

**ANALYSIS OF RETURN VISITS TO YOGYAKARTA PALACE HERITAGE TOURISM DURING THE COVID-19 ENDEMIC**

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Article Information		Abstract
Submission date	15 -11-2023	<p><i>One of the tourist destinations that is used as an icon in the Special Region of Yogyakarta is the Palace and other cultural heritage. Keraton which is the face of the Special Region of Yogyakarta is the official residence of the Sultan of Yogyakarta which is open to the public. The uniqueness of the shape of the building and the simplicity of the way of life in the Palace are the main attractions of tourists who are visiting the Special Region of Yogyakarta. The community around the palace uses palace tourism as a source of income. Most of the area is managed by Abdi Dalem keraton. In addition to being a source of income, the surrounding community uses it as an object of introduction to Yogyakarta culture to visitors. The purpose of this study is to analyze the influence of environmental problems on the return visit of Yogyakarta palace. To analyze the influence of palace performances on the return visit of Yogyakarta palace. To analyze the effect of health protocols on the return visit to the Yogyakarta palace, the Research Method uses multiple linear regression. Environmental issues did not have a significant effect on the return visit of the Yogyakarta palace. The performance of the palace has a significant influence on the return visit of the Yogyakarta palace. Health Protocols have a significant effect on the return visit of the Yogyakarta palace.</i></p> <p><b>Keywords :</b> Keraton Tourism, Keraton Environment, Keraton Visit, Yogyakarta Palace, Palace Show.</p>
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**1. Introduction**

Yogyakarta Special Region is a tourist destination that is visited by many foreign and local tourists. Not only that, tourism in the Special Region of Yogyakarta is an economic growth factor for the region itself. One of the tourist destinations that is used as an icon in the Special Region of Yogyakarta is the Palace and other cultural heritage sites. The palace, which is the face of the Special Region of Yogyakarta, is the official residence of the Sultan of Yogyakarta which is open to the public. The unique shape of the building and the simplicity of the way of life in the Palace are the main attractions for tourists visiting the Special Region of Yogyakarta. The Covid-19 pandemic that occurred three years ago caused a decrease in the number of visitors to the Yogyakarta Special Region palace. The health protocols that apply both within the palace and within the palace are the main cause of the decline in the number of visitors, as shown in Table 1 and graph 1. Apart from that, there are environmental problems occurring in the Special Region of Yogyakarta and the lack of arts and cultural performances in the palace which have been affected by the COVID-19 pandemic. causing visitor numbers to decline.

**Table 1. Number of Heritage tourist visits in DI Province. Yogyakarta**

Years	Amount	Δ
2019	2.426.700	-
2020	374.938	-2.051.762
2021	179.844	-195.094
2022	154.627	-25.217
Total	3.136.109	
<b>Mean</b>	<b>784.027,25</b>	

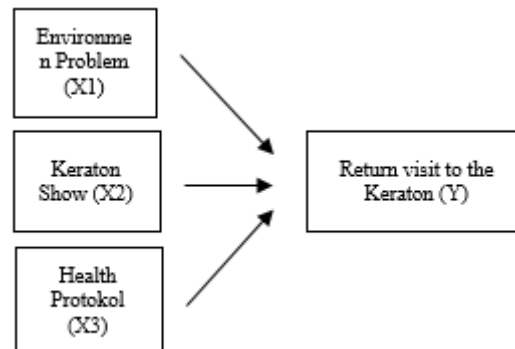
Sources: Dinas Pariwisata, Yogyakarta, 2022



**Graph 1 Decline in Heritage Tourist Visits**

The people around the palace use palace tourism as a source of income. Most of the area is managed by the Abdi Dalem palace. Apart from being a source of income, the local community uses it as an object for introducing visitors to Yogyakarta culture (Wicaksono, A. 2020). This is an attraction for visitors to the Yogyakarta palace who want to know Yogyakarta culture or things that are characteristic of Yogyakarta. There are many ways in which the local community utilizes income resources around the palace. Apart from that, local people also buy and sell souvenirs such as; key chains, wall hangings, hand-painted clothes, miniatures and blanks around the palace as souvenirs or signs that visitors have visited the Yogyakarta palace. This will attract the satisfaction of palace visitors. Apart from this, people also open souvenirs in the form of typical Jogja food around the palace.

The local community uses their yard as a place to make batik to provide visitors with a batik experience. Services provided by the local community for this training cost around IDR 75,000-IDR 150,000. Visitors can also bring the results of their batik making as their experience because they have visited the Yogyakarta palace tour. In this way, the things explained previously can provide satisfaction for visitors to the palace and give a good impression of the city of Yogyakarta which is full of culture due to the experiences that visitors get, especially the Yogyakarta palace tourist attraction (Wahyuni, D. 2021). The experience that visitors get will create loyalty towards the Yogyakarta Palace.



Gambar 1 Kerangka Pikir Penelitian

## THEORY AND HYPOTHESIS DEVELOPMENT

### Environmental Issues Against Return Visits to the Yogyakarta Palace

Environmental issues associated with a return visit to the Yogyakarta Palace can be noted that environmental impacts and problems may vary depending on tourism management and sustainability efforts undertaken by authorities and visitors. The palace area has several parts of the complex, one of which is used as a museum for a collection of historical sultanate objects. This museum is open to all visitors who want to know about various historical relics of the Yogyakarta Sultanate which are still well preserved and cared for today. Environmental problems that occur around the Yogyakarta palace area have revived visitors' interest in traveling to the Yogyakarta palace after the pandemic.

H1: Environmental problems have a significant effect on return visits to the Yogyakarta palace.

### Palace Performance on Return Visit to Yogyakarta Palace

Sekaten (Herry, 2013) one of the traditions in the Surakarta and Yogyakarta areas that is still preserved is Sekaten, which is a celebration to commemorate the birthday of the Prophet Muhammad SAW. At this Sekaten celebration, several traditions are also carried out which are very interesting to observe, namely the presentation of Gamelan Sekaten and Grebeg Mulud. These two traditions have very interesting stories and are full of deep philosophical meaning. Several rituals in the Sekaten celebration become very interesting if we know the meaning contained in these activities. Palace performances can attract visitors to return to the Yogyakarta palace.

H2: Palace performances have a significant effect on return visits to the Yogyakarta palace.

### Health Protocol for Returning to Yogyakarta Palace

Implementation refers to actions to achieve the goals set in a decision. This action seeks to change these decisions into operational patterns and tries to achieve large or small changes as previously decided (Ummah, S., & Athambawa, S. B. 2018). Implementation is essentially an effort to understand what should happen after the program is implemented.

H3: Health Protocol for Return Visits to Yogyakarta Palace

## RESEARCH METHODS

### Population and Sample

According to Widjanarko, B. (2019) population is all the elements that will be used as a generalization area. The population element is the entire subject to be measured, which is the unit under study. The population in this research are manufacturing companies listed on the Indonesia Stock Exchange for the 2018-2020 period. The sample is part of the number and characteristics of the population. The sampling technique in this research used simple random sampling, namely a sampling technique without giving particular privileges to an element in the research (Hair, 2014). The privilege referred to is that there is no division of certain characteristics between research subjects.

### Research Variable

Variable	Questionnaire	Mean
Environment Problem (X1)	X1.1 The cleanliness of the palace for visitors is quite adequate in the sense of clean.	3,883
	X1.2 The environment entering Yogyakarta palace tourism is clean.	4,022
	X1.3 Facilities supporting a clean environment at the Yogyakarta palace tourist attraction.	4,208**
	X1.4 The environmental changes feel better and more comfortable for visitors.	3,613*
Keraton Show (X2)	X2.1 The Yogyakarta palace show tour is the leading tourist attraction in Yogyakarta	3,836*
	X2.2 The Yogyakarta palace show tour provides new experiences for visitors.	4,161**
	X2.3 The Yogyakarta palace tour is well maintained.	4,099
	X2.4 Ease of access to see shows to Yogyakarta palace tourism.	4,069
	X2.5 Yogyakarta palace tourism has adequate show facilities.	3,847
Health Protocol (X3)	X3.1 Health facilities can be enjoyed by all visitors.	3,861
	X3.2 The health facilities at the Yogyakarta palace really attract the attention of visitors.	3,858
	X3.3 The Yogyakarta palace tourist public toilet facilities are very comfortable.	3,558*
	X3.4 Neat and healthy guide facilities for Yogyakarta palace tourism can easily be found in the palace area.	3,905**
Return Visit (Y)	Y1 Yogyakarta palace tourism is a tour that introduces Yogyakarta culture to visitors.	4,318**
	Y2 Yogyakarta palace tourism attracts the attention of tourists to visit.	4,102

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Y3	The desire to return to the Yogyakarta palace can be fulfilled.	3,905*
Y4	The comfort provided when touring the Yogyakarta palace makes you want to visit again.	3,934

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\* **Lowest Mean**

\*\* **Higher Mean**

### Data Collection Tools

The data collection tool used in this research is a questionnaire. The statements in the research questionnaire are measured using a 5-level Likert Scale with the criteria of Strongly Disagree (Score 1), Disagree (Score 2), Quite Agree (Score 3), Agree (Score 4), and Strongly Agree (Score 5). Test the data collection instrument in the form of a questionnaire using validity and reliability tests.

## RESEARCH RESULTS AND DISCUSSION

### Respondent Profile

**Table 2 Origin of Respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yogyakarta	58	31.0	31.0	31.0
	Outside of Yogyakarta	129	69.0	69.0	100.0
	Total	187	100.0	100.0	

Sources: SPSS 23

Based on the table, the results of the questionnaire given to respondents who visited the Yogyakarta palace tour stated that there were more visitors from outside Yogyakarta than visitors from Yogyakarta. There were 129 respondents from outside Yogyakarta or 69%, while only 58 respondents from Yogyakarta or 31%. This states that the majority of visitors to the Yogyakarta palace tour come from outside Yogyakarta.

### Information

**Tabel 3 Information**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends	28	15.0	15.0	15.0
	Social Media	87	46.5	46.5	61.5
	Family	31	16.6	16.6	78.1
	Self Experience	28	15.0	15.0	93.0
	Others	13	7.0	7.0	100.0
	Total	1871	100.0	100.0	

Sources: SPSS 23

Based on Table 3, obtaining information on Yogyakarta palace tourism states that respondents obtained information from friends as many as 28 people or 15%, obtained information from social media as many as 87 people or 46.5%, obtained information from family/relatives as many as 31 people or 16, 6%, obtained information from personal experience as many as 28 people or 15% of the personal experiences referred to were recreational experiences and school study tours, while the others were 13 people or 7%. The majority of respondents obtained information about Yogyakarta palace tourism from social media, namely 87 people.

**Interest**

**Table 4. Interest**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Uniqueness &	22	11.8	11.8	11.8
	Privileges &	115	61.5	61.5	73.3
	History &				
	Culture	2	1.1	1.1	74.3
	Interesting	28	15.0	15.0	89.3
	Learning Knowledge				
	Others	20	10.7	10.7	100.0
	Total	187	100.0	100.0	

Sources: SPSS 23

Based on table 4, respondents with an interest in history and culture were 115 people or 61.5%, an interest in interesting places were 2 people or 1.1%, an interest in learning knowledge was 28 people or 15%, while the others such as the value of beauty, curiosity about the Yogyakarta palace, comfort of the place and photo objects as many as 20 people or 10.7%. The majority of respondents who are interested in Yogyakarta palace tourism are based on the history and culture of the Yogyakarta palace, namely 115 people.

**Validity test**

According to Ghozali (2018) the validity test is used to measure whether a questionnaire is valid or not. The validity test is carried out by comparing the calculated r value with the table r value and looking at the significance of the correlation coefficient at a significance level of <0.05, which means an item is considered valid. The following are the results of the validity test of this research questionnaire:

**Table 5. Validity Test**

Quisioinaire	R-Count	Sig	Keterangan
<b>Environment Problem (X1)</b>			
X1.1	0,873	0,000	Valid
X1.2	0,876	0,000	Valid
<b>Keraton Show (X2)</b>			
X2.1	0,688	0,000	Valid
X2.2	0,703	0,000	Valid
X2.3	0,753	0,000	Valid
X2.4	0,724	0,000	Valid
X2.5	0,713	0,000	Valid
<b>Health Protocol (X3)</b>			
X3.1	0,891	0,000	Valid
X3.2	0,872	0,000	Valid
<b>Return Visit (Y)</b>			
Y1.1	0,890	0,000	Valid
Y1.2	0,906	0,000	Valid

Sources: SPSS 23

### Reliability Test

Menurut Ghozali (2018) reliabilitas sebenarnya adalah alat untuk mengukur suatu kuesioner yang merupakan indikator dari variabel atau konstruk. Suatu kuesioner dikatakan reliabel atau handal jika jawaban seseorang terhadap pernyataan adalah konsisten atau stabil dari waktu ke waktu. Berikut ini adalah hasil uji reliabilitas kuesioner penelitian ini:

**Table 6. Reliability Test**

Variable	Cronbach's Alpha	Critical value	Result
Environment Problem (X1)	0,693	0,6	Reliabel
Keraton Show (X2)	0,753	0,6	Reliabel
Health Protocol (X3)	0,713	0,6	Reliabel
Return Visit (Y)	0,759	0,6	Reliabel

Sources: SPSS 23

### T-Test

According to Ghozali (2018), the t test was carried out to determine the effect of each independent variable on the dependent variable. This test is carried out with the criteria that if the significance value is  $<0.05$ , then the hypothesis is accepted and if the significance value is  $>0.05$ , then the hypothesis is rejected. The hypothesis results in the t test are as follows:

Model	Unstandardized		Standardized	T	Sig	Correlations			Collinearity Statistics	
	Coefficients		Coefficients			Zero- order	Partial	Part	Tolerance	VIF
	B	Std. Error	Beta							
Constant	.846	.464		1.823	.070					
X1	-.099	.058	-.107	-	.091	.411	-.125	-.081	.578	1.730
1				1.698						
X2	.233	.035	.505	6.738	.000	.704	.446	.322	.406	2.462
X3	.394	.065	.395	6.061	.000	.687	.409	.289	.536	1.866

a. Dependent Variable: Y

Sources: SPSS 23

Based on the t test results above:

1. The environmental problem variable has a negative and insignificant effect on the Return Visit variable, this is proven by obtaining a significance value of  $0.091 > 0.05$ .
2. The palace performance variable has a positive and significant effect on the return visit variable, this is proven by obtaining a significance value of  $0.000 < 0.05$ .
3. The health protocol variable has a positive and significant effect on the return visit variable, this is proven by obtaining a significance value of  $0.000 < 0.05$ .

## Discussion

### Environmental Problems Regarding the Return Visit of the Yogyakarta Palace

Based on the lowest mean in variable X1, it states that "Changes in ticket prices on certain days can be clearly understood by potential visitors". So visitors become confused about the price application, which in reality is that on weekdays the price of visiting tickets is set at the normal price, meanwhile on weekends the price is set at a higher price (premium price) (Irsanti, G. A., & Aliyah, I. 2020).

### Palace Performance on the Return of the Yogyakarta Palace

Based on the highest mean in variable X2, it states that "Yogyakarta palace tourism provides new experiences for visitors". This means that according to respondents, coming to the palace tourist attraction provides an interesting experience and gets a heritage tourism experience (Saputra, et al 2022).

### Health Protocol for Returning to the Yogyakarta Palace

Based on the lowest mean in variable X3, it states that "Yogyakarta palace tourist guide facilities can be easily found in the palace area." This means that visiting tourists can easily



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find out about the facilities in the palace, as well as knowledge and history about the Yogyakarta palace (Sinaga, S. A., & Nawangsari, L. C. 2019).

## CONCLUSION

Based on the results of the research and discussion, conclusions can be drawn from this research:

1. The results of this research prove that environmental problems have a negative and insignificant effect on return visits to the Yogyakarta palace.
2. The results of this research prove that palace performances have a positive and significant effect on return visits to the Yogyakarta palace.
3. The results of this research prove that health protocols have a positive and significant effect on return visits to the Yogyakarta palace.

## SUGGESTION

Based on the conclusions from research results on return visits to the Yogyakarta palace tourism, there is a significant influence on performances and health protocols on return visits to the Yogyakarta palace during the Covid-19 endemic. Meanwhile, environmental problems do not have a significant effect on return visits to the Yogyakarta palace. Researchers can submit suggestions that can be used as solutions to several problems and it is hoped that they can be taken into consideration by previous researchers. Based on the results of data processing, the environmental variable coefficient shows that the results have no effect on return visits to the Yogyakarta palace. Researchers suggest paying attention to the influence of the environment on return visits to the Yogyakarta palace. This creates an environment that is less supportive so that environmental problems around the palace can be increased.

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