

The Impact of Tourist Destination Image and Satisfaction on Tourist Loyalty

Tourist Destination
Image

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ABSTRACT

This study examines the impact of tourist destination image and satisfaction on tourist loyalty on Pahawang Island, located in Pesawaran Regency, Lampung. With regional autonomy emphasizing the importance of tourism for economic development, this research explores how these factors influence loyalty among tourists. Utilizing a non-probability sampling method with a judgment sampling technique, data were collected from 100 respondents and analyzed using multiple linear regression. The findings reveal that tourist satisfaction is the dominant factor in shaping loyalty, significantly more influential than the image of the tourist destination. Specifically, satisfaction accounted for the largest variance in loyalty among tourists visiting Pahawang Island. The study underscores the need for the local government to focus on preserving the natural environment and marine ecosystem of the island to ensure sustained tourist satisfaction and loyalty. This includes maintaining fish populations crucial for fishing activities, enhancing beach security, and providing adequate safety facilities and infrastructure such as boat rentals and fishing equipment. The research highlights the critical role of satisfaction in tourist loyalty and suggests that strategic efforts to enhance visitor experiences can lead to increased repeat visits and sustained economic benefits for the region.

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Keywords: Tourist, Destination Image, Satisfaction, Loyalty

ABSTRAK

Penelitian ini mengkaji dampak citra destinasi wisata dan kepuasan terhadap loyalitas wisatawan di Pulau Pahawang, yang terletak di Kabupaten Pesawaran, Lampung. Dengan adanya otonomi daerah yang menekankan pentingnya pariwisata bagi pembangunan ekonomi, penelitian ini mengeksplorasi bagaimana faktor-faktor tersebut memengaruhi loyalitas wisatawan. Dengan menggunakan metode non-probability sampling dengan teknik judgment sampling, data dikumpulkan dari 100 responden dan dianalisis menggunakan regresi linier berganda. Temuan penelitian mengungkapkan bahwa kepuasan wisatawan merupakan faktor dominan dalam membentuk loyalitas, yang secara signifikan lebih berpengaruh daripada citra destinasi wisata. Secara khusus, kepuasan merupakan faktor yang paling besar pengaruhnya terhadap loyalitas wisatawan yang berkunjung ke Pulau Pahawang. Penelitian ini menggarisbawahi perlunya pemerintah daerah untuk fokus pada pelestarian lingkungan alam dan ekosistem laut di pulau tersebut guna memastikan kepuasan dan loyalitas wisatawan yang berkelanjutan. Hal ini termasuk menjaga populasi ikan yang penting untuk kegiatan penangkapan ikan, meningkatkan keamanan pantai, dan menyediakan fasilitas dan infrastruktur keselamatan yang memadai seperti penyewaan perahu dan peralatan memancing. Penelitian ini menyoroti peran penting kepuasan dalam loyalitas wisatawan dan menunjukkan bahwa upaya strategis untuk meningkatkan pengalaman pengunjung dapat menghasilkan peningkatan kunjungan berulang dan manfaat ekonomi yang berkelanjutan bagi wilayah tersebut.

Kata kunci: Wisatawan, Citra Destinasi, Kepuasan, Loyalitas

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INTRODUCTION

Tourism is a crucial driver of regional economic development, significantly contributing to a region's income. A notable example is Bali, renowned globally for its tourist attractions and vibrant culture, which sustains its economy through the influx of both foreign and domestic tourists. Pesawaran Regency, a relatively new autonomous region in Lampung Province, is currently enhancing its tourism infrastructure, with a particular focus on marine tourism. Pahawang Beach, encompassing Pahawang Balak Island and Pahawang Lunik Island, is a key development priority. Pahawang Balak caters to tourists interested in fishing, while Pahawang Lunik attracts those keen on exploring underwater beauty. The distinct attractions of these two islands are expected to draw both local and international visitors. However, tourist numbers have fluctuated, averaging only 9,134 visitors annually from 2018 to 2021, with a modest growth rate of 4%, well below the Pesawaran Regency Tourism Office's target of 15% per year. The pristine nature and clean seas of these islands is their defining features. Enhancing natural scenery with improved tourist facilities is anticipated to boost visitor numbers. The Pesawaran Regency Government is continuously upgrading facilities and infrastructure at Pahawang Balak and Pahawang Lunik, including improving road access, building parking areas, and constructing piers. The local community actively supports tourism by providing boat services, selling food, and offering bathroom facilities for visitors.

Tourism has developed into a highly competitive global industry, with destination managers competing to increase tourist arrivals by creating satisfying experiences for visitors (Weisheng et al., 2016). The formation of a destination image before tourist's travel is an important phase in the destination selection process. This destination image plays a crucial role in creating tourists' expectations. In addition, the image perceived after the visit has a significant impact on the level of tourist satisfaction and their likelihood of revisiting the destination. This satisfaction is highly dependent on how well the destination meets tourists' expectations and needs during their visit (Dragouni & Fouseki, 2018; Elbaz et al., 2021; Endah et al., 2017; Gursoy et al., 2010). A quality tourist destination must be able to provide facilities that not only meet visitors' needs but also offer comfort and convenience during their stay. These facilities, provided by tourism service providers, are designed to maximize visitor satisfaction. When these facilities successfully meet visitors' expectations, they become a strong basis for creating tourist loyalty, which not only encourages repeat visits but also generates positive word-of-mouth (Guzman-Parra et al., 2016; Huete-Alcocer et al., 2019; Huyen & Thi, 2020).

Tourist satisfaction is very important because it can drive loyalty, which is the commitment of tourists to return to the destination and recommend it to others (Simanjuntak, 2021; Lumbantobing, 2024). This customer loyalty is defined as a commitment to continue choosing a product or service despite external influences or marketing efforts from competitors (Jamal et al., 2011; Jebbouri et al., 2021; Jani & Han, 2014). This kind of loyalty has a positive impact on the local economy around the tourist attraction, because repeat visits and word-of-mouth recommendations can increase local tourism revenues.

LITERATURE REVIEW

The tourism industry is characterized by intangible, inseparable, heterogeneous, and perishable characteristics. These characteristics make it difficult for tourists to accurately assess the quality of a destination. As a result, tourists rely heavily on the perceived destination image as an evaluation tool. This perceived image is often different from the actual condition of the destination, significantly affecting its competitiveness (Jeong, 2019; Weisheng et al., 2016). From a communication psychology perspective, image functions as a mental shortcut to manage human cognitive limitations. People tend to conserve their cognitive resources, so the perceived destination image becomes an important factor in decision making. For example, if an Indonesian destination is considered "unsafe," this negative image creates a halo effect, which prevents tourists from considering it as a viable option (Tasci et al., 2007; Stepchenkova & Mills, 2010).

Destination image is one of the key factors influencing tourists' decisions in choosing a holiday destination (Yofina Mulyati, 2019; Ayumi et al., 2022). This image is formed through two main components: functional and emotional (RM, 2021). The functional component relates to the real characteristics of the destination, such as facilities, infrastructure, accessibility, and service quality that can be measured objectively by tourists. For example, tourists can enjoy the convenience of transportation to the destination or the quality of accommodation available.

Meanwhile, the emotional component includes the feelings and attitudes of tourists towards the destination, which are influenced by personal experiences, social interactions, and information obtained from the media or other sources. These feelings include psychological aspects, such as feelings of pleasure, comfort, or enthusiasm when imagining or visiting a destination. Tourists' direct experiences and perceptions of destination attributes are what collectively form the image of the destination in their minds. A positive image is very important because it directly influences tourists' preferences and their decisions in choosing a destination. A destination with a strong and positive image will have a higher appeal, thus increasing tourism demand. In the context of tourism and marketing, efforts to maintain and strengthen the destination image are important strategies in attracting more visitors (Yoon & Uysal, 2005; Xie et al., 2012; Listiana et al., 2021).

This image, which includes destination enlightenment, impressions, prejudices, dreams, hopes, emotions, and thoughts, plays an important role in tourists' decision making (Nurbaeti, 2020; Ratnaningtyas et al., 2023). Since image is a perceptual phenomenon that combines cognitive and emotional components, image is very important to attract tourists (Weisheng, 2016). According to Weisheng (2016), destination image positively influences consumer loyalty by 35.2%. This finding is supported by Jamal et al. (2011) and Jebbouri et al. (2021), who noted that the image of a tourist attraction, which includes various products and attributes, accounts for less than 50% of tourist loyalty.

H1: The image of tourist attractions has a positive effect on tourist loyalty

Satisfaction is a person's feeling after comparing perceived performance with expectations. In the hospitality industry, customer satisfaction is the main focus of the company because satisfied customers tend to be loyal. Satisfaction is achieved when customer needs and desires are met (Setiawan & Patricia, 2022). However, this is a challenge because human needs are constantly changing. Satisfaction or dissatisfaction arises when customers evaluate the gap between initial expectations or performance standards and the results they receive. If performance meets or exceeds expectations, customers will be satisfied. Conversely, if expectations are not met, customers will be disappointed. This evaluation is important for companies to maintain consistent and adaptive service quality to customer needs (Ali et al., 2021; Agusnawati et al., 2024). Customer satisfaction is a post-purchase evaluation where the selected alternative at least provides the same results or exceeds customer expectations, while dissatisfaction occurs when the results obtained do not meet customer expectations (Jeong, 2010; Guzman-Parra et al, 2016; Jebbouri et al, 2016; Jebbouri et al. al, 2021). Brand loyalty, as a general concept, refers to the tendency of consumers to remain loyal to buying a particular brand consistently. This includes emotional and psychological commitment to the brand. On the other hand, repeat purchasing behavior only reflects the act of buying products from the same brand repeatedly, without involving deep emotional attachment. Brand loyalty is stronger because it involves consistent trust and satisfaction from consumers towards the brand (Suntoro & Silintowe, 2020; Afiftama & Nasir, 2024).

Repeat purchasing behaviour is the result of a brand's success in establishing itself as the only available choice, continuously engaging in promotions to attract and persuade customers to make repeat purchases (Weisheng et al., 2016; Huete-Alcocer et al., 2019; Listiana et al., 2021). Customer loyalty is a primary goal for marketers as it ensures profits

for the company. The term customer loyalty comes from brand loyalty, which reflects customer loyalty towards a particular brand. Identifying customer loyalty is essential for marketers to develop strategies to attract, expand, and retain their market. Customer loyalty involves not only consistent repeat purchasing behavior but also commitment and positive attitudes towards the company offering the product or service. Satisfied consumers tend to repurchase products and reuse services when similar needs arise in the future, making satisfaction a major factor in repeat purchases, which constitute a significant portion of a company's sales volume. According to Weisheng et al. (2016), tourist satisfaction has an influence of 63.0% on tourist loyalty, making it a dominant factor in measuring tourist satisfaction. The findings of Dragouni & Fouseki (2018) support Weisheng's research, which states that satisfaction has the greatest influence on loyalty.

H2: Satisfaction has a positive effect on tourist loyalty.

METHODS

This study aims to understand the experiences and perceptions of tourists visiting Pahawang Balak and Pahawang Kecil Islands. Data were collected through questionnaires given to tourists to fill out after their visit. The sample in this study is part of the tourist population selected to represent the entire population (Hair et al, 2017). The sample is expected to describe the preferences, satisfaction, and expectations of tourists in general. The sample determination was carried out using the non-probability sampling method and the judgment sampling technique. This technique was chosen because not all population members have the same opportunity to be selected as a sample. The selection of respondents was carried out based on certain characteristics that were considered relevant and in accordance with the objectives of the study. The use of this judgment sampling technique is based on the fact that the population framework cannot be known with certainty, so the selection of samples was carried out by considering the characteristics of tourists who were expected to provide data that was under the needs of the study. In this study, the number of samples used was 100 tourists. This number was chosen because it was considered representative enough to reflect the general views of tourists towards the tourist destinations studied. Through the analysis of the data obtained, this study aims to produce insights that can be used to improve the management and development of tourism on Pahawang Island. The results of the analysis will provide an overview of tourist preferences, their level of satisfaction with the available facilities, and their expectations for the development of tourist destinations in the future. These findings will be the basis for tourism managers to design more effective strategies in increasing the tourist appeal of Pahawang Island.

RESULTS

Before data processing, the validity and reliability of the questionnaire were tested. Based on the validity and reliability testing, it is known that all research indicators are valid and reliable so that the effect of each variable can be calculated using multiple linear regression.

Table 1. Validity and Reality Test Result

Indicators	Validity	Reliability
Image of tourist attractions	0.832	0.781
The environment around the tourist attraction is clean.	0.867	
The natural conditions around the tourist objects are beautiful.	0.854	
There is entertainment provided at the location of the tourist attraction.	0.861	0.781
Local cultural attractions that are the hallmark of an interesting tourist attraction	0.818	
Supporting facilities in and around the tourist attraction are available both.	0.850	
Access to reach tourist attraction locations is smooth	0.811	
Attractions can help calm the mind and refresh the body	0.816	
Tourist Satisfaction		0.778
I am satisfied traveling on Pahawang Island	0.812	
I feel the benefits of traveling on Pahawang Island	0.838	
I enjoyed my sightseeing visit in Pahawang Island	0.831	
I will tell you about an interesting experience visiting Pahawang Island	0.872	
I will recommend Pahawang Island to others	0.877	
I will visit again to Pahawang Island	0.845	

The demographics of the respondents showed that the majority of tourists who visited the Pulau Lagian Kecil and Balak were loyal tourists because in 1 year they visited at least 3 times as much as 62%, visited 3-5 times as many as 26% and more than 5 times as much as 12%. This happens because most of the tourists who visit these two islands are tourists with fishing activities or hobbies, so tourists visit these two islands regularly to channel their fishing hobby. The majority of tourists spend quite a lot of money because the characteristics of tourists are tourists who visit to do fishing activities. Expenditure Rp 500,001 – Rp. 1,000,000 dominates as much as 72%, expenses up to Rp. 500,000 as much as 18% and only 10% who spend more than Rp. 1 million. The amount of expenditure made by tourists is due to the need to rent boats and safety equipment such as buoys during fishing activities.

Table 2. Hypothesis Test Results

Hypothesis	Coefficient Regression	t-value	p-value	Result
H1: Destination image → Loyalty	0.306	3.132	0.002	Supported
H2: Satisfaction → Loyalty	0.366	2.486	0.027	Supported

The regression results indicate that tourist satisfaction is the most influential factor in the formation of consumer loyalty, with a significant positive effect of 36.6%. This is supported by a significance value of 0.027, which is below the 0.05 threshold. Therefore, the hypothesis that satisfaction has a significant positive impact on tourist loyalty is accepted. Additionally, the image of a tourist destination has a significant effect of 30.6%, with a significance value of 0.002, also below the 0.05 threshold. Thus, the hypothesis that the image of tourist attractions affects tourist loyalty is also accepted.

The regression results, customer satisfaction is identified as the primary factor in fostering consumer loyalty, accounting for 36.6% of the influence. Qualitative responses to satisfaction-related questions reveal that consumer satisfaction after visiting Pahawang Balak and Kecil islands is notably high, with 83% of respondents agreeing or strongly agreeing. Consequently, the Pesawaran Regency local government should prioritize the preservation of the natural environment and marine life around Pahawang Balak and Kecil islands. These locations are popular fishing destinations, making conservation efforts crucial. Additionally, organizing regular fishing competitions on national and international scales can enhance tourism. Promoting these activities through social media platforms like Facebook and Instagram, which have been proven effective by Weisheng et al. (2016), is also recommended.

This study reinforces the theoretical framework that satisfaction leads to loyalty (Kotler and Keller, 2014). The significant impact of satisfaction on loyalty found in this study aligns with the findings of Weisheng et al. (2016), who also identified satisfaction

as the most influential factor in consumer loyalty. The image of tourist attractions has a 30.6% effect on consumer loyalty. Qualitative responses indicate that 76% of tourists agree or strongly agree with positive statements about the image of tourist spots, slightly lower than the satisfaction variable. The Pesawaran Regency local government should continue to protect the natural and marine environments of Pahawang Balak and Kecil islands. Maintaining a healthy marine ecosystem is vital for ensuring abundant fish stocks for fishing tourism. Additionally, the safety of tourists is paramount. The local government should provide safety equipment such as signage for sea activities and rescue tools like buoys. Collaborating with local fishing communities to preserve the marine environment and ensure tourist safety is also essential.

CONCLUSION

The hypothesis proposed in this study, stating that the image of tourist attractions and consumer satisfaction both affect tourist loyalty, is supported by the findings. This conclusion is based on the significance test value, which is smaller than the 5% error threshold. Among the factors examined, consumer satisfaction has the most significant impact on the formation of loyalty, with 83% of tourists expressing satisfaction. Additionally, 76% of tourists have a positive perception of the image of tourist attractions. The study suggests that the Pesawaran Regency Government should focus on preserving the natural environment and marine ecosystem around Pahawang Balak and Kecil islands to ensure an adequate fish population. Furthermore, the local government should enhance promotional activities by organizing national and international fishing competitions to attract more tourists to these islands. Maintaining the cleanliness of tourist spots, including beaches and the sea, as well as preserving the natural beauty of the islands, is also essential.

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