Test Results
The results of *the path analysis* test can be seen in Table 3 below:

Table 3. *Path Analysis Test Results*

No.	Variable	Influence	Diversity Product	Tourist Attractions	PriceSetting	Quality of Service	Customer Satisfaction
1	Customer Satisfaction	*Dirrect Effect*	0,347	-0,104	-0,960	1,326	-
		Indirrect Effect	-	-	-	-	-

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		Total Effect	**0,347**	**-0,104**	**-0,960**	**1,326**	
		Dirrect Effect	-0,270	0,470	0,849	-0.599	0,645
2	Loyalty Tourist	*Indirrect Effect*	0,224*	-0,067*	-0,619*	0,855*	-
		Total Effect	**-0,046**	**0,403**	**0.230**	**0.256**	**0.645**

Information:
*0.347 x 0.645 = 0.224
*-0.104 x 0.645 = -0.067
*-0.960 x 0.645 = -0.619
*1.326 x 0.645 = 0.855

Based on the results of the pathway analysis study, the results of direct effect, *indirect* effect and total *effect* were obtained in Table 4, as follows:

Table 4. Test Results *of Dirrect Effect, Indirrect Effect and Total Effect*

Variable	Direct Effect	Indirect Effect	Total Effect	Information
Traveller Loyalty Product Diversity←	-0,270	0,224	-0,046	Customer Satisfaction is able to mediate the effect of product diversity on tourist loyalty
Tourist Loyalty Attractions←	0,470	-0,067	0,403	Customer satisfaction is unable to mediate the influence between tourist attractions and tourist loyalty
Traveler Loyalty Pricing ←	0,849	-0,619	0,230	Customer satisfaction is unable to mediate the influence between pricing and traveller loyalty
Traveler Loyalty Quality of Service←	-0,599	0,855	0,256	Customer satisfaction is able to mediate the influence between service quality and tourist loyalty

Based on the results of the *Path Analysis* Test above, hypothetical results are obtained, as follows:
1. **The effect of product diversity on customer satisfaction-mediated traveller loyalty.**
Based on the results of the *path analysis* test, it was found that the value of the product diversity dirrect effect of -0.270 and *the indirect effect* of 0.244 increased, so it shows that customer satisfaction can mediate the influence between product diversity on tourist loyalty.
2. **The influence of tourist attractions on customer satisfaction-mediated traveller loyalty.**
Based on the results of the *path analysis* test, it was found that the value of the direct effect of tourist attractions was 0.470 and *the indirrect effect* of -0.067 decreased, so it shows that customer satisfaction cannot mediate the influence between tourist attractions on tourist loyalty.
3. **The effect of pricing on customer satisfaction-mediated traveller loyalty.**
Based on the results of the *path analysis* test, it was found that the value of the *pricing dirrect* effect of 0.849 and *the indirrect effect* of -0.619 decreased, so it shows that customer satisfaction cannot mediate the influence between pricing and tourist loyalty.
4. **The effect of service quality on tourist loyalty mediated by customer satisfaction.**
Based on the results of the *path analysis* test, it was found that the value of the dirrect effect of service quality of -0.599 and *the indirrect effect* of 0.855 increased, so it shows that customer satisfaction can mediate the influence between service quality and tourist loyalty.

Sobel Test Results
This Sobel Test is carried out by testing the strength of the indirect influence of the independent variable (X) to the dependent variable (Y) through the Mediation variable (Z), calculated by the formula, as follows:
1. **The effect of customer satisfaction in mediating product diversity on traveller loyalty**

$$SP\,2P3^2 = \sqrt{P3^2 SP^2 \; + \; P2^2 \; SP3^2 \; + \; SP2^2 SP3^2}$$

$SP2P3 = \sqrt{(0,645)^2.(0,050)^2 + (0,347)^2.(0,079)^2 + (0,050)^2.(0,347)^2}$

$\quad\quad = (0.416 \times 0.002) + (0.120 \times 0.006) + (0.002 \times 0.120)$

$\quad\quad = 0.000 + 0.000 + 0.000$

$\quad\quad = 0.000$

Based on the results of the calculation above, the probability value of customer satisfaction is 0.000, so it can be said that there is an indirect influence, because the probability value of significance is 0.000 which means < 0.05.

2. **The effect of customer satisfaction in mediating tourist attractions on tourist loyalty**

$$SP\,2P3^2 = \sqrt{P3^2 SP^2 \; + \; P2^{2\,2} SP3^2 \; + \; SP2^2 SP3^2}$$

$SP\,2P3^2 = \sqrt{(0,645)^2.(0,106)^2 + (-0,104)^2.(0,082)^2 + (0,106)^2.(0,082)^2}$

$\quad\quad = (0.416 \times 0.011) + (0.010 \times 0.006) + (0.011 \times 0.006)$

$\quad\quad = 0.004 + 0.000 + 0.000$

$\quad\quad = 0.004$

Based on the results of the calculation above, the probability value of the tourist attraction variable is 0.004, so it can be said that there is an indirect influence, because the probability value of significance is 0.004 which means < 0.05.

3. **The effect of customer satisfaction mediating pricing on traveller loyalty**

$$SP\,2P3^2 = \sqrt{P3^2 SP^2 \; + \; P2^{2\,2} SP3^2 \; + \; SP2^2 SP3^2}$$

$SP\,2P3^2 = \sqrt{(0,645)^2.(0,213)^2 + (-0,960)^2.(0,180)^2 + (0,213)^2.(0,180)^2}$

$\quad\quad = (0.416 \times 0.045) + (0.921 \times 0.032) + (0.045 \times 0.032)$

$\quad\quad = 0.018 + 0.029 + 0.001$

$\quad\quad = 0.048$

Based on the results of the calculation above, the probability value of the pricing variable is 0.048, so it can be said that there is an indirect influence, because the probability value of significance is 0.048 which means < 0.05.

4. **The effect of customer satisfaction in mediating service quality on tourist loyalty**

$$SP2P3^2 = \sqrt{P3^2 SP^2 \; + \; P2^{2\,2} SP3^2 \; + \; SP2^2 SP3^2}$$

$SP^2P3 = \sqrt{(0,645)^2.(0,166)^2 + (1,326)^2.(0,165)^2 + (0,166)^2.(0,165)^2}$

$\quad\quad = (0.416 \times 0.027) + (1.758 \times 0.027) + (0.027 \times 0.027)$

$\quad\quad = 0.011 + 0.047 + 0.000$

$\quad\quad = 0.058$

Based on the results of the calculation above, the probability value of the service quality variable is 0.058, so it can be said that there is an indirect influence, because the probability value of significance is 0.05 which means < 0.10.

The equation of the two independent variables of product diversity (X_1) has a significant negative value, meaning that if the variable decreases, it will have a major effect on reducing the dependent variable, namely tourist loyalty (Y). The free variables of tourist attraction (X_2) and pricing (X_3) have a significant positive effect, meaning that if the variable increases, it will have an effect on increasing the dependent variable, namely tourist loyalty (Y). The free variable of service quality (X_4) has a negative value that is not significant if The variable decreases so it will have a small effect on reducing the dependent variable, namely tourist loyalty (Y). The customer satisfaction variable (Z) has a significant positive effect on tourist loyalty (Y), this means that the customer satisfaction variable can mediate the tourist loyalty variable.

Hypothesis Test Results

Based on the results of the Regression Test, *Path Analysis* and Sobel Test above, hypothetical results are obtained, as follows:

1. **The result of the first hypothesis, the effect of product diversity (X_1) on Traveller Loyalty (Y)**

The first hypothesis states that it is suspected that product diversity has a significant positive effect on tourist loyalty. Based on the results of pa th tests that have been conducted between product diversity to tourist loyalty showing a beta coefficient value of -0.270 and a significance value of 0.000, it can be

concluded that the beta coefficient is negative and the significance value is less than 0.05 thus the first hypothesis stating that product diversity allegedly has a significant positive effect on tourist loyalty is rejected.

2. **The result of the second hypothesis, the effect of tourist attractions (X_2) on Tourist Loyalty (Y)**

The second hypothesis states that it is suspected that tourist attractions have a significant positive effect on tourist loyalty. Based on the results of the path test that has been carried out between tourist attractions on tourist loyalty showing a beta coefficient value of 0.470 and a significance value of 0.000 , it can be concluded that the beta coefficient is positive and the significance value is less than 0.05 thus the second hypothesis stating that it is suspected that tourist attractions have a significant positive effect on tourist loyalty is accepted.

3. **The result of thethird hypothesis, the effect of pricing (X_4) on tourist loyalty (Y)**

The third hypothesis states that it is suspected that pricing has a significant positive effect on tourist loyalty. Based on the results of the path test that has been carried out between pricing on tourist loyalty showing a beta coefficient value of 0.849 and a significance value of 0.000, it can be concluded that the beta coefficient is positive and the significance value is less than 0.05 thus the third hypothesis that states that it is suspected that pricing has a significant positive effect on tourist loyalty is accepted.

4. **The result of the fourth hypothesis, the effect of service quality (X_4) on tourist loyalty (Y)**

The fourth hypothesis states that it is suspected that the quality of service has a significant positive effect on tourist loyalty. Based on the results of the path test that has been carried out between the quality of service to tourist loyalty shows a beta coefficient value of -0.599 and a significance value of 0.000, it can be concluded that the beta coefficient is negative and the significance value is less than 0.05 thus the fourth hypothesis that states that it is suspected that service quality has a significant positive effect on tourist loyalty is rejected.

5. **The fifth hypothetical result, the effect of product diversity (X_1) mediated by customer satisfaction (Z) on traveler loyalty (Y)**

The fifth hypothesis states that it is suspected that product diversity mediated by customer satisfaction on tourist loyalty has a significant positive effect on tourist loyalty. Based on the results of the pa th test that has been carried out showing a beta coefficient value of 0.347 and a significance value of 0.000, it can be concluded that the beta coefficient is positive and the significance value is less than 0.05 thus the fifth hypothesis stating that it is suspected that product diversity mediated by customer satisfaction on tourist loyalty has a significant positive effect is accepted.

6. **The sixth hypothetical result , the effect of tourist attractions (X_2) mediated by customer satisfaction (Z) on tourist loyalty (Y)**

The sixth hypothesis states that it is suspected that the effect of product diversity mediated by customer satisfaction on tourist loyalty has a significant positive effect. Based on the results of the pa th test that has been carried out showing a beta coefficient value of -0.104 and a significance value of 0.004, it can be concluded that the beta coefficient is negative and the significance value is less than 0.05, thus the sixth hypothesis that states the suspected effect of product diversity mediated by customer satisfaction on tourist loyalty has a significant positive effect is rejected.

7. **The result of theseventh hypothesis, the effect of price-mediated (X_3) customer satisfaction (Z) on traveler loyalty (Y)**

The seventh hypothesis states that it is suspected that pricing mediated by customer satisfaction on tourist loyalty has a significant positive effect. Based on the results of the pa th test that has been carried out showing a beta coefficient value of -0.960 and a significance value of 0.048 it can be concluded that the beta coefficient is negative and the significance value is 0.048, it can be concluded that the beta coefficient is negative and significant less than 0.05 thus the seventh hypothesis that states allegedly customer satisfaction mediated pricing On the loyalty of tourists has a significant positive effect on being denied.

8. **The result of the eighth hypothesis, the effect of service quality (X_4) mediated by customer satisfaction (Z) on tourist loyalty (Y)**

The eighth hypothesis states that it is suspected that the effect of service quality mediated by customer satisfaction on tourist loyalty has a negative effect insignificant. Based on the results of the path test that has been carried out showing a beta coefficient value of 1.326 and a significance value of 0.058, it can be concluded that the beta coefficient is positive and the significance value is more than 0.05, thus the eighth hypothesis that states the suspected effect of service quality mediated by customer satisfaction on tourist loyalty has a significant positive effect is accepted.

9. The result of theninth hypothesis, the effectof customer satisfaction (Z) on tourist loyalty (Y)

The ninth hypothesis states that it is suspected that customer satisfaction has a direct effect on tourist loyalty. Based on the results of the path test that has been carried out between customer satisfaction with tourist loyalty shows a beta coefficient value of 0.645 and a significance value of 0.000, it can be concluded that the beta coefficient is positive and the significance value is less than 0.05. Thus the ninth hypothesis that states presumed k Customer satisfaction has a significant positive effect on the loyalty of tourists received.

Based on the results of the Regression Test, *Path Analysis* and Sobel Test above, hypothetical results are obtained, as follows:

Table 5. Hypothesis Test Results

Bound Variables	Free Variable	B	Sig	Information
Customer Satisfaction	Product diversity	0,347	0,000	Ha: accepted
	Tourist Attractions	-0,104	0,330	Ha: rejected
	Pricing	-0,960	0,000	Ha: rejected
	Quality of Service	1.326	0,000	Ha: accepted
Traveller loyalty	Product Diversity	-0,270	0,000	Ha: rejected
	Tourist Attractions	0,470	0,000	Ha: accepted
	Pricing	0,849	0,000	Ha: accepted
	Quality of Service	-0,599	0,000	Ha: rejected
	Customer Satisfaction	0,645	0,000	Ha: accepted

Discussion

1. The Effect of Product Diversity on Traveller Loyalty

The results of the first hypothesis test, thevariety of products has a significant positive effect on Tourist Loyalty, if the large selection of products that can meet customer desires with the quality provided can either affect the increase in customer loyalty or vice versa. The results of this study are consistent with research conducted by Annisa, et al (2022) stating that the variable of product diversity has a significant positive effect on customer loyalty.

According to Kotler and Armstong (2013), product diversity is a collection of all products and goods offered by business actors to consumers. Product diversity is a collection of all products and goods offered by a particular seller to consumers. One of the key elements in business competition is the diversity of products provided by business actors to consumers (Tjiptono, 2017).

2. Affect Tourist Attractions on Tourist Loyalty

The results of the second hypothesis test, tourist attractions have a significant positive effect on tourist loyalty, if the tourist attractions given to tourists related to uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made results given are good, this can affect the increase loyalty of tourists. This is possible because currently Mbrumbung Market tourists have many references to other tourist destinations. The results of this study are consistent with research conducted by Nurohman and Lestari (2019), Utami and Eviana (2019) stating that tourist attraction variables have a significant positive effect on tourist loyalty.

According to Rossadi and Widayati (2018) tourist attractions or attractions are everything that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made products that are the target or purpose of tourist visits.

3. How Pricing Affects Traveller Loyalty

The results of the third hypothesis test, Pricing has a significant positive effect on Traveller Loyalty, if the pricing given to customers is good, it will have a major influence on increasing tourist loyalty. The

results of this study are consistent with research conducted by Rohmawati (2019) stating that pricing variables have a significant positive effect on customer loyalty.

According to Kotler and Kotler (2012), pricing is a sum of money charged on a particular product. Companies set prices in a variety of ways in smaller companies; prices are often set by top management. In large companies, pricing is usually handled by division managers or product line managers. Even within these companies, top management drafts goals and policies on general pricing and often agrees to prices proposed by lower-ranking management. According to Gitosudarmo (2019), pricing is a sum of money used to obtain certain products in the form of goods or services. Prices are not only intended for purchases made in markets and supermarkets, prices can also be intended for the buying and selling process *online* in the *marketplace* or on social media.

4. The Effect of Service Quality on Tourist Loyalty

The results of the fourth hypothesis test, Service Quality has a significant negative effect on Tourist Loyalty, if the quality of service provided to customers is good, it will have a major effect on the decrease in tourist loyality or vice versa, maybe because of the first time customers Feel given good service , but in the future when the customer comes back, the service provided is different, it will have an impact on tourist loyalty. The results of this study are inconsistent with research conducted by Listyawati (2019) stating that service quality has a positive and significant effect on customer loyalty.

According to Tjiptono in Karlina, et al (2019) provide a definition that "service quality focuses on efforts to meet consumer needs and desires as well as the accuracy of delivery to meet consumer expectations". Based on the quote above, it can be concluded that service quality is a measure of service provided by sellers to customers in meeting consumer needs in order to achieve customer satisfaction. According to Lewis and Booms in Riyanto (2018), service quality is a measure of how well the level of service provided is able to match customer expectations.

5. The effect of product diversity on customer satisfaction-mediated traveller loyalty.

The results of the fifth hypothesis test, product diversity has a significant positive effect on customer satisfaction and from the results of the customer satisfaction path analysis test can mediate the influence between product diversity and tourist loyalty, if the diversity of products provided to customers is good it will make customers feel satisfied so that it can increase customer loyalty. The variety of products provided is a diversity of products in many variants so that it provides its own appeal for consumers, many consumers are interested and curious so they come to make the purchase process. The more complete the product variants owned, the greater the consumer satisfaction, because consumers do not need to look for products at other *outlets* because consumers get products according to consumer wishes. According to Utami in Hidayat and Fujud (2019), product diversity is a decision regarding the depth and width of product diversity, the variety of each product and the quality of the product, in addition to product diversity that shows more choices available, the possibility of meeting needs is greater, so consumers do not need to waste time and energy to find the desired product.

The results of this study are consistent with research conducted by Rohman and Marlena (2021) stating that the variable of product diversity mediated by customer satisfaction has a significant positive effect on customer loyalty.

6. The influence of tourist attractions on customer satisfaction-mediated traveller loyalty.

The results of the sixth hypothesis test, tourist attractions have a significant positive effect on customer satisfaction and from the results of the customer satisfaction path analysis test can mediate the influence between product diversity and tourist loyalty, if the ataraksi given to customers is good and makes customers satisfied then it will have an impact on increasing tourist loyalty. Tourist attractions, according to Rossadi and Widayati (2018) tourist attractions or attractions are everything that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made products that are the target or destination of tourist visits. According to Witt & Mountinho in Fitroh et al (2017), tourist attractions or tourist destinations are the main drivers for tourists. Tourist attractions are the most important component of a tourist attraction, which is often the main reason visitors come. Tourist attractions that are distinctive and different from others, become the main attraction for visitors, in other words, tourist attractions serve to attract people's attention to visit tourist destinations.

The results of this study are consistent with research conducted by Utami & Eviana (2019) stating that tourist attraction variables mediated by customer satisfaction have a significant positive effect on customer loyalty.

7. **The effect of pricing on customer satisfaction-mediated traveller loyalty.**

The results of the seventh hypothesis test, pricing has a negative insignificant effect on customer satisfaction and from the results of the customer satisfaction path analysis test cannot mediate the influence between pricing and tourist loyalty, if the price given to bad customers is not in accordance with customer wishes it cannot make customers satisfied so that it will have an impact increase tourist loyalty. Price is the value of an item and is expressed by money (Alma, 2018). Price determination is the value exchanged by consumers in obtaining or owning a product or service. Marketers in a company must really set the right and reasonable price for the product or service offered because the right price is the key to creating and capturing customer value. Pricing in the context of tourism is complex because it has a number of fundamental characteristics and factors, including product durability, costs incurred for service providers, time (*season*), tourist characteristics, product uniqueness, level of market competition and sultanates in accurately forecasting tourism demand (Kamra, 2017).

The results of this study are inconsistent with research conducted by Utami & Eviana (2019) stating that customer satisfaction-mediated pricing variables have a significant positive effect on customer loyalty.

8. **The effect of service quality on traveller loyalty mediated by customer satisfaction**

The results of the eighth hypothesis test, service quality has a significant positive effect on customer satisfaction and from the results of the customer satisfaction path analysis test can mediate the influence between service quality and tourist loyalty, if the quality provided to customers is good so as to make customers satisfied then it will have an increasing impact loyalty of tourists. According to Tjiptono in Karlina, et al (2019), service quality focuses on efforts to meet consumer needs and desires as well as the accuracy of delivery to represent consumer expectations. Based on the quote above, it can be concluded that service quality is a measure of service provided by sellers to customers in meeting consumer needs in order to achieve customer satisfaction.

The quality of service is considered good if the service provided is in accordance with what is expected by consumers, while if it exceeds what consumers expect, it can be said that the service is very satisfying, but sometimes there is also service that is not in accordance with what consumers expect. Service is said to be bad, if the company is felt unable to meet consumer desires, both through products and through company services. Lewis & Booms in Riyanto (2018) suggest that service quality is a measure of how good the level of service provided is able to match customer expectations so that it causes satisfaction and will affect consumer loyalty.

The results of this study are consistent with the research of Putri and Isdiana (2019) stating that the variable of service quality mediated by customer satisfaction has a significant positive effect on customer loyalty.

9. **The Effectof Customer Satisfaction on Traveller Loyalty**

The results of theninth hypothesis test, Customersatisfaction has a significant positive effect on Traveller Loyalty, if tourists are satisfied it can increase tourist loyalty. If performance fails to meet expectations, customers will be dissatisfied. If the performance is in line with expectations, customers will be satisfied. In addition, if the performance exceeds expectations, customers will be very satisfied or happy. Consumer satisfaction is a real comparison of consumer expectations before buying and after, of the product purchased. The existence of consumer satisfaction, causing a positive response in the form of repeat purchases, and encouraging other consumers to buy the same product. Producers will generate exponentially more profits by spreading information from consumers to other consumers (Sumarwan, 2017). According to Kotler and Keller (2012), satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of the product (or results) against customer expectations. The results of this study are consistent with the research of Elrado, et al (2014) customer satisfaction has a significant effect on customer loyalty.

4. **CONCLUSION**

The results showed that tourist attractions and pricing had a significant positive effect on tourist loyalty. Product diversity and service quality have a significant negative effect on tourist loyalty. Product

diversity and service quality have a significant positive effect on tourist loyalty mediated by customer satisfaction from the results of the customer satisfaction path analysis test results able to mediate the influence of diversity products and service quality to the loyalty of tourists. Tourist attractions have a significant negative effect on tourist loyalty mediated by customer satisfaction from the results of the customer satisfaction path analysis test is unable to mediate the influence of tourist attractions against the loyalty of tourists. Pricing had a negative insignificant effect on customer satisfaction-mediated traveller loyalty and customer satisfaction path analysis was not able to mediate the effect pricing on the loyalty of tourists.

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