



Local Young Tourist' Perceptions of Service Quality, Motivation, Satisfaction, Loyalty in Choosing Dunia Fantasi (Dufan) as Tourist Attraction

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Abstract

As a potential market in tourism industry, young tourist can be seen as a component of the tourism market as a whole (Moisa, 2010). Tourism policy in Indonesia is planning to organize a travel fair targeted at local youth (Hudaya, 2012). Based on exploration study that 70% respondent chosen Dunia Fantasi(Dufan) in Jakarta as tourist attraction. The aim of this study is to investigate local young tourist' perception of service quality, motivation, satisfaction, loyalty in choosing Dufan as tourist attraction. The research model investigates the relevant relationship among the construct by using Partial Least Square (PLS) method by computational assistance program Smart PLS was used to process the data. The result shown that Perception of SERVQUAL of young tourist relate to motivation in choosing Dufan as tourist attraction; Motivation of young tourist relate to satisfaction in choosing Dufan as tourist attraction; Satisfaction of young tourist relate to loyalty in choosing Dufan as tourist attraction. This study suggestion a good perception of service quality will build motivation and satisfaction from the young local tourist when choosing tourist attraction, particularly Dufan. These three variables must be maintain by Dufan as a theme park in order to enhance the loyalty of the young local tourist. In practical contributions, this study can be used as a reference for quality tourism services policies in Indonesia especially for young tourist.

Keywords: *young tourist, tourist attraction, Dufan, perception of service quality, motivation, satisfaction, loyalty*

I. INTRODUCTION

Young tourist still potential market in tourism world. Studies shows establish the size of the young tourist market over the years. Actually young tourism can be seen as a component of the tourism market as a whole (Moisa,2010). Kasali (2000) said that market segmentation is good if they have characteristics of considerable potential in term of its market. Studies of young tourist is very important because in the future he/she will be



adult visitor (Boukas, 2008). Based on exploration study from 50 respondent of local young tourist 70% chosen Dunia Fantasi (Dufan) in Jakarta as tourist attraction. However, limited information on local young tourist' perception of service quality, satisfaction, loyalty in choosing Dufan as domestic tourism attraction. Therefore, the aim of this study is to investigate local young tourist' perception of service quality, satisfaction, loyalty in choosing Dufan as tourist attraction. Sub subject research as follows: (1)What is local young tourist perception of service quality relate to motivation in choosing Dufan as tourist attraction?; (2) What is local young tourist motivation relate to satisfaction in choosing Dufan as tourist attraction? ; (3) What is local young tourist satisfaction relate to loyalty in choosing Dufan as tourist attraction?

In practical contributions, this study can be used as a reference for quality tourism services policies in especially for young tourist.

II. LITERATURE REVIEW, HYPOTHESIS AND RESEARCH MODEL

Young tourist

Studies about young tourist have been increasing the importance to focus on this market and examine its uniqueness. The results of the previous studies showed specific phenomenon. Young tourist has special differentiation such as in high mobility level, complexity of motivation, budget allocation, duration of stay (Moisa, 2010). UNESCO understands that young people are a heterogeneous group in constant evolution and that the experience of 'being young' varies (unesco.org, 2012). Although there are some studies that considering the complexities about youthfulness in behavioral term, in this research, young tourist is not approached by the behavioral term of the young feeling or act like young person. The term of young tourist is more into the age characteristics. According to the Indonesian context due to UU No. 40/ 2009, it is declared that young person is a person around 16 until 30 year of ages. Therefore, this study is more referring to young tourist (college students) on those ages.

Tourist Attraction

Tourist destination will provide definition of a tourism attraction as being a "named site with a specific human or natural feature which is the focus of visitor and management attention" (Pearce 1991, p. 46). While according to Gun (1985) and Leiper (1990), attraction provide major symbols and images of destination to the public. Swarbrooke (2002:4) provide a more broader definition of visitor attraction:

A visitor attraction is a feature in an area that is a place, venue or focus of activities and does the following things:



1. Sets out to attract visitors/day visitors from resident or tourist population, and is managed accordingly
2. Provides a fun and a pleasurable experience and an enjoyable way for customers to spend their leisure time.
3. Is developed to realize this potential.
4. Is managed as an attraction, provide satisfaction to its customers.
5. Provides an appropriate level of facilities and services to meet and cater to the demands, needs and interests of its visitors.
6. May or not charge an admission for entry (Walsh-heron and Stevens, 1990)

Swarbrooke (2002:5) also provide the four main types of attractions:

1. Features within the *natural environment*.
2. *Human-made buildings, structures and sites that were designed for a purpose other than attracting visitors*, such as religious worship, but which now attract substantial numbers of visitors who use them as leisure amenities.
3. Human-made buildings, structures and sites that are designed *to attract visitors and are purpose built to accommodate their needs, such as theme parks*.
4. Special events.

The tourist attraction which was taken as the research object is Dunia Fantasi (Dufan) as famous tourist attraction in Jakarta Indonesia. According to the definition from Swarbrooke, Dufan can be categorized as a theme park.

Dunia Fantasi (Dufan)

Dunia fantasi (Dufan) is known as an icon for recreation with characteristic theme park. The theme park complies with international standards through ISO 9001:2000 certification. Dufan has a mascot which one is the Ape Baboon or proboscis monkey as symbol. Other mascots is such a fat Frog, witty, flirty Tapir Bison pigs greedily. It was described as a symbol or emblem of joy. Dufan contains rides-rides can be very interesting, so that visitors who come are expected to feel the sensation of joy and pleasure after enjoying various games in Dufan. In addition to the rides, in it there is also a souvenir shops, stalls and restaurants and there were also events attractions present at any time. Popular attractions are the Halilintar twisted roller coaster ride, Niagara flume



ride, Istana Boneka (a local version of Disney's It's a Small World) and Balada Kera (Monkey Parody animatronics show) Theater show. Other attractions include Bianglala (ferris wheel), Kora-Kora (swinging ship), Poci-Poci (spinning cups ride), and Hysteria. Dufan location is close Jakarta, that to be able to not go out of the city. The cost to recreation was not too high to be compared by the vehicle that could be tried (bestindonesianisland, 2012). Therefore, Dufan was chosen as the research object of this study.

Relation Between Young Tourist Perception of Service Quality and Motivation

Previous studies have shown that a perception study based on tourist experiences has been widely used to measure service or product quality (Yusof & Rahman, 2011). One of the main dimensions of creating in destination image or positive word of mouth of some destination is a level of tourism service quality perceived by tourists and visitors. There is a consensus among these numerous quality service models that the dimensions of perception, expectation, and satisfaction are defined by the customer and not by the service provider (Berry, Parasuraman, & Zeithaml, 1988). Tourists' perception varied in degree (Hilery et al, 2001). Tourist perception is the tourist's comprehensive perception on the attractions, environment, products and services in tourism destination, different types of tourist differ different perception. In this study perception of service quality focus on local Indonesian young tourist. While to measure the service quality, the SERVPERF concept by Cronin and Taylor (1992) that improved five service quality construct of SERVQUAL(tangibles, reliability, responsiveness, assurance, empathy) was adopted. Based on the literature review, the first hypothesis proposed is:

H1 : Perception of SERVQUAL of young tourist relate to motivation in choosing Dufan as tourist attraction.

Relation Between Young Tourist Motivation and Satisfaction

Motivations on the travel decision is a process and it is important aspect when young tourist analyzing destination intentions (Hoyer and MacInnis, 2007). The meaning of the statement is if young tourist is motivated to go to the domestic destination he/she will find a way to go there. Motivation is a fundamental problem in the study of tourist, because motivation trigger person doing the trip. Travelling motivation can differ as follows: (1)Push motivation (internal), such as: the desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction. (2)Pull motivation (external), such as: destination's attractiveness, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, parks (McGehee, Loker-Murphy, Uysal, 1996). However, only one travelling motivation force or both could have positive or negative

relationships with travel satisfaction. Travel satisfaction used as an assessment tool for evaluation of travel experiences (Bramwell, 1998). It is important to gain a clear picture of motivation that corresponds to different levels of satisfaction (Hailin & Elsa, 1999). The hypothesis proposed by this study is:

H2 : Motivation of young tourist relate to satisfaction in choosing Dufan as tourist attraction.

Relation Between Young Tourist Satisfaction and Loyalty

Satisfaction of tourist is greatly related to their needs and purposes for travel. Tourist satisfaction is important to successful tourism destination because it influences the choice of destination, the consumption of goods and services, and the decision to return. Studies found destination attributes impact critical to the overall satisfaction levels of tourists (Kozak & Rimmington, 2000). In marketing, tourist satisfaction and tourist loyalty important to known for the successful tourism program. Tourist loyalty refer to repeat purchases or recommendation to other people (Flavian, Martinez & Polo, 2001). Understanding of loyalty need to consider both motivation and satisfaction constructs simultaneously (Yoon & Uysal, 2005). The hypothesis proposed by this study is: H3: Satisfaction of young tourist relate to loyalty in choosing Dufan as tourist attraction

Figure 2. Research Model



III. RESEARCH METHOD

The study focuses on Dunia Fantasy (Dufan) as the largest theme park in Indonesia, where tourist can come to feel and enjoy recreational rides for leisure. Target



population are young people aged between 16-30 years of ages, those who've been minimum once trip to Dufan for last three years. Questionnaire given to the respondents by intercepting potential respondents and asked whether willing to fill out the questionnaire, with screening question: has she/he visited Dufan in last three years. The number of questionnaires collected is 110 but in the process of screening fit for used is 102. The measurement used in this questionnaire was adapted from previous studies (Sekaran, 2003). The measurement which was derived from previous studies has to be appeared in term of validity and reliability (Taylor, Celuch, and Goodwin, 2004). Questionnaire items adapted from SERVQUAL. Model SERVPERF negating expectations of customers in the measurement of the quality of services. Thus model SEVPERF measuring the performance of the quality of services they based on perception of customers. The measurement which was derived from previous studies has to be appeared in term of validity and reliability (Taylor, Celuch, and Goodwin, 2004). This study also used multiple items in order to enhance the reliability of the measures (Suh&Yi, 2006). All measures used in this study were estimated on five point Likert scales: 1- strongly disagree to 5- strongly agree. The data for this research was obtained through self-administered questionnaire from students in private university ABC; which have had visited Dufan at least once in the last two year.

The method of sampling that is used for data collection is the convenience sampling method. The sample size of 110 respondent was set, because minimum requirement number of samples in the Partial Least Square (PLS) between 30 until 100 (Latan&Ghozali,2012). This research applied Partial Least Square (PLS) method by computational assistance program Smart PLS was used to process the data (Ringle, Wende and Will, 2005). Based on the recommendation of Anderson and Gerbing (1988), a two-step approach was adopted in analyzing survey data. This two-step approach emphasizes the analysis of two conceptually distinct latent variable models: the measurement model (outer model) and the structural model (inner model). The measurement model which was conducted to confirm the suitability of the proposed scales using the criteria of reliability and validity was estimated before the structural model. Then, the structural model was used to test the relationship between constructs.

IV. FINDING AND DISCUSSION

Based on samples obtained some characteristic respondents. From 102 respondents, 59% number of respondents is male, 41% of respondent is female. Then 17-19 year of ages is 17%, 20-22 year of ages is 69%, 23-25 year of ages is 13%, more than 25 year of ages is 1% . Frequency visit to Dufan in 1-2 times is 78%, 3-4 times is 15%, more



than 4 times is 7%. While most recently visited Dufan in the last year is 56%, in two last year is 30%, in three last year is 14%.

Model of Measurement (Outer Model)

Validity and reliability testing was done with a confirmatory factor analysis. The validity of the testing done by the validity of convergent and discriminant validity. The convergent validity is measured by observing the loading factor, the significance of the items (> 2.58) and average variance extracted (AVE). To measure reliability is carried out by means of a composite reliability (Latan&Ghozali,2012) said that in testing the validity of the convergent factor loading, the value must be greater than 0.7 and the value of the average variance extracted (AVE) is greater than 0.5. Then Chin (Latan and Ghozali ,2012) stated that loading factor value between 0.5-0.6 can still tolerance for scale development. In this study the scale development of measurement is carried out. Therefore, the value of the limit of loading factor is 0.6 to 0.8. convergent validity of measurement results can be seen in table 1.

Table 1. Validity of Measurement

<i>Variables & indicators</i>		<i>Loading factor</i>	<i>t-statistic</i>
<i>Service quality (CR=0.876, AVE=0.544)</i>			
PA1	You believe that Dufan' staff give the best to visitors.	0.649	10.866
PA3	Dufan' staff are polite.	0.732	9.757
PRL4	Shows in Dufan goes well.	0.662	9.041
PRP1	Dufan' staff serve you well.	0.869	25.103
PRP2	Dufan' staff speak clearly.	0.796	14.205
PRP3	Dufan staff willing to help you.	0.693	8.774
<i>Motivation (CR=0.864, AVE=0.517)</i>			
MPS2	You feel relaxed at Dufan.	0.630	7.148
MPL1	Dufan has modern entertainment.	0.676	8.365
MPL2	Dufan has interesting recreational rides.	0.691	8.243
MPL3	Dufan has interesting shows .	0.843	23.865
MPL4	Dufan has diverse shows.	0.773	14.034
MPL5	Dufan has a diverse shopping venues.	0.681	7.148
<i>Satisfaction (CR= 0.853, AVE= 0.592)</i>			
S1	You get a pleasant experience at the Dufan.	0.709	10.674
S2	Your recreational needs fulfilled at Dufan.	0.813	24.901
S3	You feel excited at Dufan.	0.746	11.500
S4	Your expectations of Dufan fulfilled.	0.805	21.065
<i>Loyalty (CR=0.875, AVE= 0.637)</i>			
L1	If there is a chance, you will visit Dufan	0.837	21.734



	again.		
L2	You would recommend Dufan to your friends.	0.857	27.620
L3	If you want to fill a vacation, your first choice is Dufan	0.708	11.015
L4	You will say good things about Dufan to your friends.	0.782	16.897

Notes: CR=composite reliability; AVE=average variance extracted; all indicators are significant at $\alpha = 1\%$ ($t > 2.58$).

Discriminant validity testing is done by comparing the value of the correlation between variables with the value of the square root AVE. Latan and Ghazali (2012) explained that in order for discriminant validity are met then the value of the square root AVE must be greater than the value of the correlation between variables. In this study, testing discriminant validity have been met. The results of calculation of discriminant validity can be seen in table 2.

Tabel 2. Discriminant Analysis.

	Loyalty	Motivation	SQ	Satisfaction
Loyalty	0.798			
Motivation	0.458	0.719		
SQ	0.380	0.463	0.738	
Satisfaction	0.597	0.530	0.459	0.769

Source: The results of data processing

Measurement reliability to consider consistency and accuracy variable in a model (Latan & Ghazali, 2012). Reliability measured by composite reliability. Side reliability variables is both if value reliability composite above 0.7 (Latan and Hengky, 2012). Results testing of reliability shown that value composite reliability for variables service quality, motivation, satisfaction and loyalty above 0.7. Thus all variables are reliable.

Structural Model (Inner Model)

To test the structural relationships, the hypothesized paths were estimated. The results are reported in Table 3. The fit of the model is acceptable because all hypotheses result t-statistic significant at alpha 0,5% ($t > 2,58$).



Table 3. Results of hypotheses testing

Hypotheses	Path	Standardized Coefficient	t-statistic	R ²	Result
H1	Perception of Service quality → Motivation	0.463	5.938*	0.215	Supported
H2	Motivation → Satisfaction	0.530	7.774*	0.281	Supported
H3	Satisfaction → Loyalty	0.597	10.241*	0.357	Supported

Notes: *=significant at $\alpha=0.5$ % ($t>2.58$, one-tailed test).

Hypotheses 1 stated that perception of SERVQUAL of young tourist relate to motivation in choosing Dufan as tourist attraction. The t-statistic was significant 5.938 (t. 2.58), standardized coefficient 0,463. Hypothesis 2 stated that Motivation of young tourist relate to satisfaction in choosing Dufan as tourist attraction was supported, with t statistic 0.774 and standardized coefficient 0.503 significant. Hypotheses 3 stated that Satisfaction of young tourist relate to loyalty in choosing Dufan as tourist attraction was supported with significant t statistic 10.241 and standardized coefficient 0.597.

Discussion

Young tourist still potential market in tourism world furthermore can be seen as a component of the tourism market. This research support all hypotheses related to the relationship between local young tourist' perception of service quality, motivation, satisfaction, loyalty in choosing Dufan as tourist attraction. The result shown that according local young tourist Dufan on service quality:

they believe that Dufan' staff give the best to visitors, polite, serve well, speak clearly, willing to help and shows goes well. Internal(push) motivation shown that local young tourist feel relaxed, and external (pull) motivation shown that shows in Dufan modern, interesting, diverse. Satisfaction shown that local young tourist feel pleasant, excited, recreational and expectation fulfilled in Dufan. These are the strengths of Dufan. Therefore, loyalty aspect shown that local young tourist willing to visit and recommended Dufan.

That is mean perception local young tourist will relate motivation thus impacted to satisfaction and shown loyalty. The result confirming the present studies by Yusof and Rahman (2011); Berli and Martin (2004); McGehee, Loker-Murphy, Uysal (1996). The finding of this study suggest some implications for Dufan as tourist attraction to increase local young tourist visits. First, factors beyond SERVQUAL should be assessed because



these quality service model that the dimensions of perception, expectation, and satisfaction are defined by the customer and not by the service provider (Berry, Parasuraman, & Zeithaml, 1988). Second, push and pull motivation very important because design of motivation factors that can be attract tourist should be flexible to build image for marketing and competing destination as tourist attraction (Zhang and Marcussen, 2007). Third, satisfaction used as an assessment tool for evaluation of travel experiences (Bramwell, 1998). It is important to gain a clear picture of motivation that relate to different levels of satisfaction (Hailin & Elsa, 1999). The concern of the SERVQUAL and motivation of Dufan make a difference to local young tourist satisfaction and in the end relate to their loyalty.

CONCLUSION AND FUTURE DIRECTION

The empirical results of this study provide reasonable evidence that the proposed model designed to consider perception of service quality, motivation, satisfaction and loyalty in choosing tourist attraction simultaneously is acceptable. The results offered support for the relationship between perception of Service Quality and motivation in choosing tourist attraction. Thus, it is confirmed that for the young tourist, the perception towards the Service Quality of the tourist object will affecting their motivation in choosing it. Clave (2011: 352) stated that a theme park is a complex facility in which multiple processes are carried out with the purpose of ensuring visitor satisfaction. These processes mean that it is possible to offer different types of services once the visitor has entered the park. In the case of the attractions and shows – in addition to the general services – visitors get a service which they have paid for when purchasing the entrance ticket. Referring to this statement, focusing on service quality is a very important aspect to do.

The level of tourism service quality perceived by tourists and visitors is one of the main dimensions of creating destination image or positive word of mouth of some destinations (Babic-Hodovic et. al., 2005). As an implication, a tourist attraction must constantly paying attention to their service quality dimensions, specifically to the staff performance in serving the tourists. This conclusion was drawn based on the feedback from the respondents regarding the service quality which are mainly referring to the staffs as the contact personnel in a tourist attraction. From the six indicators regarding service quality of a tourist attractions, five of them are highly related with staff: the willingness to give the best to the visitors, staffs' politeness, staffs' level of service, the clarity of staffs' when they speak and staffs' willingness to help the visitors. Results had shown that all of the indicators are significant.



According to Morrison (2010:363), the front line people who provide the services in the hospitality and travel industry play a key role. They alone can make or break a guest's experience. A superior environment and facilities can be spoiled by indifferent, curt, or unfriendly service. This statement even more emphasizing the importance of people, or in this case the staff of the attraction – to be given a special attention in order to make sure that they will perform a good service.

Hypothesis 2 stated that Motivation of young tourist relate to satisfaction in choosing Dufan as tourist attraction was supported, with t statistic 0.774 and standardized coefficient 0.503 significant.

The result shows that the relax feeling when visiting Dufan, modern entertainment in Dufan, interesting recreational rides in Dufan, the interesting shows in Dufan, the diverse shows in Dufan and the diverse shopping venue in Dufan are factors that motivate the young local tourist to visit the theme park. Among those indicators, the highest loading factor is found in the interesting shows in Dufan. According to Swarbrooke (2002:137), many successful attractions have a variety of on-site attractions to ensure that there is something for visitors of all types and tastes in all weather conditions. Apparently, this is also applied to the young local tourists. The other indicators which are significant seem to related with unique idea, that in recent years have been an important factors for successful attractions (Swarbrooke, 2002:136). Thus, the implications of this results is that in order to keep on the relationship between motivation and satisfaction of the young local tourist in choosing an attraction, the management of the attraction must pay a high attention to the uniqueness and variety of on-site attractions. Furthermore, following up the statement from Hailin & Elsa (1999) that it is important to gain a clear picture of motivation that corresponds to different levels of satisfaction, the management of Dufan might use the result of this study as one consideration in structuring their marketing strategy and product development. By knowing that the young local tourist is motivated to visit Dufan because of its variety of on-site attractions and uniqueness, they already have a strong ground to maintain what they have now, but also keep on doing the innovation.

There are numerous studies about the relationship between satisfaction and loyalty (Reichheld, 2003; Oliver, 1999; Kandampully and Suhartanto, 2000). Results of these studies have been varied, some showed that there are positive relationship between satisfaction and loyalty. Meanwhile, Oliver (1999) suggested that from many studies, customer satisfaction does not translate directly into Customer Loyalty, and that the relationship between satisfaction and loyalty is not a linear one. However, in this



study, the result of hypotheses testing between the satisfaction of young tourist relate to loyalty in choosing Dufan as tourist attraction was supported with significant t statistic 10.241 and standardized coefficient 0.597. Hence, we can say that the relationship between satisfaction and loyalty in tourist attraction is positive. The result is similar with the study from Kandampully and Suhartanto (2000) who found that customer satisfaction and image towards the hotel have an impact on the loyalty. However, factors affecting the customer satisfaction in the hotel must be examined carefully since the study clearly indicates that all aspects of a hotel operation are not equally important to the customer.

When every indicator in the study regarding satisfaction and loyalty is examined, the highest factor loading is shown on the indicator regarding the fulfillment of the young local tourist recreational needs in Dufan, followed by the fulfillment of their expectation. The other indicators are the young local tourists get a pleasant experience and feel excited at Dufan. These indicators that represent satisfaction lead to the loyalty, which are shown in the followings: the willingness to recommend Dufan to their friends, the intention to visit Dufan again, the willingness to say good things about Dufan and finally the willingness to choose Dufan again for their next vacation. The findings give support to Flavian, Martinez & Polo (2001) statement's regarding tourist loyalty, that the loyalty of the tourists refer to repeat purchases or recommendation to other people.

As a conclusion, the empirical results of this study provide reasonable evidence that the proposed model designed to consider perception of service quality, motivation, satisfaction and loyalty in choosing tourist attraction simultaneously is acceptable. A good perception of service quality will build motivation and satisfaction from the young local tourist when choosing tourist attraction, particularly Dufan. These three variables must be maintain by a Dufan as a theme park in order to enhance the loyalty of the young local tourist.

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