

Persuasive communication and tourists behavior in protected areas

Evi Novianti¹, Rahmatika Desiana²

¹Faculty of Communication Science, Universitas Padjadjaran, Bandung, Indonesia

²Sustainable Tourism Master Study Program, Graduate School, Universitas Padjadjaran, Bandung, Indonesia

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ABSTRACT

Background: Persuasive communication has the opportunity to create and change tourist behavior to better preserve the natural environment, especially in tourism that applies sustainable concepts. **Purpose:** This study aims to determine the effect of persuasive communication on tourist behavior in Ir. H. Djuanda Forest Park. **Methods:** The method used in this research is descriptive and verification research methods, with the research approach, used being quantitative and explanatory survey methods. Primary data was obtained through observation of the Ir. H. Djuanda Forest Park and questionnaires to visiting tourists while obtaining secondary data through previous research documents, literature, and government policies. This study uses data analysis techniques with the Structural Equation Model (SEM) approach based on Partial Least Square (PLS) by testing the hypothesis using path analysis. **Results:** The study shows that the better the Communicator conveys something, the more influence will be given to tourists. In addition, the better the channel the Communicator provides, the more tourist visitors will increase. **Conclusion:** The Communicator has a significant favorable influence on tourist behavior, which means that what is conveyed to visitors can be understood, and anything that involves deliberate efforts to change other people's minds is called persuasive communication. The better the Communicator conveys something, the more influence will be given to tourists. **Implications:** This study has implications for managers of tourism destinations located in protected areas, especially for local governments, in setting policies for developing tourism destinations.

Keywords: Persuasive communication; forest park; sustainable tourism; tourist behaviour; north Bandung area

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Correspondence: Dr. Evi Novianti, M.Si. Universitas Padjadjaran, Jln. Ir. Soekarno km. 21 Jatinangor, Kab. Sumedang 45363 Jawa Barat. *Email:* evi.novianti@unpad.ac.id.

INTRODUCTION

Tourism activities are reflected in the behavior of tourists while in tourism destinations. Tourism has become a large industry and a supporting sector for the country's economic growth (Mehmood et al., 2019; Perles-Ribes et al., 2017; WTTC, 2020). Tourism in an area can be considered a complex phenomenon in society because there is an interest between tourist areas that have an attraction, the community or residents, and the tourists themselves (Perjhaya, 2019). Tourism faces challenges in effectively communicating its commitment to sustainability practices (Font et al., 2017; Villarino & Font, 2015).

Especially in nature-based tourism areas, it is the biggest challenge for sustainable tourism to encourage tourists to act in protecting the environment and have the opportunity to reduce negative impacts because irresponsible tourist behavior can be seen everywhere (Brown et al., 2010; Mihalič et al., 2012). Tourist behavior is recognized as an essential variable of the profitability of service companies and determines consumer behavior in the future through subjective evaluation of consumption (Sharma & Nayak, 2019).

The importance of understanding tourist behavior has been extensively researched in various tourism industries, such as restaurants (Shahzalal & Font, 2018; Tsaur et al., 2015), aviation (Saha & Theingi, 2009), cultural heritage tourism (Mansour & Ariffin, 2017), tourism health (Sharma & Nayak, 2019), as well as sustainable tourism (Novianti, Endyana, Lusiana, Wulung, et al., 2020; Warren et al., 2017). Guests' (n = 759. In sustainable tourism, it is necessary to focus on the determinants influencing tourist behavior (Ballantyne et al., 2011; Cvelbar et al., 2017). Each region seeks to include sustainable concepts in every element of tourism. For example, the North Bandung Area, which is a protected area and cultivation area with uses and plays an essential role in the sustainability of life development in the Bandung Basin Region, was developed as a tourism area (Desiana et al., 2021; Ervina et al., 2020; Wulung & Brahmantyo, 2019).

One of the tourist attractions in the North Bandung area is the Ir. H. Djuanda Forest Park. Forest Park is a nature conservation area that

functions as a collection of plants and animals, both native and non-native species, to be utilized in the interests of science, research, education, cultivation, culture, tourism, and recreation. There is a need for a sustainable tourism concept to carry out the functions and tasks entrusted to Ir. H. Djuanda Forest Park. However, this concept still needs to be implemented by managers and stakeholders because there are still many cases of environmental pollution in Ir. H. Djuanda Forest Park.

There is research that supports communicating sustainability actions more persuasively (Hardeman et al., 2017). Besides verbal components, persuasive communication can also be used with nonverbal components (Novianti & Wulung, 2020; Patterson, 2016). Persuasive communication aims to influence attitudes and behavior by presenting core and peripheral information involving the persuader's awareness (Perloff, 2017; Sparks et al., 2013). Persuasive communication has become an important topic in tourism, especially on sustainable tourist attractions. Besides influencing attitudes and behavior, persuasive communication educates tourists visiting Tebing Keraton (Novianti et al., 2020, 2021). Effective persuasive communication can make tourists increase compliance with rules, for example, in research on the behavior of picking up trash in Mount Field National Park, Tasmania (Brown et al., 2010). Other research on how to use persuasive communication to encourage visitors to pay fees in Kamay Botany Bay National Park, Australia, through signs or signage with persuasive messages will positively impact the level of compliance. Tourists will feel that they are getting more incredible benefits so that in this study it triggers tourists to behave to pay fees (Steckenreuter & Wolf, 2013). Although there have been many studies on persuasive communication that change behavior and attitudes, no research has been found that selects explicitly tourist behavioral intentions as a variable.

Previous research has focused on showing that persuasive communication has the opportunity to create and change tourist behavior to preserve the natural environment better. However, there are limitations to research that examines tourist behavior that is influenced

by persuasive communication, especially in nature-based tourism areas. Persuasive communication can be an alternative used by Ir. H. Djuanda Forest Park managers to influence tourist attitudes and behavior, especially in tourism that applies sustainable concepts or nature tourism. This study aims to determine the effect of persuasive communication on tourist behavior in Ir. H. Djuanda Forest Park.

RESEARCH METHOD

Descriptive and verification research methodologies were used in this study. A conclusive research called descriptive research has the primary goal of describing something. The goal of descriptive research in this study is to understand the behavioral intentions of tourists in the North Bandung region and how persuasive communication is utilized. Verification research is conducted to ascertain the veracity of the hypotheses put forth and to compare them with the facts collected with the reality in the field to determine the relationship between persuading communication and behavioral intentions. Explanatory quantitative survey methods are the research method used. The explanatory survey approach is used to investigate difficult circumstances to get knowledge and understanding of the issue at hand.

This research was conducted in the North Bandung area from March to November 2022. The unit of analysis in this study lies in the intended respondents, namely tourists visiting Ir. H. Djuanda Forest Park. The election of Ir. H. Djuanda Forest Park as a study location is due to its status as a protected area determined by the government. Primary data was obtained through observation and questionnaires to tourists, while secondary data was obtained through previous research, government policies, and literature. The design of this research method includes collecting predetermined sample data from the population through meetings with informants at the research locations and conducting interviews. The participants in this study were guests at Ir. H. Djuanda. There were 263,778 domestic and international visitors in 2019, according to a sample of 205 respondents.

Simple random sampling was employed

in this study. Due to the random sampling of population members without considering the population's level, this technique is considered simple. This study used observation, questionnaires, and literature reviews as data collection methods—direct trips to Ir. H. Djuanda was used to collect data. The literature studies for this research come from theses, books, journals, and other literary sources. At the same time, observation involves the researcher choosing a preset sample to complete a questionnaire or questionnaire.

This study uses data analysis techniques with the Partial Least Square (PLS) based Structural Equation Model (SEM) approach. In this study, we are testing the hypothesis by way of path analysis (path analysis) of the model made. This study uses a significance level of 5%.

RESULTS AND DISCUSSION

The characteristics of respondents who visited Ir. H. Djuanda Forest Park were dominated by men with an age range ranging from 25-33 years and tended to come from the Greater Bandung area. It shows that men, especially millennials, like nature tourism. On the other hand, most of the respondents' jobs were students, with a- of visits to Ir. H. Djuanda Forest Park of 3-5 visits. His friends or colleagues influenced respondent's visit to Ir. H. Djuanda Forest Park as a source of information on visits and as a companion in travelin. Characteristics of tourists visiting Ir. H. Djuanda Forest Park in detail, can be seen in Table 1 below.

There are 5 latent variables and 14 manifest variables. Testing the results of structural equation modeling (SEM) with the partial least squares (PLS) approach is carried out by looking at the results of the measurement model (outer model) and the results of the structural model (inner model) of the model being studied. Convergent Validity relates to the principle that the manifest variables of a construct should be highly correlated. Convergent Validity with PLS software can be seen from the loading factor for each construct indicator, while to assess Convergent Validity, the loading factor value must be more than 0.7, as well as the average

Table 1 Characteristics of tourists visiting Ir. H. Djuanda Forest Park

Characteristics	Indicator	F	%
Gender	Male	150	73.2
	Female	55	26.8
Origin	Bandung	190	92.7
	Jabotabek	15	7.3
Age	16 - 24 y/o	80	39.0
	25 - 33 y/o	85	41.5
	34 - 41 y/o	17	8.3
Education		23	11.2
	Diploma	70	34.1
	S1	20	9.8
	S2	15	7.3
	S3	20	9.8
Occupation	High School	80	39.0
	Housewife	20	9.8
	Private sector	40	19.5
	Others	5	2.4
	Government employees	25	12.2
Visit frequency	Student	75	36.6
	Entrepreneur	40	19.5
	> 5 times	5	2.4
Source of information	1-2 times	10	4.9
	3-5 times	190	92.7
	Family	40	19.5
Tourism companion	Social Media	15	7.3
	Friend	150	73.2
	Family	45	22.0
Motivation	Personal	10	4.9
	Friend	150	73.2
	Complete facilities	53	25.9
	other	5	2.4
	Strategic location	58	28.3
Expenditure	Following another wish	10	4.9
	Interesting place	79	38.5
	<= Rp 50.000	98	47.8
	Rp 51.000 – Rp 100.000	55	26.8
	Rp 101.000 – Rp 150.000	45	22.0
>= Rp 151.000	7	3.4	

Source: Analysis results, 2022

Table 2 Factor Loading

Variable	Manifest Variable	Factor Loading
Communicator	KOKAN1	0.830
	KOKAN2	0.738
	KOKAN3	0.859
Message	P1	0.900
	P2	0.903
Channel	S1	0.930
	S2	0.914
Communicate	KOMUN1	0.853
	KOMUN2	0.910
Tourist Behavior	NP1	0.941
	NP2	0.840
	NP3	0.913
	NP4	0.940
	NP5	0.865

Source: Analysis results, 2022

extracted (AVE), and the commonality value must be greater than 0.5 according to Table 2 below this.

The Table 2 provides information about the loading factor values for each manifest variable; the loading factor values of all indicators for latent variables show > 0.7 so that all indicators are declared valid and able to measure variables precisely.

In the Table 3, it can be seen that the three latent variables have an AVE value that is greater than the specified value of 0.5. So that all variables are declared valid in explaining

Table 3 AVE and Commuality

Variabel	Variabel Manifes
Communicator	0.657
Communicate	0.778
Tourist Behavior	0.811
Message	0.812
Channel	0.851

Source: Analysis results, 2022

Table 4 Cross Loading Factor Test Results

	Communicator	Communicate	Tourist Behavior	Message	Channel
KOKAN1	0.830	0.431	0.384	0.370	0.283
KOKAN2	0.738	0.304	0.319	0.367	0.249
KOKAN3	0.859	0.350	0.451	0.344	0.300
KOMUN1	0.389	0.853	0.321	0.241	0.376
KOMUN2	0.400	0.910	0.405	0.312	0.312
NP1	0.492	0.422	0.941	0.426	0.442
NP2	0.355	0.255	0.840	0.331	0.240
NP3	0.433	0.355	0.913	0.432	0.343
NP4	0.454	0.415	0.940	0.354	0.410
NP5	0.411	0.396	0.865	0.367	0.352
P1	0.395	0.273	0.381	0.900	0.324
P2	0.398	0.299	0.387	0.903	0.334
S1	0.317	0.334	0.391	0.281	0.930
S2	0.317	0.379	0.354	0.398	0.914

Source: Analysis results, 2022

the latent variables, which indicates that the use of these manifest variables fulfills the AVE requirements. Therefore all manifest variables are declared to have met the requirements of convergent Validity. Convergent Validity itself is proven Validity if the scores obtained by instruments that measure concepts or measure concepts with different methods have a high correlation.

Discriminant Validity can be seen from the cross-loading factor with the construct and the comparison of AVE with the correlation of latent variables. If the correlation between the construct and the primary measurement (each indicator) is more significant than the other construct measures, then the variable is said to have high discriminant Validity. The cross-loading values are presented in Table 4.

Based on the PLS software results table above, it can be seen that the cross-loading factor correlation value for each latent construct for the corresponding indicator is higher than for the other constructs, so it can be concluded that the indicators used to measure the latent variable meets the requirements.

The reliability test in Partial Least Square (PLS) can use two methods, namely Composite Reliability (C.R.) and Cronbach's Alpha, which

are presented in Table 5.

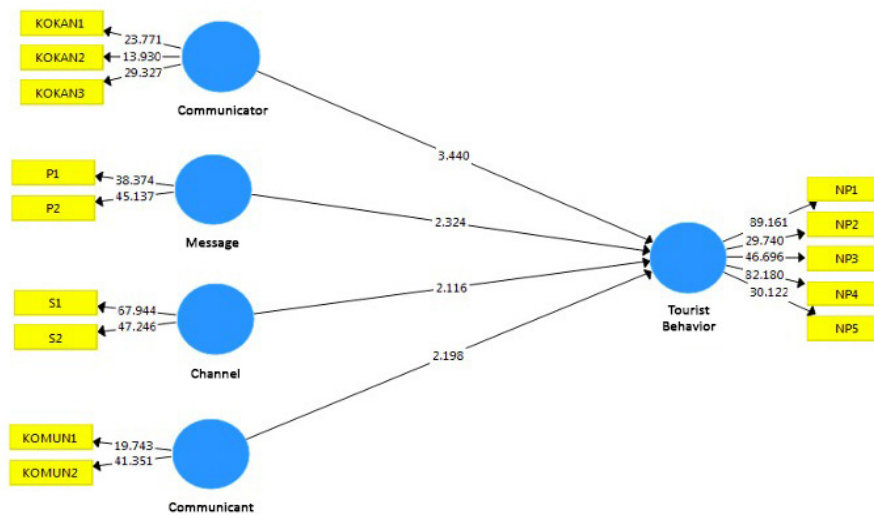
From the test results above, it can be seen that the Composite Reliability (C.R.) value is more significant than 0.7, and the Cronbach Alpha value is greater than 0.6, so it can be concluded that the data is reliable, indicating that all indicators consistently measure each variable.

The measurement of this structural model is to test the effect of one latent variable on other latent variables. The test is carried out by looking at the path value to see whether the effect is significant or not seen from the t value of the path value (the t value can be obtained

Table 5 Composite Reliability (CR) and Cronbach's Alpha Test Results

Tourist Behavior	Message	Channel
Communicator	0.740	0.851
Communicate	0.718	0.875
Tourist Behavior	0.942	0.955
Message	0.769	0.896
Channel	0.825	0.919

Source: Analysis results, 2022



Source: Analysis results, 2022

Figure 1 Bootstrapping

by bootstrapping) (Figure 1). Meanwhile, the R-Square value is 0.350. It shows that tourist behavior is influenced by Communicator, Message, channel, and communicant variables by 35.0%, while the remaining 65.0% is influenced by other variables not examined.

The hypothesis in this study will be tested using the path coefficient values and t values to see whether there is a significant effect. In addition, the results of the path significance test also show the parameter coefficient values (original sample). Parameter coefficients show the significant value of the influence of each research variable.

Table 6 shows that the Communicator Variable on Tourist Behavior has an original sample of 0.258 with a positive direction, meaning that the better the Communicator, the Tourist Behavior will also increase by 0.258. While the Message Variable on Tourist Behavior has an original sample of 0.193 with a positive direction, meaning that the better the Message, the more tourist Behavior will increase by 0.193. The message variable on tourist behavior has an original sample of 0.193 with a positive direction, meaning that the better the Message, the more tourist behavior will increase by 0.193. Furthermore, the Message Variable on Tourist

Table 6 Path Significance Test

	Original Sample (O)	Statistics (O/STDEV)	P Values
Communicator -> Traveler Behavior	0.258	3.440	0.001
Communicate -> Tourist Behavior	0.170	2.198	0.028
Message -> Traveler Behavior	0.193	2.324	0.021
Channel -> Traveler Behavior	0.180	2.116	0.035

Source: Analysis results, 2022

Behavior has an original sample of 0.193 with a positive direction meaning that the better the Message, the more Tourist Behavior will increase by 0.193.

CONCLUSION

The findings regarding the Communicator are that they significantly positively influence tourist behavior, which means that what is conveyed to visitors can be understood.

Anything that involves deliberate efforts to change other people's minds is called persuasive communication. The better the Communicator conveys something, the more influence will be given to tourists.

The better the Message conveyed is meant here using words that do not have the impression of being pressured or forced, and using good language means that the sentences conveyed are interpreted the same by visitors/ tourists. Which is continuously updated with the latest news and information delivery, the number of tourist visitors is increasing.

The results of this study may have ramifications for the management of tourist sites, particularly those located in protected areas. Additionally, based on visitor behavior, this research can help local governments establish tourism development plans in protected regions. Research can be applied on a national and international level, locally and regionally, to tourist attractions in protected regions.

Since there are still a lot of other communication studies that can be considered for tourist attractions in protected regions, the research's concentration on persuasive communication is a restriction. On the other side, this study also focuses on visitor behavior. Other internal and external factors affect travelers visiting tourist places in protected regions besides behavior. It is also another drawback of the study.

A number of studies have the possibility for additional investigation, speaking of the limitations of this research. Focusing on tourism communication in tourist destinations in disaster-prone or protected areas is one of them, along with a particular emphasis on the efforts of stakeholders in the growth of the tourism industry. The typology of tourists visiting disaster-prone tourist attractions or protected regions is also an interesting subject for investigation. Due to the shift in tourist behavior toward nature-based tourism that has occurred since the epidemic, this has great potential for success.

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