

# Community Welfare in the Pantai Labu Tourism Area: How to Create Tourist Satisfaction and Loyalty

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## ABSTRACT

Pantai Labu is amongst of the popular destination for tourist in Deli Serdang Regency in North Sumatera Province, Indonesia. Its stunning natural beauty and various facilities available to attract many tourists to visit. The purpose of this study is to examine community welfare in the popular tourist destination of Pantai Labu. In this study, survey approaches conducted using quantitative method. Data was collected through questionnaires distributed to 201 tourists at Pantai Labu. Data were using structural equation modeling (SEM) to determine the level of tourist satisfaction and its relationship with community welfare. The result of the study show that tourist satisfaction is relatively high with the natural beauty, facilities and services availability. Tourists tend to return to Pantai Labu in the future and recommend it to others. Additionally, the study shows a positive correlation between the welfare of the community and visitor satisfaction, indicating that the advantages of tourism go beyond the unique experiences of individual visitors and enhance the general well-being of the local population. The findings highlight how crucial it is to preserve and improve Pantai Labu's tourism services in order to maintain visitor happiness and promote long-term community development.

**Keywords:** Community welfare, Tourist Satisfaction, Tourist Loyalty, Pantai Labu, Sumatera Utara.

## INTRODUCTION

The rebound of Indonesia's national economy following the covid-19 pandemic has changed the workforce's contribution from the agricultural sector to services. The covid -19 pandemic's effect has consequences for people's economic life (Lubis et al., 2020), so research on poverty cover numerous social concerns, including the prevalence of poverty, social assistance, social security, community based initiatives, and the creation of new jobs. The tourism sector has been hit hardest by the pandemic (BPS, 2021; Rudyanto et al., 2021)

According to BPS data, the percentage of poor people in Pantai Labu District is 14% of 14,673 pre-prosperous people (BPS Kabupaten Deli Serdang, 2018).The number of poor people in Pantai Labu ranks second after Hamparan Perak sub-district, Deli Serdang Regency. A breakthrough in poverty alleviation strategies needs to be made, considering that Pantai Labu District has several natural potentials that can be utilized to improve the welfare of its inhabitants. Beaches in this area need to be managed well in order to be able to attract the attention of tourists and drive the community's economy. It is essential to empower local communities to have access to control in developing tourism villages (Nala et al., 2021; Utami et al., 2019). Using local resources, tourism-related activities have started to be established in order to safeguard the environment, local jobs, and sustainable economic goals (Ariza & Yusendra, 2016; Boğa & Topcu, 2020; Irfan & Suryani, 2017; Rhama, 2020). Poverty arises a result of underprivileged community groups' incomplete participation in all aspects of regional development, including resource consumption and development(Effendi & Shunhaji, 2021; Fleury et al., 2008; Lubis et al., 2020). There is potential for tourism villages to serve as an additional revenue for local community; tourist villages that highlight local wisdom can improve the economy and welfare of the community(Lubis et al., 2020; Nugroho et al., 2018; Oppermann, 2000). In the competitive tourist business, many nation and areas are vying for a competitive edge, and loyalty plays a critical role in the survival of the fittest and the long-term viability of a destination or organization(Blešić et al., 2014).

Home-grownknowledge is understood as a way of life, perspective on life, and various life strategies carried out by local people concerning their daily activities to answer problems in fulfilling their daily needs (Marlina et al., 2016). According to M Siso & T.A. Kerong, 2020local wisdom is a habit carried out by the community for generations (ceremonies, rituals, and local knowledge) in dealing with geographical, social, historical, and cultural situations. Local wisdom includes the attitude and ability of

the community to manage their environment. Local wisdom is an integral part of tourism activities in each region. If tourism activities (Biddulph, 2015a) can become a livelihood for Makay residents, it will impact community social interaction and increase economic growth (Lepp, 2008). So, it is concluded that local wisdom is support for tourism activities

Local communities are crucial to the growth of sustainable tourism. Sustainable tourism must be complemented by the expertise and awareness of the local community and the cooperation of stakeholders (Kachniewska, 2015). Tourism stakeholders consist of local government, village officials, and tourists. In addition, the environment, supported by conditions of security, cleanliness, and visitor comfort while at the destination, is part of village tourism services (Kamat, 2012). So that tourist sites get a positive impression from visitors (Osti et al., 2009).

The natural potential and attractiveness of Pantai Labu tourism consist of the beauty of the beach, traditional agricultural systems, and the beautiful natural panorama of Pantai Labu. However, in 2021 and 2022, tourist visits will decrease due to the pandemic. Pantai Labu, Tourism Attraction management needs to be maximized to restore the number of tourist visits. Tourism image is one of the factors that can restore tourist attractiveness. This research explains a highly related correlation between tourist interest in visiting and tourism image. This research indicates that tourist attraction is a variable factor in developing tourism destinations that must be reviewed.

Destination image is the experience felt by tourists during a tour. Another factor is to develop tourism destinations by focusing on matters that impact the enjoyment of tourist. Tourist satisfaction as a buyer or connoisseur of services can be considered through the overall rating of tourists. This evaluation is based on the tourist' experiences throughout their visit. The creation of excellent tourist locations can increase visitors' satisfaction and willingness to return. Satisfaction will also make tourists recommend tourist destinations. Tourist behavior after visiting can be called tourist loyalty. Tourist satisfaction and loyalty can be influenced by a destination's image. According to (Çoban, 2012) indicates that a positive destination image will increase tourists' satisfaction, and those who evaluate a destination's image are more likely to be willing to return and recommend it to others.

The third aspect that is often a complaint of tourists about the progress of tourist towns is the minimum condition of the tourism facilities provided, even though tourism facilities are one of the determining factors for satisfaction. The supporting facilities provided by the management of most tourist villages still need to follow the actual needs and desires of tourists; an example of a common problem in tourist destinations is the cleanliness of toilets and parking locations.

The conditions for managing a tourist village without good management will add to the destructive perceptions of prospective tourists. Poor management conditions have caused the tourist village of Pantai Labu to be unable to compete with other destinations.

Some studies have emphasized the role of destination image in enhancing tourist satisfaction (Coban, 2012; Sangpikul, 2018). They overlook the contribution of local wisdom and community involvement in shaping that image. Other research has highlighted the importance of tourist attraction and facilities (Chen & Tsai, 2007; Choi & Kim, 2013). Nonetheless there is limited discussion on how these elements can be optimized in conjunction with cultural practices and knowledge to create a more sustainable tourism model.

Existing studies often examine in isolation. For instance, research has explored the impact of destination image on tourist satisfaction and loyalty, or the role of local wisdom in sustainable tourism development. However, few studies have investigated the comprehensive interaction between these factors in the context of poverty alleviation. This study aims to fill this gap by investigating the relationship between local wisdom, tourist attraction, destination image, and tourism facilities, and how these factors collectively influence tourist satisfaction and loyalty. By focusing on Pantai Labu, this research seeks to provide insight into how tourism can be effectively managed to support poverty alleviation and sustainable economic development in rural area.

## LITERATURE REVIEW

The impact of destination image on tourist behavior has been well-documented in literature, with studies such by Chen & Tsai (2007), Çoban (2012), Nurhayati et al., (2022), and Duxbury et al. (2020) demonstrating that a positive image can be enhance tourist satisfaction and loyalty. How ever, these studies primarily focus on established tourist destination and may not be fully applicable to less developed rural area such as Pantai Labu, where tourism infrastructure is still emerging.

Biddulph, (2015) and Rhama (2022) assessments the limitation of mass tourism in rural peripheries. In Their study does not consider how integrating local cultural practices could mitigate limitation and promote more sustainable tourism. Research by Irfan & Suryani (2017) Wibowo et al., (2021) highlight

the importance of local wisdom in tourist development, yet these studies are limited to specific case studies and lack of empirical support.

The literature also show a tendency to overlook the interaction between modern tourism strategies and traditional cultural practices. Ariza & Yusendra (2016 and Tanjung et al., (2021) focus on destination image without considering how local wisdom and cultural heritage contribute to shaping this image in rural areas. This omission is particularly significant in the context of Indonesia, where local wisdom plays a crucial role in community life and can greatly influence tourists' perceptions and experiences. This study seeks to address these gaps by exploring how local wisdom can be integrated with modern tourism strategies to enhance the destination image, tourist satisfaction, and loyalty in Pantai Labu, Indonesia.

### **The Relationship Between Local Wisdom and Tourist Satisfaction**

The value of local wisdom in tourist areas is carried out involves the community's active role through community-based tourism activities. Communities that actively care about conservation activities in tourist areas through Tourism Awareness Groups. Community involvement in group is an act of the community who cares about tourist areas and the potential of other natural resources so that the environment is maintained according to its function (Nawangsih, 2017). The local wisdom of tourism in Pantai Labu satisfies visiting tourists. Research by Rahman, (2022) stated that partially the Local Wisdom variable has a positive effect on tourist satisfaction.

H1: Local wisdom has a positive and significant effect on tourist satisfaction.

### **The Relationship between Tourist Attraction and Tourist Satisfaction**

Anything that is distinct and has real value qualifies as a tourist attraction. The variety of man-made goods, culture, and natural wealth make up the form of attraction. Specifically, natural tourist attractions have uniqueness, beauty, authenticity, and natural wealth value, which is the destination of tourist visits (Hermawan, 2017). Research by Hermawan stated that tourist attraction significantly influences tourist fulfillment.

H2: Attractiveness has a positive and significant effect on tourist satisfaction.

### **The Relationship of Destination Image to Tourist Satisfaction**

An important factor in a tourism destination's success is its image. Destination image will influence tourists' decisions to visit and be able to increase tourist arrivals (Al-Kwafi, 2015). Hanif, A., Kusumawati, A Mawardi, (2016) stated the destination image is how tourists trust a service or product that tour managers promote differences in responses from the image of a tourism destination, depending on the tourist experience. Visitor loyalty and satisfaction may be impacted by a destination's image. Hanif's 2016 study demonstrated that tourists would be satisfied if the destination had a positive image.

H3: Destination Image has a positive and significant effect on tourist satisfaction.

### **The Relationship between Tourism Facilities and Tourist Satisfaction**

Tourist facilities are elements that provide tourist's needs while at the location. Tourism facilities are not directly related to tourism but are the primary needs of tourists. Tourist facilities are important factors that provide ease of travel. The study's results from Hermawan, (2017) showed that tourism facilities significantly affect tourist satisfaction.

H4: Tourism facilities have a positive and significant effect on tourist satisfaction.

### **Satisfaction relationship to loyalty**

Several studies have found that satisfaction and loyalty have significant relationship. Gursoy et al., (2014) introduced a theoretical framework that examines the factors that precede loyalty and establishes the connection between loyalty and satisfaction. Song et al., (2012); Tse & Chiu, (2014) presented a significant conclusion of approval on visitor loyalty in their research.

H5: Tourist satisfaction has a positive and significant effect on tourist loyalty

## **RESEARCH METHOD**

This study investigates the relationship between destination image, tourist satisfaction, and loyalty within context of Pantai Labu, a coastal tourism destination. Utilizing a quantitative approach, data were gathered through structured questionnaires distributed to 201 visitor who met specific criteria; being at least 21 years old and having visited Pantai Labu at least twice.

The study employed purposive sampling to ensure that respondents had sufficient familiarity with the destination. Structural Equation Modeling (SEM) with LISREL software was utilized for data analysis, enabling the examination of complex relationships between observed and latent variables. The finding

contributes to the understanding of how destination image influence tourist satisfaction and loyalty offering insight into the strategic development of sustainable tourism in Pantai Labu. This research highlights the significance of destination image in fostering tourist loyalty, which is critical for the long-term success of tourism destinations.

The latent variables of this study consist of exogenous latent variables, namely local wisdom, attractiveness, destination image, and tourist facilities, whereas visitor loyalty and pleasure are endogenous latent factors. The indicators in this study are contained in Table 1 below:

**Table 1.** Laten Variable

No.	Latent Variable	Indicator
1	Local wisdom(X1)	Friendliness to visitors
		The habit of working together builds the environment
		Culture of nurturing and caring for the environment
2	Tourist attraction (X2)	Site
		Event
3	Destination image (X3)	Accessibility
		Relaxation
4	Tourist facilities (X4)	Spacious parking lot
		Lodging
		Restaurant
5	Tourist satisfaction (Y1)	Satisfaction of tourism services
		Satisfaction with the tourist location situation
		Emotional feelings
6.	Tourist loyalty (Y2)	Spreading positive word-of-mouth
		Campaigns to promote
		Repeat visit

## RESULT AND DISCUSSION

The researcher found that 201 of the 210 questionnaires that had been filled in completely were eligible for analysis. Most respondents who filled out the questionnaire were male (70%). For the age range, all respondents were dominated by productive age, namely the age range of 36-45 years. In addition, most of the respondents had experience visiting the Pantai Labu area more than twice.

### Reliability

Reliability in this study refers to how well a test's measurement holds up after being administered again to the same participant and under the same circumstances. The reliability coefficient value is a number that indicates high and low dependability empirically. The measuring model in SEM includes the item reliability coefficient. This coefficient operates at the item level so that each item involved in the analysis has its reliability value.

**Table 2.** Standard Loading Factor (SLF) indicators

No	Indicator	Label	t-score	Evaluation
1	Friendliness to visitors	X11	5.98	fit.
2	The habit of working together builds the environment	X12	6.96	fit.
3	Culture of nurturing and caring for the environment	X13	5.54	fit.
4	Site	X21	16.43	fit.
5	Event	X22	15.51	fit.
6	Accessibility	X31	5.84	fit.
7	Relaxation	X32	5.59	fit.
8	Spacious parking lot	X41	8.36	fit.
9	Lodging	X42	13.52	fit.
10	Restaurant	X43	8.56	fit.
11	Satisfaction of tourism services	Y11	8.36	fit.

12	Satisfaction with the tourist location situation	Y12	13.52	fit.
13	Emotional feelings	Y13	8.56	fit.
14	Spreading positive word-of-mouth	Y21	13.77	fit.
15	Campaigns to promote	Y22	14.55	fit.
16	Repeat visit	Y23	13.27	fit.

Reliability measurement aims to determine the reliability of the respondent on each indicator and extract variance to determine the magnitude of the construct variance formed by each indicator. The standard loading and measurement error results in CFA (Confirmatory Factor Analysis) were obtained. Based on the outcomes of the reliability assessment above, it shows that all measurement indicators are following the criteria.

**Validity**

Test the validity and reliability of the question items tested on 30 respondents with characters close to the population of the research subjects. In testing, the instrument has a valid status if Variance Extracted is > 0.30 and Construct Reliability is > 0.70 (Ferdinand, 2002)

**Table 3.** Reliability, Extract Variance, and Reliability Model Stability Disturbance

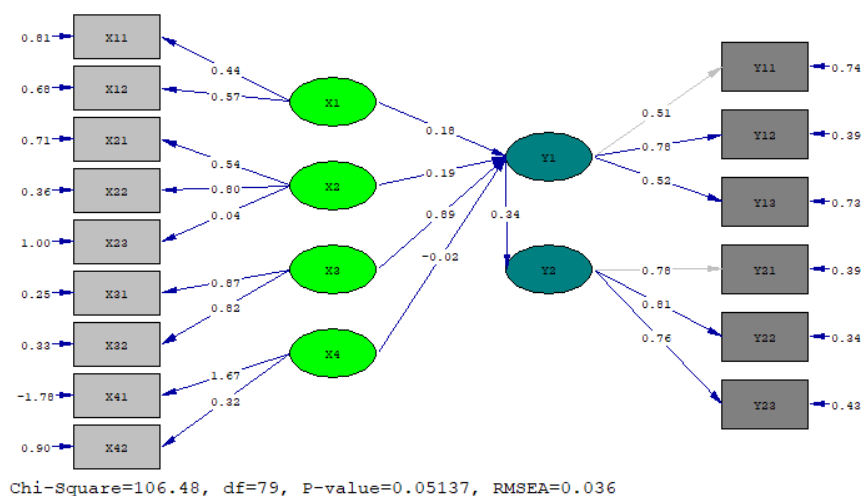
Variabel	CR	VE	Status
Local wisdom(X1)	0.88	0.73	Good
Touristattracttion (X2)	0.85	0.60	Good
Destination_image(X3)	0.81	0.72	Good
Tourist-facilities(X4)	0.76	0.72	Good
Tourist_satisfaction (Y1)	0.75	0.74	Good
Tourist loyalist (Y2)	0.82	0.71	Good

Source: Primary data (2023)

The results of the Construct Reliability and Variance Extracted scores show that all variables fit. From the comparison results, good validity results are obtained by contributing to the research variables (Hair et al., 2019) Hence, the research instrument has a good feasibility level and is suitable for use.

**RESULTS AND DISCUSSION**

SEM uses input data for which the total estimation is based simply on the variance/covariance matrix or the correlation matrix. The covariance matrix employed because SEM offers the benefit of enabling comparisons between distinct population or samples, something that correlation is unable to do. Endogenous variables as recipients of the arrows in the model. In this study, the variance/covariance matrix is used to fulfill methodological assumptions in which the standard errors show more accurate figures than using the correlation matrix as follows:



**Figure 1.** Standard Solution

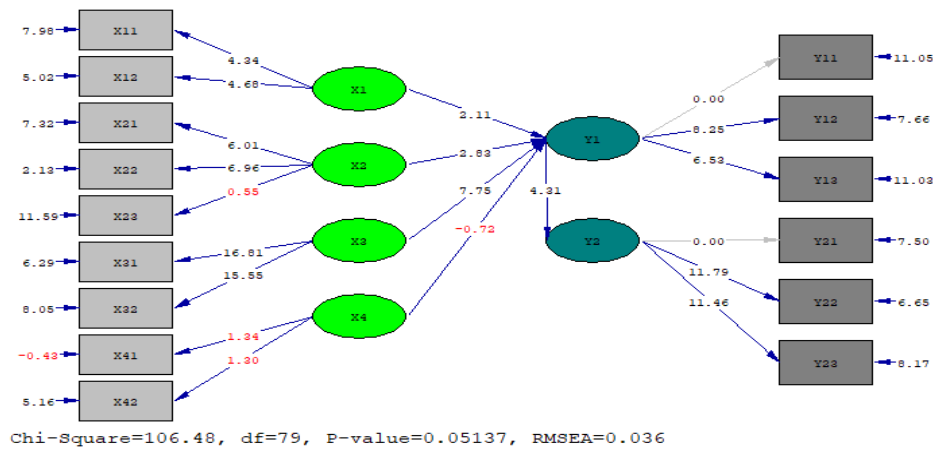


Figure 2. T-Value from Lisrel

Table 4. Goodness of Fit Index (GOFI)

No	Goodness of Fit Index (GOFI)	GOFI Score	Output
1	p-value $\geq 0.05$	0.05137	Good
2	RMSEA $\leq 0.08$	0.036	Good
3	NFI $\geq 0.90$	0.90	Good
4	NNFI $\geq 0.90$	0.97	Good
5	CFI $\geq 0.90$	0.97	Good
6	IFI $\geq 0.90$	0.97	Good
7	RFI $\geq 0.90$	0.90	Good
8	GFI $\geq 0.90$	0.92	Good

The structural model demonstrates that the suggested model test employs the overall model fit test, as indicated by the Goodness of Fit Index (GOFI) table. Fitting the sample covariance matrix to the estimated population covariance matrix is known fit in structural equation modeling (SEM). Generally speaking, the variance in the sample can be justified as being appropriate or reflective of the variance in the population (Hair et al., 2011).

Table 5. Standard Solution for Tourist Loyalty Model

No.	Effect of Endogenous and Exogenous Variables	Model
1	Local wisdom (X1)	0.18
2	Tourist attraction (X2)	0.19
3	Destination image (X3)	0.89
4	Tourist facilities (X4)	-0.02
5	Tourist satisfaction (Y1)	0.34

Table 6. Significance Test Results of the Structural Model of Organic Tourism Research

Hypothesis		T score	Significancy test
Hypothesis-1	The satisfaction of tourist is positively and significantly impacted by local wisdom.	2.11	Significant
Hypothesis-2	Tourist pleasure is positively and significantly impacted by attractiveness	2.82	Significant
Hypothesis-3	Tourist satisfaction is positively impacted by destination image.	7.75	Significant
Hypothesis-4	Tourist satisfaction is positively and significantly impacted by tourism facilities.	-0.72	Not Significant
Hypothesis-5	Traveler loyalty is positively and significantly impacted by visitor satisfaction	4.31	Significant

The outcomes of the data analysis in the table display that local wisdom, tourist attraction, and destination image significantly affect tourist satisfaction. In contrast, the tourism facilities variable shows insignificant results on holidaymaker pleasure. Additionally, visitor loyalty is significantly impacted by visitor pleasure.

Local wisdom is among of the most critical factors in tourism. The more unique the local wisdom a tourist attraction offers, the more tourists will be interested. Local wisdom and attractiveness affect the emotions of visiting tourists. Positive emotions will affect tourists' desire to return to the location. The development of tourist attractions requires special attention to increase the number of tourists. It is anticipated that the community's the local government will benefit economically from the growing number of tourists. The addition of tourist attraction including traditional music, dances, and marketplaces is how the in-question tourist attraction has developed.

Accessibility and relaxation are the primary motivations for potential tourists. The destination image represented by these two indicators must be a priority for tourism managers because a positive impression of tourist sites will positively impact tourism development.

Local wisdom emerges as a critical factor in shaping tourist satisfaction, consistent with the finding of Irfan & Suryani (2017) and Marlina et al. (2016), who emphasize the role of indigenous knowledge in enhancing tourism experiences. However, our study highlights the unique appeal of local wisdom in Pantai Labu, suggesting that cultural authenticity and local traditional significantly elevate tourist satisfaction and loyalty. This finding is particularly relevant in the context of Pantai Labu, where the preservation and promotion of local culture appear key drivers of tourist interest. The strong influence of tourist attraction on satisfaction is also consistent with prior studies (Chen & Tsai, 2007; Hanif et al., 2016), yet the emphasis on local cultural element as a central component of attraction adds a new dimension to the existing literature.

The significant impact of destination image on tourist satisfaction and loyalty is well-documented in literature (Al-Kwafi, 2015; Çoban, 2012). Our study corroborates these findings but offers additional insight into the specific elements of destination image that resonate with tourist in Pantai Labu, particularly accessibility and relaxation. This contrasts with some studies (e.g., Sangpikul, 2018) that have emphasized scenic beauty or recreational facilities as primary image components. The prioritization of accessibility and relaxation in this context suggest that for certain destination, these factors may outweigh more traditional attraction, a finding that tourism managers should consider when developing marketing strategies.

contrary to studies in other contexts where facilities are a critical factor in determining satisfaction, tourism facilities did not significantly affect visitor satisfaction (Osti et al., 2009; Hermawan, 2017). This disparity can result from visitors' preference for natural and cultural experiences over infrastructure on Pantai Labu, which is a unique location. On the other hand, it can mean that the current state of the facilities satisfies guests' basic needs without going above and beyond to increase their level of satisfaction. This research implies that although facilities are crucial, visitors to culturally diverse and scenic locations like Pantai Labu might not be as concerned about them as they should be.

The substantial relationship between visitor pleasure and loyalty aligns with the theoretical frameworks put forward by Oppermann (2000) and Gursoy et al. (2014). This relationship emphasizes how crucial it is to provide satisfying experiences in order to encourage return business and favorable word-of-mouth. Nonetheless, this study offers another level of insight into the unique contribution of local expertise in raising both happiness and loyalty. It implies that places with a strong cultural heritage could increase visitor loyalty by highlighting and protecting their distinct cultural identities.

While the general pattern observed in this study align with existing theories of tourist behavior, the particular emphasis on local wisdom and the relatively diminished role of facilities provide a nuanced perspective. This divergence may reflect the unique characteristic of Pantai Labu as a destination and highlight the importance of context in tourism research. Future studies could explore whether these findings are replicable in other culturally rich destination or if they are specific to Pantai Labu.

## CONCLUSION

The following are the study's conclusion based on the discussion: 1) These studies valuable insights into the factors influencing tourist satisfaction and loyalty at Pantai Labu. Local wisdom, tourist attraction and destination image are found to have significant effect on tourist satisfaction, while tourism facilities do not show a meaningful impact. Furthermore, tourist satisfaction plays a crucial role in shaping visitor loyalty, reinforcing the importance positive experience for repeat visits; 2) Local wisdom emerges as a critical factor, reflecting the unique appeal of cultural authenticity in attracting and retaining tourist. The strong influence of destination image, particularly through accessibility and relaxation, further highlights the importance of managing tourist perceptions. The insignificant role of tourism facilities suggests that

for destination like Pantai Labu, the cultural and natural elements take precedence over infrastructure in shaping tourist experiences; and 3) In comparison with existing literature, these findings emphasized the distinctive characteristics of Pantai Labu, offering new insights into the role of local culture in tourism development. This study suggests that tourism managers should prioritize cultural preservation and enhance the overall destination image to foster tourist satisfaction and loyalty, thereby contributing to sustainable tourist growth.

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