

## Analysis effect of Image, Quality, and Satisfaction on Loyalty study at Bahari Tourism in Derawan Island

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### ABSTRACT

This study aims to analyze the effect of image, quality and satisfaction on loyalty and placing satisfaction as an intervening variable on the Bahari Tourism in Derawan Island by setting a sample of 80 respondents. Data were analyzed using Partial Least Squares-Structural Equation Model (SEM) through SmartPLS Ver. 3.2.7. The results showed that image directly positive and significant effect on loyalty. Quality directly positive and significant effect on loyalty.

Satisfaction directly positive and significant effect on loyalty. Image through satisfaction as an intervening variable directly positive and significant effect on loyalty. Quality through satisfaction as an intervening variable directly positive and significant effect on loyalty.

**keywords:** Image, quality, satisfaction, loyalty

### INTRODUCTION

#### Background

Nowadays, management science is developing very rapidly, its presence makes human activities more effective and efficient. Management is a science and art in completing work through other people and with management all forms of human activity become much easier to implement. Especially in Marketing Management, which makes it easier for individuals or groups to get what they want by creating, offering and exchanging valuable products to other parties or all activities related to the delivery of goods or services from producers to consumers.

Marketing management is a study that has received a lot of attention from practitioners and academics in the current era, because marketing management is considered to be able to have a major impact on the value of a product or service. Moreover, marketing management is able to play a role in several sectors, one of which is in the tourism sector which is quite stunning in the eyes of the world, in Indonesia itself tourist destinations are quite easy to find in each province, besides that there are still quite a lot of tourist attractions that can be developed in Indonesia because we know that Indonesia is one of the archipelagic countries that

is geographically located on the equator, in fact it is not uncommon for other countries to call Indonesia a paradise of tourist attractions, because of its very supportive geographical factors.

Tourism development that has benefits in increasing the application of labor, encouraging equal business opportunities, encouraging equal distribution of national development because it can contribute to the receipt of foreign exchange generated from the number of foreign tourist visits (WISMAN), and for regions, tourism development can have a good impact including triggering creative economic crafts from human resources in the environment around the tourist attraction. Good tourism development must of course pay attention to the elements that can support a tourist attraction, including image, quality, satisfaction and loyalty. The continuous increase in tourist visits to Berau Regency is also accompanied by the increasing number of accommodation facilities provided by tourist attractions.

Berau Regency is one of the regencies that is blessed with abundant natural resources, especially in the tourist attractions available in Berau Regency. Not infrequently many tourists choose Berau Regency as a destination for a vacation and to add new experiences. Berau Regency is located between 10-2033 'and 1160'-118057, is above sea level between 5 and 55m, the area is around

34,127.17 km<sup>2</sup> with its capital Tanjung Redeb. The Regency also borders several areas, namely in the north it borders Bulungan Regency, in the south it borders Kutai Timur and Kutai Kartanegara Regencies, and in the east it borders the Makassar Strait. Berau Regency consists of 13 sub-districts, 10 urban villages, 100 villages and 701 neighborhood units (RT). Of the 13 sub-districts in Berau Regency, there are 159 tourist objects and attractions spread throughout the region from upstream, downstream, coast, and islands. Meanwhile, the climate in Berau Regency ranges between 23.30 and 34.50C with air humidity between 82% and 89%. Air pressure between 1009.6 and 1012.7 millibars. Wind speed between 3.2 and 4.6 knots with sunshine duration between 43% and 81.2%. The amount of rainfall is between 124.4 and 413.8 mm<sup>3</sup> with the number of rainy days between 15 and 25 rainy days.

With these facts, many tourists choose Berau Regency as a destination for tourism. Even the number of WISMAN (Foreign Tourists) and the number of WISNUS (Domestic Tourists) if calculated in 9 years each year continues to increase. The number of tourists foreign tourists dropped drastically in 2012, which the previous year reached 3,300 people, down to 837 people. However, it increased drastically again in 2013, even in 2014, the number of foreign tourists experienced a very significant

increase, in 2013 which was only 4,026 people increased to 10,728 people. Likewise, the number of domestic tourists increased from 2010 to 2013, although in 2014 there was a decrease in the number of tourists, but in 2015 to 2018 the increase in tourists continued to occur. There are even tourists who have visited and choose to revisit the tourist attractions available in Berau Regency.

One of the famous marine tourism objects is Derawan Island. Derawan Island has tourism potential which is currently a very popular attraction for tourists who come to Berau Regency. Derawan Island has white sand and is famous for its beautiful underwater tourism. Derawan Island is a marine or beach tourism area and is managed by the village community.

## LITERATURE

### 1. Image

Image is something that has an abstract meaning or is not tangible to the naked eye, but its form can be felt from the assessment. Either a kind of sign of respect and honor from others. It can be said that image is an understanding of the impression that arises because of the understanding of something real.

Pitana and Diarta (2009) explained that the image related to tourism is the belief held by tourists regarding the products or services that tourists buy or will buy. The image of a tourist destination is not always formed from experience or facts, but

can be formed so that it becomes a strong motivational or driving factor for tourists to travel to a tourist destination. The image of a tourist destination is based on the assessment of tourists which varies from one person to another.

Coban (2012) in his research explained that the image of a tourist destination consists of the results of rational assessment or cognitive image and emotional assessment or affective image of the destination itself. Cognitive image according to Coban (2012) explains the beliefs and information that a person has about a destination. There are six dimensions of cognitive image, namely attractions (touristy traditions), basic facilities (basic facilities), cultural attractions (cultural attractions), accessibility and tourism substructures (touristy substructures and access), natural environment (natural environment), and economic factors (variety economic factors). While the affective image according to Artuger et al (2013) is a person's feeling, namely a tourist, about a destination. Artuger et al (2013) divides affective image into three, namely a lively city, an exciting city, and a pleasant city.

### 2. Quality

Quality can be said to be quality, namely the level of good or bad level or degree of something. Quality is also the ability of a product or service to meet the desires and needs of users or consumers of a product or service.

Kotler and Makens (1999) define quality as the overall characteristics and properties of a product or service that affect the ability to satisfy stated or implied needs.

Goetsch and Davies (2014) explain that quality as a dynamic condition related to products, services, human resources, processes, and environments that meet or exceed expectations. So the definition of quality can be interpreted as an effort to fulfill the needs and desires of tourists and the accuracy of its delivery in balancing tourist expectations.

### 3. Satisfaction

Satisfaction is a condition in which desires and expectations are fulfilled. Every service provided is considered satisfactory if the service can fulfill a person's desires. Measuring satisfaction is an important element in providing better, more efficient and more effective services. When someone is dissatisfied with a service provided, the service can be concluded as ineffective and inefficient. Increasing satisfaction is an important factor in developing a service system provided. Kotler and Keller (2010:211) satisfaction is obtained when customer desires and needs are met, while human desires and needs are always changing and have no limits, tourist satisfaction is the level of someone's feelings after comparing the performance of the product/service that he feels with his

expectations. Kotler and Keller (2008) also say that satisfaction is a feeling of disappointment or pleasure felt by someone, which arises from comparing the perceived performance of the product or result to the buyer's expectations.

Meanwhile, according to Prayag (2008) in Coban (2012) in relation to tourism, tourist satisfaction is an overall measure of tourist opinion on each destination quality, this measure can be considered as a value regarding the quality of the results of the tourism destination, for example treatment.

Tjiptono (2012:349) Tourist satisfaction or dissatisfaction is a response to the evaluation of the perceived inconsistency or disconfirmation between previous expectations and the actual performance of the product felt after use, satisfaction is a post-purchase evaluation where the chosen alternative is at least the same or exceeds customer expectations, while dissatisfaction arises when the results (outcomes) do not meet expectations.

Yuksel et al (2010) measured satisfaction with three items, the first relating to whether or not tourists are happy with their decision to visit a tourism destination, the second is the belief that choosing the related destination is the right thing to do, and the third is the overall level of satisfaction during a trip to a tourism destination.

### 4. Loyalty

Significant customer loyalty is closely related to the continuity of the company and to the strong growth of the company in the future, therefore maintaining existing customers is more important than aggressive strategies such as expanding market size by attracting potential consumers (Lapiyoadi, 2013).

Sramek et al (2008) in Artuger et al (2013) define loyalty as repeat purchases, positive attitudes, long-term commitments, intending to continue affiliation and spreading positive information to others. Willingness to use a company's products in the long term, in tourism, is related to the willingness of tourists to revisit a destination in the future.

In relation to tourist destinations, visitor loyalty remains an important indicator of success destination development. Many previous studies of visitor loyalty, including motivation, destination image, trip quality, customer value and satisfaction, in different locations such as countries, cities and islands (Bigne and Sanchez, 2001; Chen and Tsai, 2007; Chi and Qu, 2008; Huang and Hsu, 2009; Prayag, 2009; Prayag and Ryan, 2012).

### HYPOTHESIS

Based on the description above, the hypothesis of this study is as follows:

H1: It is suspected that image influences the loyalty of Derawan Island tourists.

H2: It is suspected that quality influences the loyalty of Derawan Island tourists.

H3: It is suspected that satisfaction influences the loyalty of Derawan Island tourists.

H4: It is suspected that image through satisfaction influences the loyalty of Derawan Island tourists.

H5: It is suspected that quality through satisfaction influences the loyalty of Derawan Island tourists.

### RESEARCH FRAMEWORK

Based on the variables stated in the previous section, the research framework can be built. The framework has image and quality as independent variables, satisfaction as a moderating variable, and loyalty as a dependent variable.

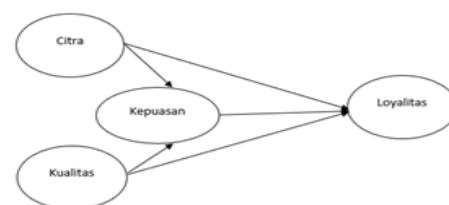


Figure 1. Research Framework

### RESEARCH METHOD

#### 1. Unit of analysis, Population and Sample

The unit of analysis used in this study is Derawan Island tourists. Zuhdi et al (2016:13) In PLS-SEM Chin stated that the minimum sample size used in PLS-SEM is 30-100 samples. This study involved 80 respondents.

#### 2. Data Collection Method

The method used to collect data in this study was by using a

questionnaire made using closed questions with a perception measure using a Likert scale. Questions in the questionnaire were made using a scale of 1-5 to represent the opinions of respondents.

### ANALYSIS

Data processing techniques using the SEM (Structural Equation Modeling) method based on Partial Least Squares (PLS).

#### 1. Hypothesis Testing

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output path Coefficients and Specific Indirect Effects. This table provides the estimated output for testing the structural model.

*Tabel 5. Path Coefficients*

	Sample Mean (M)	Standard Deviation (STDEV)	T-stat	P Values
Citra → Kepuasan	0.387	0.126	3.121	0.002
Citra → Loyalitas	0.330	0.093	3.550	0.000
Kepuasan → Loyalitas	0.319	0.110	2.892	0.004
Kualitas → Kepuasan	0.432	0.120	3.550	0.000
Kualitas → Loyalitas	0.253	0.104	2.410	0.016

*Tabel 6. Specific Indirect Effects*

	Sample Mean (M)	Standard Deviation (STDEV)	T-stat	P Values
Citra → Kepuasan → Loyalitas	0.122	0.058	2.163	0.031
Kualitas → Kepuasan → Loyalitas	0.140	0.067	2.017	0.044

In Partial Least Squares (PLS), statistical testing of each hypothesized relationship is carried out using simulation. In this case, the bootstrap method is used on the sample. Bootstrapping testing is also

intended to minimize the problem of research data abnormality. The results of bootstrapping testing from the Partial Least Squares (PLS) analysis are as follows:

#### Image - Loyalty

The results of the first hypothesis test show that the relationship between the image variable and the loyalty variable shows a path coefficient value of 0.330 with a ttable value of 3,550 and a significance of 0.000. These results indicate that image has a positive and significant influence on loyalty, which means that the first hypothesis is accepted.

#### Quality - Loyalty

The results of the second hypothesis test show that the relationship between the image variable and the loyalty variable quality with loyalty variable shows a path coefficient value of 0.253 with a ttable value of 2.410 and a significance of 0.016. These results indicate that quality has a positive and significant influence on loyalty so that the second hypothesis is accepted.

#### Satisfaction - Loyalty

The results of the third hypothesis test show that the relationship between the satisfaction variable and the loyalty variable shows a path coefficient value of 0.319 with a ttable value of 2.892 and a significance of 0.004. These results indicate that satisfaction has a positive and significant influence on

loyalty so that the third hypothesis is accepted.

### **Image - Satisfaction - Loyalty**

The results of the fourth hypothesis test show that the relationship between the image variable through the satisfaction variable and the loyalty variable shows a path coefficient value of 0.122 with a ttable value of 2.163 and a significance of 0.031. These results indicate that image through satisfaction has a positive and significant influence on loyalty so that the fourth hypothesis is accepted.

### **Quality - Satisfaction - Loyalty**

The results of the fourth hypothesis test show that the relationship between the quality variable through the satisfaction variable and the loyalty variable shows a path coefficient value of 0.140 with a ttable value of 2.017 and a significance of 0.044. These results indicate that quality through satisfaction has a positive and significant influence on loyalty so that the fifth hypothesis is accepted.

## **DISCUSSION**

### **Image - Loyalty**

Based on the previous analysis, it can be concluded that there is a direct positive and significant influence of the image variable on loyalty. A good image will make tourists who have visited will visit again, even those who have never visited will make Derawan Island a recommended tourist destination.

### **Quality - Loyalty**

Based on the previous analysis, it can be concluded that there is a direct positive and significant influence of the quality variable on loyalty. This positive and significant influence shows that the better the quality of tourism offered by Derawan Island, the more tourists will visit and even return.

### **Satisfaction - Loyalty**

Based on the previous analysis, it can be concluded that there is a direct positive and significant influence of the satisfaction variable on loyalty. This is a factor that can increase tourist loyalty in the desire to visit Derawan Island. Tourists who are satisfied with their visit to Derawan Island will return to travel.

### **Image – Satisfaction – Loyalty**

Based on the previous analysis, it can be concluded that there is an indirect positive and significant influence of the image variable on loyalty through satisfaction.

### **Quality – Satisfaction – Loyalty**

Based on the previous analysis, it can be concluded that there is an indirect positive and significant influence of the quality variable on loyalty through satisfaction.

## **CONCLUSION AND SUGGESTIONS**

The conclusion in this study is that tourism image has a positive and significant influence on tourist loyalty, this means that a good image of Derawan Island will make tourists want to return to Derawan Island.

It is proven that tourism quality has a positive and significant influence on tourist loyalty. This means that good tourism quality and sustainability offered by Derawan Island will increase tourist loyalty.

It is proven that tourist satisfaction has a positive and significant effect on tourist loyalty, this means that high tourist satisfaction will increase tourist loyalty.

It is proven that tourism image has a positive and significant effect on tourist loyalty through tourist satisfaction, this means that a good image of Derawan Island will increase tourist satisfaction, this will trigger and increase the loyalty of Derawan Island tourists.

It is proven that tourism quality has a positive and significant effect on tourist loyalty through tourist satisfaction, this means that the quality of Derawan Island that is maintained and good will increase tourist satisfaction, this will trigger and increase the loyalty of Derawan Island tourists.

The managerial implementation of the results of this study should be able to improve the image of tourism by implementing strategies to maintain and improve the quality of tourism, especially in the quality of public facilities on Derawan Island, cleanliness that must be maintained, and the uniqueness of Derawan Island that must be improved. With this, the sense of satisfaction that will be felt

by tourists will increase, this factor will make tourists return to Derawan Island.

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