The Influence Of Applying Sapta Pesona Elements On Tourist Loyalty At Tebing Breksi Yogyakarta

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Article Info	ABSTRACT
	Tebing Breksi, a tourist destination in Sambirejo Village, Prambanan, Sleman, Yogyakarta, has an important role in the local tourism industry. Tourist loyalty in this area is a key factor in tourism development and management. The Sapta Pesona Wisata concept is implemented as a strategy to increase the attraction and experience of tourists at Tebing Breksi. This research uses a quantitative approach with an associative method to examine the relationship between the elements of Sapta Pesona and tourist loyalty. A sample of 100 respondents was selected using the Purposive Sampling method at Tebing Breksi Beach. Data analysis was carried out using simple linear regression and statistical tests with the help of IBM SPSS version 26 software. The research results showed that the application of Sapta Pesona had an effect of 36.8% on tourist loyalty at Tebing Breksi. However, partially, only the security element has a significant influence. These findings highlight the importance of continuing to improve the quality of tourist experiences and tourism management at Tebing Breksi to support the sustainable growth of the tourism industry.
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INTRODUCTION

The tourism sector has a role as a contributor through state foreign exchange earnings to the Indonesian economy (Widiatami, 2023). The tourism sector also has an influence on industrial development in Indonesia, such as through the branding " Wonderful Indonesia" (koko prasetya, 2020). In 2023, research was conducted on the impact of the COVID-19 pandemic on Indonesia's tourism sector, highlighting economic recovery efforts. The real sector, including tourism and the creative economy, is the focus of Indonesia's post-pandemic economic recovery strategy (Faradis & Suwandana, 2023; Widiatami, 2023).

The COVID-19 pandemic has significantly changed tourism trends in Indonesia and the world. Especially in Indonesia, the number of foreign tourists coming to Indonesia has decreased drastically . According to data provided by the Ministry of Tourism and Creative Economy, in August 2020, there was a significant decrease of 89.22% in the number of foreign tourist visits to Indonesia compared to the same period in the previous year, as a direct impact of the COVID-19 pandemic (Anggarini, 2021). Apart from that, the pandemic has also changed the way people view and choose tourist destinations. Now, tourists tend to avoid crowds,

choose culinary and natural tourism close to home, and avoid group travel (Andriani et al., 2021). The COVID-19 pandemic is a moment for a shift in tourism trends from the masses tourism becomes responsible and sustainable tourism (Kurniasari et al., 2023).

Sustainable tourism is the main focus for preserving the environment, wise destination management, and empowering local communities. This is in line with Indonesia's tourism motto which focuses on quality and sustainable tourism (Asy'ari & Putra, 2023; Margaretha, 2024). Sustainable tourism development needs to pay attention to economic, social and environmental aspects in a balanced way. Management strategies that reflect sustainability principles can increase economic benefits while preserving the ecosystem (Aji, 2019a; Pitaloka et al., 2023; Rosardi, 2021a). Apart from that, innovation has an important role in improving the quality of tourism products and services that support sustainable development. Innovation can create unique tourist attractions while still paying attention to environmental sustainability (Aji, 2019b; Aulia, 2019; Rosardi, 2021b).

Yogyakarta, a land that is never empty of visitors, both local and international, with its amazing natural and cultural charm. The emergence of new destinations increasingly enriches the experience of tourists coming from everywhere. One of the famous tourist centers is Malioboro, where street vendors present a variety of attractive merchandise, increasing profits and advancing the city's economy.

The presence of tourists not only provides economic benefits, but also supports the economic growth of the city of Yogyakarta. With five districts, Yogyakarta is home to many tourist destinations that continue to grow, with maintaining environmental cleanliness a priority. A clean, tidy and comfortable destination is the key to attracting tourists and providing a satisfying experience for them. Therefore, maintaining cleanliness and preserving the environment is a shared responsibility to maintain the charm of Yogyakarta as an attractive tourist destination.

Tebing Breksi is a tourist area located in Sambirejo Village , Prambanan, Sleman Regency, Yogyakarta. This area has become an important component in the tourism industry in the area. The use of space in the Tebing Breksi area has produced a certain pattern, with the use of space mostly located on the east side of the Tebing Beksi area and extending to the north and south sides. Tourism activities in the Tebing Breksi area have influenced the socio-economic life of the community in Sambirejo Village . The use of space in the Tebing Breksi area has created various business structures and employment opportunities in the area. The development of an occupational safety and health management system (SMK3) in the Tebing Breksi tourist area is also very important to ensure the safety and health of tourists.

Tourist loyalty in Tebing Breksi is an important factor in the development and management of tourism in the area. Tourist loyalty is a situation where tourists try to visit tourist locations regularly and want to return a good experience. The development of Sapta Pesona Wisata at Tebing Breksi is also one of the strategies for developing this tourist area. Sapta Pesona Wisata is a number of important aspects used to develop tourist areas, including safe, orderly, clean, cool, beautiful, friendly and memorable. The implementation of Sapta Pesona Wisata at Tebing Breksi is very important to guarantee the quality of the tourist experience and guarantee the return of tourists to the tourist location. This will influence tourist loyalty in Tebing Breksi and become an important factor in the development and management of tourism in the area.

Previous research conducted by Hadi (2020) revealed that the Sambirejo Village area , especially the Breksi Cliff tourist attraction, had implemented the Sapta Pesona program well. The facts in the field from observation data and questionnaires from tourists are that the implementation of Sapta Pesona Tourism runs synergistically with each other, where Sapta Pesona Tourism has 7 aspects, namely: 1. Safe, 2. Orderly, 3. Clean, 4. Cool , 5. Beautiful, 6. Friendly, 7. Memories and the Sambirejo Village Government has a policy where the policy is to make the Breksi Cliffs a vital tourist asset managed professionally by forming a Village-Owned Enterprise (BUMDES) so that it is related to the development of tourist attractions based on on the Sapta Pesona Program as a reference.

Furthermore, research conducted by Astuti (2018), found that simultaneously, Sapta Pesona had a significant impact on visitor satisfaction. Specifically, cool, friendly and memorable elements have a positive and significant impact on visitor satisfaction. Meanwhile, safe and clean elements also have a positive impact, although not significant. However, orderly and beautiful elements do not show a significant positive impact on visitor satisfaction.

Based on this information, it is important for the management to re-evaluate the implementation of the seven elements of Sapta Pesona, namely safe, orderly, clean, cool, beautiful, friendly and memorable so that tourists will feel loyal to come back to Tebing Breksi.

Tourist Loyalty

Loyalty in the tourism context refers to tourists' desire to return to visit tourist destinations they have visited before and recommend these destinations to other people such as friends, family and colleagues (Sangpikul , 2018). Tourists who have a high level of loyalty tend to make longer tourist visits, share their positive experiences verbally, and be actively involved in tourism activities (Chiu et al. , 2016). In the tourism industry, according to Hasan (2015: 378), tourist loyalty is measured by three parameters, namely: 1) The desire to continue

buying the same product (indicating a long-term aspect), 2) Increasing purchases of the same product (indicating a longer duration of stay). long), and 3) Concern about recommending the product to others.

Sapta Pesona

In the explanation of Article 28 letter h in the Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the Master Plan for National Tourism Development for 2010 - 2025, it is stated that sapta charm refers to the 7 elements of charm that need to be realized to create a conducive and ideal environment for the development of tourism activities. in a location, with the aim of encouraging tourist interest in visiting that place. The seven elements of Sapta Pesona mentioned are: security, order, cleanliness, beauty, beauty, friendliness and memories.

1. Safe: Providing an atmosphere that is safe and free from threats and disturbances for tourists, including the use of well-maintained facilities and infrastructure.

2. Orderly: Reflects an orderly, disciplined and consistent atmosphere in the application of regulations, time, service quality and information to tourists.

3. Clean: Showing a clean, healthy and well-maintained environment, including environmental planning, use of hygienic equipment, and serving healthy food and drinks.

4. Cool: Providing a fresh and comfortable environment, through efforts such as landscaping, greening and building parks in various places.

5. Beautiful: Exuding beauty through harmonious, harmonious and attractive arrangements, both in terms of color, city appearance, historic buildings, tourism environment and nature.

6. Friendly : Reflects the nature and behavior of people who are friendly, respectful and polite, and ready to provide selfless service to tourists.

7. Memories: Providing memorable experiences for tourists through comfortable accommodation, cultural attractions, regional specialties and interesting souvenirs.

RESEARCH METHODS

The method applied in this research is a quantitative approach with an associative type, which aims to reveal the relationship between two or more variables. The research was conducted at Tebing Breksi Beach in Yogyakarta. Samples were taken using the Lemeshow formula , which produced 100 respondents using the *Purposive Sampling method* . *Purposive sampling* is a method of determining samples that are deliberately selected from the population

with special considerations. In this method, each subject selected from the population is chosen deliberately based on certain goals and considerations. Distribution of questionnaires to tourists who have visited Tebing Breksi Yogyakarta.

Data analysis was carried out using simple linear regression techniques. Previously, validity, reliability and classical assumption tests were carried out, and the data was processed using IBM SPSS version 26 software. The next step was to carry out a simple linear regression test, calculate the coefficient of determination (R^2), and test the hypothesis using the t-test and F test.

RESULTS AND DISCUSSIONS

Validity test

This test aims to determine whether each statement submitted is valid for use in this research. According to Gunawan (2019), validity can be stated if the calculated r value > table r value. In this case, the r table value for N=100 with a significance level of 5% is 0.195. The calculated r value obtained from the tests carried out is as follows:

Validity of Sapta Pesona

Variables	Statement	rtable	Note
Safe	A1	0.714	Valid
	A2	**0.77**	Valid
	A3	0.762	Valid
Orderly	T1	0.555	Valid
	T2	0.764	Valid
Clean	B1	0.737	Valid
	B2	0.8	Valid
Cool	S1	0.539	Valid
	S2	0.761	Valid
	S3	0.817	Valid
Beautiful	I1	0.734	Valid
	I2	0.75	Valid
Friendly	R1	0.724	Valid
	R2	0.735	Valid
Memory	K1	0.778	Valid
	K2	0.569	Valid
	K3	0.809	Valid

Source: Primary Data, Processed in 2024

Loyalty Validity

Variables	Statement	rtable	Information
Loyalty	L1	0.785	Valid
	L2	0.677	Valid
	L3	0.663	Valid
	L4	0.795	Valid
	L5	0.865	Valid

Source: Primary Data, Processed in 2024

From the results of the validity test using SPSS 26. The data shows that all question items are considered valid and can be used in research.

Reliability Test

Reliability test is a measure of how consistent the results of measurements are carried out using the same object to produce similar data (Sugiyono, 2016). Reliability testing can be carried out using the SPSS program using the Cronbach Statistical Test Alpha , where a construct or variable is considered reliable if it obtains a Cronbach value Alpha > 0.60 (Sugiyono, 2016).

Variable	Cronbach's Alpha	Criteria	Information
Safe	0.870	≥0.60	Reliable
Orderly	0.880	≥0.60	Reliable
Clean	0.871	≥0.60	Reliable
Cool	0.866	≥0.60	Reliable
Beautiful	0.872	≥0.60	Reliable
Friendly	0.877	≥0.60	Reliable
Memory	0.863	≥0.60	Reliable
Loyalty	0.925	≥0.60	Reliable

Source: Primary Data, Processed in 2024

Based on this table, it can be concluded that the variables Safe Orderly , Clean , Cool , Beautiful , Friendly, Memory , have Cronbach values alpha is above 0.60, indicating that these variables are reliable or reliable.

Classic Assumption test

Normality test

This test utilizes the Kolmogorov-Smirnov technique . The test results show that the Kolmogorov-Smirnov significance value is 0.055, which is higher than the alpha value set at 0.05. Therefore, it can be concluded that the data has a normal distribution.

Multicollinearity Test

In this test, the aim is to check whether there is a relationship between the independent variables in the regression. There is no multicollinearity in this test if the Tolerance value is > 0.10 and the VIF value is < 10. Based on the test results, the Tolerance value is 1, which means it is greater than 0.10, and the VIF value is 1, which means it is smaller than 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables.

Heteroscedasticity Test

In this test, the technique used is Scatterplot . The following are the results of the heteroscedasticity test :
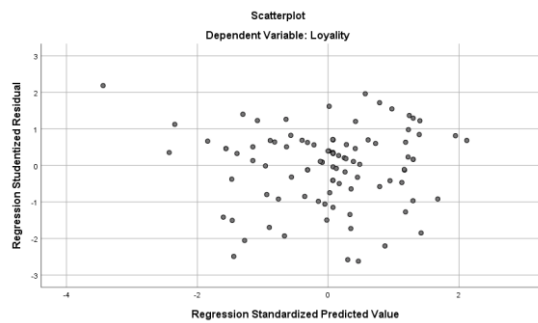
Source: Primary Data, Processed in 2024

Based on this graph, the point distribution pattern does not show a wavy pattern that widens and narrows regularly, and the point distribution does not gather only at the top or bottom. Thus, it can be concluded that there are no symptoms of heteroscedasticity .

Autocorrelation Test

In this test, the technique used is the run test test . The following are the results of the Autocorrelation test :

Runs Test	
	Unstandardized Residual
Test Value [a]	0.47373
Cases < Test Value	50
Cases >= Test Value	50
Total Cases	100
Number of Runs	46
Z	-1.005
Asymp. Sig. (2-tailed)	0.315

Source: Primary Data, Processed in 2024

Run test results data test , value of Asymp . Sig . (2-tailed) of 0.315 is greater than 0.05, thus there are no autocorrelation symptoms .

Hypothesis testing

The hypothesis of this research is as follows:

- H_1 : Safety in the Sapta Pesona element has a partial effect on tourist loyalty at Tebing Breksi Yogyakarta.

- H_2 : Orderliness in the elements of Sapta Pesona has a partial effect on tourist loyalty at Tebing Breksi Yogyakarta.

- H_3 : Cleanliness in the Sapta Pesona element has a partial effect on tourist loyalty at Tebing Breksi Yogyakarta.

- H_4 : The coolness of the Sapta Pesona element has a partial effect on tourist loyalty at Tebing Breksi Yogyakarta.

- H_5 : Beauty in the Sapta Pesona element partially influences tourist loyalty at Tebing Breksi Yogyakarta.

- H_6 : Friendliness in the Sapta Pesona element partially influences tourist loyalty at Tebing Breksi Yogyakarta.

- H_7 : Memories in the Sapta Pesona element have a partial effect on tourist loyalty at Tebing Breksi Yogyakarta.

- H_8 : Safe, Orderly, Clean, Cool, Beautiful, Friendly, Memories in Sapta Pesona together influence tourist loyalty at Tebing Breksi Yogyakarta.

Hypothesis testing in this research uses the t-test method. The purpose of this test is to evaluate whether variable X in the Sapta Pesona element has a partial and joint influence on variable Y (Tourist Loyalty).

Partial t-test results

The t-test was carried out to find out whether partially each of the Sapta Pesona elements of safe, orderly, clean, cool, beautiful, friendly and memorable had an effect on tourist loyalty at Tebing Breksi Yogyakarta. From the day of the t test, the following data was produced:

Coefficients [a]					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.270	1.979		4.684	.000
	Safe	-.647	.227	-.497	-2.853	.005
	Orderly	.557	.360	.204	1.549	.125
	Clean	.499	.336	.225	1.487	.140
	Cool	.327	.203	.225	1.608	.111

	Beautiful	.650	.398	.265	1.633	.106
	Friendly	-.347	.370	-.144	-.938	.351
	Memory	.449	.249	.290	1.802	.075
a. Dependent Variable : Loyalty						

Source: Primary Data, Processed in 2024

Safe Elements

Based on the " Coefficient " output table above, it is known that the Safe Variable Significance value (X1) is 0.005. because the Sig value . 0.005 < 0.05 then it can be concluded that H1 or hypothesis one is accepted. Thus, there is an influence of the Safe element on tourist loyalty at Tebing Breksi Yogyakarta. This means that when the safety element in Sapta Pesona is high or implemented well, the level of tourist loyalty will also be higher in coming back to Tebing Breksi Yogyakarta.

Orderly Elements

Based on the " Coefficient " output table above, it is known that the Orderly Variable Significance value (X2) is 0.125. because the Sig value . 0.125> 0.05 then it can be concluded that H2 or the second hypothesis is rejected. Thus, there is no influence of the orderly element on tourist loyalty at Tebing Breksi Yogyakarta.

Clean Elements

Based on the " Coefficient " output table above, it is known that the Net Variable Significance value (X3) is 0.140. because the Sig value . 0.140> 0.05 then it can be concluded that H3 or the third hypothesis is rejected. Thus, there is no influence of the Clean element on tourist loyalty at Tebing Breksi Yogyakarta.

Cool Element

Based on the " Coefficient " output table above, it is known that the value of the Cool Variable Significance (X4) is 0.111. because the Sig value . 0.111> 0.05 then it can be concluded that H4 or the fourth hypothesis is rejected. Thus, there is no influence of the cool element on tourist loyalty at Tebing Breksi Yogyakarta.

Beautiful Elements

Based on the " Coefficient " output table above, it is known that the significance value of the Beautiful Variable (X5) is 0.106. because the Sig value . 0.106> 0.05 then it can be concluded that H5 or the fifth hypothesis is rejected. Thus, there is no influence of the beautiful element on tourist loyalty at Tebing Breksi Yogyakarta.

Friendly Elements

Based on the " Coefficient " output table above, it is known that the Friendly Variable Significance value (X6) is 0.351. because the Sig value . 0.351> 0.05 then it can be concluded

that H6 or the sixth hypothesis is rejected. Thus, there is no influence of friendly elements on tourist loyalty at Tebing Breksi Yogyakarta.

Elements of Memories

Based on the " Coefficient " output table above, it is known that the significance value of the Memories Variable (X7) is 0.075. because the Sig value . 0.075> 0.05 then it can be concluded that H7 or the seventh hypothesis is rejected. Thus, there is no influence of the element of Memories on tourist loyalty at Tebing Breksi Yogyakarta.

Simultaneous F Test

The F test aims to assess whether there is a significant joint influence of the independent variable X (Sapta Pesona elements) on the dependent variable Y (Tourist Loyalty). This indicates whether the combination of the Sapta Pesona variables as a whole has a significant influence on tourist loyalty.

ANOVA[a]		Sum of Squares	df	Mean Square	F	Sig.
Model						
1	Regression	397.757	7	56.822	7.654	.000[b]
	Residual	682.993	92	7.424		
	Total	1080.750	99			
a. Dependent Variable: Loyality						
b. Predictors: (Constant), Memory, Orderly, Clean, Cool, Friendly, Beautiful, Safe						

Source: Primary Data, Processed in 2024

From the table above, the significance value of the influence of X1, X2 , Therefore, it can be concluded that H3 is accepted, which indicates that there is a joint influence of X1 (Safe), X2 (Order), X3 (Clean), X4 (Cool), X5 (beautiful), (Memories) of Y (Tourist Loyalty) at Tebing Breksi Yogyakarta. This means that together or Sapta Pesona influences tourist loyalty at Tebing Breksi Yogyakarta.

Coefficient of Determination Test (R2)

The Coefficient of Determination Test (R2) functions to find out what percentage of influence variable X has simultaneously on variable Y.

Model Summary [b]			Adjusted R Square	Std. Error of the Estimate
Model	R	R Square		
1	.607[a]	.368	.320	2.72467
a. Predictors: (Constant), Memory, Orderly, Clean, Cool, Friendly, Beautiful, Safe				
b. Dependent Variable : Loyalty				

Source: Primary Data, Processed in 2024

Based on the table above, it is known that the R square value is 0.68, this means that the influence of variable X (Sapta Pesona element) simultaneously on Y (Tourist Loyalty) is 36.8%. This means that the influence of Sapta Pesona on tourist loyalty at Tebing Breksi is not significant. Thus, tourists still come back to Tebing Breksi not solely because of the application of the Sapta Pesona elements, but there are other elements that have not been studied.

CONCLUSION

Based on the results of the research carried out, it can be concluded as follows:

1. The application of the Sapta Pesona elements at Tebing Breksi Yogyakarta has an influence on the loyalty of tourists who visit, but only by 36.8%, which means the influence is not very significant.

2. Of the 7 elements of Sapta Pesona, there is only 1 element that influences tourist loyalty at Tebing Breksi Yogyakarta, namely the safety element, thus there is a need to increase the application of Sapta Pesona more optimally so that tourist loyalty can increase in returning to Tebing Breksi Yogyakarta.

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