



Analysis of the Visiting Decision as Mediation in Identifying the Willingness of Baduy Tribe Tourism Recommendations

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Abstract

This research aims to test and analyze the Visiting Decision, which mediates the relationship between Image Tourism Destination, Role of Social Media, Community Tourism Participation, Natural Attraction, and Cultural Healing of the Baduy Tribe on Willingness to Recommend. The analysis method used is SEM-PLS. The result is that the visiting decision can mediate the factors studied in identifying the willingness to recommend visiting Baduy tourism. This research shows the appropriate tourism development model to be implemented in the Baduy Tribe of Lebak Regency while maintaining the community's cultural values and local wisdom. The limitation of this research is that it still uses several variables that were used in previous studies. However, the new thing is the inclusion of the cultural healing variable in the research as a variable that prevents researchers from using it, except for variables that are almost the same, such as health tourism and medical tourism.

Keywords: Tourism Destination, Cultural Healing, Visiting Decision, Willingness, Community's Cultural Values.

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INTRODUCTION

Indonesia has made tourism one of the sectors driving economic growth and empowering communities around tourist areas. The increase is shown by data submitted by the Ministry of Tourism and Creative Economy, which shows that the tourism sector's contribution in the last five years (2017-2021) is above 4% (Budayana & Adi, 2021). From 2017 to 2019, the tourism sector made a significant contribution, namely in 2017 (4.15%), 2018 (4.5%), and 2019 (4.7%). The 2020 Covid-19 pandemic caused a decline in all sectors, including tourism. However, the contribution amount is still above 4%, namely 4.05%, and will increase again in 2021 to 4.3%. That shows that the tourism industry is also a sector that is worth considering to promote regional economic growth and development.

Indonesia has many exotic and stunning destinations, such as nature tourism, medical tourism, and ecotourism, because Indonesia has hundreds of cultural tribes spread from Sabang to Merauke (Rahma, 2020). Of the several types of tourism, looking at the topography of Indonesia, ecotourism destinations have the potential to be developed as defined by ecotourism based on Minister of Home Affairs Regulation Number 33 of 2009 concerning Guidelines for Ecotourism Development in Regions, which states that "Ecotourism is a natural tourism activity in a region that is responsible for taking into account elements of education, understanding and support for natural resource conservation efforts, as well as increasing the income of local communities." Apart from that, ecotourism in Indonesia will be in great demand after the COVID-19 pandemic with new normal conditions; tourist trends will also pay more attention to new protocols, especially those related to health, safety, and comfort (Kemenparekraf, 2020).

Some famous ecotourism sites in Indonesia are the Toraja Tribe in South Sulawesi, Borobudur Temple in Yogyakarta, Loncat Batu in Nias, and Lake Toba in North Sumatra. Likewise, in Banten Province, the "next door neighbor" of DKI Jakarta Province, the capital city of Indonesia, has seven tourism attractions called the 7 Wonders of Banten, namely: (1) Old Banten; (2) Ujung Kulon National Park; (3) Sangiang Island; (4) Baduy tribe; (5) Umang Island; (6) Mount Krakatoa; and (7) Rawadano (Banten Province Tourism Department, 2017), all of which are included in the category of Ecotourism Places that need to be developed while maintaining their sustainability. Of the seven ecotourisms, there is the Baduy tribe, which has unique traditions of life amidst the development of the era of technology and globalization in Lebak Regency, Banten Province, where the Regional Government has a tourism development vision, namely: "Lebak as a National Leading Tourism Destination Based on Local Potential." The Baduy tribe is a tourist attraction with various cultures, beautiful natural panoramas (exotic), unique beliefs (religiosity), social life, and long historical value. The Baduy tribe is also a cultural heritage and a well-known cultural destination in the archipelago and abroad. The Baduy people who live in Kanekes Village, Leuwidamar District, and Lebak Regency are in elementary school. They built houses on stilts made of bamboo booths and thatched roofs, and no household furniture, such as chairs or beds, was visible, let alone electronic equipment (Aprilia, 2022).

The Baduy community can be compared to the Amish community in the United States or the Inca tribe in Peru. The cultural treasures of the Baduy people are often the object of anthropological research because of their unique community life. Another uniqueness of the Baduy tribe is their ability to maintain the authenticity of their culture (www.republika.co.id, 2017). The Baduy tribe itself consists of two types, namely the Outer Baduy Tribe and the Inner Baduy Tribe, each of which occupies its territory. Until now, the Baduy tribe still adheres to the rules of pickup (customary rules whose most crucial content is regarding "what is the situation") absolutely, and in their daily lives,

many taboos are still strictly enforced. That is different from the residents of the Outer Baduy tribe, whose daily lives are mixed with a modern lifestyle (Susilowati et al., 2020).

The ratio of the number of tourists to the Baduy Tribe to tourists to Lebak Regency does not exceed 4%. However, in 2020, it reached 9.86%; unfortunately, in 2021, it dropped drastically to only 1.55%. This decrease is likely the result of stringent restrictions on tourist visits in 2021 due to the COVID-19 pandemic. Even though the COVID-19 pandemic still hit in 2020, the number of tourists visiting the Baduy Tribe was high. That is because, based on data from the Lebak District Health Service, no Baduy residents were affected by COVID-19. That has attracted the interest of the outside community to find out the causal factors. It turns out that this was due to the Baduy tribe's compliance with the rules. Baduy residents continue to carry out their daily work in the fields so that there is no contact with tourists who visit there, and Baduy residents ask tourists to obey health protocols (Covid-19 Prokes) and not throw rubbish carelessly (Murdaningsih, www.republica.co.id, 2021).

Researchers in this study intend to study the factors that influence tourists' decisions to return to the Baduy tribe. Arifiansyah and Saragih (2022) and Anzani et al. (2022), in their research results, found that the image of destination tourism is a consideration for someone when deciding to visit a particular destination. In tourism, the image concept has been considered a form of attitude formed by interpreting consumers' perceptions of knowledge, feelings, and global understanding of the destination image. Destination image guides the initial stages of destination selection and influences subsequent consumer behavior regarding destination loyalty, such as repeat visits or recommending destinations to relatives and friends (Nafis, 2020; Hidayatullah et al., 2020).

The author focuses on the study of factors that influence the decision to visit (visiting decision) a particular destination, the impact of which is being able to provide recommendations for destinations that have been visited by other people (willingness to recommend), namely factors: tourism destination image, the role of social media, community tourism participation, natural attractions, and cultural healing. From the results of this research, it will be possible to obtain the appropriate tourism development model to be implemented in the Baduy Tribe of Lebak Regency while maintaining the community's cultural values and local wisdom.

LITERATURE REVIEW

Based on the research carried out by the author, there have been many efforts by researchers to research culture and local wisdom-based tourism development models in various contexts and different approaches. This research is academically exciting and invaluable to other research efforts.

Table 1: Previous Research Summary Matrix

Researcher Name (Year)	Research Title (Journal)	Research variable	Research Methods and Data Analysis	Research Results/Conclusions
D. Ariesta <i>et al.</i> (2020)	The Effect of Attraction, Accessibility, and Facilities on Destination Images and Its Impact on Revisit Intention in the Marine Tourism	<ul style="list-style-type: none"> • Attraction • Accessibility • Facilities • Destination Images 	Quantitative-Descriptive Method with SEM (Structural Equation Model) or Path Analysis	Attractions and accessibility do not have a significant effect on the image of the Wakatobi Regency marine tourism destination. Facilities have a significant effect on the image of the Wakatobi Regency maritime tourism destination. Attractions

Researcher Name (Year)	Research Title (Journal)	Research variable	Research Methods and Data Analysis	Research Results/Conclusions
	of the Wakatobi Regency (<i>International Journal Of Scientific & Technology Research</i> , 9(3), 6605-6613)	<ul style="list-style-type: none"> • Revisit Intention 	Analysis Techniques	do not have a significant effect on the intention to revisit Wakatobi Regency marine tourism. Wakatobi Regency, while accessibility and facilities have a significant influence on the intention to revisit Wakatobi Regency marine tourism. Destination image has a significant influence on intention to revisit marine tourism in Wakatobi Regency.
G. Najogi (2020)	The Influence of E-Wom And Destination Image on Visit Decision in The Museum Nasional (Museum Gajah) Jakarta (<i>International Humanities And Applied Sciences Journal</i> , 3(2), 26-34)	<ul style="list-style-type: none"> • E-Wom • Destination Image • Visit Decision 	Quantitative-Descriptive Method with SEM-PLS (Path Analysis) Analysis Technique	The coefficient of determination value is 0.404, which means the percentage contribution of the independent variables (e-WOM and destination image) to the dependent variable (decision to visit) is 40.4%. The remaining 59.6% is influenced or explained by other variables not included in this research model. The results of this research show that e-WOM and destination image have a significant influence on the decision to visit the National Museum (Elephant Museum)
D. C. Triansya dan B. Budisetyorini (2018)	Influence of Tourism Destination Products and Images on Tourist Visiting Decision to the City of a Thousand Rivers, Banjarmasin (<i>Jurnal Pariwisata Terapan</i> , 42(2), 72-83)	<ul style="list-style-type: none"> • Tourism Destination Products • Images • Tourist Visiting Decision 	Quantitative-Descriptive Method with Multiple Linear Regression Analysis Techniques	There is a partial influence of tourism destination product variables consisting of physical products, packages, and programs that influence tourists' decisions, while people have no influence. The partial tourist destination image variable consisting of cognitive image and affective image influences tourists' decisions to visit the city of a thousand rivers, Banjarmasin. Keywords: destination product; picture; tourist visit decisions; Banjarmasin
H. Hermawan et al. (2022)	The Significance of Tourism Attraction and Social Media Promotion on the Interest of Return Visit (<i>Tourism and Hospitality International Journal</i> , 18(1), 60-	<ul style="list-style-type: none"> • Tourism Attraction • Social Media Promotion • The Interest of Return Visit 	Quantitative-Descriptive Method with Multiple Linear Regression Analysis Techniques	Tourist attractions and social media promotions have a significant influence on return interest. Meanwhile, for the partial test, tourist attraction has a positive and significant effect on return visits. While social media promotion has a negative and insignificant effect on return interest, tourist attraction dominates more than social

Researcher Name (Year)	Research Title (Journal)	Research variable	Research Methods and Data Analysis	Research Results/Conclusions
	83)			media promotion.
A. P. Mulia (2021)	The Use of Social Media as a Way of Selling Handicraft Products from the Baduy Community <i>(The Management Journal of Binaniaga, 6(2), 207-2013)</i>	<ul style="list-style-type: none"> • Social Media • A Way of Selling Handicrafts 	Descriptive Qualitative Method with a Case Study Approach	The use of social media as a way of selling Baduy handicraft products has been very massive, since PT Telekomunikasi facilitated the Internet Trade Center in 2016, followed by the Community Access Point with an internet network. The use of social media as a means of selling is not only carried out by bloggers and visitors who become sales agents by word of mouth, but also by introducing handicrafts through the impression of Saba Baduy on social media.
R. Baderan, S. N. Hamzah, dan L. M. Yapanto (2020)	Community Participation in Marine Tourism Development at Olele Village <i>(NIKE: Jurnal Ilmiah Perikanan dan Kelautan, 8(1), 4-9)</i>	<ul style="list-style-type: none"> • Community Participation • Tourism Development 	Qualitative Method with Descriptive Design	Community participation in developing marine tourism in Olele Village consists of 3 aspects, namely emotional involvement in decision making, social involvement, namely protecting water resources, providing services and security, supervising or monitoring marine tourism, and economic involvement, namely managing or utilizing Marine tourism.
P. A. Aryasih (2019)	Participation of the Local Community in The Development of the Pandawa Beach Tourism Area <i>(International Journal Of Multidisciplinary Educational Research, 8(7), 154-163)</i>	<ul style="list-style-type: none"> • Local Community • Development of Tourism Area 	Qualitative Method with Descriptive Design	manipulative participation, passive participation, participation through consultation, material incentive participation, functional participation, interactive participation and self-mobilization and connectedness. This form of participation includes environmental and social benefits for local communities.

There are similarities and differences with previous research in determining variables and research methods. Many previous studies have studied the Visiting Decision and Willingness to Recommend, which were studied based on Image Tourism Destination, Role of Social Media, Participation of Community Tourism, and Natural Attraction. Research on Culture Healing is still being carried out on physical health, and its relationship with the Visiting Decision and Willingness to Recommend has not been studied.

That is understood because the study of Baduy tourism development in Lebak Regency is unique and complex due to the diversity of tourist attractions, social life, economics, and

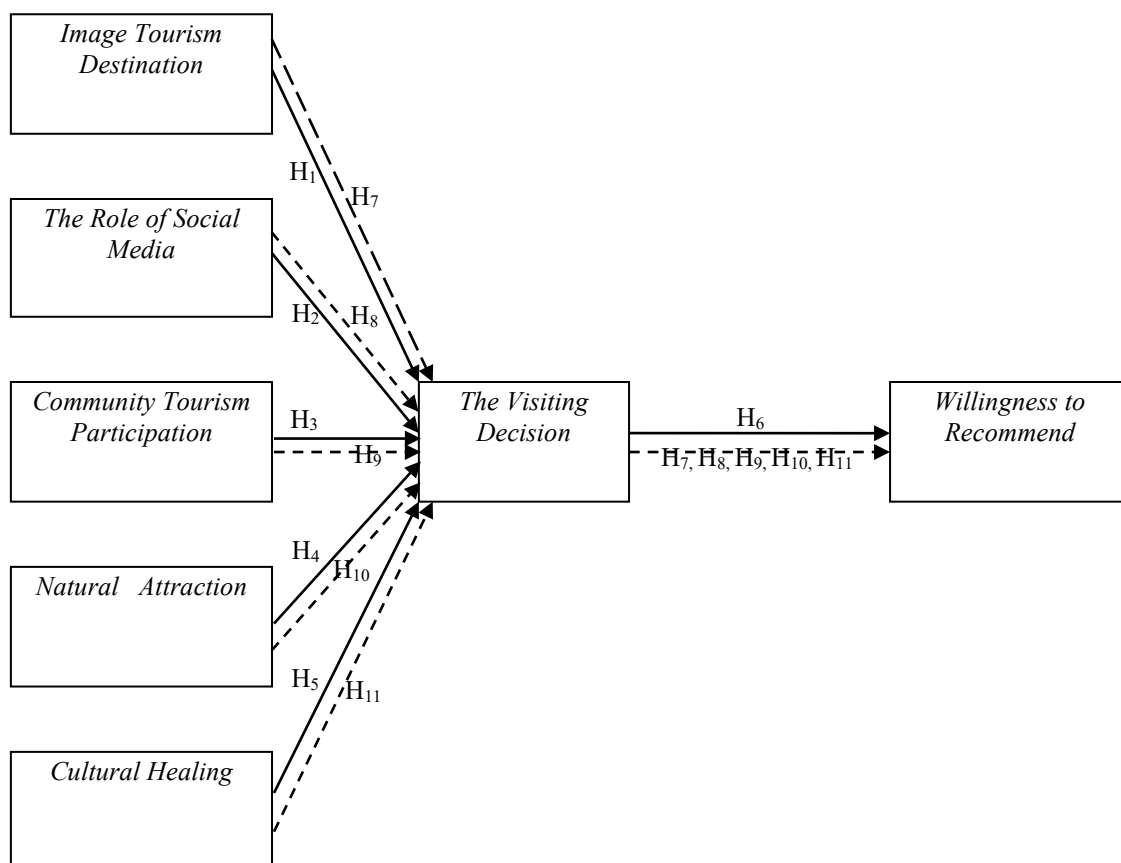
other aspects. As for other tourist attractions in Lebak Regency, they must continue to operate and be developed. It is a challenge for all parties, especially the Lebak Regency Government, to create an appropriate tourism development model so that an appropriate Baduy tourism development model can be obtained and become the basis for making policies or steps. The proper steps so that Baduy tourism can develop positively.

State of the Art

The model built influences the visiting decision and its impact on the willingness to recommend. What is different from previous studies is determining the variables that influence the visiting decision: tourism destination image, the role of social media, community tourism participation, natural attraction, and cultural healing. Another difference is that the Tool of Analysis used in this research is the SEM-PLS method.

This research will analyze the visiting decision as a mediation in identifying willingness to recommend visiting Baduy Tourism. The research focuses on tourism destination image, the role of social media, community tourism participation, natural attractions, and cultural healing. This research is different from previous studies, where in previous studies, the factors that influenced the decision to visit were the image of the tourism destination, the role of social media, community tourism participation, and natural attraction. Even in previous research, not all variables were studied simultaneously, but partially.

Figure 1: Conceptual Framework



Based on the conceptual framework above, the hypothesis formulation is as follows:

H1: Baduy Tribe, Tourism Destination Image, has a positive and significant effect on the Visiting Decision

H2: The Role of Social Media of the Baduy Tribe positively and significantly affects the Visiting Decision.

H3: Community Tourism Participation of the Baduy Tribe positively and significantly affects the Visiting Decision.

H4: The Natural Attraction of the Baduy Tribe positively and significantly affects the Visiting Decision.

H5: Baduy Cultural Healing positively and significantly affects the Visiting Decision.

H6: The Visiting Decision of tourists who have visited the Baduy Tribe positively and significantly affects Willingness to Recommend.

H7: The Visiting Decision can mediate the influence of the Baduy Tribe's Tourism Destination Image on Willingness to Recommend.

H8: The Visiting Decision can mediate the influence of the Baduy Tribe's Role of Social Media on Willingness to Recommend.

H9: The Visiting Decision can mediate the influence of Baduy Community Tourism Participation on the Willingness to Recommend.

H10: The Visiting Decision can play a role in mediating the influence of the Natural Attraction of the Baduy Tribe on Willingness to Recommend.

H11: The Visiting Decision can mediate the influence of Baduy Cultural Healing on Willingness to Recommend.

METHODS

The research method used in this research is a quantitative method with a descriptive approach. According to Apuke (2017), quantitative research involves collecting data so that information can be measured and subjected to statistical treatment to support or refute alternative knowledge claims. This research quantitatively describes a population's tendencies, behaviors, or opinions by examining a sample of that population (Creswell, 2016). Meanwhile, the research design used in this research is descriptive. In this descriptive design, the data is in words and pictures, not numbers. This data can be obtained from interviews, field notes, photos, video tapes, personal documentation, notes, memos, and other documentation (Moleong, 2017).

Hypothesis testing that will be carried out in the research uses a Structural Equation Model (SEM) approach based on Partial Least Squares (PLS). PLS is a method first introduced by Herman O.A. World. PLS is an alternative technique for SEM analysis where the data used does not have a multivariate normal distribution.

RESEARCH RESULTS

The Regional Government has issued a regulation (Perda No. 32/2001) to safeguard the customary rights of the Baduy ethnic community to preserve their existence. The aim is to protect the existence of the Baduy community from external influences by expanding the development area carried out, both by the Regional Government itself and outside communities that use the Baduy community's land for their living needs.

The Influence of Tourism Destination Image on the Visiting Decision

The test results indicate that the image of a tourist destination influences a tourist's visiting decision. A tourist attraction's positive image can encourage someone to visit. The affective dimension of the tourism destination image is strongly related to the dimension of need recognition in the visiting decision. That indicates that the need for tourists to visit is closely related to their happiness and emotional feelings when they decide to visit a tourist

spot. The Baduy tourist destination is known as a pleasant place because of its beauty and authenticity. It is also a tourist spot that emotionally creates calm for tourists.

The Influence of the Role of Social Media on the Visiting Decision

The results of this test indicate that a tourist's decision (the visiting decision) is influenced by information obtained from various social media, such as Facebook, Instagram, WhatsApp, and YouTube. The role of social media is critical in disseminating the information that tourists want. The research results show that social media influences tourists' decisions to visit.

The collaboration dimension in the role of social media has a powerful relationship with the need recognition dimension in the visiting decision. That indicates that the role of social media is crucial. Sharing various information related to the experience of visiting a tourist location influences a person's decision to visit a tourist location due to the tourists' needs. That is because tourists who visit the Baduy Tribe are those who have visited before, whether they have only visited the Outer Baduy Tribe, the Inner Baduy Tribe, or both. Apart from that, the various information they get from social media and other things related to tourist destinations conveyed on social media strengthens their decision to make a tourist visit to the Baduy Tribe. It should show that the role of social media has a positive and significant influence on the visiting decision.

The Influence of Community Tourism Participation on the Visiting Decision

SmartPLS software test results showed that Community Tourism Participation positively and significantly affected the Visiting Decision. These results align with several studies conducted by previous researchers, which concluded that Community Tourism Participation influenced the Visiting Decision (Musadad, 2018; Baderan et al., 2020; Aryasih, 2019).

The results of this test indicate that a tourist's decision (the visiting decision) is influenced by the desire to participate in the preservation of a tourist attraction, primarily cultural, historical, or religious tourist destinations. Their participation is manifested in various forms, such as forming communities. Its role is to provide input to tourism managers or to convey information to the public. The existence of communities like that is one of the reasons tourists decide to visit, whether to monitor it, maintain its sustainability, or participate in developing it.

As a result of this identification, they conveyed various things needed to improve or overcome the problems they found for improvement to Baduy tourism managers, in this case, the Lebak Regency Regional Government through the Tourism Office, which is their domain. The communities work with stakeholders, such as academics and the private sector (companies), to participate in developing Baduy tourist attractions. Thus, community tourism participation positively and significantly influences the decision to visit.

The Influence of Natural Attraction on the Visiting Decision

SmartPLS software test results showed that Natural Attraction positively and significantly affected the Visiting Decision. These results are in line with several studies conducted by previous researchers, which concluded that there was an influence of Natural Attraction on the Visiting Decision (Priyombodo et al., 2022; Luo & Xu, 2018; Yuliviona et al., 2021).

The results of this test indicate that the decision to visit is influenced by the attractiveness of tourist attractions, which include beauty, diversity, uniqueness, and the natural scenery of the tourist destination. Tourist destinations with beautiful and original natural panoramas are unique attractions that tourists want. Apart from that, the uniqueness

of this tourist destination is also fascinating because of its uniqueness compared to other similar tourist destinations. Tourists obtain this information and are very interested in making direct visits to observe the information they get from their experience. Thus, natural attraction positively and significantly influences the decision to visit.

The Influence of Cultural Healing on the Visiting Decision

SmartPLS software test results showed that Cultural Healing positively and significantly affected the Visiting Decision. Cultural Healing has the most substantial influence compared to other factors examined in this research. There is no research using quantitative methods regarding the influence of cultural healing on the visiting decision. Previous research focused more on forms of medical healing, meaning using tourist attractions as locations for healing illnesses (physical aspects).

The test results indicate that the visiting decision is influenced by cultural healing, such as calmness, peace, relaxation, happiness, comfort, refreshing the mind, and physical health. The Baduy tribe tourist destination is one of the tourist destinations that can be used for cultural healing. Authenticity, beauty, and a simple pattern or lifestyle can be "medicine" for tourists who intend to refresh their minds and bodies from daily routines and tedious work because of the targets they have to achieve. Currently, the term "healing" is very trendy among people and is intended to be an effort to refresh. Baduy tourist destinations can be the right location for this purpose. They can learn from the patterns or lifestyle of the Baduy people, who rely entirely on natural facilities to support their lives.

The Influence of the Visiting Decision on Willingness to Recommend

SmartPLS software test results showed that The Visiting Decision positively and significantly affected Willingness to Recommend. These results align with previous studies conducted by previous researchers, which concluded that The Visiting Decision influenced Willingness to Recommend (Novarlia, 2022; Wuryandari, 2014). The results of this test indicate that tourists' interest in making a return visit (willingness to recommend) is influenced by tourists' decisions based on their knowledge of Baduy culture and their needs, such as health, education, et cetera. Apart from that, previous visiting experiences are the basis for their interest in returning to visit the Baduy tribe.

The dimension of evaluating various alternatives in the visiting decision has a powerful relationship with the dimension of motivation to visit and willingness to recommend. That indicates that there is motivation to return to visit due to the experience and knowledge of Baduy cultural tourism destinations that tourists have and comparing them with similar tourist destinations in various places to travel for physical needs (body health) and psychological needs (tranquility and peace). hearts and minds) own brand.

The Visiting Decision Mediates the Influence of Tourism Destination Image on Willingness to Recommend

Test results using SmartPLS software showed that The Visiting Decision can mediate the influence of Image Tourism Destination on Willingness to Recommend, and the type of mediation is partial mediation. These results align with several previous studies that concluded that The Visiting Decision has an influence, which can mediate the influence of Tourism Destination Image on Willingness to Recommend (Wibowo et al., 2020; Noviana et al., 2022). The results of this research are also in line with previous research, namely that the variables Image Tourism Destination and The Visiting Decision together can play a role in the interest in returning to tourism (Willingness to Recommend).

The similarity with the results of previous research is due to the willingness of tourists to make tourist visits to the Baduy Tribe due to the tourists' knowledge of the uniqueness and benefits they can get from making tourist visits to the Baduy Tribe.

The Visiting Decision Mediates the Influence of the Role of Social Media on Willingness to Recommend

The test results using SmartPLS software showed that The Visiting Decision could mediate the influence of Tourism Destination Image on Willingness to Recommend, and the type of mediation was partial mediation. The results of this study are in line with previous research, namely that the variable's Role of Social Media and The Visiting Decision together can play a role in the interest in returning to tourist visits (Willingness to Recommend) (Amoako et al., 2021 Paul et al., 2019; Wikantari, 2022).

There is a similarity with the results of previous research, namely that the subjects were those who had visited the Baduy tribe. That means they already know their experience of visiting the Baduy Tribe, so the information available on various social media strengthens their decision to visit the Baduy Tribe and influences their interest in visiting the Baduy Tribe.

The Visiting Decision Mediates the Influence of Community Tourism Participation on Willingness to Recommend

Test results using SmartPLS software showed that The Visiting Decision could mediate the influence of Community Tourism Participation on Willingness to Recommend, and the type of mediation was partial mediation. Several previous studies concluded that the Visiting Decision could mediate the influence of Community Tourism Participation on Willingness to Recommend (Ballantyne et al., 2017; Yuliviona et al., 2021; Aryasih, 2019). The results of this research align with previous research, namely that the variables of Community Tourism Participation and The Visiting Decision can play a role in the interest in returning to tourism (Willingness to Recommend).

There is a similarity with the results of previous research, namely that the subjects were those who had visited the Baduy tribe. It means that they gain experience when visiting the Baduy tribe, which is considered to be full of wisdom and meaning when they visit the Baduy tribe, so the results of the assessment of the various problems they face make it even more vital in their decision to visit the Baduy tribe and influence their interest in visiting the Baduy tribe. Visit the Baduy tribe. In other words, interest in visiting the Baduy tribe is related to community tourism participation based on the mediation of the visiting decision.

The Visiting Decision Mediates the Effect of Natural Attraction on Willingness to Recommend

Test results using SmartPLS software showed that The Visiting Decision could mediate the influence of Natural Attraction on Willingness to Recommend, and the type of mediation was partial mediation. Several previous studies concluded that the Visiting Decision could mediate the influence of Natural Attraction on Willingness to Recommend (Lesjak et al., 2015; Setiawan et al., 2021; Nofiarli, 2018). The results of this study also explain that the variables of Natural Attraction and The Visiting Decision can play a role in the interest in returning to tourist visits (Willingness to Recommend).

There is a similarity with the results of previous research, namely that the subjects were those who had visited the Baduy tribe. That means that the cultural attraction of the Baduy tribe strengthens the decision to visit the Baduy tribe and influences their interest in visiting the Baduy tribe. In other words, interest in visiting the Baduy tribe is related to natural attraction based on the mediation of the visiting decision.

The Visiting Decision Mediates the Influence of Cultural Healing on Willingness to Recommend

Test results using SmartPLS software showed that The Visiting Decision could mediate the influence of Cultural Healing on Willingness to Recommend, and the type of mediation was partial mediation. Several previous studies concluded that the Visiting Decision could mediate the influence of Cultural Healing on Willingness to Recommend (Majeed & Ramkissoon, 2020; Hwang et al., 2018; Lee et al., 2020). The results of this research align with previous research, namely that the variables of Cultural Healing and The Visiting Decision can play a role in the interest in returning to tourist visits (Willingness to Recommend).

There is a similarity with the results of previous research, namely that the subjects were those who had visited the Baduy tribe. That means that Baduy tourist destinations can be used as healing places in the form of relaxation from various activities and routines as well as life problems faced by tourists, which strengthens their decision to return to the Baduy tribe and influences their interest in visiting the Baduy tribe. In other words, interest in visiting the Baduy tribe is related to cultural healing based on the mediation of the visiting decision.

DISCUSSION

This research seeks to obtain new findings so that they can make a positive contribution to the development of science and life (Noor, 2021). By comparing empirical research conducted by previous researchers and also literature studies, the novelty of this research can be formulated as follows:

1. This research has revealed that tourism development in Baduy tourist destinations through tourism destination image, role of social media, community tourism participation, natural attractions, and cultural healing are essential aspects in decision making (the visiting decision) and interest in returning to visit (willingness to recommend) to the Baduy Tribe. Cultural healing is a dominant factor in decision-making and interest in returning to visit the Baduy tribe.
2. Development of previous research to include cultural healing influencing the visiting decision and willingness to recommend. In previous research, no research has explicitly studied cultural healing, but more on medical healing studies that emphasize physical health aspects (healing an illness). The inclusion of cultural healing in this research found that this factor had the most significant influence compared to other factors commonly used in previous research. Thus, the inclusion of cultural healing in the model being built can complete a framework that can be used by policymakers (the Government) to build a tourism development model for the Baduy Tribe in order to increase the number of tourists who decide to travel to the Baduy Tribe.
3. This research was carried out using a different method from previous studies, where research on the Baduy Tribe only examined one aspect. However, in this study, the

researchers conducted a comprehensive study involving several factors, including factors that had never been studied before, namely cultural healing.

4. Development of a new research model, where research into the visiting decision factor is used as a mediating influence of 5 (five) predictors: tourism destination image, the role of social media, community tourism participation, natural attraction, and cultural healing on willingness to recommend.
5. This research found that the emotional response of consumers (in this case, tourists) is the basis for the decision to visit (visiting decision) towards the decision to visit again (willingness to recommend) of tourists. Thus, the results of this research can become the basis for a new theory, which can be called emotional response theory. This theory shows that a person's or group's decision to purchase in the tourism sector is to make a return visit based more on the emotional aspect of the person (individual) or group regarding their decision to purchase. This response can be obtained from experience or information they obtain through various media so that they feel interest or feelings of happiness or displeasure, liking or disliking a product or service as a manifestation of their emotions.

CONCLUSION

The results of research that has been carried out regarding the analysis of the visiting decision as mediation in identifying willingness to recommend visiting Baduy tourism, it can be concluded that data processing using the SEM-PLS model shows that the outer model indicates that the indicators used are valid and reliable and are based on The inner model indicates that there is a strong influence of the predictor variables on the response variable. That shows that the model built is acceptable for modeling Baduy tourism development by using the visiting decision as mediation in identifying willingness to recommend visiting the Baduy Tribe.

It should be used as study material for all parties, both government and society, to continue making efforts to make the Baduy Tribe a tourist destination of choice. The Baduy tribe can be healing tourism for people tired of routine activities to "refresh" the body to become more balanced. It will impact physical and mental health. The experience of visiting the Baduy tribe will ultimately be an encouragement to keep returning to visit so that it eventually becomes a culture.

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