

CHAPTER V

CONCLUSION

5.1 Conclusion

In this study, three variables are utilized, namely Place Attachment, Tourist Engagement, and Actual Behavior. Primary data is employed, as data collection involves directly distributing questionnaires to respondents or tourists. Data collection is conducted in accordance with predefined criteria. The number of respondents in this study totals 240 tourists from Apar rural tourism and Nyarai rural tourism. The conclusions drawn are based on the preceding chapters' discussions and explanations. The conclusions are obtained:

1. Place Attachment has a positive relationship and has a significant effect on actual tourist behavior. The emotional connection felt by tourists towards rural tourism is able to attract tourists to visit rural tourism. Consequently, this attraction leads to an augmentation in actual tourist behavior and presenting a unique advantage for both Apar rural tourism and Nyarai rural tourism.
2. Tourist engagement has a positive relationship and has a significant effect on Tourist Actual Behavior. This means how the psychological conditions that occur when tourists interact with rural tourism can influence tourists to carry out actual behavior.

5.2 Implication of the Research

The results of this study have several important implications for increasing tourist Actual Behavior for Apar rural tourism and Nyarai rural tourism there are:

1. The highest average obtained from the descriptive variable Place attachment to tourist Actual behavior in the statement "Visiting this rural tourism allows me to spend time with my family/friends". Visitor can feel comfortable and can spend their time with their families and friends in the tourist village. Which is that can be an advantages by Apar rural tourism and Nyarai rural tourism by improving settings and facilities that are both family-friendly and child-friendly. Examples of such improvements include the establishment of children's amusement parks, family-oriented seating arrangements, and other facilities that foster increased interaction among visitors, their families, or friends. It is important to undertake these enhancements with a focus on environmentally friendly and sustainable features.
2. The highest average in Tourist Engagement to tourist Actual Behavior is the statement "I love this rural tourism with my friend". Even within the Tourist Engagement variable, tourists express their fondness for tourist villages when accompanied by their friends. This indicates that the interaction between visitors and their friends significantly contributes to the appeal of this tourist village. Subsequently, the second-highest average score in Tourist Engagement is attributed to the statement "I am passionate

about this rural tourism." This implies that tourists experience a sense of enthusiasm towards this tourist village. In this context, the tourist village should continue organizing activities that ignite tourists' enthusiasm, thereby fostering an increase in tourists' actual behaviors.

5.3 Limitation of Research

Even though the researcher has completed the research, the research realizes that there are limitations in conducting research. As for the limitations in this research are:

1. This research was only conducted on tourists from Apar rural tourism and Nyarai rural tourism.
2. The data obtained in this study is limited because this study only uses quantitative data obtained from questionnaires answered by respondents.
3. The independent variables employed in this study only Place Attachment and Tourist Engagement. As a result, a comprehensive understanding of all factors that influence Tourist Actual Behavior remains beyond the scope of this investigation.

5.4 Research Recommendation

The following offer several recommendations based on current study findings for people interested in doing similar research in the future.:

1. It is recommended to increase the number of respondents in order to enhance the quality of the research findings.
2. For future research, it is suggested to introduce other independent variables such as Emotional Response, Past Experience, and others to measure actual tourist behavior in tourists.
3. It is hoped that this research can serve as an additional reference for literature reviews and as a valuable source for researchers embarking on studies related to Place Attachment and Tourist Engagement's impact on Tourist Actual Behavior within rural tourism.
4. Researchers offer recommendations for Nyarai rural tourism and Apar rural tourism to enhance the infrastructure and amenities surrounding their tourist villages. This will enable tourists to engage in activities of their preference.
5. Another suggestion from the researchers to the tourism villages is to create memorable experiences, such as organizing traditional events or culinary festivals. These initiatives aim to make tourists truly sense the essence of a tourist village and actively participate in these events.