

Examining the Structural Relationships of Service Quality, Destination Image, Tourist Satisfaction and Loyalty: An Integrated Approach

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Abstract

The objectives of this research are to investigate and develop the theoretical relationship among service quality, destination image, and satisfaction and empirically examine that probability influences the tourist's loyalty. The target population was all visitors above 17 years and who visited during November until December. A Total of 384 questionnaires were collected, coded, and analyzed. Path analysis technique used to test the influence of each variable. The empirical result of the research showed that the service quality and destination image influence the satisfaction. Moreover, the finding revealed that the destination image and satisfaction had significant effect towards loyalty. The findings of this research has a significant contribution towards the knowledge that is in line with this domain, particularly on the visitors oriented to the tourism industry with family and this aspect is not taught.

Keywords: Service Quality, Destination Image, Satisfaction, Loyalty.

1. Introduction

In this era of globalization advances, the tourism sector has become the spotlight of various countries in the world. Each country is trying to introduce its tourism sector, so do not be

surprised if “over recent decades, tourism has experienced continued growth to become one of the fastest growing economic sectors in the world”(Kim, Holland, and Han 2012). This growth is caused by many factors, particularly the technological advancement, the height of economic growth, social relations and culture among the independent nations. In an increasingly crowded market, their marketing competitive goals strategy should be repeatedly designed to increase the customer’s loyalty and build long term relationship with their customers (Baloglu 2001; Yoon and Uysal 2005). Some literature reviews about loyalty reveal that repeat purchases and or visit is often reputed as something to be desired (Oppermann 2000; Alegre and Juaneda 2006). It is believed that the marketing expense that is needed to attract repeater is higher than what is needed for the first visit (Alegre and Juaneda 2006).

“In the tourism context, understanding the determinants of tourist loyalty has been accepted as an important phenomenon at the management level as a whole and for individual attractions” (Darnell and Johnson 2001). This present research is supported by Gilmore and Rentscheler’s (2009) as cited Soebiyantoro (2009) research that stated tourists experience towards the service which has been given totality in the form of health services, cultural education activities and good social relation will encourage enthusiasm and tourist participation to revisit that place.

Some previous studies, revealed that creating a loyalty should be supported by all the aspects of service quality and also support other tourist services such as: home stay (accommodation facilities), restaurant, travel agents, money changer, transportation facilities, infrastructure and tourist destinations offered to the tourists. There are two main factors that influence the service quality, they are expected service and perceived service (Parasuraman et al. 1985). If the service is received or perceived (perceived service) in accordance with the expectation, then the quality of service perceived is good and satisfactory. If the service received exceeds the customer's expectations, then the service quality is perceived as the ideal quality. Conversely, if the service received is lower than expected, the quality of service is perceived poorly.

Service quality also influences toward the tourist loyalty. This is revealed by the presence of tourists who make repeat visits to these tourism object. The feelings and attitudes that are experienced by the customers through the services provided by the hotel build the perception of quality service. “Based on their personal perceptions of the services, customers generally form their experiences” (Gale, as cited Rousan et al. 2010). “Many studies have investigated the relationship between service quality and customer loyalty” (Bloemer, as cited Rousan et al. 2010). This research is supported by several related studies conducted by Rousan et al. (2010) ; Wong and Sohal (2003) ; Boulding, Karla, Staelin, and Zeithaml (1993) ; Zeithaml, Parasuraman, and Berry (as cited Kandampully et al. 2011) in their research showed that the quality of tourism services have a significant positive effect toward the customers loyalty.

In previous studies (Baloglu and McCleary 1999; Chi and Qu 2008) mentioned that the destination image influenced the tourists in process of choosing the destination, the next tour evaluation, and their future intention. Destination image positively influence the loyalty (Fredericks and Salter 1995; Gartner 1993; Faullant et al. 2008; Bobovnick 2011; Topsumer et al. 2012; Mamoun et al. 2016; Nguyen, N., and LeBlanc, G 2001). The tourists loyalty will improve if the

destination image has direct effect on the attitude intention through the quality; perceived value and satisfaction, which in turn influences the behavioral intention. "In other words, more favorable images will lead to a higher likelihood of returning to the same destination" (Kim, Holland, and Han, 2012). This finding is also supported by Swait et al. (1993) "consumers are willing to pay a higher price for higher quality brands ; thus stronger brand image can influence customers to pay higher prices and maintain the loyalty."

"Both practitioners and academics understand that consumer loyalty and satisfaction are inextricably intertwined" (Lee et al. 2011). Oliver (1999) "insists that satisfaction is a necessary step in the formation of loyalty". "The satisfaction/dissatisfaction occurring through a matching or mismatching of expectations and perceived performance is considered to act as an antecedent to loyalty behavior" (Bitner, 1990). A number of studies showed positive relation between satisfied customers and repurchase intentions (Mittal and Kamakura 2001; Reichheld and Sasser 1990; Zeithaml et al. 1996; Lee et al. 2011; Faullant et al. 2008). "Positive effects of satisfaction on loyalty are reflected in the customer's intentions to repurchase a product or service and his/her willingness to recommend it to other people"(Faullant et al. 2008).

The purpose of this research is to examine the relationship among service quality, destination image and satisfaction toward the loyalty. To achieve the purpose, it's provided some literature reviews about service quality, destination image, satisfaction and loyalty included empirical testing of relationships between variables by testing the most appropriate model. This research contributes theoretically to increase the knowledge insight in the field of management. In addition, this study can provide results on how many influence the service quality, destination image, and satisfaction positively and significantly affect loyalty. Contextually, this research can contribute to the Owner of Selecta Recreation Park to further explore the privilege of the place without eliminating the natural and historical side and as an input to improve the condition of tourism services in Selecta Recreation Park, so it is expected to become more better in the future Understanding the needs and desires of the visitors. For Visitors of Selecta Recreational Park is expected to provide input and insight in knowing the condition of the visited tourist attraction and for the next researcher, this research can be used as a reference for future research on service quality, destination image, satisfaction, and loyalty.

1.1. Statement Of The Problem

Selecta Recreation Park has stable visitors during the low and high season. The ticket price is fixed during the weekends and weekdays. Researchers want to know how the influence of service quality is perceived visitors, as well as the image of the tourist attractions so that this recreation Park can still operate and improve, mediated by the satisfaction of visitors who visit this Selecta Recreation Park which will make visitors stay loyal in future. The researcher also wants to convey to the recreational park owners about the intentions needed and desired by the customers so that the customers can continue their loyalty towards the recreation park. Parasuraman et al. (1985) said that if the perceived services appropriate with the expectation, then the perceived service quality is good and satisfactory. If the service received exceeds the expectations of the customers, then the service quality is perceived as the ideal quality. On the contrary, if the service received is lower than the expectation, the quality of service is perceived poorly. So, the service quality depends on the ability of service providers to fulfill the customers' expectations consistently.

2. Literature Review

Parasuraman, Berry, and Zethaml (1994) stated that Service Quality is the comparison between service they want with the perception about service, and it is not something that is offered by the service provider. Service Quality dimension is the base from SERVQUAL (service quality) model proposed by Parasuraman, Zeithaml, and Berry (1988) quoted by Brady and Cronin Jr. (2001), which reveals that there are five dominant dimensions or Service Quality determinant, they are: reliability, responsiveness, assurance, empathy, and tangibles that are mostly used in the service industry. "In the tourism industry, customer perceptions of service quality are important to successful destination marketing because of their influence on destination selection" (Ahmed 1991), "the product and service consumption to the destination and decision for coming back to the destination" (Stevens 1992). Because of that, the researcher adapts the service quality and its rules in tourist industry as one of the determinans for visitor's loyalty.

Destination image is defined by Kotler and Armstrong (2002) "The set of beliefs, ideas, and impressions a person holds regarding an object. People's attitudes and actions toward an object are highly conditioned by that object's image." Another definition of destination image that is relevant with the individual, whereas another definition mentions that image can be used together by a group of people (Jenkins 1999). The previous definition caused many researchers to understand the image as the prominent concept in understanding the selection process of tourists intentions (Baloglu and McCleary 1999; Pike 2002; Beerli and Martin 2004; Chen and Tsai 2007). Destination Image is important because it influences the decision making process (Gunn 1972; Hunt 1975; Pearce 1982; Chon 1990; Echtner and Ritchie 1991) and behaviour, included experience, evaluation, and destination loyalty to the certain destination (Crompton 1979; Jenkins 1999; Bigne et al. 2001; Lee et al. 2005; Chen and Tsai 2007). Chen and Tsai (2007) and Lee et al. (2005) proposed that an individual has destination image that benefit to see their experience in that place (for example: service quality, the perceived value) positive, finally a high level of satisfaction which overrides loyalty.

Service quality has been regarded as one of important antecedents that influence the satisfaction (Cronin and Taylor 1992; Baker and Crompton 2000; Caruana et al. 2000). Satisfaction is pleasure or disappointment feeling of someone that emerges after comparing the perception or the impression of a product's performance and the expectations of hope (Kotler and Armstrong 2004). That opinion can be interpreted satisfaction as a function from perception or impression of performance and expectations. If the performance can fulfill the customer's satisfaction, it will exceed the customers' expectations of full satisfaction or happiness. Satisfaction is not only viewed from cognitive side, but it can also be influenced by the customers emotions (Carroll 2004). The results of his study show that predictions about satisfying experience differences are determined by the context of consumption (Jiang and Rosenbloom 2005), the transaction is specifically said to be satisfactory if the customers evaluate their experiences, react to the purchased product or the received service. In this case, the customer is assumed to be implicitly being able to recall a number of variations of experience that are encountered through the consumption of the product or service and the combination in the form of perceived emotion. This research reveals the influence of service quality, destination image, and satisfaction towards the tourist's loyalty in the future where the satisfaction is the mediation variable. This research shows that service quality has important roles in the decision making process of the visitors who visit the tourist objects that

are related with the image formed, the visitors satisfaction so that it makes them loyal in the future.

Therefore, the first 3 hypothesis related to customers loyalty are as follows:

Hypotesis 1: Service quality has a direct positive effect on loyalty.

Hypotesis 2: Destination image has a direct positive effect on loyalty.

Hypotesis 3: Satisfaction has a direct positive effect on loyalty.

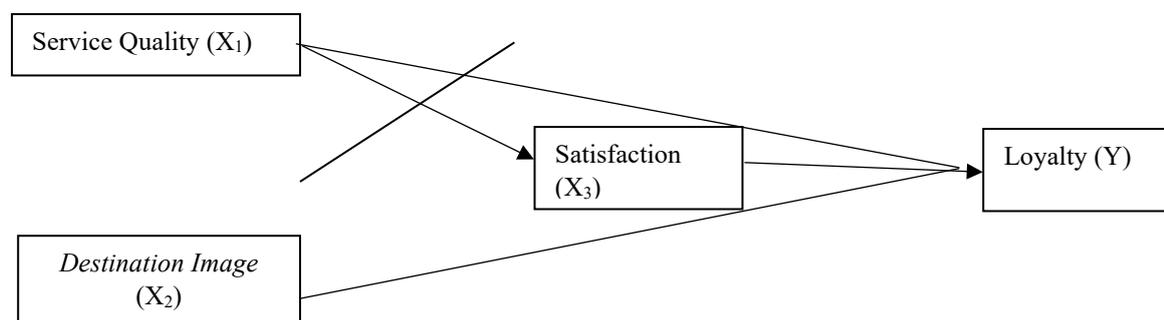
Parasuraman et al. (1985) proposed that the perceived increase in service level leads to a better customer's satisfaction. Cronin and Taylor (1992) suggested that the service quality is antecedents of customer's satisfaction. Baker and Crompton (2000) defined satisfaction as an experience quality (emotional state of the tourist) achieved after the tour experience. Some researchers like Jamal and Anastasiadou (2009) also revealed that "reliability, tangibility, and empathy have a direct and significant effect on satisfaction, with tangibility appearing as the strongest predictor of satisfaction, closely followed by reliability. Empathy had a positive and significant effect on satisfaction, although the regression coefficient was smallest in comparison with tangibles and reliability". According to the study results "the higher the tour quality is, the higher the tour satisfaction will be" (Lee et al. 2011).

Chi, C.G.Q., and Qu, H. (2008) revealed "image will influence tourists in the process of choosing a destination, the subsequent evaluation of the trip, and in their future intentions". The influence of image in choosing destination process has been learned by another writer (Crompton and Ankamah 1993; Gartner 1989; Goodall 1988). "Destinations with more positive images will more likely be included in the process of decision making. In addition, destination image exercises a positive influence on perceived quality and satisfaction. More favorable image will lead to higher tourist satisfaction" (Chi, C.G.Q., and Qu, H. 2008).

The last two hypothesis can be summarized as follows:

Hypotesis 4: Service quality has a direct positive effect on satisfaction.

Hypotesis 5: Destination image has a direct positive effect on satisfaction.



3. Methodology

3.1. Survey Instruments

This study employed a causal research design using a combination sample (i.e. Judgement or purposive accidental sampling) which emphasizes on representativeness. The survey questionnaire was composed of the following two major sections: (i) questions about

respondents identity information and the frequency of their site visits (ii) questions that measure service quality, destination image, satisfaction, and loyalty.

(1) *Service Quality*

Service quality was measured using five items adapted from Mamoun, N., Luai, E. A., Dina, J.J., Rbua, N.K., Laila, T. A.F., Qatu (2016). On a five-point Likert scale, tourists were asked to assess service quality ranging from 1 (strongly disagree) to 5 (strongly agree).

(2) *Destination Image*

The questions in the questionnaire were based on a thorough literature review of previous destination studies, content analyses of tourism literature, and specific destination characteristics. For example, "Safe and Secure Environment". "Many event shows were provided in there", "scenic mountain and cool". Destination image was measured using nine items adapted from Chi and Qu (2008). On a five-point Likert scale, tourists were asked to evaluate destination image ranging from 1 (strongly disagree) to 5 (strongly agree).

(3) *Satisfaction*

Satisfaction was measured using three items adapted from Lee, Jeon, Kim (2011). Respondents were asked to rate satisfaction with their experience on a five-point scale ranging from 1 (strongly disagree) until 5 (strongly agree).

(4) *Loyalty*

Attitudinal measurements, including revisit intentions and recommendations, are usually used to infer consumer loyalty (Chi and Qu, 2008). Prior research has shown that loyal customers are more likely to repurchase a product or service in the future (Sonmez and Graefe 1998; Petrick et al. 2001). In this study, loyalty was measured using three items adapted from Lee, Jeon, Kim (2011) to assess tourist loyalty, with a five-point Likert scale ranging from 1 (strongly disagree) until 5 (strongly agree).

3.2. *Study site and Sample*

The target population was all visitors above 17 years and who visited during November until December. In order to maximize the effectiveness of the samples, samples were taken from the number of visitors on weekends. A total of 384 questionnaires were collected, coded and analyzed.

3.3. *Results*

Demographic Profile of Participants

Table 1 shows the demographic characteristics of participants. Most visitors were female (59%). In terms of age group, 47% were 17-23 years followed by 24-30 years (29%), 31-37 years (9%), and >37 years old (16%). In November and December 2016, 70 (18%) of visitors visited twice during that same period and the figures were more than double 184 (48%) on weekdays and weekends, and less than half (34%) of the participants were visiting Selecta for the first time.

Table 1.

Respondent's Profile (N=384)

Variable	Categories	Frequency	%
Gender	Men	158	41%
	Women	226	59%
Age (Year)	17-23 years old	180	47%

	24-30 years old	110	29%
	31-37 years old	34	9%
	>37 years old	60	16%
Frequency of visit	1 times	130	34%
	2 times	70	18%
	>2 times	184	48%

4. Findings

The validity test of several journals adapted the Service Quality method of measurement which is based on five indicators of service quality aspect, which was adapted from Mamoun, N., Luai, E.A, Dina, J.J, Rbua, N.K, Laila, T.A.F, Qatu (2016) with a validity value of 0.90. Destination Image measured nine items adapted from the Chi, C.G.Q., and Qu, H. (2008) with a validity score of 0.95. In satisfaction three items were adapted from Lee, Jeon, Kim (2011) with a validity value of 0.60. Loyalty adapted three items from Lee, Jeon, Kim (2011) with a validity value of 0.60. The rated service quality reliability values from Cronbach's alpha was 0.678. Cronbach's alpha destination image had a value of 0.771, Cronbach's alpha Satisfaction valued 0.852 and Cronbach's alpha Loyalty was 0.857 which are more than Cronbach's alpha values of 0.05. So, we can conclude that the data is reliable.

Moreover, four out of five hypotheses indicate that there is significant influence. Hypothesis 2 was supported which is evident from the positive influence of the destination image to loyalty ($\beta = 0.185$, $t = 4.138$). Hypothesis 3 is also supported by the positive influence of satisfaction on loyalty ($\beta = 0.619$, $t = 13.922$). These results indicate that simultaneous service quality, destination image, and satisfaction contributed to the loyalty of 61.4%. Service quality effect on satisfaction was ($\beta = 0.260$, $t = 5.871$) indicating that hypothesis 4 is accepted. Destination Image also affects satisfaction ($\beta = 0.518$, $t = 11.691$), which means it supports hypothesis 5. The findings revealed that the Service Quality and Destination Image simultaneously contributed a total of 48.5%.

5. Conclusions And Recommendations

5.1 Conclusions

The main purpose of this research is to investigate and develop the theoretical relationships between service quality, destination image, and satisfaction and empirically test the constructs that may affect tourist loyalty. Before, we conclude that service quality, Destination Image, Satisfaction, and Loyalty at Selecta Recreation Park at Batu city in 2016 is in good condition. Path analysis supports a statistically significant relationship between destination image and loyalty (hypothesis 2), satisfaction and loyalty (hypothesis 3), service quality and satisfaction (hypothesis 4), destination image and satisfaction (hypothesis 5). There is only one hypothesis (hypothesis 1) that is not supported and indicates a significant relationship between service quality and loyalty. With these results, it can be believed that the conceptual model of loyalty is corroborated. Loyalty can be affected by destination image and satisfaction directly but not directly by service quality. Satisfaction is influenced by service quality and destination image. It is also evident from the statement about service quality which has been considered as one of the important antecedents affecting satisfaction (Cronin and Taylor 1992; Baker and Crompton 2000; Caruana et al. 2000). The results of the research are consistent and closely linked to past studies, especially the destination image not only affecting the decision-making process but also the post-decision-making conditions of tourists (Kim, S.H., Holland, S., and Han, H.S. 2012). This study contributes to providing insight for

this segment specifically focusing on family oriented goals and for the development of related insights in the world of tourism.

The practical implications of the research findings tells that Selecta Recreation Park is a natural tourist attractions that have many features, so if you can take advantage of the maximum then this tourist spot is growing further in the future. In this study the presence of tourists who also came from overseas who became respondents showed that Selecta researchers began to be known in the world because of the privileges in the place. Hopefully, Selecta can further explore the privilege of the place without eliminating the natural and historical side by considering several things including:

1. Loyalty Program, to increasingly make customers more loyal for example by providing discount tour promotions when using the services of travel services one package tour such as Traveloka.com because so far researchers have not seen any promotion made by Selecta to attract more foreign tourists related to the condition of Indonesia Is trying to introduce to the world about "Wonderful Indonesia" so it would not hurt if Selecta as one of the tourist attractions with the main features of the Garden with a variety of beautiful flowers also introduce to the world.
2. Tourism Tour Development Program. Selecta needs to have a Creative Team to consider the tastes of customers and see from the advantages of other competitors. Selecta still cannot understand what the desire of customers is currently. The playground provided, there is also still not much provision if we compare with some tourist attractions in Batu as well. Creative team is needed to create a new creation so that every visitor coming there will have a new experience about Selecta, in every visit there and really condition. Because, visitors are no longer just for the parents only, many families spend time with their children there, many young people are also hunting photos there because the park is interesting to be a photo object, and do not forget foreign tourists whose visit can have experience That is memorable when visiting there.
3. Ticket Program can be made varies. At this time, tickets are applied only upon entry to Selecta and paying to play on one of the rides again. It would be better if Selecta make 2 kinds or 3 kinds of ticket packets, ie general ticket without game rides, entrance tickets with game rides, complete tour package tickets from Hotel Selecta entrance to all the game rides.
4. Websites and other social media such as Instagram, Twitter, Facebook, Vlog Youtube can be maximized, so that visitors can access all data and can make reservations online through the website if you want to tour.

5.2. Recommendations

For the Owner of Selecta Recreation Park, expected Selecta can further explore the privileges of the place without eliminating the natural and historical side, by considering several things including: Loyalty Program, Tourism Tour Development Program, Ticket Program can be made varied, Website and other social media. For the next researcher, Given the limitations in this study in the form of data owned by researchers only derived from questionnaires distributed to the respondents, is expected to further researchers who will conduct similar research, can conduct in-depth interviews both to the respondents and to some founders Recreation Park Selecta so they can get more information about This tourist spot. Foreign tourists can also be a top priority as respondents, if they want to relate to the condition of International Business. And add other variables that affect the loyalty of visitors in addition to service quality variables, destination image, and visitor satisfaction such as word of mouth, zone of tolerance, consumer perceptions, comfort/convenience, emotional and trust.

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