

The Influence of Social Media and Service Quality on Satisfaction and Loyalty

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ABSTRACT

Loyalty is an important for tourists' destination. This research aims to know the influence of social media and the quality of service either directly or indirectly against loyalty through the satisfaction of tourists at nature tourism destination in Blitar District. The population in this study amounted to 202,990 people. The sample in this research totaled 123 respondents and purposive sampling method using the samples. The data analysis in this study using analysis of Structural Equation Modeling (SEM) method.

Keywords: social media, service quality, satisfaction, loyalty

I. INTRODUCTION

Tourism consists of exhibition quality, place to learn something new, a place to relax, the cleanliness of the facility, the condition of the facilities, personnel safety, auxiliary visitor behavior, quality of information for visitors, shopping and restaurants. Loyalty is an important goal for tourists' destinations. Loyal tourists represent more than just a source of income but also one of the potential sources of information for the company not only to his relatives, his friends as well as other potential tourists. Satisfaction/dissatisfaction is the response of the customer against a perceived mismatch between the evaluation expectations and actual performance of the product after use. Quality of service is an attempt the fulfillment of customer needs and desires as well as the timeliness of the delivery of services to offset customer expectations. Social media is an internet-based medium that facilitates or enables its users can easily participate, create and share experiences and information. Internet and media, especially social media has introduced a significant change and expand communication between organizations, communities and individual.

Blitar District is one of the tourist destinations in East Java because it has an interesting history of the trail, cultural uniqueness and natural beauty as tourist assets who are capable of attracting tourists to visit. The development of the tourism sector is expected to bring up the multiplier effect against the supporting sectors such as tourism trade, hospitality services, and other industries. Therefore, it needs to be optimizing the efforts to

develop the tourism sector which will contribute to the economy at various parties. One of the efforts to develop the tourism sector in the District of Blitar is utilizing social media at this point widely used and known by the public at large. Data tables and foreign tourists Visit the archipelago on nature tourism in Blitar District Years 2011-2015:

Table 1. Data of Nature Tourism in Blitar District 2011-2015

No	Tourist	2011		2012		2013		2014		2015		Total Number
		Inter national	Dome stic	Inter national	Dome stic	Inter national	Domes tic	Inter national	Dome stic	Inter national	Dome stic	
1	Jolosutro Beach	14	6.108	2	12.004	0	6.094	0	10.975	0	1.419	36.616
2	Tambakrejo Beach	85	12.385	25	14.063	71	12.371	63	11.045	0	27.602	77.710
3	Serang Beach	14	9.146	1	7.524	0	9.132	2	10.595	0	18.469	54.883
4	Rambut Monte	208	3.433	0	2.291	194	3.419	0	1.210	83	14.390	25.148
5	Embultug Cave	19	1.652	0	957	5	1.638	5	2.303	0	1.974	8.553
TOTAL		202.990										

Source: Disporbudpar Blitar District, 2016

From the data table 1 above, visitors of nature tourism in Blitar District showed that from 2011–2015 and foreign tourists visit the archipelago experience fluctuations, where foreign tourists for the year 2011 amounted to 19 people, then in 2012 be no person, year 2013 there were 5 people and the year 2014 remains 5, 2015 years back there were no foreign tourists visit. While tourists visit the archipelago by the year 2012 has decreased where tourists visit the archipelago only 957 people, the years 2013 and 2014 have elevated, but year 2015 has decreased again from 2,303 to 1,974 becoming people

Based on the phenomenon of tourism conditions in the management of nature tourism in the District of Blitar, it is necessary to do the assessments associated with aspects of social media, service quality, satisfaction and loyalty of travelers. The research development of the potential of social media, the service quality of tourist satisfaction and loyalty towards the tourists could be developed on a natural tourism area in the District of Blitar in accordance with an existing phenomenon in the tourism area. Formulation of the problem: (i) How does social media description, service quality, satisfaction of tourists and travelers in Blitar District loyalty? (ii) How social media influence and the quality of service towards the satisfaction of tourists in Blitar District? (iii) How social media influence and the quality of service against the loyalty of travelers in the District of Blitar? (iv) How to influence satisfaction of travellers against the loyalty of travelers in the District of Blitar? (v) How social

media influence and loyalty towards quality of service through the satisfaction of tourists in Blitar District?

2. LITERATURE REVIEW

Zeithaml and Bitner (2003) States that service marketing is about broken promises, promises made to customers and should be kept. Strategic framework known as the service triangle that reinforces the importance of the people in the company keep their promise and success in building customer relationship. Kotler and Keller (2006) suggested the sense is any act or performance offered by one party to the other party that are intangible principle and does not lead to the transfer of ownership. Production services can be bound or not bound to a physical product). Stanton and Pires (2005) suggests the definition of services as follows: "Services are identifiable, intangible activities that are the main object of a transaction designed to provide want-satisfaction to customers. By this definition we exclude supplementary services that support the sale of goods or other services." Zeithaml and Bitner (2003:3) renders the definition of services as follows: Include all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provided added value in forms (such as convenience, amusement, timeliness, comfort, or health) that are essentially intangible concerns of its first purchaser. The service is basically something that has the following characteristics: (i) An intangible, but can meet the needs of consumers. (ii) The production process of the service may use or not use the help of a physical product. (iii) The service does not result in a transition right or ownership. (iv) There is an interaction between the service providers with service users.

Tourism marketing is the all activities to meet demand and supply, so buyers get satisfaction and the seller gets the maximum benefit with minimal risk of possible Yoeti, 1985). Tourism marketing is an effort to identify the needs and desires of tourists, and offers the tourist product in accordance with the wishes and needs of the tourists with the intent of enabling business tourism can give you maximum service to tourists (Moeljadi, 2009). The success of the development of tourism in Indonesia who felt now is determined by three main pillars (Thamrin, 2002), namely: (i) Success in marketing; (ii) Success in product development; (iii) The success of creating a human resources (HR) tourism

Global tourism is undergoing a transition that move quickly and radically towards new tourism industry primed and can meet the demands of the needs of the industry itself. Changes in consumer behavior and values encourage the birth of new tourism. New mensal with tourism based as a flexible holiday, segmented, and environmentally conscious. Tourism is a new phenomenon in large scale packaging of a nonstandard holiday

service at competitive price levels more in line with the demands of the tourist demand as well as the demands of the economic and social environment needs.

The concept of customer loyalty has long been there and became an important thing to be aware of any company in their endeavor to achieve the goals that have been set. Create strong relationships and closely with customers is the dream of all marketers. This is often the key to marketing success long term. Lovelock and Wright (2005:22) describes the customer loyalty is the willingness of customers to continue to subscribe at a company in the long run, by buying and using the service repeatedly, as well as with voluntary service the company recommends to others. The emotional nature of the experience and satisfaction of underlying attitudes of high bidding against someone, then in addition to repeated as the buyer will also give praise. Refer to this experience and a good emotional is a customer perception. A good perception can increase loyalty which has indicators on the purchase.

Kotler and Keller (2009:175) define loyalty held strong as a commitment to purchase again or subscribe to a specific product or service again in the future despite the influence of the situation and marketing efforts that could potentially cause the transition behaviors. While according to Griffin (2005:5) loyalty shows the condition of the duration of a particular time and requires that the Act of purchasing occurs no less than two times. William (2003:72), put forward the aspects that influence customer loyalty: (i) Satisfaction is a comparison between the expectations before making a purchase with the perceived performance. (ii) Emotional Bonding is the customers feel strong ties with other customers who use the same product or service. (iii) Trust is willing of someone to trust company to perform a function. (iv) Production choice and habit is the purchase of products on a regular basis as the accumulated experience at any moment or repetition. (v) History with company is the experience of a person against the company can shape behavior. Good service from the company will lead to occurrence of a repetition of the behavior in the company.

In a general sense concerning the satisfaction or dissatisfaction of customers is the result of the existence of differences between the expectations of customers with performance that perceived by the customers. According to Kotler (2006) satisfaction is feeling happy or upset someone who comes after comparing between the perceptions or impressions on performance or results of a product and the hopes. So, satisfaction is a function of perception or impression upon the performance and expectations. If the performance is below expectations then the customer is not satisfied. If the performance meets expectations then the customers will be satisfied. If the performance exceeded expectations then the customers will be very satisfied or pleased. The key to producing loyalty customers is to provide high value customers. Zeithaml et al (1996) defines contentment as a response or feedback about meeting customer needs. Satisfaction is an assessment regarding the

characteristics or the specialty products or services, or the product itself, providing a level of customer pleasure related to the fulfillment of the needs of the customer's consumption.

Customer satisfaction according to Andreassen and Lindestad (1997) customer satisfaction/dissatisfaction requires experience with the service, and is influenced by the perceived quality and the value of the service. It means that the satisfaction/dissatisfaction shows customers in customer experience and affects the quality of service received and the value of the service. It can be said if customer satisfaction is a consequence of a comparison between the levels of perceived benefits against the benefits expected by the customer. In order to create customer satisfaction according to the Guiltanan company should be able to offer the quality of a product and also his Ministry. While according to Zeithaml et al (1996) suggests that customer satisfaction is a feeling towards one type of customer service that he obtained. According to Walker, et al. (2001:35) customer satisfaction can be defined as a situation where the needs, desires, and expectations of customers can be met through products that are consumed. In General, customer satisfaction can be said to be feeling happy or upset person from comparison between products purchased in compliance or not with the expectation. Customer satisfaction is extremely important to maintain customer loyalty, to remain loyal customers buy our product or service. Further there are several customer satisfaction according to other experts as in Oliver, research tells us that customer satisfaction is part of the marketing and played an important role in the market (Oliver, 1997:31).

Service quality as a guarantee for the services provided will provide for the company, cost savings and even the expansion of the market (Parasuraman et al, 1992). There is a definition of quality of service expressed the experts. Definition of quality of service expressed as quoted by Parasuraman Setiawan and Ukudi (2007) as a concept that appropriately represent the core of the performance of a service, namely the comparison against reliability (excellence) in the service encounter is done by the customer. Lewis and Booms (2011:152) describes the service quality is a measure of how good a given service level capable in accordance with customer expectations. Kotler (2002:83) explained that the quality of service is any activity undertaken by the company in order to meet the expectations of consumers. The five principal dimensions of quality of service, namely: (i) Tangible namely the ability of the company to provide the physical facilities such as buildings, equipment, supplies or other facilities as well as the appearance of its employees. Physical evidence includes the physical facilities, equipment, employees and means of communication as well as vehicle operations. (ii) Reliability that is the company's ability to provide service in accordance with the promised accurately and reliably. According to Lovelock, reliability to perform the promised service dependably, this means doing it right, over a period of time. That is, reliability is the ability of the company to

show the promised services accurately and consistently. Reliability can be interpreted properly exercised until a certain period of time. (iii) Responsiveness namely the company's ability to help and provide fast service and directly to customers, with delivery information. Responsiveness shows a response officer in providing services that are needed and can be completed quickly. Speed of service provided is responsive attitude of the officers in granting the required services. The attitude of this response is a result of the intellect and the mind are shown to customers. (iv) Assurance that the knowledge and ability of its employees to foster a sense of trust of our customers to the company. This includes several components, namely communication, security and competence. Can be expressed if assurance includes the knowledge, ability, civility and reliable nature of employee-owned, free of hazards, risks and doubts. The guarantee is the protective measures that are presented to the community for its citizens against the risk that if the risk of that happening will can lead to the disorder in the structure of a normal life. (v) Empathy that provide a genuine attention and individual or personal nature given to customers by working to understand the desires of customers, for example, employees of the company have the friendliness and knowledge of customers, understand customer needs are specifically and has a convenient service hours for customers. Thus empathy includes ease in relations, good communication and understanding the customer's needs. Empathy is the individualized attention to customer Empathy is the attention that implemented the individual personally or against customers by placing herself in the situation of the customer.

Social media is an online media, with its users could easily participate, share, and create content includes blogs, social networking, wikis, forums and a virtual world. Blog, wiki, and social networking are a form of social media is the most commonly used by people around the world. Other accounts say that social media is an online media that supports social interaction and social media using web-based technology that transforms communication became interactive dialogue. According to Brogan (2010:11) defines social media as follows: "Social media is a set of communication and collaboration tools that enable many types of interactions that were previously not available to the common person" (social media is a set of communication and collaboration tool that allows many types of interactions that were previously not available to ordinary people). Social media according to Dailey (2009:3) is created using online content publishing technology highly accessible and measurable. Most important of these technologies is the occurrence of a shift in the way people found out, read and share news, as well as the search for information and content. Some examples of frequently used social media according to Tamburaka (2013:79): (i) Facebook. Founded by Mark Zuckerberg which was launched in February 2004 and have had users until they reach 600 million active users. Users can create a personal profile, request and

add other users as friends, Exchange messages via chat or mail box, making the latest status and the receipt of the notification. Besides, it can also create and join a group with certain characteristics. Facebook has a number of features that can interact with the user. (ii) Twitter is a website owned and operated by Twitter Inc., a kind of social networking in the form of microblogging that allows users to send and receive messages called Tweets (tweets). Twitter can be seen in the outside, but the sender can restrict delivery of messages to their friends list only. The user can see other writers Twitter known as followers. (iii) You Tube is a web site video sharing (share videos) popular where the users can load, watch and share video clips for free. General videos on You Tube are music clips (music videos), film, TV and video-made its users themselves. You Tube allows anyone with an internet connection to upload the video and audience from all over the world can enjoy it in just a few minutes. The diversity of topics that are in the You Tube video sharing makes became one of the important part in the culture of the Internet. (iv) Instagram is a word derived from "Insta" or "instant". Insta means how to take pictures and share photos easily to friends or instant. The word "Gram" has the meaning of words derived from "Telegram". So Instagram itself has the meaning of asocial network that aims to help its users share photos to other users easily and quickly.

3. CONCEPTUAL FRAMEWORK AND RESEARCH METHOD

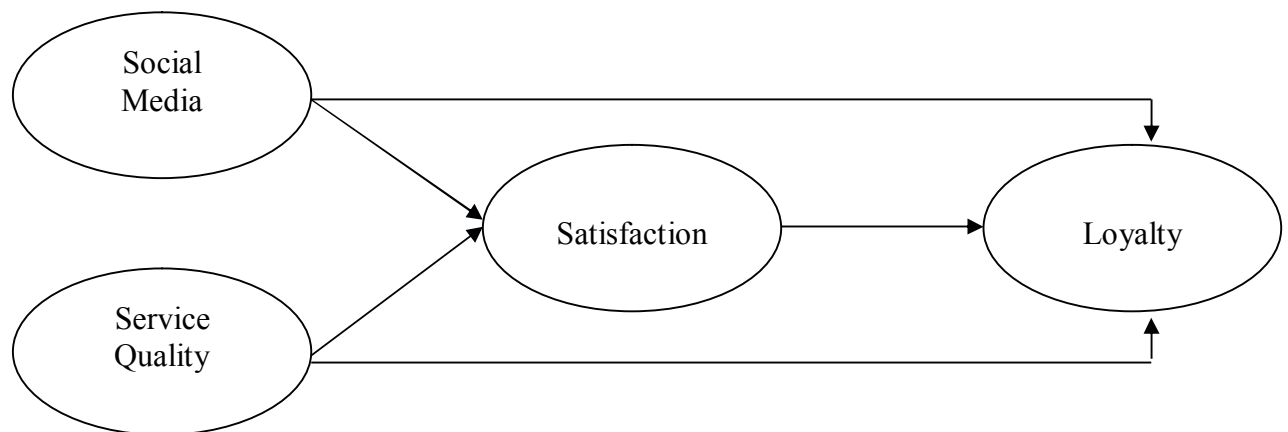


Figure 1. Research Framework

- H₁: Social Media and influential service quality significantly to the satisfaction of tourists in Blitar District.
- H₂: Social Media and influential service quality significantly to the loyalty of travelers in Blitar.

H₃: The satisfaction of tourists of influential significantly to the loyalty of travelers in Blitar.

H₄: Social Media and influential service quality significantly to Blitar District tourist loyalty through the satisfaction of tourists.

This research is a survey research, by taking a sample from a population by using a list of questions as a means of data collection. Based on the research objectives have been formulated, then the research is done with explanatory approach to research. This research led to the discipline of marketing management, which in this study wanted to find social media influence and the quality of services towards customer satisfaction and loyalty of tourists visitors natural attractions in the District of Blitar. The data type used is a data subject and primary data source i.e. data obtained directly from the field that is the opinion of the respondents which is the tourist visitor attractions in Blitar District nature of social media, service quality, satisfaction and loyalty of travelers.

Descriptive statistical analysis was performed by giving the description or the description of the characteristics of respondents and crafting a frequency distribution by using question form or questionnaire data and research that has been given to the respondent so that retrieved the frequency, percentage and the average score of the answers of the respondents for each of the item variable that describes the response or responses respondents against each item of the statement given on each variable. Based on the scores, obtained on each item of that variable, then analyzed to reveal phenomena that exists in every variable in accordance with the perception of the respondent.

The pattern of relationships between variables that will be scrutinized is the causal relationships of one or more independent variables to one or more of the dependent variable. Structural Equation Modeling (SEM) is a statistical technique that performs testing of a series of relatively complicated relationship and simultaneously. That relationship can be built between one or several variables subject to one or more independent variables. That can be shaped or construction factors, built from some variable indicators. Variables that may take the form of a single variable are observed or measured directly.

Goodness of fit are used to look at the suitability of the model, by evaluating whether the data used meet the assumptions of SEM. Evaluation of the goodness of fit are used to find out the test parameters, test results with model overall structural model, test, and test the model measurement (measurement model) with test validity and reliability. At this stage of the testing against the suitability of the model through an examination of the criteria and goodness of fit. As for the structural model (regression weight):

A Model that explains the influence of Social Media, and direct service quality towards the satisfaction of Tourists:

$$MSKL = \beta_1MS + \beta_2KL + Z_1$$

A Model that explains the influence of Social Media, and direct service quality against the loyalty of travelers through the satisfaction of Tourists:

$$KEP = \beta_3PW + \beta_4KP + \beta_5PN + Z_2$$

A Model that explains the influence of tourist satisfaction against the loyalty of travelers:

$$KEP = \beta_5PN + Z_2$$

The populations in this study are tourists visiting throughout the five natural attractions in the District of Blitar (Jolosutro Beach, Serang beach, Tambakrejo beach, Rambut Monte, Cave Embultug) totalling 202,990 tourists. The amount earned is based on the number of tourists visiting the Blitar District nature tourism for 5 years, starting in 2011-2015. Based on calculation using the formula, the number of samples used in the study amounted to 123 people respondents. The amount taken already meets the requirements of the SEM analysis of the use of sampling Techniques. Are purposive sampling technique, sampling with certain criteria are tailored to the needs of the research. The selection of respondents is carried out by sampling.

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