

Role of Memorability Phase Strategy as a Mediating Variable in Forming Loyalty of Tourists in Aceh

^{1*}Badaruddin, ²Nasir, ³Hizir Sofyan, ²Hasan Basri

¹PhD Student of Management Science, Syiah Kuala University, Indonesia

²Department of Management, Faculty of Economics and Business, Syiah Kuala University, Indonesia

³Department of Statistics, Faculty of Mathematic and Natural Sciences, Syiah Kuala University, Indonesia

*Corresponding author: badar.manajemen@gmail.com

Abstract -The aim of this research is to know the role of mediating phase of memorability on tourist loyalty. The study was conducted in the Aceh area, because Aceh is the potential tourist destinations in the west region of Indonesia. This study also investigated the role of independent variables, creative the experiences and service quality that play a role and influence to the level of memorability in the creation of tourist loyalty in Aceh. Using the structural equation modelling (SEM), the study found that creative experience and quality of services influenced the level of memorability of tourists in Aceh, Indonesia. Quality of service and level of memorability influenced loyalty of tourists in the Aceh, Indonesia. Finally, the creative experience and quality of services indirectly influenced loyalty of tourists in Aceh, Indonesia through level of memorability. Thus, to increase the loyalty of tourist the relevant authority, particularly the tourism department should create a higher level of tourists' memorability by providing more creative experience and services' quality of tourism in Aceh, Indonesia.

Keywords - Level of memorability, tourist loyalty, creative experience, service quality

I. INTRODUCTION

The tourism industry is one of the largest industries and is the rapid growing service sector in the globe today. Even today the tourism sector occupies the second position in foreign exchange revenue after oil and gas. Therefore, many countries are currently trying to improve their foreign exchange yields by building a tourism industry. The industry is built by the hope that many tourists come to visit and spend their money. On this basis, many regions, especially developing countries, seek to advance the tourism sector by improving tourism infrastructure, providing incentives in the form of tourist visa exemption, promotion and marketing abroad.

Tourism object is a service product offered by a service company with the hope that consumers come to visit and enjoy the attractions offered (Aceh Provincial Tourism Office, 2016). To be able to attract customer satisfaction, managers must be able to offer the best quality service to create a customer satisfaction. The application of quality management in the service industry becomes a basic need if you want to compete in the domestic market and global market (Willar, 2012).

The increasing number of tourism objects in various countries at present, especially in developing countries, causes high levels of competition. This is indicated by the increase in facilities and activities offered in order to attract the attention of tourist's globally (Coralie, 2018)

Indonesia is one of the developing countries that have various types of tourism and culture. Attractions and cultures that are quite attractive to tourist's are in Java, Sumatra and Sulawesi. Therefore, the services and facilities available are still inadequate compared to services and facilities provided in other countries. Nowadays, Indonesia is very concerned with the services and infrastructure of tourism. This can be seen from the assessment data published by the agency The Travel & Tourism Competitiveness Report, 2015 (Bank et al., 2009).

Aceh Province is one of the provinces in Indonesia which has the potential to develop the tourism industry. The development of the tourism industry in Aceh Province is the right choice. Many tourism objects or tourism infrastructure have been developed in Aceh. In addition to having a variety of tourism resources, Aceh also has a unique aspect of natural beauty, culture and religion. Natural beauty can be found in various beaches, waterfalls, lakes, and others. The beauty of culture is also found in this province as a treasure that continues to be preserved and developed. The practice of religion can also be used as Islamic tourism which is full of religious values, both in relation to relationship to God (*hablum minallah*) and relationship to human (*hablum minannas*) which are combined with various customs.

Tourist destinations are not stand-alone products, but a combination of various attributes of tourism destinations. This is an important note that is always considered by tourist's in making decisions to visit again or re-visit to a tourist attraction in Indonesia, especially Aceh.

This study aims to explore the influence of creative experience, quality of service and job analysis on tourist's loyalty on Tourist employees in Aceh City through Level of memorability. This influence analysis analyzes the direct, indirect and total effect.

II. LITERATURE REVIEW

A. Creative Experience

In the case of tourist's' creative experience starting from more curiosity than tourist's, then utilized optimally by involving tourists to enter to produce the types of tourist attractions offered. Broadly speaking, providers of creative tourism services (such as museums, event organizers, etc.) must attract tourists with the aim that tourist's get more experience by participating in feeling/empathy with what tourist attractions are offered. To get this experience, tourists must do their part to make creative tourism products so as to cause high tourist loyalty.

In the service marketing management literature, especially driven by Parasuraman et al., (1988) that a company can have a competitive advantage if might be to provide quality services and can satisfy customers. According to Richards, G. dan Wilson, J. (2006), it is less considering the construct of experience in relation to service quality with customer satisfaction.

Richard and Wilson (2006) first identified creative growth as an expansion or response to cultural tourism. They emphasize that in different to most cultural tourism, inventive consumers progressively seek more interesting and interactive experiences that might assist them in their personal development and identity creation by increasing their inventive capital.

B. Service Quality

Excellent service about tourism must be supported by modern devices and reliable human resources but do not eliminate traditional values carried out by the world business model of tourism. Effects will occur to input-output that benefits both parties (Incera and Fernandez, 2015) that contribute to services, the right moment, accurate flight paths and easy to reach will provide multiple benefits. The most influencing tourists are services with a pick-up strategy such as the availability of travel agents in all destination sectors (Albacete-Saez, 2007).

Quality service according to Sheng, (2017) is the ability of a company to present or fulfill what it promises to customers. Thomson, De Souza, and Gale (1998) state that one of the strategies refer to achievement in the service business is the despatch of high service quality. According to Chia (2008), high-performance services are services that are able to satisfy customer needs, or in other words can exceed the expectations of customers.

A detailed scale of service quality can be divided into ten perspectives, namely the best experience of tourism, information, hospitality, appropriate prices, hygiene, facilities, and value for money, logistics, food and security (Rajaratnam et al., 2014). In addition to assessing service quality, knowing the level of satisfaction of tourists towards a particular destination is necessary because it affect the preference of destinations and destinations to return (Huh, 2002) and word of mouth recommendations (Ozdemir et al., 2012).

C. Memorability Level

Memorability or sweet memories that are in a person's mind as a result of his activities visiting a tourist destination are not solely due to his activities and the social interaction he gets in the tourist area, but also by the reputation that has been built before because of opinions by people who have visited the tourist area before. A positive relationship between the two variables always exists (Sergio, & Lopes, 2011).

The source of nostalgia is not refer to the things a person experiences in his past (Yeh, Chen, & Liu, 2012), but also the things that miss the feeling. For example, in the context of tourism, a feeling of nostalgia does not have to be driven by someone's individual visit to that place. Nostalgia might be emerging because someone sees the place correlating him to a distinct moment. Understanding how people response to sources by feeling nostalgia can help explain their consumer behavior. This is why nostalgia is considered in studies of tourist destinations (e.g. Russell, 2008) and caring preferences (Ragavan, 2014).

Anita dan Meghan Beardsley (2017) stated that there are 8 indicators of Memorability, namely: the serenity of simple life, searching for some feeling within me; revisiting my childhood, remembering how things use to be, memories in the life of past era, the past is Bette, and the changing of *time*. Meanwhile, according to Jong-Hyeong Kim, (2016), the indicator of memorability

including: wonderful memories of my visit to the place, I won't forget my experience of visiting this place, and I will remember many positive things about this place.

D. Tourist Loyalty

In the field of marketing, repeat re-purchases or agreement to suggest prospective buyers are ordinary used to show customer loyalty. The high and low degree of consumer loyalty is an indicator used to size the stride of a marketing strategy (Valle et al., 2006). Contextualization of tourist loyalty to tourism destinations is a loyalty that contains consistency of tourist's to always visit a destination even though competitors offer new destinations with superior quality attributes. In the tourism industry, there is empirical evidence that satisfaction is a strong indicator of the loyalty of tourists to revisit a tourism destination and also that loyal tourist's will be good marketers for the destination because they incline to tell stories (word of mouth) and recommend fellows families, and relatives and other people to come to the destinations they have visited (Chi CGQ, 2005).

A tourist who has an interest in visiting, he will not cover up the possibility that later they will make a return visit. So, the interest of revisiting tourists can be seen as an anticipation of one's travel behavior in the future. The importance of revisiting is as a behavioral reaction and reveals it's supporting factors (Valle et al., 2006). Valle et al. (2006) stated that loyalty is a willingness of tourists to continue activities on a tourism product in a long period of time and to carry out activities repeatedly, and voluntarily recommend to other friends. Indicators of measuring tourist loyalty are repeat purchases (buyer's repetition), (Parasuraman, et al., 1988) which is a continuous purchase of tourism products that have been consumed; brand commitment (Dick and Basu, 1994) which is a strong commitment to the tourism product, has no desire to move to other tourism products and tries to continue the action activities against the tourism product again; positive contagion or recommendation (Morgan and Hunt, 1994) that is to recommend products that have been consumed by friends and to express positive things about their experiences while enjoying tourism products.

Based on the above discussion, this study proposes the following research frameworks:

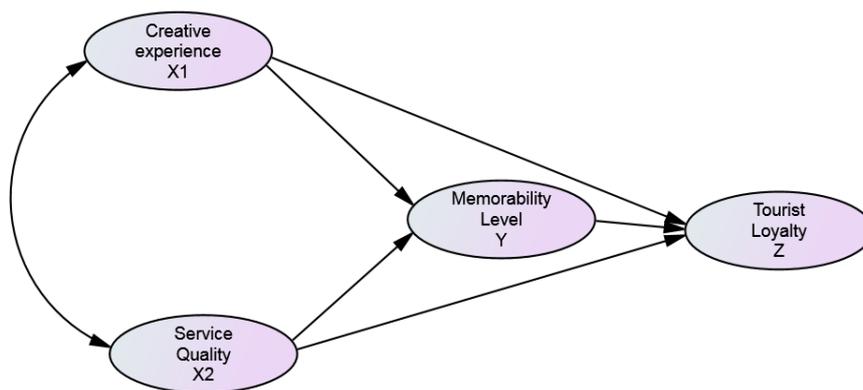


FIGURE I. PROPOSED RESEARCH MODEL

III. METHODS

A. Population and Sample

The inhabitants determined in this research is all tourists visiting the Aceh as many as 161 people. In this study the sampling method uses non-probability sampling method and sampling technique used using purposive sampling technique, where the sample is tourists who have visited Aceh for several times, then the amount of withdrawal of the study sample is 161 tourists.

B. Measurement Scale

The measurement scale using a Likert scale through data collection in the form of a questionnaire which is then collected and processed where the questionnaire contains questions to obtain data about the indicators in the variables in this study, so that information is relevant to the research objectives and the level of reliability and validity as high as possible. Questions in the questionnaire were tested using 1-5 Likert scales.

C. Data Analysis Equipment

Data analysis is the process of simplifying data into a form that is easier to read and implement. The method chosen to analyze the data must be in accordance with the research pattern and the variables to be studied. To analyze the data used Structural Equation Modulation (SEM) from the AMOS 18.0 statistical software package in the model and hypothesis assessment. SEM equation model is a set of statistical techniques that allow testing a series of relatively "complicated" relationships simultaneously (Ferdinand, 2014, p. 181). The formulation of the SEM model can be described as follows:

$$\eta_1 = \gamma_{1.1}\xi_1 + \gamma_{1.2}\xi_2 + \zeta_1$$

$$\eta_2 = \gamma_{2.1}\xi_1 + \gamma_{2.2}\xi_2 + \gamma_{2.3}\xi_3 + \gamma_{24}\eta_1 + \zeta_2$$

where η_1 is the Memorability Level, η_2 is the Tourist's Loyalty, γ_i is the estimated structural coefficients, and ζ is the structural error term.

After the model meets the requirements, then the next step is to estimate the regression weight/loading factor. This test is carried out similar to the t test for regression weight / loading factor / model coefficient). Hypothesis testing is carried out using a significant value (P value) at the 0.05 level of significance.

IV. FINDINGS AND DISCUSSION

A. Model Measurement Test

The following shows the relationship of indicators and unobserved variables (latent variables) in the Measurement Model, in the following table shows the relationship of indicators with their respective constructs. Loading factor is used to measure the contribution of each indicator if the value is above 0.6, then the indicator is said to be representative enough to explain the unobserved variables (Ferdinand, 2014). Therefore, this indicator must be included in subsequent data processing. As after the measurement model is analyzed through confirmatory factor analysis and it is seen that each indicator can be used to define a latent construct, a full SEM model can be analyzed.

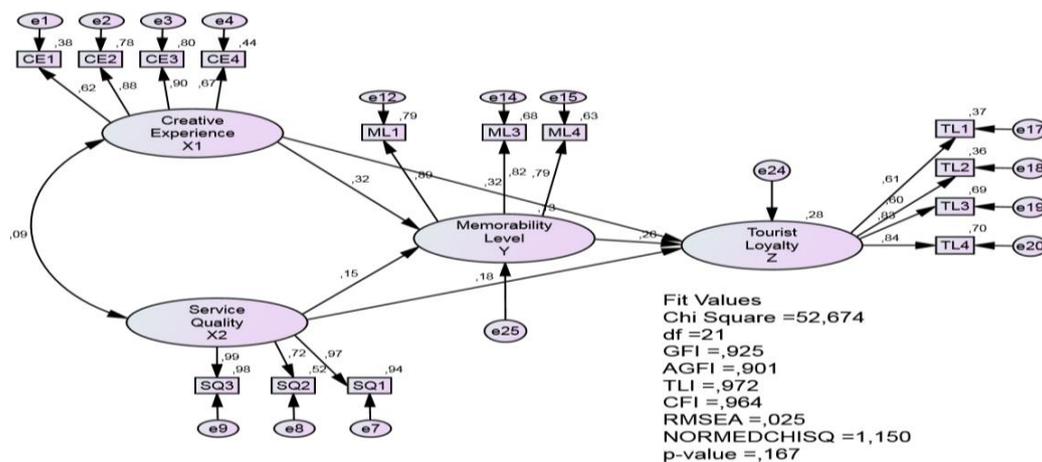


FIGURE II. FINDINGS OF ESTIMATED SEM

B. Analysis of the SEM's Findings

The next analysis is the Full Model Structural Equation Model (SEM) analysis which is intended to test the models and hypotheses developed in this study. Model testing in Structural Equation Model is carried out with two tests, namely the suitability of the model and the test of the significance of causality through regression coefficient test.

TABLE I. REGRESSION WEIGHT

			Estimate	Standardized	S.E.	C.R.	P
Memorability_Level	<---	Creative_Emprence	,321		,189	3,512	***
Memorability_Level	<---	Service_Quality	,147		,110	1,995	,048
Tourist_Loyalty	<---	Service_Quality	,176		,075	2,205	,027
Tourist_Loyalty	<---	Creative_Emprence	,317		,141	3,229	,001
Tourist_Loyalty	<---	Memorability_Level	,261		,065	2,799	,005

Based on the above table it can be seen that each indicator forming a latent variable shows outcome that comply the criteria, namely the CR value above 1.96 with P smaller than 0.05, unless there are some p values greater than 0.05. These results can be said that the indicator indicators forming the latent variables are significantly an indicator of the latent factors that are formed. Thus, the model used in this study is acceptable.

V. CONCLUSION

The aim of this research is to know the role of mediating phase of memorability on tourist loyalty in Aceh, Indonesia. The study found the following:

1. Creative experience influenced the level of memorability of tourists in Aceh, Indonesia.
2. Quality of service affected the level of memorability of tourists in the Aceh, Indonesia
3. Creative experience affected tourists' loyalty in Aceh, Indonesia
4. Quality of service influenced loyalty of tourists in the Aceh, Indonesia
5. Level of memorability influenced loyalty of tourists in Aceh, Indonesia
6. Creative experience indirectly influenced loyalty of tourists in Aceh, Indonesia through level of memorability.
7. Quality of service indirectly influenced tourist's loyalty in Aceh, Indonesia through level of memorability.

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