

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

Based on the analysis of the discussion that has been carried out in the previous chapter, it can be concluded that :

1. Rural tourism destination image does not have a positive affect toward tourist satisfaction. This is due to several factors related to the image of the Purbalingga Regency tourist destination which is lacking in terms of promotional materials and inadequate accessibility.
2. Travel motivation does not have a positive affect toward tourist satisfaction because there is a lack of access to information that is not widespread and strategic for rural tourism destination image in Purbalingga.
3. Community-based tourism has a positive affect on tourist satisfaction because any tourists are actively involved in community activities and are very good at conveying historical information and interaction related to rural tourist villages in Purbalingga Regency.
4. Tourist satisfaction has a positive effect on intention to revisit intentio, rural tourism offers the opportunity to see natural and authentic natural beauty, and to get to know the richness of local culture, such as arts, traditional handicrafts and beliefs that are still sustainable.
5. Tourist satisfaction does not mediates the influence of the rural tourism destination image on revisit intention. This is proven by respondents' answers where tourists have no interest in visiting again and prefer other tourist preferences.
6. Tourist satisfaction does not mediates the influence of the travel motivation on revisit intention. This is proven by the respondents' answers where tourists lack travel motivation for revisit intention due to the lack of widespread information regarding rural tourist destinations in Purbalingga Regency.

7. Tourist satisfaction mediates the influence of community based-tourism on revisit intention. This is proven by respondents' answers that they are involved with local communities in tourism activities.

## **B. Implication**

### **1. Managerial Implications**

Community-based rural tourism (CBRT) has been recognized as an important source of income and industry for many countries, and it can have a positive impact on both the source and host countries. In the context of Purbalingga Regency, the development of rural tourism is driven by factors such as the preservation of historical and natural resources, promotion of destination image, information, development of handicrafts, and income generation. In rural tourism destination in Purbalingga Regency offers visitors unique and authentic experiences, such as agricultural festivals, crafts, historical buildings, natural preservation, nostalgia, and opportunities for family togetherness and relaxation and enjoy the destination with local community. These experiences contribute to the overall satisfaction of tourists.

Based on research results, community-based tourism has a positive effect on satisfaction, where tourism must maintain the quality of community-based tourism because this is the key to providing satisfaction to visitors and ensuring the sustainability of tourism. Tourism management can create strategies such as involving local communities in decision making regarding tourism development. Provide training to local communities on sustainability, tourism ethics and the skills needed to interact with visitors. Also facilitate local business opportunities, support local products and services, and promote partnerships with local business people. Carry out conservation and preservation of cultural and environmental aspects that are the main attraction. Involving the community in conservation efforts, such as keeping the environment clean and caring for historical sites. Also carry out a strategy to implement a reservation or

ticket system with quotas to control the number of visitors. By implementing these strategies, community-based tourism destinations can maintain the quality of the tourist experience, provide positive benefits to local communities, and protect the natural and cultural environment that is the main attraction.

The findings of the study indicate that visitor satisfaction positively influences interest in making additional visits. Tourism managers can satisfy visitors and entice them to return by providing a positive experience, providing high-quality services, and paying attention to their needs and expectations. Give them excellent customer service by arranging trips or other events that offer a thorough understanding of the history, culture, and distinctiveness of the area. Compile traveller requirements and preference information, then tailor services accordingly.

Rural tourism promote environmental conservation by raising awareness of cultural, environmental, and economic issues and values among both locals and tourists. This can lead to sustainable tourism practices and preservation of natural resources. Theres community based encourages interaction between tourists and local communities, fostering mutual benefits from improved local investment in infrastructure and increased awareness of cultural and environmental issues. This can lead to a more sustainable and equitable distribution of tourism benefits. In conclusion, community-based rural tourism can have a positive impact on tourist satisfaction and willingness to revisit again in Purbalingga Regency by offering unique experiences and fostering community engagement.

## **2. Theoretical Implications**

This research uses the Theory of Planned Behavior (TPB) which can be used to predict revisit intention by considering factors such as travel motivation, community-based tourism, destination image, and customer satisfaction. Several studies have developed the TPB model by including additional factors such as travel experience, perceived value, and perceived

behavioral control and in this study a research model was developed by adding tourist satisfaction as a mediating variable for testing the relationship. The research results show that these factors can influence tourists' intention to revisit, both directly and indirectly through the mediation of tourist satisfaction. In addition, community-based tourism influence tourists return interest by improving the quality of tourist experiences and providing a positive impact on local communities. Therefore, the TPB can be a useful framework for understanding the factors that influence tourists' revisit interest and assist in the development of effective tourism marketing strategies.

The results of this research can provide benefits and become a resource reference for academics and interested parties. This research can also into literature, insight and knowledge about the influence of destination image, travel motivation and community based tourism on tourist satisfaction and revisit intention. Rural tourism destination image and travel motivation on tourist satisfaction have been studied in previous research. Researchers also hope that the rural tourism destination image and travel motivation variables on tourist satisfaction can be tested in other regions that have a lot of rural tourism and active and well-managed rural tourism to measure the accuracy of rural tourism destination image and travel motivation on tourist satisfaction. Overall, understanding the relationship between destination image, travel motivation, and tourist satisfaction can help rural tourism destinations to develop effective strategies to attract and retain tourists.

### **3. Research Limitation**

The research limitation in this study is the first distribution of this questionnaire was carried out online and the majority of the sample was respondents who filled it online, while only 10 respondents filled it offline because it was a little difficult to get respondents because some of the visitors did not want to be interviewed offline. Second, rural tourism must

be involves a multidisciplinary approach such as economic, social, cultural and environmental aspects. Therefore, successful research requires a multidisciplinary approach that understands the complexity of these relationships. Third, this variable was tested in areas whose characteristics are that there are few and less well-managed rural tourist destinations and tourism activities in rural tourism at this research location are less active.

Future research can build on the findings of this study to examine unexplored aspects or analyze unanticipated findings, can identify limitations in this study, such as research methods used, sample size, and scope of discussion, and propose research that addresses these limitations and tests theoretical concepts, frameworks, or models that have been previously introduced in a new context, new location, or new culture. Future research can conduct research by developing a research model that uses variables that are strong enough to measure return visit factors or the preferences, motivations and experiences of tourists in villages, with an emphasis on how to improve the quality of experience and visitor satisfaction.

