Faculty of Economics and Business
Universitas Pamulang

INTERNASIONAL CONFERENCE & CALL FOR PAPER
ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30th April 2025
Vol : 2 No.: 1 No. E- ISSN: 3025-4086

ANALYSIS OF SWITCHING BEHAVIOR OF NATURAL TOURISM OBJECTS IN BANDAR LAMPUNG CITY

(STUDY ON BUKIT ASLAN, LENGKUNG LANGIT, AND WIRA GARDEN)

Riska Puja Ananda, Yunada Arpan
Gentiaras College of Economics
Email: rskapujaannda@gmail.com
Yunada88@gmail.com

ABSTRACT

The trend of tourism service needs for urban communities continues to increase so tourism service providers are required to always provide the best services and facilities so that consumers feel satisfied and loyal. In the city of Bandar Lampung there are many natural tourist attractions, such as Bukit Aslam, Lengkung Langit, and Wira Garden. The number of visitors tends to fluctuate, inadequate facilities and services trigger consumers to move to other tourist attractions to increase satisfaction. The form of descriptive research with independent variables, without comparing or similarity with other variables. The Markov Chain approach to describe the tendency of visitors to move to natural tourist attractions. The number of the research population is not known for certain; the sample was 200 people with a sampling technique using purposive sampling .

The results of the study, the shift of visits from Bukit Aslan Tourism Object to other Tourism Objects, the attrition rate is 111%. The decline in Bukit Aslan's market share to 26% in the future market share. The shift of visits from Lengkung Langit Tourism Object to other Tourism Objects is sufficient (attrition rate) of 53%. The decline in market share will come from 47% to 21%.

The migration from Wira Garden Tourism Object to other Tourism Objects is 53%. The possibility of future market share increasing from 11% to 16%. The migration of visits from other tourism objects to Bukit Aslan, Lengkung Langit, and Wira Garden Tourism Objects tends to be low. The possibility of migration (attrition rate) is 24% for the future market share.

Keywords : Switching Behavior, Tourist attractions

ABSTRACT

Trend kebutuhan jasa pariwisata bagi masyarakat perkotaan terus meningkat sehingga para penyedia jasa pariwisata dituntut selalu memberikan layanan dan fasilitas terbaik sehingga konsumen merasa puas dan loyal. Di kota Bandarlampung terdapat banyak objek wisata alam seperti Bukit Aslam, Lengkung Langit, dan Wira Garden. Jumlah pengunjung cenderung fluktuatif, fasilitas dan pelayanan yang belum memadai memicu konsumen untuk berpindah ke objek wisata yang lain untuk meningkatkan kepuasan. Bentuk penelitian deskriptif dengan variabel mandiri, tanpa membandingkan atau kemiripannya dengan variabel lain. Pendekatan dengan Markov Chain (rantai Markov) untuk menggambarkan kecenderungan pengunjung berpindah ke objek wisata alam. Jumlah populasi

penelitian tidak diketahui pasti, sampel sebanyak 200 orang dengan teknik pengambilan sampel dengan purposive sampling.

Hasil penelitian, perpindahan kunjungan dari Objek Wisata Bukit Aslan ke Objek Wisata lain tingkat kemungkinan perpindahan (attrition rate) sebesar 111%. Penurunan pangsa pasar Bukit Aslan menjadi 26% di pangsa pasar yang akan datang. Perpindahan kunjungan dari Objek Wisata Lengkung Langit ke Objek Wisata lain cukup (attrition rate) sebesar 53%. Penurunan pangsa pasar akan datang dari 47% menjadi 21%.

Perpindahan dari Objek Wisata Wira Garden ke Objek Wisata lain tingkat sebesar 53%. Kemungkinan pangsa pasar ke depan mengalami kenaikan dari 11% menjadi 16%. Perpindahan kunjungan dari objek wisata lainnya ke Objek Wisata Bukit Aslan, Lengkung Langit, dan Wira Garden cenderung rendah. Kemungkinan perpindahan (attrition rate) sebesar 24% untuk pangsa pasar yang akan dating.

Kata Kunci : *Perpindahan Kunjungan, Objek wisata, Pariwisata*

1. INTRODUCTION

As an archipelagic country, Indonesia has many natural resources that can be utilized, one of which is the tourism sector. The government has tried to improve the country's economy by focusing on the tourism sector which plays an important role in increasing the country's foreign exchange through spending by tourists. The increasing contribution of the tourism sector to the country's foreign exchange shows a correlation with tourism development in Indonesia. The need for tourism has now become a necessity for some Indonesian people, especially in urban areas due to increasingly dense work routines that require recreation.

The increasing needs of the community or consumers for tourism services have resulted in companies as tourism service providers continuing to improve services and complete the facilities they have so that the number of tourist visits can increase with a high sense of satisfaction and increasingly loyal. (Maryatun, 2015) States that satisfaction is a person's feeling of being happy or disappointed with a product by comparing what is expected with the performance received. Customer loyalty begins with the consumer's assessment of the quality of the service. The quality of a product or service that is perceived based on the expectations in one's mind.

As time goes by, the Indonesian tourism industry is growing rapidly; in various regions, tourist attractions have developed, especially natural tourism, which is developed by local communities who are aware of the potential tourist attractions that can be developed.

In the city of Bandar Lampung many natural tourist attractions can be found. Still, the natural attractions that are the focus of this study are limited to the natural attractions of Bukit Aslam, Lengkung Langit, and Wira Garden. These three natural attractions were chosen because they are located in the city of Bandar Lampung, where the number of visitors tends to fluctuate, there are still complaints from visitors about inadequate facilities, and the quality of service is still lacking, which triggers consumers to move to other tourist attractions.

Table 1. Natural Tourism Visitors

	Natural tourism Previously	Natural tourism moment This
Bukit Aslan	64	112
Lengkung Langit	52	46
Wira Garden	36	22

Bukit Aslan	48	20
Total	200	200

Source: Data primary Which processed (2025)

The Behavior of moving to visit tourist attractions is the movement of objects done by consumer Because A reason certain , or can be interpreted Also, with sensitivity consumer when moves from one place or object of visit to another object of visit. Visiting shifts can occur at tourist locations with the same characteristics. Where, a consumer who feel dissatisfied in the post-visit period will have the ability to change their Behavior and decision to visit with look for various other types of tourist attractions to increase their satisfaction.

Every Manufacturers or service providers certainly hope to retain their customers in the long term, or even forever. By knowing several factors that influence the movement of visits, manufacturers can utilize the tendency of switching Behavior (changes in visiting Behavior) as a strategy to attract or retain customers.

These several factors behind consumer disloyalty or switching to visit natural tourism, including factors such as the quality of services offered, service, price, and completeness of facilities owned. These factors are customer expectations , to get these expectations consumers consider the price of a the value that consumers must pay. For example, suppose the product offered is relatively high priced, while the features offered are the same or even better than other objects, in that case, this is one of the things that causes consumers to move their visits to other natural tourist objects.

The emergence of increasingly tight competition both in terms of the quality of recreational services and the excellence of products and services and facilities offered, all of which aim to make customers satisfied and loyal. Customer satisfaction is the most important thing for management to survive and dominate market share. Company leaders must understand what customers consider important and strive to produce the best possible performance to satisfy their customers.

The company's leaders must know what is considered important by consumers and to strive to produce the best possible performance so that it can satisfy customers. To find out the existing problems, a study was conducted based on the assumption that there is a close relationship between service quality, facilities and prices on consumer movement behavior to visit from one tourist attraction to another.

Company leaders must understand what is considered important by customers and strive to produce the best possible performance to satisfy customers. Therefore, the management of natural tourist attractions Bukit Aslam, Lengkung Langit, and Wira Garden must always activate service components that affect the level of customer satisfaction so that they can retain customers so that the level of switching visits (switching Behavior) can be reduced.

Formulation The problem in this research is how big the probability of the percentage of visits to the move (switching Behavior) visitors to natural tourist attractions in Bandar Lampung City? Limitations the problem focuses on the percentage probability of a visit to a destination (switching Behavior) visitors to natural tourist objects in Bandar Lampung City, especially the natural tourist attractions of Bukit Aslan, Lengkung Langit, and Wira Garden. Destinations Study, in accordance with the problem on, so objective from study This is to analyze the percentage of switching visits behavior) of visitors to natural tourist objects in the City of Bandar Lampung.

2. RESEARCH METHODS

This research is a quantitative descriptive study with a survey approach. The method used in this study is Markov Chain to measure the tendency of tourist visits to move from one tourist attraction to another. The objects of this study are tourists visiting three tourist destinations in Bandar Lampung,

namely Bukit Aslan, Lengkung Langit, and Wira Garden. This study focuses on the factors that cause tourists to move from one tourist attraction to another.

Data collection technique

It is a way to obtain and collect quantitative information that can be done. The method in this study is to use an online questionnaire via Google Forms as the primary method and documentation interviews as a secondary method in collecting data and information. The scale used to assess this questionnaire is the Likert Scale (Istijanto, 2018) .

Operational Definition of Variables

Switching Behavior

The definition of switching Behavior is consumer Behavior associated with the concept of Behavioral change, also known as Behavior to change. Consumers switch from one product to another for certain reasons known as changing Behavior. One of the reasons why consumers switch from one product to another is because they are curious and want to try another product or something new.

Consumer switching Behavior, also known as switching Behavior, can be caused by the many choices of products available, which makes consumers confused to choose a product that suits their needs, or perhaps because of satisfaction problems that occur with products that have consdumer have previously purchased. Satisfaction is a person's feeling of pleasure or disappointment that arises due to a comparison of product-oriented performance (or results) against their expectations that can be measured in various ways, including comments, customer surveys, and (Kusumawati, 2015). According to (John, 2017) the switching of choice towards a brand begins when someone who was initially loyal switches to another brand. There are several reasons why someone chooses to visit a natural tourist spot, including:

1. Quality of product or service
   According to (Tjiptono, 2014)The level of service quality is a crucial aspect in total service offerings. Quality is one of the important factors used by customers to evaluate an organization's services compared to offerings from other organizations. Tourist' perceptions of tourist destinations influence tourism quality during and after their visits. Customer satisfaction depends on service quality, both directly and specifically. According to (Tjiptono, 2001) based on the work of Berry and his colleagues, identified 5 indicators in service quality, namely:
   a. Physical factors (*tangibles*)
      This is in the form of physical facilities, equipment, and the appearance of personnel.
   b. Reliability
      Where this is in the form of the ability to perform the expected service or services in a convincing, accurate and consistent manner.
   c. Responsiveness
      Willingness to provide fast service and help customers
   d. Guarantee
      This includes employee knowledge, courtesy, and the ability to convey assurance and trust.
   e. Empathy
      This takes the form of individual attention to customers.
2. Service
   According to (Yuliansyah & Hidryah, 2022) Service is the level of excellence expected and control over that excellence to fulfill customer desires. Service quality is the level of excellence desired to fulfill consumer desires. Service quality is the level of excellence desired to fulfill consumer desires (Y. Arpan, 2023) . While (Tjiptono, 2001) states that service includes consumers

who are more demanding and require higher levels of service, the increasing importance of customer service (partly because competitors view service as a competitive weapon to differentiate themselves), and the need to build closer and more lasting relationships with customers. In this case, customer service objectives must be considered in the context of pre-transaction, transaction, and post-transaction activities.

3. Price

It is the way buyers see a particular price, whether it is high, low, or fair, called price perception. According to (Lovelock, 2010) the most common pricing objectives are usually associated with revenue and profit as well as building demand and developing a user base. Price perception affects purchase intentions and buyer satisfaction. Four characteristics that distinguish prices, according to (Kotler and Armstrong, 2012:51) :

a. Affordability
b. Price matches the product quality
c. Price competitiveness
d. Price match with benefits

3. Facility

Facilities are anything in the form of physical equipment provided by the management to provide comfort to customers. Room planning, spatial considerations, and planning, furniture and equipment, lighting and color arrangements, graphically conveyed messages, and supporting elements are all components that fall into this category.

Table 2 Operational Definition of Variables

Variables	Definition Operational	Indicator
Switching Behavior	Switching Behavior, Consumer behavior continues to be associated with the concept of behavioral change , also known as Behavior to change. Consumers switch from one product to another due to certain reasons which is known as switching Behavior.	1. Quality product or service 2. Service 3. Price 4. Facility

Sample Collection Techniques

The population of visitors to natural tourist attractions in this study is not known for certain, Still, all sample respondents have made a switch to visiting natural tourist attractions: Bukit Aslan Nature Tourism, Lengkung and Wira Garden. The sampling technique for an unknown population uses purposive sampling. (Harahap, 2024) defines purposive sampling as a technique for taking samples as a source of data with certain considerations. Considerations, for example, respondents are people who are considered to understand a lot about something we are researching (Sugiyono, 2016) . To calculate the number of samples, does not appear to be modifying the subject the Lemeshow formula is used.

$$n = \frac{Z^2 \times P\,(1-P)}{d^2}$$

Information :

n : Number Sample
z : Score z on trust 95% = 1.96
p : Maximum estimate
d : Level error

Vol : 2 No.: 1 No. E- ISSN: 3025-4086

From the formula above, the determination of the number of samples using the Lemeshow formula with a maximum estimate of 50% and an error rate of 7%.

$$n = \frac{(1{,}96)^2 \times 0.5\,(1 - 0{,}5)}{(0{,}07)^2}$$

n= 195.04 = 200 people,

Based on the results of the Lemeshow formula calculations above, we can obtain the amount of sample Good, which is 195.04, which can rounded up to 200 samples.

Data Analysis Techniques

a. Validity Test, to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure
b. Reliability Test, to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if the answers are consistent or stable over time (Safari, 2024) .
c. Markov Chain Analysis, One of the scientific method models, Markov chains can also be used to measure movement Behavior. Although it cannot involve all objects, it can choose 1-3 brands or objects to use in the Markov chain analysis process. The selected brand is the most active (competing) object directly, so even though it cannot involve all brands, the Markov chain calculation can show how much risk there is. This Markov chain method is widely used in calculating brand switching. Markov chain as one of the research models in operations that can be developed in marketing research applications.

Markov chain , is a method for studying the nature of a variable in the present by referring to its past nature to estimate its future nature. The probabilistic information generated from Markov chain analysis can be used to assist decision-making. Therefore, this analysis is descriptive rather than optimization.

In analysis Markov chain produced is probabilistic information that can be used to assist decision-making. Markov chain method This has been widely used in calculations such as brand switching. According to (PCDY Arpan, 2016) Markov chain as one of the research models in operations that can be developed in marketing research applications. Markov chain method can done with a number of stage an namely give questions about current brand usage with future switching plans by consumers. This Markov chain method is very popular in calculating brand or object switching. In operational management, Markov Chain is a popular operations research model. This model is designed for use in the marketing industry.

This tool can be used directly to estimate market share by using a questionnaire as a data collection tool. Markov chain, a mathematical technique commonly used to model various business systems and processes, is the data analysis technique used. Markov chain techniques can be used to estimate changes in dynamic variables in the future based on changes in those dynamic variables in the past. In addition, Markov chain techniques can be used mathematically to analyze events in the future.

4. DATA ANALYSIS AND DISCUSSION

Data analysis

a. Validity Test

Data processing was carried out first by testing the validity of 30 respondents. From the two tables, it can be concluded that the count value > ttable means that the items are valid.

b. Reliability Test

were conducted on 30 respondents. From the table, it can be explained that Cronbach's Alpha value > limit value (0.60), both of which indicate that the two variables are reliable.

c. Markov Chain Analysis

Tourist visit movement data was analyzed using the Markov Chain method (Umar, 2003) . The following is the pattern of tourist visit movement:

Table 3 Nature Tourism Visitors

	Natural tourism Previously	Natural tourism moment This
Bukit Aslan	64	112
Lengkung Langit	52	46
Wira Garden	36	22
Other Tours	48	20
Total	200	200

Source: Data primary Which processed (2025)

Of the 200 respondents studied, 64 people had previously visited Bukit Aslan tourism, 52 other respondents had visited Lengkung Langit tourism, 36 other respondents had visited Wira Garden tourism and 48 respondents had visited other tourist attractions. Meanwhile, of the same 200 respondents, 112 respondents were currently visiting Bukit Aslan tourism. 46 respondents visited Lengkung Langit, 22 respondents visited Wira Garden, and 20 respondents visited other tourist attractions.

Table 4 Visitor Movement Patterns for Natural Tourism Objects

Tourist attraction	Acquisition				Lost			
	Bukit Aslan	Lengkung Langit	Wira Garden	Other	Bukit Aslan	Lengkung Langit	Wira Garden	Other
Bukit Aslan	0	12	18	25	0	18	2	15
Lengkung Langit	18	0	4	15	13	0	0	2
Wira Garden	6	4	0	5	25	2	0	4
Other	15	3	5	0	24	5	1	0
Amount	39	19	27	45	62	25	3	21

Source: Data primary Which processed (2025

Table 3 shows the number of amount acquisition And the loss of experienced by every natural tourist attraction . (Rangkuti, 2008) based on pattern displacement For consumers of natural tourist attractions, a Behavior Switching Pattern Matrix table was then created (adopted from the Brand Switching Pattern Matrix). as follows :

Table 5 *Switching Behavior Pattern Matrix*

Switching Behavior	Consumers								Total
	Bukit Aslan		Lengkung Langit		Wira Garden		Other		
Bukit Aslan	9	8%	18	16%	6	5%	15	13%	112
Lengkung Langit	12	26%	15	33%	4	9%	3	7%	46
Wira Garden	18	82%	4	18%	21	95%	5	23%	22
Lainnya	25	125%	15	75%	5	25%	25	125%	20

Total	64		52		36		48		200

Source: Data primary Which processed (2025)

Table 6 *Possibility Transition Rate*

	% *Possibility Rate* (PR)		**% Unloyal (UL)**		***Attrition Rate***
Bukit Aslan	$-\frac{1}{1}Ln\left(\frac{9}{64}\right)x100$	196 , 165 = 196 %	$\frac{55}{64}$	0.859 = 85 %	1 11
Lengkung Langit	$-\frac{1}{1}Ln\left(\frac{15}{52}\right)x100$	124.31 9 = 124 %	$\frac{37}{52}$	0.711 = 71 %	53
Wira Garden	$-\frac{1}{1}Ln\left(\frac{21}{36}\right)x100$	53.899 = 54 %	$\frac{15}{36}$	0, 416 = 41 %	13
Other	$-\frac{1}{1}Ln\left(\frac{25}{48}\right)x100$	65,232 = 6 5 %	$\frac{20}{48}$	0.416 = 41 %	24

Source: Data primary Which processed (2025)

It can be seen the magnitude of the possibility rate value, the percentage of non-loyal consumers and the attrition rate of each Natural Tourism Object. The level of possibility of moving Natural Tourism Objects Then to find out how big the probability of market share in the coming year can be calculated using the following method:

Table 7 Matrix Probability

	Bukit Aslan	Lengkung Langit	Wira Garden	Other
Bukit Aslan	$\frac{9}{64} = 0{,}14$	$\frac{18}{52} = 0{,}34$	$\frac{6}{36} = 0{,}16$	$\frac{15}{48} = 0{,}31$
Lengkung Langit	$\frac{12}{64} = 0{,}18$	$\frac{15}{52} = 0{,}29$	$\frac{4}{36} = 0{,}11$	$\frac{3}{48} = 0{,}06$
Wira Garden	$\frac{18}{64} = 0{,}28$	$\frac{4}{52} = 0{,}07$	$\frac{21}{36} = 0{,}58$	$\frac{5}{48} = 0{,}10$
Other	$\frac{25}{64} = 0{,}39$	$\frac{15}{52} = 0{,}28$	$\frac{5}{36} = 0{,}13$	$\frac{25}{48} = 0{,}52$

Source: Data primary Which processed (2025)

After knowing the probability of each natural tourist attraction, the next stage is determining the market share for the coming year, which can be calculated in the following way:

Table 8 Probabilities Transition Share Market on Natural Tourist Attractions

Natural Tourist Attractions	Probability transition					Share market year This		Share market year Which will come
	Bukit Aslan	Lengkung Langit	Wira Garden	Other				
Bukit Aslan	0, 14	0.3 4	0, 16	0, 31	x	0.29	=	0, 26

Lengkung Langit	0.1 8	0, 29	0 ,11	0.0 6	0.47	0, 21
Wira Garden	0, 28	0.0 7	0.58	0.1 0	0.11	0, 16
Other	0.39	0, 28	0, 13	0.52	0.13	0, 32

Source: Data primary Which processed (2025)

The calculation probability share market year Which will come is as follows :

- Bukit Aslan = (0,14x 0,29) + (0,34 x 0,47) + (0,16 x 0,11) + (0,31 x 0,13)
  = 0,2583 = 0,26
- Lengkung Langit = (0.18x 0.29) + (0.29 x 0.47) + (0.11 x 0.11) + (0.06 x 0.13)
  = 0.2084 = 0.21
- Wira Garden = (0,28x 0,29) + (0,07 x 0,47) + (0,58 x 0,11) + (0,10 x 0,13)
  = 0,1601 = 0,16
- Other = (0,39 x 0,29) + (0,28 x 0,47) + (0,13 x 0,11) + (0,52 x 0,13)
  = 0,3227 = 0,32

The calculation of the market share of each natural tourist attraction for the current year based on the calculation above, it is known that the market share of Bukit Aslan is 26%, Lengkung Langit 21%, Wira Garden 16%, and other natural tourist attractions 32%. This year's market share is used to estimate how big the market share is for the following year. Will come based on trend displacement.

Based on the calculation of the probability of transition, the largest growth seems to be achieved by other tourist attractions, namely if this year it has a market share of 0.13%, then it is estimated that the market share next year will be 0.32% or will increase by 19%.

Discussion

Based on the analysis conducted using the Markov Chain Method, which can describe the Behavior of visitors to nature tourism, the greater the value of the visitor switching ratio implies that visitors are less loyal. Conversely, the smaller the value of the brand switching ratio means that visitors are more loyal. Switching Behavior is the Behavior of moving from one object to another. With this theory, researchers can measure the extent of visitor loyalty to the products or services used. In this study, the highest level of visitor loyalty was other tourism, at 25 (or 125%).

Based on the research results, it can be described as follows:

1. The transfer of visits from Bukit Aslam Tourism Object to other Tourism Objects has a high probability of visitor transfer. This is known from the attrition rate of 111%. As for the possibility of future market share, when viewed from the ratio of visitor growth opportunities based on transfers made by visitors, it can be seen that Bukit Aslan's market share will decrease from 29% to 26% in the future market share.
2. The transfer of visits from the Lengkung Langit Tourist Attraction to other Tourist Attractions has a fairly high level of transfer probability. This can be seen from the attrition rate of 53%. As for the possibility of future market share, when viewed from the ratio of visitor growth opportunities based on transfers made, the Lengkung Langit market share has decreased from 47% to 21% for future market share.
3. The transfer of visits from Wira Garden Tourism Object to other Tourism Objects has a low probability of transfer. This can be seen from the attrition rate of 53%. As for the possibility of future market share, based on the ratio of visitor growth opportunities, Wira Garden's market share has increased from 11% to 16% for future market share.

4. The transfer of visits from other tourist attractions to the Bukit Aslan, Lengkung Langit, and Wira Garden tourist attractions has a low probability of transfer. This can be seen from the attrition rate *of* 24%. As for the possibility of future market share, based on the ratio of visitor growth opportunities, Wira Garden's market share has increased from 13% to 32% for future market share.

The switching of visiting objects carried out by visitors is highly avoided by managers of natural tourist attractions because it can result in losses in terms of income from managing the Tourist Attraction. If this problem is not immediately resolved, the company's position in the market will be threatened. The possibility that causes this visitor switching is reinforced by the existence of several factors that encourage visitors to Natural Tourism to do Behavior Switching. The main reasons that promote Behavior Switching are related to the problem: the quality of the services offered, service, price, and completeness of facilities. Although it seems simple, these factors are often considerations that change visitors' decisions in making repeat visits. Consumers can feel dissatisfied with the services that have been provided.

5. CONCLUSION & SUGGESTIONS

Conclusion

Based on the research results of 112 respondents who visited the Bukit Aslan Tourist Attraction, there were 9 (8%) respondents who continued to visit Bukit Aslan, 18 (16%) respondents who moved to the Lengkung Langit Tourist Attraction, 6 (5%) respondents who moved to the Wira Garden Tourist Attraction, and 15 (13%) respondents who moved to other Tourist Attractions.

The results of the study from 46 respondents who visited the Lengkung Langit Tourist Attraction showed that 12 (26%) respondents moved to Bukit Aslan, 15 (33%) respondents continued to visit Lengkung Langit, 4 (9%) respondents moved to the Wira Garden Tourist Attraction, and 3 (17%) respondents moved to other Tourist Attractions.

The results of the study from 22 respondents who visited the Wira Garden Tourist Attraction showed that 18 (82%) respondents moved to Bukit Aslan, 4 (18%) respondents moved to Lengkung Langit, 21 (95%) respondents continued to visit the Wira Garden Tourist Attraction, and 5 (23%) respondents moved to other Tourist Attractions.

The results of the study from 20 respondents who visited other tourist attractions, there were 25 (125%) respondents who moved to Bukit Aslan, 15 (75%) respondents who moved to Lengkung Langit, 5 (25%) respondents who continued to visit the Wira Garden tourist attraction.

Suggestion

After analyzing the research results, there are several suggestions for further research, namely:

1. For tourist objects, it is better to improve the quality of service to attract visitor loyalty. Therefore, every tourist object needs to improve the quality of service, good service for visitors when traveling, complete and maintain the facilities available at the tourist object so that visitors still feel comfortable when traveling. It is better for every Tourist attraction to prepare various types of strategies to offer to visitors so as not to lose visitors in the future.
2. For further research, it is hoped that this research can be a reference regarding Switching Behavior. with the Markov Chain method , as well as can develop return with Respondent Which more wide.

REFERENCES

Arpan, P. C. D. Y. (2016). *Analisis Brand Switching Pengguna Transportasi Online Gojek Dengan Metode Markov Chain Di Kota Bandar Lampung*. 1–23.

Arpan, Y. (2023). Pengaruh Destination Image, Social Media Marketing dan Daya Tarik, terhadap Kepuasan Wisatawan Melalui Keputusan Berkunjung (Studi pada Kebun Raya Liwa, Lampung Barat). *Ekonomis: Journal of Economics and Business*, *7*(1), 561. https://doi.org/10.33087/ekonomis.v7i1.1075

Harahap, K. (2024). *Panduan Metode Penelitian*. PT Media Penerbit Indonesia.

Istijanto. (2018). *Aplikasi Praktis Riset Pemasaran*. PT. Gramedia Pustaka Utama.

John, S. (2017). *9 Type of brand Switching*. Simplicable. https://simplicable.com/new/brand-switching

Kusumawati, T. D. (2015). *Analisis Kepuasan Konsumen Mobil Toyota Kijang Innova Di Kota Bandar Lampung*. *VII*, 157–164.

Lovelock, J. M. J. W. C. (2010). *Pemasaran Jasa Manusia, Teknologi, Strategi* (N. I. Sallama (ed.); 7th ed.). Penerbit Erlangga.

Maryatun. (2015). Jurnal Promosi Jurnal Pendidikan Ekonomi UM Metro. *Pengaruh Penggunaan Media Program Microsoft Powerpoint Terhadap Hasil Belajar Strategi Promosi Pemasaran Mahasiswa Semester 2 Program Studi Pendidikan Ekonomi Universitas Muhammadiyah Metro*, *3*(1), 1–13. http://ojs.fkip.ummetro.ac.id/index.php/ekonomi/article/view/139/110

Rangkuti. (2008). *The Power of Brands* (3rd ed.). PT. Gramedia Pustaka Utama.

Safari, A. (2024). *Manajemen pemasaran*. Aikomedia Press.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, cv.

Tjiptono, F. (2001). *Pemasaran Jasa* (2nd ed.). Andi, Education Asia Pte.Ltd.

Tjiptono, F. (2014). *Pemasaran Jasa - Prinsip, Penerapan, dan Penelitian*. C.V Andi Offset.

Umar, H. (2003). *Studi Kelayakan Bisnis* (2nd ed.). PT. Gramedia Pustaka Utama.

Yuliansyah, & Hidryah, S. (2022). Pengaruh Harga, Fasilitas, dan Kualitas Pelayanan Terhadap Kepuasan Konsumen (Studi Kaus Pada Objek Wisata Karai River di Desa Antutan). *Jurnal Ekonomi Manajemen*, *1*(2), 21–26.