INCREASE INTEREST VISITING TOURISM IN KUNINGAN REGENCY

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Abstract

Kuningan is a beautiful mountainous area and a tourist destination from various regions in Indonesia and abroad. One of the managers of tourist attractions in Kuningan Regency is the Regional Company of Various Businesses (PDAU). However, the number of visitors from time to time has decreased. This research was conducted to determine people's interest in visiting tourist attractions managed by PDAU. The number of respondents used in this study was 150 people. This research is descriptive quantitative using SEM (Structural Equation Modeling) operated through the AMOS program. The results of direct influence research that advertising and innovation partially and significantly affect competitive advantage. Advertising, innovation and competitive advantage partially and significantly affect visiting interest. Indirect testing that advertising on visiting interest through competitive advantage variables has an effect. Innovation on visiting interest through competitive advantage variables has an effect. The implication of this research is as a reference and input so that PDAU conducts promotions through regular advertising and collaborates with related parties and makes updates/ innovations to tourist attraction facilities according to the needs of the community so that they become superior to other tourist attractions so as to increase visiting interest.

Keywords: advertising, competitive advantage, innovation, visit interest

INTRODUCTION

Kuningan is a regency in West Java, this regency has so many charms and amazing natural panoramas and many are still hidden, so there are still many people who don't know about the beauty and interesting places in Kuningan. Kuningan has many of the best tourist attraction spots, ranging from cultural sites, historical sites, photo spots, mountains, lakes/ reservoirs, to waterfalls that really spoil the eyes and need to be visited.

Regional Company Aneka Usaha in Kuningan Regency is a Regional-Owned Enterprise that manages tourist destinations in Kuningan Regency including: Balong Dalem, Balong Cigugur, Darma Reservoir, Cibeureum Buper (Campground), Cipaniis Paniis Buper, Cipaniis Singkup Buper, Talaga Remis, and Talaga Nilem. Since the implementation of the PSBB regulation and the prohibition of crowding in public places due to the Covid-19 pandemic, the level of visitation in many tourism sectors has decreased.
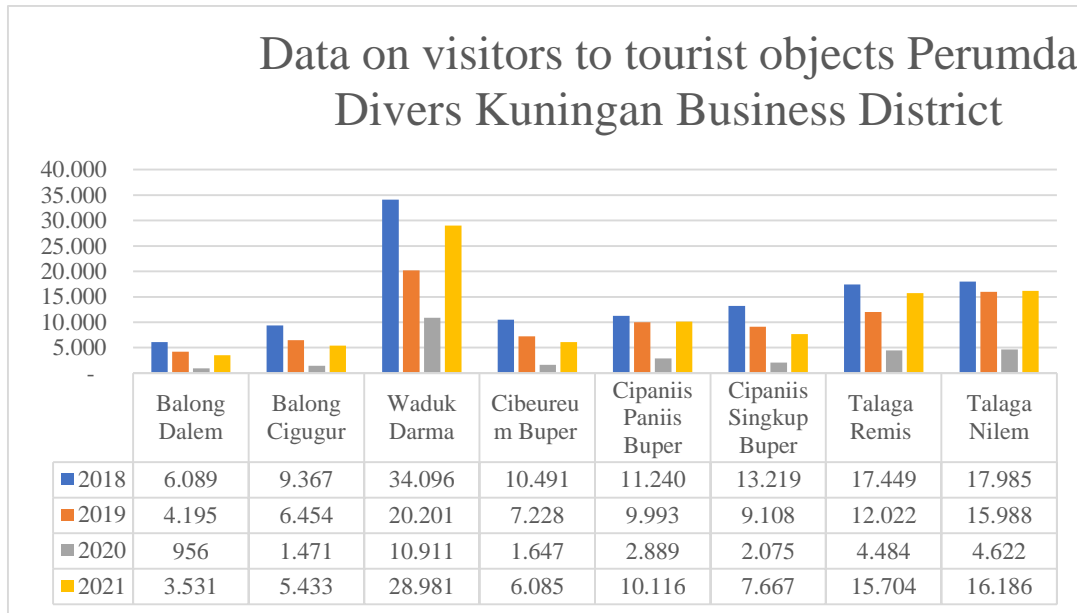
Figure 1. Tourism Visitor Data

Source: Perumda Kuningan County Visitor Data of 2018 - 2021

Based on the collected data (Figure 1), the average number of tourists decreased in 2019 by 28 per cent compared to 2018, the number of visitors decreased by 76 per cent in 2020 compared to 2018 and the number of visitors decreased by 22 per cent in 2021 compared to 2018. The drop in visitor numbers is due to the Covid-19 pandemic that particularly hit Kuningan County. 2018 was a normal year before the Covid-19 pandemic in Indonesia in particular.

In 2022, the Government of Indonesia relaxed regulations that limit the community in carrying out activities, be it tourist visits or activities that cause crowds. This is certainly an opportunity that can be utilized by tourism business actors in regenerating public interest in traveling. This research includes the post-covid 19 phenomenon, this is because during covid 19 the tourist attraction managed by PDAU was temporarily closed, so there was no income for the operation of the tourist attraction. Due to the lack of operational costs, many facilities were damaged, and this greatly affected the interest in visiting the tourist attraction. In addition, the manager does not intensely carry out promotional activities using the advertising method. In one study, interest was reported to be influenced by the presence of attractive advertisements (Suparwo & Pratama, 2021), however, according to research conducted by Doraszelski and Markovich, (2007) that when there are regulations related to advertising it will cause advertising to have no effect on competitive advantage, and based on the results of research conducted by Maulana and Alisha, (2020) that buying interest is influenced by the existence of ongoing innovation. However, the phenomenon of findings from previous research is that innovation has a negative effect on competitive advantage according to Rahmadi, Jauhari, and Dewandaru, (2020), and based on the phenomena and data presented, further research is needed to explore the competitive advantage to grow interest in sightseeing tourism in Kuningan Regency in the wake of the Covid-19 pandemic. This study focuses on tourists managed by regional businesses in various fields in Kuningan Regency.

Formulation of the problem as follows, does the advertising and innovation variable partially affect the competitive advantage variable, the advertising and innovation variable partially affect the interest in visiting variable, the innovation variable

affect the interest in visiting variable, the variable of competitive advantage affect the variable of interest in visiting, the advertising variable affect the interest in visiting the variable through competitive advantage as an intervening variable, and the innovation variable affect interest in visiting the variable through competitive advantage as an intervening variable. The purpose of this study was to determine the effect of advertising, innovation and competitive advantage on interest in visiting tourism in Kuningan Regency. The benefits for businesses include being able to become a discourse for future competitive advantage strategies, as well as contribute to the management of tourist attractions by providing knowledge to improve how to advertise, and what innovations must be updated in order to have an advantage and be able to compete in the world of tourism. As a contribution and reference to the Regional Business Aneka Usaha in Kuningan Regency to maximizing the management of tourist attractions of the Kuningan Regency, including: Balong Dalem, Balong Cigugur, Waduk Darma, Cibeureum Buper (Campsite), Cipaniis Paniis Buper, Cipaniis Singkup Buper, Talaga Remis and Talaga Nilem.

LITERATURE REVIEW

Hierarchy of effects theory by Lavidge & Steiner, (1961) that consumers go through a series of steps or certain stages before taking action after seeing an advertisement. These stages include awareness, knowledge, attitude, intention, and action. **Advertising** is one of four types of promotion that marketers use to convey compelling information to consumers. Research conducted by Jiang, Tan, Liu, Wan, and Gursoy, (2020) shows that effective advertising will influence the desire to visit a tourist attraction by designing advertising messages tailored to different tourists.Advertising goals vary from market to market. Ads do not directly record sales. Sales is a multi-stage phenomenon, and advertising can be used to redirect customers from one stage to another (Simamora, 2007). Advertising is used to create awareness, stimulate action, maintain interest, position the company's products, increase usage of the company's products, increase the number of orders, find customers. new and help marketing intermediaries. To be successful in advertising, companies must effectively design advertising messages about their products. Ideally, Kotler and Keller (2016) state that "message must receive attention, sustain interest, generate desire, and lead to action". This framework is called the AIDA model. Aulianisa, (2013) which states that there is a significant influence between the effectiveness of advertising on buying interest. Kotler and Armstrong, (2010) effective advertising can capture the attention of potential tourists and motivate them to explore the destination further. Strong advertising can shape positive perceptions of the destination.

Innovation is the introduction of something new as an expression of the success of a new to improve something. The theory of diffusion of innovations was developed by Rogers, a communication theorist at the University of New Mexico, in 1962, this theory identifies five categories of adopters, namely innovators, early adopters, early majority, late majority, and laggards, which reflect the process of adoption of innovations by society. An innovation or idea about a tourist attraction spreads through society and how interest in visiting can be influenced by the diffusion process (Rogers, Singhal, & Quinlan, 2014). Innovation can also be expressed as the embodiment, combination or synthesis of original and related knowledge, a new valuable product, a process or a service. Innovation is often associated with creativity, but the two are not the same. Innovation involves creative actions or ideas. make a concrete and substantive difference

in the area in which innovation is made. Innovation is one way to do a competitive way to increase sales of either products or services. Innovation strategy has a positive impact on competitive advantage (Vanessa & Hendra, 2014). Innovation is useful in companies to create new value propositions through a range of activities such as providing new products or services, adopting new organizational and operational practices, providing solutions to technology or creating new skills and competencies, innovation can also foster the skills and knowledge necessary to perceive, master and effectively improve existing technology, simultaneously to create something new (Ofori, Osei, Ato, Mensah, & Affum, 2015).

A competitive advantage is significant if it involves aspects that are valued by the market. Customers should notice consistent differences in important aspects between a manufacturer's product or service and that of a competitor. These differences must be related to some aspect of the product/delivery including the key purchasing criteria for the market. "Product/delivery aspects are variables that influence customers' perception of a product or service, ease of use, and availability. Some examples of these aspects are: product quality, price and after-sales service. According to Hunt, (1997), Resource Advantage Theory is the basic theory of building strategies based on resources to produce positional advantages in several market segments in order to obtain superior performance. When a tourist attraction has an advantage over other tourist attractions, it will increase tourist interest in visiting. Competitive advantage in the context of tourism can include various aspects, such as destination uniqueness, price, service quality, facilities, and many other factors. (Crompton, 1979) states that competitive advantage, especially in terms of attractions and tourist facilities, can influence tourists' interest in visiting. Destinations that offer more unique and interesting experiences can attract more interest in visiting. To create a competitive advantage, companies must be able to use their ability to solve certain problems as this ability increases over time, using and creating new resources, such as technology. capabilities (through new technology or software applications), or open new opportunities for the development of new types of products. A company is said to have a competitive advantage when it comes to implementing a value creation strategy that in the process creates professional employees. Ultimately, superior performance and superiority in manufacturing reflect competitive advantage (Agha, Alrubaiee, & Jamhour, 2012).

Repurchase intention is defined as the intention to buy, i.e. a strong desire to repurchase (Basiya & Rozak, 2012). This definition is considered the direct premise of the behavior. Its application in research to determine purchase intention is that customers will perform future repurchase actions as a direct response to post-purchase behavior within a given time frame. The purchase intention related to the visit of tourists when purchasing tourism services is called attention to the visit behavior. Develop a model that conceptualizes the relationship between perceived service quality, service value and satisfaction as well as its relative influence on purchase intention behavior (Basiya & Rozak, 2012). According to Kotler and Keller, (2016), say that visiting interest is a consumer action in choosing or deciding to visit a place based on the experience of visiting. So, when someone has a desire to visit a tourist attraction, because previously he already had the experience of visiting a tourist attraction.

Research models

The theory and research results show that there is a partial influence between the variables that can be seen in Figure 2 and serve as the basis for creating or describing a

research thinking framework. Based on opinion Supriyantony and Jayadi, (2021) indicates that there is an influence and significance between advertising variables on competitive advantage variables. Aziz and Sulistiono, (2020) states that advertising has a positive and significant impact on consumer intention to visit, in a study conducted by Ramadzan (2022) stating that innovation can make increase competitive advantage, Martina and Adimulya, (2013) suggests that innovation can develop consumer interest in access and follow. Fitriyani and Waluya, (2016) claims that competitive advantage can increase consumer interest in access.
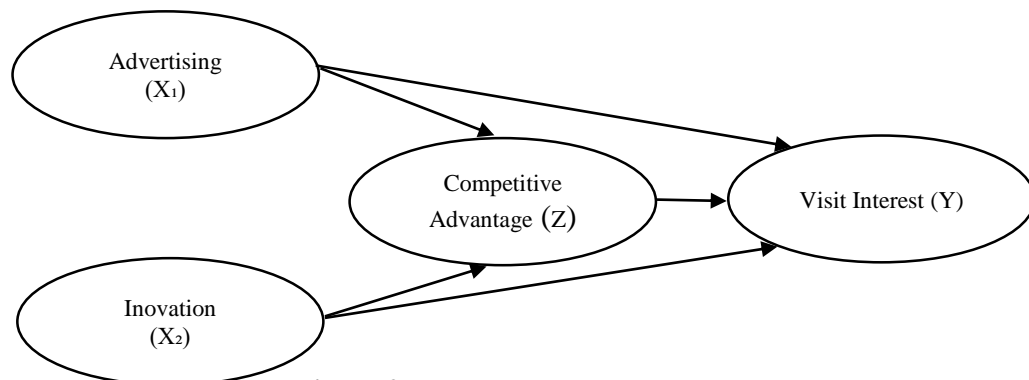

Figure 2. Research Model

RESEARCH METHODS

The method used in this study is descriptive quantitative to describe the research variables and can calculate the level of influence between the research variables. The population specified in this study is the population of Kuningan County that have visited tourist subjects managed by the Kuningan County Multi-Business Area Company.

The determination of the number of representative samples according to (Hair, Black, Babin, & Anderson, 2006) depending on the number of indicators multiplied by 5 to 10.

Sample = n x 10
= 15 x 10 = 150

In this study there were 15 research indicators, so the number of samples determined in this study was 10 multiplied by the number of research indicators, and obtained 150 respondents. While collecting data source, researcher collects data source as primary data and secondary data. Primary data is collected on the basis of both the survey method and the direct observation method of the research object. Secondary data is obtained from historical documents or reports that have been compiled in the archives or documentary data on various regional businesses in Kuningan Regency.

The data analysis technique used in this study is causal model analysis and to test the proposed hypothesis, the analytical technique used is SEM (Structural Equation Modeling) exploited by AMOS program. This study uses two types of analytical techniques, namely confirmatory factor analysis and weighted regression, with the aim of examining the relationship between variables in a model, both among individuals (Santoso, Erstiawan, & Kusworo, 2020). Research modeling using SEM is possible because researchers can answer research questions that are dimensional and regressive in nature.
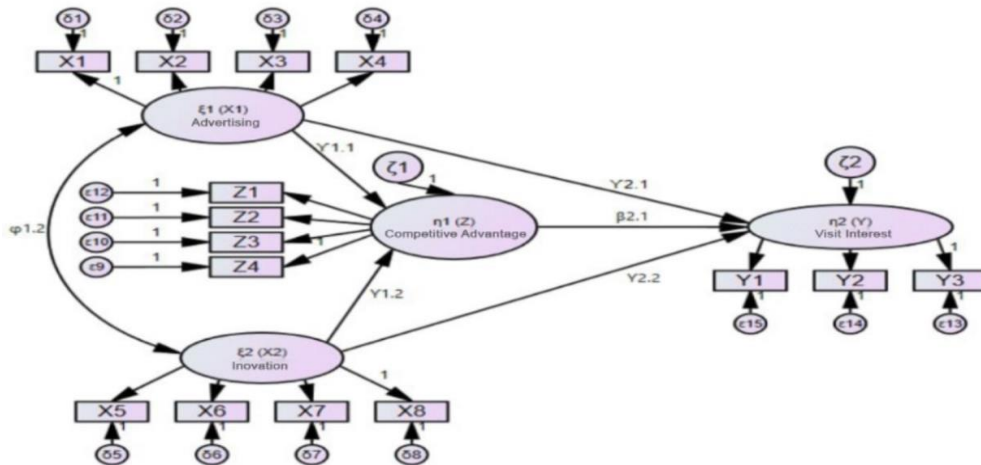
Structural Equation Modeling

Figure 3. Research Model using SEM

Based on Figure 3, the following can be explained: (1) There are two latent exogenous variables namely ξ1 (ksi1) (Advertising) and ξ2 (ksi2) (Innovation) each variable is measured by indicators or manifests. The manifest symbol for exogenous variables is X and the error value is called delta (δ); (2) There are two latent endogenous variables namely η1 (eta1) (Competitive Advantage) and η2 (eta2) (Interest in Visiting) each variable is measured by indicators or manifests. The manifest symbol for endogenous variables is the error value called epsilon (ε); (3) Between exogenous latent variables are covaried by connecting these two latent variables with two arrows (covariance or correlation relationship) with the phi (φ) symbol; (4) All endogenous latent variables must be given error or residual regression values with the symbol zeta (ζ); (5) The regression coefficient between exogenous latent variables and endogenous latent variables is given the symbol gama (γ) by giving notation from endogenous latent variables to exogenous latent variables, From ξ1 to η1 = γ1.1; From ξ2 to η1 = γ1.2; From ξ1 to η2 = γ2.1; From ξ2 to η2 = γ2.2; (6)The regression coefficient between endogenous latent variables and other endogenous latent variables is symbolized beta (β) by giving the following notation: From η1 to η2 = β2.1; (7) There are two measurement models, namely the measurement model of the exogenous latent variable and the measurement model of the endogenous latent variable. The measurement model is the relationship between indicators or manifests and their latent constructs. Based on this figure, there are two exogenous latent measurements ξ1 and ξ2, and two endogenous latent variable measurement models η1 and η2. The factor loading value from the indicator to the latent construct is called lambda (λ). The following is the mathematical equation of the measurement model:

Latent Variable ξ1 :
$X1=\lambda1.1\xi1+\delta1$; $X2=\lambda2.1\xi1+\delta2$; $X3=\lambda3.1\xi1+\delta3$; $X4=\lambda4.1\xi1+\delta4$
Latent Variable ξ2 :
$X5=\lambda5.2\xi2+\delta5$; $X6=\lambda6.2\xi2+\delta6$; $X7=\lambda7.2\xi2+\delta7$; $X8=\lambda8.2\xi2+\delta8$
Latent Variable η1 :
$Z1=\lambda1.1\eta1+\epsilon12$; $Z2=\lambda2.1\eta1+\epsilon11$; $Z3=\lambda3.1\eta1+\epsilon10$; $Z4=\lambda4.1\eta1+\epsilon9$
Latent Variable η2 :
$Y1=\lambda1.2\eta2+\epsilon11$;$Y2=\lambda2.2\eta2+\epsilon12$;$Y3=\lambda3.2\eta2+\epsilon13$

(8) The structural equation model is a model of the relationship between latent variables with the following equation, $\eta1 = \gamma1.1\xi1+\gamma1.2\xi2+\varsigma1$; $\eta2 = \gamma2.1\xi1+\gamma2.2\xi2+\varsigma1+\beta2.1\eta1+\varsigma2$

RESULTS AND DISCUSSION

Kuningan Regency is famous for its natural beauty. Many visitors from inside and outside the area come to visit to admire the beauty of Kuningan District, it's no wonder that even foreign tourists come to visit. The government of Kuningan Regency has a number of organizations to manage existing tourist objects. One of them is the Regional Multidisciplinary Association (PDAU). PDAU is a regional company that manages a number of tourist attractions in Kuningan Regency, including: Balong Dalem, Balong Cigugur, Waduk Darma, Cibeureum Buper (Campsite), Cipaniis Paniis Buper, Cipaniis Singkup Buper, Talaga Remis and Talaga Nilem.

Advertising variables in this study were measured by 4 metrics with 4 utterance items representing receiver/understanding, channel/presentation, message/output, and 75 source/attention metrics. New variation in this study is measured by 4 indicators with 4 utterance items representing receiver/understanding, channel/presentation, message/output and 75 source/attention metrics.

Different interest in accessing this study was measured by 4 metrics with 4 items claiming to represent recipient/understanding, channel/presentation, message/output, and 75 source/ attention. The competitive advantage variable in this study is measured through 4 indexes with 4 command items representing receiver/understanding, channel/presentation, message/output and 75 source/attention indexes. The following is a comprehensive Structural Equation Model (SEM) analysis with fit tests and statistical tests. The results of data processing for full model analysis are shown in the Figures 4 and Table 1:

Figure 4. Full Model SEM

The complete SEM model feasibility test was tested with the standard feasibility values of Chi-Square, CFI, TLI, CMIN/DF, RMSEA, GFI and AGFI as shown in the Table 1.

Table 1. Full Model Feasibility Result Test

Goodness of Fit Indeks	Requirement	Result	Model Evaluation
Chi-Square (df=51)	Less(<68,669)	99,104	Not Fit
Probability	≥ 0,05	0,000	Not Fit
RMSEA	≤ 0,08	0,080	Fit
RMR	≤ 0,05	0,025	Fit
GFI	≥ 0,90	0,925	Fit
AGFI	≥ 0,90	0,824	Not Fit
CMIN/DF	≤ 5,00	1,943	Fit
MmFI/TLI	≥ 0,90	0,957	Fit
CFI	≥ 0,90	0,979	Fit
IFI	≥ 0,90	0,980	Fit

Based on the Table 1 of full model feasibility test results RMSEA, RMR, GFI, CMIN/DF, TLI, CFI and IFI met the requirements and showed that the fit model test has more than five characteristics d. The models compared with the models do not fit, so that this model can be further analyzed other data and tested hypothesis, which is the purpose of this study.

Hypothesis testing for normality consists of testing the normality of the data used in this study, which is observed through the deviation value of the data used. Evaluation of multivariable normality by AMOS software has the criterion of critical ratio (cr) within ±2.58. The results of testing the normality of the data in this study are shown in Table 2.

Table 2. Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y1	4,000	9,000	-,879	-4,397	,394	,984
Y2	5,000	9,000	-,993	-4,964	,462	1,154
Y3	4,000	9,000	-,816	-4,078	,551	1,377
Z1	4,000	9,000	-1,025	-5,124	1,113	2,782
Z2	4,000	9,000	-,959	-4,796	1,704	4,260
Z3	4,000	9,000	-1,025	-5,124	1,280	3,200
Z4	4,000	9,000	-1,017	-5,085	,917	2,292
X5	5,000	9,000	-,630	-3,150	-,109	-,271
X6	4,000	9,000	-1,308	-6,54 0	2,023	5,059
X7	4,000	9,000	-1,275	-6,374	1,620	4,050
X8	4,000	9,000	-1,342	-6,708	2,406	6,014
X4	5,000	9,000	-,683	-3,415	,299	,746
X3	4,000	9,000	-1,170	-5,850	1,539	3,847
X2	4,000	9,000	-1,124	-5,618	,809	2,022
X1	4,000	9,000	-,749	-3,747	,344	,860
Multivariate					3,895	1,056

The results of the standardization test show that C.R. of the multivariable is 1.056 less than 2.58, so it can be concluded that the data is normally distributed in the multivariable. Thus, the research data used meets the requirements for data standardization. The complete model and the normality of the data meet the testing requirements of the SEM model to perform further statistical tests on the relationship between the research variables and become the basis to satisfy the hypotheses. were identified in this study. Hypothesis testing was performed based on critical ratio (CR) > 1.96 and p value with significance level <; 0.05. The research hypothesis testing is based on the analysis results obtained from the causal relationship between the research structures presented in the following Table 3.

Table 3. Regression Weights

			Estimate	S.E.	C.R.	P	Label
Competitive Advantage	<---	Advertising	,544	,269	2,136	,042	par_12
Competitive Advantage	<---	Innovation	,911	,298	3,528	***	par_13
Visiting Interest	<---	Competitive Advantage	,782	,299	2,082	,037	par_14
Visiting Interest	<---	Advertising	,694	,321	2,160	,031	par_15
Visiting Interest	<---	Innovation	,584	,236	2,038	,023	par_16

The test results of competitive advantage on advertising obtained CR value of 2.136 with probability 0.042 which means that competitive advantage has a positive and significant effect on advertising. The test results of Competitive advantage obtained CR value of 3,528 with probability 0.000 which means that the new transformation has a positive and significant effect on competitive advantage. The test results of competitive advantage on visitor interest obtained CR value of 2.082 with a probability of 0.037, means that the competitive advantage variable has a significant and significant influence on the intention to visit.

The test results of advertising on visitor interest obtained CR value of 2.160 with a probability of 0.031 is accepted, that the advertising variable has a positive and significant effect on the intention to visit. The test result of innovation on sightseeing preference obtained CR value of 2.038 with probability 0.023 is accepted, that the new variable has a large and significant effect on the intention to visit. Effect analysis aims to see how directly or indirectly one variable affects other variables. The interpretation of these results will have an important implication in increasing interest in the visit. The estimated parameters for testing the indirect impact as follows shown in Table 4.

Table 4. Standardized Regression Weights

			Estimate
Competitive Advantage	<---	Advertising	,524
Competitive Advantage	<---	Innovation	,836
Visiting Interest	<---	Competitive Advantage	,618
Visiting Interest	<---	Advertising	,637
Visiting Interest	<---	Innovation	,577

Table 5. Standardized Indirect Effects

	Innovation	Advertising	Competitive Advantage	Visiting Interest
Competitive Advantage	,000	,000	,000	,000
Visiting Interest	,482	,333	,000	,000

Based on the test of indirect effects (Table 5), the results show that the magnitude of the indirect impact of advertising variables on access preferences through the competitive advantage variable is 0.333, is accept. The magnitude of the indirect effect of the new variable on the intention to visit through the competitive advantage variable is 0.482, which means that is accepted.

DISCUSSION
The effect of advertising on competitive advantage

Advertising served by PDAU Kuningan Regency has an influence on the competitive advantage of tourists, which is consistent with the research results Supriyantony and Jayadi, (2021), Fauzi, Mardiatmi and Handayani, (2021) showing that that advertising affects competitive advantage. Advertising serves to provide information, attract attention, and remind consumers of a product. Good advertising can give a competitive advantage so that the product can survive the current competition in the tourism industry (Santoso et al., 2020), who found that advertising can shape certain perceptions about product brands and subsequently shape tastes towards product brands. The formed consumer preferences are meant to make the competitive level of the products better, so that they have a good durability in the competition in the market.

Impact of innovation on competitive advantage

Innovation is an absolute that continues to be done by PDAU Kuningan Regency to create a competitive advantage for tourism, this study has proven that innovation affects competitive advantage for tourism. These results are also consistent with research (Sherlin, 2016) showing that the more innovation a company is able to outperform the competition.

Influence of advertising on visiting interest

Publicity is key in efforts to raise public awareness and interest in sightseeing tourism in Kuningan district, especially those operated by PDAU Kuningan. This study proves that advertising has an influence on interest in tours in Kuningan Regency. Interesting promotional content is absolutely essential to generating interest in travel. According to research done by Suparwo and Pratama, (2021), Bhara and Syahida, (2019) shows that buying preference is partially and significantly influenced by advertising variables. Improving the right advertising strategy can increase consumer interest in purchasing. Meanwhile, according to Kerap, Lumanauw, and Lintong, (2022) that advertising partially has a positive and insignificant effect on visiting interest.

Influence of innovation on interest in visits

Innovation can be one of the decisive factors in creating excitement for sightseeing tourism, good and continuous innovation allows tourists to be remembered and even excited to return to visit in the future. In this study, it was proved that innovation

has a significant influence on the intention of the tour and of course that is the basis for the tourism management companies to continue to increase the interest in the tours. visit, the renovation must be done continuously. The results of this study are also supported by research findings Maulana and Alisha, (2020) indicating that innovation has a significant influence on consumer purchasing preferences. But according to Mariah and Dara, (2020) Innovation has no effect on tourist interest.

Effect of competitive advantage on visiting preference

Interest in tourists can be developed one of these by the tourism manager's competitive advantage, which has a competitive advantage i.e. there are elements of advantage and can be used as documentation. consider for tourists to choose a specific tourist object. This study aims to demonstrates that competitive advantage has a significant impact on intention to visit, therefore, tourism managers must have certain factors that make them superior to similar tours to visit. tourists are more thoughtful in deciding to visit. This is consistent with the study of Hou and Dong, (2022), competitive advantage is difficult to imitate, which ultimately forms the value chain through the implementation of competitive strategies to achieve value promotion. and promote sustainable business development.

Influence of advertising on visitor interest through competitive advantage

Through good advertising with attractive content, tourism managers will have a competitive advantage, which can indirectly affect the interest of tourists to visit. Consumer preferences will be formed with the aid of good advertising media by not only loading interesting content but also providing useful information or advice to consumers.

Influence of innovation on sightseeing preferences through competitive advantage

In the field of tourism, continuous innovation is imperative, in addition to trying to arouse the interest of passing tourists, it is also a differentiating factor, the main attraction of the tourist attraction. calendar. This study demonstrates that innovation is one of the competitive advantages that has a significant influence on intention to visit. It is the basis for a travel management company to provide tourists with differentiated experiences through continuous innovation (Jun & Rowley, 2019).

The innovation efforts directed at the tourism industry are significant efforts to boost visitor satisfaction and restore the image of the destination, while overcoming the strong response of the Covid-19 pandemic in the recent years. in recent years through the reconstruction of destination loyalty. Established on the basis of stimulus-organism-response (SOR) theory, this study aims to examine the impact of service innovation on destination loyalty in the Malaysian tourism industry. A self-managed survey was conducted with 400 international tourists visiting Malaysia. Usable data were collected from 322 international travellers and analyzed using structural equation modeling techniques. The obtained results show the importance of the relationship between service innovation, visitor satisfaction, destination image and destination loyalty, with destination image being the mediating factor in customer satisfaction. loyalty and destination loyalty. With stiff competition in the tourism industry in the Asia-Pacific region, the present findings are very helpful for tourism practitioners to formulate and implement effective and innovative marketing strategies. towards a sustainable competitive advantage (Cheng, Abu, Yap, Mansori, & Cham, 2022)**.**

CONCLUSION AND SUGGESTION

Advertising influences the competitive advantage of tourism facilities managed by PDAU Kuningan Regency. Therefore, PDAU Kuningan Regency's efforts to manage advertising through both the Internet and social media must be more creative and focused. With more creative advertising and frequent appearances on social media and his PDAU website, it is hoped that people will become more interested in visiting these tourist destinations. Innovation has a positive and significant impact on the competitive advantage of tourism objects managed by PDAU Kuningan Province It is an absolute requirement to implement. This is because there is a high level of interest in visiting the community as there are new tourist attractions such as selfie spots, playgrounds with bragging experiences, special dances, special drinks and food. Advertising has a positive and significant effect on purchasing interest in tourist facilities managed by PDAU Kuningan Regency. In order to get better visit interest, PDAU should properly manage promotions through social media and websites they operate. Started paying attention to content and aggressively displaying ads on social media and his PDAU website.

Innovation has a positive impact on interest in purchasing tourist facilities managed by PDAU Kuningan Regency. It is important to update the tourist attractions managed by PDAU and create physical improvements and new themes according to market needs. Competitive advantage has a positive and significant impact on interest in purchasing tourist facilities managed by PDAU Kuningan Regency. In order to increase the demand for visits by the general public, PDAU shall have the advantage of tourism objects with different characteristics from other tourism objects such as: Nature tourism with playgrounds, exploration of tourist sites by boat, jeep, etc. Advertising indirectly influences visitor interest through competitive advantage in tourism facilities managed by PDAU Kuningan Regency. Therefore, PDAU should seriously manage promotion through advertising and become advertising as information for the public to know the benefits of managed tourism objects. Innovation indirectly influences visitor interest through the competitive advantage of tourism facilities managed by PDAU Kuningan Regency. For this reason, PDAU must continue to innovate according to the community's desire to outperform its competitors in order to generate interest to visit.

Some suggestions in this research are as follows, (1) In order for the tourism objects managed by PDAU to increase the number of visitors and be able to compete with other tourist objects, it is better to make advertisements more creative by using endorsers or creating interesting content, as well as increasing the duration of advertising on social media, (2) Innovate tourism object facilities and infrastructure by adding play platforms, creating themes for certain events, as well as maintaining cleanliness and repairing facilities that are getting old so that it generates interest in people to visit and is able to compete with other tourist objects.

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