

Role of Satisfaction in The Influence of Destination Image on Tourist Attitudinal Loyalty

Luh Putu Kartini^{1*}, I Putu Utama², Amirosa Ria Satiadji³

^{1,2,3} Graduate Program of Applied Tourism, Politeknik Pariwisata Bali
(Bali Tourism Polytechnic)

Jl. Dharmawangsa, Bena, Kec. Kuta Sel., Kabupaten Badung, Bali 80361

*Corresponding author: kartinilpk@gmail.com

Abstract

Tourist loyalty is very important for tourist destinations as it showing commitment and willingness to recommend to other so the business processes in destination can continue to grow. This research aims to analyze the role of satisfaction in the influence of destination image through attitudinal loyalty in Medana Village, Tanjung – North Lombok from tourist's perspective. The data collection of this research was carried out by purposive sampling method through the distribution of questionnaires, observations, literature studies and secondary data, also interviews. Analysis of the data used is path analysis using SEM (Structural Equation Modeling) with mediating effects and tested with AMOS and Sobel-test. The results stated that satisfaction is able to mediate the effect of destination image on attitude loyalty. However, there are still improvements needed to increase tourist satisfaction, such as develop a customer-centric strategy, formulate transformative services and gaining support from the association/industry.

Keywords

satisfaction; destination image; attitudinal loyalty

Article History

Received:

May, 2022

Revised:

June, 2022

Accepted:

June, 2022

DOI

<https://doi.org/10.52352/ijarthy.v1i1.724>

1. INTRODUCTION

West Nusa Tenggara Province (NTB) has become one of the tourist destinations that are quite well known in Indonesia. The geographical location adjacent between Bali and Labuan Bajo makes NTB being a stop-over destination and indirectly can affect the number of tourist visits to NTB, so it has implications for tourism progress (Disparprov, 2019). This progress is expected to be sustainable by continuing to maintain the satisfaction and

satisfaction of tourists where both of these show commitment and desire to recommend to others so that business processes in the destination can continue to grow through destination image (Stylidis et al., 2020)

Destination image is an individual's mental representation of the knowledge (beliefs), feelings and overall perceptions of a particular goal (Qu, H., Kim, L. H., 2011; Sharma & Nayak, 2018) Satisfaction is the feeling of pleasure or disappointment of someone that arises from comparing the perceived performance of the product (or results) to one's expectations (Kanwel et al., 2019; Lu et al., 2017) Attitudinal loyalty is a deep commitment of consumers to re-subscribe or repurchase selected products/ services consistently in the future, although the influence of the situation and marketing efforts has the potential to cause behavior change (Bennett & Rundle-Thiele, 2018; Dharmmesta, 2019; Kim, 2017; Ramadania, 2010).

Increased tourist visits should be an opportunity for tourist destinations to be able to build their destination image to increase tourist satisfaction and potentially to make tourists return to the destination or grow tourist attitudinal (Lesmana et al., 2020; Nusantini, 2016). However, according to data from the NTB Province Statistics Agency, the increase in the number of tourists actually has no effect on the tendency of tourist attitudinal loyalty which can be represented through the average length of stay of tourists in North Lombok Regency. When tourist visits increase, while the average length of stay decreases, it is indicated that there is a tendency for tourists to be disloyal to the destination (Santoso, 2019; Zakaria, 2020). This is also a concern of tourist villages in North Lombok Regency, amid the development of the "99 Desa Wisata" program that was intervened by the NTB Provincial Government. One of the villages included in the list of the 99 Tourism Village program which is also located in North Lombok Regency is Medana Tourism Village.

Medana Tourism Village is a village on the west coast of Lombok Island, precisely in Tanjung, North Lombok Regency, NTB. This village was formed in 2003 from the expansion of Sokong Village based on the Decree of the Regent of West Lombok Number 28 of 2003. Medana Tourism Village has been established by the NTB Provincial Government as one of 99 tourist villages that will be developed by the NTB Provincial Government through the West Nusa Tenggara Governor's Decree No. 050.13 - 366 of 2019 concerning the Determination of 99 Tourist Village Locations in West Nusa Tenggara Province in 2019 - 2023 (Disparprov, 2019, 2020).

Based on the results of interviews and the results of pre-research surveys, tourists have not been yet satisfied with the comfort, environment and adequate destination infrastructure, varied tourist activities (destination image). They have not felt the ease of accessing the tourist village and are

satisfied with the services provided (satisfaction) and there is no desire to return and recommend to family / friends (attitudinal loyalty). There has also been no previous research on analyzing the role of tourist satisfaction in the destination image on attitudinal loyalty of tourists visiting Medana Tourism Village.

This research aims to analyze the role of satisfaction in the influence of destination image through attitudinal loyalty in Medana Tourism Village from the tourist perspective. The problems that will be studied in this research are limited to satisfaction, destination image and attitudinal loyalty, and limited to reviewing the perspective of tourists who have visited Medana Tourism Village. In addition, this research is expected to help the management of Medana Tourism Village to figure the way better to maintain the satisfaction of tourists through optimizing the image of destinations and attitudinal loyalty.

2. RESEARCH METHOD

There have been several previous studies related to this research such as destination image has a positive and significant effect on the loyalty of visiting tourists (Assegaf, 2016; Farida, 2017). But different results were shown in research that said unique destination image had no significant effect on attitudinal loyalty (Timurti & Nugraha, 2020; Wulandari et al., 2019). Similarly, destination image (cognitive imagery, unique imagery and affective imagery) do not directly affect the attitudinal loyalty in tourist attractions (Lesmana et al., 2020; Safitri et al., 2020).

Supported by previous research in the context of the tourism and hospitality industry, the research models in this research include the image of destination (X) as a free variable, attitudinal loyalty (Y) as a bound variable and satisfaction as a mediation variable (M) with the following research framework:

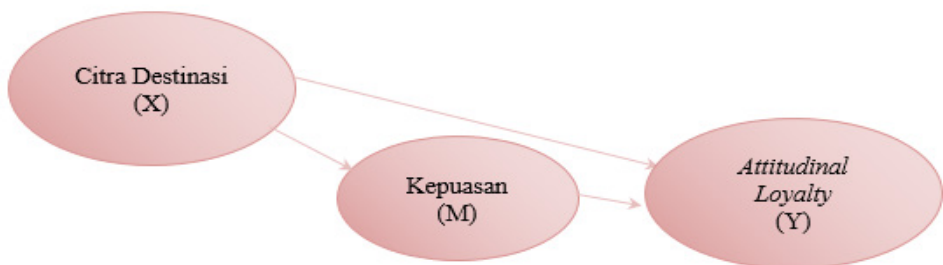


Figure 1. Research Framework
(Source: Research Data, 2020)

Thus, the hypotheses tested in this research are:

H₁: Destination image affects the satisfaction.

H₂: Destination image affects the attitudinal loyalty.

H₃: Satisfaction affects attitudinal loyalty.

H₄: Satisfaction can mediate the influence of destination image on the attitudinal loyalty.

The research had outlined three latent variables with 15 indicators. Data collection in this research was conducted by purposive sampling method as many as 100 people through distribution of questionnaires, observations, literature studies and secondary data, also interviews. Research method used is a quantitative descriptive method using SEM pathway analysis techniques (Structural Equation Modeling) and tested through AMOS Version 22 and Sobel-SPSS test to determine the role of satisfaction in the influence of destination image on tourist attitudinal loyalty.

3. RESULT AND DISCUSSION

3.1 Data Description

Data collected from the survey reached the desired number with a 100% rate of return, the response obtained was 100 scattered surveys.

Table 1. Respondent Demographic Results

Demographics	Percentage (%)
Origin	
Bali	43
Java	50
Others	7
Ages	
20-30	5
31-40	54
>40	41
Occupation	
Self employed	50
Private Employees	32
Others	18
Length of Stay	
< 3 days	34
> 3 days	66
Purpose of Visit	
Holiday	74
Business	26

Source: Research Data, 2021.

Table 2 shows the demographic information of respondents (i.e. origin, age, length of stay and purpose of visit) examined for samples (n = 100). The respondents' origin were mostly from Bali (43%) and Java (50%). Respondents were dominated by the 31-40 old year group (54%). The majority of respondents (50%) are self-employed. Furthermore, most of the respondents visited Medana Tourism Village for more than 3 days (66%) due to the distance from the airport/port. The purpose of visit of respondents was to take a vacation (74%). The data collection technique was done through questionnaires used consists of statements made based on each variable (destination image, satisfaction and attitudinal loyalty) and assessed using the Likert scale with a score range of 1 - 5.

Table 2. Description of Latent Variables

Variable	Mean	Category
Destination Image	3.20	Neutral
Satisfaction	3.44	High
Attitudinal loyalty	3.49	High

Source: Research Data, 2021.

Table 2 shows that the respondent's answer description to the destination image variable obtained an average value of 3.20, where indicators that are above the variable average value are "interesting to visit" and "get new experiences". Satisfaction earned an average value of 3.44, where indicators that are equivalent to the average value of variables are "product as expected" and "feel satisfied to the services provided". The attitudinal loyalty variable has an average value of 3.49. Indicators that are above the average value of variables are "revisit the destination" and "recommending through the media".

3.2 Discussion

This research using the analysis of structural equation models (SEM) which aims to confirm hypothetical models that already exist in the research framework through empirical data. The data in the research was obtained from 100 respondents. The default model of eight measuring instruments (chi-square, probability, RMSEA, GFI, AGFI, CMIN/DF, TLI and CFI) all meet the criteria either. Therefore, the model is suitable and suitable for use, so that interpretation can be carried out for further discussion.

Construct Reliability Test Score

The Limit Construct Reliability is accepted if the value >0.70. The results of construct reliability calculations in this research showed that destination

image has a construct reliability value of 0.96, satisfaction value of 0.95, and attitudinal loyalty value of 0.72. The construct reliability value of the three variables is greater than 0.70 so all indicators used in this research have good consistency.

Average Variance Extract (AVE)

The AVE Test limit value is accepted if the value >0.50. It can be seen that the results of the AVE calculation of the destination image variable has a variance extracted value of 0.82, the variable of tourist satisfaction of 0.81, and the variable attitudinal loyalty of 0.55. The variance extracted values of the four variables are greater than 0.50 hence the variants extracted from the larger indicators for the formation of latent variables.

Sobel Test Results

The Sobel test is performed by testing the indirect influence power of independent variables (X) to dependent variables (Y) through intervening variables (M). In this research the variables conducted Sobel test are destination image as independent variables (X), satisfaction as mediation variables (Y) and attitudinal loyalty as dependent variables (Y). The results from the Sobel Test in this research can be seen in figure 2.

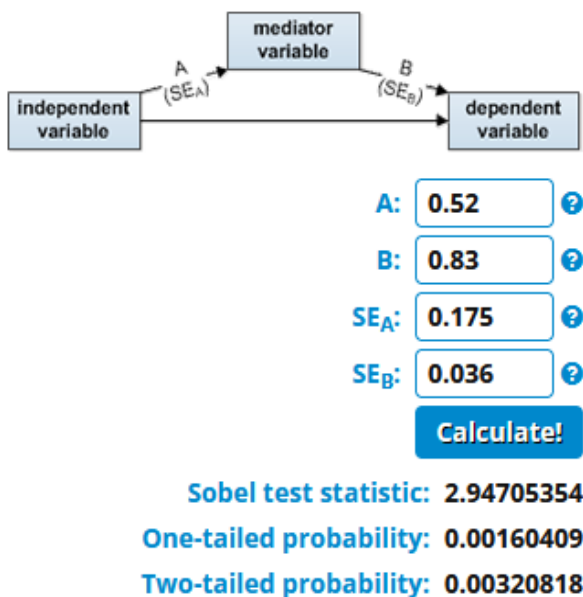


Figure 2. Results of Sobel Test of Destination Image to Attitudinal loyalty Through Tourist Satisfaction (Source: Research Data, 2021)

Based on the results of data from the Sobel Test in Figure 2 shows that satisfaction mediates the influence of destination image on attitudinal loyalty because it has a Sobel test statistic of 2.94 where this value is greater than 1.96 and also a p value of 0.003 or smaller than 0.05.

Hypothesis Test

Hypothesis testing is done by direct influence testing through estimation of *Regression Weights* models of structural equations and testing indirect influences through mediation variables.

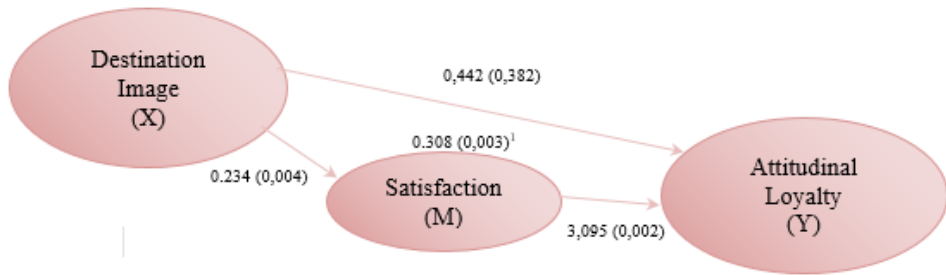


Figure 3. Path Diagram of Hypothesis Test Results
(Source: Research Data, 2021)

H₁: Destination image affects the satisfaction of tourists

In figure 3, destination image have a positive and significant effect on satisfaction because the CR value is 2.362 where this value is greater than 1.96 and also the value of p value is much smaller than 0.05. Thus, H₁ is acceptable.

H₂: Destination image affects the attitudinal loyalty

Figure 3 shows destination image has no significant effect on the attitudinal loyalty. This is expressed with a CR value of 0.442, where this value is less than 1.96 and also a p value of 0.382 or greater than 0.05. Thus, H₂ was rejected.

H₃: Satisfaction affects attitudinal loyalty of tourists

In figure 3, satisfaction has a positive and significant effect on attitudinal loyalty, expressed 3 with a CR value of 3.095 where this value is greater than 1.96 and also the value of p value is much smaller than 0.05. Thus, H₃ is acceptable.

H₄: Satisfaction can mediate the influence of destination image on the attitudinal loyalty.

Based on the results of sobel test data in this research showed that satisfaction variable mediated the influence of destination image variables on attitudinal loyalty because it has a Sobel test statistic of 2,947 where this value

is greater than 1.96 and also a p value of 0.001 or less than 0.05. The mediating effect of the satisfaction variable on the indirect effect of destination image on attitudinal loyalty also shows the total path coefficient of 0.308 (0.003). So, H_4 is accepted.

4. CONCLUSION

The conclusion of this research is found that satisfaction is able to mediate the influence of destination image on attitudinal loyalty because it has a Sobel test statistic of 2.94 where this value is greater than 1.96 and also a p value of 0.003 or smaller than 0.05. This shows that the higher the image of destinations with increased tourist satisfaction, it also can increase attitudinal loyalty of tourists. For this reason, the management of Medana Tourism Village is expected to increase tourist satisfaction by using destination image in order to increase the loyalty of tourists who visited.

This research is also very important for the management of Medana Tourism Village, especially for relevant stakeholders such as *Pokdarwis* as a professional consideration of factors that can increase tourist satisfaction, so that visitors feel comfortable and safe when traveling to Medana Tourism Village. In addition, for local governments, communities and tourism stakeholders, this research can be a reference in formulating strategic policies in the management of tourist attractions.

There are strengths, weaknesses, opportunities, and challenges in this research. The strength of this research, because this research method is the Structure Equation Model tested with the application of AMOS version 22 which was retested with the Sobel SPSS test, then this research will be able to provide more complete and detailed results than using other methods. As for the drawbacks, the research only used questionnaires, which sometimes the answers respondents gave did not show the actual circumstances. For the challenge, because this research was conducted when there was a COVID-19 pandemic, which made Medana Tourism Village limit its operational activities. This situation will make the author have to give more energy and time in spreading the questionnaire.

As recommendations, although the results are positive and significant, there are still improvements needed to increase the satisfaction must be done by Medana Tourism Village manager, such as develop a customer-centric strategy in which all activities carried out will focus on customers, consisting of customer satisfaction, customer retention/loyalty, and customer advocacy to create a destination image in accordance with tourist expectations to increase tourist satisfaction visiting the tourist village of Medana. For further actions to be taken, the manager of Medana Tourism Village could formulate

transformative services strategies in tourism activities to create tourist satisfaction and loyalty with a tourism value chain. Gaining support from the Association/Industry (ASITA, IHGMA PHRI) of NTB Province to further introduce the Medana tourism village program as part of a travel guide for tour packages while at the same time introducing local wisdom in NTB.

REFERENCES

- Assegaf, H. (2016). Pengaruh Citra Destinasi Terhadap Kepuasan Wisatawan Serta Dampaknya Terhadap Loyalitas Wisatawan. *Jurnal Administrasi Bisnis*, 38, 44–52.
- Bennett, R., & Rundle-Thiele, S. (2018). A comparison of attitudinal loyalty measurement approaches. *Journal of Brand Management*, 9(3), 193–209. <https://doi.org/10.1057/palgrave.bm.2540069>.
- Dharmmesta, B. S. (2019). LOYALITAS PELANGGAN: SEBUAH KAJIAN KONSEPTUAL SEBAGAI PANDUAN BAGI PENELITI. *Jurnal Ekonomi Dan Bisnis Indonesia*, 14(1), 15–27.
- Disparprov. (2019). *Buku Analisa Pasar Kunjungan Wisatawan Tahun 2019*. Dinas Pariwisata Provinsi NTB.
- Disparprov. (2020). *Statistik Kebudayaan Dan Pariwisata Provinsi NTB 2020*. Dinas Pariwisata Pemerintah Provinsi Nusa Tenggara Barat.
- Farida, C. (2017). Pengaruh Kualitas Layanan, Promosi Dan Citra Destinasi Terhadap Kepuasan Melalui Keputusan Pengunjung. *Management Analysis Journal*, 6(3).
- Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach. *Sustainability (Switzerland)*, 11(22). <https://doi.org/10.3390/su11226401>.
- Kim, J.-H. (2017). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. *Journal of Travel Research*, 1–15. <https://doi.org/The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction> Jong-Hyeong Kim First Published August 3, 2017 Research Article <https://doi.org/10.1177/0047287517721369>.
- Lesmana, R., Habiyah, W., & Nabila, N. I. (2020). Peran Kepuasan Wisatawan Terhadap Loyalitas Wisatawan Pada Objek Wisata Kepulauan Seribu Jakarta. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 3(2), 142–149. <http://openjournal.unpam.ac.id/index.php/Proceedings/article/view/5198>.

- Lu, H. Z. X. L. A. C. (2017). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. *Tourism Management*, 29(4), 213–223. <https://doi.org/https://doi.org/10.1016/j.tourman.2013.06.006>.
- Nusantini, N. L. A. (2016). Atribut Destinasi Yang Mempengaruhi Loyalitas Wisatawan Berkunjung Ke Kawasan Sanur. *Jurnal Master Pariwisata (JUMPA)*, 2(88), 39–57. <https://doi.org/10.24843/jumpa.2016.v02.i02.p03>.
- Qu, H., Kim, L. H., H. H. (2011). A Model of Destination Branding: Integrating the Concepts of Branding and Destination Image. *Tourism Management*, 32, 465–476.
- Ramadania. (2010). Konsep Loyalitas Pelanggan: Perspektif Behavioral dan Perspektif Attitudinal. *Jurnal Ekonomi, Bisnis Dan Kewirausahaan*, 11(12), 16–24.
- Safitri, I., Ramdan, A. M., & Sunarya, E. (2020). Peran Produk Wisata dan Citra Destinasi terhadap Keputusan Berkunjung Wisatawan. *Jurnal Ilmu Manajemen*, 8(3), 734. <https://doi.org/10.26740/jim.v8n3.p734-741>.
- Santoso, S. (2019). Examining relationships between destination image, tourist motivation, satisfaction, and visit intention in Yogyakarta. *Expert Journal of Business and Management*, 7(7–8), 82–90. <https://doi.org/10.1515/mt-1999-417-807>.
- Sharma, P., & Nayak, J. K. (2018). Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism. *Tourism Management Perspectives*, 28, 41–52. <https://doi.org/10.1016/j.tmp.2018.07.004>.
- Stylidis, D., Woosnam, K. M., Ivkov, M., & Kim, S. S. (2020). Destination loyalty explained through place attachment, destination familiarity and destination image. *International Journal of Tourism Research*, 22(5), 604–616. <https://doi.org/10.1002/jtr.2359>.
- Timurti, C. S., & Nugraha, H. S. (2020). Pengaruh Harga Dan Citra Destinasi Terhadap Minat Berkunjung Kembali Melalui Kepuasan (Studi Pada Wisatawan Umbul Sidomukti Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(2), 1–8.
- Wulandari, O. A. D., Suroso, A., & Setyanto, R. P. (2019). *Pengunjung Di Owabong Melalui Kepuasan Sebagai Variabel Mediasi*. 21(02), 1–11.
- Zakaria. (2020). Desa Sade sebagai Tujuan Wisata Budaya. *Domestic Case Study*, 1–12.