

Loyalty to the Visited Resorts

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Abstract: The economic potential of tourism industry should be given attention in order to become a source of foreign exchange incomes and local revenues for the city government of Palembang. Tourists visiting this city increase and other city competitors are also greater in number. The city's tourist resorts must continuously improve their competitive edge and create tourists' loyalty in an effort to maintain and develop their business. This research aimed to identify the effect of promotion, service quality, brand image on the Satisfaction of tourists visiting Palembang, and on their loyalty to the visited resorts. It used 300 respondents who visited these resorts: Kuto Besak, Kambang Iwak, Kemaro Island, Punti Kayu Resort, Jaka Baring Lake OPI, OPI Water Fun, and Siguntang Hill. The sample was taken by a purposive sampling technique. This research used Structure Equation Modelling (SEM) analysis and processed the data using Amos version 16.01. The results showed there was no significant effect on the tourists' Satisfaction. In addition, there was no significant effect for the variables of service quality. Finally, there was no significant relationship between the tourists' Satisfaction on their loyalty.

Key words: promotion; quality service; brand image; satisfaction; loyalty; tourists **JEL code:** M310

1. Introduction

The 21st century has been seeing tourism activity to be the largest industry in the world. Compared with other sectors of the economy, this industry showed a steady growth. This phenomenon led to a lot of countries, regions, cities, and investors in the world to look, plunge and immerse in the world of tourism. Indonesia is aware of the strength of this sector and continues to develop the tourism industry in the country (A. Yoeti, 2006, pp. 11-12).

The role of the tourism sector to foreign exchange earnings in Indonesia is significant and always increases, for example, in 2003 the foreign exchange earnings from this sector amounted to 4037.02 million USD in 2007 and has become 5345.98 million USD. This part constituted only about 17.25% of world tourist spending by 474

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billion USD or U.S. \$5 billion every day. This means that the economic progress of the tourism industry is promising to many people and many countries in the world. Tourism has become the biggest source and the strongest sector in the financial matters of the global economy.

Palembang is one of the cities in Indonesia, which has the potential for an interesting tourism, be it historical, natural, and culinary tourism. Palembang also has been designated as a tourist destination of MICE.

This study aims to find out more about how the influence of promotion, service quality, brand image and tourist Satisfaction on tourist loyalty impact on the sights in the city of Palembang.

2. Promotion

Promotion is a marketing tool and has one of the strategic objectives, which is to spread product information to potential target markets, get an increase in sales and profits, gain new customers, maintain customer loyalty, maintain stability in the event of sluggish sales market, differentiate and favor product compared competitors' products, and shape the image of the product in the eyes of consumers as desired.

2.1 Quality Service

Parasuraman (1985) suggests the level of service quality as a comparison between customer expectations and assessment of the performance of the service. In the gap model of service delivery (service delivery gap models), perceptions of service Satisfaction is higher or equal to the expectations of customers indicating satisfactory service quality; lower Satisfaction perceptions of customer expectations of service quality indicates unsatisfactory (Parasuraman, Zeithaml & Berry, 1985, 1988). Service quality refers the customer's perception of the level of success or failure in meeting customer expectations (Zeithaml et al., 2000). This quality is measured by comparing customer expectations and perceptions of their satisfaction by examining both before and after the customers receives the service.

No.	Author	Proposed Classification Schemes	Comment
1	Judd (1964)	 Rented goods services (right to own and use a good for a defined time period) Owned goods services (custom creation, repair or improvement of goods owned by the customer) Nongoods services 	First two are fairly specific, but third category is very broad and ignores services such as insurance, banking, legal advice and accounting.
2.	Ratchmell (1974)	 Type of seller Type of buyer Buying motives Buying practice Degree of regulation 	No specific application to services-could apply equally well to goods.
3.	Shostack (1977) and Sasser et al. (1978)	Proportion of physical goods and intangible services contained within each product package.	Offers opportunities for multiattributes modeling. Emphasizes that there are few pure goods or pure services.
4.	Hill (1977)	 Services affecting persons vs. those affecting goods. Permanent vs temporary affects of the service Reversibility vs nonreversi- bility of these effects Physical effects vs. mental effects Individual vs. collective services 	Emphasizes nature of service benefits and (in 5) variations in the service delivery/consumption environment.
5.	Thomas (1978)	 Primarily equipment-based automated, monitored by unskilled operators, operator by skilled personnel. Primarily people-based: unskilled labour, skilled labour, professional staff. 	Although operational rather than marketing in orientation, provides a useful way of understanding product attributes.
6.	Gronroos (1979)	1. Type of service: a. Professional services	Notices that the same services, e.g., insurance and financial, may be rendered to both individuals and

Cassification Service

		1.01	
		b. Other services	organizations.
		2. Type of customers:	
		a. Individuals	
		b. Organizations	
		1. People-based vs. equipment-based	
_	TT 1 (1000)	2. Extent to which client's presence is necessary	Synthesizes previous work, recognizes difference in
7.	Kotler (1980)	3. Meets personal needs vs. business needs	purpose of service organization.
		4. Public vs. private, for-provit vs. nonprofit	r r
			Synthesizes previous classifications and adds several
			new schemes. Proposes several categories within
	Lovelock (1980)	1. Basic demand characteristics	each classification. Concludes that defining object
8.		2. Service content and benefits	served is most fundamental classification scheme.
	()	3. Service delivery procedures	Suggests that valuable marketing insights would
			come from combining two or more classification
			schemes in a matrix.
-			Recognizes that some services may be more
	Schmenner	1. Degree of interaction and customization: low and	customized and involve a higher degree of labor
9.	(1986)	high	intensity and may help the reader to understand the
	(1900)	2. Degree of labor intensity: low and high	strategic and tactical option available
-		1 Degree of consumer/producer interaction: Low and	
		high	
10.	Vandermerwe dan	$\frac{111}{2}$	Recognizes the importance and role of goods
	Chadwick (1989)	2. Relative involvement of goods: pure services,	components in service business.
1	(1)())	services with some goods or delivered through	r · · · · · · · · · · · · · · · · · · ·
		goodes, services embodied in goods.	

Sumber: Gronroos, Christian, Service Management and Marketing, Gronroos (1990, p. 32)

Basically the notion of service quality at the starting point of business companies is to meet customer expectations (Kotler & Armstrong, 2009), which consists of 3 types: (1) will expectation, which is the expected performance level obtained by the customer; (2) should expectation, that is a reasonable level of performance obtained by the customer; and (3) the ideal expectation, that is the ideal level of performance obtained by the customer. The customers compare the service expectations to the one perceived. Therefore, the service quality will depend on the company's ability to meet the expectations of customers. Sirgy (1982) proposes a model of the ideal of service quality dimensions that have to meet several requirements, namely:

(a) the dimensions of the unit must be comprehensive,

(b) the model should also be universal,

(c) each dimension in the proposed model should be free, and

(d) the number of dimensions should be limited.

Parasuraman et al. (1988) define five dimensions of service quality. The five dimensions are:

- (1) Reliability,
- (2) Responsiveness,
- (3) Assurance,
- (4) Empathy, and
- (5) Tangibles.

2.2 Brand Image

Sirgy (1982) believes that brand image is a picture of the complex and the association of a brand in the mind of the customer. In this context, a brand image shows the use of the mark in accordance with the opinion of attraction Aaker (1995), and the attraction to offer a service that is used by the customer. Furthermore, Hatch and Schultz (2001) conclude that brand image is related to the perception and impression of the stakeholders; they are customers, media, shareholders, and the public as a whole against a company.

2.3 Customer Satisfaction

The emergence of customer Satisfaction as an operational concept began in mid-1977 when the conference report on the conceptualization and measurement of customer Satisfaction was first published (Hunt, 1977). Based on a literature review of intensive customer Satisfaction, such concept is determined by confirmation or positive disconfirmation, and customer dissatisfaction is determined by the expected negative disconfirmation (Oliver, 1997). In the early 1980s, customer Satisfaction became increasingly popular and continued to be explored in the marketing literature. Customer Satisfaction (expectation and disconfirmation paradigm), quality of service, the similarity between customer Satisfaction and service quality, excitement, disappointment, customer loyalty, and the decision to switch had been a popular discussion in the literature about customer Satisfaction .

Oliver (1996) states that the concept of customer Satisfaction is an overall evaluation of the customer experience to the company. Cumulative Satisfaction is a thorough assessment of the individual in shaping the global assessment of the fulfillment of the needs of the customer delight. Therefore, the cumulative customer Satisfaction in this research is based on the overall customer experience with the company.

2.4 Customer Loyalty

Oliver (1996) defines customer loyalty as customer commitment in depth to survive, re-subscribe or re-purchase a product/service consistently selected in the future, although the influence of the situation and marketing efforts have the potential to cause a change in behavior. Griffin (2002) states that loyalty refers to the manifestation of the behavior of decision-making units to re-purchase the Satisfactions/services of a company that is selected. Lovelock (2007) states that the term has been used to describe the loyalty of a customer's willingness to continue to subscribe to a company in the long run, by buying and using products and services repeatedly and exclusively better , and willingly recommend products and services of the company to other customers. The benefits of customer loyalty for companies are to obtain increased sales, reduced operating costs, gain positive WOM from customers, and can set a premium price. While Griffin (2002) argues that the benefits to be derived include "reduce marketing costs, reduce transaction costs, reduce customer turnover costs, increase cross selling which will increase market share, encourage a more positive word of mouth, and reduces the cost of failure".

Gremler and Brown (1996) states that customer loyalty is a picture of the degree of customer behavior in the re-purchase of the service company, has a tendency of positive attitude towards the company.

2.5 Concept of Tourism

In a broad sense, tourism is related to recreation activities outside the domicile to escape from routine work or look for another atmosphere (Weber et al., 2006). According to Wahab (2003), tourism can be seen as something abstract, such as a symptom, to describe people to depart from their own city (domestic tourism) or people crossing the border of a country (international tourism). The parts of the tourism phenomenon consist of three elements, namely: people, place, time, and tourism industry provides the service, charm, and atmosphere. In short, tourism is a combination of products and service products, intangible, fragile and diverse in their nature. Both are important needed and generated by the tourism industry.

2.6 Framework of Thinking

Based on the theory, promotion has a strategic impact on knowledge, needs, desires, purchase, customer Satisfaction and loyalty. Consumers are not aware of any previous one particular to a product or service. Through the information they receive some prospectives and get in on the stage of desire, purchase, Satisfaction, and ultimately loyalty. This is similar to the research that has been done by Savaye et al. (2004). Their results showed that certain promotions have a direct and indirect effect on customer Satisfaction and loyalty.

Based on the preliminary data on this research, on theory and previous research, this research was undertaken to determine the effect of the promotion on Satisfaction and loyalty.

Studies have shown there is a significant and positive effect between service quality to customer Satisfaction and loyalty, such as the research by Cronin and Taylor (1992); Spreng and Mackoy (1996); Surehchandar (2003). Better service quality will impact on the level of Satisfaction and customer loyalty. Theory of Consumer Behavior suggests that there are no such states in Consumer Behavior Model. If quality of Satisfactions or services offered is better, the competitors will have an impact on improving customer Satisfaction and loyalty.

Studies also show that there is a positive influence between brand image to customer Satisfaction and loyalty, among others, one by Ostrowski, O'Brien and Gordon (1993). They mentioned that if the brand image was considered Satisfaction by customers, they would be proud of them. Other products from the same brand will be perceived satisfactory too, although they could not eat them. In addition, the sense of pride will have an impact on measures of word of mouth, which is one of the characteristics of a loyal customer.

Bowen and Chen (2001) state that customer Satisfaction is closely linked to customer loyalty, which will be a satisfied customer is a loyal customer. Then the loyal customers would be "a terrible salesperson" for the company and provide recommendations and information to prospective customers positively others. Creating customer loyalty is very complicated, so as to generate customer loyalty should be attributed to various factors. As illustrated by the following research model:



Based on the research model that has been described, the following are the research hypotheses: (1) There is a promotional effect on the tourists' Satisfaction. (2) There is the influence of service quality on the tourists' Satisfaction. (3) There is the influence of the brand image of the tourists' Satisfaction. (4) There is the influence of the tourists' Satisfaction on their loyalty. (5) There is a promotional effect on the tourists' loyalty. (6) There is the influence of service quality on the tourists' loyalty. (7) There is a influence of brand image on the tourists' loyalty. (8) There is the influence of promotion, service quality, brand image, and on the tourists' Satisfaction and loyalty.

3. Methods

3.1 Data Sources

This research used primary data and secondary data sources. The primary data sources were responses provided by the tourists visiting Palembang tourist resorts while the secondary data sources were derived tourist

resorts' management in the city of Palembang, Statistics Bureau, Palembang, South Sumatra Tourism Office, the articles that discussed on tourists' satisfaction, newspapers, tabloids, magazines, and the internet.

3.2 Population

The population of the research were all the visitors coming to Kuto Besak, Kambang Iwak, Kemaro Island, Punti Kayu, Jaka Baring Lake OPI, OPI Water Fun, and Siguntang Hill.

3.3 Sample

Hair et al. (1998) recommend the appropriate number of samples ranged from 100 to 200, or as many as five (5) samples for each parameter observation. This study used a sample of at least $5 \times 32 = 160$ as stated by the sample indicator, but in and after the field work, 300 response-samples were collected.

4. Results and Discussion

4.1 Results Test Validity and Reliability

(1) Tests for quality of service, consisting of 21 questions (A6-A26). All valid questions, because the value of r at the bottom of the column Corrected Item-Total Correlation above r table for n = 30 and alpha = 5% at 0.361.

RELI	ABILITY ANALYSIS - SCA	LE (ALPHA)					
Item-	Item-total Statistics						
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted			
A6	69.3333	113.4023	0.4910	0.9077			
A7	69.2000	112.9241	0.5749	0.9062			
A8	69.1000	115.9552	0.4281	0.9090			
A9	69.4667	111.8437	0.5009	0.9075			
A10	69.5333	111.0851	0.5238	0.9070			
A11	69.7667	111.9092	0.6442	0.9048			
A12	69.3667	106.1713	0.7475	0.9012			
A13	69.3000	111.4586	0.5200	0.9071			
A14	69.2333	109.4264	0.5593	0.9062			
A15	69.0000	111.3793	0.6189	0.9050			
A16	69.6000	108.0414	0.6185	0.9047			
A17	69.6667	107.4023	0.8430	0.9000			
A18	69.1000	117.1966	0.4892	0.9154			
A19	69.2000	107.9586	0.6645	0.9035			
A20	69.2000	113.5448	0.4639	0.9082			
A21	69.1000	113.6793	0.4460	0.9086			
A22	69.1667	113.0402	0.5001	0.9075			
A23	69.2667	110.2713	0.6959	0.9035			
A24	69.8333	104.6264	0.6810	0.9030			
A25	69.6667	110.5747	0.5253	0.9070			
A26	70.2333	114.5989	0.3952	0.9116			
Relia	bility Coefficients						
N of	Cases = 30.0	N of Items $= 21$					
Alpha	a = 0.9106						

(2) Tests for questions beyond the quality of services, consisting of 24 questions (A27-A50). All valid questions, because the value of r at the bottom of the column Corrected Item-Total Correlation above r table for n = 30 and alpha = 5% at 0.361.

		** Method 1 (space saver) wil	I be used for this analysis **_	
RELI	ABILITY ANALYSIS	- SCALE (ALPHA)		
Item-	total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
A27	79.4483	196.6847	0.6084	0.9329
A28	79.4828	190.5443	0.7010	0.9312
A29	79.4138	194.0369	0.6549	0.9321
A30	79.5172	191.4729	0.6126	0.9325
A31	79.8621	192.4089	0.6647	0.9318
A32	79.3793	190.5296	0.7047	0.9312
A33	79.4483	192.1133	0.6385	0.9322
A34	79.2759	194.2069	0.5971	0.9328
A35	79.2069	197.5985	0.4440	0.9349
A36	79.7241	185.4212	0.7566	0.9301
A37	79.7241	186.6355	0.7919	0.9296
A38	79.2759	200.8498	0.4930	0.9373
A39	79.4138	192.8227	0.5629	0.9333
A40	79.3448	200.7340	0.3921	0.9358
A41	79.2759	196.3498	0.5673	0.9333
A42	79.4483	195.6847	0.5490	0.9335
A43	79.4828	188.7586	0.7727	0.9301
A44	80.1034	183.8818	0.7620	0.9300
A45	79.7586	188.6897	0.6957	0.9312
A46	80.3103	196.6502	0.4123	0.9358
A47	79.2069	198.5985	0.3990	0.9370
A48	79.6897	189.5788	0.7016	0.9311
A49	79.3448	194.0911	0.5416	0.9336
A50	79.0690	199.4236	0.5739	0.9336
Relia	bility Coefficients	·	•	
N of	Cases = 29.0	N of Items = 24		
Alpha	a = 0.9355			

** Method 1 (space saver) will be used for this analysis **

4.2 Goodness of Fit Test Results

Based on the test results of Structural Equation Modeling (SEM), using AMOS version 16.0.1 assistance program for Windows, the following results are obtained:

No.	Index	Critical Value	Results	Comment		
1.	Chi Square	Expected smaller	4.473	-		
2.	Probability level	< 0.05	0.034	-		
3.	df	Positive	1	-		
4.	RMSEA	≤ 0.08	0.078	Good		
5.	CMIN/DF	\leq 2.0/ \leq 3.0	1.473	Good		
6.	GFI	≥ 0.90	0.994	Good		
7.	AGFI	≥ 0.90	0.911	Good		
8.	NFI	≥ 0.90	0.992	Good		
9.	RFI	≥ 0.90	0.922	Good		
9.	IFI	≥ 0.90	0.994	Good		
11.	TLI	≥ 0.95	0.989	Good		
10.	CFI	≥ 0.95	0.994	Good		

Tabel 1Goodness of Fit Structural Model

Source : Data Processing Results by AMOS Ver 16.0.1

Goodness of Fit calculations indicates that all the indices have already qualified. In other words, the resulting model has suited the model.

4.3 Results of Testing Structural Equation Modeling (SEM)

The use of Structural Equation Modeling (SEM) in this research was intended to address issues about "How the Influence of Promotion, Quality of Service, Brand Image on the Tourists' Satisfaction, and their Implication on the Tourists' Loyalty on the Tourist Resorts in Palembang".

The test results of Structural Equation Modeling (SEM) using AMOS program version 16.0.1 for Windows, the SEM diagram was obtained SEM (unstandardized Estimates).



Results of Image Line Diagram

Tabel 2 Regression Weights: (Group Number 1-Default model)	Tabel 2	Regression	Weights:	(Group Nu	umber 1	-Default model)	
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			Estimate	S.E.	C.R.	Р	Label
Satisfaction	<	quality	0.818	0.043	18.958	***	
Satisfaction	<	Image	0.671	0.189	3.540	***	
Satisfaction	<	promotion	0.041	0.182	0.224	0.823	
Loyalty	<	promotion	0.217	0.053	4.103	***	
Loyalty	<	Satisfaction	0.042	0.012	3.660	***	
loyalty	<	image	0.236	0.057	4.116	***	

Sources : Hasil Pengolahan Data dengan AMOS Ver 16.0.1

Diagram based Structural Equation Modeling (SEM) above, then the models can be constructed in this study include:

Model 1: Tourists' Satisfaction	= 0.818 Service Quality
	= 0.671 Brand Image
	= -0.041 Promotion
Model 2: Tourists' Loyalty	= 0.217 Promotion
	= 0.042 Service Satisfaction
	= 0.236 Brand Image

A summary of conclusions are as follows:

(a) The service quality affects the tourists' satisfaction as indicated by the value of 0.818 (81.8%), and the hypothesis testing is done by looking at the value of critical ratio of the service quality to satisfaction pointing to the value of 18.958 meaning CR (18.958) > (1.96) and probability (P) of 0.000 meaning that P (0.000) < 0.005; therefore, Ho is rejected and Ha accepted. In other words, there is a significant effect of service quality the tourists' satisfaction.

(b) The brand image has an effect on the tourists' satisfaction as indicated by the value of 0.671 (67.1%). The ratio of critical value of the brand image to the tourists' satisfaction = 3,540 CR meaning that (3.540) > (1.96) and probability (P) of 0.000 is < 0.005; therefore, Ho is rejected and Ha accepted. In other words, there is a significant influence on the brand image on the tourists' satisfaction.

(c) The effect of promotion on the tourists' satisfaction is indicated by the value of 0.041. The ratio of critical value of the variables of promotion to the tourists' satisfaction = 0.224 meaning that CR (0.244) < (1.96) and probability (P) of 0.823 > 0.005. Ho is accepted and Ha is rejected, therefore, there is no significant influence of the promotion on the tourists' satisfaction.

(d) The effect of promotion on the tourists' loyalty is indicted by the value of 0.217 (21.7%). The ration of Critical Value of the variables of promotion on the tourists' loyalty = 4.103 meaning that (4.103) > (1.96) and probability (P) of 0.000 means P (0.000) < 0.005. Ho is therefore rejected and Ha accepted. In other words, there is a significant influence of the promotion on the tourists' loyalty.

(e) The influence of brand image on the tourists' loyalty is indicated by the value of 0.236 (23.6%). The ratio of critical value of brand image to the tourists' loyalty is 4.116 meaning that the CR (4.116) > (1.96) and probability (P) of 0.000 < 0.005. Ho is rejected and Ha accepted, therefore there is a significant influence of the brand image on the tourists' loyalty.

(f) The tourists' satisfaction affects their loyalty as indicated by the value of 0.042 (4.2%). the ratio of critical value of the tourists' satisfaction on their loyalty is 3.660 meaning that the CR (3.660) > (1.96), and probability (P) of 0.000 means P (0.000) < 0.005. Ho is rejected and Ha accepted. Therefore, there is a significant effect of satisfaction on the tourists' satisfaction.

The relationships between independent variables can be seen in the following table.

			Estimate	S.E.	C.R.	Р	Label
quality	<>	Image	11.720	1.658	7.068	***	
promotion	<>	Quality	11.071	1.676	6.606	***	
promotion	<>	Image	541	0.383	6.640	***	

 Table 3
 The Relationships between Independent Variables

Sources: Data Processing Result by AMOS Ver 16.0.1

Based on Table 3 and the model above, it can be described as follows:

(1) the relationship between the service quality with the brand image is indicated by the value of 11.720; while their value of critical ratio is 7.068 meaning that CR (7.068) > (1.96) and probability (P) of 0.000 means that 0.000 < 0.005. This case illustrates that the relationship of the brand image and service quality is significant.

(2) the relationship of the promotion and the service quality is indicated by the value of 11.071; while their value of critical ratio is 6.606 meaning that CR (6,606) > (1.96) and probability (P) of 0.000 means P (0.000) < 0.005. This case illustrates that the relationship of the promotion on the service quality is significant

(3) the relationship between the promotion and the brand image is indicated by the value of 2.541; while their

value of critical ratio is 6.640 meaning CR (6.640) > (1.96) and probability (P) of 0.000 means P (0.000) < 0.005. This case illustrates that the relationship of the brand image and the promotion is significant.

Furthermore, to see the simultaneous effect of several independent variables on the dependent variable, Table 4 shows the following:

Tabel 4	Squared Multiple Correlations	
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	Estimate
Satisfaction	0660
Loyalty	0278

Sources : Data Processing Results by AMOS Ver 16.0.1

The squared multiple correlations based on the test model can be depicted as follows:

Model 6: Tourist Satisfaction = 0.660 (Promotion + Service Quality + Brand Image)

Model 7: Tourist Loyalty = 0.278 (+ Promotion + Satisfaction + Brand Image)

Based on Table 4 and the model established above, it can be said that:

(a) the promotion, service quality, and brand image simultaneously affect the tourists' satisfaction as indicated by the value 0.660 (66.0%).

(b) the promotion, tourist satisfaction, and brand image simultaneously affect the tourists' loyalty as indicated by the value of 0.278 (27.8%).

5. Conclusions

In conclusion, the results of the discussion are as follows:

(1) The effect of promotion on the tourists' satisfaction is not significant.

- (2) The service quality has a significant effect on the tourists' satisfaction.
- (3) There is a significant effect of the brand image on the tourists' satisfaction.
- (4) The promotion, service quality, and brand image simultaneously affect the tourists' satisfaction.
- (5) The promotion, tourist satisfaction, and brand image simultaneously affect the tourists' loyalty.
- (6) The tourists' satisfaction has a significant effect on their loyalty.

A general conclusion is drawn that the tourists' satisfaction is influenced by the service quality and the image of the tourist resorts they have visited. Their satisfaction influences their loyalty and this is in line with the research conducted by Bowen and Chen (2001) who stated that the customer satisfaction is closely linked to their loyalty. A satisfied customer is a loyal customer.

6. Closing

A similar study was conducted by a group of researchers on the tourist attractions in Jakarta, and they concluded that the tourists were not satisfied but they were loyal. This means that there is a difference. This prompted researchers to continue to examine the other tourist objects in Indonesia and their findings can be compared to how the level of tourist satisfaction influences on their loyalty.

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