

The Quality Of Tourism Services in Building Tourism Loyalty

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THE QUALITY OF TOURISM SERVICES IN BUILDING TOURISM LOYALTY

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ABSTRACT

Situbondo Regency has a very famous beach as one of the favorite tourism destinations in East Java Province namely Pasir Putih Beach. The objective of this study was to examine the partial and simultaneous effect of the quality of tourism services, consisting of 3 components, i.e., attraction, accessibility, and amenities, on tourist loyalty. Here, explanatory study examined the causal relationship between one variable with another variable by hypothesis test. Population is the tourists who had visited Pasir Putih Beach in Situbondo and sample is 80 respondents taken by purposive sampling technique. Multiple linear regression used to analyze research data. The results of the study showed, the quality of tourism services a partial and simultaneous effect on tourist loyalty.

Keywords: Attraction, Accessibility, Amenities, Pasir Putih Beach Situbondo



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INTRODUCTION

East Java Province in Indonesia has many exotic beaches, and one of them is in Situbondo Regency, namely Pasir Putih or White Sand Beach. This beach is also one of the favorite tourism destinations in East Java Province located on the edge of the highway that connects the city of Surabaya and Banyuwangi. Many tourists have visited the beach because of its stunning natural scenery (<https://destinasipada.blogspot.co.id>, 2106). According to Sangadji and Sopiah (2013: 870), some changes in consumer lifestyles can affect marketing activities, and one of which is increase by the time. Nowadays, the family has more free time because they have shorter work, longer leave periods, and increasing number of automatic devices used at home. The changing lifestyle has resulted in the market growth for the sports products, recreational or traveling activities, physical fitness programs, as well as the products needed to engage in these activities. The increasing necessity of consumers toward traveling activities affect the growth and development of industries engaged in tourism. Therefore, the companies operating in the tourism industry should be able to provide the best services to tourists. They must understand the needs and wants of the tourists. Decision to travel is influenced by the strong push factors and pull factors. The push or driving factors are generally the socio-psychological factors, while the pull factors are the destination-specific attributes.

The concept of quality is relative that the evaluation depends on the perspective that determine its characteristics and specifications. The three quality orientations that

should be consistent; (1) consumer perception, (2) products or services, and (3) process. For tangible goods, these three orientations can clearly be distinguished, but it will be different for the services. In the service sector, product and process may not be easily distinguished because the product is the process itself (Sunyoto and Susanti, 2015: 284). The cycle of satisfaction, loyalty, and value of customers (tourists) is one of the most relevant concepts discussed in the field of tourism marketing. A perfect understanding of what tourist needs and wants is the best way to create and increase satisfaction and loyalty as well as to provide superior value for tourists. The development of the tourism industry depends on the level of satisfaction, the number of purchases (length of stay), repeat visits, and word of mouth recommendations to family, coworkers, and others (Lai, 2015: 364). The factors that influence tourist loyalty on tourism destinations (or considered as the dominant predictors in deciding to choose the same destination in the future) are determined by destination attractiveness, familiarity with the destination, overall satisfaction, destination image, perceived quality and service, perceived value, and experience (Lai, *et al.* 2009:980).

Sustainability of tourism destination depends on the number of repeat visits because the cost to maintain tourist loyalty is cheaper than attracting the new tourists. Therefore, a strong relationship between tourist loyalty and profitability is an important factor that affects the sustainability of the tourism industry business (Um, Chon, and Ro, 2006). Marketing experts and practitioners have emphasized various reasons why repeat visits (loyalty) is a noteworthy issue in marketing. The reasons are (1) marketing cost required to attract repeat visitors is lower than the cost to attract first time visitor, (2) return visit is a positive indication of tourist satisfaction, (3) return visit will give positive impact on economic growth and sustainability of tourism industry, and (4) repeat visitors may give the recommendation about the tourism destination to friends or relatives or known as the positive word-of-mouth effect (Li, X., *et al.*, 2008: 278-293).

The number of tourists visiting Situbondo is quite high as per August 2019, 491,750 visitors have visited the region. From 13 tourist destinations in Situbondo, Pasir Putih Beach and Baluran National Park are the main destinations. These two destinations are the most favorite objects with the highest number of visitors. Many local and foreign tourists visited these destinations because of its wonderful natural beauty. The Head of Youth & Sports and Tourism Office of Situbondo said that the target of the 2019 tourist visit was 531,830 tourists. In 2020, the target is higher compared to the previous year. In 2018, the target was 501,480 visitors, but until the end of the year, the number of tourists visiting Situbondo was 520,227 people or exceeding the specified target. (<https://surabayainside.com/pasir-putih-dan-baluran-jadi-destinasi-favor-di-situbondo>, 2019).

This study uses dimensions of tourism products to measure service quality because many studies distinguish the measurement of service quality with different types of service industries. The quality of services in the tourism industry has been developed using the dimension of tourism products in Raju (2000: 55) studies and Middleton (2009: 123). Therefore this study formulates the following problems: 1) Does attraction affect tourist loyalty toward the Situbondo Pasir Putih Beach? 2) Does accessibility affect tourist loyalty toward the Situbondo Pasir Putih Beach? 3) Do amenities affect tourist loyalty toward the Situbondo Pasir Putih Beach? 4) Do attraction, accessibility, and amenities simultaneously affect tourist loyalty toward the Situbondo Pasir Putih Beach?

Tourism product is a combination of tangible and intangible product packaged in a unified series of trips. Consumers or tourists can enjoy the whole series of the trip if it can give them a good experience. Therefore, the form of the tourism product is not entirely tangible, because there are various kinds of complementary elements, depending on the type of trip taken by tourists. However, there are still many other components of the tourism product that generally refer to service components, e.g., when tourists receive the service of various tourism facilities that they use during the trip.

Medlik and Middleton (1973: 13) explain destination product consists of five components: destination attractions, destination facilities, accessibility, image, and price. Hasan (2015: 167) explains. There are at least five considered components when making an offering of tourism, i.e., attractions and environment, facilities and services, accessibility, destination image, and price. Raju (2000: 55) states that the service quality of the tourism product consists of five components, namely attraction, transport, accommodation, support and auxiliary services, and physical and communication infrastructure. Middleton (2009: 123) states that there are five components of tourism product, namely the attractiveness of destinations and the environment, destination facilities and services, accessibility at destinations, destination images, and prices charged to the consumers. These components emphasize, each product package is a series of elements to meet consumer needs. The understanding of the fine-tuning of a journey will not only provide marketers with the knowledge and ways to satisfy customer needs but also how to improve product offerings and service delivery to potential customers. Preparing the presentation of different tourism product components demands different concepts and service practices according to the relative importance of each component. It is likely to be used by customers in a different package of ideas, blueprints, and scripts according to their characteristics. Moreover Mason (2000: 46) and Poerwanto (1998: 53) formulate the components of tourism products as the followings: 1. Attractions, 2. Accessibility 3. Amenities (tangible and intangible products). 4. Networking

Kotler and Keller (2009: 138) state that loyalty is customer's deeply held commitment to repurchase and support the preferred product or service in the future even though the situation and other marketing efforts could have caused them to switch. According to Griffin (2005: 31), loyal customers will do the followings: 1) Repeat Purchase. Repeat purchase means making regular purchases of goods or services. A customer who has made a purchase of a product or service for 2 times or more means that they are doing a repeat purchase. 2) Reward. Giving rewards means making purchases of all products or service lines, i.e., buying all the offered goods or services as needed. The customers will make regular purchases. The strong relationship with this type of customer will last long that they cannot easily be influenced by other products offered by competitors. 3) Recommendation. Giving recommendation means the act of sharing information about products or services or companies from the customer to the people they know. Then, the customer will encourage others to purchase the goods or services offered by the company. 4) Refuse. Refuse means showing immunity from a competitor's pull, or in other words, the customers will not easily be influenced by other products offered by other companies.

Marketing experts and practitioners explain the reasons why repeat visit considered as an important phenomenon in marketing: (1) marketing costs; (2) a return visit is a positive indication of tourist satisfaction; (3) return visit will give positive impact on economic growth and sustainability of tourism industry, and (4) the repeat visitors may give their recommendation to friends and relatives or known as positive word-of-mouth (Li, X., et al. 2008: 278-293).

The attraction of a tourism destination depends on whether it can comply with what tourists want as well as the geographic condition of the destination itself. Generally, tourists will interpret the tourist destination rationally and emotionally. Therefore, to make them willing to revisit the same destination in the future and then recommend it to others, a tourism package should consist of a combination of attraction, accessibility, and amenities (Hasan, 2015: 388). Then, this research proposes the following hypothesis: H1: Attraction significantly affects tourist loyalty toward Situbondo Pasir Putih Beach. H2: Accessibility significantly affects tourist loyalty toward Situbondo Pasir Putih Beach. H3: Amenities significantly affects tourist loyalty toward Situbondo Pasir Putih Beach. H4: Attraction, accessibility, and amenities simultaneously affect tourist loyalty toward Situbondo Pasir Putih Beach

METHODS

This study use ¹ all tourists who have visited the Pasir Putih Beach in Situbondo as population and purposive sampling for sampling technique. This study used multivariate analysis, namely multiple linear regression.. Then, the minimum number of the sample is 20 x 4 variables, which resulted in 80 sample members.

RESULTS AND DISCUSSION

Data on respondent characteristics provide information about respondent demographic factors. Research respondents were the tourists who have visited Situbondo Pasir Putih Beach that consisted of 80 people. The demographic characteristics of research respondents showed on Table 1.

Table 1. Demographic Characteristics of Respondents

Criteria	Frequency (person)	Percentage (%)	
Age (years old)	17 - 20	24	30.0
	21 - 30	36	33.8
	31 - 40	13	16.3
	41 - 50	17	8.8
	> 50	9	11.3
Total	80	100	
Gender	Male	42	52.5
	Female	38	47.5
	Total	80	100
Occupation	Civil Servant	17	21.3
	Employee	13	16.3
	Entrepreneur	23	25.0
	Student	26	30.0
	Others	6	7.5
Total	80	100	

Table 2. Validity Test Results

Variable	Indicator	r value	Sig.	Conclusion
X ₁	X _{1.1}	0.873	0.000	Valid
	X _{1.2}	0.893	0.000	Valid
	X _{1.3}	0.873	0.000	Valid
X ₂	X _{2.1}	0.889	0.000	Valid
	X _{2.2}	0.838	0.000	Valid
	X _{2.3}	0.839	0.000	Valid
X ₃	X _{3.1}	0.659	0.000	Valid
	X _{3.2}	0.751	0.000	Valid
	X _{3.3}	0.821	0.000	Valid
	X _{3.4}	0.708	0.000	Valid
	X _{3.5}	0.691	0.000	Valid
	X _{3.6}	0.730	0.000	Valid
Y	Y ₁	0.864	0.000	Valid
	Y ₂	0.840	0.000	Valid
	Y ₃	0.901	0.000	Valid

According to Table 2, each indicator used both in the independent variable (attraction, accessibility, and amenities) and the dependent variable (tourist loyalty) has a significance value < 0.05. This means, indicators of this research are feasible.

Table 3. Results of Reliability Study

Variable	α	Conclusion
X ₁	0.853	Reliable $\alpha > 0.60$
X ₂	0.811	
X ₃	0.818	
Y	0.832	

Based on Table 3, we can conclude that all variables of this study are reliable because Cronbach's Alpha > 0.60 .

Table 4. Regression Analysis Results

Variable	Regression Coef.	T _{value}	Sig.	Conclusion
Constant	-0.881	-0.781	0.437	-
Attraction (X ₁)	0.226	2.530	0.013	Significant
Accessibility (X ₂)	0.351	4.425	0.000	Significant
Amenities (X ₃)	0.294	4.119	0.000	Significant
R				0.785
R Square				0.617
F value				40.776
Sig.				0.000
N				80

Based on Table 4, the multiple linear regression equation as follows: $Y = -0.881 + 0.226 X_1 + 0.351 X_2 + 0.294 X_3$

Based on Table 4, the attraction variable has a significance value of 0.013 or < 0.05 (α value). This means that, the attraction variable (X₁) has a significant effect on tourist loyalty (Y) toward Pasir Putih Beach of Situbondo partially. Thus, the hypothesis stating that attraction significantly affects tourist loyalty toward Situbondo Pasir Putih Beach or H₁ is accepted. Similar results were obtained for H₂ and H₃. Then the variable of accessibility (X₂) and amenities variable (X₃) has a significant effect on tourist loyalty toward Pasir Putih Beach of Situbondo (Y) partially. Based on Table 4, F value is 40.776 and the probability value is < 0.05 . Then, it can be concluded that attraction (X₁), accessibility (X₂), and amenities (X₃) are significant on the tourist loyalty toward Situbondo Pasir Putih Beach. Thus, H₄ is accepted. The value of multiple determination coefficient (R²) is 0.617 on Table 4, which means that 61.7% change in tourist loyalty is influenced by the dependent variables and 38.3% is influenced by other variables not included in the formulated regression equation.

The attraction variable has a positive and significant effect on tourist loyalty with a coefficient value of 0.226. Then H₁ is accepted. The attraction factor, as measured from the beautiful panoramic view of the sea, the natural uniqueness of the beach, and the comfortable arrangement of the gazebo and other facilities, is a factor that determines tourist loyalty who have visited Pasir Putih Beach in Situbondo.

The attractions and the tourism elements offered in a destination will determine the choice and motivation of potential buyers. Attractions offered in a tourism destination include natural attractions (landscapes, sea, beach, climate, flora and fauna, and other geographical features and natural resources), artificial attractions (buildings and tourism infrastructure including historical and modern architecture, monuments, parks and gardens, convention centers, marines infrastructure, ski facilities, archeological monuments, golf courses, and specialty shops managed in such a way to satisfy users or visitors), cultural attractions (museums, history and folklore, religion and art, theater, music, dance, and other entertainment events such as festival and context events that potentially be developed as the special interest destinations), and social attractions (local people habits and ways of life, local language, and social gathering events).

The combination of various environmental elements of the destination made to accommodate visitors to engage in a variety of unique activities without damaging the environment. Tourism businesses should be able to plan product strategies without damaging the environment quality. The environmentally responsible development and practices of marketing should be performed in line with the mission of preserving environmental sustainability. This issue has become increasingly important since environmental damage is increasingly serious in recent years. Therefore, marketing decisions should be made to reduce the problems and create solutions for environmental sustainability.

Attractions of the tourism destinations need to be properly maintained and packaged to satisfy both domestic and foreign tourists who come to the locations. Tourist satisfaction will increase tourist loyalty. Loyal tourists will tend to revisit the destination in the future as well as voluntarily promote the attractions offered by the tourism destination to others. This condition will finally lead to an increasing visit to a tourism destination. Hasan (2015: 388) states that the attraction of a tourism destination depends on whether it can satisfy what tourists want when they spend time at the destination as well as the geographical condition of the destination itself. The results of this study support previous studies by Eusebio and Vieira (2011), Mohamad et al. (2012), and Frangos et al. (2014), stating that attraction influences tourist loyalty.

The accessibility variable has a positive and significant effect on tourist loyalty with a coefficient value of 0.351. Then H_2 is accepted. The accessibility factor, as measured by the availability of access road, parking area, and transportation to Pasir Putih Situbondo Beach, is a factor that determines tourist loyalty toward Pasir Putih Beach in Situbondo.

One of the important components of tourism activities is how tourists can move from one place to another when they have a short or long-distance trip or accessibility. Tourists need good transportation facilities to support their traveling activities, especially when they have to visit several tourism destinations. Accessibility is a measure of ease and convenience to achieve various locations. Access to some tourism destinations can be easy or hard to achieve through various kinds of transportation. The availability, quantity, and quality of public or private transportation will determine the cost, speed, and convenience of a tourism journey. The accessibility component includes the followings: 1. Infrastructure: roads, parking areas, airports, seaports, stations, terminals, and others. 2. Means of transportation: the availability of various public transportation (taxi, bus, train, airplane, boat, ship) and the speed of the access. 3. Operational elements: travel route, service frequency, and costs including toll fees. 4. Government regulations: regulations for transportation operations. The provided facilities to fulfill the tourist's needs when they travel to some tourism destinations are manifested in inseparable components and personalized to the characteristics of each tourist as well as the type of journey. The result support the research of Eusebio and Vieira (2011); Mohamad et al. (2012); Al-Ababneh (2013) stating that tourist accessibility affects tourist loyalty, which means that the accessibility of a tourism destination can increase tourist loyalty. But different from Chen and Tsai (2007) and Hasan (2015: 388)

The results of the regression test showed that the amenities variable has a positive and significant effect on tourist loyalty with a coefficient value of 0.294. Based on these results, the hypothesis stating that amenities significantly affect tourist loyalty toward Situbondo Pasir Putih Beach or H_3 is accepted. This means that the amenities factor as measured by the availability of lodging facilities (homestays or cottages), restaurants or dining places, equipment needed to enjoy the beach (e.g., mats, tires, and boats), security guard (beach police), worship facilities (mosque or prayer room), and clean toilets, is a factor that determines tourist loyalty toward Pasir Putih Beach in Situbondo.

When tourists engage in traveling activities, they need several supporting facilities. Therefore, the traveling service providers need to provide the related facilities to fulfill tourist needs and wants since the very first time they leave home for traveling, while being in the journey and visiting tourism destinations, and finally going back to their

home. The provided facilities to fulfill tourists' needs and wants are manifested in inseparable components and adjusted to the characteristics of each tourist or type of the journey. In general, the components of travel facilities and services consist of some elements such as means of transportation, accommodation facilities, dining facilities, and other supporting facilities that are specific to the needs of the trip. These components complete the infrastructure component. The result support previous studies by Kozak (2001) and Mohamad *et al.* (2011) stating that tourist facilities affect tourist loyalty. Strengthening these findings, Chi (2005: 13) builds a tourist loyalty model as an interrelated series that sourced from the destination image embedded in the tourist mind. This image will manifest into the destination attributes that will simultaneously affect tourist satisfaction. Tourist satisfaction will finally affect tourist loyalty toward the destination.

The results showed that attraction, accessibility, and amenities have a simultaneous and significant effect on tourist loyalty toward Pasir Putih Beach in Situbondo. According to these results, this study concludes that attraction, accessibility, and amenities are the factors that determine tourist loyalty toward Pasir Putih Beach in Situbondo. The coefficient value of multiple regression determination (R²) is 0.617, then 61.7% change in loyalty is influenced by the variables of attraction, accessibility and amenities. The results support Arli and Cehyun (2014) studies that examined the effect of perceived service quality on satisfaction and behavioral intention in Turkey.

CONCLUSION

Quality of tourism services consisting of attraction, accessibility, and amenities have partial and simultaneous effect on tourist loyalty toward Pasir Putih Beach in Situbondo. The service quality provided by the management of Situbondo Pasir Putih Beach has been able to create tourist loyalty so that tourists will revisit the same destination in the future and recommend it to others. Therefore, the company must carefully consider the presentation of attractions, basic facilities, cultural attractions, availability of transportation, natural environment, and other economic factors that influence tourist decisions. The management of Pasir Putih Beach in Situbondo should also maintain the quality of the services and increase innovation, especially related to attractions, accessibility, and amenities (facilities). For instance, the management can focus on maintaining the quality of attraction by preserving the natural condition of the beach and always maintaining the cleanliness of the beach. Another focus is on maintaining the access roads, including improving the main or supporting facilities to fulfill tourist needs and wants so that they can have good experiences when enjoying the beauty of Pasir Putih Beach in Situbondo.

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