

The Effect Of Destination Images On Tourist Loyalty With Satisfaction As Mediation

¹ Megasari Gusandra Saragih, ² Akhmad Taufik

^{1,2} Management Study Program, Universitas Pembangunan Panca Budi, Medan, Indonesia

Abstract

The study aims to analyze the influence of destination images on tourist loyalty with satisfaction as mediation. The sample used in this study was 150 respondents who were tourists who visited tourism in the city of Padang west Sumatra Indonesia. Purposive Sampling is used as a sampling technique. Quantitative research methods with path analysis using an analysis tool that is SEM with the help of Amos version 20.0. The results of this study indicate that the destination image influences the satisfaction and loyalty of tourists in the city of Padang west Sumatra Indonesia. Satisfaction influences tourist loyalty in Padang City. Besides, the results obtained that the tourist satisfaction variable acts as a partial mediation on the destination image variable on tourist loyalty in the city of Padang west Sumatra Indonesia .

Keywords: Destination Image, Satisfaction, Loyalty.

A. Introduction

Tourism as one of the largest service industries in the world and one of the economic sectors that are very strategic in creating multiple impacts (Multiplier effect), either directly or indirectly, thereby giving an advantage in A country's foreign exchange. Thus, the areas have a large enough opportunity to introduce the tourism potential it has so that it can attract tourists to visit both locally and abroad.

In connection with the tourist destinations, the loyalty of visitors remains an important indicator of the success of destination development. Many previous studies of visitor loyalty include motivation, destination image, quality of travel, customer value and satisfaction, in different locations such as country, City and Island (Bigne and Sanchez, 2001; Chen and Tsai, 2007; Prayag, 2009; Prayag and Ryan, 2012).

Travelers' satisfaction encourages tourists to be loyal to the tourist destination by revisiting and willing to recommend tourist destinations to others. Loyalty is explained as a customer's commitment to enduring deeply to re-subscribe or repurchase selected products or services consistently in the future, despite the influence of the situation and the marketing entrepreneurship Have the potential to cause behavioral change (Hurriyati, 2005).

Destination image can affect tourist satisfaction as well as tourist loyalty (tourists). Coban (2012) proved in his research that the positive destination image will make tourists feel better satisfaction. Coban (2012) also explained that travelers who positively assess the image of a destination may be willing to visit again and recommend the destination to others. The research conducted by Coban (2012) also shows that satisfaction has a positive influence on behavior after purchase (visiting).

Some previous studies have been conducted to determine the destination image relationship to visitor satisfaction (Bigne et al., 2001; Wang et al., 2009; Prayag, 2009; Prayag and Ryan, 2012) stated that the results showed a significant positive influence between the destination image and visitor satisfaction. Unlike studies conducted by Chen & Tsai (2007) and Bosque and Martin (2008) stating that there is no significant influence between the destination image and the visitor's satisfaction. Further research from Hanif et al. (2016) found that the image of the destination has a significant effect on the satisfaction and loyalty of tourists, while research from Amalia & Murwatiningsih (2016) found that the destination image does not affect visitor loyalty. Surya et al., (2018) found that brand image destination has positive and significant effects on tourists repeated visits. Research shows there is a significant positive relationship influence between consumer satisfaction and customer loyalty (Bigne

et al., 2001; Chen and Tsai, 2007; Prayag, 2008; Manurung, 2009; Prayag and Ryan, 2012). Whereas Wisana (2011), mentioning satisfaction does not affect customer loyalty.

One of the tourist destinations that are interesting and many visited by tourists both domestic and foreign is the tourism object in the city of Padang west Sumatra Indonesia. Padang City with the socio-cultural background that upholds Islamic values with the support of natural beauty and its history makes one tourist attraction favored by tourists. Tourist destinations in the city of Padang are increasingly growing mainly tourism history that is very popular with tourists because the city of Padang has a high historical value and a major earthquake disaster a few years ago. In Padang, visitors can enjoy the beauty of Padang beach or Air Manis Beach, complete with the legend of Malin Kundang, equipped with a resto and hotel for the convenience of visitors. The tourism object in Padang City strives to create the satisfaction and loyalty of visitors optimally.

The level of domestic tourist visits to the city of Padang increased year after year (Department of Culture and Tourism of Padang, 2017). It shows that the high level of intense visits from domestic tourists to the city of Padang. Therefore, this research aims to measure the loyalty of tourists to tourism objects in the city of Padang and to know the image of the destination and its relationship with the satisfaction of tourists in the city of Padang west Sumatra Indonesia.

B. Literature review

1. Theoretical Basis

Lawson and Bovy in Lopes (2011) Define the concept of destination imagery as an expression of all the objective knowledge, prejudice, imagination, and emotional minds of an individual or group about a particular location. In tourism, the image development of the destination area occurs from the combination of information heard and perception of the area of the tourism destination itself, such as natural picture, courtesy of the inhabitants, culture, and others. Destination image indicators set by Tasci and Gartner's (2007) are (1) reputation. (2) Natural appeal. (3) Entertainment and events. (4) Historical and cultural attractiveness. (5) Destination accessibility. (6) Level of service quality.

Kotler and Keller (2009) suggest that loyalty is a deeply held commitment to buying or supporting products or services that are liked in the future despite the influence of potential marketing situations and efforts to cause customers to Switch. Another issue for action loyalty behavior in the context of tourism is the determination of the exact timeframe where the customer can or may not return to the destination (Ekinci et al., 2013; Sirakaya-Turk et al., 2015). Traveler's loyalty indicators according to Bigne et al., (2001): (1) recommended. (2) return. (3) quality. (4) Satisfaction.

Oliver (1997) defines satisfaction as an assessment that features of the product or service provide a pleasant level of consumption. Traveler satisfaction Indicators according to Kozak and Rimmington (2000); Lee, Back, and Kim (2009): (1) shopping. (2) activity. (3) lodging. (4) Availability of travel information. (5) Food. (6) climate. (7) attraction. (8) environment. (9) Sightseeing.

2. Conceptual Frameworks and Hypotheses

Tasci and Gartner (2007) in Artuğer et al., (2013) Explain that the destination image affects the behavior of travelers such as intend to revisit, recommend it to others, or return to the tourist destination. Artuğer et al., (2013) Through his research also proved that there is a strong and positive relationship between the destination image and loyalty. Based on this it can be concluded that future traveler behavior that is positively assessing a tourism destination is likely to revisit and recommend a tourism destination related to others. Therefore it can be concluded hypothesized as follows:

H1: The image of tourist destinations affects traveler loyalty in Padang city

Gartner (1989) suggests that a destination with a more positive image will be part of the decision-making process. Court and Lupton (1997) suggest that a destination image that is researched positively affects the visitor's intention to return to the future. Imagery will affect how consumers perceive quality.

A positive image corresponds to a higher perceived quality, which in turn determines the consumer satisfaction (Kozak, 2000).

Therefore it can be concluded hypothesized as follows: H2: The image of the tourist destination affects the satisfaction of tourists in Padang city.

In the tourism industry, some empirical evidence suggests that tourists' satisfaction is a strong indicator of revisiting and recommending destinations to others (Kozak & Rimmington, 2000; Hultman et al. 2015). Satisfaction leads to repeated purchase recommendation and word of mouth positive.

Therefore it can be concluded hypothesized as follows:

H3 : Traveler's satisfaction affects tourist loyalty in Padang city

Lovelock et al. (2010) Explain that true loyalty lies in the satisfaction of customers (tourists) who are very satisfied or the pleasure of service tends to be a loyal supporter of the company (tourism destination). This form of loyalty can combine all purchases with one service provider, in terms of tourism, by returning a visit to a common destination and spreading positive news related to the destination. Therefore it can be concluded hypothesized as follows:

H4: The image of a tourist destination affects the loyalty of tourists in Padang city with the satisfaction of tourists as mediation.

Based on the foundation description theory then the conceptual framework in this study can be described as follows:

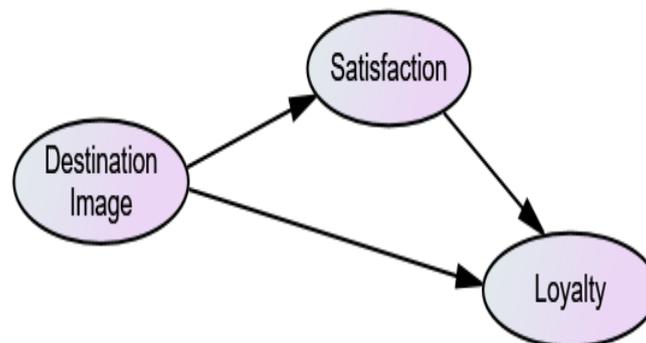


Figure 1. Conceptual Framework

C. Research Methodology

The object in this study is all Muslim tourists who are in Padang city. Samples were obtained from 5-10 from the number of indicators ($19 \times 6 = 114$). Plus 6 samples in case of outlier data. So the samples became 120 tourists. Withdrawal of samples with probability sampling techniques using the accidental sampling approach. Data collection with a Likert scale questionnaire (5-1). The analysis tool used is the Structural Equation Model (SEM) with the help of AMOS version 20.0. The data analysis technique used is path analysis. Sobel test is used for the mediation test.

D. Research Results and Discussion

1. Research Results

The full model test is carried out in two stages: full model before modification and full model after modification. The full model test before modification is carried out to find out how far the initial model formed in meeting the Goodness Of Fit (GOF) criteria before the model is modified. The following will present a full model image before modification:

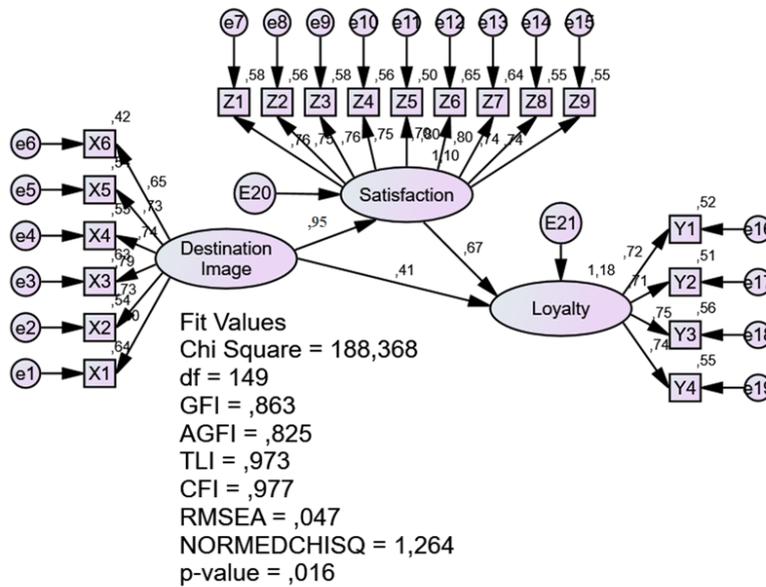


Figure 2. Full Model Before Modified

Based on Figure 2, the GOF value has not been fulfilled, such as the GFI value ($0.863 < 0.90$), AGFI value ($0.825 < 0.90$) and the p-value value that is not yet significant at 0.016. Because Figure 2 has not been able to explain the research model correctly and properly, so it needs to be modified.

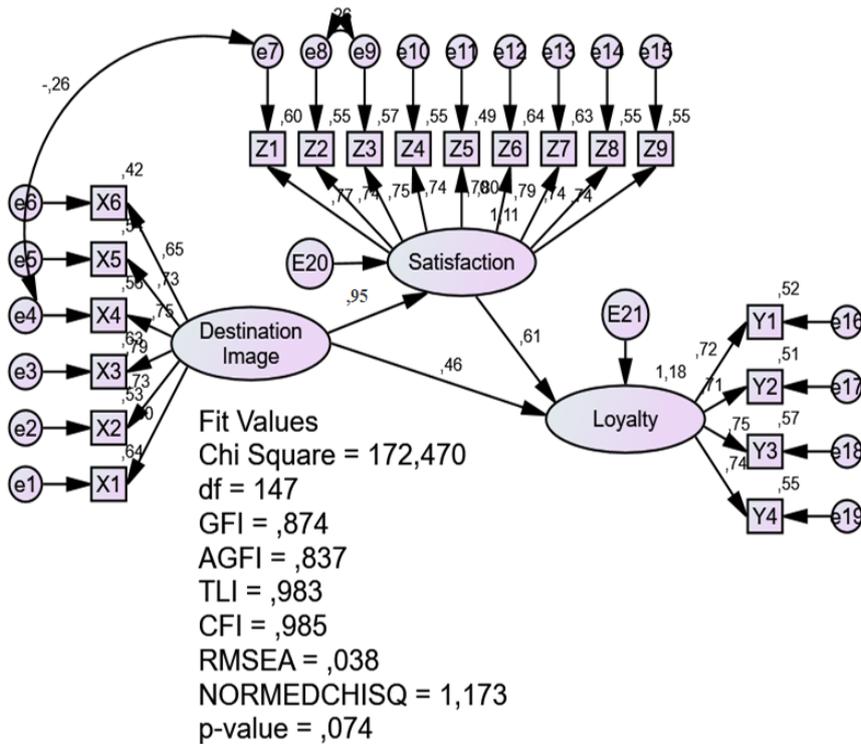


Figure 3. Full Model Full Model After Modified

Based on Figure 3 after modified the entire Construk has fulfilled the criteria of GOF. The value of the P-value is 0.074 which indicates that the model formed has been very significant. Except for the values of GFI and AGFI are still marginal but are approaching well.

2. Discussion

The receipt of the hypothesis is seen from the value of C.R. greater than 2.58 and a value of P smaller than 0.05. To see how large the effect of independent variables against dependent variables will be shown in the following table 2:

Table 1. Effect of Independent Variables on Dependent Variables

Influence between Variables			Std. Estimate	Estimate	S.E.	C.R.	P
Satisfaction	<---	DestinationImage	.952	,956	,095	10,102	***
Loyalty	<---	DestinationImage	,458	,367	,084	4,349	***
Loyalty	<---	Satisfaction	,612	,539	,101	5,325	***

According to table 1 will be elaborated in detail to be able to answer the hypothesis of this research as follows:

The influence of destination image to satisfaction

The image of the tourist destination was positive and significant to the satisfaction with the magnitude of 0.952 (95.2%), C.R value of 10.102 and the probability value of 0.0001. This proves that the image of a tourist destination affects the satisfaction of tourists in Padang city.

In general, tourists who visit a tourist attraction will develop the positive and negative perception that they get from their experience to a tourist attraction. The tourists who have a positive rating on the related tourism destination, namely Padang City, have high satisfaction. Conversely, if a traveler has a negative judgment, it tends to cause a sense of dissatisfaction or disparity with tourism destinations in Padang city. So it can be concluded that tourists who visit the tourism object of Padang City have a positive impression of the attraction so that it creates satisfaction for tourists in the city of Padang.

The results of the study also strengthened the results of the research of Coban (2012), Bigne et al., (2001), Wang et al. (2009), Prayag (2009), Prayag and Ryan (2012) stating that the results showed a significant positive influence between the imagery To the visitor's satisfaction. But the results of this study did not align with the results of research conducted by Chen & Tsai (2007) and Bosque and Martin (2008) stating that there is no significant influence between the destination image on visitor satisfaction. This research reinforces the research of Tasci and Gartner's (2007), particularly indicators of cultural and historical attractiveness, where the other five indicators also reinforce the destination image's impact on tourists' satisfaction in visiting attractions In Padang City.

The influence of destination imagery towards traveller loyalty

The image of the tourist destination positively and significantly influenced the traveler loyalty with a magnitude of 0.458 (45.8%), C.R value of 4.349 and a probability value of 0.0001. This proves that the image of tourist destinations is influential towards tourist loyalty in Padang city.

Results showed that tourists who have a positive judgment about Padang City as a tourism destination can become loyal to the city of Padang. Travelers who already have knowledge or confidence in the reputation, natural appeal, entertainment and events, historical and cultural attractions, accessibility of destinations, and the level of quality of service from the city of Padang can be loyal with Perform certain behaviors. The behavior of tourists is to intend to revisit in the future, say positive things, and recommend a tourist attraction in the city of Padang to others. The influence of the destination image variable on the loyalty of tourists is in line with the research of Artuğer et al. (2013) which concludes that there is a positive influence. The study also strengthened the research results of Tasci and Gartner (2007) in Artuğer et al. (2013) explaining that the destination image affects the behavior of tourists who

intend (interest) to revisit, recommending to people Visit the relevant tourism destination. Also, it also reinforces the research of Lobato et al. (2006); Chen and Tsai (2007); and Prayag (2008) in Coban (2012) Confirming that future behavior that positively assesses the image of a tourism destination including revisiting and recommending related destinations to others.

The effect of satisfaction on traveller loyalty

Satisfaction has a positive and significant impact on traveler loyalty with a magnitude of 0.612 (61.2%), C.R value of 5.325 and probability value of 0.0001. This proves that satisfaction affects the loyalty of tourists in Padang city.

Tourists who have a positive experience and tend to be pleasant, have a greater chance of becoming a loyal traveler towards Padang city compared to tourists who feel disappointed or dissatisfied. This indicates that the higher the satisfaction of tourists to the tourism destination, it will affect the higher the level of quality of tourism destinations in the city of Padang. The behavior of tourists who feel satisfied after gaining experience in a tourism destination is Padang city, in the future conduct/actions, performed such as intend to revisit, say positive things, and recommend to others. The real behavior of tourists who are loyal to Batu City is seen from the quantity of his visit experience. Based on the characteristics of the respondent, it is known that most of the respondents 71.12% have made more than two visits to Padang city. It shows that travelers are satisfied when visiting Padang city and tend to revisit for experience tourism, especially with the support of many tourist attractions in Padang. So, tourists can visit the different tourist attractions each time to the city of Padang.

The research supports the research of Coban (2012), which is the result that satisfaction has a positive influence on behavior after visiting, either by making a return visit to tourist destinations that have been visited and or Recommend it to others. The results of this research are also in line with the theory expressed by Lovelock et al. (2010), that true loyalty to the company (tourism destination) is found in the satisfaction of customers (tourists), who are very satisfied or are enjoying the service Given. This form of loyalty can be revisiting the same tourism destination and or spreading positive news related to tourism destinations.

Satisfaction Mediates the Effect of Destination Imagery on Tourist Loyalty

To find out whether or not mediating satisfaction with the influence of tourist destination images toward tourist loyalty, it can be seen in the following picture of the Sobel test:

Input:	Test statistic:	Std. Error:	p-value:
a 0.952	Sobel test: 5.1851897	0.1123631	2.2e-7
b 0.612	Aroian test: 5.16638745	0.11277203	2.4e-7
s _a 0.095	Goodman test: 5.20419875	0.11195268	1.9e-7
s _b 0.101	Reset all	Calculate	

Fig. 4. Sobel test Results

Based on the calculation results found the significance of the line-a (0.0001), line-b (0.0001), line-C (0.0001), and Line-C' (0.0000022). Then it can be concluded that the satisfaction of partial mediation the effect of the image of tourist destinations on tourist loyalty in Padang city. This means that satisfaction can affect directly or indirectly to increase the loyalty of tourists in Padang.

E. Conclusion

Conclusions obtained from the results of the study: (1) The image of a tourist destination affects the loyalty of tourists in Padang city; (2) Image of tourist destination is influential to the satisfaction of tourists in Padang city; (3) The satisfaction of tourists influences the loyalty of tourists in Padang city;

and (4) image of tourist destinations influential to tourist loyalty in Padang city with the satisfaction of tourists as partial mediation.

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