

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusion

This research examined the antecedents of perceived coolness (Uniqueness, identification, and attractiveness) and consequences of perceived coolness (Satisfaction, place attachment, and destination loyalty). The relationship among variable was tested using data obtained from the online and offline questionnaire. Furthermore, this research takes a sample from tourist who ever visited Borobudur, Prambanan, and Ratu Boko Temple. Additionally, this research used AMOS software version as the tool to analyze the data collected.

This research proposed eight hypotheses related to antecedents and consequences of perceived coolness. However, there were only six variables found to have significant results and two variables found not to have significant effects. From the antecedents of perceived coolness, one variable that was uniqueness found no considerable influence on perceived coolness. On the consequences of perceived coolness, one variable was found and does not positive influence on destination loyalty. Therefore, from eight hypotheses have, there were only six hypotheses approved.

This study proved that perceived coolness of tourist could attract new visitor and maintain the current visitor. Therefore, PT TWC as a company who does supervision on Borobudur, Prambanan, and Ratu Boko should pay attention to creating a favorable experience for the tourist. PT TWC should create an attractive

and establish emotion feeling for the visitor in order that the visitor have a favorable experience. Those experience can lead to the perception of “cool” for the visitor and this can be the competitive strategy for PT TWC. However, PT TWC should be underlined that by creating a favorable experience of feeling “cool” to visit the destination is not enough for them. They should pay attention that satisfaction and the way visitor feel toward the destination is also important to maintain their competitiveness. Tourist does not directly need loyal to one destination unless they feel satisfied with the overall experience. In addition, place attachment also become one element to make tourist loyal to destination loyalty.

## **5.2 Research Limitation**

There were several limitations for this research since the research was not perfect enough such as:

1. The sample of this research was not enough to cover the variation and represent all tourist that visited Borobudur, Prambanan, and Ratu Boko temple.
2. This research is cross sectional study where it cannot catch perceived coolness of tourist with different time frame.
3. This research only assesses local tourist from Indonesia, it will be better for future study to include international tourist in the research.

## **5.3 Recommendations**

For the future empirical study, firstly, it is suggested to explore more about the antecedents of perceived coolness. Exploring more about antecedents will help

to get more understanding about what can influence the perceived coolness of the tourist. Beside that, it helps in understanding what variable could affect the perceived coolness of tourist. Secondly, future research could explore more related to the consequences of the perceived coolness since the model of this research was only go until destination loyalty. Exploring more, the consequences of perceived coolness can contribute to the literature in the tourism industry. Third, future research can choose another sector of destination, for example like a coffee shop since nowadays the coffee shop is one of the well-known tourist destinations.

For the managerial implications, the result of this research can help the company, especially the manager who works in the tourism sector. It is helpful for the manager to create a specific strategy to attract new visitor and maintaining the current visitor. Create favorable experience, especially the perspective of feeling cool is important for creating a competitive strategy by focusing on creating an attractive destination and place attachment of tourist. What comes before and how to make the tourist feel the favorable experience when visiting the destination. It also helps the managers to realize that only make tourist have favorable experience is not enough because the main point is how to make them feel satisfied by visiting the destination and fulfills their expectation. Therefore, they will be happy and make them want to revisit it and recommended to others. Additionally, it also makes the managers create strategy to make the tourist feel a special feeling for the destination.