

AESTHETIC EXPERIENTIAL TO VISITOR SATISFACTION AT THE GREEN VALLEY TOURIST PARK IN BANDAR LAMPUNG

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Abstract

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An understanding of the Aesthetic Experiential is important to be used as a guide for the owners and managers of tourist attractions so as to provide an experience for visitors who visit the tourism park, for this reason the physical things that are in the environment of the Lembah Hijau Tourism Park have an important influence in providing the quality of services provided, so it is necessary to know visitor satisfaction based on the research of Lembah Hijau Tourism Park seen from the concept of Aesthetic Experiential. Therefore, the researcher is interested in conducting a study entitled "Dimensions Aesthetic Experiential on Visitor Satisfaction at the Lembah Hijau Tourism Park in Bandar Lampung". This study aims to determine the effect of dimensions Aesthetic Experiential on visitor satisfaction at the Lembah Hijau Tourism Park in Bandar Lampung. Sampling used in this study was using a non-probability sampling with purposive sampling technique. The number of samples used in this study were 100 respondents. The analysis used is multiple linear regression analysis. The results of the study show that Dimensions Aesthetic Experiential positive and significant effect on visitor satisfaction at Lembah Hijau Tourism Park in Bandar Lampung.

Keywords: Aesthetic Experiential, Visitor Satisfaction, Lembah Hijau Tourism Park

1. INTRODUCTION

Lampung Province is one of the provinces that has many tourist attractions whose natural beauty is not inferior to other provinces in Indonesia. Tourism in Lampung Province can fulfill the desire for knowledge, vacation and enjoy its natural charm, both marine charm, beaches, entertainment and play places, waterfalls, as well as mountains and forests that are many and still beautiful.

Tourist attractions at this time are developing rapidly both in terms of the pattern of form and the nature of the activities provided. People have begun to make tourism not only a lifestyle but has become a necessity of their lives when they want to spend their free time when they are tired of activities.

A tourist attraction is a place or natural or artificial state that has tourist resources that are built and developed, so that it has an attraction and is sought as a place visited by tourists, it needs good management for the manager of the tourist attraction to have an attraction and tourists want to come to visit the place. Attractions with an easy location to walk, a safe and comfortable place and complete facilities will be a good vacation choice for families.

According to the Directorate General of Government, tourist attractions can be divided into 3 (three) namely natural tourism, cultural tourism and artificial tourism. Natural attractions are potential natural resources and have attractions for visitors both in natural and after being made such as: Raja Ampat Islands, Komodo Island, Mount Bromo, and Bunaken Marine Park, in addition to being rich in natural tourist destinations, Indonesia also has many iconic artificial tourist destinations. Cultural tourism is a type of tourist activity that utilizes culture as a tourist attraction visited by tourists. In these tourist destinations, tourists will feel and learn about certain cultures. The existence of cultural tourism can be used as an object of tourist attraction that can preserve cultural heritage. Homemade tourist destinations have the meaning of being tourist destinations made intentionally or tourist destinations



made by humans, such as: Dunia Fantasi (Dufan), Jatim Park, The Jungle, and Taman Mini Indonesia Indah.

Currently in Lampung Province has many artificial attractions that vary from type and shape and interesting to visit which have good tourist advantages. The tourist attractions in Bandar Lampung City include:

Table 1. List of Artificial Tourism Objects in Bandar Lampung City

No	Sights	Location
1.	Wira Garden	North Betung Bay
2.	Butterfly Garden	North Betung Bay
3.	Sky Arch	Kemiling
4.	Vietnamese Village	Kemiling
5.	Mas Peak	Cape West Coral
6.	Green Valley	Cape West Coral

Source: Bandar Lampung City Statistics Center Agency 2022.

Based on Table 1, it can be seen that in Bandar Lampung City, there are many choices for artificial natural attractions that have their own advantages so that there is a fairly high competition. The tourist attraction studied in this study is the Green Valley. The selection of the Green Valley Tourism Park as a research place is based on the fact that the Green Valley Tourism Park is a family tourist destination located in Bandar Lampung City, Lampung Province, Indonesia. Located at Jalan Raden Imba Kesuma No. 21 Sukadana Ham, Tanjung Karang Barat, Bandar Lampung. Since its opening in April 2007, Taman Wisata Lembah Hijau has become a favorite recreational spot in Bandar Lampung. This natural recreation area offers educational facilities as well as natural recreation which occupies an area of 30 hectares which is divided into 2 parts, namely, 15 hectares for tourist parks and 15 hectares for animal parks.

The beauty of nature combined with interesting rides in this place does not stop pampering visitors. There are many rides available in the Green Valley tourist park that can be enjoyed by visitors. In the Green Valley animal park zone, visitors will see a collection of 465 animals from 65 different species. Tourists can go around enjoying bird parks, animal performances, and zoos. Each animal is provided with a large space, so they can live like in the wild. The Lampung Green Valley party provides a pile of leaves next to the drum which is used to feed the animals by visitors. Visitors are allowed to rent mounts to ride, such as elephants and horses that visitors can rent. Tourists can go around the park for two trips accompanied by officers, this activity provides a space for intimate interaction between visitors and the animals.

In the tourist park zone, Lembah Hijau provides facilities for outdoor activities such as camping rooms, mancakrida (outbound), game rides (swings, seesaws, prosotans), water soft guns, paintball, and futsal. No less challenging, ATV racing in a muddy arena completes the excitement of the activity here. For visitors who want to stay overnight, there are also traditional-style lodgings available. With these facilities, it's no wonder that this place is a destination when vacationing together.

The green valley has a large area of land and many game rooms are provided so that visitors do not have to be afraid of feeling bored. Green Valley provides a rotary comedy game, small trains, boom-boom cars and haunted houses to be the creepy ghost-filled rides that attract the most visitors. Visitors can go on an adventure in the Four-Dimensional Cinema to watch movies with 4D glasses. In the Green Valley water park area, there are five pools that provide challenging water rides, these rides include water splashes, current pools, torpedo slides, and spilled **buckets**. Twins Boomerang, being the prima donna water ride here with two lanes 160 meters long and 28 meters high, visitors are tested for adrenaline.

After getting tired of walking around, visitors can take a break near the big fish pond. There are tables and chairs to relax while enjoying snacks. In addition to the presence of quite a lot of rides, green

valley tourist attractions also have very complete facilities such as: prayer rooms, parking lots, gazebos, toilets and places to eat.

Taman Wisata Lembah Hijau offers educational facilities as well as natural recreation with the aim of attracting visitors. The educational and natural repression facilities offered by the Green Valley Tourism Park were built with the aim of being an attractive visiting place for visitors and insightful so that in addition to traveling, visitors with their families can learn about things in the Green Valley Tourism Park environment. The following is the number of visitors at the Green Valley Tourism Park in Bandar Lampung:

Table 2 Number of Visitors in Bandar Lampung Green Valley Tourism Park 2018-2022 (Data Per Quarter)

Era	2018	2019	%	2020	%	2021	2022	%
Quarter 1	44.800	44.130	98,5	-	-	21.112	25.162	119,2
Quarter 2	97.786	55.162	56,4	-	-	3.360	-	-
Quarter 3	54.349	46.441	85,4	-	-	5.834	-	-
Quarter 4	76.694	70.168	91,5	-	-	4.171	-	-
Average	68.407	44.046	82.9	-	-	7.863	25.162	119.2

Source: Management of Bandar Lampung Green Valley Tourism Park (2022)

Table 2 shows that the number of visitors at the Bandar Lampung Green Valley Tourism Park 2018-2022 experienced the highest fluctuations in the number of visits was in the 2nd Quarter of 2018 which reached 97,786 visitors, while the lowest visits in 2020 were no visits due to the Covid-19 pandemic which prohibited all tourist attractions in Bandar Lampung City from opening. The latest data is in the 1st Quarter of 2022, which is 25,162 people.

Green Valley Tourism Park has an attraction that provides an experience for visitors who visit the Green Valley Tourism Park. Every visitor who visits the Green Valley Tourism Park gains experience, one of which is an aesthetic experience. Basically, creating a competitive advantage in addition to focusing on service and product excellence, is also emphasized on the aesthetic experience (Aesthetic Experiential) of the tourist attraction to create consumer satisfaction. Aesthetic Experiential experiences that are deliberately created have an important role in influencing consumer behavior in the service environment.

The aesthetic dimension according to Breby, M.A and Slatten, T. (2015) is a force that shapes and explores the types of aesthetic dimensions and aesthetic judgments in the context of cleanliness, scenery, tranquility, architecture and beauty. Aesthetic experience is an assessment of a work of art or nature that can make the appraiser feel happy or happy so as to make the artwork beautiful. Aesthetic experiences include:

1. Cleanliness (Cleanliness) is cleanliness in a tourist attraction.
2. Scenery (Scenery or Viewing) is the angle of view of the scenery on a tourist attraction.
3. Tranquility (Harmony) is an atmosphere of silence and tranquility in a tourist attraction.
4. Architecture (Art or Architecture) is a work of art in the form of buildings and the value of beauty in a tourist attraction.
5. Genuineness is the beauty possessed in a tourist attraction such as fauna, flora, food and culture.

According to Breby, M.A. and Slatten, T. (2015) aesthetic experience affects visitor satisfaction because basically the quality of aesthetic experience has a significant and positive effect on visitor satisfaction. The better the quality of aesthetic experience, the more satisfied visitors who visit a tourist attraction. The lower the quality of the aesthetic experience in a tourist attraction will reduce the level of expectations or satisfaction of visitors who visit a tourist attraction.

The results of Monica A. Breiby's (2018) research on Exploring Aesthetic Dimensions In Nature-Based Tourist Experiences show the five dimensions and forces that make up the Eesthetic Experiential Dimension consisting of cleanliness, scenery, tranquility, architecture, and beauty have a positive and

significant effect on visitor satisfaction. The five dimensions of Aesthetic Experiential are all important for tourist attractions, be it natural attractions, cultural attractions, or artificial attractions to create visitor satisfaction. Meanwhile, the results of Monica Adele Breiby & Terje Slatten's (2015) research on The Effects of Aesthetic Experiential Qualities on Tourist 'Positive Emotions and Loyalty: A Case of A Nature-Based Context in Norway show that of the five Dimensions of Aesthetic Experiential only three variables have a positive and significant effect on visitor satisfaction, namely the hygiene variable, the scenery variable, and the variable Beauty.

Based on the results of brief interviews with several visitors at the Green Valley Tourism Park location, it turns out that there are still complaints, namely the condition of some cages is poorly maintained, there are weeds, visitors who litter, there are few lockers, there are some unhealthy animals, garbage boxes that are no longer suitable for use, and lack of chairs for visitors who want to relax. An understanding of aesthetic experiences is important to be used as a morning handle for tourist attraction owners and managers so as to provide an experience for visitors visiting the Tourist Park. In general, visitors want to get a vacation experience and gain insights that they cannot feel and get in other tourist attractions, for that physical things in the environment of the Green Valley Tourism Park have an important influence in providing the quality of services provided, so it is necessary to know visitor satisfaction based on research of the Green Valley Tourism Park seen from the concept of aesthetic experience (Aesthetic Experiential).

2. METHOD

This type of research aims to test hypotheses about the influence of one or several variables (independent variables) on other variables (dependent variables). The type of research used is descriptive design using a quantitative approach. Data collection was carried out using questionnaires. This method requires contact or relationship between the researcher and the visitor to obtain the necessary data. This study aims to find the influence between the free variables of Experiential Aesthetic Dimension (X) consisting of Cleanliness (X 1), Scenery (X 2), Tranquility (X 3), Architectur (X 4) and Beauty (X5) to the bound variable of visitor satisfaction (Y).

The object or variable studied from this study is the Experiential Aesthetic Dimension which consists of Cleanliness, Scenery, Tranquility, Architectrur and Beauty as free variables that are the cause of the occurrence or emergence of variables tied to visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung.

The population of this study is visitors who have visited the Green Valley Tourism Park in Bandar Lampung. In this study, the number of samples used by the researchers was 20 indicators, where the number of samples ranged from 80 to 100 respondents. Based on the minimum and maximum number of samples in this study, the researchers used a sample of 100 respondents. The sampling technique in this study used a non-probability sampling method where all populations did not have the opportunity to become samples, with a sampling technique, namely purposive sampling. Purposive sampling is a method of sampling that limits the specific characteristics of a person who provides information and is in accordance with what the researcher wants (Sugiyono, 2017). The sample in this study has the following criteria:

1. People of Bandar Lampung City who have visited The Green Valley Tourism Park at least 1 (one) time
2. Respondents aged ≥ 17 years
3. Willing to be a respondent

Primary data in this study was obtained by distributing questionnaires that were given directly to visitors who had visited the Green Valley Tourism Park in Bandar Lampung or who were visiting the Green Valley Tourism Park in Bandar Lampung. The secondary data used in this study is in the form of literature studies, journals, literature related to the problem and information about data related to this research. And the data collection technique used in this study is by collecting questionnaires, field studies and library research.



The instrument testing techniques used are validity tests and reliability tests. And the data analysis carried out in this study is descriptive analysis, multiple linear regression analysis. And with hypothesis test with t test (partial), F test (simultaneous) and R^{test^2} (determination).

3. RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of the respondents studied were divided by gender, unit, education, occupation and number of visits.

Table 3 Characteristics of Respondent Sex

Gender	Frequency	Percentage (%)
Man	13	13,0
Woman	87	87,0
Sum	100	100

Based on Table 3, it is known that out of 100 respondents, 13 people (13%) are male and as many as 87 people (87%) are female. This shows that respondents with the female gender dominate visits to the Bandar Lampung Green Valley Tourism Park, this is because women tend to like to travel compared to men. There are very few men who make tourist visits compared to women because the hobby of men is not traveling but are more likely to work.

Table 4 Characteristics of Respondent by Age

Age	Frequency	Percentage (%)
17 - 26 years old	45	45,0
27 - 36 years old	25	25,0
37 - 46 years old	17	17,0
> 46 years old	13	13,0
Sum	100	100

Based on Table 4. it is known that out of 100 respondents, there were 45 people (45%) aged 17-26 years, as many as 25 people (25%) aged 27-36 years, as many as 17 people (17%) aged 37-46 years and as many as 13 people (13%) aged > 46 years. This shows that respondents with an age range of 17-26 years dominate visits at the Bandar Lampung Green Valley Tourism Park, this can be because in that age range is an age that will look for more information and entertainment around it.

Table 5 Characteristics of Respondent By Education

Education	Frequency	Percentage (%)
SMA	35	35,0
D3	52	52,0
S1	13	13,0
Sum	100	100

Based on Table 5, it is known that out of 100 respondents, there were 35 people (35%) with high school education, 52 people (52%) with D3 education and as many as 13 people (13%) with S1 education. This shows that respondents with D3 education dominate visits at the Bandar Lampung Green Valley Tourism Park, this can be because the D3 education level is an education level that still needs a lot of references about tourist attractions to add to their insights.

Table 6 Characteristics of Respondent By Work

Work	Frequency	Percentage (%)
Students	41	41,0

Official	27	27,0
Self employed	20	20,0
Other	12	12,0
Sum	100	100

Based on Table 6, it is known that out of 100 respondents, there were 41 people (41%) working as students or students, as many as 27 people (27%) working as employees, as many as 20 people (20%) working as entrepreneurs and as many as 12 people (12%) working as other workers. This shows that respondents with jobs as students or students dominate visits at the Bandar Lampung Green Valley Tourism Park, this can be because students or students are a social group in the community who are still very enthusiastic about tourism.

Table 7 Characteristics of Respondent By Number of Visits

Number of Visits	Frequency	Percentage (%)
1 time	30	30,0
2-3 times	31	31,0
4-5 times	25	25,0
> 5 times	14	14,0
Sum	100	100

Based on Table 7, it is known that out of 100 respondents, there were 30 people (30%) who visited 1 time, as many as 31 people (31%) visited 2-3 times, as many as 25 people (25%) visited 4-5 times and as many as 14 people (14%) visited 14 times. This shows that the number of respondents' revisits at Bandar Lampung Green Valley Tourism Park is 2-3 times, this shows that respondents are satisfied with Bandar Lampung Green Valley Tourism Park so that visitors are interested in returning to visit.

Data Analysis Methods

1. Validity Test

The questionnaire validity test is carried out using factor analysis. The indicator is declared valid if the KMO value is above 0.50 with a significance smaller than 0.05 and a loading factor value of more than 0.50 (Ghozali, 2018). Based on the results of data processing, the validity test results can be seen in Table 4.6 as follows:

The calculation results from Uji Validitas show that the Kaiser-Meyer-Olkin (KMO) number variable Aesthetic Experiential Dimension (X) consisting of Cleanliness (X_1), Scenery (X_2), Tranquility (X_3), Architecture (X_4), Beauty (X_5) and the Visitor Satisfaction variable (Y) shows an instrument value greater than 0.50 and the loading factor number of each measurement item is also known to be greater than 0.50. Based on the calculation results, all measurement items used in the study can be said to be valid, so that the research variables will be continued with a test of reliability.

The calculation results from Validity Test show that the Kaiser-Meyer-Olkin (KMO) number variable Aesthetic Experiential Dimension (X) consisting of Cleanliness (X_1), Scenery (X_2), Tranquility (X_3), Architecture (X_4), Beauty (X_5) and the Visitor Satisfaction variable (Y) shows an instrument value greater than 0.50 and the loading factor number of each measurement item is also known to be greater than 0.50. Based on the calculation results, all measurement items used in the study can be said to be valid, so that the research variables will be continued with a test of reliability.

Frequency Distribution of Respondents' Answers

Based on the collection of data on the Experiential Aesthetic Dimension to visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung, the frequency of distribution of respondents' answers to statements can be presented in the following questionnaire.



1. Variable Frequency Tabulation of Hygiene (X_1)

Here is the distribution of respondents' answers to variabel hygiene:

Table 8 Answers of Hygiene Variable Respondents (X_1)

No	Statement	Percentase Answer %					Total
		STS	TS	N	S	SS	
1	The natural environment of Bandar Lampung Green Valley Tourism Park is still natural along the tourist attractions	2	1	6	58	33	100%
2	No garbage scattered in Bandar Lampung Green Valley Tourism Park	0	6	2	60	32	100%
3	The cleanliness of Bandar Lampung Green Valley Tourism Park is well maintained	0	6	2	64	28	100%
4	The availability of clean water sources in Bandar Lampung Green Valley Tourism Park	0	9	4	67	20	100%
Average		0.5	5.5	3.5	62.25	28.25	100%

Based on Table 8 shows that the frequency of visitor responses in statement 1 "The natural environment of Bandar Lampung Green Valley Tourism Park is still natural throughout the tourist attractions" has the most frequency of answer responses to the answer "Agree" reaching 58% and in the answer "Strongly Agree" reaching 33% meaning that the majority of respondents agree that the natural environment of Bandar Lampung Green Valley Tourism Park is still natural.

Statement 2 "No garbage scattered in Bandar Lampung Green Valley Tourism Park" has the frequency of visitor responses the most on the answer "Agree" reaching 60% and on the answer "Very Agree" reaching 32% meaning that the majority of respondents agree that in Bandar Lampung Green Valley Tourism Park there is no scattered garbage.

Statement 3 "The cleanliness of Bandar Lampung Green Valley Tourism Park is well maintained" has the frequency of visitor answer responses the most on the answer "Agree" reaching 64% and on the answer "Very Agree" reaching 28% meaning that the majority of respondents agree that in Bandar Lampung Green Valley Tourism Park cleanliness is well maintained.

Statement 4 "The availability of clean water sources in the Bandar Lampung Green Valley Tourism Park" has the frequency of the most visitor responses to the "Agree" answer reaching 67% and the answer "Very Agree" reaching 20% meaning that the majority of respondents agree that there is a clean water source availability in the Bandar Lampung Green Valley Tourism Park.

In the Hygiene variable (X_1) on average, the visitor's response to the Aesthetic Experiential Dimension variable in the "Agree" answer was 62.25% and in the "Strongly Agree" answer was 28.25%. This shows that cleanliness in the Green Valley Tourism Park is well maintained and overall visitors to the Bandar Lampung Green Valley Tourism Park agree that cleanliness in the Bandar Lampung Green Valley Tourism Park can affect visitor satisfaction.

View variable frequency tabulation (x_2)

Based on Responses to Scene Variable Respondents (X_2), it shows that the frequency of visitor responses in statement 1 "The natural scenery of Bandar Lampung Green Valley Tourism Park is very beautiful" has the most frequency of answer responses to the answer "Agree" reaching 67% and the answer "Very Agree" reaching 23% meaning that the majority of respondents agree that the natural scenery of Bandar Lampung Green Valley Tourism Park is very beautiful.

Statement 2 "Bandar Lampung Green Valley Tourism Park can be seen from various points of view" has the frequency of the most visitor responses to the answer "Agree" reaching 64% and on the

answer "Strongly Agree" reaching 31% meaning that the majority of respondents agree that Bandar Lampung Green Valley Tourism Park can be seen from various points of view.

Statement 3 "There is a performance at the Bandar Lampung Green Valley Tourism Park" has the frequency of the most visitor responses to the "Agree" answer reaching 69% and the answer "Very Agree" reaching 24% meaning that the majority of respondents agree that there is a performance at the Bandar Lampung Green Valley Tourism Park.

In the Scenery variable (X2) on average, the visitor response to the Aesthetic Experiential Dimension variable in the "Agree" answer was 66.67% and in the "Strongly Agree" answer by 26% meaning that overall most respondents agreed that the scenery at the Bandar Lampung Green Valley Tourism Park was able to affect visitor satisfaction. Visitors can enjoy the beauty of the scenery around the beautiful Bandar Lampung Green Valley Tourism Park, visitors can see the scenery in the Green Valley Tourism Park from all angles, one of which can be seen from the tourist park area and animal parks and visitors to the Green Valley Tourism Park can also enjoy performances at the Green Valley Tourism Park such as the Free Flight Bird Show and animal performances.

Tabulation of Variable Frequency of Tranquility (x3)

Based on Answers of Respondents of Calm Variables (X3) shows that the frequency of visitor responses in statement 1 "Bandar Lampung Green Valley Tourism Park is a place to feel silence and tranquility" has the most frequency of responses to the answer "Agree" reaching 61% and on the answer "Very Agree" reaching 27% meaning that the majority of respondents agree that Bandar Lampung Green Valley Tourism Park is a place to feel silence and tranquility.

Statement 2 "Bandar Lampung Green Valley Tourism Park has accommodation close to nature" has the frequency of visitor responses the most on the answer "Agree" reaching 72% and in the answer "Strongly Agree" reaching 19% meaning that the majority of respondents agree that Bandar Lampung Green Valley Tourism Park has accommodation close to nature.

Statement 3 "Bandar Lampung Green Valley Tourism Park building in harmony with natural scenery" has the frequency of visitor responses the most on the answer "Agree" reaching 63% and on the answer "Strongly Agree" reaching 26% meaning that the majority of respondents agree that the building of Bandar Lampung Green Valley Tourism Park is in harmony with the natural scenery.

Statement 4 "The interior contained in the Bandar Lampung Green Valley Tourism Park is in harmony with the natural scenery" has the frequency of the most visitor responses to the "Agree" answer reaching 66% and in the answer "Very Agree" reaching 24% meaning that the majority of respondents agree that the interior contained in the Bandar Lampung Green Valley Tourism Park is in harmony with the natural scenery.

In the Tranquility variable (X3) on average, the visitor's response to the Aesthetic Experiential Dimension variable on the "Agree" answer was 65.5% and on the "Strongly Agree" answer was 24%. This shows that overall visitors to Bandar Lampung Green Valley Tourism Park agree that the tranquility of the Bandar Lampung Green Valley Tourism Park can affect visitor satisfaction. The tranquility contained in the Bandar Lampung Green Valley Tourism Park makes visitors feel comfortable because the place is far from noise and the atmosphere in the Green Valley Tourism Park is closer to the surrounding nature.

Architecture variable frequency tabulation (x4)

Based on Answers of Respondents to Architectural Variables (X4) shows that the frequency of visitor responses in statement 1 "Bandar Lampung Green Valley Tourism Park Architecture brings closer to nature" has the most frequency of answer responses to the answer "Agree" reaching 58% and on the answer "Strongly Agree" reaching 38% meaning that the majority of respondents agree that the architecture of Bandar Lampung Green Valley Tourism Park is closer to nature.

Statement 2 "There are road directions around Bandar Lampung Green Valley Tourism Park" has the frequency of visitor responses the most on the answer "Agree" reaching 45% and on the answer

"Very Agree" reaching 55% meaning that the majority of respondents agree that there are road directions around the Bandar Lampung Green Valley Tourism Park.

Statement 3 "The beauty of artwork in Bandar Lampung Green Valley Tourism Park attracts visitors" has the frequency of visitor answer responses the most on the answer "Agree" reaching 47% and on the answer "Strongly Agree" reaching 53% meaning that the majority of respondents agree that the beauty of artwork in Bandar Lampung Green Valley Tourism Park attracts visitors.

In the Architecture variable (X4) on average, the visitor's response to the Aesthetic Experiential Dimension variable in the "Agree" answer was 50% and in the "Strongly Agree" answer was 48.67%. This shows that overall visitors to Bandar Lampung Green Valley Tourism Park agree that the architecture of the Bandar Lampung Green Valley Tourism Park can affect visitor satisfaction. Architecture, building forms, and other works of art found in the Green Valley Tourism Park that are nuanced with nature and there are directions along the route that make it easier for visitors to find the locations of rides contained in the Hujau Valley Tourism Park Bandar Lampung affect visitor satisfaction.

Tabulation of Variable Frequency of Beauty (X₅)

Based on Answers of Respondents to the Assic Variable (X₅) shows that the frequency of visitor responses in statement 1 "Visitors enjoy plants in Bandar Lampung Green Valley Tourism Park" has the most frequency of responses to the answer "Agree" reaching 63% and on the answer "Strongly Agree" reaching 31% meaning that the majority of respondents agree that visitors enjoy plants in Bandar Lampung Green Valley Tourism Park.

Statement 2 "The natural beauty in Bandar Lampung Green Valley Tourism Park reflects the culture of the community" has the frequency of visitor responses the most on the answer "Agree" reaching 58% and on the answer "Strongly Agree" reaching 39% meaning that the majority of respondents agree that the natural beauty in Bandar Lampung Green Valley Tourism Park reflects the culture of the community.

Statement 3 "Bandar Lampung Green Valley Tourism Park provides an experience for observing animals" has the frequency of the most visitor responses to the answer "Agree" reaching 62% and in the answer "Strongly Agree" reaching 33% meaning that the majority of respondents agree that Bandar Lampung Green Valley Tourism Park provides an experience for visitors to observe animals.

In the Aesthetic variable (X5) on average, the visitor's response to the Aesthetic Experiential Dimension variable in the "Agree" answer was 61% and in the "Strongly Agree" answer was 34.33%. This shows that overall visitors to Bandar Lampung Green Valley Tourism Park agree that the beauty of the Bandar Lampung Green Valley Tourism Park can affect visitor satisfaction. The beauty found in the Green Valley Tourism Park reflects the culture of the surrounding community. Visitors can enjoy beautiful plants and gain experience to observe the animals in the Green Valley Tourism Park.

Tabulation of Variable Frequency of Visitor satisfaction (Y)

Based on Respondents' Answers Visitor Satisfaction Variables (Y) shows that the frequency of visitor responses in statement 1 "I am satisfied with the comfort of the environment of Bandar Lampung Green Valley Tourism Park" has the most frequency of answer responses to the answer "Agree" reaching 60% and on the answer "Strongly Agree" reaching 34% meaning that the majority of respondents agree that visitors feel comfortable in the environment of Bandar Lampung Green Valley Tourism Park.

Statement 2 "I am satisfied with the suitability of the Bandar Lampung Green Valley Tourism Park facilities to be enjoyed" had the frequency of the most visitor responses to the "Agree" answer reaching 58% and on the answer "Strongly Agree" reaching 39% meaning that the majority of respondents agreed that visitors were satisfied with the suitability of the facilities in the Green Valley Tourism Park.

Statement 3 "I am satisfied with visiting Bandar Lampung Green Valley Tourism Park" has the frequency of the most visitor responses to the answer "Agree" reaching 61% and on the answer "Very

Agree" reaching 35% meaning that the majority of respondents agree that visitors are satisfied with visiting the Green Valley Tourism Park.

In the Visitor Satisfaction variable (Y) on average, visitor responses to the visitor satisfaction variable on the "Agree" answer were 59.67% and on the "Strongly Agree" answer was 36%. This shows that visitor satisfaction is able to affect the Aesthetic Experiential Dimension.

Quantitative Analysis

Quantitative analysis in the discussion of these results is a data description of each variable and table interpretation of the variables studied, namely the Aesthetic Experiential dimension (X): Cleanliness (X₁), Scenery (X₂), Tranquility (X₃), Architecturs (X₄) and Beauty (X₅) on visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung (Y) with the help of the SPSS calculation tool, the following data were obtained:

Multiple Linear Regression Analysis

The results of the study, data on the influence of the Aesthetic Experiential dimension on visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung were obtained as follows:

Table 8 Multiple Linear Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Type		B	Std. Error	Beta		
1	(Constant)	2.787	1.092		2.552	.012
	Hygiene (X1)	.101	.039	.181	2.610	.011
	View (X2)	.136	.045	.205	2.996	.003
	Serenity (X3)	.124	.037	.237	3.334	.001
	Architecture (X4)	.227	.038	.408	5.916	.000
	BeautyNess (X5)	.242	.045	.376	5.383	.000

a. Dependent Variable: visitor satisfaction

Based on Table 8 above, the value of the Hygiene variable (X₁) is 0.181, the value of the Scenery variable (X₂) is 0.205, the value of the Tranquility variable (X₃) is 0.237, the value of the Architecture variable (X₄) is 0.408, and the Beautifulnes value (X₅) is 0.376.

Based on these values, the regression equation is linear multiple as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

$$Y = 2,787 + 0.181 X_1 + 0.205 X_2 + 0.237 X_3 + 0.408 X_4 + 0.376 X_5$$

Hypothesis Test

Partial Significance Test (t-Test)

Partial hypothesis testing is used to test whether there is a significant relationship between free variables and partially bound variables using t-tests at a 95% confidence level or with $\alpha = 5\%$ and using degrees of freedom (df).

The result of the calculation of such formulas is as follows:

$$df = 100 - 5 - 1$$

$$df = 94$$

Obtained by_{table} t value (0.050;94) = 1.98552 (Appendix 9)

By the criteria:

H₀ is accepted and H_a is rejected if $t_{count} \leq t_{table}$, at significance > 0.05 then it can be partially concluded that there is no influence of the independent variable on the dependent variable.

H₀ is rejected and H_a is accepted if $t_{count} \geq t_{table}$, at a significance of < 0.05 then it can be partially concluded that there is an influence of the independent variable on the dependent variable.



Based on Hypothesis Test Results (t-test), hypothesis testing on Aesthetic Experiential Dimensions (X): Cleanliness (X_1), Scenery (X_2), Tranquility (X_3), Architecture (X_4) and Beauty (X_5) as a free variable to Visitor Satisfaction at the Green Valley Tourism Park in Bandar Lampung (Y) as a bound variable that has been carried out states that the hypothesis is acceptable. This statement is supported by the following t-test results:

- H 1: The hygiene variable (X_1) has a calculated t value $> t_{table}$ ($2.610 > 1.98552$) with a sig. $0.011 < 0.05$. This means that H_0 is rejected and H_a is accepted which shows that there is a partial significant influence by the hygiene variable (X_1) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y).
- H 2: The scene variable (X_2) has a calculated t value $> t_{table}$ ($2.996 > 1.98552$) with sig. $0.003 < 0.05$. This means that H_0 is rejected and H_a is accepted which shows that there is a partial significant influence by the scenery variable (X_2) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y).
- H 3: The calmness variable (X_3) has a calculated t value $> t_{table}$ ($3.334 > 1.98552$) with sig. $0.001 < 0.05$. This means that H_0 is rejected and H_a is accepted which shows that there is a partial significant influence by the calm variable (X_3) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y).
- H 4: The architecture variable (X_4) has a calculated t value $> t_{table}$ ($5.916 > 1.98552$) with sig. $0.000 < 0.05$. This means that H_0 is rejected and H_a is accepted which shows that there is a partial significant influence by the architectural variable (X_4) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y).
- H 5: The awe-richness variable (X_5) has a calculated t value $> t_{table}$ ($5.383 > 1.98552$) with sig. $0.000 < 0.05$. This means that H_0 is rejected and H_a is accepted which shows that there is a partial significant influence by the beauty variable (X_5) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y).

Simultaneous Significant Test (Test – F)

The F test is used to determine the influence of all variables which include Experiential Aesthetic Dimensions (X): Cleanliness (X_1), Scenery (X_2), Tranquility (X_3), Architecturs (X_4) Beauty (X_5) and the bound variable is Visitor Satisfaction at the Green Valley Tourism Park in Bandar Lampung (Y) with a value of $\alpha = 5\%$ using the freedom of degree of freedom (df).

$$Df1 = 6 - 1$$

$$= 5$$

$$Df2 = 100 - 5 - 1 = 94$$

Obtained by the F value of the table $(0.05; 5; 94) = 2.31$ (Appendix 10)

By the criteria:

H_0 is accepted and H_a is rejected if $F_{counts} \leq F_{table}$ with a significance value of > 0.05 then it can be concluded simultaneously that there is no influence of independent variables on the dependent variable.

H_0 is rejected and H_a is accepted if $F_{counts} \geq F_{table}$ with a significance value of < 0.05 then it can be concluded that simultaneously there is an influence of the independent variable on the dependent variable.

Based on the results of the F-test shows that the F value of the $F_{count} > F_{table}$ $25,006 > 2.31$ d with a significance level of $0.000 < 0.05$, from the results shown, it can be concluded that H_0 is rejected and H_a diterima. This can be interpreted to mean that independent variables significantly have a simultaneous influence on dependent variables. Based on the results of the f test, it can be concluded that the Experiential Aesthetic Dimensions (X): Cleanliness (X_1), Scenery (X_2), Tranquility (X_3), Architecture (X_4) and Beauty (X_5) as free variables simultaneously affects Visitor Satisfaction (Y) at the Green Valley Tourism Park in Bandar Lampung as a bound variable.

Coefficient of Determination (R^2)



The Determination value (R^2) indicates the percentage effect of all free variables on bound variables either partially or simultaneously. This coefficient measures how far the model's ability to explain bound variables is, in this study the bound variable is Visitor Satisfaction at the Green Valley Tourism Park in Bandar Lampung (Y) which is explained by the free variable, namely the Experiential Aesthetic Dimension (X): Cleanliness (X_1), Scenery (X_2), Tranquility (X_3), Architecture (X_4) and Aesthetics (X_5).

Based on Coefficient of Determination Test Results (R^2), Coefficient of Determination (KD) = (R^2) = 57.1%. It can be concluded that the magnitude of the influence of free variables is the Experiential Aesthetic Dimension (X): Cleanliness (X_1), Scenery (X_2), Tranquility (X_3), Architecture (X_4) and Beauty (X_5) to visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung (Y) of 57.1% while the remaining 39.5% was influenced by other factors not studied in this study.

Discussion

The effect of cleanliness on visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung.

Based on the results of the study, it is known that the hygiene variable affects the variable of visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung. According to Jena, Melintas (2014) cleanliness is cleanliness in a tourist attraction. Cleanliness also refers to the opportunity to breathe fresh and clean air and experience unspoiled nature (for example, unpolluted water), fresh-looking and green, cleanliness of public facilities (e.g. toilets and canteens), and the cleanliness of pedestrian paths. Cleanliness in the Green Valley Tourism Park in Bandar Lampung is well maintained and cleanliness in the Green Valley Tourism Park is not inferior to the cleanliness of other tourist attractions in Bandar Lampung and outside Bandar Lampung.

The results of this study are in line with the research of Monica Adele Breiby, Terje Slatten (2017) who stated that the Experiential Aesthetic Dimension on hygiene variables has a positive and significant influence on visitor satisfaction. Creating visitor satisfaction is important to create a travel experience by paying attention to the Aesthetic Experiential Dimension which consists of variables of cleanliness, scenery, tranquility, architecture, and beauty in the process of development and innovation in tourist destinations. Cleanliness is highly emphasized in creating visitor satisfaction and the quality of this cleanliness needs to be understood and managed properly because this can affect the feeling of satisfaction felt by visitors when traveling such as the creation of a clean environment in the tourist park area and the availability of clean water from the nearest river from the tourist attraction.

The influence of scenery (Scenery or Viewing) on visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung.

Based on the results of the study, it is known that the scenery variable has a significant positive effect on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung. According to Jena, Passing (2014) scenery (scenery or viewing) is the point of view of the scenery in a tourist attraction. The view is highlighted by the visitor side as the central dimension. According to Hazen (2009), the emotional aspect expressed in various ways such as seeing natural landscapes gives a feeling of fascination. The scenery around the Green Valley Tourism Park can be seen from all angles, one of which can be seen from the tourist park area and animal parks and visitors to the Green Valley Tourism Park can also enjoy performances at the Green Valley Tourism Park such as the Free Flight Bird Show and animal performances. Visitors are satisfied because they can enjoy the beauty of the scenery around the Green Valley Tourism Park in the beautiful Bandar Lampung.

The results of this study are in line with the research of Qingfang Zhang & Honggang Xu (2020) showing that the Experiential Aesthetic Dimension on the landscape variable has a direct and positive impact on visitor satisfaction. The exceptional physical properties of natural landscapes can affect a variety of visitors' senses (including sight, hearing, smell, taste and touch). Visitor satisfaction is an important issue in the management of tourist destinations, although there are many factors that affect visitor satisfaction, the study of visitor satisfaction from the perspective of the Aesthetic Experiential



Dimension can give us insight into the Aesthetic Experiential Dimension and visitor satisfaction with the destination. This study shows that visitor satisfaction is often positively related to the quality of the Experiential Aesthetic Dimension.

The influence of Tranquility (Harmony) on visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung.

Based on the results of the study, it is known that the calm variable affects the variable of visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung. According to Jena, Melintas (2014) harmony is an atmosphere of silence and tranquility in a tourist attraction. Silence according to Hosany & Witham (2007) is when combining both the natural environment and the man-made environment in nature. For example, when tourists visit a tourist attraction, tourists feel an experience that is close to nature and the building of the attraction is in harmony with a landscape that can be enjoyed by all human senses with the character of blending naturally and harmoniously. The atmosphere of tranquility in the Green Valley Tourism Park can make visitors feel comfortable because the place is far from noise and closer to the surrounding nature.

The results of this study are in line with the research of Monica Adele Breiby, Terje Slatten (2017) who revealed that the Experiential Aesthetic Dimension on the calmness variable affects visitor satisfaction and the satisfaction has a direct influence on the type of satisfaction, namely the intention to recommend the attraction to others and make a return visit to the attraction in the future. Increasing overall satisfaction, this study identified the quality of the Aesthetic Experiential Dimension, one of which is in the variables of tranquility, namely by creating quiet and quiet tourist attractions, a beautiful natural environment, clean water, and the interior of tourist attraction buildings with natural nuances.

The influence of Architecture (Art or Architecture) on visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung.

Based on the results of the study, it is known that architectural architectural variables have a significant positive effect on visitor satisfaction variables at the Green Valley Tourism Park in Bandar Lampung. According to Jena, Melintas (2014) architecture (art or architecture) is a work of art in the form of buildings and the value of beauty in a tourist attraction. Architecture is a work made by humans in which there are elements of aesthetics or beauty. Talking about architecture cannot be separated from aesthetics or beauty. Architecture as a science that studies buildings is of course related to certain forms. The shape of the building in architectural works as a container for human activities is of course not original but must pay attention to good aesthetics, some people still judge the good and bad of an architectural work based on the beauty of its shape. Visitors are attracted by the beauty of architecture, building forms, and other works of art found in the Green Valley Tourism Park because of the architecture, building forms, and other art that are nuanced with nature.

The results of this study are in line with the research of Yi Wang, Zancai Xia, & Wei Chen (2008) that the Experiential Aesthetic Dimension on architectural variables has a positive and significant effect on visitor satisfaction. This research shows the relevance of the value of the Experiential Aesthetic Dimension in terms of architecture can be applied systematically to the development of a management plan for tourist attractions to create visitor satisfaction. Tourism is one of the industries that needs to be focused on development because tourism can bring both positive and negative impacts on the environment and society. It is hoped that the understanding of the value of the Experiential Aesthetic Dimension in terms of architecture as a resource and its integration in the development of sustainable tourism planning will lead to an increase in conservation and management policies in tourist destinations.

The influence of Genuineness on visitor satisfaction at the Green Valley Tourism Park in Bandar Lampung.

Based on the results of the study, it is known that the beauty variable has a significant positive effect on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung.



According to Jena, Melintas (2014) genuineness is the beauty possessed in a tourist attraction such as fauna, flora, food and culture. According to Haukeland and Midthard (2000) that beauty is important for the tourist experience. Aesthetics in the context of tourism does not depend on factors such as local traditions but on the overall design, or art that makes the attraction different from other attractions. In addition, genuineness is related to the senses of touch, smell and taste, for example enjoying a unique inn or tasting local food and drinks. The beauty found in the Green Valley Tourism Park makes visitors feel satisfied because they can enjoy beautiful plants and have the opportunity to interact with the animals in the Green Valley Tourism Park.

The results of this study are in line with the research of Breiby, M (2018) resulting in the conclusion that the five Dimensions of Aesthetic Experiential consisting of cleanliness, scenery, tranquility, architecture, and beauty affect visitor satisfaction. The five Dimensions of Aesthetic Experiential are all important for tourist attractions, be it natural attractions, cultural attractions, or artificial attractions. The results of this study show that the dimensions and forces that make up aesthetic judgments influence the preferences of the natural and man-made environment in terms of visitor emptiness. Tourism research should include the Experiential Aesthetic Dimension for both natural attractions, cultural attractions, and artificial attractions to better understand the overall satisfaction of visitors. Beautifulness is identified as essential to visitor satisfaction in general, if it is associated with an authentic environment.

TOTHE CONCLUSION

This study aims to determine the influence of free variables, namely Experiential Aesthetic Dimension (X): Cleanliness (X_1), Scenery (X_2), Tranquility (X_3), Architecture (X_4) and Beauty (X_5) on bound variables namely Kepuasan P engunjung at the Green Valley Tourism Park in Bandar Lampung (Y). The hypothesis in this study obtained results stating that the Experiential Aesthetic Dimension which consists of variables of cleanliness, scenery, tranquility, architecture and beauty towards the satisfaction of pengunjung at the Green Valley Tourism Park in Bandar Lampung Accepted. This is based on the results of the analysis and discussion contained in Chapter IV, so conclusions can be drawn to answer the formulation of the problem as follows:

1. There is a positive and significant influence between the hygiene variable (X_1) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y). The cleanliness found in the Green Valley Tourism Park in Bandar Lampung is still natural and the cleanliness is well maintained and the clean water contained in the Green Valley Tourism Park in Bandar Lampung can be used properly.
2. There is a positive and significant influence between the scenery variable (X_2) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y). The natural scenery of the Green Valley Tourism Park in Bandar Lampung is very beautiful, visitors can enjoy the beauty of the scenery found in the Bandar Lampung Green Valley Tourism Park in all corners, one of which can be seen from the tourist park area and animal park. Visitors to the Green Valley Tourism Park can also enjoy performances at the Green Valley Tourism Park such as the Free Flight Bird Show and animal performances.
3. There is a positive and significant influence between the calm variable (X_3) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y). The tranquility contained in the Green Valley Tourism Park in Bandar Lampung makes visitors feel calm, the beauty can be enjoyed well, the building is in harmony with the beauty of nature and the interior of the Green Valley Tourism Park in Bandar Lampung is in accordance with the natural environment.
4. There is a positive and significant influence between the architectural variable (X_4) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y). Visitors are attracted by the beauty of architecture, building forms, and other works of art found in the Green Valley Tourism Park which has nuances with nature making visitors interested.
5. There is a positive and significant influence between the beauty variable (X_5) on the visitor satisfaction variable at the Green Valley Tourism Park in Bandar Lampung (Y). The beauty found

in the Valley Tourism Park makes visitors feel satisfied, visitors can also enjoy beautiful plants and get the experience to observe the animals in the Green Valley Tourism Park.

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