

TOURISM LOYALTY OF PADANG CITY AS INDONESIA'S HALAL TOURISM DESTINATION WITH TOURIST SATISFACTION AS MEDIATION

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Abstract: *This study aims to determine the effect of destination image on tourist loyalty with variable tourism satisfaction as mediation. The sample used in this study is 150 respondents who are tourists who visit halal tourism in the city of Padang. Purposive Sampling is used as a sampling technique. Partial Least Square (PLS) analysis method is used as an analytical method to determine the effect of the variables involved. The results of this study indicate that the destination image influences the loyalty of tourists. In addition, the results obtained that tourist satisfaction variables act as partial mediation on destination image variables on tourist loyalty. The higher the perceived destination image, the higher the tourist satisfaction, the stronger the tourist loyalty that is owned by tourists.*

Key Words: *Destination Imagery, Tourist Satisfaction, Tourist Loyalty, Legal Tourism.*

1. INTRODUCTION:

Currently the concept of halal tourism is increasingly prevalent and is becoming a trend in Indonesian and foreign communities. Indonesia is a country that offers halal tourist destinations. One of the halal tourism destinations is the city of Padang with a socio-cultural background that upholds Islamic values supported by its natural and historical beauty. The tourism attractions in the city of Padangsaat are increasingly increasing, especially historical tourism that is in great demand by tourists, because the city of Padang has historical value. high and the occurrence of major earthquake disasters in the past few years that resulted in the emergence of several tourism objects in the city of Padang, such as: Siti Nurbaya Bridge, Manis Water Beach, Padang Beach and others. The level of domestic tourist visits to the city of Padang has increased from year to year (Padang Culture and Tourism Office, 2017). This shows that the high level of intense visits from domestic tourists to the city of Padang. Therefore, this study aims to measure tourist loyalty to the city of Padang and to find out the image of the destination and its relationship with tourist satisfaction and tourist loyalty in the context of halal tourism in Padang City.

2. LITERATURE REVIEW:

Lawson and Bovy in Lopes (2011) define the concept of destination image as an expression of all objective knowledge, prejudice, imagination, and emotional thoughts of an individual or group about a particular location. In tourism, the development of the destination image occurs from a combination of information that is heard and the perception of the tourist destination itself, such as its natural picture, politeness of its inhabitants, culture and others. Destination image indicators set by Tasci and Gartner's (2007) are (1) reputation. (2) natural attraction. (3) Entertainment and events. (4) Historic and cultural attraction. (5) Accessibility to disability. (6) The level of service quality. Kotler and Keller (2009) argued that loyalty is a commitment that is held in depth to buy or support a product or service that is preferred in the future even though the influence of the situation and potential marketing efforts cause customers to switch. Another issue for action behavior loyalty in the context of tourism is the determination of the right time frame where customers can or may not return to the destination (Ekinci et al., 2013; Sirakaya-Turk et al., 2015). Indicators of tourist loyalty according to Bigne et al., (2001): (1) Recommended. (2) Return. (3) Quality. (4) Satisfaction. Oliver (1997) defines satisfaction as an assessment of features product or service provides a pleasant level of consumption. Tourist satisfaction indicators according to Kozak and Rimmington (2000); Lee, Back, and Kim's (2009): (1) Shopping. (2) Activities. (3) Lodging. (4) Availability of travel information. (5) Food. (6) Climate. (7) Attraction. (8) Environment. (9) Sightseeing.

Tasci and Gartner (2007) in Artuğer et al., (2013) explain that destination image influences tourist behavior such as intending to visit again, recommend it to others, or visit tourism destinations. Artuğer et al., (2013) through his research also proves that there is a strong and positive relationship between destination image and loyalty. Based on this, it can be concluded that the behavior of tourists in the future who positively assess the image of a tourism destination is likely to revisit and recommend related tourism destinations to others. Therefore, the hypothesis can be concluded as follows:

H1: Destination image affects tourist loyalty

Gartner (1989) suggests that destinations with a more positive image will be part of the decision-making process. Court and Lupton (1997) suggest that the destination image studied positively influences the intention of visitors to return to the future. Image will affect how consumers perceive quality. A positive image corresponds to a perceived higher quality, which in turn determines customer satisfaction (Kozak Rimmington, 2000). Therefore, the hypothesis can be concluded as follows:

H2: Destination image affects tourist satisfaction

In the tourism industry, some empirical evidence shows that Tourist satisfaction is a strong indicator to review and recommend destinations to others (Kozak & Rimmington, 2000; Hultman et al 2015). Satisfaction leads to repeated purchase recommendations and positive word of mouth. Therefore, the hypothesis can be concluded as follows:

H3: Tourist satisfaction affects tourist loyalty Lovelock et al. (2010) explains that true loyalty is located in customer satisfaction (tourists) where tourists who are very satisfied or like service tend to be loyal supporters of the company (tourism destination). This form of loyalty can be in the form of combining all purchases with one service provider, in terms of tourism, that is by returning to visit the same destination, and spreading positive news related to the destination. Therefore, the hypothesis can be concluded as follows:

H4: Destination image affects the loyalty of tourists with satisfaction tourists as mediation.

3. RESEARCH METHODOLOGY:

3.1 Population and Sample

The population in this study were all domestic tourists who had visited halal tourism in the city of Padang. Sample selection is done by non-probability sampling method. The sample selection is done by purposive sampling technique where the researcher provides certain criteria in sampling. The characteristics used in this study are: 1) Respondents are domestic Muslim tourists who have visited halal tourism in Padang at least more than twice. 2) Respondents are tourists who come from outside Padang City 3) Respondents are above 17 years of age. Number of samples Research determined 150 respondents. The sample selection is based on Birn's (2002) opinion which states that in quantitative studies it is permissible to use a sample of between 100 and 200 respondents.

3.2 Operational Variable

In this study to measure the influence of destination image variables on tourist loyalty in the city of Padang with tourist satisfaction variables as mediation, the equipment used was a SEM based variant namely Partial Least Square (PLS) and using soft were Smart PLS 3.0.

Operational variables in this study are:

1. Variabel eksogen or independent variable
 - a. Destination image is the first exogenous variable (X) with an indicator questions based on research from Tasci and Gartner (2007).
2. Endogenous variable or dependent variable
 - a. Tourist Loyalty (Y) with a research question based indicator from Bigne et al., (2001).
3. Mediation variables
 - a. Tourist Satisfaction (Z) with question indicators based on research from Kozak and Rimmington (2000); Lee, Back, and Kim (2009).

4. RESULT AND DISCUSSION:

4.1 Characteristic

Respondents

Research on 150 respondents showed that classification based on sex was dominated by women, which amounted to 82.5% or as many as 55 people from the total respondents, while men amounted to 67.5% or as many as 45 people from the total respondents. The number of respondents who are married is as many as 80 people or 120% and respondents who are not married are as many as 20 people or 30% of the total respondents. Judging from age, generally respondents aged between 30-35 years with a percentage of 61.5% or as many as 41 people from the total respondents.

Table 1. Descriptive Statistics of Respondent Characteristics

No	Eksplanation	Frequency	Percentage (%)
1.	Gender		
	-Man	45	67,5
	-Women	55	82,5
2.	Marital Status		

	-Married	80	120
	-No Marry	20	30
	-Widower- Widow	0	
3.	Age of Respondence		
	-<25 Year	28	42
	- 25-29 Year	11	16,5
	-30 -35 Year	41	61,5
	->35 Year	20	30
4.	Education		
	-High School/ Equivalen	57	85,5
	-Academy (Diploma-D III)	14	21
	-S-1	29	43,5
	-Magister (S-2)	0	0
	-Others	0	0
5.	Work		
	-Entrepreneur	20	30
	-Private Employe	45	67,5
	-PNS	22	33
	-Student/Student University	9	13,5
	-Others	4	6
6.	Income		
	- < Rp.2.999.000	28	42
	- Rp3.000.000–Rp.3.999.000	23	34,5
	- Rp4.000.000–Rp.4.999.000	44	66
	- Rp 5.000.000 Rp.5.999.000	5	7,5
	- > Rp. 6.000.000	14	21

Source: Primary Data (processed), 2018

Followed by age group <25 years with a percentage of 45% or 28 as many people. Next is for the age group> 35 years that is equal to 30% or as many as 20 people, and followed by the age group between 25-29 years, amounting to 16.5% or only 11 people. Based on these data we can see that age groups between the ages of 30-35 years are very dominating, and it can be concluded that there are many halal tourism visitors in Padang who come from the age group between 30-35 years. While the characteristics of respondents were seen from the last education, the most respondents came from respondents whose last level of education was equivalent to 85.5% or 57 people. Furthermore, respondents with their latest education level of Bachelor (S-1) amounted to 43.5% or 29 people, followed by respondents with the last level of education Diploma (D-III) with a percentage of 21% or 14 people. Characteristics of respondents in terms of employment, it can be seen that the most respondents came from respondents in the category of Private Employees with a percentage of 67.5% or 45 people. Civil servants amount to 33% or 22 people and then followed by entrepreneurs by 30% or 20 people. While the type in the Student / Student category is as big as

Furthermore, respondents with income level <Rp 2,999,000.00 were 25% or 28 respondents, followed by respondents who had an income level of Rp.3,000,000, - up to Rp.3,999,000, - by 20% or 23 people respondent. Furthermore, respondents with an income level of> Rp. 6,000,000, - 12% or 14 respondents, followed by respondents who have an income level of Rp. 5,000,000 to Rp. 5,999,000 equal to 4% or 5 respondent. In conclusion, domestic Muslim tourist respondents were more than 61% female, in terms of marital status of 70%, the highest respondent age was between 30-35 years at 46%, the last education was high school / equivalent as much as 55%, most jobs were private employees as much as 40%, and in terms of the most income is Rp.4,999,000, - up to Rp.5,000,000, - as much as 39%.

4.2 Validity Test

Evaluation of discriminant validity is done through 2 stages, namely seeing the value of cross loading and comparing the square value of the correlation between the construct and the root AVE. Furthermore, the reflective indicator also needs to be tested for discriminant validity with the cross construct must be correlated higher with the construct compared to other constructs. Based on the results of the cross loading table above, it can be seen that the loading factor for the destination image indicator or the construct is slightly compared to the indicator. For tourist satisfaction variables have a greater loading factor on the variable tourist satisfaction than with the variable Another is destination image, and tourist loyalty, as well as indicators of tourist loyalty variables, each indicator has a higher correlation with their respective variables compared to other variables, so that the 3 variables in this study can be said to have good discriminant validity. The next evaluation is comparing the correlation between constructs and the root of AVE. The results of the correlation between variables, and the root of AVE will be explained in Table 2 and Table 3.

Table 2. Display of Inter-Variable Correlation Results

No.	Variable	Tourist Satisfaction	Tourist Loyalty
1.	Destination Image	0,661	
2.	Tourist Satisfaction		0,433
3.	Tourist Loyalty		0,366

Source: SmartPLS 3.0 Output, 2018

Table 3 AVE values

No.	Variable	AVE Value
1.	Destination Image	0,878
2.	Tourist Satisfaction	0,921
3.	Tourist Loyalty	0,856

Source: SmartPLS 3.0 Output, 2018

Based on Table 2 and Table 3 above it can be seen that the maximum correlation of destination image variables with tourist satisfaction variables and the maximum correlation of destination image variables with tourist loyalty variables is equal to 0.366, destination image is 0.661, satisfaction is 0.433

Table 4. Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha	Keterangan
Destination Image	0,990	0,994	Reliable
Tourist Satisfaction	0,985	0,898	Reliable
Tourist Loyalty	0,983	0,983	Reliable

Source: SmartPLS 3.0 Output, 2018

4.3 Reliability Test

The use of indicators as question items from variable data research requires the existence of a consistency test through reliability testing, so that the data used can actually be trusted or meets the reliability aspects for further analysis. Reliability test in this study uses two measures of reliability of research instruments, namely composite reliability and cronbach's alpha. Composite reliability must be above 0.70 and cronbach's alpha above 0.60 (Abdillah and Jogiyanto, 2015). This test is carried out only once in each variable. If the degree of reliability of data is greater than the coefficient of alpha (α), then the measurement results can be considered as a measuring tool with a level of accuracy and consistency of good thinking Based on Table 4 it can be seen that composite reliability Destination Image variable have fulfilled the requirements above 0,70 which is 0,990. Likewise the value of cronbach's alpha is in accordance with the criteria above 0.60 that is equal to 0, 994, composite reliability satisfaction variable tourists also have fulfilled the requirements above 0.70 which is 0.985. Likewise, the value of cronbach's alpha is in accordance with the criteria above 0.60 that is equal to 0.898, the tourist loyalty variable has a composite reliability value of 0.983 and the cronbach's alpha value is 0.9833. Thus all the questions used in this research variable can be said to be reliable because they have fulfilled the credibility of the composite reliability standard above 0.70. and cronbanch's alpha with an alpha value of more than 0.60

4.4 Hypothesis Testing

Structural model testing (inner model) is essentially testing the hypothesis in the study. Hypothesis testing is based on the t-statistics value on the smart PLS 3.0 bootstrapping output display with the t-table value. Binding-statistics are higher than t-table values, meaning the hypothesis is supported. The test uses a significance level of 5%, has a t-table value of 1.96 for the two-tailed hypothesis, and 1.64 for one-tailed hypothesis (Ikhsania, 2015).

In the research, H1 stated that the destination image of tourist loyalty was accepted. Thus hypothesis 1 can be proven, the value of the inner weigh coefficient positive indicates that the relationship between the two is positive. This means that the higher the destination image, the higher the level of tourist loyalty.

Destination image influences tourist satisfaction (H2) hypothesis 2 can be proven, the value of inner weigh coefficient positive indicates that the relationship between the two is positive. This means that the better the image of a destination, the higher the satisfaction of tourists towards halal tourism in the city of Padang.

Satisfaction of influential influential tourists tourist loyalty (H3) hypothesis 3 can be proved, the inner weigh coefficient with positive sign indicates that the relationship between them is positive. This means that the higher the satisfaction felt by tourists, the higher the loyalty of tourists towards halal tourism in the city of Padang.

Destination image affects tourist loyalty with tourist satisfaction as mediation (H4).

The relationship between destination image variables and tourist loyalty with tourist satisfaction as mediation.

In the mediation effect testing, the steps that have been carried out are: testing the direct effect of the destination image variable on the tourist loyalty variable on the model without involving mediating variables (tourist satisfaction)

Hypothesis 3 can be proven, the value of the inner weigh coefficient is positive indicating that the relationship between them is positive. This means that the higher the perceived satisfaction of tourists, the higher the loyalty of tourists towards halal tourism in the city of Padang. The relationship between destination image variables and tourist loyalty with tourist satisfaction as mediation. In mediation effect testing, the steps that have been carried out are: testing the direct effect of destination image variables on the variables of tourist loyalty in the model without involving mediation variables (tourist satisfaction), then testing the influence of destination image on tourist satisfaction, then testing destination image variables against tourist loyalty with involves mediating variables (tourist satisfaction). Shows that testing the direct influence of destination image on tourist loyalty by involving tourist satisfaction shows a positive influence. Based on the above results it can be seen that tourist satisfaction acts as partial mediation because the independent variable influences the dependent variable both directly and indirectly. Furthermore, hypothesis 4 predicts the mediating effect. Baron and Kenny (1986) suggested that mediation relationships occur when:

1. Independent variables have a significant effect on dependent variables.
2. Independent variables have a significant effect on mediator variables.
3. The mediator variable has a significant effect on the dependent variable.
4. Full mediation (full / perfect mediation) occurs if the influence of the independent variable on the dependent variable directly is insignificant, but the effect becomes significant when involving variables mediation. Partial mediation occurs when influence independent variables on the dependent variable are either directly neither indirectly is significant. The mediating effect occurs when Based on the conclusions described above, some suggestions can be summarized. The author suggests that the Government and the City Tourism Office of Padang are expected to maintain the image of Padang as a halal tourism city, by increasingly introducing and promoting halal tourism destinations. The strategy that can be used is to provide innovations and different and unique activities routinely and periodically so that tourists are interested in visiting the city of Padang. In addition, certification standards and halal legality also need to be considered. At present, the government is not paying attention to certification and legality. the influence of the independent variable on the dependent variable becomes insignificant if the mediating variable is entered into the model.

5. CONCLUSIONS:

Based on the results of the research and discussion described in the previous chapter, some conclusions can be drawn. (1) Destination image influences tourist loyalty (2) Destination image affects tourist satisfaction (3) Tourist satisfaction influences tourist loyalty. (4) Destination image influences tourist loyalty with tourist satisfaction as partial mediation.

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