CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

This chapter explains the data analysis gathered through paper-based questionnaires and online questionnaires. In this section, the researcher presents the analysis that consists of respondents' characteristics analysis, elaboration of validity and reliability test, normality test, outlier, the goodness of fit measurement, and hypothesis testing for the research model. Besides, this research use AMOS software version 24 as the tool to analyze the data collected.

4.1 Statistics Descriptive

4.1.1 Classification of Respondent's Gender

In this section, all respondents classified based on their gender. The table below show the composition of the number of people and their percentage.

Table 4.1 Gender Classifications

No.	Gender	Number (person)	Percentage
1	Male	126	49.4%
2	Female	129	50.6%
Total		255	100%

Source: Primary Data (Computed), 2019

According to the table above, the total of the respondent were 255 that consisted of 126 male and 129 female. The data showed that the majority of

the respondents were female with the percentage of 50.6%. Meanwhile, the percentage of the male is 49.4%.

4.1.2 Classification of Respondent's Age

In this section, all respondents are classified based on their age. The table below shows the composition of the number of people and their percentage.

Table 4.2 Classification of Respondent's Age

No.	Age	Number (person)	Percentage
1	15-24	204	80%
2	25-35	31	12.2%
3	36-45	8	3.1%
4	>45	12	4.7%
Total		255	100%

Source: Primary Data (Computed), 2019

Based from the table above, it can be seen that the majority of the respondent were peoples aged 15-24 years old of 80%. Meanwhile aged 25-35 were 31 with 12.2%, age 36-45 were 8 with 3.1%, and age >45 were 12 with 4.7%.

4.1.3 Classification of Respondent's Education Background

In this section, all respondents are classified based on their last education level. The table below shows the composition of the number of people and their percentage**.**

Table 4.3 Classification of Respondent's Education Background

No.	Education	Number (person)	Percentage
1	High school	109	42.7%
2	Diploma Degree	136	53.3%
3	Bachelor Degree	10	3.9%
Total		255	100%

Source: Primary Data (Computed), 2019

Based on the table above, it can be seen that the majority of respondents who filled the questionnaire of educational background was diploma degree with 53.3%. Following with high school level of 42.7% and last bachelor degree of 3.9%.

4.1.4 Classification of Respondent's Monthly Expenses

In this section, all respondents are classified based on their monthly expenses. The table below shows the composition of the number of people and their percentage**.**

Table 4.4 Classification of Respondent's Monthly Expenses

No.	Monthly Income	Number (person)	Percentage
1	< Rp. 1,000,000	36	14.1%
2	> Rp. 1,000,000 - Rp. 3,000,000	156	61.2%
3	> Rp. 3,000,000 - Rp. 5,000,000	39	15.3%
4	> Rp. 5,000,000	24	9.4%
	Total	255	100%

Source: Primary Data (Computed), 2019

According to the table above, respondents who haved expenses range from > Rp. 1,000,000 - Rp. 3,000,000 were dominated with 156 people and 61.2%. < Rp. 1,000,000 were 36 with 14.1%. > Rp. 3,000,000 - Rp. 5,000,000 were 39 with 15.3% and > Rp. 5,000,000 were 24 with 9.4%.

4.1.5 Classification of Respondent's Origin

In this section, all respondents are classified based on their origin as follows:

Table 4.5 Classification of Respondent's Origin

No.	Area of Origin	Number (person)	Percentage
1	Banjarmasin	70	27%
2	Yogyakarta	47	18%
3	Jakarta	17	7%
4	Batam	9	4%
5	Bandung	6	2%
6	Samarinda	5	2%
7	Surabaya	9	4%
8	Cirebon	6	2%
9	Balikpapan	7	3%
10	Klaten	5	2%
11	Palembang	3	1%
12	Jambi	3	1%
13	Pontianak	4	2%
14	Pekanbaru, Riau	7	3%
15	Bengkulu	3	1%
16	Malang	3	1%

17	Bekasi	2	1%
18	Boyolali	2	1%
19	Semarang	6	2%
20	Banjarnegara	3	1%
21	Padang	3	1%
22	Temanggung	2	1%
23	Kudus	1	0%
24	NTB	1	0.4%
25	Cilacap	1	0.4%
26	Tanjung Selor	2	1%
27	Ciamis	1	0.4%
28	Brebes	1	0.4%
29	Lampung	1	0.4%
30	Depok, Jawa barat	2	1%
31	Purworejo	1	0.4%
32	Medan	1	0,4%
33	Aceh	1	0.4%
34	Grobongan	1	0.4%
35	Salatiga	1	0.4%
36	Kebumen	2	1%
37	Lombok	1	0.4%
38	Magetan	1	0.4%

39	Magelang	1	0.4%
40	Pekalongan	2	1%
41	Bogor	1	0.4%
42	Solo	1	0.4%
43	Bali	1	0.4%
44	Jepara	1	0.4%
45	Karanganyar	1	0.4%
46	karangeang	1	0.4%
47	Pangkalanbun	2	1%
48	Nias, Sumatera utara	1	0.4%
49	Tarakan	1	0.4%
50	Madiun	1	0.4%
Total		255	100%

Source: Primary Data (Computed), 2019

Based on the table above about the list of respondent origin, it can be seen that the majority of respondent origin was Banjarmasin with 70 people or 27%. Meanwhile, there were several cities that had only one respondent of 0.4% such as Kudus, NTB, Cilacap, Ciamis, Brebes, Lampung, Purworejo, Medan, Aceh, Grobongan, Salatiga, Lombok, Magetan, Magelang, Bogor, Solo, Bali, Jepara, Karanganyar, karangeang, Nias, Tarakan, and Madiun.

4.1.6 Classification of respondent's based on the Temple that Ever Visited

In this section, all respondents are classified based on the temple ever visited. The table below shows the composition of the number of people and their percentage.

Table 4.6 Classification of Respondent's based on Temple that they visited

No.	Temple Name	Number (person)	Percentage
1	Borobudur Temple	146	57.3%
2	Ratu Boko Temple	50	19.6%
3	Prambanan Temple	59	23.1%
Total		255	100%

Source: Primary Data (Computed), 2019

Based on the table above, most of the respondents visit Borobudur temple with the percentage of 57% or 146 people. For Prambanan temple with 59 people or 23.1% and Ratu boko temple with 50 people or 19.6%. It is revealed that the majority of respondents in this research were respondents who ever visited Borobudur temple.

4.1.7 Classification of Respondent's based on the Main Reason to Visit Temple

In this section, all respondents are classified based on the main reason to visiting the temple. The table below shows the composition of the number of people and their percentage**.**

Table 4.7 Classification of Respondent's based on the main Reason to Visit Temple

No.	The Main Reason to Visit Temple	Number (person)	Percentage
1	Recreation	236	92.5%
2	Business	3	1.2%
3	Study	11	4.3%
4	Take a photo	1	0.4%
5	Take a guest	1	0.4%
6	Find female who have holiday	1	0.4%
7	Follow crowded people	1	0.4%
8	Investigate the history	1	0.4%
Total		255	100%

Source: Primary Data (Computed), 2019

Based on the table above, it can be seen that the majority of the people come to visit temple for recreation with 236 people or 92.5%. Meanwhile, there were 4.3% of the total respondents who come to visit

the temple for study. Also, there were 3 people who visit temple for business purpose.

4.2 Structural Equation Model (SEM) Analysis

The analysis used to prove the hypothesis was the calculation of the Structural Equation Model (SEM) with AMOS 24 software. The sequence of steps in the analysis includes:

4.2.1 Model Development Based on Theory

The development of the model in this research was based on the concept of data analysis that had been explained in chapter II. In general, the model consisted of exogenous variables, namely uniqueness (U), identification (I) and attractiveness (A). While the endogenous variables in this study are perceived coolness (PC), satisfaction (S), place attachment (PA) and destination loyalty (DL). The research framework is as follows:

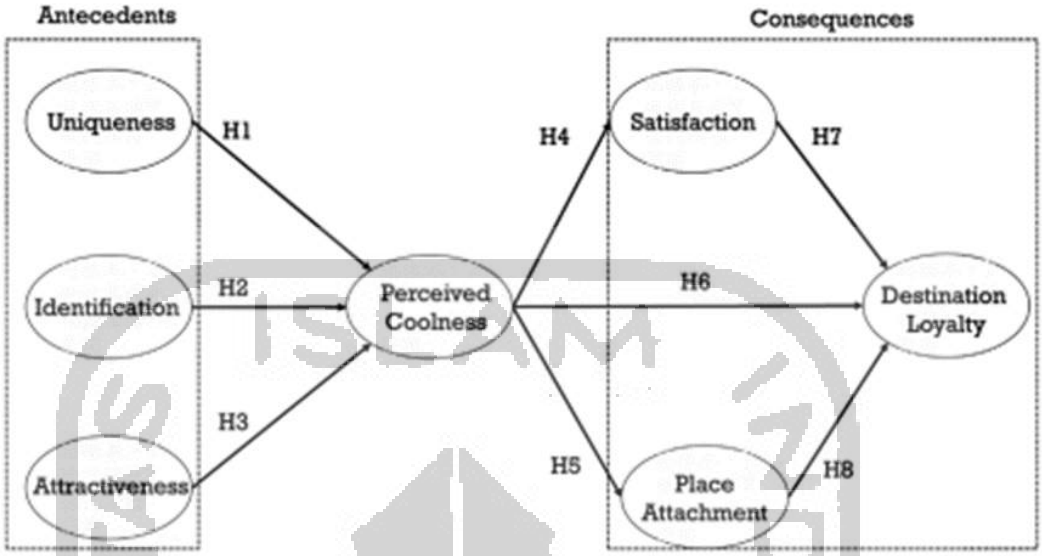

Figure 4.1 Research Framework

4.2.2 Flow Diagram and Structural Equation

The next step was to arrange causality relationships with a path diagram and arrange structural equations. There were 2 things that needed to be done, firstly structuring the structural model, namely by connecting between latent constructs, both endogenous and exogenous, constructing and secondly determining the model, namely connecting endogenous or exogenous land constructs with indicator or manifest variables.

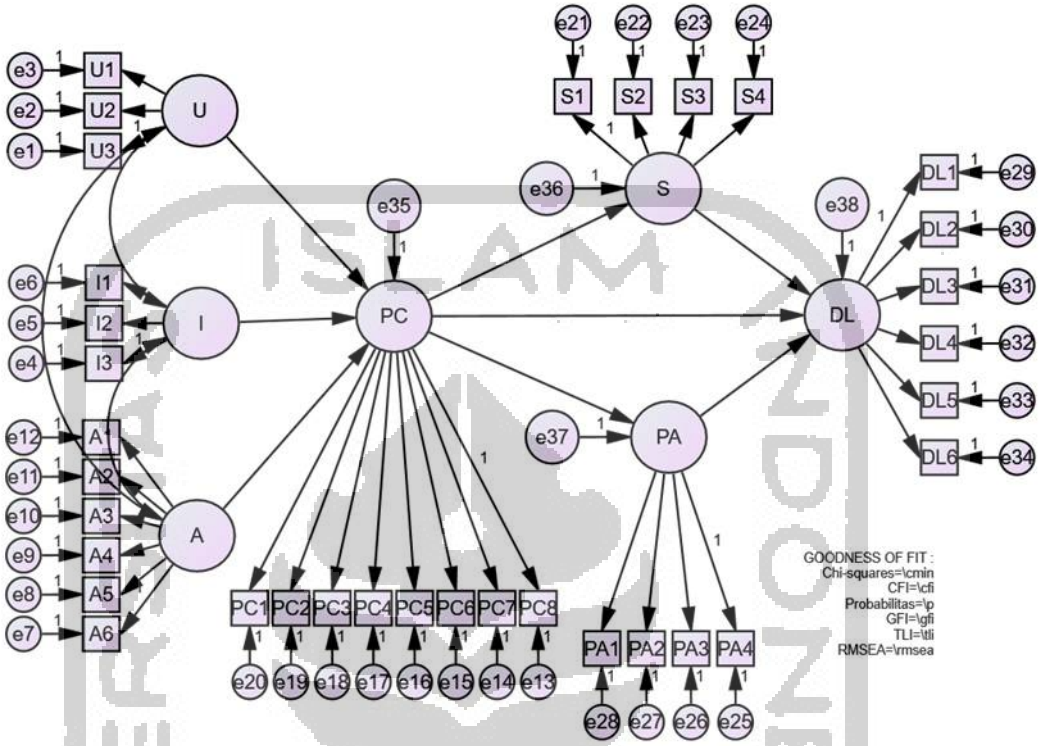

Figure 4.2 Structural Model

4.2.3 Normality Test

The structural equation model was different from other multivariate analysis techniques. SEM only used input data in the form of variance or covariance matrices or correlation metrics. The estimated model used was the maximum likelihood (ML) estimate that had been met with the following assumptions:

- Sample size

The sample size refered to the number of data samples that must be met, which was a minimum of 5 x the number of indicators that was 5x34 = 170. In this research, it has been fulfilled namely with the sample of 255.

- Data normality

The normality of data must be fulfilled so that the data can be further processed for SEM modeling. Testing this univariate normality was done by observing the value of CR data between the ranges of ± 2.58, then the research data can be said to be normal. The univariate and multivariate normalities of data used in this analysis were presented in the following table:

Table 4.8 Normality Test Result (AMOS)

Variable	min	max	skew	c.r.	kurtosis	c.r.
DL6	1.000	5.000	-.956	-6.233	1.698	5.536
DL5	3.000	5.000	.040	.260	-.871	-2.840
DL4	3.000	5.000	.022	.142	-.975	-3.179
DL3	3.000	5.000	-.230	-1.497	-.727	-2.368
DL2	3.000	5.000	.219	1.429	-.893	-2.909
DL1	2.000	5.000	-.351	-2.287	.208	.679
PA1	3.000	5.000	-.095	-.620	-.434	-1.413
PA2	2.000	5.000	-.722	-4.707	.207	.674

PA3	2.000	5.000	-.225	-1.469	-.705	-2.299
PA4	3.000	5.000	-.024	-.159	-.569	-1.856
S4	3.000	5.000	-.129	-.838	-.481	-1.567
S3	2.000	5.000	-.636	-4.146	.133	.434
S2	2.000	5.000	-.788	-5.135	.081	.264
S1	2.000	5.000	-.814	-5.305	.213	.693
PC1	2.000	5.000	-.806	-5.253	.441	1.438
PC2	2.000	5.000	-.736	-4.798	.068	.222
PC3	2.000	5.000	-.447	-2.911	-.637	-2.075
PC4	2.000	5.000	-.327	-2.133	-.735	-2.395
PC5	2.000	5.000	-.553	-3.605	-.289	-.942
PC6	2.000	5.000	-.563	-3.667	-.036	-.118
PC7	2.000	5.000	-.618	-4.030	.108	.352
PC8	2.000	5.000	-.727	-4.738	.195	.637
A1	2.000	5.000	-.693	-4.518	.289	.943
A2	2.000	5.000	-.652	-4.249	.339	1.105
A3	2.000	5.000	-.761	-4.959	.283	.922
A4	2.000	5.000	-.718	-4.680	.147	.479
A5	2.000	5.000	-.624	-4.068	.263	.856
A6	2.000	5.000	-1.047	-6.828	.674	2.196
I1	2.000	5.000	-.297	-1.939	-.775	-2.526
I2	2.000	5.000	-.287	-1.873	-.860	-2.802

I3	2.000	5.000	-.139	-.907	-.781	-2.546
U1	2.000	5.000	-.704	-4.590	.258	.841
U2	2.000	5.000	-.795	-5.182	.302	.983
U3	2.000	5.000	-.510	-3.327	-.348	-1.133
Multivariate					49,820	8.040

Source: Primary Data (Computed), 2019

Based on the table, the value of cr and kurtosis was obtained in the range of -2.58 to 2.58 except for 3 indicators namely DL6 DL5 d DL2 but if the indicators that meet the normality criteria were more than those that were not then the data was still said to be variably normal. The value of cr in multivariate was 8.040 which was not in the range of -2.58 to 2.58. However, according to Ghazali (2006) if the multivariate CR value was still below 10.00, it can be called normal. Then, the data in this research can be analyzed using Structural Equation Modeling (SEM).

4.2.4 Outliers

Outliers are observations or data that have unique characteristics that look different from other observations and appear in the form of extreme values such as a single variable or for variable combinations. The outliers can be evaluated using multivariate outliers analysis seen from the Mahalanobis Distance value.

The Mahalanobis Distance test was calculated using the chi-square value on the degree of freedom of 34 indicators at the level of p <0.001 using

the formula of X2 (34; 0.001) = 56.07. The results of the analysis of whether there were multivariate outliers can be seen in the table below:

Table 4.9 Outlier Test

Observation number	Mahalanobis d-squared	p1	p2
169	60.065	.002	.318
79	59.293	.002	.081
102	56.956	.004	.055
91	56.154	.005	.021
186	55.813	.006	.006
69	54.332	.008	.006
182	53.899	.009	.003
200	52.415	.013	.005
176	51.211	.017	.008
149	50.171	.021	.012
185	49.399	.025	.014
94			

Source: Primary Data (Computed), 2019

In the outlier test table, values of more than 56.07 were found, namely data of 181, 135, 254, 233, 176, 149, 252 and 169 and must be removed from observation. After being eliminated, it can be concluded that there were no data outliers.

4.2.5 Confirmatory Analysis

Confirmatory analysis was used to test concepts that were built using several measurable indicators. Conformity model of conformity test was tested using the Goodness of Fit Index which included Chi-Square, probability, RMSEA, GFI, CFI and TLI. This research used 7 variables including uniqueness (U), identification (I) and attractiveness (A), perceived coolness (PC), satisfaction (S), place attachment (PA) and destination loyalty (DL) with the total indicator of 34 indicators which can be seen from AMOS 24 analysis as follows:

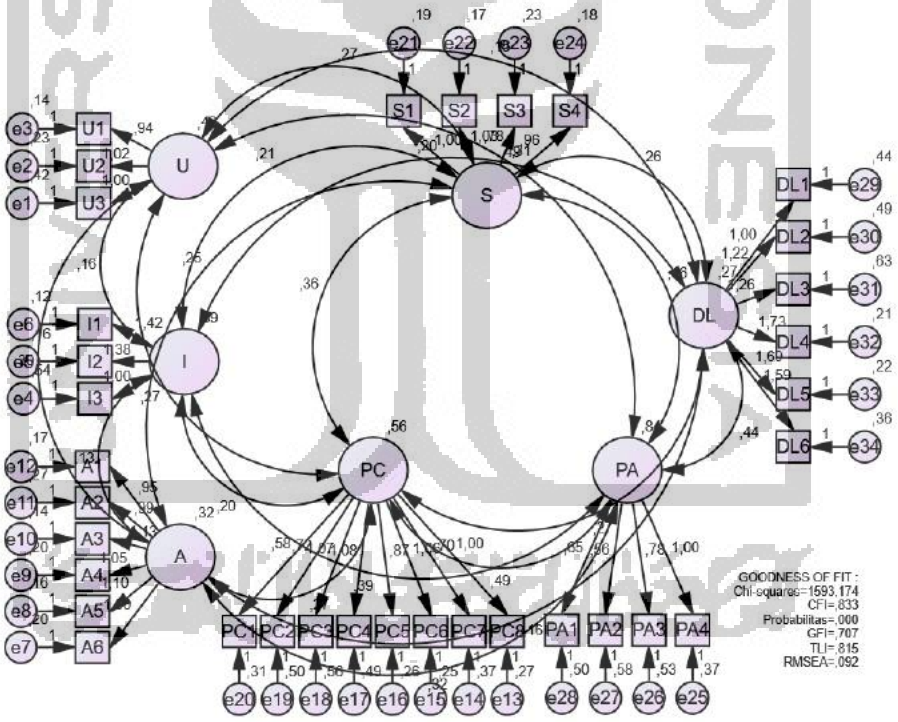

Figure 4.3 Confirmatory Analysis Model

From the results of the analysis, the loading factors of each indicator is as follows:

Table 4.10 Loading Factors Result

			Estimate
U3	<---	U	.708
U2	<---	U	.810
U1	<---	U	.854
I3	<---	I	.647
I2	<---	I	.908
I1	<---	I	.931
A6	<---	A	.784
A5	<---	A	.843
A4	<---	A	.798
A3	<---	A	.862
A2	<---	A	.736
A1	<---	A	.793
PC8	<---	PC	.821
PC7	<---	PC	.655
PC6	<---	PC	.845
PC5	<---	PC	.787
PC4	<---	PC	.757
PC3	<---	PC	.730
PC2	<---	PC	.604
PC1	<---	PC	.619
S1	<---	S	.851
S2	<---	S	.865
S3	<---	S	.750
S4	<---	S	.847
PA4	<---	PA	.834
PA3	<---	PA	.703
PA2	<---	PA	.560
PA1	<---	PA	.644
DL1	<---	DL	.618
DL2	<---	DL	.672
DL3	<---	DL	.639
DL4	<---	DL	.892
DL5	<---	DL	.884
DL6	<---	DL	.812

Source: Primary Data (Computed), 2019

From the loading factor produced above, it can be used to measure construct validity where a questionnaire is said to be valid if the questions on the questionnaire were able to reveal something that was measured by the questionnaire. According to Hair et al. (2010) the minimum number of factor loading was ≥0.5 or ideally ≥0.7. Thus, it can be concluded that all the questions used to measure the variables in research were study are valid. From these results it is known that all indicators had loading factor values above 0.5.

The confirmatory analysis goodness of fit test was carried out with the following results:

Table 4.11 Goodness of Fit Test Result

Goodness of Fit	Criteria	Cut-off value	Model Valuation
Chi-Square (X^2)	Small Value	1.593,174	Not Fit
Significance Probability	≥ 0.05	0.000	Not Fit
RMSEA	≤ 0.08	0.092	Not Fit
GFI	≥ 0.90	0.707	Not Fit
TLI	≥ 0.90	0.815	Marginal Fit
CFI	≥ 0.90	0.833	Marginal Fit

Source: Primary Data (Computed), 2019

From the results of the goodness of fit test, it appeared that no criteria had been met and the two criteria were marginal fit, namely TLI and CFI. Thus, it is necessary to modify the model by referring to the modification indices

which required removing some indicators so that a new model was obtained as follows:

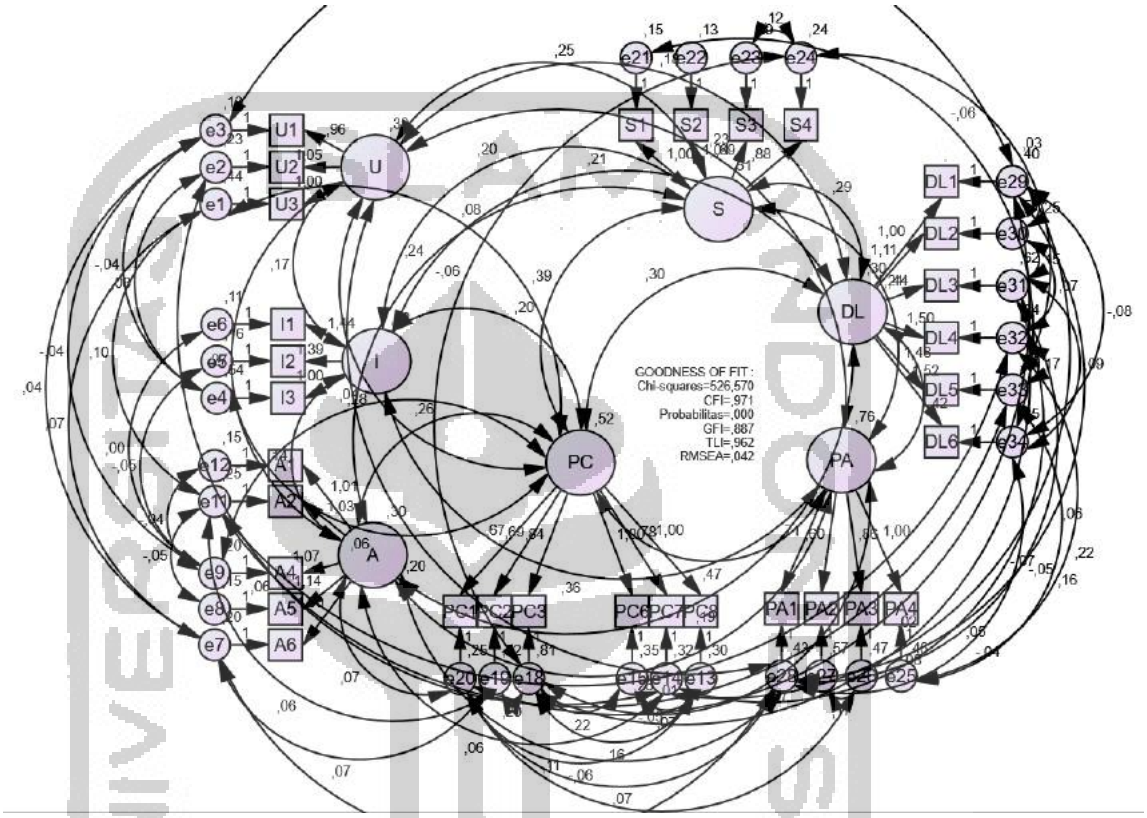

Figure 4. Model Modification

Modifications was required by removing 3 indicators to achieve the criteria for goodness of fit. The omitted indicators were A3, PC4 and PC5. The goodness of fit test results of the new model had also been fit even though there was still one criterion that had not yet been met, that was probability but can still be tolerated and the model was said to be fit. The goodness of fit test results are as follow:

Table 4.12 Goodness of Fit Test Result

Goodness of Fit	Criteria	Cut-off value	Model Valuation
Chi-Square (X^2)	Small Value	526.570	Fit
Significance Probability	≥ 0.05	0.000	Not Fit
RMSEA	≤ 0.08	0.042	Fit
GFI	≥ 0.90	0.887	Marginal Fit
TLI	≥ 0.90	0.962	Fit
CFI	≥ 0.90	0.971	Fit

Source: Primary Data (Computed), 2019

4.2.6 Reliability Test

The reliability coefficient range from 0-1. Thus, the higher the coefficient (close to number 1), the more reliable the measuring instrument. Constructive reliability is good if the construct reliability value> 0.7 and the extracted variance value> 0.5 (Yamin & Kurniawan, 2009).

- The formula for calculating construct reliability is:

$$Construct\ Reliability = \frac{(\sum loading\ baku)^2}{(\sum loading\ baku)^2 + \sum ej}$$

- The formula for calculating extracted variance is:

$$Variance\ Extracted = \frac{\sum (loading\ baku)^2}{\sum (loading\ baku)^2 + \sum e_j}$$

From the calculation results, the following results are obtained:

Table 4.13 Reliability Test

Variable	Indicator	Standard Loading	Standard Loading²	Measurement Error	CR	VE
	U3	0.708	0.501	0.499	0.8	0.6
	U2	0.81	0.656	0.344		
	U1	0.854	0.729	0.271		
	5.626	2.372	1.887	1.113		
	I3	0.647	0.419	0.581	0.9	0.7
	I2	0.908	0.824	0.176		
	I1	0.931	0.867	0.133		
	6.180	2.486	2.110	0.890		
	A6	0.784	0.615	0.385	0.9	0.6
	A5	0.843	0.711	0.289		
	A4	0.798	0.637	0.363		
	A3	0.862	0.743	0.257		
	A2	0.736	0.542	0.458		
	A1	0.793	0.629	0.371		
	23.194	4.816	3.876	2.124		
	PC8	0.821	0.674	0.326	0.9	0.5
	PC7	0.655	0.429	0.571		
	PC6	0.845	0.714	0.286		
	PC5	0.787	0.619	0.381		
	PC4	0.757	0.573	0.427		
	PC3	0.73	0.533	0.467		
	PC2	0.604	0.365	0.635		
	PC1	0.619	0.383	0.617		
	33.849	5.818	4.290	3.710		
	S1	0.851	0.724	0.276	0.9	0.7
	S2	0.865	0.748	0.252		
	S3	0.75	0.563	0.438		
	S4	0.847	0.717	0.283		
	10.976	3.313	2.752	1.248		
	PA4	0.834	0.696	0.304	0.8	0.5
	PA3	0.703	0.494	0.506		
	PA2	0.56	0.314	0.686		
	PA1	0.644	0.415	0.585		
	7.513	2.741	1.918	2.082		
	DL1	0.618	0.382	0.618	0.9	0.6
	DL2	0.672	0.452	0.548		
	DL3	0.639	0.408	0.592		
	DL4	0.892	0.796	0.204		
	DL5	0.884	0.781	0.219		
	DL6	0.812	0.659	0.341		

	20.403	4.517	3.478	2.522		

Source: Primary Data (Computed), 2019

From the table above it can be seen that the construct reliability of all variables already shows ≥ 0.7. As for the variance extracted in this research, each variable also had a value above 0.5. Thus, it can be concluded that the questionnaire used for this research was declared reliable.

4.3 Identification of Structural Model

Some ways to see whether there was an identification problem was to look at the estimation results. SEM analysis can only be done if the model identification results showed that the model was included in the over identified category. This identification was done by looking at the df value of the model created.

Table 4. 14 Computation of Degrees of Freedom (Default Model)

Number of distinct sample moments:	496
Number of distinct parameters to be estimated:	107
Degrees of freedom (496 - 107):	389

Source: Primary Data (Computed), 2019

The AMOS output results indicated that the df value of the model was 389. This indicated that the model was categorized as over identified because it had a positive df value. Therefore, data analysis can proceed to the next stage.

4.4 Goodness of Fit and Model Modification

The suitability test of the research model is used to test how well the level of goodness of fit of the research model. The results of model testing are as follows:

Table 4.15 Goodness of Fit Testing Result

Goodness of Fit	Criteria	Cut-off value	Model Valuation
Chi-Square (X^2)	Small Value	838.710	Fit
Significance Probability	≥ 0.05	0.000	Not Fit
RMSEA	≤ 0.08	0.067	Fit
GFI	≥ 0.90	0.828	Marginal Fit
TLI	≥ 0.90	0.905	Fit
CFI	≥ 0.90	0.921	Fit

Source: Primary Data (Computed), 2019

Based on the table, it is known that from all the goodness of fit criteria, all criteria had been fulfilled by this research model. All criteria were good or fit except the probability value but it can be tolerated and this research model can be said to be good or met the goodness of fit criteria. The final path analysis model of this research is as follows:

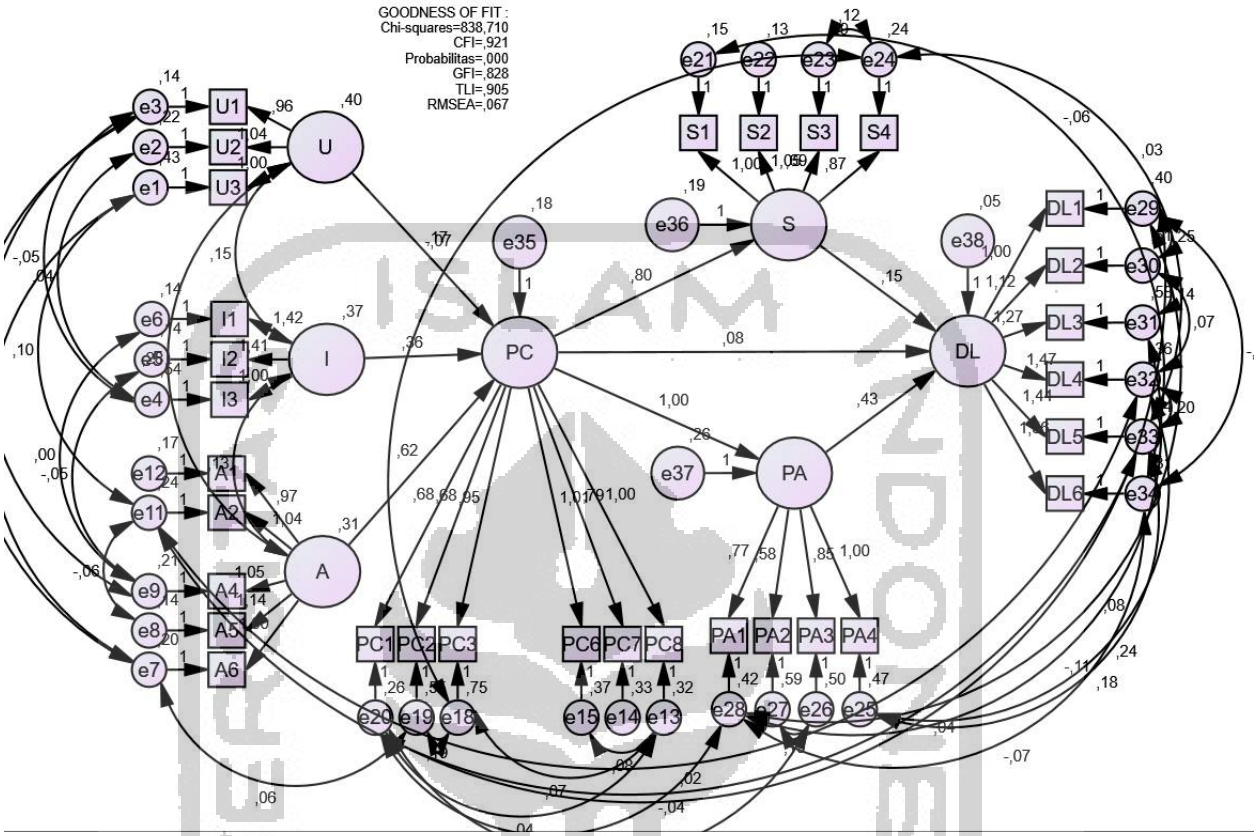

Figure 4.5 Final Research Model

4.5 Hypothesis Testing

The next analysis was the Structural Equation Model (SEM) analysis in full model to test the hypotheses developed in this research. The regression weight test results in this research are as follows:

Table 4.16 Hypothesis Testing Result

Hypothesis	Variable Relationship	Estimate	S.E.	C.R	P-Value	Label
H1	U → PC	0.171	0.107	1.601	0.109	Not Significant
H2	I → PC	0.362	0.068	5.293	0.000	Significant
H3	A → PC	0.620	0.123	5.039	0.000	Significant
H4	PC → S	0.796	0.070	11.360	0.000	Significant
H5	PC → PA	0.996	0.095	10.489	0.000	Significant
H6	PC → DL	0.082	0.093	0.890	0.373	Not Significant
H7	S → DL	0.149	0.058	2.556	0.011	Significant
H8	PA → DL	0.430	0.073	5.892	0.000	Significant

Source: Primary Data (Computed), 2019

To know the result hypothesis (accepted or rejected), it can be done by looking at the value of the Critical Ratio (CR) and the probability value (P) from the results of data processing. If the test results show a CR value above 1.96 and a probability value (P) below 0.05 / 5%, then the proposed research hypothesis is

accepted. The research hypothesis testing will be discussed in stages according to the hypothesis that had been proposed. In this research, the explanation of hypothesis is as follows:

- **Hypothesis 1, Uniqueness (U) to Perceived Coolness (PC)**

  Based on data processing, it is known that the CR value was 1.601 and the P value was 0.109. These results indicated that the CR value was still below 1.96 and the P value was still above 0.05. Therefore, it can be concluded that there was no significant effect of U on PC**.**

- **Hypothesis 2, Identification (I) to Perceived Coolness (PC)**

  Based on data processing, it is known that the CR value was 5.293 and the P value was 0.000. These results indicated that the CR value was above 1.96 and the P value was below 0.05. Therefore, it can be concluded that there was a significant effect on PC**.**

- **Hypothesis 3, Attractiveness (A) to Perceived Coolness (PC)**

  Based on data processing, it is known that the CR value was 5.039 and the P value was 0.000. These results indicated that the CR value was above 1.96 and the P value was below 0.05. Therefore, it can be concluded that there was a significant influence of A on PC.

- **Hypothesis 4, Perceived Coolness (PC) to Satisfaction (S)**

  Based on data processing, it is known that the CR value was 11.360 and the P value was 0.000. These results indicated that the CR value was above 1.96 and the P value was below 0.05. Therefore, it can be concluded that there was a significant influence of PC on S.

- **Hypothesis 5, Perceived Coolness (PC) to Place Attachment (PA)**

  Based on data processing, it is known that the CR value was 10.489 and the P value was 0.000. These results indicated that the CR value was above 1.96 and the P value was below 0.05. Therefore, it can be concluded that there was a significant influence of PC on PA.

- **Hypothesis 6, Perceived Coolness (PC) to Destination Loyalty (DL)**

  Based on data processing, it is known that the CR value was 0.890 and the P value was 0.373. These results indicated that the CR value was still below 1.96 and the P value was still above 0.05. Therefore, it can be concluded that there was no significant influence of PC on DL.

- **Hypothesis 7, Satisfaction (S) to Destination Loyalty (DL)**

  Based on data processing, it is known that the CR value was 2,556 and the P value was 0.011. These results indicated that the CR value was above 1.96 and the P value was below 0.05. Therefore, it can be concluded that there was a significant effect of S on DL.

- **Hypothesis 8, Place Attachment to Destination Loyalty**

  Based on data processing, it is known that the CR value was 5.892 and the P value was 0.000. These results indicated that the CR value was above 1.96 and the P value was below 0.05. Therefore, it can be concluded that there was a significant influence of PA on DL.

4.6 Result Discussions

4.6.1 The Influence of Uniqueness of Destinations on Tourist Perceived Coolness

The result of this research showed that the uniqueness of destinations did not positively influence the tourist perceived coolness. This phenomenon commonly happened in-the destination sector due to uniqueness can be easyly imitated by other competitor and create uniqueness. In comparison, according to Chen & Chou (2019), it showed that uniqueness on destination positively influence the perceived coolness. However, in their research, the level of uniqueness was not as high as attractiveness to affect the perceived coolness of the tourist. Chen & Chou (2019) stated that uniqueness did not have high intensities compare to attractiveness to influence perceived coolness because the uniqueness was part of strategy that could "mimic" or copied by other destinations in the same segment.

Additionally, the uniqueness of temple destination in Indonesia was hard to maintain and attract tourist because the number of the temple in Indonesia were many. Moreover, most of the temples in Indonesian were associated with Buddhist and Hindu, where the design of the temple was relatively the same. As for the respondents of this research were a local tourists who were not very common with differences of Hindu temple and Buddhist temple.

4.6.2 The Influence of Identification of Destinations on Tourist Perceived Coolness

The result of this research showed that identification of destination from the tourist was positively influenced tourist perceived coolness. It showed that the higher level of identification of the tourist, the higher the perceived coolness. A previous study from Ekinci et al., (2013) stated that based on the social identity theory, tourist tends to express their social identity through identification from the favorable experience of visiting tourism destination.

The finding of this research showed that tourist tended to have a higher level of favorable experience of perceived coolness when their personality fit the destination and met with people that had a similar personality. This finding was in line with a study from Chen & Chou (2015) that argued the level favorable experience of perceived coolness tend to be higher when tourist found a lot of similarity of themselves when visiting a particular destination.

4.6.3 The Influence of Attractiveness of Destinations on Tourist Perceived Coolness

The result of this research showed that the attractiveness of destinations positively influenced tourist perceived coolness. Based on the outcome, it can be seen that the higher the level of destination attractiveness, the higher the level of perceived coolness that the tourist has. Meanwhile, If the level of destination attractiveness was low, the level

of tourist perceived coolness will be low too. Based on the result of this research, it was indicated by having an attractive destination. It can lead to the favorable experience that tourist had. Those favorable experience made the tourist felt satisfied with the destination and enjoy their trip in the destination. Additionally, the attractiveness of destination was associated with the tourists need regarding the particular purpose of tourists visiting destination.

The findings of this research supported by the previous study by Chen & Chou (2019) that argue dthe attractiveness of destination positively influence perceived coolness of tourist-related to how the attractiveness destination can create the favorable experience of feeling cool. Moreover, in the tourism context based on Tan et al. (2013), the best way to create an unforgetful experience for the tourist is by creating the attractive destination based on particular tourist purpose of travel.

4.6.4 The Influence of Tourist Perceived Coolness on Tourist Satisfaction

According to Van et al., (2012), tourist satisfaction is an evaluation process of emotional feeling between what tourist expected and perceptions that tourist gets from specific service performance or gain from physical interaction. Comparing with the previous study from Van et al., (2012), the finding of this research showed that the higher the perceived coolness of tourists, the higher the satisfaction tourist. Tourist

tended tends to feel satisfied with the destination when their perceived fulfill the expectation they had.

A previous study by Hosany et al. (2014) argued that tourist satisfaction will occur when the tourist has several special feeling when they visit a destination. It is in line with this research where the tourist experienced of feeling cool when visiting the destination resulting in their satisfaction. Therefore, it can be concluded that perceived coolness of tourist had positive and significant influence on tourist satisfaction

4.6.5 The Influence of Tourist Perceived Coolness on Tourist Place Attachment

The result of this research showed that perceived coolness of tourist positively influenced the tourist place attachment to the destination. It can be seen that after the tourist experience the destination, they had developed an emotional feeling and bond those feeling with the destination.

Brocato, Baker, & Voorhees, (2015) argued about the condition that makes place attachment appear is when a person develops a bond between his or his personal feeling and an object. Meanwhile, Chen & Chou (2019) stated that the development of emotional sense between a destination and a tourist could appear after tourist experience visiting the destination. Those statement from the previous research is a line with this research while the tourist develops a feeling of cool on destination which directly lead to the place attachment. Therefore, the higher the sense of

perceived coolness of tourist, the higher the level of place attachment will be.

4.6.6 The Influence of Tourist Perceived Coolness on Tourist Destination Loyalty

According to Chen & Chou (2019), they hypothesized that perceived coolness is positively associated with destination loyalty because it is one of the essential consequences of destination consumption through tourist experience. However, in their study found that perceived coolness does not positively influence destination loyalty. The finding in this revealed similarity from the previous research where the perceived coolness did not positively affect destination loyalty.

Chen & Chou (2019) argued that this happens because perceived coolness of tourist does not affect destination loyalty because it is not enough to driven tourist to destination loyalty since it is not entirely mediated by satisfaction and place attachment. Chen & Chou (2019) is consistent with the previous studies (Chen et al., 2016; Chen & Phou, 2013 and Lee et al., 2012). Even though this research take different object from the previous research, the perceived coolness was not driven to destination loyalty. This could happen because tourist could have a favorable experience, but at the same time, they could be unsatisfied with the destination. Therefore, perceived coolness was not enough to drive the tourist to be loyal to the destination.

4.6.7. The influence of Tourist Satisfaction on Tourist Destination Loyalty

The finding of this research showed that tourist satisfaction positively influence the destination loyalty of the tourist. Based on the result, the overall experience that they got from visiting the destination was to meet the expectation of the tourist and lead them loyal to the destination. Therefore, the higher the level of satisfaction, the higher the level of destination loyalty.

The finding from this research in line with the previous research that argued about the satisfaction of tourist for visiting the destination is one of the determinants for destination loyalty and effect destination loyalty (Valle et al., 2016; Sangpikul et al., 2017). Meanwhile, another study from Gok & Sayin (2015) also supported the finding of this research regarding the overall satisfaction of expectation meet, identified to affect the level of destination loyalty.

4.6.8 The Influence of Tourist Place Attachment on Tourist Destination Loyalty

The special relationship between tourist and associated environment establish a place attachment in which as a factor in generating loyalty in tourism destination (Cerro et al., 2015). Furthermore, the finding of this research showed that tourist place attachment positively influenced tourist destination loyalty. Additionally, the higher the level of tourist place attachment, the higher the level of tourist destination loyalty.

Tourist that felt the atmosphere of destination and develops special feeling has high possibility for destination loyalty. According to Chen & Chou (2019), favorable experience supported with the emotional sensation of “cool” will result in satisfaction and place attachment.