Effects of Destination Image, Tourist Motivation, Service Quality and Perceived Value on Tourist Satisfaction and Loyalty

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Effects of Destination Image, Tourist Motivation, Service Quality and Perceived Value on Tourist Satisfaction and Loyalty

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Abstract: This study aims to examine the causality relationship among destination image, tourist motivation, service quality and perceived value on tourist satisfaction and loyalty. Population in this study was tourists who had visited in four tourist destinations in Palembang namely: Jakabaring Sport City, Kemaro Island, Benteng Kuto Besak and Kambang Iwak Park. The analysis method used in this study is path analysis, with sample of the research were 180 respondents and type of sampling used was purposive sampling. The results indicated that there were significant effect destination image, service quality, perceived value on tourist satisfaction. There was no significant effect tourist motivation on tourist satisfaction. Then, there was a significant effect destination image and tourist satisfaction on tourist loyalty. There was no significant effect perceived value on tourist loyalty.

Keywords: Destination Image; Tourist Motivation; Service Quality; Perceived Value.

Introduction

Tourism activities become a necessity for human to refresh physically and mentally after they perform routine activities. Tourism, based on WHO is categorized into the largest industry in the world (Harian Indonesia, June 19, 2013). It is seen that about 8% of exports and material shipments come from the tourism sector. Tourism is the largest support of the international trades estimated at 37% and is included in the top five categories of exports and 83% comes from WTO (*World Trade Organization*) members. On the other hand, technology, demographic, socio-economic, and innovation changes have led to a significant degree of competitions among tourist destinations over the past few years. In this context, the image perception of the tourist on destinations plays an important role in terms of competition in the market (Castro *et al.,* 2007). Each country seeks to develop the image of tourism destinations in order to compete with other countries and has become an important subject in market research of the tourism sector (Castro *et al., 2007*). One of the most important elements to be a concern for tourism managers is how to understand

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tourists' behaviour. If tourists can be persuaded to come to tourist destinations repeatedly, more income is gained by society in tourism destination areas and a closer opportunity to build relationships with the tourists (Petrick, 2004).

The study has been done by Bigne' *et al.,* (2001); Chen & Tsai (2007) suggests that the image of tourism destinations has an impact on the selection process of tourism destinations to be chosen by tourists and on their revisit intention. A positive image built on tourism destinations from a positive travel experience will have an impact on the positive ratings of tourists on tourism destinations. The image of tourism destinations has an impact on tourists` behaviour to visit (Chi & Qu, 2008). Tourism industry development of a region is very dependent on the number of tourists who come, because it must be supported by the increase of utilization of tourism destination so that the tourism industry will develop well. Indonesia, which has diverse natural resources such as landscapes, mountains, beautiful sea and river is very supportive for the development of tourism industry sector in Indonesia. As an archipelagic country, Indonesia's potencies to develop the tourism industry are enormous and able to compete with other countries (Setiawan *et al.,* 2016).

Palembang is the capital city of South Sumatera Province and geographically is divided by Musi River into two parts namely Ilir and Ulu. Palembang is one of the tourism destinations in South Sumatra because it has various tourism potencies that attract tourists to visit. There are various tourism attractions such as history, culture, sports or culinary in Palembang including Benteng Kuto Besak, Bukit Siguntang, Museum of Sultan Mahmud Badaruddin II, Kawah Tengkurep, Hutan Wisata Punti Kayu, Musi River, Ampera Bridge, Kemaro Island, Kampung Kapiten and Jaka Baring Sport City (Setiawan *et al.,* 2016).

Tourists have internal and external reasons for travelling in a tourism destination (McGehee *et al.,*1996). However, only one motivational force has a positive or negative relationship with the tourist satisfaction. It is interesting to discuss if external motivation sources have more effect on the satisfaction level than internal sources. Tourist satisfaction has been commonly used as an assessment tool for travel experience evaluation (Dunn Ross &Iso-Ahola, 1991). The tourist positive experience of services, products, and resources provided by tourism destinations can result in repeating visits as well as promotional effects for potential tourists (Oppermann, 2000).

Recommendations from previous visits can be taken as the most reliable source of information for potential tourists. Recommendation to other tourists is one of the most commonly used information types for managers of tourist destinations to people interested in travel. Research relating to the tourist reasons come to tourism destinations in Palembang is still relatively rare. Therefore, this research was conducted to provide scientific contribution and attempted to study theoretically and empirically of the effect of destination image, tourist motivation, service quality and value perception on the tourist satisfaction and loyalty based on the destination marketing approach.

Literature Review

Destination Image

Analysis and assessment of the important destination image are done to understand the tourist behaviour. Many studies have revealed that the destination image plays an important role in the selection of a destination (Beerli & Martín, 2004). The destination image

consists of two components: the cognitive image and the affective image. The cognitive image reflects a person's information or belief in choosing a destination, an affective image describes a person's emotion or feelings about a destination (Chen & Uysal, 2002); (Kim & Richardson, 2003). Researchers have used various attribute approaches in assessing the destination image (Beerli & Martín, 2004); (Leisen, 2001); (Chen & Tsai, 2007); (Lin *et al.,* 2007). Other studies also assessed the whole destination using a variety of methods (Bigne' *et al.,* 2001). The destination image is widely regarded as an important aspect of the decision to engage in tourism activities (Beerli & Martín, 2004); (Castro *et al.,* 2007); (Chen & Tsai, 2007); (Gallarza, 2002). When tourists have generally positive perceptions of a destination, they tend to choose the destination (Leisen, 2001). In addition, positive destination image may affect a recreational experience in a destination, the satisfaction and behaviour of future travellers (Bigne' *et al.,* 2001).

Tourist Motivation

Tourist motivation can be considered a key driver when interpreting tourist behaviour. Previous studies show that the tourist needs and motivation are interrelated (Charters & Ali-Knight, 2002). According a model developed by Crompton (1979), the encouragement forces cause tourists to leave their homes and look for some tourism destinations, while the attraction forces a tourist to a particular destination considered attractive because of their attributes (Kozak, 2002). In addition, many researchers use attractive constructive motivation and drivers to assess tourism motivations in different tourism areas (Correia *et al.,* 2006); (Jang & Wu, 2006); (Yoon & Uysal, 2005). Mehmetoglu (2007) states the motivational components such as natural resources, physical, novelty/learning resources, daily habits, social contacts and ego/status. In addition, tourism motivation generally includes cultural exploration construction, novelty regression, balance restoration, group socialization, external interaction and festival events (Chang, 2006); (Lee, 2000).

Service Quality

Service can be defined as any activity or benefit offered by a party to other parties that is essentially intangible and does not result in the ownership of something (Kotler & Armstrong, 2010). According Lovelock & Wirtz (2007) service quality can affect customer satisfaction and customer trust directly, while customer satisfaction will be able to make customers loyal. (Izogo & Ogba, 2015) argue that service quality leads to increase of customer satisfaction and loyalty as a result of several factors. Santouridis & Trivellas (2010) state that service quality can be measured using an approach to know the gap between customer expectations and perceptions, characterized by five dimensions: tangibles, reliability, responsiveness, assurance and empathy. (Hui & Zheng, 2010) argue that SERVQUAL is one of the most effective and stable models to measure service quality.

Perceived Value

In recent years, customer perceived value an object have attracted many researchers in the hospitality and tourism industry. Various studies perceive value perception as two important aspects of consumer behaviour dimensions: functional (value related to price perception through what is known as transaction value (Cronin *et al.,* 2000). In hospitality and tourism industries it needs a place for fantasy, feelings and emotions to explain travel visits decisions to tourism destinations. Most of the products have symbolic meanings out of real attributes, quality perceptions or price (Havlena & Holbrook, 1986). Havlena & Holbrook (1986) show the importance of affective components in purchasing and consuming experiences in leisure time, aesthetics, creative and religious activities.

Therefore, many studies adopt a broader view that treats the concept of customer value perception as a multi-dimensional study (Sweeney & Soutar, 2001). Petrick (2004) describes the scale used to measure value perceptions consist of five components: behaviour, price monetary price, emotional response, quality and reputation.

Tourist Satisfaction

Anggarini (2018) states that satisfaction with brands is one that influences consumption behavior. The experience of tourism activities is complex and temporary (Kane & Zink, 2004). If the tourism attributes can satisfy the visitor needs, then tourists will have positive experiences. Satisfaction is a valid indicator of the experience quality in a destination (Lee, 2007). Tourism satisfaction is also important for tourism management because it influences goal choices (Tian-Cole *et al.*, 2002); (Kozak, 2002) and future behaviour (Bigne' *et al.*, 2001); (Cole & Scott, 2004); (Lee *et al.*, 2007); (Lee, 2007); (Yoon & Uysal, 2005). In a review of tourists visiting the demilitarized territories of Korea, (Lee *et al.*, 2007) compares the entire tourist satisfactions with expectations of tourism activities, taking into account the time and effort invested by tourists. An alternative method used by many researchers involves various the entire satisfaction measurements, which have been applied in the study of rafting tourism (Whisman & Hollenhorst, 1998) and coastal tourism (Bigne' *et al.*, 2001) as well as visits to the zoo (Tomas*et al.*, 2002), rain forests (Cole&Scott, 2004) and national forest recreation sites (Lee, 2007).

Tourist Loyalty

Lee & Cunningham (2001) states that customers` loyalty is a customer trend based on previous experience and their expectation in the future to become customers from suppliers. In other words, consumer loyalty is a display of customer behaviour in terms of product categories, brands, stores and services (Uncles *et al.*, 2003). Customer loyalty can be said as repetitive purchase, positive behaviour, long-term commitment, intention to continue affiliation, positive word-of-mouth advertising (Sramek *et al.*, 2008). In the marketing literature, customer loyalty can be categorized into three dimensions, namely: behaviour dimension, attitude dimension and combined dimension which is a combination of both. Traditionally customer loyalty has been defined as a behaviour scale, consisting of the number of purchases, the probability of repetitive product purchases, repetitive purchase behaviour and purchase frequency. All these scales are helpful for marketers in measuring behaviour loyalty (Kumar & Shah, 2004). Fachryto & Achyar (2018) explains that individual behavior in online purchases that become a trend in digital advertising affects consumer purchasing intentions. The loyal behaviour is a repetitive purchase done by the customers and recommend it to others (Kandampully & Suhartanto, 2000). According to (Ganesh *et al.*, 2000) the loyal behaviour is defined as the customer tendency in terms of the brand that includes commitment and word-of-mouth. In the literature it is emphasized that either the behaviour dimensions or behaviour are sufficient for measuring consumers` loyalty.

Methods

The object of research was the tourists visiting the tourist attractions in Palembang. The population in this study was the local tourists who have visited in four tourist attractions in Palembang, namely: Jakabaring Sport City, Kemaro Island, Benteng Kuto Besak and Kambang Iwak Park. The determination of the sample size of the population was based on the minimum numbers of samples indicated by the analyzer tool used. The analysis method

used in this research was the path analysis. To meet the minimum requirements of the path analysis tool, then the samples of research were taken 180 respondents. The type of sampling used was the purposive sampling.

Findings

The characteristics of respondents by sex, age, occupation, education, frequency of visits to tourism objects, visited attractions could be described in Table 1 below.

Table 1. **Respondent Characteristics**

The Respondent Characteristics	Number (n = 180)	%
Gender		
Male	65	36.1
Female	115	63.9
Age		
18 – 25 years	127	70.6
26 – 33 years	25	13.9
34 – 41 years	16	8.9
> 41 years	12	6.7
Occupation		
Civil Servant	14	7.8
Private Employee	33	18.3
Entrepreneur	32	17.8
Student	71	39.4
Others	30	16.7
Education	75	41.7
Senior High School	40	22.2
Diploma	59	32.8
Graduate	6	3.3
Post Graduate		
Tourism Visit Frequency	11	6.1
Once	12	6.7
Three Times	157	87.2
> Three Times		
Tourism Destination Visited	29	16.1
Jakabaring Sport City	9	2.8
Pulau Kemaro	19	10.6
Taman Wisata Punti Kayu	66	36.7
Benteng Kuto Besak	61	33.9
Others		

Source: Data Processed, 2017

Respondents were female 115 or 63.9% while male were 65 respondents or 36.1%. Respondents aged between 18-25 years were 127 people or 70.6 percent while the lowest aged > 41 years were 12 respondents or 6.7 percent. Student respondents were 71 people or 39.4 percent while the lowest numbers were the civil servants 14 people or 7.8 percent. Respondents who hold senior high school education were 75 people or 41.7 percent while the lowest number respondents who had post graduate education were 6 people or 3.3 percent. Respondents who visited more than three times were 157 people or 87.2 percent while the lowest numbers were respondents who visited more than once 11 people or 6.1

percent. Respondents who visited Benteng Kuto Besak were 66 people or 36.7 percent while the lowest numbers were respondents who visited Kemaro Island tourism object 5 people or 2.8 percent.

The validity test used to find out whether or not the question is feasible. Decision criterion was used by comparing scores of corrected correlation total correlation compared with r table value with level (α) 0.05 that was 0,1463.

Table 2. **The Results of Validity Test of Research Variabels**

	Destination Image	Tourist Motivation	Value Perception	Service Quality	Tourist Satisfaction	Tourist Loyalty
Destination Image	1.000	.630**	.639**	.665**	.596**	.601**
Tourist Motivation	.630**	1.000	.627**	.593**	.519**	.567**
Service Quality	.639**	.627**	1.000	.800**	.720**	.594**
Perceived Value	.665**	.593**	.800**	1.000	.747**	.642**
Tourist Satisfaction	.596**	.519**	.720**	.747**	1.000	.756**
Tourist Loyalty	.601**	.567**	.594**	.642**	.756**	1.000

** Correlation is significant at p ≤ 0,01
Source: Data Processed, 2017

The calculation results of r $_{count}$ destination image, the tourist motivation, the service quality, the value perception, the tourist satisfaction and the tourist loyalty, the value of r $_{count}$ was greater than r $_{table}$, this meant that the data of the destination image, the tourist motivation, the service quality, the value perception, tourist loyalty were generally valid and reliable.

Table 3. **Results of Reliability Test**

Variable	N of Item	Item Deleted	Alpha
Destination Image	5	-	0.8721
Tourist Motivation	5	-	0.8792
Service Quality	5	-	0.8988
Perceived Value	5	-	0.8484
Tourist Satisfaction	5	-	0.8995
Tourist Loyalty	5		0.9286

Source: Data Processed, 2017

The results in Table 3 showed that all indicators (observed) were valid, this was indicated by the corrected item total correlation > r $_{table}$ 0.1463. This proof showed that all indicators (observed) deserved to be used as an indicator of the constructs (latent variables).

Table 4. **The Path Analysis**

Independent Variable	Dependent Variable	B	t- value	Sig.
Destination Image	Tourist Satisfaction	0.150	2.001	0.047
Tourist motivation	Tourist Satisfaction	0.092	1.290	0.199
Service Quality	Tourist Satisfaction	0.301	3.735	0.000
Perceived Value	Tourist Satisfaction	0.300	3.836	0.000
Destination Image	Tourist loyalty	0.234	3.637	0.000
Perceived Value	Tourist loyalty	0.038	0.496	0.621
Tourist Satisfaction	Tourist loyalty	0.587	8.316	0.000
Constant = 6.504				
R Square = 0,619				
Adj R Square = 0,608				
F Stat = 56.491				
Sig F = 0,0000				

Source: Data Processed, 2017

Based on the calculation results it was obtained t_{count} 2.001> t_{table} 1.463, then H_0 was rejected and H_1 was accepted. This meant there was a linear relationship between destination image and tourist satisfaction. The influence of destination image on tourist satisfaction was 0.121 or 12.1%. This research supported research had been done by Beerli & Martín (2004); Bigne'*et al.,* (2001); Leisen (2001); Castro *et al.,*(2007); Chen & Tsai (2007); Gallarza (2002) where the results of their research state that there is a linear relationship between the destination image and the tourist satisfaction.

Based on the calculation results it was obtained t_{count} 1.290 < t_{table} of 1.463, then H_0 was accepted and H_2 was rejected. That meant there was no linear relationship between tourist motivation and tourist satisfaction. The influence of tourist motivation partially on tourist satisfaction was 0.087 or 8.7%. This research was different from the research had been done by Correia *et al.,* (2006); Jang & Wu (2006); Yoon & Uysal (2005) where the results of their research states that there is a linear relationship between the tourist motivation and the tourist satisfaction while in this study there was no linear relationship between the tourist motivation and the tourist satisfaction.

Based on the calculation results it was obtained t_{count} 3.735> t_{table} 1.463, then H_0 was rejected and H_3 was accepted. That meant there was a linear relationship between service quality and tourist satisfaction. The influence of service quality partially on tourist satisfaction was 0,245 or 24.5%. This research supported the research had been done by Izogo & Ogba (2015); Santouridis & Trivellas (2010); Hui & Zheng (2010) where the results of their research states that there is a linear relationship between the service quality and the tourist satisfaction.

Based on the calculation results it was obtained t_{count} 3.836 > t table 1.463 then, H_0 was rejected and H_4 was accepted. That meant there was a linear relationship between perceived value and tourist satisfaction. The influence of perceived value partially on tourist satisfaction was 0.264 or 26.4%. This study supported the research had been done by Cronin *et al.,* (2000); Sweeney & Soutar (2001); Bekenstein *et al,* (2003); Pandza (2015) where the results of their research states that there is a linear relationship between perceived value and the tourist satisfaction.

Based on the calculation results it was obtained t $_{count}$ 3.637 > t $_{table}$ 1.463 then, H_0 was rejected and H_5 was accepted. This meant there was a linear relationship between destination image and tourist loyalty. The influence of destination image on tourist loyalty was 0.208 or 20.8%. This study supported the research conducted by Artuğer *et al.,* (2013); Coban (2015); Lin *et al.,*(2007); Chen & Tsai (2007); Chi & Qu (2008); Lertputtarak (2012) which states that there is a positive and strong relationship between the destination image and the destination loyalty. The destination image will allow a tourist to build a certain impression in his/her mind about his purpose visited or intend to visit in the future.

Based on the calculation results it was obtained t $_{count}$ 0.496 < t $_{table}$ 1.463 then, H_0 was accepted and H_6 was rejected. That meant there was no linear relationship between perceived value and tourist loyalty. The influence of perceived value partially on tourist loyalty was 0.023 or 2.3%. This research supported the research had been done by Wang & Leou (2015); Salim (2016); Sato *et al.,* (2017) where the results of their research states that there is a linear relationship between the value perception and the tourist loyalty.

Based on the calculation results it was obtained t $_{count}$ 8.316 > t $_{table}$ 1.463 then, H_0 was rejected and H_7 was accepted. That meant there was a linear relationship between tourist satisfaction and tourist loyalty. The influence of tourist satisfaction partially to the tourist loyalty was 0.388 or 38.8%. This research supported the research had been done by Gumussoy & Koseoglu (2016); Homburg *et al.,* (2008) where the results of research states there is a linear relationship between the tourist satisfaction to the tourist loyalty. The higher the effect of customer satisfaction is on customer loyalty, the higher service levels and satisfied customers are required.

Conclusion

Based on the results of the analysis and discussion in the previous, it could be drawn some conclusions there was a effects among destination image, tourist motivation, service quality and perceived value simultaneously on tourist satisfaction. There was a significant effect of destination image on tourist satisfaction. There was no significant effect of tourist motivation on tourist satisfaction. There was a significant effect of service quality on tourist satisfaction. There was a significant effect of perceived value on tourist satisfaction. There was a significant effect of destination image on tourist loyalty. There was no significant effect of value perception on tourist loyalty. There was a significant effect of tourist satisfaction on tourist loyalty.

The results of this research could be developed into a tourism destination marketing strategy in Palembang. This research contributed to various competent parties (stakeholders) with tourism activities in Palembang to synergize one another to develop various attractions become more attractive for tourists from local and from various regions in Indonesia and foreign tourists. This study also had limitations in terms of the numbers of respondents used, they were local tourists and the numbers of tourism objects used as research objects. Therefore, it is hoped for further research it can use more respondents not only local tourists but also tourists from out of Palembang and foreign tourists. In addition, the research objects can be more varied not only four objects but all tourism attractions in Palembang.

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