

The Effects of Tourism Products, Service Quality and Destination Uniqueness to the Satisfaction and Loyalty of Tourist in South Sulawesi

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Abstract- This study aims to analyze the influence of tourism products, the service quality and the uniqueness of the destination toward tourist satisfaction and loyalty. This research was conducted in the five most visited areas of South Sulawesi; Makassar, Maros, Bantaeng, Bulukumba, and North Toraja and as many as 250 respondents have been set during the research. SEM analysis techniques with AMOS software were both applied. The results show that Tourism Products have a positive and significant influence on the satisfaction of tourists as well as positive and significant relationship to the loyalty of tourists. On the contrary, Service Quality has a positive but not significant impact on the loyalty of tourists. The uniqueness of Destination however has positive and significant influences on the satisfaction of tourists and has a negative and insignificant influence on the loyalty of tourists. The satisfaction of tourists has a positive and significant influence on the loyalty of tourists.

Index terms - Tourism Product, Service Quality, Uniqueness Destination, Satisfaction, Loyalty, South Sulawesi, Indonesia.

I. INTRODUCTION

Marketing the tourism sector has long been believed to play an important role in supporting the economic sector in Indonesia and other developing countries even in developed countries around the world. The tourism sector contributes in foreign exchange earnings, providing more job vacancies, opening up business opportunities for the community, and creating a turnover of foreign currency into Indonesia. Thus, some economists argue that the tourism sector contributes to exports in the economy of a country. Tourism is generally seen as a multidimensional activity of a series of development processes. The development of the tourism sector involves socio-cultural, economic and political aspects (Spillane, 1994).

In this research, the object of research is South Sulawesi Province, especially Makassar, Maros, Bantaeng, Bulukumba and North Toraja. These areas have great potential in the field of tourism. Some variables raised in this study are tourism products, service quality and the uniqueness of tourist destinations. Three factors that affect the satisfaction of tourists and forming loyal tourists. Tourism products are aimed to satisfy tourists (Pyke, Hartwell, Heather & Blake, 2016). Tourism products are an attractive key card for tourists to visit tourist destinations because tourism products provide satisfaction to tourists (Benur & Bramwell, 2015). The

conceptualization of a controversially thought assumption about quality-service measurement in understanding the existence of multi-level and multi-dimensional concepts can be clearly illustrated. That a service quality concept is essentially determined by the existence of expected and perceived services, depending on the formed image (Brady & Cronin, 2001). Behavioral intentions have causal relationships with information sources, motivations, perceptions and satisfaction.

II. LITERATURE REVIEW

Tourism Products Concept

Tourism products are inseparable composite products in shaping travel experience (Morrison & Alastair, 2010). Like other service products in general, Some experts claimed that there are some specific characteristics of service products related to tourism (Swarbrooke, 2002). The concept of product marketing is designed to meet the needs of the target market. However, the main products of the best tourist destinations are usually difficult to adapt to changes in demand (Barnes, 2010). In tourism (intangible), the issue of product image differentiation, service quality and performance are difficult to ascertain when purchasing, unless by reflecting the previous experience or given direct information from friends who have experienced of buying the tourism package. Because determining performance of tourism products might be difficult when purchasing, the package of tourist destinations highly depends on the experience of image differentiation (Assaf, 2012).

As a component of tourism products, tourist attraction has the power to encourage and attract tourists to travel, specifically in a likely diverse and varied tourist attraction (Mill, 1990). Attractions bring people to the destination; facilities service them when they get there. Because they are away from home, the visitor requires certain things-a place to stay, something to eat and drink (Mill, 1990). The hospitality of an area is the general feeling of welcome that tourists receive while visiting the area. People do not want to go where they do not feel welcome (Mill, 1990). The key elements of tourist destinations offered to tourists include (1) the basic elements of a tourism destination that include geographical location, climate and natural conditions in the region, etc. (2) natural elements such as the native and their everyday life (3) man-made elements which include accommodation, restaurants, entertainment venues, transport facilities and other commercial conveniences provided to target customers who purchases the tourist destination and the local native (Suradnya, 2011).

Service Quality Concept

The concept of service quality described by marketing experts basically gives a concrete perception about the quality of a service. This concept is a thorough revolution, permanently change people perspective in running or striving dynamic efforts done continuously in fulfilling wishes, desires, and satisfaction. The concept of service quality is a thorough perception resulted from a deep-thought quality revolution into concepts to be formulated (formulation), thus the implementation (implementation) may be evaluated (evaluation) to create a dynamic process and continuously done to satisfy customer (Stemvelt, 2004).

The conceptualization of an assumption about the measurement of controversially service quality in understanding the existence of multi-level and multi-dimensional concepts can be best illustrated by knowing that a concept of service quality is basically determined by the expected service and perceived service, depending on the formed image. Image is formed through technical quality and functional quality (Brady & Cronin, 2001). The quality of service has a significant and positive impact on tourist satisfaction. Thus to ensure the satisfaction of tourists, aggressive and sustained efforts should be made to improve service quality (Tan Chi Hau, 2014).

The uniqueness of Tourist Destination Concept

Exoticism affects a direct behavioral intention of emotional and cognitive satisfaction which in turn explained by perception and motivation (Correa, 2007). In the tourism market, travelers will look at the pictures of places they want to visit. A collection of beautiful images, peace and tidiness will be selected from marketing agent. When arriving at a tourist destination or a tourist attraction, people already capture ideas of what to see. They expect to meet the figure of the aesthetics forms of what have been seen, and intolerant to lack of order (Baretto, 2013). Although details of holiday experience of a tourist are unknown specifically, it can be assumed that the standard of a satisfactory travel should be placed on aesthetics. Among many natures of a tourist destination, aesthetic qualities are an essential component of tourism experience though it is only one out of few dimensions that it has. (Kirillova, Fu, Lehto, & Cai, 2014). Providing an opportunity for travelers to assess the purpose of tourism whether it is poor or exciting, the aesthetics of tourism can significantly affect the tourism experience, connecting to overall satisfaction (Pizam, Neumann, & Reichel, 1978; Todd, 2009), loyalty (Jeon & Kim, 2011), and the intention to return (Baloglu, Pekcan, Chen, & Santos, 2004). As a component of the tourism experience, aesthetics are seen as an integral part of holiday satisfaction (Alegre & Garau, 2010). The elements of traditional culture are studied to identify the most important elements in designing cultural products that meet customer needs.

Cultural hierarchy theory is used to ascertain and classify elements from cultural and philosophical views. The relationship between performance of cultural elements with product and product satisfaction is explored (Chunlei Chai, Defu Bao, Lingyun Sun & Yu Cao, 2015). Contribute to empirical evidence of the relationship between cultural dimensions and new product acceptance rates with socio-economic variables as moderators. The results of this study indicate a strong relationship between cultural dimension and new product penetration rate, moderated by some social variables (Yeniyurt & Townsend, 2003). Spiritual tourism is the largest tourism sector, more than 70 percent of the domestic tourist movement is for religious purposes and 20 percent of revenues in the tourism industry are generated by religious tourism (Singh, 2014).

Tourist Satisfaction Concept

Content is the key factor in marketing. Customer (tourist) satisfaction has been subject to discussions on marketing and tourism literature and defined in various ways (Oliver 1980; Chen and Tsai 2007; Prayag 2008; Lobato et al., 2006). One of the most remarked definitions says satisfaction is the degree of positive feelings' activation for the experience. The main principle of satisfaction measurement is the development of the disconfirmation theory (Oliver 1981; Yüksel and Yüksel 2001; Prayag 2008). According to this paradigm; satisfaction is a comparison between performance and expectation. If the perceived performance is higher than the expectations, the customer is happy. Alternatively, if the perceived performance is lower than the expectations, it is considered to be the discontentedness of the customer's experience. The remarkable restriction of this theory; the less expectation, the more satisfaction. The restoration is dynamism for the expectations of nature and the facts of the confronted in sectors such as hosting / tourism services (Yüksel and Yüksel 2001). But in Oliver's opinion (1999), this is based on what the customer does, but not the psychological point. That's why "Oliver's Satisfaction" is defined as the fulfilled joy. Tourist satisfaction is measured as the total of comments by the tourists on each destination's quality (Kozak 2003; Lobato et al. 2006; Prayag 2008). This type of satisfaction measurement can be considered as the valuation of the quality of the destination as well as how they feel in the destination, but not only their content at the end of their experiences. Consequently, it is said that satisfaction and discontentedness can be used as a fixture.

Tourist Loyalty Concept

Each time a customer buys, he progresses through a buying cycle (Griffin, 2002). Travelers loyalty in marketing, repeating purchases, or willingness to recommend (recommend) to prospective buyers are usually used as indicators to show the loyalty of consumers (tourists). The high low degree of consumer loyalty is an indicator used to measure the success of a marketing strategy (Flavian, Martinez & Polo, 2011). In this context, the study of consumer loyalty can be applied to the field of tourism, where tourism is a product or service that served to tourists in the midst of destination marketing competition (Dimanche&Havitz, 1994).

Loyalty can be defined as the future manner assurance to buy a product or service. From this aspect, loyalty can be established by observing direct buying attitude and buying frequency or by focusing on the selling number of a product or service as well as measuring the attitude to buy it once again indirectly (Prayag 2008). In this comprehension, which is derived in some “tourist attitude studies” which affirm various alternatives to measure tourists’ loyalty (Lobato et al. 2006; Prayag 2008)? First one, loyalty can be measured with repeating buying attitude. Second one; it can be measured by the attitude by analyzing tourists' tendency towards the tourism destination. As a result, a complete measurement that includes the combination of tourists' attitude and manner towards a destination (Lobato et al., 2006).

RESEARCH METHOD AND HYPOTHESIS

There are two final variables of satisfaction and loyalty of tourists used in this research. However, researchers are still thinking and accepting of the theory that will be confirmed with the results of empirical data and structural equation method. The satisfaction and loyalty of tourists are influenced by three exogenous variables and act as independent variables, namely; (1) tourism product (2) service quality and (3) uniqueness of tourist destination and two endogenous variables, such as (1) satisfaction and (2) tourist loyalty. From the above explanation, the operational model can be described as in Figure 1.

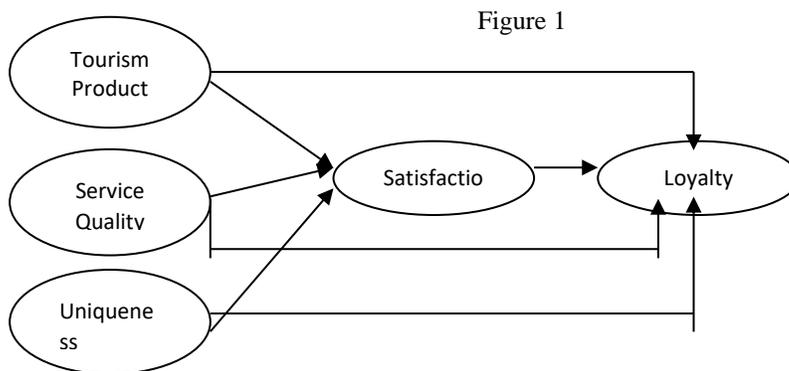


Figure 1

This discussion will present the proposed hypotheses applied in this study with some previous research results used as a basic foundation in forming the hypothesis.

Hypothesis 1: Tourism product, service quality and destination uniqueness have positive and significant impact to the satisfaction of tourists.

Hypothesis 1 proposed in this study relates to the relationship between the variables of Tourism Products with Tourists Satisfaction. Tourism products are an attractive key card for tourists to visit tourist destinations because tourism products provide satisfaction to

tourists (Benur&Bramwell, 2015). The concept of service quality is a perception of the overall quality revolution that is thought out and becomes an idea that must be formulated (formulation) so that its implementation can be retested (evaluated) to become a dynamic, ongoing, continuous process of fulfilling customer satisfaction Stemvelt, 2004). Exoticism has an impact on the direct behavioral intent of emotional and cognitive satisfaction which in turn is explained by perception and motivation (Correa, 2013). Spiritual tourism is the largest tourism sector, more than 70 percent of the domestic tourist movement is for religious purposes and 20 percent of revenues in the tourism industry are generated by religious tourism (Singh, 2014).

Hypothesis 2: The tourism product, the quality of service and the uniqueness of the destination have a positive and significant impact on the loyalty of tourists.

Loyalty can be defined as the future manner assurance to buy a product or service. From this aspect, loyalty can be established by observing direct buying attitude and buying frequency or by focusing on the selling number of a product or service as well as measuring the attitude to buy it once again indirectly (Prayag 2008). In this comprehension, this is derived in some “tourist attitude studies” which affirm various alternatives to measure tourists’ loyalty (Lobato et al. 2006; Prayag 2008).

Hypothesis 3: Satisfaction has a positive and significant effect on tourist loyalty.

Customer (tourist) satisfaction has been subject to discussions on marketing and tourism literature and defined in various ways (Oliver 1980; Chen and Tsai 2007; Prayag 2008; Lobato et al., 2006). One of the most remarked definitions says satisfaction is the degree of positive feelings' activation for the experience. The main principle of satisfaction measurement is the development of the disconfirmation theory (Oliver 1981; Yüksel and Yüksel 2001; Prayag 2008). The high low degree of consumer loyalty is an indicator used to measure the success of a marketing strategy (Flavian, Martinez & Polo, 2001). In this context, the study of consumer loyalty can be applied to the field of tourism, where tourism is a product or service that served to tourists in the midst of destination marketing competition. (Dimanche&Havitz, 1994).

Data Collecting and Analysis Techniques

The data collection procedure is done through two stages: (1) literature study; collecting data or literature from the applied research result to get the general picture and planning the appropriate form of analysis to solve the problem being encountered and searching for official archives of agencies related to this research, the Department of Tourism in each area that became the object of research and the Central Bureau of Statistics (BPS) Makassar. (2) Collecting primary data through the distribution of questionnaires on the sample research. Data collection techniques through forms containing number of questions to be answered to the target respondents to get information needed by researchers. There were 250 respondents involved in this study.

The analytical tool used for this research is called Structural Equation Modeling (SEM). SEM is a multivariate statistical technique that allows testing of a series of causal relationships between variables simultaneously to provide statistically efficiency. Each exogenous and endogenous variable can be a variable latent or unobservable construct that can be directly measured in the research process (Hair, et al, Anderson, Tathan and Black, 1995).

Table 1. Number of respondents based on tourist location

Location	Frequency	Percentage
Makassar	50	20
Maros	50	20

Bantaeng	50	20
Bulukumba	50	20
Toraja Utara	50	20
Total	250	100

IV. RESULT AND DISCUSSION

Results of Measurement of Each Construct

The variables that can be used as an indicator of tourism product, service quality and destination uniqueness can be observed from factor loading or lambda coefficient (λ) and significance level reflecting each variable as indicator in table 2.

Table 2 Loading factor (λ) measurement of tourism product, service quality and destination uniqueness

Indicator/ Dimensions/ Variable	Loading Factor	Probability	Result
X1.1	0.616	0.000	Significant
X1.2	0.657	0.000	Significant
X1.3	0.837	0.000	Significant
X1.4	0.768	0.000	Significant
X2.1	0.600	0.000	Significant
X2.2	0.734	0.000	Significant
X2.3	0.680	0.000	Significant
X3.1	0.652	0.000	Significant
X3.2	0.721	0.000	Significant
X3.3	0.553	0.000	Significant

Loading Factor (λ) measurement of tourism product variables, service quality and destination uniqueness in table 3 shows the test results on the tourism product measurement model, service quality and destination uniqueness of each indicator explaining the construct, especially the unobserved variables, so that all indicators are included in the next test. Furthermore, the variables that can be used as an indicator of satisfaction and loyalty of tourists can be observed from the loading factor value (λ) and the level of significance, which reflects each variable as an indicator of customer satisfaction and loyalty can be seen in table 3.

Table 3 Loading Factor (λ) measurement of customer satisfaction and loyalty variables

Indicator/ Dimensions/ Variable	Loading Factor	Probability (p)	Result
Y1.1	0.566	0.000	Significant
Y1.2	0.807	0.000	Significant
Y1.3	0.763	0.000	Significant

Y1.4	0.536	0.000	Significant
Y2.1	0.548	0.000	Significant
Y2.2	0.784	0.000	Significant
Y2.3	0.505	0.000	Significant

Loading Factor (λ) measurement of customer satisfaction and loyalty variable in table 3 shows the test result on the measurement model of satisfaction and tourist loyalty variable from each indicator explaining the construct, especially the unobserved variable, so that all indicators are included. **Hypothesis testing**

The results showed that tourism products have a positive and significant effect on the satisfaction and loyalty of tourists. The reason is that the tourism products presented by each tourist destination to tourists give a significant satisfaction. From the overall indicators consisting of Attraction (attraction of destination) such as natural scenery at the tourism spot, local customs and nature reserve, Amenities (facilities and tourist services) such as complete facilities, easy way of getting food at the location and good means of telecommunication support, accessibility (easiness to reach destinations) such as roads to the tourist sites, transportation to the sights and the time taken to the location of the tour and hospitality (hospitality) such as a warm welcome from local native and the comfort feeling that it gives to tourists. The overall indicator is significantly met the expectations and satisfaction of the tourists. The results of further research indicate that the quality of service has a positive relationship and significant effect on the satisfaction of tourists but not significant to the loyalty of tourists. The reason is that the quality of services provided by each tourist destination to tourists gives a significant satisfaction. Of the overall indicators of service quality such as interaction quality, environmental quality and yield quality, all the three indicators significantly meet expectations, achievements, suitability and satisfaction desired by travelers. The concept of service quality is basically a quality standard that must be understood in providing true information service in marketing with quality service based on what truly happened and existed not just merely a make-up story or something that exists, but must be adapted to a reasonable standard, such as the International Standardization Organization (ISO) standard, thus it will be regarded healthy to be applied, to be harmonious with the specifications, to have freedom in its own deficiency, to form customer satisfaction, to have great credibility and prestigious. The further results show that the uniqueness of tourist destinations have a positive relationship and significant effect on the satisfaction of tourists. However, it is negatively related and insignificant to the loyalty of tourists as a result of the presentation of the uniqueness of tourism destination presented in every tourist destination to tourists gives a significant satisfaction. The uniqueness of tourist destinations encourages the spirit and the value to tourists and results in satisfaction. This can be seen from the exoticism or different uniqueness of each destination, the aesthetics or the beauty perceived by the tourists, the different mystical cultures that each region has as well as different services provide different satisfaction to the visitor. The results of further research indicate that there is a positive and significant relationship between the satisfactions of tourists with loyalty of tourists in South Sulawesi. This indicates that the higher the level of satisfaction perceived the higher the loyalty of tourists and vice versa. When reality meets the expectations, it confirms satisfaction to tourists and creates loyalty. Thus, the satisfaction of tourists greatly determines the loyalty of tourists reflected by the attitude to recommend and convey positive things about tourist destinations in South Sulawesi.

V. CONCLUDING REMARKS

Based on the results of research and discussion about the influence of tourism products, the quality of service and the uniqueness of destinations to the satisfaction and loyalty of tourists, it can be concluded that tourism products affect the satisfaction of

tourists. It means that the products presented meet the wishes of tourists. In other words, the better the tourism product that is given, the more is increasing the satisfaction of tourists. Service Quality affects the satisfaction of tourists meaning that the quality of services provided meet the needs of tourists and create satisfaction. In other words, the better the quality of services provided, the more increasing the satisfaction of tourists. The uniqueness of destinations affect the satisfaction of tourists meaning that the uniqueness of destinations presented meet the expectations of tourists. In other words, the better the proposed tourist destination, the higher the level of customer satisfaction. Tourism products affect the loyalty of tourists, it shows that the offered tourism products satisfy tourists and create loyalty.

Tourism products also affect the loyalty through the satisfaction of tourists, which means that well-presented tourism products increase customer satisfaction and play positive role in forming loyal tourists. The quality service does not significantly influence the loyalty of tourists due to the lack of understanding of what is needed by tourists when visiting the sights. The quality of service affects loyalty through satisfaction means that the improvement of quality service meets the needs or desires of tourists encourage satisfaction and creates loyal customers. The uniqueness of the destination has no effect on the loyalty of tourists due to the lack of uniqueness of destinations showed to tourists when visiting tourist attractions. The uniqueness of destinations affect loyalty through satisfaction means that by presenting the uniqueness of destinations, it encourages satisfaction and creates loyal customers. The satisfaction of tourists has an influence on the loyalty of tourists indicating that the higher customer satisfaction the higher the loyalty.

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