The Influence of Quality of Tourism Services and Products on Loyalty through Tourist Satisfaction at Selomangleng Cave Tourism, Kediri City

Syahril Wahyu Ramadhan[1], Nanny Roedjinandari[2], Mokh. Natsir[3]
[1,2,3] University of Merdeka Malang, Indonesia

ABSTRACT: This research is entitled The Influence of Service Quality and Tourism Products on Loyalty through Tourist Satisfaction in the Selomangleng Cave Tourism, Kediri City, which aims to describe the influence of service quality, tourism products, tourist satisfaction and tourist loyalty in the Selomangleng Cave Tourism, Kediri City, analyzing the quality of services and tourism products. on tourist satisfaction, analyzing the quality of tourism services and products on tourist loyalty, analyzing tourist satisfaction on loyalty, and analyzing the influence of the quality of tourism services and products on loyalty through tourist satisfaction at Selomangleng Cave, Kediri City. The sample in this study was 89 tourists who visited the tourist attraction. Selomangleng Cave. The analysis technique uses path analysis. The results of the analysis show that the quality of tourism services and products has an influence on tourist satisfaction, this means that the quality of tourism services and products is getting better and developing, which has an impact on tourist satisfaction. The quality of tourism services and products influences loyalty, which means that the better the quality of tourism services and products offered will influence tourists to be loyal to tourist destinations. Tourist satisfaction influences tourist loyalty, which means that better tourist satisfaction will influence the level of tourist loyalty. The quality of tourism services and products affects loyalty through tourist satisfaction, which means that loyalty can be increased if the quality of tourism services and products is good, this will create a higher level of tourist satisfaction and have an impact on tourist visits and loyalty.

KEYWORDS: Service Quality, Tourism Products, Tourist Satisfaction, Tourist Loyalty

I. INTRODUCTION

Tourism is a travel activity that is usually carried out by someone in a large or small group or even individually within a temporary period of time. Tourism is carried out or organized from one place to another to explore the area they are visiting. Tourism itself is a person's travel planning without the intention of earning a living or income in the area that is the tourist destination. Tourism activities to a destination are usually to visit natural, culinary, urban and even cultural and historical tourist destinations(Revenue et al., n.d.). Tourism is a journey of an individual or group nature that has the aim of seeking pleasure, harmony or happiness in the environment, social, cultural, natural and scientific dimensions (Revenue et al., n.d.).

Tourist destinations that have cultural and historical elements that are located in the city of Kediri include Selomangleng Cave. This cave tourism is a direct area developed by the Kediri city government to protect the natural surroundings and historical statue sites in the same location. Selomangleng Cave is located on Jalan Mastrip, Desa. Pojokboro, Mojoroto District, Kediri City. The Selomangleng Cave area can be said to be busy on weekdays and holidays, but during the Covid-19 pandemic this area was temporarily closed to avoid a greater spread of the virus. The name Selomangleng Cave is taken from the words "selo" which means stone and "mangleng" which means slanted so it means a stone that is tilted. This cave is formed from black andesite stone. The uniqueness of Selomangleng Cave is that there are boulders scattered across the grounds and reliefs that decorate the grounds. The Selomangleng Cave area is currently being developed as a family tourism area, where the cool and shady place is often used by tourists to take selfies. However, after this tourist area reopened after Covid-19, the atmosphere in the tourist area was still empty of visitors, different from before the pandemic.

Selomangleng Cave will reopen in February 2022. Until now, the atmosphere is still quiet and a little less well maintained than before it was closed due to the pandemic and there is a lot of leafy rubbish and some plastic lying around but no one has cleaned it

The Influence of Quality of Tourism Services and Products on Loyalty through Tourist Satisfaction at Selomangleng Cave Tourism, Kediri City

up. The Selomangleng Cave area is surrounded by large, tall, shady trees, making it seem as if fallen leaves cover the road and give the impression of being unkempt and abandoned. Services during the pandemic period until now have been classified as normal because the number of visitors who come is categorized as still small so the difference from the years before the pandemic is still not clearly visible. Service quality itself is the level of service excellence based on visitors' perceptions including fulfilled expectations and appropriate control so as to produce satisfactory performance and results (Rohaeni & Marwa, 2018). The scope is not only service to tourists, but also to the environment around tourist destinations so that tourists who come feel comfortable when traveling.

The Selomangleng Cave destination is a tourist destination that offers historical heritage from the Kediri Kingdom. According to several tourists, the attractions offered are still lacking so they are not able to attract tourists. Selomangleng Cave offers the beauty and coolness of the natural surroundings, some of the public facilities are gazebos, toilets and prayer rooms which tourists feel are unsatisfactory because the location is a bit remote and lack of maintenance.(King et al., 2015)believes that when visiting a tourist destination someone will see how interesting it is and what it has to offer, thereby motivating tourist arrivals.(Dani, 2019)said there are four points of tourism products that must be considered to attract tourists, these points are Attractions, Facilities, Amenities and Accessibility. If described one by one, Selomangleng Cave has:

1) Attractions include the historical remains of Selomangleng Cave itself, several reliefs in the outer courtyard and a cool and comfortable strategic area
2) Public facilities such as gazebos, toilets and places of worship
3) The amenities offered include accommodation and souvenir sellers as well as street food vendors around Selomangleng Cave and restaurants outside the Selomangleng Cave area which are quite close.
4) Accessibility is easy to reach and pass through

The attraction offered by this destination can make tourists interested in coming, however, several problems include that tourists who visit still cannot feel satisfied and cannot give a feeling of loyalty to this destination because there are two doors that are poorly guarded and the official door which is subject to payment fees and parking which causes tourists to feel disadvantaged because they have paid a certain amount of money to enter and park. Some tourists think that if they do the same thing as illegal visitors they are actually capable, but prefer to remain silent without giving a review. Other facilities that are lacking are health facilities such as first aid kits which do not yet exist. Some facilities that according to tourists are lacking in cleanliness are toilets.

There are no security posts or customer services so they cannot reach every complaint from tourists who come and observe them directly. Language is also a problem that is not paid enough attention because several times it has received foreign visitors, but due to language limitations it only uses sign language and relies on Google Translate as a communication medium.(Ministry et al., 2017)believes that satisfaction is a feeling that humans experience after feeling and comparing it with their expectations. If tourists' feelings and expectations are not met then satisfaction will not be achieved and tourists will not come back. Satisfaction can be characterized, among other things, by the desire to come back, several indicators according to this (Lesmana et al., 2020) namely conformity to expectations (fulfilled expectations), willingness to visit again, and availability to recommend to others. To find out the perceptions of tourists who visit Selomangleng Cave, it is necessary to have a voice box around the tourist destination so that the management can accommodate tourist complaints and problems so that they can be followed up and resolved in the future.

(Sulistiyani, 2010)believes that loyalty is a "manifestation or continuation of using existing facilities and after being provided by the provider, so that customers remain loyal customers" so that tourist satisfaction is needed first to expect tourist loyalty. A tourist who is loyal to a destination and the services provided has unconsciously become an informant, spreading positive news about the destination offered through word of mouth (Word of Mouth) and participating in becoming more consumptive (Zhang et al., 2017). So loyalty is an important point that all companies want to achieve when thinking about long-term sustainability.

Paying attention to several tourist complaints which tend to highlight the quality of services and facilities which are one part of the tourism product which are deemed inadequate, researchers conducted research to determine the influence that the quality of services and tourism products has on loyalty through satisfaction at Selomangleng Cave directly.

II. LITERATURE REVIEW

A. Service Quality

Service quality is an obligation that must be carried out and improved by every company operating in the service sector so that it can survive and remain trusted by customers or visitors. From the patterns and methods of most consumers, it cannot be denied that everyone demands that companies can provide good service and quality. (Dwiki et al., nd) defining service quality as a way for consumers to assess the level of success of the services provided in accordance with expectations. Service that is well received by

tourists will result in good perceptions, satisfaction formed in the minds of tourists which will lead to repeat purchases without the need to carry out promotions again, likewise satisfied consumers can become loyal customers and are likely to want to recommend them to other people. nearby.

B. Tourism Products

Tourism products themselves are facilities or services provided by service providers in a tangible form, which can be felt directly or visually. This is related to the experience for tourists where being able to experience and enjoy tourist destinations is the main goal of service providers. In line with (Dani, 2019) The series of trips provide tourists with a good experience from the time they leave their place of residence until they arrive at the tourist destination they choose as a tourist destination. Tourists who have completed the trip are expected to be able to bring new knowledge and experience to their life experience.

The basic factors that influence tourists in choosing a tourist destination to visit include the tourism product itself, the function of the tourism product itself is to attract tourists' interest in visiting tourist destinations that are attractive to tourists (Produk et al., 2020). (Syarif & Elmas, 2019) provides a statement that tourism products have a positive relationship with tourists' visiting decisions. The better the tourism product on offer, the greater the interest of tourists in visiting the tourist destinations on offer.

It is important to note that the development of tourism products must be aware of the risks and effects that arise for the surrounding area, because tourists are not only users of tourist destinations who provide positive effort and contribute income to tourist destination managers, but can also have a negative impact in the long term because they have the potential to damage sites or surrounding environment, so managers are also required to ensure the survival of tourist destinations. Tourist destination managers must also have the ability to provide environmental sustainability around the tourist destination area, the social and cultural aspects of the surrounding community (Wishnawa, 2019).

C. Tourist Satisfaction

Tourist satisfaction refers to consumer satisfaction where the feeling of satisfaction that arises refers to tourists' reactions to the products or services provided which are processed emotionally which results in a correlation between dreams and hopes to become actual results (Dwi & Endang, 2017). Consumers who feel satisfied will tend to continue to repeat and talk to other people about the product. Satisfaction is a presumption for achieving success in a business, because service providers assume that if tourists feel satisfied they will put in even better efforts, even repeating continuously (Services & Unnes, 2014).

D. Tourist Loyalty

Consumers' willingness to use services or purchase products regularly will make the tourist destinations offered by service providers increasingly develop in the future. There are two factors determining loyalty "Intention to revisit the destination" which can be interpreted as repeat visits by tourists which shows loyalty, the second is "Say positive things about the destination and recommendations to others" where tourists who have visited a destination say more positively about the destination. who have already visited and even want to recommend it to relatives, friends and other people (Artuger, 2016).

III. METHODOLOGY

The population gathered from visitors to Selomangleng Cave from March to May 2022 included 800 people. Determining the number of samples that will be determined as respondents using the Slovin Formula is 89 people.

Data analysis techniques use descriptive analysis and regression analysis. The analysis is used to explain the general picture of the condition of each personal data so that it can be tabulated into a collection of numbers which will later be subjected to further descriptive analysis using average statistics. This method requires measurements through tabulated figures, after the average comes out a picture of each respondent will be known.

Linear regression analysis is an analytical technique that can predict the value of results from unknown data if it has not gone through the data processing method using SPSS, it will mathematically model every unknown variable or can produce a mapping number. Every variable in the processed data comes from known or unknown variables as linear equations.

IV. RESULT AND DISCUSSION

A. Structural Equation Test

Structural equation testing, often called path analysis, is needed with the aim of finding out whether the analysis that has been carried out is valid or not. Testing the validity of the model on the coefficient of determination R2. The calculation of the R2 model in this research is as follows:

R^2 Models $= 1 - (\sqrt{1 - R2} \times \sqrt{1 - R2})$

$\qquad = 1 - (\sqrt{1 - 0.8002} \times \sqrt{1 - 0.8002})$

The Influence of Quality of Tourism Services and Products on Loyalty through Tourist Satisfaction at Selomangleng Cave Tourism, Kediri City

$$= 1- \sqrt{1- 0.64} \; X \sqrt{1- 0.64}$$
$$= 1- \sqrt{0.36} \; X \sqrt{0.36}$$
$$= 1- (0.6 \times 0.6)$$
$$= 1- (0.36) = 0.64 = 64\%$$

The calculation above shows the results of the coefficient of determination with a value of 0.64 so that the data that can be explained in the research model is 64%, the remaining 46% can be explained by other variables (which are not yet in the example).

Table 1. Path Analysis Recapitulation Table

Variable	Direct Effects	p value	Indirect Effects	Total Effects	Information
X1 Y1	0.543	0,000	-	-	Significant
X2 Y1	0.641	0.019	-	-	Significant
X1 Y2	0.478	0,000	-	-	Significant
X2 Y2	0.566	0.046	-	-	Significant
Y1 Y2	0.895	0.040	-	-	Significant
X1→Y1→Y2	0.478	-	0.543 x 0.895 = 0.485	0.478 + 0.485 = 0.963	Significant
X2→Y1→Y2	0.566	-	0.641 x 0.895 = 0.573	0.566 + 0.573 = 1.139	Significant

Based on the table above, the total influence value of service quality variables through tourist satisfaction on loyalty is 0.963. There is a direct influence of 0.478 which is smaller than the indirect influence with a value of 0.485 so it can be said that this variable is significant and tourist satisfaction (Y1) can be a moderating variable between tourist satisfaction (X1) and tourist loyalty (Y2). Tourism products pass from satisfaction to loyalty and the total influence has a figure of 1,139. The direct effect of 0.566 is smaller than the indirect effect, namely 0.573, so this variable is significant and tourist satisfaction (Y1) can be a moderating variable between tourism products (X2) and tourist loyalty (Y2).

These results show the direct and total influence of the quality of tourism services and products on tourist loyalty through tourist satisfaction. Based on this explanation, there is a path analysis as follows:
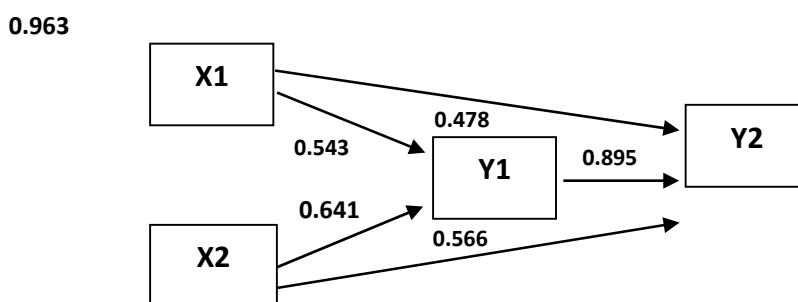

Figure 1. Path Analysis Results

B. Discussion

1) Description of Service Quality (X1), Tourism Products (X2), Tourist Satisfaction (Y1), and Tourist Loyalty (Y1)

Service quality is a behavior provided by the manager that can make tourists feel comfortable and interested in the tourist destination they visit. What is superior is friendliness and speed of handling if there are problems experienced by tourists. This is reinforced by the statement of officers who handle and maintain tourist destination areas that the better the service provided, the more the number of tourists who come to visit will increase. This character has been formed to be as friendly and responsive as possible to tourists who come, even tourist destination officers have also received training in how to handle quickly if an accident or disaster occurs.

Tourism products have supporting indicators that must be completed, including Attractions, Facilities, Amenities, Accessibility according to research (Dani, 2019). Tourism products are services that are real and can be felt, tourism products themselves are provided to tourists with the aim of providing an experience that can be enjoyed and give a good impression, which is related to

The Influence of Quality of Tourism Services and Products on Loyalty through Tourist Satisfaction at Selomangleng Cave Tourism, Kediri City

the taste or improves the mood of tourists from the time they leave their residence until they arrive at the tourist location, even are expected to leave the place and return to their place of origin (Product et al., 2020).

Tourist satisfaction is the feeling of someone who plays the role of a tourist after visiting a tourist area and comparing the expected tourism products and services according to performance or not, such as the tourist attractions offered by Selomangleng Cave, whether tourists are satisfied or not is something that must be accepted so that they can evaluate it to be better in the future . Tourists who feel satisfied will tend to continue to repeat and talk to other people about the destinations they have visited. Tourist satisfaction is always considered an important business goal because it is assumed that people who are satisfied will put more effort into the Selomangleng Cave tourist destination, in fact it can repeat continuously. Field studies of tourists coming to Selomangleng Cave with relatives and family, concluded that visitors to Selomangleng Cave always increase over time in line with the contents of tourist satisfaction indicators according to Prasetya (2019) at the highest point Willingness to Recommend to others.

Loyalty is the loyalty of visitors to tourist attractions who have visited more than once. Customer loyalty can also be interpreted as tourist loyalty, which is a commitment held by service providers to prioritize products or services consistently with good quality. This aims to form a good image of the service product so that they are more familiar with the brand built by the service provider so that customers are also consistent with it. this brand even though it has situational influence from its business competitors (Susepti, 2017). In this case, the business or brand in question can be interpreted as the Selomangleng Cave tourist destination, this is reinforced by the statement by the tourist destination manager that he often sees the same tourists visiting Selomangleng Cave. From the results of the researchers' findings, several tourists who often visit Selomangleng Cave admitted that this tourist area is often used as a final destination when relaxing and cooling off after work or after cycling after traveling from urban areas, this is in accordance with the indicators according to (Li, 2023) at the point of regular use and loyalty.

2) Service Quality (X1) to Tourist Satisfaction (Y1)

Service quality obtained a direct influence value of 0.543 which can influence tourist satisfaction directly and significantly. According to Rahyuda (2014) There are 5 factors that must be considered to get tourist satisfaction, namely: product quality (tourism products), service or service quality, consumer emotional factors, rates, and costs to reach the destination. From the factors above, service quality influences the satisfaction of tourists who come to Selomangleng Cave, proven by field studies on service quality variables. Many tourists feel safe and comfortable while traveling to Selomangleng Cave, giving rise to a feeling of satisfaction, as well as the good service provided by the management to tourists directly. trigger tourist satisfaction at the Selomangleng Cave tourist destination. Rahma & Askriyandoko (2019) believes that tourist satisfaction is an element that must be maintained by service providers to increase engagement from tourists and improve marketing performance, especially for the Selomangleng Cave tourist destination.

3) Tourism Products (X2) to Tourist Satisfaction (Y1)

Tourism products obtain a direct influence value of 0.651 which can influence tourist satisfaction directly and significantly. According to Produk et al. (2020) The quality of products that are derivatives of tourism products also influences tourist satisfaction. Selomangleng Cave has a good arrangement and management of tourism products so that field studies reveal that tourists are satisfied with the offerings provided in the tourist area. The Selomangleng Cave area has natural beauty that is still well preserved, the place is cool and cleanliness is maintained making this tourist area have its own attraction, Selomangleng Cave itself is one of the natural tourist areas in the Kediri City area so it can be said to be the only one that has easiest access. These advantages make this tourist area considered satisfactory by tourists.

4) Service Quality (X1) on Tourist Loyalty (Y2)

Service quality obtained a direct influence value of 0.478 which can influence tourist loyalty directly and significantly. The quality of service that can satisfy tourists who visit the Selomangleng Cave tourist area triggers tourist loyalty, proven by field studies where the same tourists are often found in this tourist area and express their satisfaction with the current maintenance of the tourist destination, which can be proven when visiting the tourist area. According to (Rahyuda, 2014), "Quality" is the definition of a product that has no defects and has passed or can even exceed feasibility test standards. This is in line with service quality indicators in the form of physical evidence that supports increasing tourist loyalty at Selomangleng Cave.

5) Tourism Products (X2) to Tourist Loyalty (Y2)

Tourism products obtain a direct influence value of 0.566 which can influence tourist loyalty directly and significantly. Tourist loyalty can be formed if the products offered to tourists are satisfactory. Some of the highlights in Selomangleng Cave, Kediri City are tourist areas that still maintain their natural beauty, adequate infrastructure such as places of worship and toilets that are kept

clean. The strategic location also triggers tourists' desire to attend because reaching this area is quite easy. Hanif (2016) suggests that a tourist attraction is a tourist destination that can be felt and seen but has a psychological influence, this is the driving factor for tourists to visit.

6) Tourist Satisfaction (Y1) to Tourist Loyalty (Y2)

Tourist satisfaction has a direct influence value of 0.895 which can influence tourist loyalty directly and significantly. Satisfaction according to Kotler & Keller (2016) is the level of conformity to the expectations of tourists who have visited the Selomangleng Cave tourist destination. Satisfaction can also be interpreted as a feeling felt by tourists, including pleasure or disappointment that arises after comparing the previous performance of a tourist destination with that felt at that time which is related to individual perception. Kotler & Keller (2016) from the observation results, it was found that Selomangleng Cave tourists felt satisfied after visiting the tourist area as evidenced by the large number of tourists who returned with their friends or relatives. Tourist loyalty itself is an important aspect for the progress of a tourist destination, apart from acting as a marketer because it can invite new tourists to visit the Selomangleng Cave tourist destination.

7) Service Quality (X1) to Tourist Loyalty (Y2) through Tourist Satisfaction (Y1)

Service quality on tourist loyalty which is bridged by tourist satisfaction has a direct influence value of 0.478, this value is smaller than the indirect influence value of 0.485, which means that tourist satisfaction can significantly bridge the service quality variable on tourist loyalty. Service quality itself can influence tourist satisfaction as evidenced by the large number of tourists who come back to visit Selomangleng Cave. This further strengthens that satisfaction can bridge service quality to tourist loyalty because the phenomenon that has occurred is that many tourists recommend the same to relatives or other people, so that the number tourists are increasing day by day. According to Susepti (2017) in the tourism industry, the meaning of loyalty is the availability of tourists to visit and carry out activities in tourist areas for a long time and repeatedly, apart from that tourists who attend reach the stage of being able to recommend to other people and close relatives without facing compensation and royalties from the provider. tourism destination services.

8) Tourism Products (X2) to Tourist Loyalty (Y2) through Tourist Satisfaction (Y1)

Tourism products on tourist loyalty which are bridged by tourist satisfaction have a direct influence value of 0.566, this value is smaller than the indirect influence value of 0.573, which means that tourist satisfaction can bridge tourism product variables on tourist loyalty significantly. The Selomangleng Cave tourist area still has well-preserved natural beauty and authenticity, easy access and close to the city center, there are many souvenir shops and accommodation close to the tourist area. According to Hanif (2016) The attraction that arises from tourism is something that has added value to visit. Tourist attraction is a unit that is included in the tourism product, which includes interesting man-made and natural attractions offered by tourist destination service providers with the goals and expectations of tourists who come. can enjoy it and can attract more tourists in the future.

An indicator of a good tourism product is that it can attract tourists to visit and provide satisfaction, thereby triggering long-term loyalty. Loyal tourists themselves can provide positive efforts towards the progress of tourist destinations, Kotler & Keller (2016) said that tourists who are personally loyal can be measured by how often the tourist visits the Selomangleng Cave tourist destination, apart from that, tourists are also willing to invite friends or relatives to Selomangleng Cave, and thirdly they are willing to recommend to other people to visit Selomangleng Cave, Kediri City without expecting anything in return. whatever.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

The quality of service at Selomangleng Cave is getting better day by day, the cleanliness factor which was previously the main problem can be resolved with better maintenance, apart from that, the destination manager provides safety guarantees for tourists. Currently, the Selomangleng Cave tourist area also provides local guides to provide historical and educational information regarding Selomangleng Cave for tourists. Tourism products can also influence tourist satisfaction, including the tourist attractions, facilities, amenities and accessibility available. The main factor is easy access, Selomangleng Cave is also a destination that still maintains its original natural beauty. The arrangement and maintenance of tourist areas is quite good so that the surrounding nature is not damaged and is equally well maintained. There are clear and complete signs as well as supporting facilities such as souvenir and gift shops which are located quite close by. This quality factor of tourism services and products then influences satisfaction.

Tourist satisfaction can be detected from the two independent variables which influence each other, tourist satisfaction can be triggered by easy access, security and safety guarantees provided, accompanied by local guides provided, making it easier for tourists to ask questions and find out the history. The positive value of this tourist area is that it is a tourist area that is close to

nature, maintains its natural habitat conditions, many of the residents around Selomangleng Cave are also friendly, thus further supporting the level of loyalty of tourists who have visited this area. The Selomangleng Cave tourist area can provide satisfaction to tourists who have already visited, as evidenced by the crowds in the Selomangleng Cave area which are increasing day by day. Tourists who are satisfied with the offerings at Selomangleng Cave also tell other people about this tourist area (relatives and friends). , friends, etc.) so that satisfaction indicators can influence tourist loyalty and the quality of tourism services and products influences loyalty through the satisfaction of tourists visiting Selomangleng Cave, Kediri City.

B. Recommendations

Based on the conclusions above, the researcher can provide several suggestions which could be used as consideration for those directly involved, such as the government and tourist destination managers, as well as for those not directly involved, such as the community around the tourist destination, the media and academia in developing tourism insight into Selomangleng Cave. Kediri City:

1) For Tourist Destination Managers

Service quality has quite a big influence on tourist satisfaction and loyalty, this needs to be further developed considering that there are several complaints from tourists who complain about the pass gate which is often used by illegal visitors who can sometimes still enter the tourist area without going through the main gate so they are not charged a payment fee. . Apart from that, the guard post has been at the main entrance so it is a little far from the cave area. To maximize it, it would be better to have a guard post at every point where there is potential for crowds. The last one is so that managers can develop foreign language skills.

Tourism product variables should prepare first aid equipment in case there are complaints from tourists who are affected by incidents while traveling in the Selomangleng Cave area. Apart from that, additional things that can be considered are providing a place or area that tourists can use to take selfies in an instagrammable style, so that tourists who like photography can consider Selomangleng Cave as their next destination.

2) For the Government Scope of Tourist Destinations

The government in the tourism sector must supervise and assist promotions related to the existence and superiority of Selomangleng Cave, Kediri City so that this tourist area can continue to develop well and can compete with tourist areas in other areas. Every promotion carried out must meet the criteria desired by young people so that it is appropriate. target and can be accepted easily. The government must also frequently provide training to managers regarding tourism progress in the current era. With this research, it is hoped that it can become a reference for the government in the tourism sector in Kediri City to make decisions.

3) For the Community Scope of Tourist Destinations

For the community around the Selomangleng Cave tourist area, it would be better if they also learn more about Sapta Pesona starting from (safe) must maintain each other's safety, (orderly) where regulations must not be violated, (clean) cleanliness applied in the surrounding environment, (cool) maintaining comfort wherever there are tourists who visit while maintaining good attitudes and etiquette, (beautiful) beauty where the beauty of the surroundings is also maintained and does not damage the surrounding nature, (friendly) friendliness where every time there are tourists they must be friendly and not arrogant, (memories) give the best impression so that tourists Those who attended can remember it well. The presence of Sapta Pesona which is implemented well will certainly provide satisfaction which then turns to loyalty.

4) For Educational Institutions

For educational institutions, it is hoped that this research can become a reference for compiling research with variables, research content or even similar methods, so that the steps that prospective researchers must take can be imagined first before compiling a research.

5) For Other Research

For future researchers (academics), this research can be used as a reference in research related to the quality of tourism services and products on loyalty through tourist satisfaction in tourist areas. With continuous studies and updates, it is hoped that it will facilitate evaluation and appropriate decision making for developing tourist areas, especially in the Selomangleng Cave tourist area, Kediri City. For Educational Institutions

REFERENCES

1) Artuger, S. (2016). *The Effect of Destination Image on Destination Loyalty : An Application In The Effect of Destination Image on Destination Loyalty : An Application In Alanya. July.*

2) Dani, Y. P. (2019). *Pengaruh Atribut Produk Wisata dan Electronic Word of Mouth (E-WOM) Terhadap Keputusan*

Berkunjung pada Kawasan Wisata Mandeh. *01*, 283–295.

3) Dwi, N., & Endang, G. (2017). *Analisis Pengaruh Kepuasan Produk Wisata Terhadap Loyalitas Wisatawan (Studi Kasus pada Wisatawan DIY)*. *IV*(2), 70–77.

4) Dwiki, A., Wahyu, D., & Si, M. (n.d.). *Pengaruh Kualitas Produk Wisata , Kualitas Pelayanan Dan Promosi Terhadap Kepuasan Pengunjung Objek Wisata Goa Kreo Semarang*. *024*.

5) Hanif, A. (2016). *DAMPAKNYA TERHADAP LOYALITAS WISATAWAN (Studi pada Wisatawan Nusantara yang Berkunjung ke Kota Batu)*. *38*(1), 44–52.

6) Jasa, T., & Unnes, F. T. (2014). *Loyalitas Pelanggan (Sebuah Kajian Terhadap Bisnis Makanan)*. *1*(1), 66–79.

7) King, Y., Wan, P., & Bramwell, B. (2015). Political economy and the emergence of a hybrid mode of governance of tourism planning. *Tourism Management*, *50*, 316–327. https://doi.org/10.1016/j.tourman.2015.03.010

8) Kotler, P., & Keller, K. L. (2016). *Marketing Management*. New Jersey: Pearson Pretice Hall, Inc.

9) Lesmana, R., Habiyah, W., & Inas, N. (2020). *Peran Kepuasan Wisatawan Terhadap Loyalitas Wisatawan Pada Objek Wisata Kepulauan Seribu Jakarta*. *3*(1).

10) Li, X. (2023). *Deciphering word-of-mouth in social media : Text-based metrics of consumer reviews Deciphering Word-of-Mouth in Social Media : Text-Based*. *October*. https://doi.org/10.1145/2151163.2151168

11) Pelayanan, P. K., Terhadap, K., Pelanggan, L., Pt, P., & Dharma, R. (2017). *Pengaruh kualitas pelayanan, kepercayaan, dan kepuasan terhadap loyalitas pelanggan pada pt. padang tour wisata pulau padang*. *6*(2), 349–359.

12) Pendapatan, M., Daerah, A., & Kabupaten, P. A. D. (n.d.). *No Title*.

13) Prasetya, H. (2019). Pengaruh Produk Wisata Terhadap Kepuasan Pengunjung Di Tamansari Goa Sunyaragi. *Binawakya*, *13*(11), 1843–1850.

14) Produk, P., Dan, W., Destinasi, C., Keputusan, T., & Wisatawan, B. (2020). *Peran produk wisata dan citra destinasi terhadap keputusan berkunjung wisatawan*. *8*, 734–741.

15) Rahma, P., & Askriyandoko, T. (2019). *Pengaruh Fasilitas dan Kualitas Pelayanan terhadap Kepuasan Wisatawan pada Goa Lowo Kecamatan Watulimo Kabupaten Trenggalek*. 180–194.

16) Rahyuda, I. K. (2014). *Memediasi Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Hotel Melati Di Kawasan*. *9*, 520–532.

17) Rohaeni, H., & Marwa, N. (2018). *Kualitas Pelayanan Terhadap Kepuasan Pelanggan*. *2*(2), 312–318.

18) Sulistiyani, E. (2010). *Membangun Loyalitas Wisatawan Melalui Peningkatan Kualitas Obyek Wisata , Promosi dan Kepuasan Wisatawan di Kawasan Wisata Tawangmangu Karanganyar*. *10*(3), 161–165.

19) Susepti, A. (2017). Kepuasan Dan Loyalitas Tamu Hotel (Studi tentang Persepsi Tamu Hotel Mahkota Plengkung Kabupaten Banyuwangi). *Jurnal Administrasi Bisnis*, *50*(5), 27–36.

20) Syarif, M., & Elmas, H. (2019). *The Influence Of Green Marketing , Attribute Tourism Products , E- Wom The Visit Decision*. *3*(1), 46–54.

21) Wisnawa. (2019). *Link Google Book :*

22) Zhang, J. Q., Craciun, G., & Shin, D. (2017). When does electronic word-of-mouth matter? A study of consumer product reviews. *Journal of Business Research*, *October*. https://doi.org/10.1016/j.jbusres.2009.12.011.