THE EFFECT OF PLACE ATTACHMENT ON THE SATISFACTION AND LOYALTY OF TOURISTS VISITING THE COFFEE SHOP IN KINTAMANI, BANGLI REGENCY, BALI

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ABSTRACT

KEYWORDS
place attachment, satisfaction, loyalty

The COVID-19 pandemic has been happening since 2019, and the tourism industry is one of the affected industries. Bali is one of the affected places because most of the people work in the tourism industry, but on the other hand when the Covid-19 pandemic takes place there is one place in Bali that is still crowded with tour-ists. Kintamani is one of the places that is still crowded with tourists, especially at the coffee shop in Kintamani, because it has beautiful and exotic views of the lake and Mount Batur. This study aims to find out whether there is an influence of place attachment that makes tourists loyal apart from satisfaction. The data col-lection technique in this study used a questionnaire, then the sample determina-tion technique used purposive sampling, namely determining respondents based on certain criteria, in this study the sample referred to was tourists who had vis-ited the coffee shop in Kinatamani at least 2 times. The data analysis technique used in this research is descriptive quantitative, then hypothesis testing using smart PLS software. The results of this study concluded that based on the t test, the t-statistical value obtained from each varibel has a value of more than 1.98 which is the standard value of measuring the significance of the t-statistical influ-ence of each variable in this study, which means that there is a positive direct influence between place attachment (X) on satisfaction (Y1), satisfaction (Y1) on loyalty (Y2), place attachment (X) to loyalty (Y2) and the indirect influence that satisfaction (Y1) is able to mediate place attachemnt (X) and loyalty (Y2).

INTRODUCTION

Tourism has become one of the industries relied on by various countries in the world to earn foreign exchange and increase income from a country, including in Indonesia. According to Law Number 10 of 2009 tourism is described as a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local governments, Indonesia has designated Bali as a mainstay tourist destination. This is based on the cultural wealth and natural beauty in Bali Province.

Bali is one of the islands in Indonesia which is a favorite tourist destination for foreign tourists and also the archipelago. The beauty of its natural, cultural and artificial attractions makes Bali tourism crowded with tourists, Kompas.com (2022). P ulau is also often dubbed as the Island of the Gods which has a meaning as the island of the Gods, not only that Bali is also often dubbed as "The Island of Paradise" because it has a beautiful natural diversity that attracts tourists to visit is likened to a paradise island because of its beautiful nature based on an article uploaded by Indonesian Culture and Arts (2011).

Based on data released by the Central Statistics Agency of Bali Province, in 2018 the number of tourist visits to Bali amounted to 15,828,464 and was the largest growth

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over the past 5 years with a cumulative growth of 9.66%. This happened because of the selection of Bali as the host or organizer of the annual meeting, namely the International Monetary Fund (IMF) - World Bank so that it had a significant impact on tourism on the island of Bali.

In 2019 there is still an increase in the number of tourist visits visiting Bali although not significant from the previous year because at the end of 2019 there were several countries infected with the Covid-19 virus outbreak (Coronavirus Disease 2019) which caused some countries to have to lockdown so that citizens of those countries were not allowed to leave their countries so that the Covid-19 outbreak did not spread to other countries in the world, so Bali is also affected by the virus.

In 2020 and 2021 the central statistics agency of the Bali government released data on the number of tourist visits which decreased from the number of visits in the previous year by 66.31% in 2020 and then in 2021 it still decreased by 24.07% from 2020 and was a very significant decrease from the previous year. Head of the Central Statistics Agency (BPS) Bali, Hanif Yahya said the decline occurred due to a pandemic caused by coronavirus diseases (Covid-19).

Bangli is one of the regencies in Bali Province that is very famous for its natural tourism, starting from mountains and also very beautiful lakes, Kintamani is one of the tourism destinations in Bangli Regency and is a very popular destination when the Covid-19 pandemic took place in Suarka & Kusumadewi, (2020) it was explained that in Bangli Regency, Kintamani is a favorite choice for tourists. The existence of Kintamani tourist attraction is well known for both foreign and domestic tourists, the beauty of the panoramic view of Lake Batur and the atmosphere of the Batur mountain nature make the main attraction of Kintamani tourism destinations a favorite choice for tourists.

Based on data on the number of tourist visits released by the Bangli Tourism Office in 2022 and the results of an interview with the Head of the Bangli Tourism Office, it is stated that tourist visits to Kintamani tourist destinations are still crowded or in great demand by foreign tourists and also, it happened because in 2020 tourism in Bali in particular began to change during the Covid-19 pandemic, Tourists are more likely to travel to the Kintamani area than other destinations in Bali, especially coffee shops in Kintamani, quoted from kuparannews.com (2020), based on the results of an interview with the spokesperson for the Bangli Regency Covid-19 handling acceleration group I Wayan Dirgayusa, explaining that even though during the Covid-19 pandemic, tourists were very busy visiting coffee shops in Kintamani and even crowded, it proved that the coffee shops in Kintamani were in great demand during the pandemic.

At this time the fashion or trend of Kintamani tourism is starting to change, tourists know Kintamani better not only from camping and glamping but more towards coffee shops, we can see from the moldy coffee shop in Kintamani and according to the statement of the Head of Disparda Bangli, Gede Budiastawa (2022), which used to only have Kintamani Eco Bike as a coffee shop the first is in Kintamani and even now reaches dozens of coffee shops that have stood in Kintamani tourist destinations since the existence of Covid-19. Tourists or visitors are the main factor that makes coffee shops continue to exist until now, therefore tourist loyalty is the key to the success of a business or coffee shop. Tourist satisfaction is one of the things that can make a tourist loyal.

Satisfaction can be created due to important factors or good relationships between coffee shops and also customers or tourists who visit so as to create harmonious relationships and loyalty from customers so that there is a form of word-of-mouth

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recommendations that benefit management (Kivetz and Simonson, 2002). Valle et al (2006) also say that the level of satisfaction of a customer can generate an increase in the likelihood of repeated visits and the willingness to recommend goals to others, in other words the creation of optimal customer satisfaction will encourage the creation of a person's desire to visit a place frequently, but according to Manzie, (2016) has different responses, in reality Many customers are already satisfied with the product offered but may switch to another product under certain conditions, which means satisfied but not loyal.

Apart from satisfaction, it turns out that there are also other factors that play an important role in influencing the loyalty of tourists so that tourists continue to visit an object or place even though the coffee shop in Kintamani mostly has a place that is on the edge of the ravine but has a very beautiful view, so it is very interesting to study more deeply about place attachment, namely psychological ties of these tourists with the place visited because it is considered that the place is able to express itself or consider the place part of itself (Low and Atman, 1992).

Place attachment in a place manifests in a person in various ways such as, the emergence of a sense of pride, pleasure and love for a place, increasing the value or meaning of the place shown in concrete actions such as revisit or repeated visits of a person to a place, and always guarding and inviting others to visit the place (Scannell and Gifford, 2010). Therefore, place attachment is an interesting new thing to research considering that although the coffee shop in Kintamani has a beautiful interior design, offers various facilities and also has exotic views of Mount Batur and Lake Batur, but the location of most of the coffee shops in Kintamani is on the edge of a ravine or cliff so it is very interesting to study, regarding the thing that causes a person's attachment to the coffee shop in Kintamani.

Bibliography Review
Place Attachment

Place attachment is a bond formed by humans with place (Low and Altman, 1992). This bond is formed positively, and grows with the length of time humans move in the place. According to William and Vaske (2003) seen from a psychological perspective the relationship between people and places shows that the meaning of a place is divided into two things that make up place attachment, namely dependence on place (place dependence) and place identity (place identity).

1. Place dependence.

Dependence on place (functional attachment) reflects the importance of a place in providing facilities and features that support specific goals or desired activities (Grace, Imam and Achmad, 2015). Functional place attachments include the physical characteristics of an area and can increase when the location of a place is close enough that it is possible to visit frequently. Dependence on place indicates an ongoing relationship with a particular setting. Dependence on place is also positively related to supporting facility development relating to completeness of flow and filtering of facility function usage when identity is less of a role. Natural facilities (e.g., community open spaces) are ideal areas for building functional attachments.

2. Place Identity

The identity of a place (emotional attachment) refers to the symbolic importance of a place as a hidden place to pour out emotions and relationships that give meaning and

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purpose to life. Place identity is not a direct result of any particular experience, but rather a psychological investment with a setting that has evolved over time. The history of repeated visits because the place attachment can reveal the identity of the place. Place identity is defined as the way people combine place into the biggest concept in identity or senses. Sensitivity to a place (sense of place) occurs when there is a sense of comfort and a feeling of security that a person feels when connecting with the place, which for many is translated as a sense of belonging. From some of these place attachment concepts, it can be concluded that place attachment is the quality of the relationship between humans and a place that shows the emotional attachment between humans and space and the fulfillment of the need for place and identity (Grace, Imam and Achmad, 2015).

There are two main factors in identifying the existence of place attachments, namely place dependency and place identity, These two factors are contained in Williams and Vaske's 12 Place Attachment Index (PAI) (2003) cited in Astrini and Kurniawan's (2017) research, including can be seen in the table below:

Table 1
Place Attachment Index Attribute Between
Place identity and Place Dependency

Place Attachment Index	
Place identity	I feel (place name) is a part of me.
	(Place name) is very special to me.
	I identify strongly with (place name).
	I am very attached to (place name).
	Visiting (place name) says a lot about who I am
	(Place name) means a lot to me.
Place Dependency	(Place name) is the very best place for what I like to do
	No other place can compare to (place name).
	I get more satisfaction out of visiting (place name) than any other.
	Doing what I do at (place name) is more important to me than doing it in any other place.
	I wouldn't substitute any other area for doing the types of things I do at (place name).
	The things I do at (place name) I would enjoy doing just as much at a similar site.

Source: Williams and Vaske (2003), in Astrini and Kurniawan (2017)

Satisfaction

According to Kotler (2018), satisfaction is the degree to which a level of product is perceived according to the expectations of the buyer. Consumer satisfaction is defined as a situation where consumer expectations of a product are in accordance with the reality received by consumers. If the product is, far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied. Consumer expectations can be known from their own experience when using the product, information from others, and information obtained from other advertisements or promotions. When buying a product, consumers have expectations about how the product will perform. Sangadji and Sopiah (2016:51), say that the theories that discuss consumer satisfaction are teori satisfaction the expectancy disconfirmation model :

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1. The product performed better than expected. This is called positive disconfirmatory.
2. This expected performing product is what is called simple confirmation.
3. The product performs worse than expected This is the so-called negative disconfirmation.

Loyalty

Kotler and Keller (2016) reveal loyalty is a deeply held commitment to buying or re-supporting a preferred product or service in the future despite the influence of the situation and marketing efforts potentially causing customers to switch. Loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services of a selected company. According to Hurriyati (2005) in Mirayani (2020), consumer loyalty is a commitment to repurchase or repeat a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause changes in consumer behavior. Manzie, (2016) In reality, many customers are already satisfied with the product offered but may switch to another product under certain conditions, which is what is meant by being satisfied but not loyal. According to Griffin in Risna Nur Septiany (2014: 5) there are several indicators to find out the loyalty of customers, namely: finding that indicators that show tourist loyalty consist of willingness to recommend to others, reuse products or services from the company and not switch to using other products.

RESEARCH METHOD

This research was conducted to determine the effect of place attachment on the satisfaction and loyalty of tourists who visit the coffee shop in Kintamani, Bangli Regency, Bali. This research uses a correlational quantitative approach. Correlational quantitative research methods use numerical data and emphasize the research process on objective measurement of results using statistical analy-sis and are intended to find out whether there is a relationship between two or several variables. In addition, this study uses the help of a quantitative approach to describe the characteristics of respondents as well as the scale assessment given by respondents to the overall indicators in this study.

A research instrument that takes a sample from a population with a questionnaire. The focus of quantitative methods is to collect data sets to explain specific phenomena experienced by the population. The intended population is all tourists who visit the coffee shop in Kintamani, while the sample in the study uses the purposive sampling method, which is to determine the responden with special criteria so that the sample taken later is in accordance with the purpose of the study, where the sample in question is tourists who have experienced vis-iting the coffee shop which is in Kintamani at least 2 times which amounts to 100 people. After obtaining data from the sample, the data was analyzed using Smart PLS to obtain results of the correlation of the influence between place at-tachment, satisfaction and tourist loyalty.

RESULT AND DISCUSSION

In this study, the data analysis technique used was Structural Equation Modeling (SEM) using the Smart PLS application. This technique is used to explain the relationship between variables and variables with their constructs, which are in the study as a whole. The main purpose of using structural equation modeling (SEM) analysis techniques is to examine and justify a model with existing theories. Structural Equation Modeling (SEM) using the Smart PLS application is a set of statistical techniques that allow testing a series

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of relationships simultaneously, the relationship is built between one to several independent variables.

Evaluation Results of Outer Model Measurements

Outer model is a model that specifies the relationship between latent variables and their indicators or it can be said that the outer model defines how each indicator relates to its latent variables (Ghozali, 2014). To measure the validity of an indicator is measured by convergent validity or outer loding value, while to test the reability of an indicator is measured by composite reability and average variance extracted or AVE.

1. Convergent Validity

Convergent Validity of the measuring model a n deng a n refl eksif indicator viewed correlation between item score/component score andan construct score. The size of an individual exif r efl is said to be high or valid if in a nalysis has a loading factor value lebih of 0.70 with the construct to be measured. However, for the early stages of the development of a scale of measurement of loading factor values above 0.50 to 0.60 is considered hasil measurement convergent validity of each indicator in penelitian is said to be sufficient (Chin in Ghozali, 2014). The convergent validity value can be seen in table 2 below.

Table 2
Convergent Validity

Variable	Indicators	Loading Factor
Place Attachment	X1	0,719
	X2	0,747
	X3	0,710
	X4	0,837
	X5	0,804
	X6	0,775
	X7	0,719
	X8	0,767
	X9	0,832
	X10	0,799
	X11	0,776
	X12	0,762
Satisfaction	Y1.1	0,778
	Y1.2	0,760
	Y1.3	0,727
	Y1.4	0,761
	Y1.5	0,852
Loyalty	Y2.1	0,800
	Y2.2	0,840
	Y2.3	0,855

Source: Primary Data Processing Results, 2023

In table 2, it can be seen that each indicator in this study has a loading factor value of more than 0.7, therefore it can be interpreted that all indicators have high values or can be said to be valid. Another model that can also be used as a reference for assessing the validity or not of the data in this study is through discriminant validity assessments. Discriminant validity is performed by comparing the square roots of the average

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variance extracted (AVE) for each variable with the correlation between one variable and another variable in a model. A model is declared to have a good discriminante validity if the square of the average variance extracted (AVE) in each variable is greater than the correlation of the variable with other variables in one model or the recommended value of the average variance extracted (AVE) measurement value is greater than 0.5. The results of these measurements can be seen in the table below.

Table 3
Average Variance Extracted (AVE)

Variable	Average Variance Extracted
Place Attachment (X)	0,595
Satisfaction (Y1)	0,603
Loyalty (Y2)	0,692

Source: Primary Data Processing Results, 2023

In table 3 above, it can be seen that the average variance extracted (AVE) correlation value owned by each variable is greater than other variables and is above 0.5 which is a measurement value to declare the validity of a data, because each variable has an average variance extracted (AVE) value of more than 0.5 , it can be stated that each variable in this study is valid.

2. **Dicriminant Validity**

Discriminant validity is a reflexive measurement model of an indicator that is assessed based on cross loading measurements with constructs. If the correlation of constructs with measurement items is greater than the value of other constructs, then this suggests that latent constructs can predict the size on blocks better than the size on other blocks. Latent variables can be a good comparison for a model if it has a discriminant validity value greater than 0.5. The results of the discriminant validity measurement of this study are as follows.

Table 4
Discriminant Validity

Variable	Satisfaction (Y1)	Loyalty (Y2)	Place Attachment (X)
Satisfaction (Y1)	0,777		
Loyalty (Y2)	0,754	0,832	
Place Attachment (X)	0,772	0,771	0,772

Source: Primary Data Processing Results, 2023

Based on table 4, it can be seen that the cross loading value that each indicator has on each other variable is greater than 0.5. This suggests that the data in this study can be declared valid.

3. **Composite Reliability**

Composite reliability is a group of indicators that measure a variable has a good reliability composite. Chin in Ghozali (2014), states that a latent variable can be said to have good reliability if the composite reliability value is greater than 0.6 and the value of cronbach's alpha is greater than 0.7. The results of composite reliability and cronbach alpha measurements in this study can be seen in the table below.

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Table 5
Composite Realiability and Cronbach's Alpha Coefficients

Variable	Cronbach's Alpha	Composite Reliability
Satisfaction (Y1)	0,835	0,883
Loyalty (Y2)	0,778	0,871
Place Attachment (X)	0,938	0,946

Source: Primary Data Processing Results, 2023

In table 5 above, you can see the composite realiability and Cronbach's Alpha value data from each variable. The data shows that each variable has a composite realiability value greater than 0.6 and a cronbach's alpha value greater than 0.7. There-fore, it can be concluded that the variable value in this study is reliable.

Inner Model Measurement Evaluation Results

Evaluation of inner model measurements in a study using PLS can be seen from the R-Square value to see the influence between exogenous variables on endogenous variables (Ghozali, 2016), besides that it can also see the Q-square value if the $Q^{value of 2}$ >0 indicates that a model has predictive relevance (Gozhali, 2012).

R-Square

R-square serves to see the magnitude of the influence of exogenous variables on endogenous variables, it can be seen the weak or strong influence between variables with other variables classified by three criteria, namely said to be weak if the R-square value in the range of 0.19 to 0.32, then if the R-square value is in the range of 0.33 to 0.66 it is said to be moderate, and the last if the R-square value is is in the range of values >67 then it is said to be strong. Here are the R-square values in this study.

Table 6
Value of R-Square (R^2) of endogenous variables

Variable	R Square	R Square Adjusted
Satisfaction (Y1)	0,596	0,592
Loyalty (Y2)	0,657	0,650

Source: Primary Data Processing Results, 2023

In table 6, you can see the R-square value data where the satisfaction variable has a value of 0.596 and loyalty 0.657, where each variable is in the range of 0.33 to 0.66. Therefore, it can be concluded that the variable value in this study is included in the moderate criteria.

Q-Square

Innner model testing uses PLS by looking at Q-square values, if the Q-square value is more than 0 then the model is categorized as having predictive relevance, while vice versa if the Q-square value has a value less than 0 then the model can be categorized as lacking predictive relevance (Gozhali, 2012). Here are the Q-square values in this study.

Table 7
Q-Square Value (Q^2)

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Variable	SSO	SSE	Q^2
Place Attachment (X)	1200,000	1200,000	0,351
Satisfaction (Y1)	500,000	324,688	0,443
Loyalty (Y2)	300,000	167,231	

Source: Primary Data Processing Results, 2023

In table 7, you can see the Q-square value data where the place attchment variable has a value of 0.351 and the satisfaction variable has a value of 0.443. Therefore, it can be concluded that the variable values in this study are included in the criteria of having predictive relevance.

Goodness of Fit

Apart from looking at the R-square value and the Q-square value, youcan also see the model fit value on the PLS by looking at several values or categories, namely the value of the Chi-Square more than 0.5 which indicates empirical data identical to the theory and model, then the standardized root risedual (SRMR) value must be less than 0.08, and the last one is the normal fit index value (NFI) is expected to be less than 0.90. Here is the goodness of fit model value in this study.

Table 8
Gooness of Fit Model

	Saturnated Models	Estimated Model
SRMR	0,066	0,066
d_ULS	0,906	0,906
d_G	0,568	0,568
Chi-Square	294,852	294,852
NFI	0,791	0,791

Source: Primary Data Processing Results, 2023

Based on table 8, it can be seen that the chi-square value in this study 294.852 is more than 0.5 which can indicate empirical data is identical to the theory and model, then the standardized root risedual (SRMR) value in this study is 0.066 in accordance with the expected measurement standard must be less than 0.08, and the last one is the normal fit index value (NFI) in this study, namely 0.791, is in accordance with the expected value standard of less than 0.90. Then it can be concluded that this study is declared fit because all categories can be met, so it is feasible to conduct a research hypothesis test.

Research Hypothesis Testing

Hypothesis testing is a way to see if there are direct or indirect influences of each variability in this study. Hypothesis testing in this study using PLS with the bootstapping method then looking at the value of direct effect and inderect effect testing then comparing with the t-statistical value / t test in this study is 1.98, if the test results of direct effect and inderect effect (>1.98) then the variables have an influence in this study. The direct and indirect influences in this study are among others.

Table 9
Bootstrapping Direct Effects Output Results

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Hypo thesis	Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistica (| O/STDE|)	P Value
H1	Place Attachment → Satisfaction	0,772	0,777	0,036	21,305	0,000
H2	Satisfaction → Loy-alty	0,394	0,389	0,092	4,268	0,000
H3	Place Attachment → Loyalty	0,467	0,475	0,083	5,612	0,000
H4	Place Attachment → Satisfaction → Loyalty	0,304	0,302	0,073	4,157	0,000

Source: Primary Data Processing Results, 2023

Based on table 9 obtained the values of p-value and t-statistics of variables which can be described as follows.

The Direct Effect of Place Attachment on the Satisfaction of Tourists Visiting the Coffee Shop in Kintamani

In the results of the hypothesis test table 9, the result of the p-value of the place attachment variable to tourist satisfaction was 0.000 with a value smaller than the signif-icance value of 0.05. In addition to having a significant p-value (0.000<0.05), the place attachment variable to visitor satisfaction also has a t-statistical value of 21.305 which means it is greater than (1.98), so it can be concluded that the place attachmnet has a positive influence on tourist satisfaction which means that (H0) is rejected and (H1) is accepted.

Place attachment is a closeness or relationship that is not only limited to physical bonds but also to social ties between humans and humans in a certain place Low and Atman in Utami (2017). Place attchment is a very important thing to create an emotional attachment of tourists or visitors to the coffee shop in Kintamani so that a sense of comfort and belonging arises between visitors and also the coffee shop so that it can make some-one continue to come back to visit or be loyal.

Based on indicators that form tourist satisfaction, there are similar indicators re-lated to place attachment, namely forming the comfort of tourists both from physical forms such as facilities and also playanan provided to establish good relations between visitors and coffee shops so that they can make visitors loyal. According to Kivetz and Samson (2002) consumer satisfaction can establish a harmonious relationship between producers and consumers, namely creating a good basis for repurchases, as well as word-of-mouth recommendations.

Data analysis of this research model shows that there are place attachments that are well established with visitors at the coffee shop in Kintamani. The results of this study are in accordance with Rifai's research (2020), which explains the significant influence between place attachment and tourist satisfaction, then also in line with research from Taufan et al (2021), which states that place attachment affects visitor satisfaction.

The Direct Effect of Satisfaction on the Loyalty of Tourists Who Visit the Coffee Shop in Kintamani

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In the results of the hypothesis test table 9, the p-value result of the satisfaction variable for visitor loyalty was 0.000 with a value smaller than the significance value of 0.05. In addition to having a significant p-value (0.000<0.05), the satisfaction variable for visitor loyalty also has a t-statistical value of 4.268 which means it is greater than (1.98), so it can be concluded that satisfaction has a positive influence on visitor loyalty which means (H0) is rejected and (H1) accepted.

Berd a sarkan the results of data analysis proved that tourist satisfaction has a direct or positive effect on loyalty. Satisfied travellers create the possibility of repurchasing products that lead to loyalty. According to Gaffar (2007), on the concept of customer loyalty, it is stated that customer loyalty is influenced by five factors, one of which is customer satisfaction. Both concepts of satisfaction and loyalty demonstrate and support the results of research on the direct and significant influence of traveller satisfaction on loyalty.

This research is also in line with research conducted by Rahmiati (2012), customer satisfaction has a significant and positive effect on customer loyalty, in line with the results of Nurafni's research, (2015) which states that satisfaction affects customer loyalty, Kusumawati (2015) also agrees with some of the research statements in her research also states customer satisfaction has a significant effect on customer loyalty.

The Direct Influence of Place Attachment on the Loyalty of Tourists Who Visit the Coffee Shop in Kintamani

In the results of hypothesis test 9, the result of the p-value of the place attachment variable to visitor loyalty was 0.000 with a value smaller than the significance value of 0.05. In addition to having a significant p-value (0.000<0.05), the place attachment variable to visitor loyalty also has a t-statistical value of 5.612 which means it is greater than (1.98), so it can be concluded that place attachment has a positive influence on visitor loyalty which means (H0) is rejected and (H1) accepted.

The results of this study are in accordance with the theory of Scannell and Gifford, (2010) place attachment in a place manifests in a person in various ways such as, the emergence of a sense of pride, pleasure and love for a place, increasing the value or meaning of the place shown in concrete actions such as revisit or the person's repeated visits to a place, and always guarding and inviting others to visit the place.

Place attachment in a place manifests in a person in various ways such as, the emergence of a sense of pride, pleasure and love for a place, increasing the value or meaning of the place shown in concrete actions such as revisit or repeated visits of a person to a place, and always guarding and inviting others to visit the place (Scannell and Gifford, 2010). In line with research conducted by Rifai (2020), which states that there is a significant relationship between place attachment and tourist loyalty and in accordance with the results of Utamai's research (2017), which suggests that place attachment influences a person to visit a place frequently or become loyal.

The Indirect Effect of Place Attachment on Tourist Loyalty Through Satisfaction

In the results of hypothesis test 9, the result of the p-value of the place attachment variable to visitor loyalty through satisfaction of 0.000 with a value smaller than the significance value of 0.05. In addition to having a significant p-value (0.000<0.05), the place attachment variable on visitor loyalty through satisfaction also has a t-statistical value of 4.157 which means greater than (1.98), it can be concluded that tourist satisfaction is able to positively mediate the influence of place attachment on visitor loyalty which means (H0) is rejected and (H1) accepted.

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Consumer satisfaction can establish a harmonious relationship between producers and consumers, namely creating a good basis for repurchases, as well as word-of-mouth recommendations Kivetz and Samson (2002). Meanwhile, place attachment in a place manifests in a person in various ways such as, the emergence of a sense of pride, pleasure and love for a place, increasing the value or meaning of the place shown in concrete actions such as revisit or repeated visits of a person to a place, and always guarding and inviting others to visit the place Scannell and Gifford, (2010). Based on the theory of satisfaction and place attachment, both theories have the goal of making a visitor loyal.

The results of the data analysis above show that the variability of tourist satisfaction is a variability that is able to mediate between place attachment and the loyalty of visiting tourists. This can happen because satisfaction is the response of customers or visitors to the evaluation of incompatibility between expectations and performance or reality in the field that can make customers loyal, as well as the existence of place attachments that are also intertwined between the end and the coffee shop in Kintamani so as to make the customer feel emotionally attached, as well as make the customer feel at home and comfortable to spend time in the place or can also make the tourist loyal. This is what creates an indirect influence between place attachment and tourist loyalty mediated by satisfaction.

CONCLUSION

Based on the results and discussions that have been carried out in this study, it can be concluded as follows:

Place attachment has a significant influence hon the satisfaction of tourists who visit the coffee shop in Kintamani because based on the results of the out-put bootstrapping direct effects analysis or t test, the t-statistical value of place attachment to satisfaction has a t-statistical value of 21,305 greater than 1.98 which is the standard value of measuring the significance effect of t-statistics in this study.

Satisfaction has a significant influence on the loyalty of tourists who visit the coffee shop in Kintamani because based on the results of the output boot-strapping direct effects analysis or t test, the t-statistical value of satisfaction with loyalty has a t-statistical value of 4,268 greater than 1.98 which is the standard value of measuring the significance effect of t-statistics in this study.

Place attachment has a significant influence on the loyalty of tourists who visit the coffee shop in Kintamani because based on the results of the output analysis of bootstrapping direct effects or t test, the t-statistical value of place attachment to loyalty has a t-statistical value of 5.612 greater than 1.98 which is the standard value of measuring the significance effect of t-statistics in this study.

Satisfaction has an indirect influence or is able to mediate between place attachment and tourist loyalty significantly because based on the results of the bootstrapping indirect effects output analysis or t test, the t-statistical value of satisfaction that mediates place attachment to loyalty has a t-statistical value of 4,157 greater than 1.98 which is the standard value of measuring the significance influence of t-statistics in this study.

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