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THE INFLUENCE OF DESTINATION IMAGE TO TOURIST SATISFACTION AND LOYALTY IN MEDAN

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Keywords: image, satisfaction, loyalty

Abstract: This research aims to analyse the influence of destination image to the tourist satisfaction and loyalty in Medan City. The hypotheses of this research are that destination images positively influence the tourists satisfaction and loyalty in Medan City. Likert scale for questionnaire is used to collect the data. Population of this research is 79 foreign tourists visited Medan City. Fath analysis is used to analyse the data. The result of this research is aimed to be one of consideration for the regional government in making a policy for the businessmen in making a decision about tourists' satisfaction and loyalty, and also for the further research in making learning material.

1. INTRODUCTION

The raising of tourism industry has international dimension which creates a dynamics in economics exchange among countries. Tourism is a priority sector gives significant contribution to the national income scale of Indonesia. The contribution of the sector is higher to the economics of this country, for example, when this country faced global crisis in 1997 which cused by the sharp decrease on profits of export sectors. The contribution of tourism sector raises from 10% to be 17% of the total of the export of goods and services. Its position as one of the highest contributors of foreign exchange raises from 5 to 4 with US\$ 10 billion for its foreign exchange earnings. Meanwhile, its direct contribution to the Gross Domestic Product (GDP) is about 3,8%. If the effect of its multiply counted, tourism sector contribution to the GDP is about 9%. The employment in this sector has also reached 10.18 millions people or 8,9% from the amount of workers. So, this sector is the fourth highest of labor creators (Widagdyo, 2015).

Dewi (2012) says that tourism marketing be responsible is an attempt to market the tourism products sustainably, involved all the process start by market analysis, segmentation, targeting, and positioning. The low of loyalty aspect of a destination usually is caused by the failure of the service providers in supply the goods and services which has a certain quality service standards, so that the tourists' satisfaction level can not be met the hope. Loyalty portrayed tourists' willingness to be a customer, to buy and use the goods and services provide, and to recommend the product to his friends (Lovelock and Wright, 2002). Loyalty is the final

destination, a loyal consumer to a product will purchase repeatly, will ask his friends to buy, and will provide good information to the others (Zethaml et al, 1996).

Ronsumbre (2012) relates tourism products, quality of service, marketing mix, and the environment to the tourists' satisfaction and loyalty developed in tourism area of Buk Numfor sustainable with the phenomenon exists in the area. The quality of service is an attempt to meet the need and willingness of customers and also the accuracy to deliver the services to meet the customers' willingness (Zethaml, et.al, 1996).

Essentially, tourism products are "the whole services obtained and felt or enjoyed by tourists since the coming to the leaving." (Sumantoro, 2000). Therefore, tourism product always creates an impression of satisfaction for the foreign or domestic tourists. This satisfaction will create positive impression for other people told to visit the place one day. Table 1. shows the data of tourism development of Indonesia in 2011-2015.

Table 1. Foreign Tourists visits North Sumatra based on its Nasionality (persons), 2011 to 2015

Nationality	Year				
	2011	2012	2013	2014	2015
Africa	147.294	161.741	172.814	177.441	182.111
Asia	17.611	18.431	20.011	21.231	22.111
Middle East	1.921	2.111	2.311	2.511	2.711
Egypt	19.521	21.111	22.211	23.311	24.411
- United States of America	3.181	3.281	3.381	3.481	3.581
- Canada	491	501	511	521	531
- Middle America	49	54	59	64	69
- South America	131	132	133	134	135
Oceania	3.814	4.114	4.414	4.714	5.014
- Australia	3.494	3.794	4.094	4.394	4.694
- New Zealand	44	48	52	56	60

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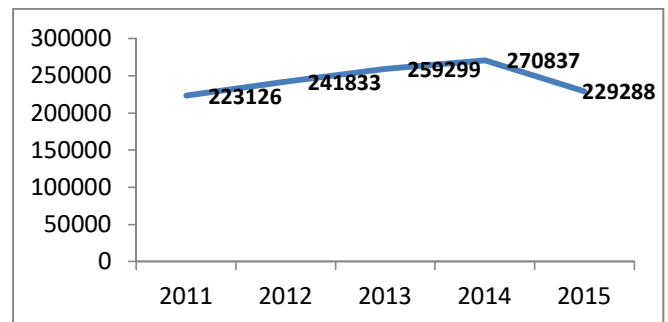
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	2011	2012	2013	2014	2015

Asean	147 299	161 741	172 814	177 447	147 311
Asia	17 011	15 437	20 053	17 226	16 717
Middle East	1 037	652	469	715	720
Europe	19 527	21 525	22 103	24 102	20 378
- United States of America	3 189	3 085	3 837	4 024	2 753
- Canada	692	969	905	916	797
- Middle America	69	84	69	110	214
- South America	120	132	191	201	431
Oceania	3 956	4 704	4 897	5 948	4 457
- Australia	3 498	4 304	4 271	5 467	3 857
- New Zealand	447	383	600	468	591
- Other countries	11	17	26	13	9
Africa	683	512	450	365	954
- South Africa	192	165	253	226	151
- Other countries	491	347	197	139	803
Lainnya	29 404	32 803	33 252	39 581	34 270
Amount	223126	241833	259299	270837	229288

Source: Central Beaurau of Statistics, North Sumatra



Based on the graph above, in 2014 – 2015, the amount of tourist based on its nasionality visited North Sumatra decreases.

The decreases of the tourists visited North Sumatra must be a consideration to fix up the tourism sectors to convince the tourists to visit North Sumatra as done by Java, Bali, and West Sumatra. Inadequate infrastructure to the tourism destinations,

less of investors in tourism sector, the quality of tourism products promoted need more attention from the regional government. North Sumatra still rely on the visiting of Malaysian, Singaporean, Chinese, and Germany to increase the economics from tourism sector. Whereas, North Sumatra has many tourist destinations which potentially attract the visiting of tourists for its lake, hills, forest, sea, city, heritage, culinary, and also food souvenirs.

The decrease of tourists' satisfaction and loyalty levels is one of the factors caused the decrease of visiting. Satisfaction is a pleased or disappointed feeling exists after comparing the result of product performance expected (Kotler, 2014: 150). Tjiptono (2012: 301) says that consumers' satisfaction is situation shown by the consumers when they realise that the need and willingness as expected and well fulfilled. According to Lovelock and Wirtz (2011: 74), satisfaction is an attitude decided based on the experience. Schiffman and Kanuk (2004) states that the company works hard to creati loyalty. The attempt to be done is by increasing the consumers' satisfaction to avoid the consumers that are not in one side to the company.

THEORETICAL STUDY

1. Tourist Marketing (Midle Theory)

Tourism marketing is the whole activity to meet the demand and supply, so that the customer satisfies and the seller earns maximum profits with minimum risks (Yoeti, 2008). The marketing is an attempt to identify the needs and the willingness of tourists, and to supply the tourism products in appropriate to the customer's needs aimed to give maximum services to the tourists (Muljadi, 2009). The marketing has important role to develop tourism at the tourist destination. Tourism sector gives important contribution to run the development. In economics, the role of tourism sectors can be seen from the indicators such as investation value, employment, foreign exchange earned, and money circulation. Universally, tourism sector is considered very effective to boost the development in the acceleration of regional growth framework (Muljadi, 2009)

The successful of tourism development in Indonesia now is defined by the three main components: (a) the successful in marketing, (b) the successful in product development, and (c) the successful in building human resource for tourism (Mulhadi, 2009).

The three components must be treated and developed simultaneously to create the integrations as an attempt to gain the goals and targets of development planned. Marketing plays important role as

the intelligence to collect the data and information about market and market goals, and to bridge product quality had in entering and dominating domestic and also global markets. Roman G. Hiebing, Jr and Scott W. Cooper in their book *The Successful Marketing Plan* state that the conversion of paradigma approach from product to market orientations exists, considered relevant including: *understanding consumer wants and needs, understanding the consumers cost, thinking consumer convenience, thinking consumer communication.* Global tourism is now in transition phase that moves fast and radically toward new vigorous tourism industry and meets the industry needs demands itself. The conversion in consumers' value an behavior encourages the existence of new tourism. New tourism appears in the characteristics of flexible holiday, segmented, and environment curiosity. New tourism is a big scale of packaging phenomenon of a holiday service which is non standar at the competitive cost level in appropriate with the tourist's demands and also the economics and social environment demands.

2. The Satisfaction of Consumers

According to Tse and Wilton (1988), satisfaction or dissatisfaction of the costumers to the inappropriate evaluation considered between the previous

expectation and product actual performance after its usage. Kotler (1998) says that satisfaction is a pleased or disappointed feeling exists after comparing the result of product performance expected. So, the satisfaction level is the function of the difference between performance and expectation. Every customer has one of the three satisfaction levels.

Customer satisfaction is operated by four dimensions, those are price, service, image, and overall customer satisfaction. Customer satisfaction toward a good or service can effect the further buying behavior. Mowen et.al (2002) states that brand loyalty portrays a condition that a consumer has positive attitude to the brand, has commitment to the brand, and commits to buy the product next time. It means that if the consumer satisfies on the product, she will be loyal to always use the product. Generally, customer loyalty will be influenced by the customer satisfaction. Satisfied consumer will inform the good or service to the other people such as family, friends or business partners so that mouth marketing or advertising exists. (Tjiptono, 2002)

3. The Loyalty of Tourists

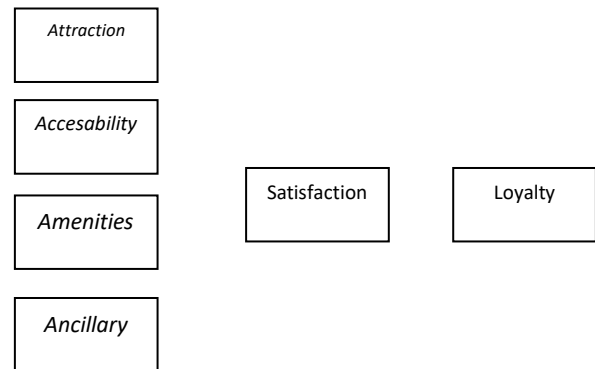
Loyalty is a voluntary decision of the customer to subscribe a certain company for long term (Lovelock and Wright, 2002). In business context, loyalty has been used to portray the customer willingness to

subscribe the product, to purchase and to use the product, and to recommend the product to other people. Frederick Reichheld, the writer of *The Loyalty Effect*, states the meaning of a loyal customer to a company is a permanent life source over the income for several years. Loyalty can not be gained easily. Loyalty will continuously exist if the consumer gets a more valuable product (include prime product quality in low price) than the other products.

Types of consumers can be used to learn about the customer loyalty related to the consumer attitude. They are:

- 1) A loyal consumer. Satisfied consumer has loyalty to purchase the product.
- 2) An experienced consumer about the product expected. They will recommend the product to the others since they experience that the product meet the expectation wants.
- 3) A terrorist consumer. A terrorist consumer is a consumer with negative experience on the product and not recommends the product positively.
- 4) Hostage. It is unhappy consumer because of the market monopoly or cheap price, or expensive price and the consumer is difficult to relate to the company. Usually, the consumer often complains about the company performance.
- 5) *Mersenari*, a consumer with fulfilled expectation but still has no loyalty, easily find other product because of the cheap

price or because of the feeling contradicted with rational satisfaction.



III. RESEARCH METHODOLOGY

This research uses quantitative approach with Path analysis. The path analysis above consists of two structural equation, whereas X_1 and X_2 are exogenous variable and Y_1 and Y_2 are endogenous. The following is the structural equation.

$$Y_1 = \beta_{Y_1 X_1} X_1 + \beta_{Y_1 X_2} X_2 + \beta_{Y_1 X_3} X_3 + \beta_{Y_1 X_4} X_4 + \epsilon_1 \text{ (substructural equation 1)}$$

$$Y_2 = \beta_{Y_2 X_1} X_1 + \beta_{Y_2 X_2} X_2 + \beta_{Y_2 X_3} X_3 + \beta_{Y_2 Y_1} Y_1 + \epsilon_2 \text{ (substructural equation 2)}$$

Where: Y_1 = tourist satisfaction

Y_2 = tourist loyalty

X_1 = attraction

X_2 = *Accesability*

X_3 = *Amenities*

X_4 = *Ancillary*

ϵ_1, ϵ_2 = *Error*

Mediation test with Sobel test (Product of Coefficient) tests the significance of every path coefficient counted both independently and together. It also tests the different

amount of the influence of each exogenous variable to endogenous variable. It can be done using the following steps.

a. State the statistical hypothesis

(operational hypothesis) to be tested.

$H_0 : p_{x_u x_i} = 0$, means that there is no influence between exogenous variable (X_u) to endogenous variable (X_i).

$H_1 : p_{x_u x_i} \neq 0$, means that there is influence between exogenous variable (X_u) to endogenous variable (X_i).

wherein, u and i = 1, 2, ... , k

b. Use appropriate statistical of test:

1) to test every path coefficient:

$$t = \frac{p_{x_u x_i}}{\sqrt{(1 - R^2_{x_u(x_1, x_2, \dots, x_k)}) C_{ii}}}$$

wherein:

i = 1, 2, ... k

k = the amount of exogenous variable in substructure being tested.

t = following the distribution of t-table, with degrees of freedom = $n - k - 1$

Criteria of test: rejected H_0 if t-count value is higher than t-table.

($t_0 > t_{\text{tabel}(n-k-1)}$).

2) to test test the whole path coefficient together:

$$F = \frac{(n - k - 1)(R^2_{x_u(x_1, x_2, \dots, x_k)})}{k(1 - R^2_{x_u(x_1, x_2, \dots, x_k)})}$$

wherein :

i = 1, 2, ... k

k = the amount of exogenous variable in substructure being tested.

t = Following distribution of table of F Snedecor,

Mengikuti tabel distribusi F Snedecor, with degrees of freedom k and $n - k - 1$

Criteria of test: rejected H_0 if F-count value is higher than F-table.

($F_0 > F_{\text{tabel}(k, n-k-1)}$).

3) to test the differences of the influence of each exogenous variable to endogenous variable.

$$t = \frac{p_{x_u x_i} - p_{x_u x_j}}{\sqrt{(1 - R^2_{x_u(x_1, x_2, \dots, x_k)}) (C_{ii} + C_{jj} - 2C_{ij})}}$$

Criteria of test: rejected H_0 if t-count value is higher than t-table. ($t_0 > t_{\text{tabel}(n-k-1)}$).

c. Conclude if it needs trimming or not. If trimming exist, the count must be repeated by remove the non significant path.

IV. RESEARCH RESULT

1. The analysis of substructural equation 1:

$$Y_1 = \beta_{Y_1 X_1} X_1 + \beta_{Y_1 X_2} X_2 + \epsilon_1$$

T-test is used to find out the influences of Attraction, Accesability to the tourist satisfaction independently/partially. Beta or standardised coefficient below is used to find out the influences.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.914	1,607		,569	,574
Attraction	706.306	,000	,601	3,033	,004
Accesability	186.405	,000	,514	2,029	,002
Amenities	54.556	,000	,601	3,132	,000
Ancillary	98.439	,000	,514	1,029	,345

a. dependant variable: tourist satisfaction

T-table value is counted by the following rule.

Significance level 0.05 and Degrees of Freedom (DF). $DF = n - 2$ or $96 - 2 = 94$. T-table value 1.693 is obtained from the rule. Based on the counting result, obtained t value of the research $3.033 > t$ -table 1.693 so that H_0 is rejected and H_1 accepted. It means that there is a linear relation between Attraction to the tourist satisfaction. The influence of Attraction to the tourist satisfaction is 0.601 or 60.1%. T-table is counted with the following rule. Significance level 0.05 and Degrees of

Freedom (DF). $DF = n - 2$ or $32 - 2 = 30$. T-table value obtained is 1.693. Based on the counting result, obtained t value of the research $2.092 > t$ -table 1.693 so that H_0 is rejected and H_1 accepted. It means that there is a linear relation between Accesability to the tourist satisfaction. The influence of Accesability to the tourist satisfaction is 0.601 or 60.1%.

2. The analysis of substructural equation 1:
 $Y_2 = \beta_{Y_2 X_1} X_1 + \beta_{Y_2 X_2} X_2 + \epsilon_1$

Analysis is divided into two sections for this part. They are to find out the influence together and to find out the influence partially. The result of counting in summary model is used to see the influence of *Attraction, Accesability, Amenities and Ancillary* variables to the tourist loyalty.

Model Summary

Adjusted R Square	Std. Error of the Estimate
,005	,72894

- a. Predictors: (Constant), tourist satisfaction, *Attraction, Accesability, Amenities, Ancillary*
- b. Dependent Variable: Tourist Loyalty
R square (R²) value is 0.101. the value is used to find out the influence of *Attraction, Accesability, Amenities dan Ancillary* variables to the tourist loyalty by counting determination coefficient (DC) used the following formula.

$$DC = r^2 \times 100\%$$

$$DC = 0.101 \times 100\%$$

$$DC = 20.1 \%$$

The value shows that the influence of *Attraction, Accesability, Amenities and Ancillary* variables to the tourist loyalty together is 20.1%, meanwhile, the rest 69.9% is influenced by the other factors. In other words, the tourist loyalty variability can be explained using *Attraction, Accesability, Amenities and Ancillary* variables amount 20.1% and the rest is caused by the other variables out of the model.

The following Anova table shows the appropriateness of regression model.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1,675	3	,558	3,309	,000 ^b
Residual	14,878	28	,531		
Total	16,553	93			

a. Dependent Variable: tourist loyalty

b. Predictors: (Constant), Tourist Satisfaction, *Attraction, Accesability*

H_0 = There is no linear relation between *Attraction, Accesability, Amenities and Ancillary* variables to the tourist loyalty.

H_1 = There is linear relation between *Attraction, Accesability, Amenities and Ancillary* variables to the tourist loyalty.

Test can be done in two ways: by comparing the F research value by F-table

and by comparing significance level of counting result with 0.05 (5%) of significance level.

The following steps use the first way (by comparing the F research value by F-table) in doing test.

First, F research value by SPSS is 3.309.

Second, count the F-table as follows.

Significance Level 0.05 and DF by numerator rule: the amount of variable – 1 or $4 - 1 = 3$; and, the denumerator: the amount of the cases – 4 or $32 - 3 = 28$. F-table obtained is 3.29

Third, determine the criteria of hyphotesis test:

If $F_{\text{research}} > F_{\text{table}}$, then, H_0 is rejected and H_1 accepted

If $F_{\text{research}} < F_{\text{table}}$, then H_0 is accepted and H_1 rejected.

Fourth, make decision.

The result shows that $F_{\text{research}} 3.309 > F_{\text{table}} 3.29$ so that H_0 is accepted and H_1 rejected. It means that there is a linear relation between *Attraction, Accesability, Amenities and Ancillary* to the tourist loyalty. Therefore, regression model above is feasible and correct. The conclusion is that the combination of *Attraction, Accesability, Amenities and Ancillary* variables influence the tourist loyalty.

The following steps use the first way (by comparing significance level of counting result with 0.05 (5%) of

Significance Level(SL)) in doing test. The criteria is as follows.

If SL-research is <0.05 , H_0 is rejected and H_1 accepted

If SL-research is >0.05 , H_0 is accepted and H_1 rejected

Result shows that SL is $0.0000 < 0.05$, which means that H_0 is rejected and H_1 accepted. It means that there is a linear relation between *Attraction*, *Accesability*, *Amenities* and *Ancillary* variables to the tourist loyalty.

1) The influence of *Attraction*, *Accesability*, *Amenities* and *Ancillary* variables partially to the tourist loyalty.

T-test is used to know the influence of *Attraction*, *Accesability*, *Amenities* and *Ancillary* variables partially to the tourist loyalty individually/partially. Beta or standardised coefficient is applied as follow.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,883	,157		12,332	,000
1					
Attraction	151.405	,000	,333	1,925	,014
Accesability	276.506	,000	,181	1,742	,035
Amenities	121.856	,000	,232	2,776	,001
Ancillary	117.468	,000	,122	2,675	,004
Tourist satisfaction	,027	,018	,414	2,527	,008

a. Dependent Variable: tourist loyalty

Based on the counting, obtained that:

1. t-research $1.925 > t$ -table 1.693 so that H_0 is rejected and H_1 accepted. It means that there is a linear relation between *Attraction* 0.333 or 33.3% to tourist loyalty.
2. t-research $1.742 > t$ -table 1.693 so that H_0 is rejected and H_1 accepted. It means that there is a linear relation between *Accesability* to tourist loyalty.
3. t-research $2.675 > t$ -table 1.693 so that H_0 is rejected and H_1 accepted. It means that there is a linear relation between *Accesability* to tourist loyalty.
4. t-research $2.776 > t$ -table 1.693 so that H_0 is rejected and H_1 accepted. It means that there is a linear relation between *Amenities* to tourist loyalty.
5. *Ancillary* influences tourist loyalty 0.181 or 18.1% .
6. t-research $2.527 > t$ -table 1.693 so that H_0 is rejected and H_1 accepted. It means that there is a linear relation between tourist satisfaction to tourist loyalty. The tourist satisfaction influences the tourist loyalty 0.414 or 41.4% .

The correlation among *Attraction*, *Accesability*, *Amenities* and *Ancillary* variables is 0.624 . Below is the estimation criteria.

- a) $0 - 0,25$: very weak correlation (no significant)
- b) $> 0,25 - 0,5$: appropriate correlation
- c) $> 0,5 - 0,75$: strong correlation
- $> 0,75 - 1$: very strong correlation

The correlation 0.625 indicates that the relation among *Attraction*, *Accesability*, *Amenities* and *Ancillary* variables is strong and in line (for the result is positive). In line means that *Attraction*, *Accesability*, *Amenities* and *Ancillary* variables are very high. The correlation of two variables is significant because of $0.005 < 0.05$. Inversely, if the SL (sig) > 0.05 , the relation of the variables is not significant.

The correlation between Attraction and tourist satisfaction.

The correlation between Attraction and tourist satisfaction is 0.952 which means that the relation is very strong and in line (for the result is positive). In line means that if the Attraction is high, the tourist satisfaction high. The correlation of two variables is significant because of $0.011 < 0.05$.

The correlation between Accesability and Tourist Loyalty.

The correlation between *Equity Market Timing* and Education is 0.765. It means that the relation of the two variables is very high and in line. The correlation of two variables is significant because of $0.045 < 0.05$.

To count the Direct Effect, the formula below applied.

- a) The effect of Attraction variable to the tourist satisfaction is $X_1 \rightarrow X_2 = 0.601$
- b) The effect of Accesability variable to the tourist satisfaction is $Y_1 \rightarrow Y_2 = 0.514$
- c) The effect of Amenities variable to the tourist loyalty is $X_3 \rightarrow Y_1 = 0.333$
- d) The effect of Ancillary variable to the tourist loyalty is $X_4 \rightarrow Y_1 = 0.181$
- e) The effect of Tourist Satisfaction variable to the tourist loyalty is $Y_1 \rightarrow Y_2 = 0.414$

To count the Indirect Effect, the formula below applied.

- a) The effect of Attraction variable to the tourist loyalty through tourist satisfaction is $X_1 \rightarrow Y_1 \rightarrow Y_2 = 0.602 \times 0.414 = 0.248814$
- b) The effect of Amenities variable to the tourist loyalty through tourist satisfaction is $X_2 \rightarrow Y_1 \rightarrow Y_2 = 0.514 \times 0.414 = 0.212796$

1) Total Effect (TE)

- a) The effect of Attraction variable to the tourist loyalty through tourist satisfaction is $X_1 \rightarrow Y_1 \rightarrow Y_2 = 0.0333 \times 0.414 = 0.127862$
- b) The effect of Equity Market Timing variable to the tourist loyalty

through tourist satisfaction is $X_2 \rightarrow Y_1 \rightarrow Y_2 = 0.181 \times 0.414 = 0.074934$

The research results strengthen the research result of Coban (2012) which proves that there is a positive effect of destination image variable to the tourist satisfaction, especially, for the cognitive image indicators. Generally, there are six items related to the tourist knowledge on a tourism destination. Those are tourism attraction, basic facility, cultural attraction, accessibility and substructural of tourism, environment, and economics factor.

It also strengthens the research of Artuger et al (2013) for affective image indicators consisting of living city, vibrant city, and nice city. The results are also in line with the research of Mohamad et al (2011) which proves that image influences positively to the tourist satisfaction. The assessment is usually for the nature or scenery and the facilities.

The existence of the influence of destination image to the tourist loyalty is in line with the research of Artuđer et al. (2013) which concludes that there is a positive effect. This research also strengthens the research results of Tasci and Gartner (2007) in Artuger et al. (2013) which describes that destination image influences tourist behavior for revisiting and recommending to other people. It also strengthens the research result of Lobato et

al. (2006); Chen and Tsai (2007); and Prayag (2008) in Coban (2012) which confirm that the positive attitude for destination image can be revisiting the destination and recommending to other people. According to Seaton and Bennet (1996), Destination is a unified products of tourism destination but consist of many kind of organizations and tourism operational in the geographical area, including hotel, transportation, attraction, etc. Tourism destination includes the whole in the area, the society, the landscape, and the other industries, and also the other things that can be an experience from the destination, the ethnicity even it is especially not the part of the tourism economics. Destination in its development framework includes primary components. The components, according to Sunaryo (2013) are divided into five including attraction, accessibility, amenities, ancillary services, and institutions.

V. CONCLUSION

Attraction, Accesability, Amenities, and Ancillary significantly influence the satisfaction and loyalty of tourists. Coban (2012) proves that there is significant influence of destination image to the satisfaction of the tourist. The good destination image creates high satisfaction and the bad destination image creates

unsatisfication. Sun et.al (2013) researches about the Hainan, China as a tourist destination. His research proves that tourism with positive perception in Hainan obtains better satisfaction in its experience. It means that destination image positively influences the satisfaction of the tourists. Tasci and Gartner (2007) in Artuger et.al (2013) describes that destination image influences the behaviors of the tourist for revisiting or recommending to other people. Artuger et.al (2013) proves that there is a strong and positive relation between destination image and the loyalty towards destination, and also shows that cognitive image has higher influence to the loyalty compared to affective image.

It can be concluded that further tourists' behavior shown that the destination image is positive can be in the form of revisiting the destination and recommending to other people. Lovelock et.al (2010) explain that the real loyalty lays on the satisfaction of tourists. Satisfied tourists are tend to be a loyal supporter for the tourism destination.

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