

The Impact of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) on Tourist Satisfaction Levels and Revisit Intentions in Dusun Semilir, Semarang Regency

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ABSTRACT

There was a drastic decline in the number of tourists in 2020 and 2021 due to the COVID-19 virus. This situation encourages tourist destination managers to find and formulate the best strategies to survive and recover from this difficult situation. One of the policies implemented by the manager is the implementation of CHSE. The purpose of this study is to investigate the relationship between CHSE and the satisfaction and intention of tourists to return to Dusun Semilir. This research is included in the quantitative category. Data sources were obtained through interviews and questionnaire distribution. The sampling method used was purposive sampling, resulting in 108 respondents. The data analysis technique was carried out using Smart PLS software. The results showed that the CHSE variable had a significant influence on the intention to return to visit. In addition, the CHSE variable also contributes positively and significantly to tourist satisfaction. Furthermore, the level of tourist satisfaction has a positive and significant effect on the intention to return to Dusun Semilir. The results of the analysis show that the CHSE variable has a positive and significant impact on the intention to visit again through tourist satisfaction. Thus, it can be concluded that the implementation of CHSE has a great influence on tourist satisfaction and their intention to visit Dusun Semilir again.

Keywords : CHES; Tourist satisfaction; Intention to Visit Again

INTRODUCTION

The Covid-19 pandemic that hit the world, including Indonesia, had a major impact on the tourism sector. The PSBB (Large-Scale Social Restrictions) program imposed by the government has a significant impact on various tourism supporting sectors such as transportation, hotels, restaurants, and tourist attractions. In response, the Ministry of Tourism and Creative Economy launched the Indonesia Care guidelines, which contain guidelines for the implementation of cleanliness, health, safety, and environmental sustainability in tourist destinations. Indonesia Care is based on the implementation of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability), which refers to protocols from the Government of Indonesia, WHO, and WTTC to prevent and handle Covid-19. The preparation of this guide involves various parties such as business associations, tourism village managers, tourism awareness groups, and academics. (Ariawan & Ahmat, 2020)

Dusun Semilir, a tourist attraction located in Semarang Regency since 2019, covers an area of 14 hectares and combines natural, artificial, culinary, and educational tourism. The diversity of facilities in Dusun Semilir attracts visitors, both for family tours and with friends. One of the main attractions is the five Dome Stupa with an art concept, in which there are various shops selling typical Central Javanese food and souvenirs, such as wingko tripe, milkfish presto, peek, bakpia, and others. This condition forces destination

managers to think about the best strategy in order to survive and rise from difficult times and attract tourists again. According to , interest is a person's awareness of an object, person, or situation related to it. According to Lončarić & Licul (2016), before choosing a destination, travelers tend to spend time looking for information to support their decision. The number of tourist visits in Dusun Semilir from 2019 to 2022 was recorded as follows: 2019 reached 3,510,280, 2020 was 1,873,794, 2021 amounted to 1,451,134, and 2022 reached 1,817,979 people (General Manager of Dusun Semilir, 2022). The significant decline in 2020 and 2021 was due to the Covid-19 pandemic, but visits slowly began to increase in 2022. et al., (2019)

In December 2020, Dusun Semilir was closed by the Semarang Regency Covid-19 Task Force for violating the rules on the number of visitors set by the local government. During PPKM 2021, tourist visits decreased by 50%, both on weekdays and weekends. (Komarudin, et. al, 2021) (Wulandani, 2023)

Sofiani & Octariana, (2021) in his research shows that CHSE has an important role in increasing tourist satisfaction in tourist destinations. All variables, namely cleanliness, health, safety, and the environment, contribute to tourist satisfaction, but cleanliness has the greatest influence. Therefore, the government, tourist destination managers, and business people must pay attention to and implement CHSE properly to ensure tourist satisfaction and strengthen the image of the destination as a safe, clean, healthy, and environmentally friendly place. (Habibi, 2020)

The urgency of this study is to measure the impact of the implementation of CHSE in Dusun Semilir after the pandemic, as well as to evaluate the perception of tourists on the influence of CHSE on their satisfaction and intention to return. It is hoped that the development of tourism in Dusun Semilir can be in harmony with the needs of tourists, so that they feel satisfied and plan to repeat visits or recommend Dusun Semilir to others. In addition, this study also analyzes whether there are negative perceptions of tourists related to the implementation of CHSE in Dusun Semilir, which requires improvements to improve the quality of destinations and encourage repeat visits and produce repeat guests. Thus, the purpose of this study is to understand the relationship between the application of CHSE to tourist satisfaction and their intention to return to Dusun Semilir.

RESEARCH METHOD

This study is a quantitative study that focuses on analyzing numerical data that is processed statistically to identify relationships between variables. The hypothesis was tested using the Partial Least Square-Structural Equation Model (PLS-SEM) model. PLS-SEM is a combination of models used to solve a multi-level model, which combines regression analysis and factor analysis. Data was collected directly through interviews with resource persons, observations, and the distribution of questionnaires to obtain the information needed in the research. The population of this study is tourists who visit Dusun Semilir during the new normal period and have complied with the health protocols implemented, such as checking body temperature, using masks, and washing hands. The research sample consisted of 108 respondents, who were selected using the Purposive Sampling method.

RESULT AND DISCUSSION

The effect of CHSE on return visit intention

The average CHSE value to return intention is around 0.855, which shows that in general, tourists in Dusun Semilir with high CHSE levels tend to have a stronger return

intention. This relationship shows a positive trend. A low standard deviation (about 0.039) indicates a small variation in the data, meaning that most respondents have almost the same CHSE level. This shows that high CHSE levels are consistent among respondents. A t-statistic of 21.872, which is a measure of the difference between the observed value and the mean divided by the standard deviation, suggests that the relationship between CHSE and visiting intention is statistically significant. A very low p-value (0.000) reinforces the evidence that the null hypothesis, which assumes no association between CHSE and return visit intention, is rejected and the alternative hypothesis is accepted. Thus, these results prove that in the context of research in Dusun Semilir, CHSE positively and significantly affects the intention to revisit. Travelers with a high CHSE experience tend to have a stronger intention to return. This confirms that the positive element of CHSE contributes to the intention of revisiting, providing valuable insights for tourism managers in Dusun Semilir to maintain and increase tourist satisfaction as well as opportunities for revisiting. (Arlinda & Sulistyowati, 2021) (Mahendra Jati, 2024).

The Effect of CHSE on Tourist Satisfaction

The average CHSE score to tourist satisfaction was around 0.525, which shows that in general, tourists in Dusun Semilir with high levels of CHSE, or those related to certain CHSE factors, tend to be more satisfied during their visit. In other words, there is a positive tendency that CHSE can increase tourist satisfaction. A standard deviation of 0.067 indicates slight variation in the data, which means that most travellers have similar CHSE levels, or the measured CHSE factor has an equal impact on traveller satisfaction. A T-statistic of 7,851 shows a significant difference between the observation value and the average, which indicates that the relationship between CHSE and tourist satisfaction is statistically significant. In other words, CHSE affects traveler satisfaction. A very low p-value (0.000) provides strong evidence to reject the null hypothesis, which states that there is no relationship between CHSE and tourist satisfaction. Because of this low p-value, it can be concluded that the relationship is statistically significant, and CHSE significantly affects the level of tourist satisfaction in Dusun Semilir. (Guo, Yang, & Xie, 2024; Jones & Sasser, 1998)

Thus, the results of this study show that CHSE has a positive and significant effect on tourist satisfaction in Dusun Semilir. Travelers with high CHSE levels or those who are met by certain CHSE factors tend to feel more satisfied during their visit. This information can be used as a basis for developing a tourism strategy that aims to increase tourist satisfaction in the destination. (Dwiyantri, 2016)

The Effect of Tourist Satisfaction on Returning Intention

The average relationship between Tourist Satisfaction and Return Intention was around 0.331, which shows that in general, satisfied tourists in Dusun Semilir tend to have a stronger intention to return. In other words, there is a positive relationship between tourist satisfaction and their intention to return to Dusun Semilir. A standard deviation of around 0.099 indicates a variation in satisfaction levels and return intentions, meaning that not all travellers have the same reaction to their experience at this destination.

A T statistic of about 3,288 shows a significant difference between the observation value and the mean in the relationship between Tourist Satisfaction and Return Intention. These positive T statistics indicate that the association is statistically significant, although it may not be as strong as the association with other factors. A low p-value (0.001) provides strong evidence to reject the null hypothesis, which in this context states that there is no relationship between Tourist Satisfaction and Return Intention. With a low p-

value, it can be concluded that this relationship is statistically significant, and Tourist Satisfaction significantly affects the intention of tourists to return to Dusun Semilir. (Jonathan, Ghani, & Priyanto, 2021)

These results show that the level of Tourist Satisfaction has a positive and significant effect on their intention to visit Dusun Semilir again. Travelers who are satisfied with their experience tend to have a stronger desire to return. This information can be used by tourism managers to improve the quality of tourist experience and encourage repeat visits to Dusun Semilir. (Anjani, 2021)

The influence of CHSE on tourist revisit intention through tourist satisfaction

The results of high t-statistics (2.997) and p-value of 0.003 between CHSE and Tourist Satisfaction (KW) show that CHSE has a significant relationship with the level of tourist satisfaction during the COVID-19 pandemic. In this case, Tourist Satisfaction serves as an intermediary variable between CHSE and Return Intention. This means that the positive impact of CHSE on Traveller Satisfaction will be reflected in higher levels of satisfaction, which in turn will influence travellers' intention to return to their destination. Therefore, the aspects of Cleanliness, Health, Safety, and Environmental Sustainability are very important. Providing a travel experience that focuses on these aspects will result in greater satisfaction for travelers, which in turn will have an effect on their intention to revisit. Properly integrating CHSE principles in the management of tourism destinations will help support the recovery of the tourism industry during and after the pandemic. In addition, it also contributes to the establishment of a positive reputation for the destination, attracting more tourists, as well as ensuring that they feel safe, comfortable, and inspired to return to the tourist location. (Ani & Vivian Octariana, 2021) (Dominici & Guzzo, 2010; (Oom do Valle, Silva, Mendes, & Guerreiro, 2006).

CONCLUSION

Research in Dusun Semilir shows that CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) has a positive and significant effect on tourist satisfaction and return intention. Travelers with high CHSE levels tend to be more satisfied and have a stronger intention to return. Tourist satisfaction mediates the relationship between CHSE and revisiting intentions. The implication is that maintaining high CHSE standards is essential to increase tourist satisfaction and repeat visits, especially during the COVID-19 pandemic.

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