The Influence of Destination Image, Service Quality, and Satisfaction on Loyalty of Archipelago Tourists in Padang City Tourism Objects

Dian Puspita[1],* Yunia Wardi[2]

[1,2] *Universitas Negeri Padang, Padang, Indonesia*
Corresponding author. Email: dian.puspita1292@gmail.com

ABSTRACT

This research aims to analyse the effect of destination image, service quality, and satisfaction on the loyalty of domestic tourists as tourist objects in the city of Padang. This study used a sample of 210 tourist respondents. This study uses a sampling type in the form of nonprobability sampling with accidental sampling technique. Methods of data analysis using Partial Least Square (PLS). The results of this study reveal that (1) the image of the destination has a positive and significant effect on tourist loyalty. (2) service quality does not significantly influence tourist loyalty. (3) Destination image does not have a significant effect on the satisfaction of domestic tourists. (4) service quality has a positive and significant effect on the satisfaction of domestic tourists. (5) domestic tourist satisfaction has a positive and significant effect on tourist loyalty. (6) performance satisfaction does not intercede the destination image effect on tourist loyalty. (7) the quality of service to tourist loyalty cannot be continued because the main effect is that the relationship between service quality variables and tourist loyalty is not significant.

Keywords: destination image, service quality, satisfaction, tourist loyalty

1. INTRODUCTION

The tourism sector can be used as a tool in order to re-stabilize the current unstable Indonesian economy, so that it can advance in the tourism sector, it is necessary to have participation from all elements of society and professionalism of the tourism management in accordance with applicable regulations and provisions, Besides that, with serious attention from the government towards tourism, the tourism sector, especially in the West Sumatra region, is expected to develop well and create the loyalty of tourists who are objects of Padang City. Tourism is everything that is related to various kinds of traveller's activities for pleasure and business with available facilities and provided services by community, businessman, or government. The beauty of Purus Beach has captivated the hearts of many tourists. Thanks to the large-scale renovations carried out by the Padang Government and the participation of the local community in advancing the Purus Padang Beach area such as games as a means of family recreation, the number of restaurants and cafes that are very easy to find along the road makes Purus Beach a must-visit for tourists when traveling in the city of Padang. Apart from

Purus Beach, the city of Padang also has Air Manis Beach which is no less attractive for tourists. The legend of the Malin Kundang rock becomes an attraction for tourists to visit Air Manis Beach. Beautiful scenery and rides for tourists to make Air Manis Beach more attractive to tourists. Mount Padang and the Siti Nurbaya Bridge have a view that is no less beautiful. Mount Padang, which is a legendary hill with a panoramic view of the blue sea, can be said to be the highest place around the city centre of Padang. Mount Padang keeps a combination of beautiful panoramas, legends of love, and a piece of history, as well as the beautiful view of the Siti Nurbaya bridge at night to complement the tourist area of Padang City that tourist must visit.

2. LITERATURE REVIEW

According to Elbert and Griffin (2009), Loyalty refers more to the form of the decision-making unit's attitude to implement continuous purchases of goods or services from the selected industry. If the satisfaction of domestic tourists concerns what tourists say, then tourist loyalty is related to what tourists do. Therefore, the satisfaction parameter is more subjective, more difficult

to quantify, and more difficult to measure than tourist loyalty (Tjiptono, 2005; 386). Indicators of strong loyalty are: (1) tell positive things, all positive about products. (2) recommend from friend, getting information about products from a friend. (3) continued purchasing, which is made continuously for products purchasing (4) make purchases. (5) longer traveling. (6) Bringing the group.

Image according to Kotler and Keller (2009: 406) is some beliefs, ideas, and impressions that a person holds about an object, while the image contained in a tourist destination is known as a destination image. Schwaighofer (2014: 10) argues that tourist destinations are specific areas where elements such as local culture, social systems, ecology, and the same economic situation with political backgrounds can influence public opinion both positively and negatively. An image of a destination is not formed by itself but with the views or perceptions of a tourist towards the destination.

Tjiptono (2004) also concluded that good service quality is not based on the service provider's point of view/perception but based on the customer's perception/point of view. This is because customers are the ones who consume and enjoy the services, so they are the ones who should determine the quality of the service. Customer perception about service quality is a comprehensive assessment of the excellence of a service. To measure the quality of services using the SERVQUAL method, there are 5 dimensions and 22 indicators for each service quality, namely: (1) reliability, the indicators are: a. on time service, b. easy and fast registration, c. stable access, d. services according to needs, e. price. (2) responsiveness (responsiveness), the indicators are: a. officers serve complaints quickly, b. ease of providing services, c. good responsiveness, d. service problem complaints are resolved to completion. (3) assurance (guarantee), the indicators are: a. giving compensation if something goes wrong, b. easy to submit complaints, c. no distraction, d. easy to contact the officer. (4) tangibles (direct evidence), the indicators are: a. supporting equipment, b. comfortable office services, c. neat and attractive officers, d. comfortable facilities. (5) empathy (empathy), the indicators are: a. caring after sales action, b. hospitality, c. communication, d. information, e. the availability of a place for criticism and suggestions.

Tourist satisfaction is the level of a person's happy feelings after comparing the performance or perceived results compared to their expectations (Kotler and Makens, 1999). In addition, Kotler (2002) defines satisfaction as a feeling of pleasure or disappointment in someone who arises after comparing perceptions of results. According to Hidayatullah, Khouroh, et al. (2020) indicators of satisfaction of domestic tourists are: (1) suitability of service as expected. (2) the conformity of the service with the rate paid. (3) visitor satisfaction with the services offered.

3. METHOD

This research is a study of the influence of destination image, service quality, and satisfaction on the loyalty of domestic tourists visiting the city of Padang. The population in this study are all domestic tourists who travelled to tourist objects in the city of Padang as many as 210 respondents were selected based on accidental sampling technique. The data analysis technique used is SEM analysis. This research was conducted in a tourist area in the city of Padang, in 2020.

4. RESULT

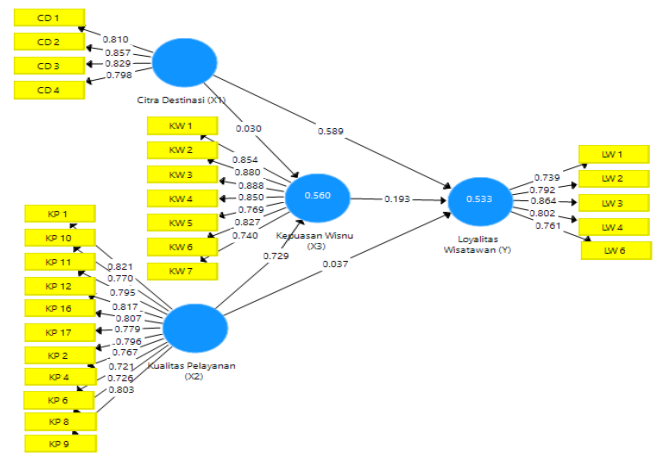## 4.1. Outer Loading Test

Loading Factor

Figure 1. PLS Algorithm results
Source: Results of Primary Data Processing (2021)

The picture above shows the results of the structural model in this study which consists of three independent variables and one dependent variable, as well as the outer loading value of each of these variables. In the destination image variable (X1) consists of 6 (six) indicators and 4 statements, service quality (X2) consists of 22 (twenty-two) indicators and 11 (eleven) statements, the satisfaction of domestic tourists (X3) consists of 3 (three) indicators and 7 (seven) statements and tourist loyalty (Y) consisting of 6 (six) indicators and 5 (five)statements.

Average Variance Extracted (AVE)

This test measures the level of variance of a component construct that is composed of indicators. Recommended AVE value should be more than 0.5. The AVE value of each latent variable is as follows:

Table 1. Average Variance Extracted and Correlation between Variables (AVE)

Variable	Average Variance Extracted (AVE)	AVE root
Destination Image (X1)	0.679	0.842
Quality of Service (X2)	0.613	0.939
Domestic tourists' satisfaction (X3)	0.691	0.933
Tourist Loyalty (Y)	0.629	0.859

Source: *Results of Primary Data Management (2021)*

Composite reliability

Composite reliability is the stage used to test the reliability of indicators a variable. An indicator can meet reliable requirements if it has a composite reliability value> 0.70. The reliability test with the composite reliability method can also be strengthened by using Cronbach's Alpha value. A variable is said to be reliable if it has a Cronbach's Alpha value> 0.60. The following is the Cronbach's alpha value and the composite reliability value of each variable:

Table 2. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Destination Image (X1)	0842	0894
Quality of Service (X2)	0.937	0.946
Domestic tourists Satisfaction (X3)	0.925	0.940
Tourist Loyalty (Y)	0852	0894

Source: *Results of Primary Data Management (2021)*

The table above shows that each variable has met the assessment criteria so that the construct has good reliability.

4.2 Inner Model Testing

R-Square (R2)

In the table below, it is known that the R2 value for Domestic tourists' satisfaction is 0.560, which means that the large percentage of job satisfaction which can be explained by the image of the destination and service quality is 56.0%. While the R2 value of tourist loyalty is 0.533, the percentage of tourist loyalty can be explained that the image of the destination, quality of service and satisfaction of Vishnu is 53.3%. In the PLS model, the assessing goodness of fit test can be seen from the Q2 value. Q2 value has the same meaning as the

determination coefficient (R2) in the regression analysis, where the higher R2, the model can be said to be more fit with data. Q2 value is as follows: Q2 = 1 - [(1-0.560] x (1-0.533)] = 0.79. This means that the calculation obtained Q2 is 0.79.

Analysis of Variant (R2) or the Determination Test, which is to determine the influence of the independent variable on the dependent variable, the value of the coefficient of determination can be shown in the following table:

Table 3. R-Square

Variable	R Square
Domestic tourists' satisfaction Satisfaction (X3)	0.560
Tourist Loyalty (Y)	0.533

Source: *Results of Primary Data Management (2021)*

Hypothesis testing

Table 4. Hypothesis Testing

Hypothesis	(O)	(M)	(STDEV)	(| O / STDEV |)	P Value
Direct Influence					
Destination Image (X1) -> Tourist Loyalty (Y)	0.589	0.590	0.087	6,775	0.000
Service Quality (X2) -> Tourist Loyalty (Y)	0.037	0.037	0.101	0.368	**0.713**
Destination Image (X1) ->Domestic tourists (X3)	0.030	0.030	0.064	0.474	**0.636**
Quality of Service (X2) -> Satisfaction of Wisnu (X3)	0.729	0730	0.049	14,898	0.000
domestic touristsSatisfaction (X3) -> Tourist Loyalty (Y)	0.193	0.193	0.072	2,659	0.008
Indirect Influence					
Destination Image (X1) -> Wisnu Satisfaction (X3) -> Tourist Loyalty (Y)	0.006	0.006	0.013	0.434	**0.664**
Service Quality (X2) -> Wisnu Satisfaction (X3) -> Tourist Loyalty (Y)	0.140	0.141	0.055	2,575	0.010

Direct Effect

Hypothesis 1

Destination Image (X1) has a fundamental effect on Tourist Loyalty (Y). Citra destination on tourist loyalty results in a t-statistic of 6,775> 1.96 and a p-value of 0.000 <0.05. These results indicate that the image of the destination has a significant effect on tourist loyalty to the tourist attraction of Padang City. The influence of

destination image on tourist loyalty is positive with the original sample of 0.589. It can be concluded that the destination image has a positive and significant effect on tourist loyalty. This means, if the image of the destination in the tourist attraction of Padang City is good, the loyalty of tourists will be high. Likewise, if the image of the destination is bad, then the loyalty of tourists to tourist attractions in Padang City will get lower. H1 accepted.

Hypothesis 2

Service Quality (X2) has a fundamental effect on Tourist Loyalty (Y). The effect of service quality on tourist loyalty results in a t-statistic of 0.368> 1.96 and a p-value of 0.713> 0.05. These results prove that service quality does not have a significant effect on tourist loyalty. This means that the quality of service does not have a significant effect on tourist loyalty. Good or bad service quality at Padang City attractions does not affect tourist loyalty, tourists will still come to Padang City tourist objects. H2 is not accepted.

Hypothesis 3

Destination Image (X1) has a significant effect on domestic tourists' satisfaction (X3). The influence of destination image on domestic tourists' satisfaction produces a t-statistic of0.474 <1.96 and p-value0.636> 0.05. It can be concluded that the image of the destination has no significant effect on the satisfaction of domestic tourist. That is, good or bad the image of Padang City tourist destinations will not affect the satisfaction of the visiting tourists. H3 is not accepted.

Hypothesis 4

Quality Service (X2) has a significant effect on domestic tourist satisfaction (X3). The effect of service quality on domestic tourist's satisfaction produces a t-statistic of14,898> 1.96 and p-value 0.000 <0.05. It means that service quality has a significant effect on domestic tourist's satisfaction. Also, the original sample is shown with a positive value of 0.729, which means that service quality has a positive and significant effect on domestic tourist's satisfaction. If the quality of service at tourist attractions in Padang City is good, the satisfaction of domestic tourists will increase. H4 accepted.

Hypothesis 5

Wisnu satisfaction (X3) has a significant effect on tourist loyalty (Y). The effect of domestic tourist satisfaction on tourist loyalty results in a t-statistic of 2.659> 1.96 and a p-value of 0.008 <0.05, which means that domestic tourist satisfaction has a significant effect on tourist loyalty. To original sample has a positive value of 0.193. That is, Wisnu satisfaction has a positive

and significant effect on tourist loyalty. If the domestic tourists are satisfied with the tourist objects of Padang City, tourist loyalty will increase. H5 is accepted.

Indirect Effect

Hypothesis 6

Wisnu's Satisfaction (X3) mediates the influence of Destination Image (X1) on Tourist Loyalty (Y). The indirect effect of domestic tourist satisfaction as a mediator between the influence of destination image on tourist loyalty can be seen from the statistics of 0.434 <1.96 and a p-value of 0.664> 0.05. It can be concluded that domestic tourist satisfaction does not meditate on the influence of destination image on tourist loyalty. H6 is not accepted.

Hypothesis 7

Wisnu Satisfaction (X2) mediates the influence of Service Quality (X3) on Tourist Loyalty (Y). The indirect effect of domestic tourist satisfaction as a mediator between service quality and tourist loyalty can be seen from the t-statistic value of 2,575> 1.96 and the p-value of 0.010 <0.05. When viewed from these results, Wisnu satisfaction mediates the effect of service quality on tourist loyalty. By the results of this study, where service quality (independent variable) has a negative and insignificant effect on tourist loyalty (dependent variable), therefore H7 is not accepted.

5. DISCUSSION

The Influence of Destination Image on Tourist Loyalty

Gartner (1989) argues that destination's with more positive images will be part of the decision-making process. A positive image corresponds to a higher perceived quality, which in turn will determine consumer satisfaction (Kozak & Rimmington, 2000).

Destination image has a positive and significant effect on tourist loyalty. This proves that the better the image of tourist attraction destination, the higher the loyalty of tourists to come to tourist objects in Padang City, and vice versa. Significant research results can occur because of the valid and reliable measuring instruments of this study. The statements in the existing research are appropriate, thus making the research results significant.

The Effect of Service Quality on Tourist Loyalty

Jimanto and Yohanes (2014) stated that service quality variables have a positive effect on customer satisfaction. This shows that if the service provided is good, the customer will get satisfaction.

These results indicate that service quality does not significantly influence tourist loyalty. This proves that the good or bad quality of service at tourist objects in the Padang city does not affect the loyalty of domestic

tourists. It can be seen from the high average indicator items. From the research results, service quality does not have a fundamental effect on tourist loyalty.

The insignificant influence in this study could be because other factors are more influential on tourist loyalty, resulting in insignificant service quality. It could be because tourist objects in the city of Padang, which are beautiful, make visitors more interested and want to come back to visit tourist objects in the Padang city.

The Influence of Destination Image on Domestic Tourists Satisfaction

Some empirical evidence shows that Vishnu satisfaction is a strong indicator for reviewing and recommending destinations to others (Kozak Rimmington, 2000; Hultman et al 2015). Satisfaction leads to repeated purchase recommendations and positive word of mouth.

Destination image does not have a significant effect on domestic tourist satisfaction. This proves that the good or bad image of Padang city tourist destinations does not affect Wisnu satisfaction. The insignificance of the influence of the image of the destination on the satisfaction of foreign tourists can occur due to other factors that more influence the satisfaction of Wisnu.

The highest average score for each destination image indicator item is almost the same, but the results of the study are not significant for Wisnu satisfaction. The satisfaction felt by tourists with Padang city attractions is not influenced by the good or bad image of the destination. The insignificant influence in this study could occur because other factors influence domestic tourist's satisfaction greater which results in the image of the destination not having a significant effect on domestic tourist's satisfaction.

The Effect of Service Quality on Domestic Tourists Satisfaction

Chi Hau and Khatijah Omar (2014) stated that service quality is significantly and positively related to Vishnu satisfaction. Therefore, high and sustainable service quality is very important because it will affect the satisfaction of tourists. This is in line with the research of Redita et al. (2017) namely the quality of service has an impact on Vishnu satisfaction.

Service quality has a significant effect on domestic tourists' satisfaction. That is, if the quality of service is getting better and better, then domestic tourists' satisfaction will increase, and vice versa if the quality of service is bad then domestic tourists' satisfaction will decrease. The results of this study prove that good service quality at tourist attractions in the city of Padang can make domestic tourists more satisfied, therefore the results of the study are significant. The items used have supported this research, it can be seen that the average results of the indicator items are already good.

Domestic tourists satisfaction such as, tourists feel satisfied because the tourist facilities do not disappoint, feel satisfied with the services of tourist attractions in the city of Padang, are satisfied with ticket prices, travel experiences that are in accordance with expectations are some indicator items with the highest average according to the results of the study. The tourists feel this satisfaction, this is also supported by the good quality of service that is available at the tourist attraction in the city of Padang. Therefore, with good service quality, it makes domestic tourists' high satisfaction

The Effect of Domestic Tourists Satisfaction on Tourist Loyalty

Griffin (2003) states that tourist loyalty is a measure associated with repurchasing. In this study, the indicator for measuring tourist loyalty is the desire to continue to buy products, which refers those loyal customers are customers who make repeated purchases of a product within a certain period time and recommending it to others (word of mouth) refers to loyal customers who will recommend and tell positive things about a product to other customers.

Wisnu satisfaction has a positive and significant effect on tourist loyalty. That is, the higher the satisfaction obtained by the tourists from the archipelago, the higher the loyalty of tourists to tourist objects in the city of Padang. The highest average value on each item of domestic tourist's satisfaction is almost the same, the tourists are satisfied with the service of the tourist attraction, then they are satisfied with the existing facilities at the tourist attraction. The tourists are satisfied with the existing tourist objects and make them loyal. This study also proves that domestic tourist's satisfaction is one of the factors that influence tourist loyalty so that domestic tourists are happy to have a vacation and want to return to tourist attractions in the city of Padang. In conclusion, from the results of this study.

Wisnu's Satisfaction Mediates the Influence of Destination Image on Domestic Tourists Loyalty

By the results of research by Hanif et al. (2016) that tourists who have a positive assessment of tourist attractions and then feel satisfaction can result in these tourists becoming loyal to related tourism destinations, namely by recommending them to other people, saying positive things, and or making repeat visits.

Based on the research results, it shows that domestic tourist's satisfaction does not intercede the effect of Citra destination on tourist loyalty. That is, there is no effect of domestic tourist's satisfaction to affect the image of the destination on Wisnu's loyalty. It can be seen from the t-statistic <1.96, it means that domestic tourist's satisfaction does not intercede the effect of destination goals on domestic tourists' loyalty. This means that the satisfaction of Wisnu does not chain the influence of the image of the destination on the loyalty of tourists.

According to Hair (2010), it is necessary to carry out a mediating variable analysis to determine whether the variable is acceptable or not, an analysis involving the mediating variable and the analysis without involving the mediating variable. If one of the effects of the independent variable on the mediation or the mediating variable on the dependent is not significant, then the variable is said to be unable to become the mediating variable. It is proven that the influence of destination image on domestic tourists' satisfaction is not significant, then domestic tourists' satisfaction with loyalty is significant and the destination image is significantly affected by tourist loyalty. A destination image that is not significant to domestic tourists' satisfaction can occur because of other factors that are more influencing domestic tourists' satisfaction,

Wisnu's Satisfaction Mediates Service Quality to Domestic Tourists Loyalty

According to Sunbawa and Sulistyawati (2020), Vishnu satisfaction is also an intervening /mediating variable because the quality of service to customer loyalty will increase if it is through Wisnu satisfaction.

To see the role of the mediating variable of Wisnu satisfaction, it can be seen from each influence between variables. The direct effect of service quality on tourist loyalty is not significant, but the effect of service quality on domestic tourists' satisfaction is significant and the effect of domestic tourists' satisfaction on tourist loyalty is significant.

Based on the t-statistic> 1.96, it means that the use of domestic tourist satisfaction to mediate fully affects the quality of service on domestic tourists' loyalty. However, it needs to be remembered by Baron and Kenney's rule (in Jogiyanto, 2011) that the mediation effect test can be carried out if the main effect (direct relationship between the independent variable and the dependent variable) is significant. If this does not happen, then mediation effect testing cannot continue. Again, according to the results of this study, where the independent variable (service quality) has no significant effect on the dependent variable (tourist loyalty). Therefore, testing the mediation effect was discontinued.

6. CONCLUSION

Based on the results of the analysis and discussion of the influence of destination image, service quality, and satisfaction on the loyalty of tourists visiting Padang city attractions, it can be concluded that destination image has a positive and significant effect on tourist loyalty, service quality does not have a significant effect on tourist loyalty. Destination image on domestic tourists satisfaction is not significant, service quality on domestic tourists satisfaction is positive and significant, domestic tourists satisfaction has a significant positive effect on tourist loyalty, Wisnu satisfaction does not mediate the effect of destination image on domestic

tourist loyalty and domestic tourists satisfaction variable as a mediating variables on the effect of service quality on tourist loyalty cannot be continued because the main effect is the direct relationship between service quality variables and tourist loyalty is not significant.

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