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SATISFACTION AS THE BASIS FOR ENHANCING INTENSION REPEATED VISITOR THROUGH EMPOWERING THE HOSPITALITY OF SERVICE PROVIDER: STUDY AT 3 ECOTOURISM OBJECTS AT PRINGSEWU REGENCY_LAMPUNG PROVINCE

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ABSTRACT
Pringsewu Regency has very promising tourism potential, both natural tourism potential and religious tourism potential, the tourism potential is also supported by its development and development in the Pringsewu Regency area. Telaga Indah, Goa Maria and princhsto tourism Therefore, a study is needed to analyze satisfaction as a basis for increasing the intention of repeat visitors through the Empowerment of Hospitality Service Providers. There are 5 hypotheses tested in this study, namely: (H1) Repeated Visitor is significantly influenced by Visitor Characteristics, (H2) Tourist Satisfaction is significantly influenced by Visitor Characteristics, (H3) Repeated Visitor is significantly influenced by Customer Perceived Hospitality, (H4) Tourist Satisfaction is significantly influenced by Customer Perceived Hospitality, (H5) Repeated Visitor is significantly influenced by Tourist Satisfaction and analyzed using Structural Equation Modeling (SEM) using Smartpls 4. The latent variables of visitor characteristics were proxied using 4 manifest variables, namely age, number of dependents, monthly income, and occupation. Meanwhile, the latent variables of the value of Customer Perceived Hospitality (CPH), Tourist Satisfaction (TS), and Repeated Visitor (RS were measured using 5, 3, and 4 questions, each using 5 rating options. The results suggest to: (H1) Repeated Visitor is significantly influenced by Visitor Characteristics has a negative value with insignificant status, (H2) Tourist Satisfaction is significantly influenced by Visitor Characteristics has a negative value with insignificant status, (H3) Repeated Visitor is significantly influenced by Customer Perceived Hospitality has a positive value with significant status, (H4) Tourist Satisfaction is significantly influenced by Customer Perceived Hospitality has a positive value with significant status, (H5) Repeated Visitor is significantly influenced by Tourist Satisfaction has a positive value with significant status.

Keywords: Ecotourism, Hospitality, Repeated Visitor, Tourist Satisfaction

INTRODUCTION
Lampung Province has several world-famous tourist destinations. While Pringsewu as the heart of this province, lack of natural resources for ecotourism. But for several years the tourism sector has grown better than some surrounding districts, including during the 2 years of the Covid19 pandemic. This model is needed to design the development of Pringsewu as a stopover place for tourists to be efficient in reaching all world-class tourism objects in Lampung Province. Pringsewu Regency has very promising tourism potential, both natural tourism potential and potential religious tourism potential, this tourism is supported by its development and developed by the Pringsewu district government, this potential includes the Talang Indah tourist attraction, which is a beautiful natural and historical tourist attraction that describes the flow of irrigation. a relic of the Dutch era which was built in 1928, the Goa Maria tourist attraction is a religious tourist attraction for Christians, and a tourist attraction for the Princhsto family (Pringsewu Ranch and Resto).

Ecotourism activities are currently becoming an interesting trend for tourists to enjoy different and diverse forms of tourism. In this context, tourism is an integral part of conservation efforts, empowering the local economy and encouraging higher respect for cultural differences (Satria, 2009). There is no doubt about the wealth of potential objects and tourist attractions, both natural, cultural and special interest attractions, which are scattered in almost all regions, which are considered quite varied and competitive. This potential if developed properly will provide economic benefits for improving the welfare of local people (Mantolas, 2019).

The real quality of the product can certainly determine the satisfaction of visitors or customers (Tapivrawati and Permatasari, 2022). The main principle of tourist satisfaction is the comparison between what is expected and

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the level of performance perceived by tourists (Coban, 2012). Satisfaction is also a good predictor of intention to revisit tourists (Crompton, 2000). The life of the hospitality attitude of the Pringsewu community can be seen from the daily activities of the people who always prioritize polite and friendly communication, behavior towards foreigners, and the habit of entertaining. The culture that is most felt when visitors come is the attitude of community hospitality when serving guests. From the hospitality life of the Pringsewu village community, this study will examine satisfaction as the basis for increasing the intention of repeat visitors through the empowerment of hospitality in service providers.

RESEARCH METHOD

This research was conducted from July to August 2022 in Pringsewu Downtown. The research location is displayed in Figure 1. The general form of analysis in this study is connecting 4 variables Visitor Characteristics (VC), Customer Perceived Hospitality (CPH), Tourist Satisfaction (TS), and Repeated Visitor (RS) with 5 hypotheses, namely (H1) Repeated Visitor is significantly influenced by Visitor Characteristics, (H2) Tourist Satisfaction is significantly influenced by Visitor Characteristics, (H3) Repeated Visitor is significantly influenced by Customer Perceived Hospitality, (H4) Tourist Satisfaction is significantly influenced by Customer Perceived Hospitality, (H5) Repeated Visitor is significantly influenced by Tourist Satisfaction. The data analysis used in this study is quantitative analysis to determine the relationship between variables using Structural Equation Modeling (SEM) through the help of Smartpls 4 software, SEM becomes a stronger analytical technique because it considers interaction modeling, non-linearity, independent variables. which are correlated, measurement errors, interference with correlated errors, several latent independent variables, each of which is measured using many indicators, and one or two latent dependent variables, each of which is also measured by several indicators (Sarwono, 2010). The pattern of the relationship between the variables to be analyzed can be seen in Figure 2.

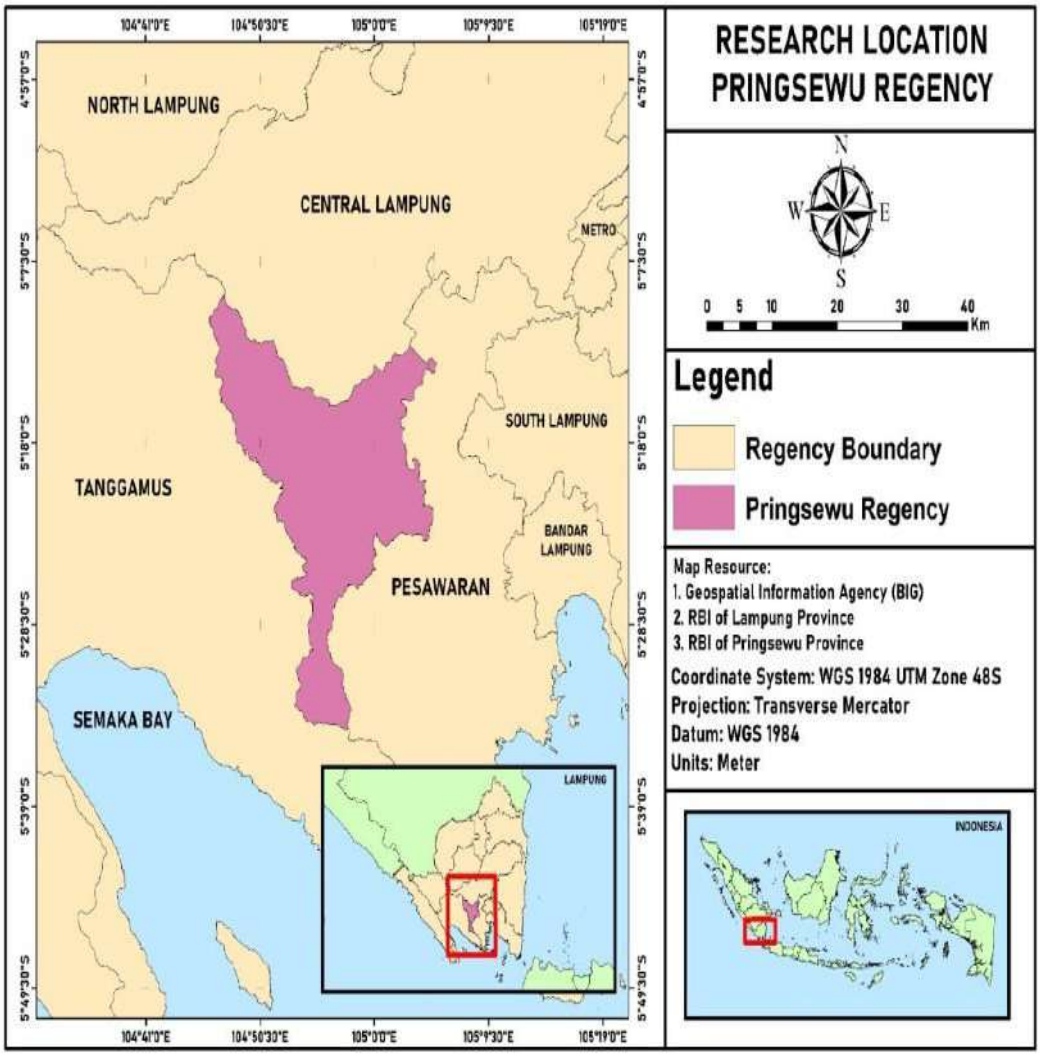

Figure 1: Research location

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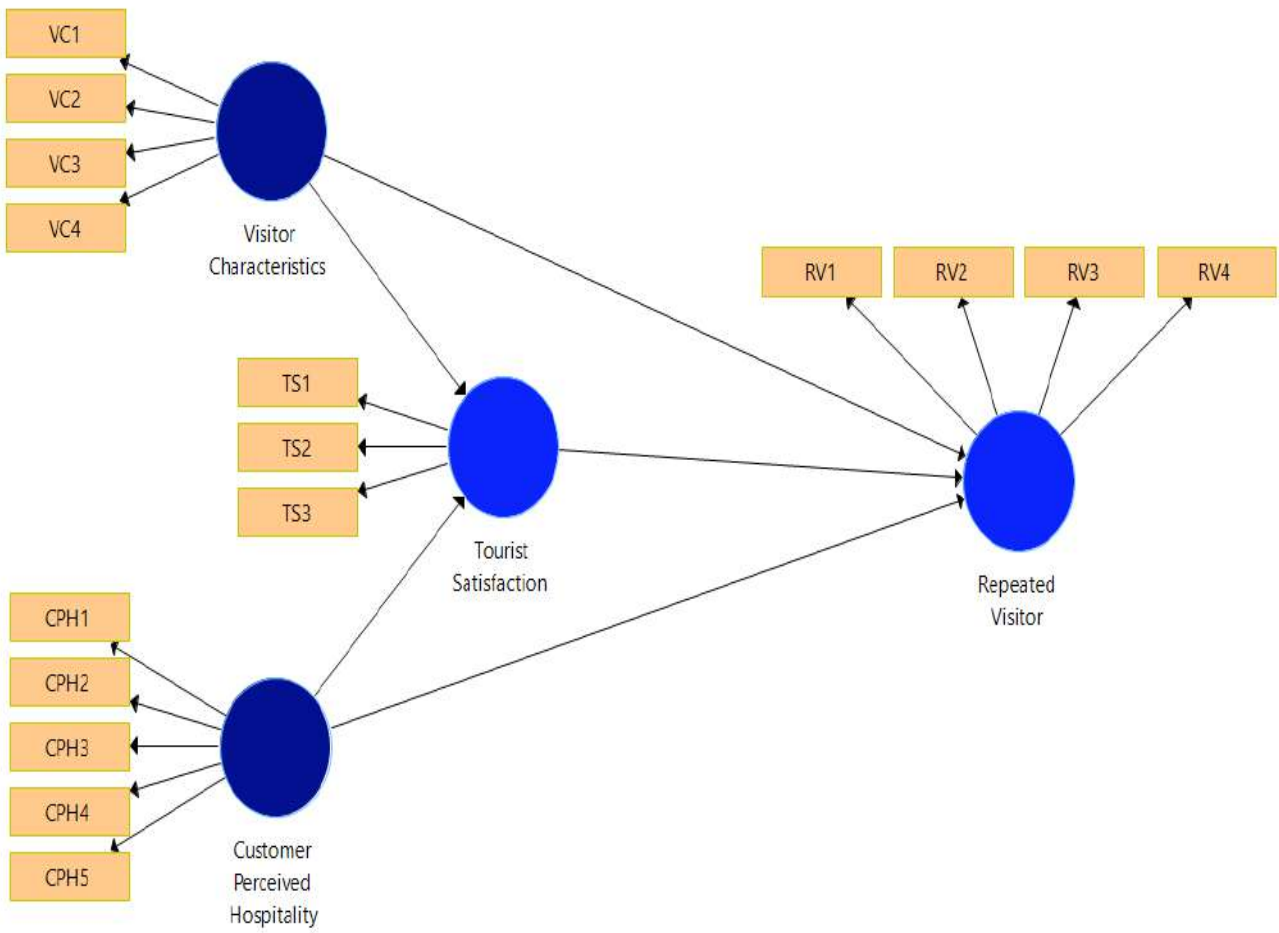

Figure 2: Structural model of correlation analysis between variables

There are 4 latent variables used which are all expressed on an ordinal scale in 5 ranks, namely Visitor Characteristics (VC), Customer Perceived Hospitality (CPH), Tourist Satisfaction (TS), dan Repeated Visitor (RS). The measurement model for the latent variable of Visitor Characteristic includes age, number of dependents, monthly income, and occupancy expressed on an ordinal scale.

Table 1: The characteristic of visitor and their classification ranks

Occupation Type =VC_1	Total Dependance (Child)= VC_2	Age (year) =VC_3	Monthly Income (1000 IDR)=VC_4	Rank
Student	0	15-25	500-1.000	1
Labor/Peasant	1	26-35	1.100-2.000	2
Civil Servant	2	36-45	2.100-3.000	3
Professional Worker	3	46-55	3.100-4.000	4
Entrepreneur	4 or more	> 55	>4.000	5

By using an argument analogous to measuring Customer Perceived Hospitality, the development of a measurement model for the latent variable at the Customer Perceived Hospitality (CPH), level (CPH1 to CPH5) is presented in Table 2.

Table 2. Customer Perceived Hospitality, Level Measurement Instruments

Symbol	Syntax for Customer Perceived Hospitality Measurement	Choices				
CPH_1	I feel good with the service here	1	2	3	4	5
CPH_2	I feel honored with the service here	1	2	3	4	5
CPH_3	I feel comfortable with the service here	1	2	3	4	5
CPH_4	I feel given the friendliness of the service here.	1	2	3	4	5
CPH_5	I feel pampered visiting (shopping) here.	1	2	3	4	5

In order to develop a measurement model for the latent variable tourist satisfaction (TS) using 3 sentence syntax (TS_1, TS_2, and TS_3) with 5 ordinal levels of answer choices. The details are presented in Table 3.

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Table 3. Tourist Satisfaction Level Measurement Instrument (TS)

Symbol	The syntax for Tourist Satisfaction Measurement	Choices				
TS_1	I am happy with experience of visiting (shopping) here	1	2	3	4	5
TS_2	Overall I am satisfied visiting (shopping) here.	1	2	3	4	5
TS_3	The service is satisfactory here.	1	2	3	4	5

Likewise, for the development of measurement models for the latent variable of intention to become repeat visitor, 4 measurement syntaxes are needed as presented in Table 4.

Table 4. Measurement instruments for the Variable Intention to become Repeated Visitor

Symbol	The syntax for Repeated Customer	Choices				
RV_1	I will come back to visit (shop) here	1	2	3	4	5
RV_2	I will definitely visit (shop) here again	1	2	3	4	5
RV_3	Most likely I will visit (shop) here again	1	2	3	4	5
RV_4	I plan to visit (shop) here again	1	2	3	4	5

RESULTS AND DISCUSSION

1. Overall Model Fit

Table 5. The overall model fit

No.	The goodness of Fit Parameters	Estimated Parameters	Testing Conclusion
1.	Chi-Square /Degree of Freedom	189.325/189.325	Good Fit
2.	Standardized Root Mean Square Residue (SRMR)	0.108	Acceptable Fit
3.	Normated Fit Index (NFI)	0.602	Marginal Fit
4.	Root Mean Square Theta (RMS_Theta)	0.244	Adequate Fit

The SRMR value is 0.108 > 0.10. Referring to the SRMR value > 0.10, the results are still acceptable. The NFI value is 0.602 < 0.95, so the result is still marginal fit. RMS_theta is 0,209>0,10 then based on the assessment RMS_theta does not meet the criteria of an adequate model.

Overall Conclusion: 1 match Good Fit, 1 match Marginal Fit, 1 acceptable fit, and 1 match Adequate Fit, it can be concluded that if there is at least one criterion that meets the criteria for goodness of fit, then the match between the data and the current model is good .

2. Measurement Model Fit

Table 6: Measurement Model Fit

No.	Latent Variables	Cronbach's Alpha	rho_A	Composite Reliability (CR) [Critical=0.7]	Average Variance Extracted (AVE) [Critical=0.5]
1.	Visitor Characteristics (VC)	0.740	0.906	0.809	0.539
2.	Customer Perceived Hospitality (CPH)	0.835	0.834	0.884	0.604
3.	Tourist Satisfaction (TS)	0.735	0.764	0.851	0.657
4.	Repeated Visitor (RS)	0.873	0.876	0.913	0.725

The variable visitor characteristics (VC) has a composite reliability (CR) value of 0.809 > 0.70 indicating that each item measuring visitor characteristics has reliable results in measuring visitor characteristics. Likewise, the value of Customer Perceived Hospitality (CPH), Tourist Satisfaction (TS), and Repeated Visitor (RS) have values above > 0.70 (Reliable). CR value 0.70 means that it shows good reliability on latent variables/constructs (Ghozali, 2011).

The AVE value in the visitor characteristics (VC) variable has a value of 0.539 > 0.50, so the convergent validity conditions are good. Likewise, the value of Customer Perceived Hospitality (CPH), Tourist Satisfaction (TS), and Repeated Visitor (RS) have values above > 0.50 (Convergent Validity). The AVE value 0.50 means that it shows good convergence on latent variables/constructs (Ghozali, 2011).

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3. Structural Model Fit

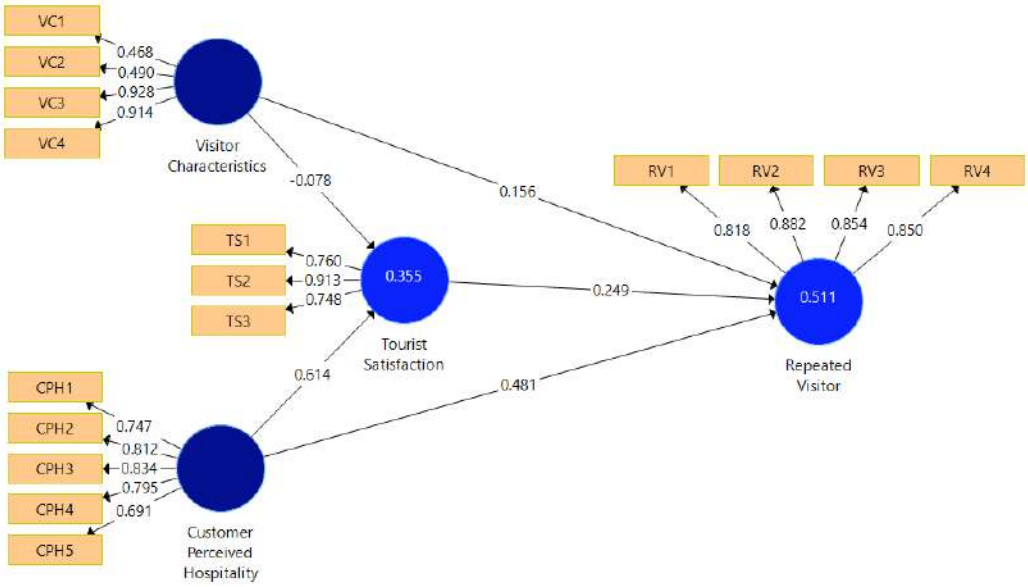

Figure 3: Model Algorithm

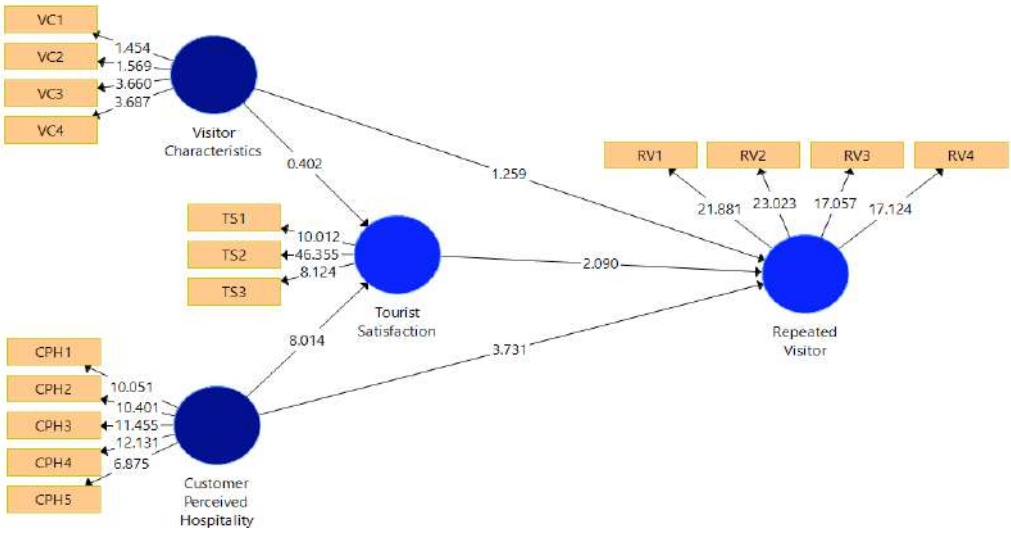

Figure 4: Bootstrapping on measurement models

Table 7. Structural Model Fit

The Structural Equation Model	Original Sample	Sample Mean	Standard Deviation	T Statistics (O/STDEV|)	P-Values
1. Visitor Characteristics -> Repeated Visitor	0.156	0.160	0.124	1.259	**0.209**
2. Visitor Characteristics ->Tourist Satisfaction	-0.078	-0.071	0.195	0.402	**0.688**
3. Customer Perceived Hospitality -> Repeated Visitor	0.481	0.480	0.129	3.731	**0.000**
4. Customer Perceived Hospitality -> Tourist Satisfaction	0.614	0.612	0.077	8.014	**0.000**
5. Tourist Satistaction -> Repeated Visitor	0.249	0.248	0.119	2.090	**0.037**

There are 5 hypotheses tested in this study, namely: (H1) Repeated Visitor is significantly influenced by Visitor Characteristics, (H2) Tourist Satisfaction is significantly influenced by Visitor Characteristics, (H3) Repeated Visitor is significantly influenced by Customer Perceived Hospitality, (H4) Tourist Satisfaction is significantly influenced by Customer Perceived Hospitality, (H5) Repeated Visitors are significantly influenced by Tourist Satisfaction.

Structural model fit can be seen the relationship of each path on the overall social capital model. The critical decision in the Structural Model Fit or Hypothesis Testing is to check the P-Value with a significance level (alpha) of 0.05 or compare the CR (Critical Ratio) score with the t-table (1.96) (Ferdinand, 2005).

The Direct Effect of Visitor Characteristics on Repeated Visitors

The magnitude of the parameter coefficient for the variable Visitor Characteristics (VC) to Repeated Visitors (RV) is 0.156. Or it can be interpreted that the higher the value of Visitor Characteristics (VC), the Repeated Visitor (RV) will also increase. Based on calculations using bootstrap or resampling, where the test results of the estimated Visitor Characteristics (VC) coefficient against Repeated Visitors, (RV) bootstrap results are 0.160 with a T-value of 1.259 and a standard deviation of 0.124. Then the P-value is 0.209> 0.05 so accept H0 or which means that the effect of Visitor Characteristics (VC) on Repeated Visitors (RV) is not statistically significant.

The Direct Effect of Visitor Characteristics on Tourist Satisfaction

The magnitude of the parameter coefficient for the Visitor Characteristics variable on Tourist Satisfaction is -0.078, which means that there is a negative effect of Visitor Characteristics on Tourist Satisfaction. Based on calculations using bootstrap or resampling, where the results of the estimated Visitor Characteristics coefficient test for Tourist Satisfaction, the bootstrap result is -0.071 with a T-value of 0.402 and a standard deviation of 0.195. Then the P-value is 0.688> 0.05 so accept H0 or which means that the effect of Visitor Characteristics on Tourist Satisfaction is not statistically significant.

The Direct Effect of Customer Perceived Hospitality on Repeated Visitors

The magnitude of the parameter coefficient for the variable Customer Perceived Hospitality on Repeated Visitors is 0.481, which means that there is a positive effect of Customer Perceived Hospitality on Repeated Visitors. Or it can be interpreted that the higher the value of Customer Perceived Hospitality, the Repeated Visitor will also increase. An increase in one unit of Customer Perceived Hospitality will increase Repeated Visitors by 48.1%. Based on calculations using bootstrap or resampling, where the test results of the estimated coefficient of Customer Perceived Hospitality for Repeated Visitors, the bootstrap results are 0.480 with a t-value of 3.731 and a standard deviation of 0.129. Then the P-value is 0.000 <0.05 so accept H1 or which means that the direct influence of Customer Perceived Hospitality on Repeated Visitors is significant or statistically significant.

The Direct Effect of Customer Perceived Hospitality on Tourist Satisfaction

The magnitude of the parameter coefficient for the variable Customer Perceived Hospitality on Tourist Satisfaction is 0.614, which means that there is a positive influence of Customer Perceived Hospitality on Tourist Satisfaction. Or it can be interpreted that the higher the value of Customer Perceived Hospitality, the Tourist Satisfaction will also increase. An increase in one unit of Customer Perceived Hospitality will increase Tourist Satisfaction by 61.4%. Based on calculations using bootstrap or resampling, where the test results of the estimated coefficient of Customer Perceived Hospitality against Tourist Satisfaction bootstrap results are 0.612 with a t-value of 8.014 and a standard deviation of 0.077. Then the P-value is 0.000 <0.05 so accept H1 or which means that the direct influence of Customer Perceived Hospitality on Tourist Satisfaction is statistically significant or significant.

The Direct Effect of Tourism Satisfaction on Repeated Visitors

The magnitude of the parameter coefficient for the Tourism Satistfaction variable on Repeated Visitors is 0.249, which means that there is a positive influence of Tourism Satistfaction on Repeated Visitors. Or it can be interpreted that the higher the value of Tourism Satisfaction, the Repeated Visitor will also increase. An increase in one unit of Tourism Satisfaction will increase Repeated Visitors by 24.9%. Based on calculations using bootstrap or resampling, where the test results of the estimated coefficient of Tourism Satisfaction against Repeated Visitors bootstrap results are 0.248 with a t-count value of 2.090 and a standard deviation of 0.119. Then the P-value is 0.037 <0.05 so accept H1 or which means that the direct influence of Tourism Satisfaction on Repeated Visitors is statistically significant or significant.

Hospitality is a response to the comfort felt by visitors for the services provided by service providers. From the point of view of economic theory, especially consumption theory, tourism is a luxury consumption activity. From the point of view of economic theory, especially consumption theory, tourism is a luxurious consumptive activity (Morando and Platania., 2022). Only groups of consumers who have an adequate budget can access tourism service products. Meanwhile, marginalized community groups in terms of welfare or people who live subsistence, it is almost impossible to access this product, let alone to be expected as Repeated Visitor (RV). In

other words, tourism service products are devoted only to the upper middle class community group or the foreign tourist segment.

However, this finding is very useful information for policy makers or local authorities, Pringsewu. Whereas in planning the development of tourism service performance, the Visitor Characteristics variable is an exogenous variable that does not need social engineering, whose nature is indeed very diverse with various demands, it is also not easy to form because it is given. However, Visitor Characteristics can be mediated by the Tourist satisfaction (TS) variable to increase Repeated Visitors (RV), where every time there is an increase in Visitor Characteristics (VC) by one unit, Tourist satisfaction (TS) can directly increase significantly. Generally tourist attraction is based on the existence of a source that can cause feelings of pleasure, comfort, beauty, and cleanliness. Tourist attractions must also have special characteristics that are rare so that they have high appeal because they have special values (Wahyuni et al., 2020). From this it also shows that the hospitality felt by customers can lead to repeat visits and provide tourist satisfaction, a positive relationship between tourist satisfaction and the intention of returning tourists, which means that tourists will feel that their level of expectations is fulfilled after a visit, thereby increasing purchase commitment to return to the object. the tourist destination.

CONCLUDING REMARK

The results of the study suggest: (H1) Repeat Visitors are significantly influenced by insignificant visitor characteristics, (H2) Tourist satisfaction is significantly influenced by visitors Visitor characteristics are significantly influenced, (H3) Repeat visitors are significantly influenced by Customer Perceived Hospitality has a positive value with significant status, (H4) Tourist Satisfaction is significantly influenced by Customer Perceived Hospitality has a positive value with significant status, (H5) Repeated Visitor is significantly influenced by Tourist Satisfaction has a positive value with significant status.

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DESIGN AND DEVELOPMENT OF E-MIRROR ALIAS SMART MIRROR USING MACHINE LEARNING ALGORITHMS

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ABSTRACT
Clothing is a typical task for everyone at younger age. This study mainly focusses on how to develop a smart mirror (virtual mirror) using Machine Learning Algorithms (MLA) for regularizing the way of choosing. Several methodologies of choosing clothing are represented in this study and followed by an objective of developing an android application with embedded ML techniques which gives the best suggestions. This review deals with MLA, embedded sensors, image processing algorithms as needed. The existing concepts which are already developed on smart mirror are studied based on Internet of Things, Artificial Intelligence, and advanced algorithms. This android application helps to identify the clothing, whether it is suitable or not. Thus, the app reduces the selection/choosing time with any kind of physical disturbance of the clothes which are available in the wardrobe. The setup is inexpensive and easy to handle among the larger spectrum of society. Materials used in the smart mirror are affordable and durable.

Keywords: Smart, Virtual, Mirror and machine learning algorithms

INTRODUCTION
Time is more precious than anything in our life. Now-a-days clothing plays a vital role in our daily life both in online and offline stores. While shopping a lot of time gets wasted. In this paper, a concept is proposed entitled as Smart Mirror (Virtual Mirror) which saves time during clothing.

This Deal With

- About smart mirror.
- Usage of present technology with smart mirror
- Minimization of time

The above mentioned three properties created an interest to work in this area. Yes, Smart Mirror is like a mirror which reflects our image. But its task is not only reflection but also helps to save our valuable time. It is very easy, this smart mirror helps customers when they stand in front of the mirror, customer photo will be appeared with his selected dress model which can be retrieved from database.

This smart mirror helps not only in offline shopping but also helps in online shopping. By this smart mirror everyone can check whether it is suited for him or not. This study is going to develop an android application. To work this android application, didn't require any internet connection.

IMPLEMENTATION
In this study, smart mirror is going to be implemented by using Machine Learning Algorithms.

Face Detection Algorithm (FDA): It is a one of the most popular Machine Learning Algorithm used for Image Processing. They are so many techniques for face detection like OpenCV, Neural Networks, MATLAB, etc. This algorithm is performed by using Haar Classifier. Since, face is the most important and easiest thing for identifying the face of customer. This algorithm is used for detection of faces of customer in given image(photo). If any face is identified it returns a location of face, that is it returns a (x, y, w, h) values where (x, y) are starting position, w is width and h is height of face.

Skin Colour Detection Algorithm (SKDA): Since, after detecting faces using FDAFa there is chance for detecting more than one face i.e., containing 2 or more people in given image. In this algorithm a Skin Pixel Quantifier is used to count the number of pixels of human skin. Hence, customer face is identified by highest percentage of pixel count of same person.

Lower Body Detection Algorithm (LBDA): This algorithm also performed by using Haar classifier which is used to detect the people in a movie video, by using features like upper body, lower body, full body, face detection and eye detection. From the above said, the positions of the shoulder are traced which makes clothing easier to the customer by superimposing. Besides, there exists a disadvantage for calculating the distance between mirror and customer positions, which cannot lead the superimpose between clothe and customer. For finding the distance between customer and mirror an Euclidian Distance Formulae is introduced.

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