

Contribution of Tourism Products in Creating Satisfying Quality of Tourism Services and Tourist Loyalty

by Tri Palupi Robustin

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Contribution of Tourism Products in Creating Satisfying Quality of Tourism Services and Tourist Loyalty

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Abstract:

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This study aims to determine the effect of tourism product components consisting of attraction, facilities, and accessibility to satisfying quality of tourism services and tourist loyalty in the Regional Office of Jember East Java Province. Objects in the study were conducted at Papuma Beach in Jember Regency, Pulau Merah Beach in Banyuwangi Regency, and White Sand Beach in Situbondo Regency. The sampling technique used purposive sampling and accidental sampling with a sample of 102 respondents. The analytical tool used is path analysis (path analysis) using the help of SPSS Software. The results showed that the beach attractiveness variables and facilities had an influence on tourist loyalty variables both directly and indirectly through the variable Satisfying Quality of Tourism Services. Coastal attractiveness has the greatest indirect influence on tourist loyalty through Satisfying Quality of Tourism Services. This illustrates that the management of good coastal attractiveness in the tourism industry will encourage an increase in Satisfying Quality of Tourism Services which will ultimately encourage increased tourist loyalty. The results of the total influence were obtained that beach facilities had the greatest total influence on tourist loyalty. The results of this study contributed to the management of coastal tourism in the Regional Office of Jember, especially Papuma Beach in Jember Regency, Pulau Merah Beach in Banyuwangi Regency, and Pasir Putih Beach in Situbondo Regency, that the tourism industry should manage tourism product components in terms of maximum service quality, because it will have an impact on tourist satisfaction and loyalty.

Keywords: attractiveness; facilities; accessibility; satisfying quality of tourism services; loyalty.

JEL Classification: Z23; Z32.

Introduction

Indonesia is an archipelago with 5 large islands such as Sumatra, Java, Kalimantan, Sulawesi and Papua as well as small islands scattered around it. Indonesia is referred to as a maritime country because the territory is mostly oceanic. Indonesia is the largest maritime country in the world, with a variety of species in it. The potential of forest natural resources and their waters, in the form of flora, fauna, and ecosystems includes natural phenomena with the beauty of nature that is owned by the Indonesian people. One of Indonesia's natural potentials is the beauty of

its beaches and many various kinds of beaches scattered throughout the territory of Indonesia. The need for travel increasingly rapid giving a picture of an increase in industries engaged in tourism, where tourism managers must be able to provide the best possible service to tourists as users of tourism services, tourism service providers must understand the needs and desires of tourists. The decision of someone to travel is influenced by the substantial driving factors (push factors) and pull factors (pull factors). This driving and pulling factor is an internal and external factor that motivates tourists to make decisions to travel. The driving factors are generally socio-psychological while the pull factors are destination-specific attributes.

Mohamad *et al.* (2012) stated that perceptions of attractiveness, accessibility, and natural attractiveness were significant predictors of tourists' intention to re-visit and willingness to recommend tourist attractions. Destination image is measured by available tour package indicators, attractions, facilities and activities, historical attraction, natural attraction. Loyalty is measured by indicators of an intention to recommend and intention to repurchase. Al-Abaneh (2013) states that the factors that attract tourists to visit tourist attractions include beautiful scenery, customs, and culture, the hospitality of service providers, the quality of food and the friendliness of the locals. This research measures attraction with museums, facilities measured by restaurants, souvenirs, tour guides, accessibility measured by maps, parking, toilets.

Loyalty which is a term that is robustly linked to tourists' visiting repeating. More specifically, loyalty and satisfaction are two sides of the same coin. However, within the tourism context, the significance of the stable variables of the study has been extensively studied. However, destination loyalty (dest-loy) concept has not been thoroughly articulated as one might hope (Chi and Qu 2008, Oppermann 2000). Therefore, there is a necessity to highlight the role of tourist satisfaction (tour-satis) in increasing loyalty (Chi and Qu 2008, Chatzigeorgiou and Simeli 2017). Salleh *et al.* (2014) tried to analyze the relationship between tourist satisfaction and loyalty. Tourist satisfaction is measured by supporting facilities, product diversification, travel quality, security and tourist loyalty measured by the intention to review and recommend. Arli and Cehyun (2014) state that the quality of tourism services is measured by the quality and type of food and drinks, accessibility, entertainment, physical condition, clothing and staff members' approaches, desires, tourist attractions, information, safety. The research conducted by Frangos *et al.* (2014) state that destination image is measured by travel, natural environment, historical appeal, accessibility, infrastructure, entertainment, price and value. Satisfaction is measured by the attractiveness of accessibility, lodging, food, environment, shopping events, activities. Destination loyalty is measured by word of mouth, recommending it to others. Quality services play an important role in tourism by increasing the level of tourist satisfaction (Al-Ababneh 2013).

Suanmali (2014) states that the factors that influence tourist satisfaction are tourism costs, hospitality, accessibility, and infrastructure tourist attraction. The quality of tourism products is measured by friendliness, tourist attraction (culture, nature, recreation and activity), accessibility (transportation, hospital, authority), infrastructure (water supply, electricity, communication, public toilets, security facilities), and environment (conditions climate, water quality, noise, natural resources, cleanliness, safety and personal security). Corte (2014) states that the main elements that can influence customer satisfaction in tourism services, with particular reference to the tourism industry. The importance of this topic lies in the fact that the positive experience of tourists in terms of services, products, and other resources provided by tourism destinations can result in customer retention and positive word-of-mouth. Satisfaction with travel experience contributes to goal loyalty. The level of tourist loyalty for tourist destinations is reflected in their intention to review tourist destinations and their recommendations to others. Thus, information about tourist loyalty is important for marketers and managers to maintain the attractiveness of tourist attractions.

Table 1. Tourist Visits to Papuma Beach, Pasir Putih Beach and Pulau Merah Beach

No	Beach	2014	2015	2016
1	Papuma Beach	178.339	186.897	216.885
2	Beach Pasir Putih	154.254	17.584	144.376
3	Beach Pulau Merah	341.479	383.756	257.488
	Total	674.072	588.237	618.749

Source: Tourism and Culture Office of Jember Regency, Situbondo, and Banyuwangi

Based on Table 1, the results of data on tourist visits to Papuma Beach, Jember Regency, Situbondo Pasir Putih Beach, and Pulau Merah Beach, Banyuwangi Regency, decreased over the past 2 years (2015-2016) compared to 2014. The decline in tourist visits needs to be considered by the local government related to tourism management so that the beaches have an attraction for domestic and foreign tourists. The quality of tourism services is a determinant of tourist satisfaction and loyalty in visiting tourist attractions, so the attractiveness of the

beach, accessibility to the beach, and facilities on the beach must be well managed to meet the needs and desires of tourists. Companies in increasing the loyalty of tourists need to provide quality services that continue to grow in accordance with the needs and desires of consumers. The quality of service that continues to be developed create consumer satisfaction, assuming that satisfied consumers will become loyal consumers who will have an increase in the number of customers in the company, because loyal customers will become a promotional tool for companies by conveying information from the mouth.

The results of the research synthesis from the theory of Service Quality and Satisfaction to produce propositions namely Satisfying Quality of Tourism Services or quality services satisfying tourists, this is a concept of quality tourism-based service products to meet the needs and expectations of tourists to create tourist satisfaction and loyalty. Satisfying Quality of Tourism Services is an intervening variable for tourist loyalty. Satisfying Quality of Tourism Services or the quality of satisfying tourism services is the concept of quality tourism-based services to meet tourist expectations so that it will create satisfaction. Satisfying Quality of Tourism Services that are characterized by interesting, pleasant, relaxing, destination image, destination support services, and security, destination cleanliness, destination facilities.

Based on the point of view, prospective tourists consider all forms of visits, and products must be designed in a package consisting of tangible/intangible components and activities in the destination that must be felt by tourists an experience that corresponds to market prices. The quality of services in the tourism industry is different from the quality of services of other service industries, at least five components must be considered when making a quality tourism service product offering, namely attractions and environment, facilities and services, accessibility, destination image, and price. In this study, tourist satisfaction is influenced by the attractiveness, facilities, and accessibility of tourist attractions so that the expected impact of satisfaction will affect tourist loyalty. The study aims to determine the relationship of coastal tourist attraction to satisfying quality of tourism service, the relationship of tourist facilities to Satisfying Quality of Tourism Service, the relationship of attraction to tourist loyalty, the relationship of facilities to tourist loyalty, the relationship of Satisfying Quality of Tourism Services to tourist loyalty in three beach tourism, namely Papuma Beach in Jember City, Pasir Putih Beach in Situbondo City, and Red Sea Beach in Banyuwangi City.

1. Literature Review

1.1. Relationship of Tourist Attraction to a Satisfying Quality of Tourism Services

Middleton (2009, 123) states that there are five tourist products, namely attraction of destination and environment, destination and service facilities, accessibility in destination, destination image, the price for consumers. This component serves to emphasize that each product package is a series of elements to meet the needs of buyers. Understanding fine-tuning a journey will provide knowledge and ways for marketers to satisfy customer needs, improve product offerings, and deliver to potential customers. They are placing the appearance of different components, demanding different service concepts and practices according to the relative importance of each component which is likely to be used by customers in the packaging of ideas, blueprints, and different scripts according to customer characteristics. Raju (2000, 55) states that the quality of tourism product services is divided into five components, namely attraction, transport, accommodation, support and auxiliary services, physical and communication infrastructure.

Eusebio and Vieira (2011) in their study evaluated destination attributes and their impact on satisfaction and behavioral intention. The destination attributes in this study consist of attractiveness, accessibility, and service. The results showed that destination attributes affected satisfaction, destination attributes did not affect repurchases, satisfaction affected repurchases, destination attributes affected recommendations, satisfaction did not affect recommendations, and repurchases affected recommendations. Gelareh Aboali *et al.* (2015), in this study, aims to determine the effect of destination attributes on satisfaction. The results showed that tourism product attributes; of them is attraction influences satisfaction. Mahadzirah Mohamad *et al.* (2011) conducted a study of the influence of destination images on tourist satisfaction and loyalty in Malaysia. The image of the destination in this study consists of facilities, hotels, tourist attractions, and accessibility. The results of this study can be concluded that the image of the destination affects the satisfaction and loyalty of tourists. Research by Suthathip Suanmali (2014) which aims to determine the factors that influence tourist satisfaction in Thailand. In this study using variable tourism products and satisfaction. The results showed that the factors that influence tourist satisfaction are tourism costs, hospitality, accessibility, and infrastructure tourist attractions. Al-Ababneh (2013) researches service quality and its impact on tourist satisfaction. Restaurants, souvenirs, tour guides measure facilities. Maps, parking, toilets measure accessibility. The museum measures power of attraction. The results of the study show that facilities, accessibility, tourist attraction influence tourist satisfaction.

H1: The better the tourist attraction it will increase the Satisfying Quality of Tourism Services beach in the Regional Office of Jember.

1.2. Relationship of Tourist Facilities to a Satisfying Quality of Tourism Services

Tourists in carrying out tourism activities also need facilities that support the trip, to fulfill the journey, various facilities need to be provided, starting from meeting the needs since departing from tourists' homes, as long as they are tourism-defended and returning to their original places. "Attraction brings people to the destination; facilities service them when they get there. Because they are away from home, the visitor requires something to stay, something to eat and drink "(Christie Mill 19⁴, 24). Facilities to meet tourist travel needs appear in a unity that is interrelated and complements each other, so that in a tourist trip, all components used cannot be separated, depending on the characteristics and forms of tourist trips carried out by tourists.

Al-Ababneh (2013) in his study of service quality and its impact on tourist satisfaction. Restaurants, souvenirs, tour guides measure tourist facilities. Maps, parking, toilets measure accessibility. The results of the study show that facilities, accessibility, tourist attraction influence tourist satisfaction. Research on the quality of tourism services was also carried out by Manikandan and Rahmatullah (2015). Tourist facilities and accessibility measure the quality of service at Tamilnadu tourist sites. The results show¹² that facilities and accessibility affected tourist satisfaction. Mohamad *et al.* (2011) conducted a study of the influence of destination images on tourist satisfaction and loyalty in Malaysia.⁵ The image of the destination in this study consists of facilities, hotels, tourist attractions, and accessibility. The results⁵ this study can be concluded that the image of the destination affects the satisfaction and loyalty of tourists. The main principle of satisfaction is the comparison between what is expected and the level of the performance felt by tourists. This means that satisfaction is a comparison between performance and expectations, if the perceived product performance is higher than expectations, tourists will be satisfied or happy. Conversely, if the perceived performance is lower than expectations, tourists will be disappointed or dissatisfied. If tourists come with fewer expectations, then tourists will be more satisfied, on the contrary, they will be disappointed (Coban and Suzan 2012, 222)⁶

H2: The better tourist facilities will increase the Satisfying Quality of Tourism Services beach in the Regional Office of Jember

1.3. Relationship of Attraction to Tourist Loyalty

Hasan (2015, 388) states that the appeal of an important tourism destination or not depends on what tourists want when they spend⁴ time in destinations (tourist attractions), as well as the geography of the destination itself. Generally, tourists will interpret the tourist area rationally and emotionally, therefore to make tourists willing to revisit the same destination in the future and recommend it to others, for that must be carefully considered attractions, necessary facilities, cultural attractions, and transportation choices, the natural environment, and various other economic factors that influence tourist decisions.¹²

Mohamad *et al.* (2012) in his study of the influence of destination images on tourist satisfaction and loyalty in Malaysia. The image of the destination in this study consists of facilities, hotels, tourist attractions, and accessibility. The results of the study can be concluded that the image of the destination influences tourist satisfaction and loyalty. Frangos *et al.* (2014) in his study of perceptions, destination images, and tourist loyalty in Athens. Tourist loyalty in this study is measured by price, culture, and natural attraction. The results of the¹² study show that history, price, natural attractiveness influence tourist loyalty. However, the results of this study support the results of a study conducted by Chen and Tsai (2007), which stated that tourist attraction does not affect tourist loyalty.

H3: The better the tourist attraction it will increase beach loyalty in the Regional Office of Jember.

1.4. Relationship of Facilities to Tourist Loyalty

Mohamad *et al.* (2011) with the results of his study stating that tourist facilities affect² tourist loyalty. This shows that a tourist facility can increase consumer loyalty. Strengthening the findings above, Chi (2005:13) builds a model of tourist loyalty as a series that is interrelated and starts from the destination image in the mind of tourists, destination images will be associated with the attributes of a destination a² will have a total impact on tourist satisfaction simultaneously and satisfaction and satisfaction of total tourists will have an impact on loyalty to the destination. Tourists will interpret tourist area³ rationally and emotionally.

The company's strategy to make tourists willing to revisit the same destination in the future and recommend to others, for that must be carefully considered attractions, necessary facilities, cultural attractions, and transportation options, the natural environment, and various other economic factors that influence tourist decisions. Destinations that fail in managing tourist satisfaction and not realizing the relative weakness of their products with

other destinations in the same category, the company will tend to lose market and income. Identification and in-depth comparison of competitive performance gaps among destinations in terms of strengths and weaknesses in a series of destination attributes. If the dimensions of tourism in an area where performance is rated lower than other destinations (eg, accommodation, airport services, communication, calmness, facilities, beach quality, and environment). The tourism dimension is a sign of weakness and threat, encouraging tourists not to return in the future. On the other hand, a tourist area whose performance is judged to be better than others (eg, hospitality, price, value, and transportation) becomes the strength of the destination. Every aspect of destination strength will create satisfaction that has a further impact on three things (1) high tourist satisfaction will create a contagious recommendation of products and services (word of mouth) to family and friends, which in turn brings new tourists, (2) encourage repeat visits, provide a steady source of income without the need for additional marketing costs, and (3) reduce complaints, reduce expensive compensation payments, and improve the reputation and favorability of destinations (Valle *et al.* 2006, 25).

H4: The better facilities will increase beach tourism loyalty in the Regional Office of Jember

1.5. Relationship Satisfying Quality of Tourism Service to the Traveler Loyalty

According to Kotler and Keller (2013) loyalty is the commitment of customers to stay in depth to re-subscribe or re-purchase selected products or services consistently in the future, even though the influence of the situation and marketing efforts has the potential to cause switching customer behavior. Loyalty also comes from fulfilling consumer expectations, while expectations come from experiences received by consumers from purchases made, opinions from friends and relatives, promises, or information from marketing or competitors. The context of marketing, tourist behavior is related to image, attitude, perception, satisfaction, choice, motivation, decision making, etc. related to repurchase or repeat visit behavior, tourist satisfaction plays an important role in the structure of tourist behavior models. Various empirical studies of marketing and tourism justify the existence of a strong relationship between overall tourist satisfaction and the intention to make a repeat visit. The main principle of satisfaction is the comparison between what is expected, and the level of the performance felt by tourists. This means that satisfaction is a comparison between performance and expectations, if the perceived product performance is higher than expectations, tourists will be satisfied or happy. Conversely, if the perceived performance is lower than expectations, tourists will be disappointed or dissatisfied. Travelers if they come with less expectations, the tourists will be more satisfied, on the contrary, they will be disappointed (Coban and Suzan 2012, 222).

Chi (2005) states that in the tourism industry, there is empirical evidence that satisfaction is a reliable indicator of the loyalty of tourists to return to a tourism destination, and at the same time loyal tourists will be good destination marketers because they tend to tell stories and recommend friends, family, and relatives, and other people to visit the destinations they have visited. Satisfied tourists will tend to come back to the same destination during the upcoming holiday, and they tend to share positive stories about their experiences while on vacation with their friends and relatives. This trend is a very reliable indicator for measuring tourist loyalty. The satisfaction that has an impact on tourist loyalty will be an indicator of loyalty to all industries in a destination (Kozak and Rimmington 2000, Chi 2005). Marketing experts and practitioners highlight various reasons why repeat visits are considered a desired phenomenon in marketing: (1) marketing costs are needed to attract repeat visitors lower than needed for the first; (2) repeat visits are considered a positive indication of tourist satisfaction; (3) repeat visitors are the most likely type of tourist to visit destinations related to sustainability and the economy, and (4) repeat visitors may recommend destinations to friends and relatives, resulting in positive word of mouth effects (Li, X. *et al.* 2008, 278-293).

Salleh *et al.* (2014) in his study of the effect of tourist satisfaction and loyalty, this research is on the same field or object, namely tourism. The results showed that satisfaction affected tourist loyalty. Erdal ARLI and Gokcek Cicek Cehyun (2014) in their study of the influence of perceptions of service quality on satisfaction and behavioural intention in Turkey. The results showed that restaurant quality, accessibility, entertainment, physical condition, empathy, information, safety, and service quality had an effect on tourist satisfaction and loyalty and satisfaction had an effect on tourist loyalty.

H5: Increasing Satisfying Quality of Tourism Services will build beach tourist loyalty in the Regional Office of Jember

2. Methodology

The population of this study was Papuma Beach tourists, White Sand Beach, Red Sea Coast, who had visited the beach more than one visit. The research sample was taken using nonprobability sampling technique, namely the purposive sampling method and accidental sampling. According to Ferdinand (2014, 173) in the survey research the minimum sample size was 100 samples, further stated that the sample size of more than 30 and less than 500 was appropriate for most studies. Based

on this opinion. The number of samples in this study was set at 102 respondents, and the study used a questionnaire given to tourists visiting the papuma beach in Jember, East Java Province. To analyze the causal relationship between variables and test hypotheses, the study uses path analysis (path analysis) using the help of SPSS Software. The conceptual framework that explains which variables are located as exogenous variables, intervening variables, and endogenous variables bound. With propositions based on theoretical studies and empirical studies, we will explain how many hypotheses and how the relationship influences between variables.

3. Results and Discussion

Based on Table 1, it can be seen that the respondents of this study consisted of 43 men (42.2%) and 59 women (57.8%). In terms of age, the majority of respondents were between 21 and 30 years old, 39 people (38.2%). This illustrates that tourists from Papuma Beach, White Sand Beach, and the Red Sea Coast are in the young age group. From the background of work, most of the respondents were private employees, as many as 37 people (36.3%). This illustrates that tourists from Papuma Beach, White Sand Beach, and Red Sea Coast are among the workers who deliberately fill their free time to vacation in the three tourist attractions.

Table 1. Descriptive Demographic Statistics of Respondents

	Criteria	Frequency (People)	Prosentase (%)
Gender	Male	43	42,2
	Women	59	57,8
	Total	102	100,0
Age	17 to 20 years	28	27,5
	21 to 30 years	39	38,2
	31 to 40 years	19	18,6
	41 to 50 years	12	11,8
	> 50 years old	4	3,9
	Total	102	100,0
Work	Government employees	23	22,5
	Private employees	37	36,3
	entrepreneur	11	10,8
	Student / Student	28	27,5
	Others	3	2,9
	Total	102	100,0

Source: Data processed 2019

Table 2. Recapitulation of Validity Test Results

Variable	Item	r _{value}	Sig.	Description
Beach appeal (X1)	X _{1.1}	0,835	0,000	Valid
	X _{1.2}	0,878	0,000	Valid
	X _{1.3}	0,845	0,000	Valid
Beach facilities (X2)	X _{2.1}	0,645	0,000	Valid
	X _{2.2}	0,703	0,000	Valid
	X _{2.3}	0,770	0,000	Valid
	X _{2.4}	0,714	0,000	Valid
	X _{2.5}	0,738	0,000	Valid
	X _{2.6}	0,759	0,000	Valid
Satisfying Quality of Tourism Services (Y ₁)	Y _{1.1}	0,770	0,000	Valid
	Y _{1.2}	0,724	0,000	Valid
	Y _{1.3}	0,704	0,000	Valid
	Y _{1.4}	0,820	0,000	Valid
	Y _{1.5}	0,840	0,000	Valid
	Y _{1.6}	0,831	0,000	Valid
	Y _{1.7}	0,503	0,000	Valid
Tourist loyalty (Y2)	Y _{1.1}	0,872	0,000	Valid
	Y _{1.2}	0,850	0,000	Valid
	Y _{1.3}	0,896	0,000	Valid

Source: Data processed 2019

Based on Table 2, it can be seen that each indicator used both in the independent variable (beach attractiveness and beach facilities), intervening variables (tourist satisfaction) and the dependent variable (tourist loyalty) have a

significance value of r count less than 0,05. This means that the indicators used in this research variable are feasible or valid to be used by data collectors.

Based on Table 3, it can be stated that all variables used in this study are reliable because they have a Cronbach Alpha (α) value greater than 0.50. In accordance with what is required by Ghozali (2012) that the variable is said to be reliable if it gives the value of Cronbach Alpha > 0.5 .

Table 3. Reliability Test Results

No	Variable	α	Description
1	X ₁	0,808	Reliable $\alpha > 0,5$
2	X ₂	0,804	
3	Y ₁	0,862	
4	Y ₂	0,839	

Source: Data processed 2019

Based on these calculations, the beach attraction variable (X1) and beach facilities (X2) influence the tourist loyalty variable (Y2) both directly and indirectly through the variable Satisfying Quality of Tourism Services (Y1). The beach attractiveness variable (X1) has a direct influence on Satisfying Quality of Tourism Services (Y1) of 20.5%, while the beach facilities variable (X2) has a direct influence on Satisfying Quality of Tourism Services (Y1) of 8.1%.

Indirect effects occur in testing the effect of coastal attraction and coastal facilities on tourist loyalty through Satisfying Quality of Tourism Services. Regarding the indirect effect, the results showed that the effect of coastal attraction (X1) on tourist loyalty (Y2) through Satisfying Quality of Tourism Services (Y1) was 4.2%. Whereas, the indirect effect, results obtained that the effect of beach facilities (X2) on tourist loyalty (Y2) through Satisfying Quality of Tourism Services (Y1) was 3.0%. Referring to these results, it can be stated that coastal attractiveness has the most significant indirect effect on tourist loyalty through Satisfying Quality of Tourism Services. This illustrates that the good implementation of coastal attraction in the company will encourage an increase in Satisfying Quality of Tourism Services, which will ultimately encourage increased tourist loyalty.

The total effect of coastal attraction (X1) on tourist loyalty (Y2) is 10.2%, while the total effect of beach facilities (X2) on tourist loyalty (Y2) is 10.8%. Based on these results, it can be stated that coastal facilities have the greatest total influence on tourist loyalty.

Table 4. Path coefficient values

No.	Variable	Variable	Beta (β)	t-count	p-value	Description
1.	X ₁	Y ₁	0,453	4,750	0,000	significant
2.	X ₂	Y ₁	0,284	2,977	0,004	significant
3.	X ₁	Y ₂	0,245	2,725	0,008	significant
4.	X ₂	Y ₂	0,280	3,297	0,001	significant
5.	Y ₁	Y ₂	0,377	4,410	0,000	significant

Source: Data processed 2019

4. Discussion

4.1. Effect of Beach Attraction on Satisfying Quality of Tourism Services Travelers

The results showed that beach attractiveness has a significant influence on tourist satisfaction, Satisfying Quality of Tourism Services. This means that the attractiveness of the beach as measured by offering beautiful panoramas, natural uniqueness of tourist attractions, and the arrangement of attractive and comfortable gazebos is a factor that determines the satisfaction of tourists on Papuma Beach, White Sand Beach and Beaches Red Sea. According to Medlik and Middleton (2009), five components must be considered when making an offer of tourism products, namely attractions and environment, facilities and services, accessibility, destination image, and price. Coastal tourism attractiveness is very closely related to customer satisfaction, because the higher the rating of tourists about coastal tourism attraction, the higher the satisfaction will be felt. The findings of this study support the research conducted by (Eusebio and Vieira 2011, Al-Ababneh 2013, Corte *et al.* 2014, Aboali *et al.* 2015; Mohamad *et al.* 2011, Suanmali 2014) which states that tourist attraction influences satisfaction traveler. Based on these findings, it means that the attractiveness of a tourist destination can be a factor of tourist satisfaction so that each destination should offer a different attraction that will be the main strategy in creating satisfaction.

4.2. Effects of Beach Facilities on Satisfying Quality of Tourism Services

The results showed that beach facilities had a significant influence on Satisfying Quality of Tourism Services. This means that beach facilities are measured by the availability of accommodation (homestay or cottages), the availability of restaurants or eating places, the availability of rental equipment needed by tourists to enjoy the beach (eg mats, tires, boats), the availability of beach police to maintain security and comfort, the availability of places of worship, and the availability of toilets is a factor that determines tourist satisfaction on Papuma Beach, White Sand Beach, and the Red Sea Coast. In theory, tourists in carrying out tourism activities also need facilities that support the trip.

To fulfill the trip, various facilities need to be provided, starting from meeting the need since departing from tourists' homes, as long as they are tourism-defended and returning to their original places. Chi (2005, 13) builds a model of tourist loyalty as a series that is interrelated and starts from the destination image in the mind of tourists, the destination image will be associated with the attributes of a destination and will have a total impact on tourist satisfaction simultaneously and total satisfaction and satisfaction of tourists will have an impact on loyalty to the destination. The results of this study support the research findings (Mohamad *et al.* 2011, Al-Ababneh 2013, Manikandan and Rahmatullah 2015), which state that facilities affect tourist satisfaction. Based on these results it means that facilities are essential and must be provided by a destination. Facilities in a destination will be enjoyed by tourists to fulfill their satisfaction so that each destination should provide complete and needed facilities for tourists. Adequate facilities will be a factor that can create satisfaction.

4.3. The Effect of Beach Attraction on Tourist Loyalty

The results of the study show that beach attractiveness has a significant influence on tourist loyalty. This means that the attractiveness of the beach as measured by offering beautiful panoramas, natural uniqueness of tourist attractions, and the arrangement of attractive and comfortable gazebos is a factor that determines the loyalty of tourists on Papuma Beach, White Sand Beach and Beaches Red Sea. Tourist loyalty is formed if their satisfaction is fulfilled related to the experience in traveling, tourists will evaluate the attractiveness of the beach before deciding to visit. Mohamad *et al.* (2012) in his study of the influence of destination images on tourist satisfaction and loyalty in Malaysia.

The image of the destination in this study consists of facilities, hotels, tourist attractions, and accessibility. The results of the study can be concluded that the image of the destination influences tourist satisfaction and loyalty. Frangos *et al.* (2014) researched the perception, destination image, and tourist loyalty in Athens. Tourist loyalty in this study is measured by price, culture, and natural attraction. The results of the study show that history, price, natural attractiveness influence tourist loyalty. Other research findings that support this study are the results of studies conducted by (Eusebio and Vieira 2011, Mohamad *et al.* 2012, Frangos *et al.* 2014), which state that attractiveness affects tourist loyalty. A well-managed tourist attraction will make the women happy and satisfied so that satisfied tourists will have the intention to revisit a destination.

4.4. Effect of Beach Facilities on Tourist Loyalty

The results showed that beach facilities had a significant influence on tourist loyalty. This means that beach facilities are measured by the availability of accommodation (homestay or cottages), the availability of restaurants or eating places, the availability of rental equipment needed by tourists to enjoy the beach (eg mats, tires, boats), the availability of beach police to maintain security and comfort, the availability of places of worship, and the availability of toilets is a factor that determines the loyalty of tourists at Papuma Beach, White Sand Beach, and the Red Sea Coast. Destination attributes, one of which is a facility in a tourist place, will be an important consideration for tourists to revisit the place because, with adequate facilities and being able to meet the needs and desires of consumers, these facilities will be a deciding factor for tourists to revisit a destination.

The findings of this study support the study of Mohamad *et al.* (2011), which states that tourist facilities affect tourist loyalty. This shows that a tourist facility can increase consumer loyalty. Every aspect of destination strength will create satisfaction that has a further impact on three things (1) high tourist satisfaction will create a contagious recommendation of products and services (word of mouth) to family and friends, which in turn brings new tourists, (2) encourage repeat visits, provide a steady source of income without the need for additional marketing costs, and (3) reduce complaints, reduce expensive compensation payments, and improve the reputation and favorability of destinations (Valle *et al.* 2006, 25).

Strengthening the findings above, Chi (2005,13) builds a model of tourist loyalty as a series that is interrelated and starts from the destination image in the mind of tourists, destination images will be associated with the attributes of a destination and will have a total impact on tourist satisfaction simultaneously and satisfaction and

satisfaction of total tourists will have an impact on loyalty to the destination. Tourists will interpret tourist areas rationally and emotionally. The company's strategy to make tourists willing to revisit the same destination in the future and recommend to others, for that must be carefully considered attractions, necessary facilities, cultural attractions, and transportation options, the natural environment, and various other economic factors that influence tourist decisions.

4.5. Effect of Satisfying Quality of Tourism Service on Tourist Loyalty

The results showed that satisfying quality of tourism services had a significant influence on tourist loyalty. This means that tourist satisfaction factors that are measured through tourism products consisting of coastal attractions, and facilities make tourists interested in visiting them, tourism products consisting of coastal appeal, and facilities make tourists feel happy, making tourists feel relaxed, destination image (destination image) about beaches that tourists perceive are in line with their expectations, destination support service and security (additional services and destination security) are in accordance with tourist expectations, destination cleanliness is in accordance with tourist expectations, and destination facilities (destination facilities) It is in accordance with tourist expectations, a factor that determines tourist loyalty at Papuma Beach, White Sand Beach and the Red Sea Coast.

Tourists who have enjoyed tourism products that have been presented by a destination, if the tourist product is considered to have met the needs and expectations of travel, tourists will feel satisfaction. Tourist satisfaction will be manifested in the attitude of the desire of consumers to re-visit. Papuma Beach, Pasir Putih Beach and the Red Sea Beach have managed tourism products to the maximum so that this is a driving factor for tourists to revisit them. The results of this study support the theory of Kotler and Keller (2013) that loyalty is the commitment of customers to stay in depth to re-subscribe or re-purchase selected products or services consistently in the future, although the influence of the situation and marketing efforts has the potential to cause switch customer behavior. Loyalty also comes from fulfilling consumer expectations, Chi (2005) states that in the tourism industry, there is empirical evidence that satisfaction is a reliable indicator of the loyalty of tourists to return to a tourism destination, and at the same time loyal tourists will become marketers. Both destinations because they tend to tell stories and recommend friends, family, and relatives, and other people to visit the destinations they have visited. The findings of this study support the study (Eusebio and Vieira 2011, Salleh *et al.* 2014, ARLI and Cehyun 2014), which states that tourist satisfaction affects tourist loyalty. Based on these results it means that travel satisfaction will be formed if a destination can provide attractions and provide facilities to visitors and if the needs of tourists have been fulfilled and according to expectations, tourists will feel satisfied and loyal.

Conclusion

The results of the study show that the components of tourism products, which consist of attractiveness and facilities contribute to influencing the satisfying quality of tourism services and tourist loyalty. Based on these results it means that the attractiveness of the beach and the facilities provided by Papuma Beach, Pasir Putih Beach and Red Sea Coast can meet the needs and expectations of tourists. If the needs and expectations of tourists have been fulfilled, it will create satisfaction in traveling. Satisfied tourists will show a happy, happy, and interested attitude to revisit these beaches. These loyal tourists will be good marketers for a destination because they tend to tell stories and recommend friends, family, and relatives, and other people to visit the destinations they have visited.

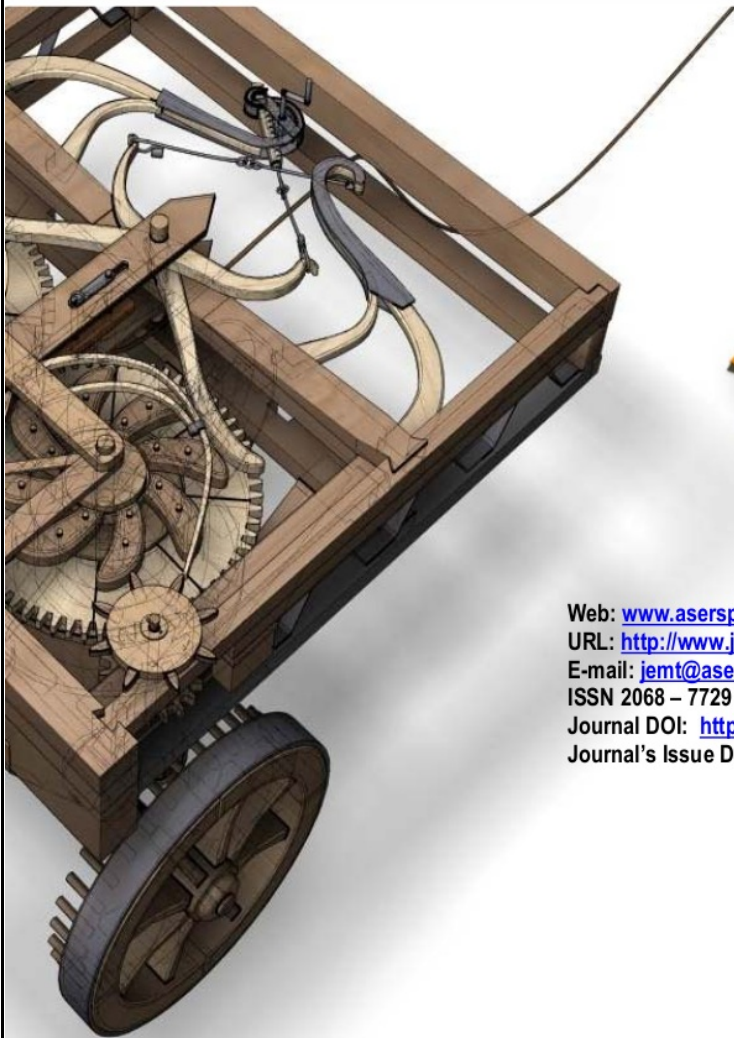
Based on these conclusions, the results of this study contribute to tourism managers namely Perhutani and the Tourism Office should maintain and improve service quality in the form of tourism products to the maximum to tourists because customer loyalty can be an essential asset for local governments for example from taxes and local income area. The attractiveness of the beach should be preserved, and the facilities needed by visitors should be presented with good and interesting.

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