

# Evaluation of Consumer Attitudes: Attributes of Langsa Hutan Lindung Park Tourism Services

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## ARTICLE INFO

### Article history:

Received July 16, 2022

Revised July 30, 2022

Accepted March, 2023

Available online August 25, 2023

### Kata Kunci:

Sikap konsumen, preferensi konsumen, jasa wisata.

### Keywords:

Consumer attitudes, Consumer preference, Tourism service



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## ABSTRAK

Sikap merupakan gabungan antara motivasi, emosi, dan persepsi terhadap suatu aspek kehidupan individu. Sikap konsumen adalah ungkapan emosional konsumen yang menunjukkan apakah konsumen menyukai suatu obyek atau tidak, sehingga sikap dapat menggambarkan tingkat kepercayaan konsumen terhadap produk baik barang atau jasa. Sikap konsumen terhadap atribut jasa wisata menggambarkan atribut prioritas apa sajakah yang menjadi pertimbangan konsumen dalam memilih dan berkunjung ke lokasi wisata. Tujuan dari penelitian ini adalah untuk menganalisis sikap konsumen sebagai wisatawan terhadap jasa pemasaran wisata Hutan Lindung Kota Langsa. Jenis penelitian ini adalah deskriptif kuantitatif dengan menggunakan metode multiatribut Fishbein. Model Multiatribut Fishbein digunakan karena dapat mengukur sikap konsumen dengan menggunakan tiga komponen yaitu tingkat kepentingan, kepercayaan, dan evaluasi sikap. Responden penelitian berjumlah seratus orang wisatawan yang sedang berkunjung dan dipilih dengan menggunakan insidental sampling. Hasil dari penelitian ini menunjukkan bahwa responden penelitian bersikap positif terhadap keseluruhan empat belas atribut jasa pemasaran wisata hutan lindung, dan dua diantaranya bersikap sangat positif terhadap dua atribut yaitu tingkat kriminalitas dan kesiediaan lahan parkir.

## ABSTRACT

Attitude is a combination of motivation, emotion, and perception of an aspect of an individual's life. Consumer attitude is an emotional expression of consumers that shows whether consumers like an object or not so that attitudes can describe the level of consumer confidence in products or services. Consumer attitudes on tourism service attributes describe what priority attributes are taken into consideration in choosing and visiting tourist sites. The purpose of this study is to analyze consumer attitudes towards the Langsa hutan lindung park tourism services. This research is a quantitative descriptive using Fishbein's multi-attribute method. Fishbein's Multiattribute Model can measure consumer attitudes using three components: the level of importance, trust, and attitude evaluation. There are one hundred tourists who are visiting and selected using accidental sampling. The results of this study indicate that research respondents have a positive attitude towards all fourteen attributes of protected forest tourism marketing services, and two of them are very positive about two attributes: the level of crime rate and the spacious parking lots.

## 1. INTRODUCTION

Indonesia is a tropical country that has many favorite tourist destinations that are known abroad. In a situation of economic recovery due to the COVID-19 pandemic, the tourism sector is the driving force for the national economy. Reporting from data from the Central Statistics Agency there was an increase in the tourism sector by 12% compared to 2020, accompanied by an increase in tourism foreign exchange by 4%. The COVID-19 pandemic has significantly decreased the contribution of the tourism sector, as reported by data from the Ministry of Tourism and Creative Economy with the Central Statistics Agency in 2019 the tourism sector contributed 4.7% and this sector is experiencing its peak contribution to GDP continues to increase but its performance it cannot be sustained by a pandemic. Social restrictions caused the value to decrease drastically, which was 4.05%. Indonesia has opened tourist sites in 2021 so that the tourism sector has increased. This can be seen in the increase in Tourism GDP by 4.2% compared to 2020.

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Langsa has Hutan Lindung Park ecotourism. Langsa Hutan Lindung Park is one of the most popular tourist destinations and provides a livelihood for MSMEs in the area. Reporting from ajnn.net, based on information from management, during 2021 every weekend the number of visitors exceeded a thousand people, and every day an average of five hundred people came to visit the forest location. Attitude is behavior shows happy or unhappy emotions. Another definition of attitude is the individual's willingness to react to objects, people, events, institutions, values, and so on (Primalita, 2019; Utama, I. P. H. B. & Giantari, 2020). Attitudes also describe consumer confidence in various product attributes and the benefits of these various attributes (Astriyani & Sudarusman, 2016; Muthohar & Triatmaja, 2013). Attitude is a combination of motivation, emotion, and perception of an aspect of an individual's life, so attitude involves three components: a) Cognitive component, the trustworthiness of the information received; b) Affective component, individual emotions both pleasant and unpleasant; and c) Behavior component, behavior that is shown in the form of action as a reaction to likes and dislikes of an object (Primalita, 2019; J. Wang et al., 2020).

There are three models of measuring consumer attitudes, there are consist of: a) In measuring consumer attitudes, there are three elements of consumer analysis: consumer affect and cognition, consumer behavior, and consumer environment. The three elements of consumer analysis in this model are commonly called Tricomponent attitude; b) Fishbein's Multi-attribute Attitude Model, in this model there are three attitude models, consist of: the attitude toward-object model, the attitude toward-behavior model, and the theory of reasoned action model. Basically, in the Fishbein model, there are three main concepts consisting of attributes, beliefs, and evaluations; and c) Ideal Number Attitude Model, this model provides information about consumer attitudes towards the brand of a product. This model can also provide recommendations regarding the ideal brand desired by consumers and measure the gap between what is felt and what consumers want. Consumers, in this case, are tourists who are motivated to make tourist visits. The different motivations of consumers of tourism services make it difficult to generalize the attributes of tourism services. The elements of the marketing mix itself in the world of tourism consist of several components, namely products, prices, distribution, promotions, human resources, and physical evidence (Sánchez-Teba et al., 2020; Spyridou, 2017). Products in tourism services are unique because they are not tangible.

Previous research presented that attributes of tourist destinations that influence tourist attitudes are attractiveness or uniqueness such as nature, culture, and attractions (Dey et al., 2020; Hermawan, 2017). Then the next attributes are tourism facilities and infrastructure, accessibility, the image of tourist destinations, price levels, and promotions. Research on consumer behavior has been carried out with various approaches. Researches on consumer behavior are quite diverse, both at home and abroad. The research shows that one of the psychological factors that determine consumer behavior is attitude. These studies define attitude as an evaluation that is comprehensive and allows a person to respond in a favorable or unfavorable way to the object being assessed. Attitude is an expression of consumer feelings whether consumers like an object or not, so that attitudes describe the level of consumer confidence in the attributes and benefits of the object (Hermawan, 2017; Pappas, 2016). According to previous research there are several factors that influence tourist attitudes, a) The attractiveness of tourist destinations; b) Main and supporting facilities; c) Accessibility; d) Image; e) Price; f) How to promote (Dey et al., 2020; Mukmin, 2022; Ramadhani et al., 2021). By analyzing the level of consumer confidence in the attributes of tourism services, managers can develop appropriate strategies to improve the quality of tourism services. Thus, the aim of this study is to examines consumer attitudes towards the attributes of tourism services in the Langsa Hutan Lindung Park.

## 2. METHODS

This research is quantitative descriptive using Fishbein's multi-attribute method. Fishbein's Multiattribute Model can measure consumer attitudes using three components: the level of importance, trust, and attitude. There were one hundred tourists who were visiting and selected using accidental sampling. This research used purposive sampling with the following criteria: 1) the respondent was at least 17 years old; 2) the minimum education was high school or equivalent; 3) the respondent has visited the protected forest at least twice in the last three months. The number of samples is following the recommendation of similar research which stated that research using Fishbein and conjoint should use a minimum of one hundred respondents (Green & Srinivasan, 1978). The type of data in this study was primary data obtained by distributing questionnaires. The questionnaire consisted of two parts, the first part contains profiles of respondents consisting of age, gender, education, and profession. The second part contains consumer perceptions and beliefs about the competitive attributes of tourist sites in the Langsa Hutan Lindung Park, which according to similar research believed in attributes determine consumer

attitudes in choosing products using a Likert scale (Eid, 2015; Liao & Chuang, 2020; Toral et al., 2018). In this study, indicators of trust attitudes consisted of price, accessibility, facilities, and infrastructure, human resources, tourist attraction or uniqueness, promotion, and security, which were quoted and developed from various previous studies : (Astriyani & Sudarusman, 2016; Dey et al., 2020; Hermawan, 2017; Lagarensen & Walansendow, 2020; Masrin & Akmalia, 2019; Saepudin et al., 2018; Syafira et al., 2021). Operational variables could be explained in the Table 1 and Table 2.

**Table 1. The Level of Consumer Interest in Tourism Service Attributes (bi)**

Positive Statement	Level					Negative Statement
Price is very important	5	4	3	2	1	Price is very unimportant
Infrastructure condition is very important	5	4	3	2	1	Infrastructure condition is very unimportant
Tourist attractions is very important	5	4	3	2	1	Tourist attractions is very unimportant
Spacious parking lot is very important	5	4	3	2	1	Spacious parking lot is unimportant
Environmental cleanliness is very important	5	4	3	2	1	Environmental cleanliness is unimportant
Uniqueness	5	4	3	2	1	Uniqueness
The number of officers on site is very important	5	4	3	2	1	The number of officers on site is very important
Health clinic is very important	5	4	3	2	1	Health clinic is very unimportant
Excellent officers are very important	5	4	3	2	1	Excellent officers is very unimportant
Promotion on social media is very important	5	4	3	2	1	Promotion on social media is very unimportant
Responsiveness is very important	5	4	3	2	1	Responsiveness is very unimportant
The availability of toilet facilities, prayer rooms, and restaurants is very important	5	4	3	2	1	The availability of toilet facilities, prayer rooms, and restaurants is very unimportant
Low crime rate is very important	5	4	3	2	1	Low crime rate is very unimportant
Traffic low is very important	5	4	3	2	1	Traffic low is very unimportant

**Table 2. Consumer Evaluation of Langsa Hutan Lidung Park Service Attributes (ei)**

Positive Statement	Level					Negative Statement
Affordable price	5	4	3	2	1	Price is too expensive
Good infrastructure	5	4	3	2	1	Poor infrastructure
Many tourist attractions	5	4	3	2	1	Few tourist attractions
Spacious parking lot	5	4	3	2	1	Narrow parking lot
Environmental cleanliness is very good	5	4	3	2	1	Environmental cleanliness is very poor
Very unique and interesting	5	4	3	2	1	Less unique and interesting
Sufficient number of officers	5	4	3	2	1	The number of officers on site is less
Available health clinic	5	4	3	2	1	Unavailable health clinic
Excellent officers	5	4	3	2	1	Very bad officers
Promotion on social media is attractive	5	4	3	2	1	No promotion on social media
Responsiveness is very important	5	4	3	2	1	The officers are less responsive
Toilet facilities, prayer rooms, and restaurants are available	5	4	3	2	1	Toilet facilities, prayer rooms, and restaurants are unavailable
Low crime rates	5	4	3	2	1	High crime rates
Low traffic jam	5	4	3	2	1	High traffic jam

The analytical technique used in this study is the Fishbein multi-attribute, which aimed to determine consumer attitudes such as the level of confidence and assessment of the attributes of Langsa Hutan Lindung Park tourism services in Langsa City. There were three assessment components in this method: the bi-component is the belief in the attributes of a product, the ei-component is the evaluation of the level of consumer interest in the attributes of a product, and the Ao-component is the consumer's attitude. Fishbein's analysis provided explanation of consumer attitudes both positive and negative toward a product, either goods or services. This analysis can also explain the gap between the level of importance and the evaluation of attributes perceived by consumers.

### 3. RESULTS AND DISCUSSIONS

#### Results

##### Respondent profile

Most of the respondents were female which reached 65 percent and 35 percent were male. Previous research stated that the gender is one of the important factors in the decision to choose tourism services (Rudyanto et al., 2021; X. Wang et al., 2016). Women choose tourist locations that are relatively safe from threats. Langsa Hutan Lindung Park are popular locations visited by families, and safe for children so that women as housewives will prioritize safe tourist locations for their families. The majority of respondents were in the age group of 26 to 34 years, which was 32%, followed by the age group of 17 to 25 years at 23 percent. Previous research presented that in the age group of 26 to 34 years, consumers were at the peak of consumptive, so they did not hesitate to spend more funds for refreshing or having fun (Lagarensen & Walansendow, 2020; Widiyanto et al., 2016). Meanwhile, the 17 to 25-year age group was the peak of consumers in the phase of showing their existence on social media such as selfies, making videos, content, and so on anywhere including at tourist sites. While for other age categories 34 to 42, 42 to 50, more than 51 is 17.18.10 percent. The majority of respondents had undergraduate education, namely 40 percent, followed by high school education reaching 38 percent, master's degree at 20 percent, and diploma at 2 percent. Education affects the level of selectivity in choosing services or tourist destinations to be visited.

##### Validity And Reliability Test

The validity of the questionnaire is the ability to express something that you want to measure in the questionnaire (Ghazali, 2013). The validity test in this study used corrected item-total correlation and the value of r table at 5% significance with two-sided test and n = 100 is 0.2787. The validity test results are presented in Table 3.

Table 3. Validity Test Result

Attributes	r-count	Status
Price	.462	Valid
Infrastructure	.753	Valid
Tourist attractions	.480	Valid
Spacious parking lot	.574	Valid
Environmental cleanliness	.841	Valid
Uniqueness	.603	Valid
The number of officers on site	.724	Valid
Health clinic	.771	Valid
Excellent officers	.780	Valid
Promotion on social media	.677	Valid
Responsiveness	.801	Valid
The availability of toilet facilities, prayer rooms, and restaurants is very important	.379	Valid
Low crime rate	.657	Valid
Traffic jam rate	.344	Valid

Based on the test results, all the tributes used in this study exceed the t table value, so all are declared valid. In a reliable questionnaire, if the respondent's answer to the statement is consistent, the reliability test is used to test the consistency (Ghazali, 2013). The results of the reliability test using Cronbach alpha > 0.60 and based on testing the alpha value is 0.915 so it is declared reliable

### Consumer Evaluation of Tourism Service Attributes

Consumers behave in evaluating what attributes are considered important in making decisions to buy goods and services (Mulyanti, 2021; Widiyanto et al., 2016). The status of the level of importance, evaluation, and attitude are in the information below: a) Category of importance value to attribute (ei): 1-1.8 means very unimportant; 1.9-2.6 means not important; 2.7-3.4 means normal/neutral; 3.5-4.2 means important; 4.3-5 means very important. Then b) The category of confidence value (bi) 1-1,8 means very bad; 1.9-2.6 means not good; 2.7-3.4 means ordinary; 3.5- 4.2 means good; 4.3-5 means very good. And c) Attitude category (Ao), very negative at 1-5.8; negative on a score of 5.9-10.6; neutral on the score: 10.7-15.4; positive on the score: 15.5-20.2; and very positive at 20.3-25. Total attitude category (Ao total) is very negative 10-58; negative 59-107; neutral 108-156; positive 157-205; and very positive 206-254. The results of the evaluation of the importance of attributes in this study are in Table 4.

**Table 4.** Tourism Attribute Importance Level Evaluation Score (ei)

No	Attributes	Score	Average score	Level of Importance
1	Price	506	4,51	Very important
2	Infrastructure	510	4,59	Very important
3	Tourist attractions	496	4,43	Very important
4	Spacious parking lot	519	4,63	Very important
5	Environmental cleanliness	530	4,73	Very important
6	Uniqueness	509	4,54	Very important
7	The number of officers on site	492	4,43	Very important
8	Health clinic	493	4,44	Very important
9	Excellent officers	508	4,58	Very important
10	Promotion on social media	489	4,44	Very important
11	Responsiveness	485	4,36	Very important
12	The availability of toilet facilities, prayer rooms, and restaurants is very important	536	4,83	Very important
13	Low crime rate	526	4,74	Very important
14	Traffic jam rate	505	4,55	Very important

Based on Table 4, we can see that the overall attributes of tourism services are considered very important. The crime rate attribute was perceived as the most important attribute with a score of 4.74, which means that consumers choose tourist locations considering the low crime rate around tourist destinations. While the attribute that had the lowest score of 4.36 is the response attribute to complaints, meaning that respondents in this study consider that the response of officers at tourist sites in handling complaints is important but is not considered a priority attribute.

**Table 5.** Confidence Score of Langsa Hutan Lindung Park Attributes (bi)

No	Attributes	Score	Average score	Level of confidence score
1	Price	473	4,26	Good
2	Infrastructure	3,93	3,94	Good
3	Tourist attractions	450	4,01	Good
4	Spacious parking lot	493	4,40	Very good
5	Environmental cleanliness	463	4,13	Good
6	Uniqueness	450	4,05	Good
7	The number of officers on site	428	3,86	Good
8	Health clinic	421	3,82	Good
9	Excellent officers	441	3,97	Good
10	Promotion on social media	432	3,96	Good
11	Responsiveness	412	3,75	Good
12	The availability of toilet facilities, prayer rooms, and restaurants is very important	492	4,43	Very good
13	Low crime rate	477	4,29	Good
14	Traffic jam rate	493	4,44	Very good



Based on Table 5, we can see that the attributes of parking lots, supporting facilities and infrastructure (toilets, prayer rooms, and restaurants) and smooth traffic were attributes that gain consumer's trust. Tourists as consumers consider the completeness of facilities and infrastructure because Langsa Hutan Lindung Park has many consumers with their families. In this case, consumers have a perception that the management has facilitated a good parking space, and the traffic flow factor to the protected forest area that is free of traffic jams on weekdays or weekends. The results of data processing showed that the attributes of the parking area, supporting facilities and infrastructure (toilets, prayer rooms, and restaurants), and the traffic jam were attributes that gain consumer trust. Tourists as consumers consider facilities and infrastructure (Nugroho et al., 2018; Oka & Darmayanti, 2020; Palit & Rumagit, 2017; Rudyanto et al., 2021). In this case, consumers had the perception that the management of the Langsa Hutan Lindung Park management had facilitated spacious parking lot, and the traffic to the destination was free of traffic jams both on weekdays and weekends. In Table 6 the overall attributes of protected forest tourism services in Langsa City are in the positive category and two of them are categorized as very positive, namely the attributes of the parking area and the crime rate.

**Table 6. Tourist Attitudes on Attributes of LangsaHutan Lindung Park Services**

No	Atribut	ei	bi	Consumer's attitude/Ao	Category
1	Price	4,51	4,26	19,21	Positive
2	Infrastructure	4,59	3,94	18,08	Positive
3	Tourist attractions	4,43	4,02		Positive
4	Spacious parking lot	4,63	4,40	17,80	Extremely positif
5	Environmental cleanliness	4,73	4,13	20,37	Positive
6	Uniqueness	4,54	4,05	19,53	Positive
7	The number of officers on site	4,43	3,85	18,39	Positive
8	Health clinic	4,44	3,83	17,05	Positive
9	Excellent officers	4,58	3,97	17,00	Positive
10	Promotion on social media	4,44	3,96	18,18	Positive
11	Responsiveness	4,36	3,75	17,58	Positive
12	The availability of toilet facilities, prayer rooms, and restaurants is very important	4,83	4,43	16,35	Extremely positif
13	Low crime rate	4,74	4,29	21,39	Extremely positif
14	Traffic jam rate	4,55	4,44	20,33	Positive
				20,20	

## Discussion

### Evaluation of the level of consumer's trust in the attributes of the Langsa Hutan Lindung Park Tourism Service

From the results of the price attribute score, consumer attitudes on the ticket price attribute are positive, meaning that consumers consider ticket prices in choosing tourist locations. The ticket price is sold for ten thousand rupiahs per vehicle (without counting how many people are in the vehicle or motorbike) causing the protected forest to become a popular tourist choice for the people of Langsa and its surroundings. This is consistent with research conducted by that one of the attributes of tourism services considered by consumers is price because affordable prices affect consumer satisfaction as tourists in enjoying tourism (Hermawan, 2017; Kusumadewi, 2016; Masrin & Akmalia, 2019). The price strategy used by the Langsa Hutan Lindung Park management is quite good, considering that the poverty rate in Langsa City and its surroundings is still quite high, and competition from other natural tourist destinations such as Kuala Langsa beach, mangrove forests, and so on causes management to be careful in setting prices. The score of consumer attitudes on infrastructure attributes is positive, meaning that infrastructure attributes are considered by consumers in choosing tourist locations. Infrastructure to protected forest areas is quite good, and lighting and traffic lights are well maintained. These results are consistent with the other research which stated that infrastructure plays an important role in influencing consumer preferences (Bowen et al., 2014; Hussain, 2022; Lagarensen & Walansendow, 2020). Good

quality infrastructure will make it easier for consumers to reach tourist sites. The attribute of completeness of tourist attractions gets a positive score, which means that consumers consider these attributes in choosing tours to Protected Forests. Tourist attractions are of concern to consumers because the characteristics of protected forest visitors are individuals who are married/married. So in seeking satisfaction not only for yourself but also for the family. This is consistent with the statement from previous research which stated that the one of the motivations for traveling is to please the family (Poruțiu et al., 2021). The attribute of the parking lot gets a very positive score, meaning that consumers consider the comfort and safety of their vehicles in the Langsa Hutan Lindung Park. According to other researchers, consumers prioritize tourism safety and security, which in this case visitor safety is part of tourism security (Amir et al., 2015; Bowen et al., 2014). Tourist safety and security factors are important elements in consumer preferences. Parking is also one of the elements of facilities and infrastructure that consumers pay attention to so that with a spacious parking lot the attributes of the parking area in the protected forest are considered by visitors.

The environmental cleanliness attribute got a positive score, which means that this attribute is considered by consumers to choose Langsa Hutan Lindung Park. Previous research stated that to convenience is the added value of selling services, including tourism services (Collier & Kimes, 2013; Primalita, 2019; Talwar et al., 2020). The results of this study are also consistent with the similar research which stated that in nature tourism, management sold services where environmental cleanliness is included (Palit & Rumagit, 2017; X. Wang et al., 2016). The uniqueness of the location gets a positive score, which means that consumers consider the unique attributes of the Langsa Hutan Lindung Park. It provides unique natural scenery with various facilities. In tourism services, a unique location provides an attraction that causes tourism activities (Boğa & Topcu, 2020; Putri & Manaf, 2013). The Langsa Hutan Lindung Park not only offers natural beauty but also provides educational tours such as an introduction to flora and fauna such as mini zoos and parks. The attribute of the adequacy of the number of officers at the tourism site gets a positive score, meaning that this attribute is considered in choosing a tourist destination. Currently, many personnel in tourist areas have been alerted since the incident of a river bridge breaking in the forest, so management is trying to convince consumers that tourism managers have increased the number of resources to ensure the safety and comfort of consumers. This is consistent with similar research, which stated that to increase tourist visits and satisfaction, one aspect that is considered is human resources, both in quality and quantity (Masrin & Akmalia, 2019; Oka & Darmayanti, 2020).

Emergency facilities get a positive score, which means that this attribute is a consideration for consumers in choosing protected forests as tourist destinations. Emergency facilities are part of tourism facilities and infrastructure, accommodation must be available in sufficient quantities to meet tourist demands (Fadjarwati & Fadillah, 2022; Gurran & Phibbs, 2017). Tourism services provide supporting facilities to provide easy service for consumers even in unexpected conditions such as an emergency. The friendliness of the officers is part of the service quality in tourism. In this study, the attribute score is positive, which means that consumers consider this attribute. Previous research stated that skilled human resources in providing services are needed to increase customer satisfaction (Eid, 2015; Lu et al., 2015). Human resource training for tourism services needs to be taken seriously, in the case of protected forest tourism, the personnel on duty are human resources under the command of the Langsa city government, making it possible to receive training, workshops, and training.

Promotional attributes on social media have a positive score, which means this attribute is considered by consumers. Promotions carried out by the management of protected forest areas are still conventional, relying on word-of-mouth promotion, but in this study, the effective promotion of social media is precisely the habit of tourists in posting their activities in locations that attract public attention to come and visit. The availability of toilet facilities, prayer rooms, and restaurants is an attribute that is highly considered by consumers, with a very positive score. Supporting utilities play a very important role in increasing consumer comfort, so before a tourist destination is built, supporting utilities should be well prepared (Janjua & Akmal, 2014; Prijanto et al., 2021). The researcher's findings in this research are that clean water is not guaranteed, so the water supply needed is inadequate to support consumer services. The crime rate has a very positive score, meaning that consumers consider whether a tourist destination is prone to crime or not. The safety and security of tourist destinations is a vital element because they can affect consumer interest in visiting, from the results of his research also found that there is a strong relationship between the level of security of tourist sites and the number of visits (Amir et al., 2015; Junanto, 2019). Other research state that a bad tourist perception of a destination will cause tourists to be reluctant to visit that destination. Determine the tourist preference factors for the Langsa Hutann Lindung park tourism object, interviews with a number of credible informants must be involved so that the research team obtains credible information (Hermawan, 2017; Masrin & Akmalia, 2019; Palit & Rumagit, 2017). There are several attributes that are relevant to previous research, including: price; infrastructure;

tourist attraction; uniqueness (Masrin & Akmalia, 2019; Putri & Manaf, 2013). The novelty of this research is the finding of new factors, including: Spacious parking lot, Promotion on social media, environmental cleanliness, Emergency facilities, and the number of officers on site

#### 4. CONCLUSION

All attributes of research services had a positive score, and two of them are very positif consisting of attributes of parking areas and crime rates. This means that consumers consider all attributes of tourism services before visiting the Langsa Hutan Lindung Park. As for the attributes of the parking area and the crime rate, these are attributes that are highly prioritized, because consumers attach importance to a sense of security both for the vehicle assets they own and the family they bring when visiting Langsa Hutan Lindung Park. The use of promotion using social media needs to be implemented massively considering that the marketing of tourist sites only relies on conventional marketing and tourist postings in locations that have proven to be referenced for other consumers to visit the location. Research suggestions to the management of the Hutan Lindung Park are to remind that tourist experiences are important in the memory of individual experiences that can encourage potential tourist behavior to visit hutan lindung again. Then the tourism manager can consider the attributes that get high priority so that it will increase the level of tourist visits

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