The Influence of Service Quality Dimensions, Destination Image and Satisfaction to Tourist Loyalty in Maluku Province

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Abstract – The problem described in this research was to identify which factor influenced the destination loyalty of tourist in Maluku Province, Indonesia. The objective was to identify the factors were proposing a costumer behavior theory included of service quality dimension, satisfaction, loyalty concept and the destination image concept. The research method used in this research was quantitative method. Survey method using questionnaire instrument will be used to obtain the primary data. A total sample of 528 tourists in visiting Maluku Province. The method of data analysis used was Partial Least Square (PLS) with SmartPLS 3.0 software version. This study found that the destination image and the tourist satisfaction had a positive significant effect on destination loyalty. The analysis result shown that based on the value of t-statistic test, and then there were 8 (eight) hypothesis were supported or accepted. While the 4 (four) hypothesis were not supported or rejected. The dimensions of service quality including reliability, empathy and responsiveness gave empirical supporting to the destination image. The destination Image gave a strong significant and positive effect on loyalty destination and provided empirical support to H6. The tourist satisfaction rating gave a significant and positive impact on loyalty destinations and providing empirical support for H7.

Index Term: *Service quality dimensions, destination image, tourists' satisfaction and destination loyalty*

I. INTRODUCTION

The research of tour destination loyalty has become an attraction power of experts in literature of services marketing nowadays (Kim et al, *2013).* The destination loyalty was a great result of tourism services quality succeed given and the experience in tour destination. The literature study revealed the relationship between services quality and customer's loyalty were important, but this was not tested completely in the context of destination (Vinh and Long, 2013; Yang et al. 2014). Here, the destination environment was in constant situation of changing and was completing each other due to the research continuation throughout the relationship analyzing (Vinh and Long, 2013). The quality of tourism services to be on the heart of tourism marketing with basic stressing on different tourism context. Therefore, the destination loyalty was the central concept and one of the main earnings of services quality success given in the area of tourism destination (Moon et al, 2011; Demir, 2013). Empirically, the research has been focused mainly on tourist's loyalty of destinations (especially, hotel servicing). However, the newest literature shown that the phenomenon of the destination loyalty and the quality of tourism services could not approached without whole understanding about tourism marketing concept both in local level and international level of various contexts of

tourism. Furthermore, the literature shown that the testing of the relationship between tourism services quality and the destination loyalty through the destination image and the tourist satisfaction was an important part of this research and provided a better understanding of the researchers about this relationship (Akroush et al., 2016; Lai et al., 2009; Castro et al., 2007; Kim et al., 2012; Jalilvand et al., 2014; Alameh et al., 2014; Riduan et al., 2015; Setiawan et al., 2014).

The satisfactory construction and the services quality still have many controversies. Some academics and researchers agreed that the customer's satisfaction was a specific measurement for every transaction, situation or interaction that typically in short-term, otherwise, the services quality was an attitude formed by whole evaluation of the company performance in long-term (Parasuraman et al., 1985). However, the relationships of these two concepts were often unclear yet. A number of researchers spreading issues around it whether the services quality and the customer's satisfaction were same constructed or different (Dabholkar, 1995; Oliver, 1993). Dabholkar (1995) found that the services quality and the customer's satisfaction were two different constructs for new customer and its meaning was random or complicated of long-term customers. On the other hand, a group of other experts (Rust and Oliver 1994; Oliver, 1993) stressed that the mutual was an antecedent to customer satisfaction and also whether these two constructs were measured on specific experience or all the time. The tourist's manner (Tosun et al., 2015) consisted of three phases namely the choice of destination, the resulted evaluation, and the next attitude desired. The resulted evaluation including traveling experience or the services felt during their staying, the value felt and satisfaction. The connecting among the quality, satisfaction and the attitude desired have been studying in the fields of hotel and tourism during two last decades (Baker & Crompton, 2000; Cronin, Brady, and Hult, 2000; Oh, 1999), whereas the image became an important factor in encouraging tourist to visit a destination.

Several empirical studies have been done to examine how about tourism services quality attributes in associated with travelers destined (Moutinho, 2012; Vinh and Long, 2013). Then, the relationship of tourism services quality dimension, the destination loyalty and how this dimension could influenced the destination image usage throughout tourist's satisfaction as mediator was not fully tested yet (Myagmarsuren and Chen, 2011; Upadhyaya, 2012; Farias *et al,* 2013). The study before was not explored the perception of serving quality and the tourist's destination loyalty in the field of developing countries on tourism business (Moon *et al, 2011;* Demir, 2013). These studies reflected the customers' logic associated with destination's loyalty being on services quality level (the hotel mutual like the employee's servicing, spa, health, restaurant, transportation, etc.). As a result, the tourist's destination loyalty was as functioned as the tourism services quality provided at tourism destination area. Besides, the relationship between tourism services quality and the destination loyalty depend on destination image in the minds of travelers. Thus, this study be aimed for testing whether the service quality in tourism sites (hotels and inns in Banda island) had influence on traveler's destination loyalty by the image of destination and the satisfaction as mediator.

This article was arranged in six parts. Section 2 explained the relevant of literature on model development. In section 3 was about the research method and analysis throughout the result discussion. And the last parts were the conclusion, the research contribution, the limitation, and the chance of further research.

II.   LITERATURE REVIEW

Customer Behavior

Consumer behavior was a cross-study of various knowledge disciplines. The consumer's behavior had a basic root of economic knowledge. The consumer behavior was rooted in marketing strategy grown or developed in the late of 1950^s when a number of market community starting to realize if they could sold more goods easier if they just produced goods that have known would be bought by consumers (Schiffman & Kanuk, 2008). Mowen & Minor (2002) developed a simple model of consumer's behavior that shown two dimensions: (1) marketing stimuli and (2) the targeting of market response to marketing stimuli designed by the company. Built and defending a good relationship with consumer was the key of succeeds by company (Sangadji & Sophia, 2013). In achieving this success, Mowen & Minor (2002) offered four concepts of consumer's behavior that should be

paid attention: (1) The consumer's value (2) the customer's satisfaction; (3) the consumer's confidence and (4) the customer's loyalty.

The Services Quality Concept

The success of company in giving a mutual services could be determined by services quality approach developed by Parasuraman, Berry and Zeinthaml, (1985). The quality should started from customer's needs and desires that lasted on customer's perception (Kotler, 2003). The services quality concept was one of the most debated subjects of marketing service literature because there was a lack of consensus due to definition, dimension, and operation result (Gupta and Chen, 1995). Different writers had defined this concept as a services yield (McDougall and Levesque, 1994), whole impression of inferiority was relative and superiority (Bitner and Hubbert, 1994), activities of intangible (Gronroos, 1990), customer expectations (Kasper *et al.,* 1999; McKerchera and Prideauxb, 2011), and the quality control (Jraisat and Sawalha, 2013).

Measuring the quality of services was very complex because of the multi-dimension character and the subjectivity of servicing. In fact, a number of frameworks have been proposed such as SERVQUAL (Parasuraman et al., 1988); RECQUAL (Fakeye and Crompton, 1991); Services cape (Bitner, 1992); SERVPERF (Cronin and Taylor, 1992); QUESC (Kim and Kim, 1995); TEAMQUAL (McDonald *et al.,* 1995) and CERM-CSQ (Howart *et al.,* 1996). Among all these frameworks, SERVQUAL (Parasuraman et al., 1985) was the most successful means of services quality assessment (Parasuraman et al.*,* 1988). SERVQUAL consisted of five dimensions: assurance, reliability, tangibility, empathy and responsiveness. How far these dimension to be fulfilled and realized as an important criterion of customer's satisfaction and lead to achieve a competitive advantage in tourism industry (Berry et al, 2006; Lin and Su, 2003). Thus, several studies (Armstrong et al, 1997*;* Choi and Chu, 1998; Atilgan *et al, 2003;* Chen and Tsai, 2007) have used the SERVQUAL as an effective framework in measuring the services quality of tourism. The services quality gave a significant contribution to the problem of services marketing differentiation and the position in in the long-term market for the organization, the destination or the country in order to combine best service method for a profitable customer perception. However, previous studies have examined the direct relationship between the quality of services and the loyalty tourism destination which not much research be examined the effect of mediation destination image and the satisfaction on that relationship.

The Destination Image Concept

Destination Image was one of the important factors, which could influenced the travelers' decision of destination's choice (Beerli and Martín, 2004). Most definitions of the destination image referred to the individual perception or group about the place (Jenkins, 1999). Tasci and Gartner (2007) stated that " destination image was an inter-active system of thoughts, opinions, feelings, visualization, and intentions towards the goal" is not just a show several dimensions (cognitive, affective, conative) of this construct, but also expressed their effects of a decision about travel destination. Every tourism industry had positive strategic focus that made the destination image between actual and potential tourist mind (Fakeye and Crompton, 1991). Previous studies have defined the concept of destination image as whole individual perception or the total impression of the location (Fakeye and Crompton, 1979; Chen and Tsai, 2007). The image was defined as perception that there was a potential visitor of destination (Hunt, 1975). In the same tone, the focus should be more on destination image cognitive factor (estimation process for tourism site selection), the affective factors (belief and the attitude of the target destination, and conative factor (selection of someone final destination) (Fakeye and Crompton, 1979; Baloglu and McCleary, 1999). Therefore, the destination image should be measured by service providing of the hotel on tour destination serviced (Sonmez and Sriakaya, 2002). The services of natural trip, the price level, climate, tour location, nightlife, sports facilities, local infrastructure, architecture, historical sites, beaches, shopping, accommodation, exhibitions, festivals, information and travel, hygiene, personal safety, accessibility, political stability, hospitality, friendliness, receptive, different customs or cultures, cuisines different or food, relaxed, atmosphere, adventure, new

knowledge, family or adult oriented, reputation, and security. Thus, previous research have shown that the quality of tourism services can be measured from destinations' level using by tourism organizations that provided various types of services (five stars hotel) and traveler's loyalty through the destination image and satisfaction in traveler's mind as mediator.

The Satisfaction Concept

The customer's satisfaction has become a central concept in business discourse and management. According to Kotler (2003), the customer's satisfaction was how far the benefits of a product *(perceived)* based on customer's expectation. Spreng et al., (1996) stated that the customer satisfied feeling arose when consumers compared their perceptions of product performance or services with their expectations. Further, it was said that there were two main variables defined customer's satisfaction that was the expectations and perceived performance. If the perceived performance exceeded the expectations, then customer will be satisfied, but if not, then the customers were not satisfied (Tse & Wilton, 1986). Oliver (1993) stated that customer's satisfaction was a summary of psychological condition resulting when the emotion revolved the expectations were not accrued multiplied by feelings formed of consumption experience. Westbrook and Reilly in Tjiptono (2011) also noted that consumer's satisfaction was an emotional response to experience related to products or services purchased. Thus, the customer's satisfaction greatly depended on perception and consumers' expectation.

The Loyalty concept

Loyalty was an attitude forming and behavior pattern of a consumer in purchasing and product usage resulting from their previous experience (Griffin, 1995). The customer's loyalty was a reliable measurement that could be relied on to predict sales growth and also the customer's loyalty could be defined by a consistent buying behavior (Griffin, 1995). The customer loyalty was the main goal of all companies, but most was less aware that customer's loyalty could be formed through several levels from searching the most potential customer until the consumer's partner that would bring benefits to the company. Oliver (1993) gave the notion of loyalty as a commitment in defending deeply by doing re-purchasing or re-subscribing with the products or services that consistently chosen in the future even though the situation influenced and the marketing efforts had potential casing the attitude changing. The concept of customer's loyalty was much more associated with the behavior rather than the attitude.

The research about tourism destination loyalty has become an attracting power of experts in services marketing literature (Vinh and Long, 2013; Kim *et al, 2013).* The previous research focused on services' quality and the determination of tourism marketing site (offering side) than the tourist requesting and its needs. The service quality literature, though general characterized but has little understanding about the tourist loyalty on destination level. Researching the various aspects of tourism services quality (at hotel included spa, health, restaurants, etc.) would helped the tourism enterprises to increase the loyalty of tourist destination. Thus, the literature shown that the relationship among tourism services mutual construction, destination image, satisfaction and loyalty destinations have not been fully tested, especially in tourism industry, including the tourist areas in Indonesia. This study focused on examining the relationship between the service quality provided by the hotel/lodging to destination loyalty of tourist perceptiveness and examining if this relationship was mediated by the destination image.

III.   THE RESEARCH METHOD AND Hypothesis

Population and Sample

The research population was all local tourists, national and international tourists that visiting the tourist destinations in Banda Island, Central Maluku Regency. Any effort done of the researchers met the tourists who were staying in hotels and inns in Banda Island during November 2016 until December 2017. The questionnaire study (hardcopy) shared privately for 400 tourists. Consistently with the previous empirical research in the field of international tourism. The unit of analysis was the " local tourist,

national and international" who were visiting the tourist destination in Banda Island. From the questionnaires distributing there were 528 valid questionnaires to be analyzed. The highest respond was 93%, and was reasonable because the writer met the respondent (the tourist) directly so certainly gave a high response.

The Measurements Items

The item of the research construct measurement adapted from previous studied in the field of tourism service quality, destination image, tourist satisfaction and destination loyalty. Based on service quality literature, the SERVQUAL instrument was adapted to measure the tourism services quality in this study, because well established and has been used in tourism studies Chen and Tsai (2007) and Akroush et al., (2016). In SERVQUAL scale, there were five determinants of tangible facility, reliability, responsiveness, assurance and empathy, were taken as a part of 22 SERVQUAL scale item for measuring the service quality (Parasuraman *et al.,* 1988). This instrument has been widely used in research and previous empirical study, which examined psychometrics' character. All research constructs measured at 5 Likert scale started from 5 "Strongly Agreed" to 1 "Strongly Disagreed". The respondents 'characteristic was a little bit part by the questionnaire.

The destination image was a psychological construct formed from one's perception of different attributes/components of a destination. These variable used six questions adapted from Hankinson, (2005), Tosun et al., (2015), Qu et al., (2011), Wang and Hsu (2013) research. The tourist's satisfaction was someone's feeling level on the comparison of the performance of tourism services is accepted and expected. This variable was measured by using one-dimensional and eight research questions adapted from Lee et al., (2011) and Aliman et al., (2014). The Loyalty destination was defined as repetitive purchasing behavior of goods or services in the future. In tourism context, the loyalty was relating with the tourist's desire of re-visiting or recommended to others. This variable was measured with two dimensions using three questions adapted from Castro et al., (2007) and Kiem & Niehm, (2009) study.

Hypothesis development

This study proposed the relationship among service quality dimensions, destination image and destination loyalty. There were 12 hypotheses in this study.

H1a : There was a significant and positive between perceived assurance on the destination image to visit Maluku Province

H1b : There was a significant and positive between perceived assurance on tourist satisfaction to visit Maluku Province

H2a : There was a significant and positive between perceived reliability on the destination image of visiting Maluku Province

H2b : There was a significant and positive between perceived reliability on tourist satisfaction of visiting Maluku Province

H3a : There was a significant and positive between perceived Tangible Facilities on destination image to visit Maluku Province

H3b : There was a significant and positive between perceived Tangible Facilities on tourist satisfaction to visit Maluku Province

H4a : There was a significant and positive between perceived empathy on the destination image for visiting Maluku Province

H4b : There was a significant and positive between perceived empathy on tourist satisfaction for visiting Maluku Province

H5a : There was a significant and positive between perceived responsiveness on the destination image to visit Maluku Province

H5b : There was a significant and positive between perceived responsiveness on tourist satisfaction to visit Maluku Province

H6 : There was a significant and positive between destination image on Destination Loyalty of visiting Maluku Province

H7 : There was a significant and positive between tourist satisfaction e on Destination Loyalty for visiting Maluku Province

IV.   THE RESULT AND DISCUSSION

We used SPSS to prescreen the dataset and did not find univariate normality, linearity or multicollinearity problems. As a second generation of multivariate analysis, structural equation modeling (SEM) providing us with the flexibility model of multiple predictors, construct unobserved latent variables, the model of measurement errors for observed variables and statistically test theoretical Assumptions against the empirical data. The Partial Least Square (PLS) – based SEM technique was used to validate the models as the models contained both formative and reflective constructs and violated the assumption of multivariate normality. PLS required a sample size with at least 10 times the Reviews largest number of indicators of the construct in the model (Wixom and Watson, 2001). For the hypothesized model, the dimension of perceived service quality indicators had the most, with 22, respectively. Thus, the minimum sample size was 220. The sample size for this model was 372, which exceeded the minimum requirement.

The characteristics of the respondents under surveyed in Banda Island was based on gender, age, origin, job, monthly income, reason to visit and information sources were given at Table 1.

Table 1: Characteristics of Respondents

No.	Characteristics	Category	Frequency	Presentation (%)
1	Gender	Male	222	42.0
		Female	306	58.0
		Total	528	100.0
2	Age	20-30 years	127	31.8
		31-40 years	162	30.7
		41-50 Years	168	26.7
		> 50 years	141	10.8
		Total	528	100.0
3	Occupation	Private	114	21.6
		Civil Servant/BUMN/Army/Police	204	38.6
		Entrepreneurship	184	34.8
		Retired/Pensioner	14	2.6
		Others	12	2.3
		Total	528	100.0
4	Monthly Income	< ± US $ 150	88	16.7
		± US $ 150-373	248	46.9
		± US $ 373-747	105	19.9
		> ± US $ 374	35	6.6
		Total	528	100.0
5	Reason to Visit	Leisure	316	59.8
		Business/Duty	212	40.2
		Total	528	100.0
6	Information Source	Television	134	25.4
		Friends/Family/Relatives	74	14.0
		Internet	123	23.3
		Social Media	179	33.9
		Magazine/Newspaper	18	3.4
		Total	528	100.0

Table 1 shown the demographic research sampling. This table shown that most travelers are women, with most age ranged between 31-50 years old and over 50 years old, which works as a Civil Servant/BUMN/Army/Police (204 respondent or 38.6%), middle income per month (US $ 150-373). In addition, most of those traveling for leisure. Finally, over 50% of them knew about

Maluku destinations from social media, differ than through Internet, Friends/Family/Relatives and television. This shown that the promotion's strategy to attract tourists still needs to be improved.

The Measurement Model (Outer Model)

The measurement's or *outer model* defined how each block indicator associated with latent variables. *Outer models* with reflexive indicators were evaluated by *convergent* and *discriminant validity* of the indicators and *composite reliability* for the block indicators. The *convergent validity* used for knowing the validity of any relationship between the indicators with the latent constructs (variables). The size of individual reflexive said could be high if more than 0.7 correlated with the construct to be measured (Ghozali, 2015). Based on these criteria, if the indicators that its *loading* value less than 0.70 was dropped from the analysis and did *re-estimate. The Discriminant validity* used to show that the constructs (variables) latent predicted the size of that block better than the size of the other blocks. *Discriminant validity* can be seen from *cross loading* or by comparing the AVE root of each construct latent variables with the correlation inter construct. If the value of the AVE root higher than that correlation of a construct with other construct meant that any construct had a better *discriminant validity* (Fornell and Lackner in Ghozali, 2015). While the indicator block assessment done using by the *reliability composite.* According to Chin (1998) in Ghozali (2015) was said that one indicator had a good reliability of the value was higher than 0.7.

We ran a confirmatory factory analysis in SmartPLS 3.0. The test results can be seen in Table 2 and Table 3.

Table 2: Reliability, Internal Consistency and Convergent Validity

	AVE (average Variance Extracted	CR (Composite Reliability)	Cronbach's Alpha	Items	Parameter Estimate [a]
Assurance	0.62	0.87	0.80	AS1	0.80
				AS2	0.77
				AS3	0.79
				AS4	0.79
Reliability	0.61	0.89	0.84	RL1	0.86
				RL2	0.83
				RL3	0.86
				RL4	0.85
Tangible Facilities	0.82	0.93	0.89	TF1	0.83
				TF2	0.87
				TF3	0.85
				TF4	0.86
				TF5	0.77
Empathy	0.71	0.88	0.79	EM1	0.86
				EM2	0.82
				EM3	0.84
Responsiveness	0.72	0.91	0.87	RS1	0.85
				RS2	0.82
				RS3	0.84
				RS4	0.79
				RS5	0.82
				RS6	0.80
Destination Image	0.67	0.93	0.90	DI1	0.81
				DI2	0.81
				DI3	0.75
				DI4	0.81
				DI5	0.72

					SA1	**0.78**
					SA2	0.82
					SA3	0.82
Tourist Satisfaction	**0.70**	**0.92**	**0.89**		SA4	0.76
					SA5	0.82
					SA6	0.83
					SA7	0.81
					SA8	0.82
Destination Loyalty	0.65	0.94	0.92		DL1	0.92
					DL2	0.91
					DL3	0.88

[a] factor loading for each item

Table 3: Discriminant Validity of the Key Constructs

	US	IN	DL	EM	RL	RS	TF	SA
Assurance	0.79							
Destination Image	0:48	0.78						
Destination Loyalty	0:43	0:49	0.90					
Empathy	0.66	0:59	0:49	0.84				
Reliability	0.69	0:50	0:47	0.65	0.85			
Responsiveness	0.77	0:57	0:44	0.73	0.79	0.82		
Tangible Facilities	0.74	0:57	0:40	0.78	0.74	0.73	0.84	
Tourist Satisfaction	0:02	0:16	0:10	0:09	0:11	0.07	0:09	0.81

Table 2 shown the outer loading result (parameter estimate) for each indicator (variable manifest) of constructs (latent variables) assurance (AS), reliability (RL), tangible facilities (TF), empathy (EM), responsiveness (RS), destination image (DI), the satisfaction of tourists (SA) and destination loyalty (LO). From the parameter-estimated values, it appeared about 39 indicators. The loading value results have shown that all the indicators have had loading values over 0.70. Thus, all indicators were valid to be used in testing the model and had a good discriminant validity because could predicted the size of the block itself. On the other hand, the AVE value and AVE roots in Table 2 and Table 3 shown that the root of AVE in each construct was higher than the correlation among these constructs with other. While the composite value reliability (Table 2) for all variables were above 0.70. Thus the construct that was built shown the accuracy and the precision of the measurement or reliable.

The Structural model (Inner Model)

The Inner models also called inner relations. This model described the relationship between latent variables based on *substantive theory.* Assessing *inner models* was by looking at the relationship between latent constructs with paying attention to the outcome parameter of *path* coefficient estimated and the level of significance. The hypothesis testing could be done by paying attention the significant levels and *the path* parameter among the latent variables could be seen in Table 4.

Table 4: Estimated coefficient, T-Stats and R-Square

	Original Sample	Standard Deviation	T-Statistics	R-Square	
Assurance -> Destination Image	0.07	0.06	1.21		Rejected
Reliability -> Destination Image	0.15	0.06	2.43*		Accepted
Tangible Facilities -> Destination Image	0.11	0.06	1.82	0.56	Rejected
Empathy -> Destination Image	0.30	0.05	5.51**		Accepted

Responsiveness -> Destination Image	0.21	0.06	3.55**		Accepted
Assurance -> Tourist Satisfaction	-0.01	0.08	0.06		Rejected
Reliability -> Tourist Satisfaction	0.16	0.08	2.09*		Accepted
Tangible Facilities -> Tourist Satisfaction	0.19	0.07	2.63**	0.49	Accepted
Empathy -> Tourist Satisfaction	0.26	0.07	3.66**		Accepted
Responsiveness -> Tourist Satisfaction	0.04	0.09	0.45		Rejected
Destination Image -> Destination Loyalty	0.09	0.04	1.99*	0.33	Accepted
Tourist Satisfaction -> Destination Loyalty	0.65	0.04	16.12**		Accepted

** P <0.01 (2,58)   * ρ <0.05 (1,96)

The testing relationship of the assurance, reliability, tangible facilities, empathy and responsiveness destination image (AS → DI, DI → RL, TF → DI, EM → DI, and RS → DI), shown that the value of R-Square was 0.56. The Result shown that the destination image could be explained by the variable service quality (assurance, reliability, tangible facilities, empathy and responsiveness) about 56% while the remaining was 44% explained by other variables of this research. The relationship test of assurance, reliability, tangible facilities, empathy and responsiveness on tourist satisfaction (AS→SA, RL→SA, TF→SA, EM→SA, and RS→SA), shown that the value of R-Square was 0.49. This shown that tourist satisfaction can be explained by the variable service quality (assurance, reliability, tangible facilities, empathy and responsiveness) just 49%, while the remaining 51% explained by other variables outs of this research. While the testing of the destination relationship image and tourist destination satisfaction on loyalty (DI→LO and SA→LO) shown the value of R-Square was 0.33. This meant that the destination loyalty can be explained by the destination image and tourist satisfaction was 33% and the balance of 67% is explained by other variables outs of this variable.

The analysis result by using SmartPLS 3.0 shown that based on the value of t-statistic test, and then there were 8 (eight) hypothesis were supported or accepted. While the 4 (four) hypothesis were not supported or rejected. H3a, H4a and H5a shown that the dimensions of service quality including reliability, empathy and responsiveness gave empirical supporting to the destination image. This result was supported by previous studies that shown a significantly positive relationship between the constructs of the (Faullant et al., 2008; Lai et al., 2009; Hakala et al., 2013; Namukasa, 2013). This finding indicated that the reliability (ß = 0.06 t = 2.43), empathy (ß = 0.05, t = 5.51), and Responsiveness (ß = 0.21, t = 3.55) gave the strongest influence or the dimensions of service quality to destination image. While the supporting of service dimensions quality to the tourist satisfaction was H2b, H3b and H4b. This was supported by previous studies (Lee et al., 2011; Kim et al., 2012; Lin and Lee, 2013; Jalilvand et al., 2014; Aliman et al., 2014; Allameh et al., 2014; Riduan et al., 2015). The Finding also shown that the Reliability (ß = 0.08, t = 2.09), Tangible Facilities (ß = 0.07, t = 2.63) and Emphaty (ß = 0.07, t = 3.66) gave positive and significant impact on tourist satisfaction and empirical support to the H2b, H3b and H4b.

The destination Image (ß = 0.04, t = 1.99) gave a strong significant and positive effect on loyalty destination and provided empirical support to H6. The structural result of $R^2 = 0.33$ indicated that 33% of the variation in destination loyalty caused by destination image. This result was supported by the fact that the assessment of destination image in Maluku Province be based on consciousness. For example, the attractiveness, ease of place access, the feeling of joy and the welcome they received, and good service in turn created their loyalty to the preferred destination for the next visit and became the first choice for a holiday. This was consistent with previous research, which found that the relationship tourism context (Del Bosque and San Martin, 2008; Marineroig, 2011; Wu and Zheng, 2014; Setiawan et al., 2014; Aliman et al., 2014; Akroush et al., 2016). The satisfaction rating

(ß = 0.04, t = 16.12) gave a significant and positive impact on loyalty destinations and providing empirical support for H7. This was supported by the fact that loyalty to a destination will increase if the tourist was satisfied with the service received. This was consistent with the results of the study empirically before (Yoon & Uysal, 2005; Chi & Qu, 2008; Lee et al., 2011; Kim et al., 2012; Chen & Phou, 2013; Wu and Zheng, 2014; Jalilvand et al., 2014; Setiawan et al., 2014; Munhuruun et al., 2015; Riduan et al., 2015; Guzman-Parra et al., 2015). Thus the dimensions of tourism service quality should support and enhanced the destination image and the satisfaction of creating long-term loyalty for tourists.

The discussion above shown that the tourism organization (including hotels and inns) need to be focused on destination image and satisfaction as an important link between service quality dimensions of tourism and the traveler's loyalty to the tourist places. However, special quality of tourist's relationship could also be based on a variety of concepts. The concept included the tourist's loyalty by reviewing the behavior of destination, vertical loyalty (who shown loyalty to providers at different levels of tourism system such as airlines, department of marine transportation and travel agents), horizontal loyalty (who shown loyalty to more than one providers at different levels of tourism systems such as hotels, inns, restaurants), and the experience loyalty (which shown loyalty and interested on vacation style) (McKercher *et al.,* 2012). Other examples of new concepts related with making an appointment for tourists as the combination of sensations (trill) and flow (flow) was great high especially "niche market" mainly for tourists who loved adventure that had rush and attitude factor for this market segment (Buckley, 2012).

V.   Conclusion Remarks

Managerial Implications and Contributions

This research illuminated the relationship between the tourism dimensions of service quality and the destination loyalty mediating by destination image and tourist satisfaction. The research Finding gave a strategic point of view about the destination loyalty promoter focused on hotel and inn services in Maluku Province. The consequence was as part of their competitive strategy, hotel and inns 'management have recognized that tourism services quality was an antecedent key to destination image and tourist satisfaction was an important part in gaining destinations' loyalty. It was important that the empirical results supported the hypothesis of this research, which shown that the hotels and inns in Maluku Province must created an exciting environment and to be fun for tourists as main elements for next visit and promoted the tourism sites by loyal tourist. The destination image and satisfaction gave the basic informatively developed branding and destination positioning strategy. Hotel and inn owners could adopted various attributes of brand image to represent the relevant identity of destination target could used this strategy. This research gave contribution tourism marketing literature through integration of tourism service quality, image destination, tourist satisfaction and destination loyalty in one empirical framework that has not been fully tested by previous research. The application tourism service quality destination loyalty through destination image and satisfaction, enrichment our understanding about destination loyalty from the tourist's perspective in tourism industry. From marketing perspective, this research enlarged the implementation of service quality beyond of traditional organization problem empirical supporting for branding and positioning on destinations' loyalty in tourism industry.

The Limitations and Further Research

There were any limitations as a result of a trade-off design of this study. From theoretical point of view, the research tested five dimensions of service quality that affecting to destination loyalty, indirectly while other dimensions services such as technical quality could also influence destination image and destination loyalty. Furthermore, the destination image and the satisfaction were be as the mediator that investigated in this research. The value-based factor of other consumers as measuring the significance of brands was is another mediator. From an empirical point of view, this study just investigated the perspective of international tourists in hotels and inns around Banda Island tourist destination, which meant that the generalizations of other

tourist destinations were still limited. Therefore, a comparative study inside and outside of this destination was the investigation potency in the future research. From methodological point of view, the analysis unit in this paper was "national and international tourists", without making any comparison perceptions among this two-analysis unit. However, further research could held a comparative analysis between international and domestic tourists, or the comparison of tourism organization manager (five stars hotel manager) and employee perceptions regarding with tourism service quality, satisfaction of destinations' image, destination loyalty throughout other factors that have been mentioned before. Finally, this research investigated the integrated models of tourism service quality and destination loyalty with basically focused on recreational tourism in Maluku Province. Next research probably could investigate or implementing the research model and other factors on other tourism destinations or other kinds of tourism destination such as medical, religion and business.

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APPENDIX
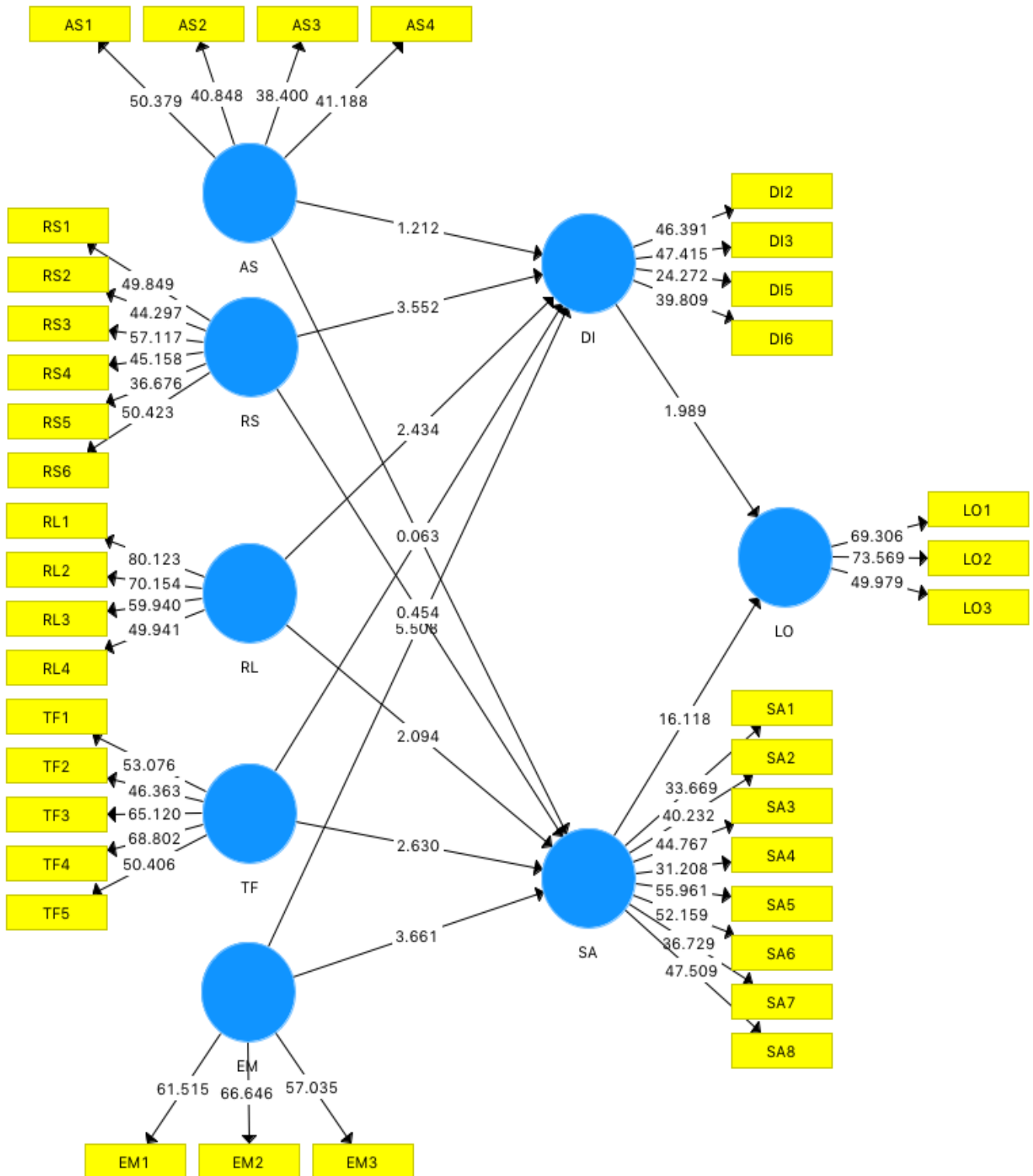
Figure 1: Research Proposed Model

Table 5: Constructs Measurement and Items

Constructs and Items		Sources of Constructs Operationalization
Tourism Service Quality		
Assurance		Parasuraman et al. (1988), Chen & Tsai (2007) and Akroush et al., (2016).
1	I was served by a well-trained, customer oriented personnel	
2	The level of service quality reinforces my confidence in the service provided	
3	A detailed, experienced and competent tour and hotel escorts was provided to facilitate my stay in the Banda Island.	
4	Staff communicated with me fluently and in an understandable manner.	
Responsiveness		
1	Staff showed sincere interest in problem solving.	
2	Staff provided adequate and clear information about the service they deliver	
3	Staff were able to fulfill my requests promptly in a timely manner	
4	Staff provided me with full information regarding the entertainment offered	
5	Staff showed sincere willingness and interest in helping and assisting me	
6	Staff provided me with advice on how to best utilize my free time	
Reliability		
1	Services delivered were correct from the first time	
2	Services were delivered as promised to tourists	
3	Scheduled tours were met on a timely manner	
4	No troubles occurred with the service provided during my stay in the Dead Sea	
Tangibles Facilities		
1	Modern and technologically relevant vehicles were available	
2	The infrastructure is designed well and in high quality standards	
3	The meals that were served are of high quality	
4	The accommodation and facilities were appealing and in good design	
5	Physical appearance of the hotel I stayed in and tours escort were tidy and clean	
Empathy		
1	Pleasant and friendly personnel provided services offered.	
2	My exceptions and special needs were met as expected	
3	Personal safety was considered as a major aspect in every service provided	
Destination Image		Hankinson, (2005), Tosun et al., (2015), Qu et al., (2011) and Wang & Hsu (2013)
1	The destination environment is attractive	
2	I Think there is a good transportation in the destination	
3	It is easy to access historical and touristic places in the destination	
4	I enjoyed the style of buildings in the destination	
5	The residents of the destination are friendly	
6	The residents of the destination are good and welcoming to tourist	
Tourist Satisfaction		Lee et al., (2011) and Aliman et al., (2014)
1	I really enjoyed the visit to the destination	
2	I am satisfied with my decision to visit the destination	
3	I prefer this destination	
4	I have positive feelings regarding the destination	
5	This experience is exactly what i need	
6	My choice to purchase this trip was a wise one	
7	This was a pleasant visit	
8	This visit was better than expected	
Destination Loyalty		Castro et al., (2007) and Kiem & Niehm, (2009)
1	I will say a good experience from this trip to others	
2	I will recommend that others visit this destination and its surroundings	
3	I will retur nto visit this destination again	