The Strategy For Improving Competitiveness to win the ASEAN Economic Community (AEC)
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ANTECEDENTS OF TOURIST SATISFACTION AND ITS IMPACT ON LOYALTY TO A PARTICULAR DESTINATION

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Abstract. This study aimed to analyze the influence of the destination image and the perceived value to the tourists satisfaction in visiting tourist destinations in the province of Bengkulu. This study is also aimed to determine the effect of satisfaction on loyalty. This research is quantitative research that aims to determine the size and causal correlation between the variables in the model and determine the significance of each of hypotheses proposed. Data was collected using questionnaires distributed by self-administered in each municipality/district in the province of Bengkulu. The population in this study was tourists who visit certain tourist destinations in the municipality/district in the province of Bengkulu. Using tourists who visit to a particular destination in the province of Bengkulu as a sample deemed appropriate because their impressions still embedded in each respondent. This study used a non-probabilistic sampling as data collection techniques with purposive sampling as a data collection method. The sample size used in this study was 200 respondents. To test the relationship modeling between variables is established, this study uses Structural Equation Modeling with the help of software Amos 16.0. Questionnaire was used as a data collection tool. Questionnaires were distributed to respondents targeted with the help of enumerators. The results of this research contributing to the development of body knowledge in the field of tourism marketing.

Keywords: destination image, perceived value, tourist satisfaction, loyalty.

INTRODUCTION

The tourism sector has long been believed play an important role in sustaining the economic sector in Indonesia and other developing countries and even in developed countries around the world. Tourism has brought many developing countries to move from dependence on agribusiness and manufacturing industries (Tooman, 1997). The tourism sector also contribute in the form of foreign exchange earnings, employment creation, opening up opportunities for the community, or even create a turnover of foreign currency for entry to Indonesia. Therefore, some economic experts have even suggested that the tourism sector contributes exports in the economy of a country. Although the tourism sector as an export commodity has the characteristics of intangible, but the role of this sector in the economy is increasingly regarded as important and can not be underestimated. Various benefits offered from the tourism sector have stressed the importance of tourism development in a planned, sustainable and synergistic. This is very important, because the development of a country can not be separated from the role of the tourism sector.

Bengkulu Province has many objects of tourist destinations which, if managed properly can become a potential source of revenue of the region and the expansion of employment and business opportunities for the community. Destinations in the province of Bengkulu relatively diverse, ranging from nature tourism, cultural tourism, historical tourism, agriculture tourism, entertainment, the arts, health, etc. Many kinds of tourist destinations objects owned, reflecting that the Bengkulu Province has the power supply side of tourism product. However, demand against tourism products owned by Bengkulu Province is still relatively low. Although the tourism sector is believed to be able to contribute to improving the local economy, particularly local revenue, but Bengkulu Province is still not able to take advantage of this sector to the fullest and have not been able to increase value added of the tourism sector.

Despite the development of tourism in Bengkulu Province began to intensively conducted, the lack of a good knowledge of the preferences and wishes of tourists will be attributes of a particular destination can lead to errors in planning or strategic policy-making related to the development of tourism destination. Some studies claim that the identification of the attributes of a destination needs to be done to find out the important factors considered by tourists in deciding to visit a particular travel destination (Echtner and Ritchie, 2003). Study of the most popular tourist destinations associated with the attribute is destination image. Destination image is deemed important because it determines the visitors decision concerning the selection of a specific destination area to be visited. Some researchers say that destination image can attract visitors pre-visit, even though they have never entirely been to visit the tourist destinations (Echtner and Ritchie, 2003; Henkel et al., 2006). However, the image formed by a visitor pre-visit may change when the actual condition of a tourist destination is not in accordance with what they expect.

Therefore, identifying the factors believed to be important for visitors to decide the option to visit a particular destination is important. Deep understanding of the destination image is believed to be able to provide a significant contribution will be in-depth knowledge in the field of tourism, such as the rating decision making and voting behavior destination (Falkory and Crompton, 1991; Goodrich, 1978). Previous research has found that destination image have significant effect on the choice of destination by tourists pre-visit, travel-related decisions, and behavioral intention to visit (Echtner and Ritchie, 2003; Henkel et al., 2006;
Ritichaimawat et al., 2001). Destination image is also significantly influence buying behavior during the visit and the level of satisfaction with the destination (Chon, 1990).

Despite the increasing popularity of studies that investigated the attributes of tourist destinations, but nearly all the research investigation conducted in a country other than in Indonesia. Many investigations were carried out research on travel destination that already have a good brand popularity. Not many studies try to identify the attributes considered important for the tourists to a particular travel destination in a destination that still do not have a good level of popularity (the developing countries). There is a growing urgency for the area to conduct a study that identifies the attributes of tourist destinations. It is important to be able to provide strategic recommendations to support the development of its tourism sector. Furthermore, some researchers also cited a study that investigated about a service company that provides services to foreign consumers in the domestic market such as the tourism industry, education, and hospitals are still relatively limited (Bianchi, 2010; Björckman and Kock, 1997). Therefore, this study aims to investigate the factors considered important for travelers to visit a particular destination and its relation to the level of satisfaction of tourists at a destination.

LITERATURE REVIEW

Destination Image

In the context of tourism, tourist destination consists of a collection offers both tangible and intangible, and can potentially be viewed as a product or perceived as a brand. Brand image is an important concept in consumer behavior research (Dobni and Zinkhan, 1990). Destination image is described as the whole idea of an area or place as a destination (Echtner and Ritchie, 1991). Destination image have a substantial impact on the selection of destination, the decision about the trip, and the intention of the travel behavior (Echtner and Ritchie, 1991; Henkel et al., 2006). Further, the destination image is a key factor for the success of destination marketing.

Destination image is formed when the traveler creates a mental picture of a destination based on the information they receive from the actual experience of media and advertising, and other marketing media (Gartner, 1994). Individuals can develop destination image even without personal experience at a destination. Destination image formed before the visit may change after the individual doing the actual visit, because the image of the destination before the visit may include information that is inaccurate or personal bias (Baloglu and McCleary, 1999; Beerli and Martin, 2004).

<table>
<thead>
<tr>
<th>Authors</th>
<th>Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assael (1987)</td>
<td>The overall perception of a destination that is formed by processing information from a variety of sources over time.</td>
</tr>
<tr>
<td>Baloglu and McCleary (1999a)</td>
<td>Individual mental representations of knowledge, feelings, and the overall impression about a destination.</td>
</tr>
<tr>
<td>Chon (1990)</td>
<td>The result of the interaction of beliefs, ideas, feelings, expectations and impress someone on a destination.</td>
</tr>
<tr>
<td>Crompton (1979)</td>
<td>The image can be defined as a set of beliefs, ideas, and impressions that a person has of a destination.</td>
</tr>
<tr>
<td>Dichter (1985)</td>
<td>The concept of the image can be applied to political candidates, product, or country. Image not describe the characteristics or qualities of individuals but the overall impression &amp; identities are formed in the mind of someone.</td>
</tr>
<tr>
<td>Fiske and Crompton (1991)</td>
<td>The image is the mental construct developed by potential travelers based on a few impressions selected among a set of impressions.</td>
</tr>
<tr>
<td>Hunt (1975)</td>
<td>Impression that a person or many people have about a situation where they do not live there.</td>
</tr>
<tr>
<td>MacKay and Fesenmaier (1997)</td>
<td>Mixtures of various products (attractions) and attributes are incorporated into the overall impression.</td>
</tr>
<tr>
<td>Moutinho (1987)</td>
<td>Individual attitudes toward the attributes destination based on your knowledge and feelings.</td>
</tr>
<tr>
<td>Phelps (1986)</td>
<td>Perception or impression of a place.</td>
</tr>
<tr>
<td>Reynolds (1965)</td>
<td>The construct mental formed by consumers based on some impression of the overall impression that there.</td>
</tr>
</tbody>
</table>

Destination Image Toward Satisfaction And Loyalty

Researchers brand (Aaker, 1996; Kapferer, 1997) argues that brand image is a fundamental requirement of a strong brand. Strong brands can differentiate the products / services of the company compared to competitors (Lim and O'Cass, 2001). For consumers, brands can reduce search costs (Biswas, 1992), minimizing the risk perceived (Berthon et al., 1999), an indication of high quality (Erden, 1998), and satisfying the functional needs and emotional consumers (Bhat and Reddy, 1998). In the literature, a number
of emerging theoretical framework for understanding the brand, brand image, brand building and brand management (Keller, 1993; Aaker, 1996; Kapferer, 1997; de Chematony, 2001).

Similarly, the concept of destination image which has been believed to be the deciding factor of decision making visitors, forming impressions of visitors to the destination, as well as determining the behavior of visitors post-visit. Many studies have tried to develop operationalization instrument of measurement about destination image in literature. Beerli and Martin (2004) found that the destination image is formed by two main factors, namely the stimulus factors (external factors) and the behavior of visitors (internal factors). Sun, Zi and Xu (2013) found that the destination image is formed by three main factors, namely: environment and tourism activity, natural resources and culture, and internationalization.

As many studies have operationalized the image of the destination through a multi-attribute or through a technical approach to unstructured, multi-attribute approach became the most frequently used approach (Chi, 2012; Echtner and Ritchie, 1991, 1993). In a multi-attribute approach, tourist image is evaluated through a series of attributes that were assessed using a Likert scale or semantic differential scale, in order to obtain the overall image as an average or total score of attributes (Bigne, Sanchez, and Sanchez, 2001). Although the use of a series of attributes to operationalize the image of the destination, but still criticized (Andn, 1996), but there is still no accepted theory to replace the model of multi-attribute (Pike, 2002). When constructs the image of destination proved difficult to measure, the overall perception of consumers of destinations may be favorable or unfavorable, and the possibility of influencing the decision making process travelers and their satisfaction with the destination (Chen and Tsai, 2007; Milman and Pirzam, 1995).

Attributes destination used in this study is the image of the destination. Some researchers believe that the image of the destination is an individual's perception of a set of attributes of the destination and overall impression formed from a particular destination Echtner and Ritchie (1991, 1993, 2003). Destinations Image may also be defined as the expression of all knowledge, impressions, prejudices and emotional thinking an individual or group of objects or a specific place (Lawson and Baud-Bovy, 1977). Destination Image has a significant role in the choice of destination, the decision making process, and in choosing a particular activity at the destination location, such as lodging, choice of attractions to visit, participate in certain activities, etc. Destination image is believed to also play a significant role in influencing individual assessment after the visit, such as the perceived value, satisfaction, and behavioral intentions post-visit (Chen and Tsai, 2007; Lee et al., 2005).

Formation of destination image and change of destination image is different during each stage of the trip, help explain the image of the destination and visitor satisfaction with their trip (Chon, 1989). Visitors who have a positive image of destination run into an enjoyable experience in a destination which leads to the high level of satisfaction and positive behavioral intention to re-visit destination (Lee, Lec, and Lee, 2005). Some researchers believe that the study on the relationship between the image of the destination and trip satisfaction assist in the development of methods to increase intention to revisit and willingness to recommend the destination to others (Beerli and Martin, 2004; Chi and Qu, 2008). Further, the destination image is also seen as another approach to access competitive position as a destination and to create a positioning strategy (Haathi, 1986; Pike and Ryan, 2004).

Many studies confirm that the investigation in the process of selecting a destination, by potential visitors, entering the strengths and weaknesses of the destination, which is a fundamental factor that ultimately affect the sustainability of a destination (Balogh, 2000; Balogh and McClary, 1999a, 1999b; Echtner and Ritchie, 2003; Fakery and Crompton, 1991; Goodrich, 1978; Hunt, 1975). These findings have been affecting the destination marketers to look more closely at the factors destination images that can help to develop a successful marketing strategy. Furthermore, Destination image to be considered as a key component in a successful destination marketing.

In a study investigating the relationship between destination image, perceived quality, satisfaction, intent to return and willingness to recommend destination, Bigne et al. (2001) concluded that the image of the destination is a direct antecedent of perceived quality, satisfaction, intent to return and willingness to recommend destination. Mahasurinrachai and Qu (2011) reported that destination image has a significant influence on perceived value, satisfaction and loyalty. The findings of Chen and Tsai (2007) also supports a significant positive relationship between destination image, perceived value and satisfaction. Lee (2009) found that destination image directly affect tourist satisfaction Taiwan and indirectly affect their behavior in the future. Based on the explanation above, the hypothesis proposed in this study are as follows:

**Hypothesis 1:** Destination image has a significant effect on tourist satisfaction.

**Hypothesis 2:** Destination image has a significant effect on loyalty.

**Perceived Value On Satisfaction And Loyalty**

Bokserber and Melser (2011: 231) states that perceived value is a ratio based on the total benefits received for their sacrifice. If a company can maximize customer value higher than competitors, the company can be successful. If the product or service the company provide less perceived customer value, then it will fail. (Tandjung, 2004: 18). Furthermore, Yonggui Wang et al (2004: 169) states that the value of the customer is a strategic weapon in attracting and mastering the customers and became one of the factors most significant in the success of both the business of manufacturing and service providers. Wang et al (2004: 169) suggests that customer satisfaction may also be influenced by the value of customers who use their influence on the
performance-based customer relationship management customer behavior continuously. For example, customer value contributed to an increase in customer satisfaction and customer satisfaction is a consequence of the customer value created (Hallowell, 1996). Customer satisfaction is usually formed into a key indicator of a market share and profits, and an important indicator of a company's financial health. Furthermore, Mazumdar (1993) states that the value of the customer to be more oriented to the satisfaction of tourists and indirectly affect their behavior in the future. Based on the explanation above, the hypothesis proposed in this study are as follows:

**Hypothesis 3:** Perceived value has a significant impact on tourist satisfaction.

**Hypothesis 4:** Perceived value has a significant effect on loyalty.

**Impact Of Satisfaction On Loyalty**

Satisfaction is one of the most widely studied concepts in modern marketing thinking and practice for satisfaction is the essence of any business continuity (Bolton and Drew, 1991; Churchill and Surprenant, 1982; Oliver, 1997; Spreng and Chiu, 2002). In the tourism sector, satisfaction is also one of the topics of research investigations most favored (Kozak et al., 2003). In the tourism sector, visitor satisfaction is a key factor that determines traveler loyalty and their subsequent behavior in the future. Much of the focus of research investigations which then puts satisfaction as the central factor in the tourism context. Approaches and theories used in observational studies revealed the phenomenon is relatively diverse in expressing satisfaction level of tourists.

Another approach that is also widely used by the researchers is that the equity theory states that satisfaction is trade-off between what consumers are giving up and what they earn (Oliver and Swan, 1989). The theory of equity is considered as one of the theories of justice. An individual would consider that he is treated fairly if he sees a gap that he remove the input to the output obtained when compared to those around him. This often happens when people around tourist destination looking as objects of profit and not view them as a long-term outlook. For example, many vendors in tourist areas significantly differentiate prices among the local population with a foreign customer, and sometimes even selling price also significantly differentiated by domestic consumers. This of course affects the perception and rating assessment of the level of overall satisfaction for visiting tourist destinations.

In a market as fairly high level of competition, companies began to compete to provide satisfaction to its customers so that customers have loyalty to the services offered by the company. Jones and Sasser (1994) state that customer loyalty is an endogenous variable that is caused by a combination of satisfaction so that customer loyalty a function of satisfaction. If the relationship between satisfaction and customer loyalty is positive, then the high satisfaction has an increasing effect on loyalty.

**Hypothesis 5:** Satisfaction has a significant effect on Loyalty.

From the literature review conducted by the researchers, the study was composed of the following models:

![Diagram](image)

**Figure 1 Research Framework**

This model was developed from Sun, Chi, and Xu (2013); Deng, Yeh, and Sung (2013)

**RESEARCH DESIGN**

This research is a descriptive, which aims to make a systematic description, factual, and accurate information on the nature of the population. Besides this research is quantitative research, which aims to identify the factors that are considered important for travelers in deciding to visit an object of tourism destinations. Data was collected using questionnaires distributed instrument is self-administered in each city / regency in Bengkulu. The number of questionnaires is planned to be spread 200 copies, with minimal consideration obtained 20 copies in each district / city in the province of Bengkulu.

**Research Instruments**

Development of the survey instrument referring to the recommendation procedure proposed by Churchill (1979) and DeVellis (1991) to develop standardized survey instrument. Developed measurement instruments is evaluated by a group of tourism experts to assess the validity of the content of the indicators developed. Experts comment on the content and make it easier to understand than the indicators used as well as helping to edit and improve the clarity, as well as more readable and understandable by the target respondents.
This study can not be separated from weakness in the analysis and interpretation. Some suggestions are given, among others: generalization of research on other tourism sectors need to be considered carefully. The different characteristics of each destination cause limitations in generalizing the study on the other tourism sector. Further studies are also needed to assess the effect of the image of destinations on other phenomena; The results also give a recommendation to the parties concerned and interested in the tourism sector to perform routine and periodic data collection related to various matters relating to tourism in order to formulate strategies and appropriate policies and measurable.

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Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 tentang Kepariwisataan.
They were also asked to identify any items that are redundant (ambiguous) and provide suggestions to improve the scale proposed. After assuring that the survey instrument has content validity, then such instruments finalized.

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Measurement Items</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Image</td>
<td>✅ Condition of roads to the tourist attractions ✅ Spatial system in tourist areas</td>
<td>Sun, Chi, and Xu (2013)</td>
</tr>
<tr>
<td></td>
<td>✅ The facilities available in the tourist area ✅ Society being friendly towards tourists</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✅ Local people are to be a guide for tourists ✅ Participation of community in maintaining security in the destination area</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✅ Society continues to provide products / services required by travellers</td>
<td></td>
</tr>
<tr>
<td>Perceived Value</td>
<td>✅ Considering what I spent, I had reasonably good quality experience from visiting Bengkulu</td>
<td>Sun, Chi, and Xu (2013); Deng, Yeh, and Sung (2013)</td>
</tr>
<tr>
<td></td>
<td>✅ Cost of visiting Bengkulu is reasonable ✅ Visiting Bengkulu is a right decision</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✅ Overall, visiting Bengkulu is valuable and worthy</td>
<td></td>
</tr>
<tr>
<td>Satisfaction</td>
<td>✅ My overall experience with Bengkulu was higher than my expectations ✅ Visiting Bengkulu was a wonderful experience</td>
<td>Sun, Chi, and Xu (2013); Deng, Yeh, and Sung (2013)</td>
</tr>
<tr>
<td></td>
<td>✅ Bengkulu is one of the best destinations I have ever visited</td>
<td></td>
</tr>
<tr>
<td>Loyalty</td>
<td>✅ I will revisit Bengkulu. ✅ I will probably revisit Bengkulu in two years ✅ I will recommend Bengkulu to others. ✅ I will encourage other people to visit Bengkulu.</td>
<td>Deng, Yeh, and Sung (2013)</td>
</tr>
</tbody>
</table>

Sampling Frame

The population of this study was tourists who visit certain tourist destinations in the district/city in the province of Bengkulu. Travelers who involve in this study is domestic and foreign tourists. Using tourist who visit certain destination in the province of Bengkulu as a sample of survey respondents deemed appropriate, because their impressions of Bengkulu tourism is closely embedded in each respondent. Nevertheless, limited sampling frame becomes irrelevant using probabilistic sampling. Therefore, this study used a non-probabilistic sampling as data collection techniques with data collection method is purposive sampling. The sample size used in this study was 200 respondents. The measure is considered more than adequate as a prerequisite for the use of Structural Equation Model (SEM) as a tool of primary data processing. Questionnaires used as a data collection tool in this study. Questionnaires were distributed to respondents with the help of enumerators.

DATA ANALYSIS METHOD

The analysis tool used is Structural Equation Modeling (SEM). SEM is a multivariate statistical technique which allows the testing of a series of causal relationships between variables simultaneously. Each exogenous and endogenous variable can be either latent or unobservable construct that can be measured directly in the research process (Hair et al., 2010). The data analysis will be carried out using structural equation modelling (SEM) with the help of software AMOS. SEM is a technique that combines aspects of multivariate factor analysis and multiple regressions that allows researchers to test simultaneously a series of interrelated dependence relationships between variables and latent constructs measured and also among some latent constructs (Hair et al., 2006, h. 710).

Structural Equation Model

There are two steps that need to be done in testing the model framework using SEM, namely 1) the development of the measurement model, and 2) testing the structural model.

Testing Measurement Model

Measurement model used to test a set of items of measurement used to represent the underlying constructs (Hair et al., 2010, h.695). Measurement model aims to assess the contribution of each indicator variable to represent the underlying constructs and measures how well the combination of a set of indicators that represent the constructs (reliability and validity). The result of SEM shows that reliability of variables which measured with Cronbach’s Alpha meet the required reliability criteria. Reliability testing is also done using construct reliability which is considered be better to assessing the reliability of each variable in the model compare with Cronbach’s Alpha. The results of reliability testing using construct reliability consistent with test results using Cronbach’s alpha is found that every variable in the model proved to be statistically reliable. Measurement model testing is also performed to assess the construct validity in the model. The results show that the indicators used were able to present well the underlying latent constructs which proves that the proposed latent variable proved statistically valid.

55
Tabel 3 Construct Reliability, Cronbach alpha, and AVE

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Construct Reliability</th>
<th>Cronbach alpha</th>
<th>AVE</th>
<th>√AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Image</td>
<td>0.880632</td>
<td>0.836</td>
<td>0.648646</td>
<td>0.805385</td>
</tr>
<tr>
<td>Perceived Value</td>
<td>0.873682</td>
<td>0.845</td>
<td>0.634253</td>
<td>0.7964</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>0.819183</td>
<td>0.841</td>
<td>0.502617</td>
<td>0.776284</td>
</tr>
<tr>
<td>Loyalty</td>
<td>0.836881</td>
<td>0.783</td>
<td>0.563199</td>
<td>0.750466</td>
</tr>
</tbody>
</table>

Source: data analysis

Testing Structural Model

After testing the measurement model that includes the validity and reliability on all latent variables, the next step is to test the structural model. There are two stages in testing the structural model, Testing Goodness of fit model and test the significance of the path coefficient. Testing structural model in this research can be described as follows.

![Diagram of structural relationship modelling using AMOS 16.0](image)

Figure 2 Structural Relationship Modelling using AMOS 16.0

The test results of the structural model to measure the extent to which the proposed model is able to represent real phenomena observed. In statistical language model testing structural termed the Goodness of Fit Index. There are several criteria used to test the suitability index models with reality. Goodness of fit index results from the proposed model are as follows.

The test results of the proposed structural model shows that not all of the criteria of goodness of fit get good results. Goodness of fit index (GFI) provide acceptable results which means that the proposed model can still statistically acceptable because the value of fit model is not far adrift of the required. RMSEA and parsimonious fit index (CMIN/DF) shows that the model produces a good result, so statistically the structural model has been able to interpret research. Summary correlation between variables in the structural model are summarized in the following table.

Tabel 4 Goodness of Fit Index

<table>
<thead>
<tr>
<th>Goodness of fit index</th>
<th>Expected value</th>
<th>Index</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Absolute fit</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$\chi^2$ (Chi square)</td>
<td>Kecil</td>
<td>194.357</td>
<td>good</td>
</tr>
<tr>
<td>RMSE of approximation</td>
<td>$&lt; 0.08$</td>
<td>0.113</td>
<td>acceptable</td>
</tr>
<tr>
<td>Goodness of fit index</td>
<td>$&gt; 0.90$</td>
<td>0.821</td>
<td>acceptable</td>
</tr>
<tr>
<td><strong>Incremental fit</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted Goodness of fit</td>
<td>$&gt; 0.90$</td>
<td>0.744</td>
<td>acceptable</td>
</tr>
<tr>
<td>Comparative Fit Index</td>
<td>$&gt; 0.95$</td>
<td>0.894</td>
<td>acceptable</td>
</tr>
<tr>
<td>Tucker Lewis Index</td>
<td>$&gt; 0.95$</td>
<td>0.867</td>
<td>acceptable</td>
</tr>
<tr>
<td>** Parsimonious fit**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMIN/DF</td>
<td>$\leq 5.00$</td>
<td>2.314</td>
<td>good</td>
</tr>
<tr>
<td>Covariances</td>
<td>Estimate</td>
<td>S.E</td>
<td>C.R</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Destination Image → Satisfaction</td>
<td>0.266</td>
<td>0.127</td>
<td>2.103</td>
</tr>
<tr>
<td>Destination Image → Loyalty</td>
<td>0.013</td>
<td>0.129</td>
<td>0.098</td>
</tr>
<tr>
<td>Perceived Value → Satisfaction</td>
<td>0.570</td>
<td>0.129</td>
<td>4.416</td>
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<tr>
<td>Perceived Value → Loyalty</td>
<td>0.675</td>
<td>0.208</td>
<td>3.243</td>
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<tr>
<td>Satisfaction → Loyalty</td>
<td>0.083</td>
<td>0.264</td>
<td>0.314</td>
</tr>
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</table>

**DISCUSSION**

Summary of results of testing the correlation between variables in the model revealed that only three of the five proposed hypotheses that proved significant, whereas the other two hypotheses are not proved significant. The hypotheses proved significant in this study were 1) the relationship between destination image toward satisfaction of visitor; 2) the relationship between the perceived value toward satisfaction of visitors; and 3) the relationship between perceived values toward the loyalty of visitors.

Lately, the central government began to encourage the growth of the tourism sector in every region and province in Indonesia. The tourism sector is believed to have a multiplier effect which increased economic growth in an area or region around the neighborhood destinations. Some developed countries even begin to prioritize the tourism sector as a major source of state revenue. The tourism sector is able to attract more foreign currency movements into the country, which means an increase in the country's economy. The focus of tourism development is to improve the image of the destination. Destination image is an important factor to consider in deciding visitors to travel to a particular destination. The results of hypothesis testing found that destination image have a significant effect on customer satisfaction. Chon (1989) in his research found that the impressions of visitors to the destination image can be different at every stage of the journey experienced by visitors to a destination. Positive destination image when experiencing a pleasant experience at point of destination is believed to impact on the high level of satisfaction and positive behavioral intentions to re-visit destination (Lee, Lee, and Lee, 2005). Thus, this study proves that the destination image directly affect tourist satisfaction so that the stakeholders need to create a positive impression to the tourist visitors in the form of attractive package that describes the image of tourist destinations.

The influence of the relationship between destination image toward visitor loyalty was not proven in this study. This shows that the image of the destination does not directly affect visitor loyalty. Destination image that perceived positively by visitor may not be able to attract tourists to come back to a particular travel destination. The results provide evidence that there are other variables that have not been identified in this study is believed to be a powerful influence in shaping customer loyalty.

The influence of the relationship between satisfaction with loyalty of visitors also not proven in this study. In the context of travel destinations found contradictory findings when compared with the business sector. In the context of business, marketing researchers believe that satisfaction is an important antecedent of customer loyalty. While in the context of tourist destinations, the satisfaction experienced by the visitor does not necessarily affect the behavior after their visit, particularly in terms of loyalty. Travelers tend to have characteristics like new things, explore, love a challenge, and looking for fun. This behavior perception stimulates them to visit a destination with the only aim to satisfy curiosity. After this, they will seek other destinations preferences they have not yet visited. So that satisfaction with a destination not has proven significant effect on loyalty.

In the last section, this study proves that the perceived value of significant effect on satisfaction and loyalty. In line with the opinion of Wang et al. (2004: 169) that the product or service the company plays an important role and strategic to the success of a company. If the product or service the company is perceived less provides mere value to customers, the company will fail. (Tandjung, 2004:18). In this study, values perceived by customer have been proven significant effect on increasing customer satisfaction. In line with the views Hallowell (1996) that customer satisfaction is a consequence of the perceived value by customers. Customer satisfaction is usually formed into a key indicator of a market share and profits, and an important indicator of a company's financial health entirely from. Furthermore, this study is also consistent with the findings of Mazumdar (1993) which states that the value of the customer to be more oriented to the satisfaction of tourists and influence their behavior in the future, either in the form of satisfaction and loyalty.

**CONCLUSIONS AND RECOMMENDATIONS**

This study has several objectives to be achieved. From the results of tests carried out showed that destination image have a significant effect on visitor satisfaction. The test results also show that perceived value have a significant effect on satisfaction of visitors. Moreover, the results of the analysis also found that perceived value is also proven have a significant effect on loyalty of visitors. The study's findings contribute and add insight in the marketing literature on tourism marketing concept that identifies the influence of the relationship between destination image and perceived value on satisfaction and loyalty.