



Tourist Loyalty Based On Destination Image, Tourist Motivation, and Tourist Satisfaction

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Abstract:

This study aims to analyze the relationship between destination image, motivation, tourist satisfaction, and tourist loyalty. Data was collected by questionnaire with a sample of 118 tourists who had visited Seribu Batu Songgo Langit tourist destination at least twice with the age of 15-39 years old. SEM analysis is used to test the hypotheses in the proposed conceptual model. Destination Image has a significant influence on Tourist Satisfaction and Tourist Loyalty; Tourist Motivation has a significant influence on Tourist Satisfaction and Tourist Loyalty; Tourist Satisfaction has a significant influence on Tourist Loyalty; Destination Image influence Tourist Loyalty through Tourist Satisfaction; Tourist Motivation influence Tourist Loyalty through Tourist Satisfaction. This study can be useful in the field of tourism/in the area of tourism, both natural and artificial tourism. Novelty/Originality of this study: The results of this study were explored using brand equity theory.

Keywords : Destination Image; Satisfaction; Loyalty; Motivation.

Introduction

Currently, tourist destinations have many variations of tourist attractions, whether it is natural, cultural, and man-based. The Special Region of Yogyakarta offers a variety of tourist destinations such as beach tourism, mountain tourism, Keraton (the king's palace), and others. One of the new tourist destinations being developed is Seribu Batu (Thousand Stone) Songgo Langit. Seribu Batu Songgo Langit is one of the natural attractions in the Special Region of Yogyakarta precisely in the area of the Mangunan Pine Forest, Dlingo, Bantul. The Seribu Batu Songgo Langit is different from other destinations because this tourist destination takes the theme of a fairy tale in designing tourist attractions that are offered with the main icon being a thousand wooden houses and its complementary hobbit house. Tourists, who enter the Seribu Batu Songgo Langit tourism destination, will feel like being in a fairyland. The unique ambience and the feel of a fairy tale at the place such as a connecting wooden bridge, looks artistic. There are a thousand wooden houses, similar to a dwarf's house. With increased competition between various destinations, branding appears to be an important tool to distinguish between different destinations that share similar characteristics (Stepchenkova and Li, 2014). In addition, the development of loyalty (Pike and Page, 2014; Weaver and Lawton, 2011) is a relevant strategy for the goal of achieving competitive advantage in the long run.

Customer loyalty is an important goal in the consumer marketing community, as it is a key component for a company's long-term viability or sustainability (Munhurunn, Seebalucka, and Naidooa, 2015). Loyalty signals

customers' attitudes and behaviors towards the products and services received and their repeat usage (Baker and Crompton, 2000). Loyal tourists are not only represent a stable source of income but also act as an informal information channel connecting networks of friends and other potential tourists to the destination; they are less price sensitive, indicating a greater willingness to pay; and the costs of serving these types of tours are lower (Lau and McKercher, 2004). Tourist loyalty has been considered as an extremely important aspect since it implies a very effective promotion without incurring marketing costs. The antecedents of tourist loyalty have also been explored by several studies. Tourist loyalty is in relation to travel motivation, satisfaction, trip quality, service quality, perceived value, and destination image (Chen and Chen, 2010; Huang and Hsu, 2009; Yoon and Uysal, 2005).

Satisfaction can be regarded as a tourist's post-purchase evaluation of the destination (Ryan, 1995). In tourism research, Hunt (1983) argued that satisfaction is not only about the pleasure of the travel experience but also the evaluation rendered that the experience was at least as good as it was supposed to be. One of the key elements of destination marketing success is tourist satisfaction because it influences the choice of destination and the decision to revisit (Kozak and Rimmington, 2000; Yoon and Uysal, 2005).

Destination marketers must understand what motivates and attract tourists to visit certain destinations and how to satisfy these needs to develop effective destination marketing strategies (Yoon and Uysal, 2005). Motivation has played an important role in understanding travel behavior and decision making (Satoa, Kimb, Buningc and Haradad, 2016). The motivation of tourists is essential to be understood, and it can be used to forecast the future travel patterns (Khuong and Ha, 2014). Destination image is one of the most important antecedents of tourists' post-purchase decisions (Beerli and Martin, 2004; Tasci and Gartner, 2007). Destination image is therefore seen as a critical factor in tourists' final evaluation of a destination (Cai, Wu, and Bai, 2004; Castro et al., 2007) and their future behavior (Bigné et al., 2001; Yoon and Uysal, 2005). Destination image in the mind of the visitor plays an important role in their travel purchase decisions, and subsequently stimulating their visiting intentions (Oppermann, 2000; Pike, 2004; Pujiastuti et al, 2017).

The results of previous studies revealed the existence of research, such as the results of research conducted by Pujiastuti, Nimran, Suharyono and Kusumawati (2017), which showed that tourists experience satisfaction while enjoying a tourist village, but they don't want to visit it again and choose to visit other tourist destinations. Different research results indicate that satisfaction influences tourist loyalty (Cronin et al., 2000; Hosany and Prayag, 2013). Based on the different findings of the research results regarding the influence of tourist satisfaction on tourist loyalty, the researcher is interested in conducting further research in order to ensure that these differences exist. The results of a number of studies (Munhurrun et al., 2015; Chiu, Zeng and Tung Cheng, 2016; Chen and Tsai, 2007; Chi and Qu, 2008) show that there is an influence of destination images on tourist satisfaction. There is a contradictory finding in the study conducted by Chen and Tsai (2007), which stated that destination image, does not affect tourist satisfaction. Based on the different research findings regarding the influence of destination image on tourist satisfaction, it is deemed necessary to conduct further research to answer or ascertain the differences. Santana and Gil (2018) examined the relationship between horizontal loyalty and destination loyalty. It is in contrast to the research conducted by Chen and Phou (2013), in which loyalty is examined using the attitude theory of the Bagozi Model. Oppermann (2000) and Oliver (1999) conducted their research on loyalty using behavioral approach. In addition, there are results from Backman and Crompton (1991) that forms the basis of this research, namely loyalty measures consumers' strength of affection toward a brand or product, as well as explains an additional portion of unexplained variance that behavioral approaches don't address. Unexplained loyalty that is not handled by the behavioral approach in research will use the branding approach (brand equity theory, which becomes one of the main differentiators in this study). In previous studies, the theory used to analyze tourist loyalty is brand equity theory.

Another key contribution of this study is the difference between destination image and tourist satisfaction, and tourist satisfaction with tourist loyalty. Therefore, these variables will be analyzed in this study. Although several previous tourism studies have explored the relationship between motivations variables with tourist satisfaction and tourist loyalty, there have been empirical results regarding these variables. Motivation is the variable to be analyzed because motivation has played a central role in understanding travel behavior and decision making (Satoa, Kimb, Buningc. and Haradad, 2016). Therefore, in this study the motivation variable becomes the variable for further analysis.

Thus, the purpose of this study is to develop a framework to explore the relationship between destination image, motivation, tourist satisfaction and tourist loyalty. More specifically, this study studies aspects of tourist loyalty using the brand loyalty theory approach. The findings of this study can provide valuable insights for marketing destinations establishing marketing plans, especially strengthening branding destinations for the tourism industry in Yogyakarta. The problems in this study are: 1) Does Destination Image has a significant influence on

Tourist Satisfaction?; 2) Does Motivation has a significant influence on Tourist Satisfaction? Does Tourist Satisfaction significantly influence Destination Loyalty?; 6). Does Destination Image influence Destination Loyalty through Tourist Satisfaction?; 7). Does Motivation affect Destination Loyalty through Tourist Satisfaction? The theoretical model was tested with structural equation modeling (SEM).

Literature Review

Brand Equity

A brand is generally a name and a symbol. It is an important means which helps create a positive image on consumers and is different from rival products (Kotler and Armstrong, 2004). Brand equity is a set of assets and brand liabilities related to the brand, its name, and its symbol, which can increase or decrease the value given by a product or service to the company or customer (Aaker, 1996). Brand loyalty means consumers tend to pay high prices to a certain brand within the same product group and advise that brands to people around them (Giddens, 2002).

Destination Image

Destination image can be defined as a tourist's general impression of a destination (Fakeye and Crompton, 1991), 'sum of beliefs, ideas and impressions' that a visitor has toward a certain place (Kotler, Bowen and Makens, 1996; Kozak and Andreu, 2006; Assaker and Hallak, 2013). A number of studies confirm a positive relationship between destination image and tourist satisfaction (Munhurrin et al., 2015; Chiu, Zeng and Tung Cheng, 2016; Chen and Tsai, 2007; Chi and Qu, 2008; Prayag, 2009; Tasci and Gartner, 2007; Aprilia, Pujiastuti and Hadi, 2019). We proposed our first hypothesis as below:

H1 = Destination Image has a significant influence on Tourist Satisfaction.

Motivation

Motivation is defined as "to provide with a motive" or urge to drive forward; a motive "is something (as a need or desire) that causes a person to act" (Woolf, 1974). Motivation has been referred to as psychological/biological needs and wants, including integral forces that arouse, direct, and integrate a person's behavior and activity (Pearce, 1982; Uysal and Hagan, 1993). A common conceptualization of tourist motivation is based on internal and external motives of tourists, described as 'push' and 'pull' respectively (Crompton, 1979). The antecedents of tourist satisfaction have also been explored by several studies. Researchers have suggested that tourist behavior related to tourist loyalty can be influenced by tourist motivation (Yoon and Uysal, 2005; Meng, Tepanon, and Uysal, 2008). We proposed second our hypothesis as below:

H2 = Tourist Motivation has a significant influence on Tourist Satisfaction.

Satisfaction

Tse and Wilton (1988) developed a perceived performance model. According to this model, consumer satisfaction is only a function of the actual performance, regardless of consumers' expectations. Oliver (1997) defines satisfaction as a judgment that a product or service feature provides a pleasurable level of consumption. Frey and Daly (1989) have reviewed a definition of satisfaction. It is generally recognized as a post-purchase construct that is related to how much a consumer likes or dislikes a service or product after experiencing it. Westbrook (1980) introduced the notion that customer satisfaction involves cognitive and affective aspects in pre-purchase, purchase, and post-purchase phases of buying goods and/or receiving services. Moreover, Swan and Combs (1976) also claimed satisfaction as a post-purchase attitude. Furthermore, some studies have suggested a significant positive relationship between tourist satisfaction and loyalty (Chiu, Zeng and Tung Cheng, 2016; Chen and Tsai, 2007; Chi and Qu, 2008; Prayag, 2009; Prayag and Ryan, 2012). The results of this body of research show that satisfaction is a good predictor of loyalty (Cronin et al., 2000; Petrick and Norman, 2001). A number of studies confirm a positive relationship between customer satisfaction and loyalty (Cronin et al., 2000; Hosany and Prayag, 2013).

H5 = Tourist Satisfaction has a significant influence on Tourist Loyalty.

Loyalty

Newman and Werbel (1973) defined loyal customers as those who buy a brand. Tellis (1988) defined loyalty in behavioral terms as a repeating purchasing frequency. Loyalty is a commitment to buy products or services again in the future, which causes repetition of the same brand regardless of situational influences and marketing efforts

that have the potential to trigger behavioral changes (Oliver, 1999). The concept of destination loyalty has been operationalized as a preference to visit (Boo et al., 2009; Konecnik and Gartner, 2007; Pike et al., 2010), intention to recommend (Boo et al., 2009; Chi and Qu, 2008; Konecnik and Gartner, 2007), intention to visit (Chi and Qu, 2008; Konecnik and Gartner, 2007), and perceived benefits (Konecnik and Gartner, 2007; Pike et al., 2010). The level of loyalty can be reflected in their behavioral intentions to revisit their goals and intention to recommend experiences to friends and relatives (Oppermann, 2000).

The antecedents of tourist loyalty have also been explored by several studies. Tourist loyalty in relation to travel motivation, satisfaction, trip quality, service quality, perceived value, and destination image (Chen and Chen, 2010; Huang and Hsu, 2009; Yoon and Uysal, 2005; Bigne, Sanchez, and Sanchez, 2001; Chen and Tsai, 2007; Chi and Qu, 2008). The results of research conducted by Chiu, Zeng and Tung Cheng (2016) show that cognitive image has no significant influence on tourist loyalty and affective image will significantly affect tourist loyalty.

H3 = Destination Image has a significant influence on Tourist Loyalty.

H4 = Tourist Motivation has a significant influence on Tourist Loyalty.

H6 = Destination Image influences Tourist Loyalty through Tourist Satisfaction.

H7 = Tourist Motivation influences Tourist Loyalty through Tourist Satisfaction.

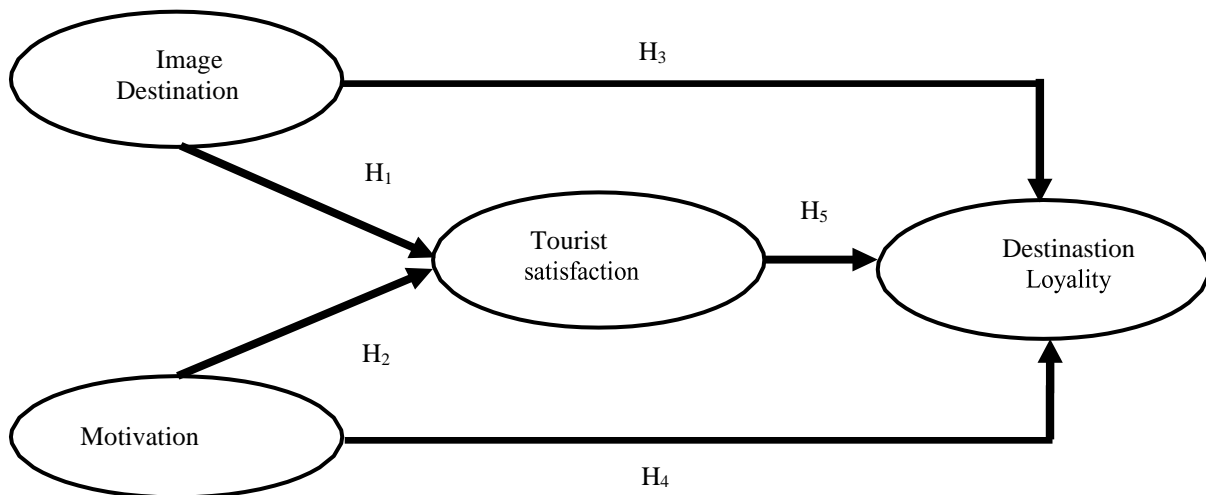


Figure 1. Hypothetical Model

Source: Author's Elaboration

Research Methods

Questionnaire Design

A questionnaire was designed as the survey instrument that includes all constructs of the proposed model to investigate the hypotheses of interest. The questions in the questionnaire were based on a review of criteria and specific destination characteristics. A total of 29 items were extracted from previous studies (Masa'deh et al., 2017; Munhurrun et al., 2015) and adapted to the research context. Respondents were asked to indicate their degrees of agreement with each item for each construct along with a 5-point Likert-type scale (1 = strongly disagree and 5 = strongly agree). Respondents' demographic information which consists of age, gender, marital status, occupation and monthly income were also measured using the categorical scale. The survey instrument was revised and completed based on a pilot sample of 30 tourists and feedback from two academicians in tourism field. Therefore, the contents or items of the survey instrument were considered valid.

The empirical research for the current study is carried out in the Seribu Batu Songgo Langit tourism destination, which is one of the natural attractions in the Special Region of Yogyakarta, precisely in the area of the Mangunan Pine Forest, Dlingo, Bantul, Special Region of Yogyakarta. Data was collected over a four-week period between March and April 2019. The research was conducted at the Seribu Batu Songgo Langit tourism destination with a sample of 118 tourists who had visited at least twice with the age between 15-39 years old as one of the characteristics. The tourists surveyed are the one who has ever visited 2 times minimum, because by then they had already made a revisit intention. The percentage of women is higher than men with 69% and 49% respectively,

even though tourists are approached without gender discrimination. Respondents' age ranged from 15 to 39 years old and the majority of them are between 21-23 years old.

Data Analysis

This study uses the SPSS 18.0 statistical package for descriptive analysis of sample structures. AMOS 18.0 is used for structural equation modeling (SEM). The maximum estimation is evaluated using SEM analysis software. Data analysis was followed by a two-stage analysis based on the study from Anderson and Gerbing (1988). First, the reliability and validity of the observed and latent variables were measured to estimate the clear level of these variables. Second, SEM analysis is used to test hypotheses in the proposed conceptual model.

Empirical Results

Tabel 1. Sample Demographic Characteristics

| <i>Characteristics</i> | <i>Frequency</i> | <i>(%)</i> |
|------------------------|------------------|------------|
| Gender | | |
| Male | 49 | 42% |
| Female | 69 | 58% |
| Age (years) | | |
| 15-17 | 16 | 14% |
| 18-20 | 27 | 23% |
| 21-23 | 40 | 34% |
| 24-26 | 14 | 12% |
| 27-29 | 13 | 11% |
| 30-32 | 1 | 1% |
| 33-35 | 3 | 3% |
| 36-38 | 2 | 2% |
| 39-41 | 2 | 2% |
| Past experience | | |
| 2nd visit | 81 | 69% |
| 3rd visit | 23 | 19% |
| 4th visit | 0 | 0% |
| >4 visit | 14 | 12% |
| Education | | |
| Elementary school | 7 | 6% |
| Junior high school | 14 | 12% |
| Senior high school | 76 | 64% |
| College degree | 6 | 5% |
| University degree | 14 | 12% |
| Others | 1 | 1% |
| Occupation | | |
| Civil Servants | 1 | 1% |
| Private Employee | 28 | 24% |
| Army/Police | 1 | 1% |
| Student | 67 | 57% |

| Characteristics | Frequency | (%) |
|-----------------|-----------|-----|
| Others | 21 | 18% |

Source: processed primary data

Reliability and Validity of Measurement

Table 2. Standardized loadings, Cronbach's α and CR

| Construct/Items | Standardized loadings | CR |
|--|-----------------------|--------|
| <i>Destination Image ($\alpha = 0.785$)</i> | | 0.9208 |
| Have a safe and comfortable environment | 0.779 | |
| Friendly and helpful tour manager | 0.780 | |
| Beautiful tourism destination and many unique photo spots | 0.728 | |
| Various facilities provided | 0.728 | |
| Various choices of tourist attractions | 0.815 | |
| Signs/directions that are displayed correctly | 0.805 | |
| Extraordinary place for hiking | 0.889 | |
| <i>Tourist motivation ($\alpha = 0.797$)</i> | | 0.9101 |
| To gain new experiences | 0.719 | |
| To reduce stress at work | 0.789 | |
| To relieve fatigue from daily routine | 0.768 | |
| To improve physical health | 0.778 | |
| To enjoy free time | 0.755 | |
| For a place of self-expression (taking pictures) | 0.719 | |
| The first choice for a visit | 0.850 | |
| <i>Tourist Satisfaction ($\alpha = 0.894$)</i> | | 0.9195 |
| I am satisfied with this tour | 0.786 | |
| Visiting this tour is very beneficial | 0.879 | |
| This tour fulfilled my expectations | 0.780 | |
| Traveling here is the right decision | 0.821 | |
| I am happy to visit this tourism destination | 0.907 | |
| I enjoyed a visit to this tourism destination | 0.671 | |
| <i>Destination Loyalty ($\alpha = 0.852$)</i> | | 0.9095 |
| I will recommend this to others, including close friends and relatives | 0.856 | |
| I will say something positive to others | 0.839 | |
| If possible, I hope I can spend more time on this tour | 0.854 | |
| I don't feel like spending enough time on this tour | 0.792 | |
| If I travel again, I will consider this as a destination | 0.741 | |

Source: processed primary data

The results of the validity test using Confirmatory Factor Analysis (CFA), with a standardized loading estimate must be equal to 0.50 or more, and ideally it should be 0.70 (Ghozali, 2013: 138). Based on Table I, it can be known that the results of the standardized loading estimate are generally all significant loading factors and above 0.50. Thus, it can be said that the indicators of each variable are valid. Furthermore, the cut-off value of Construct Reliability is 0.70 or more, which indicates good reliability, while the reliability of 0.60 - 0.70 can still be

accepted with the conditions that the validity of the indicators in the model is good (Ghozali 2013: 140). The Construct Reliability (CR) of Destination Image is 0.9208, Tourist Motivation is 0.9101, Tourist Satisfaction is 0.9195, and Destination Loyalty is 0.9095. These values are above 0.70 (which is required either), so it can be said to be latent constructs that have high reliability.

Hypothesis Test

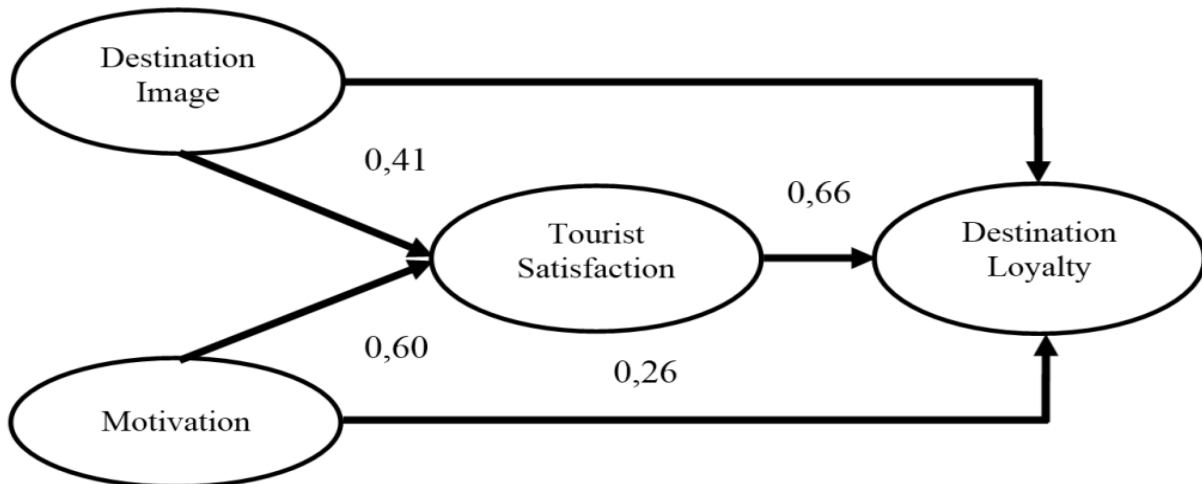


Figure 2. Research Model

Source: processed primary data

Based on the results of the analysis using SEM-AMOS, it is obtained goodness of fit test results on the full model developed in this study with a cut-off value, showing Chi Square Statistics (118) 352,296, CFI 0.963, TLI 0.959 and RMSEA 0.051 (Ghozali, 2013). Based on Figure 1, it shows that Destination Image has a significant influence on Tourist Satisfaction ($p = 0,000 < 0,05$, CR (critical ratio) = 3.666, Estimate = 0.406), it can be stated that H1 is supported. Destination image has a significant influence on Destination Loyalty, ($p = 0,000 < 0,05$, CR = 4,485, Estimate = 0.596), it can be stated that H2 is supported. Tourist Motivation has a significant influence on Tourist Satisfaction ($p = 0.025 < 0.05$, CR = 2.274, Estimate = 0.232), it can be stated that H3 is supported. Tourist Motivation has a significant influence on Destination Loyalty, ($p = 0.045 < 0.05$, CR = 2.009, Estimate = 0.256), it can be stated that H4 is supported. Tourist Satisfaction has a significant influence on Destination Loyalty, ($p = 0,000 < 0,05$, CR = 5.098, Estimate = 0.663), it can be stated that H5 is supported.

Tabel 3. Direct and Indirect influence Analysis

| <i>Independent Variables</i> | <i>Dependent Variables</i> | <i>Indirect Influence</i> | <i>Direct Influence</i> | <i>Overall influence</i> |
|------------------------------|----------------------------|---------------------------|-------------------------|--------------------------|
| DI | TS | - | 0.394 | 0.394 |
| DI | DL | 0.237 | 0.204 | 0.441 |
| MO | TS | - | 0.516 | 0.516 |
| MO | DL | 0.310 | 0.201 | 0.511 |
| TS | DL | - | 0.601 | 0.601 |

Notes: DI=Destination Image, MO=Tourist Motivation, TS=Tourist Satisfaction, DL=Destination Loyalty

Source: AMOS output, 2022.

The results of indirect influence analysis on SEM show the magnitude of the standardized direct influence destination image coefficient on destination loyalty of 0.204. The standardized coefficient of indirect influence of destination image on destination loyalty through tourist satisfaction is 0.237, so the total standardized influence value is 0.441. The standardized direct influence of tourist motivation coefficient on destination loyalty is 0.201.

The coefficient of indirect influence of tourist motivation towards destination loyalty through tourist satisfaction is 0.310, so the total standardized influence value is 0.511. The standardized value of the total influence of tourist satisfaction on destination loyalty is 0.601.

Based on the explanation above it was concluded that the total standardized value of tourist satisfaction to the destination loyalty of 0.601, which is the greatest value. Therefore, it can be interpreted to increase, improve, or obtain the greatest value of loyalty to a destination, since tourist satisfaction is very important. The standardized value of indirect influence of tourist motivation towards destination loyalty through tourist satisfaction of 0.310, and it is also the greatest value. Therefore, tourist satisfaction will be more effective to achieve if the motivation of tourists to visit destinations is further enhanced by external motivation that can be done by the tourist destination manager.

Discussion

Because of the large number of new tourist destinations offered by the Yogyakarta Special Region, it is very necessary to pay attention to the sustainability of these tourist destinations. The sustainability of tourist destinations can be done by determining the right marketing strategy. The marketing strategy is arranged by looking at the process of tourists in determining destination choices and their perceptions while enjoying the destination, and post-visit behavior. In this study, we investigated the influence of destination image and tourist motivation on tourist satisfaction and loyalty. Although many studies have investigated post-visit tourist behavior such as loyalty, this study provides tourist loyalty with brand loyalty. This is because a strong brand is a surefire strategy to encourage tourists to continue to choose the destinations compared to other destinations. This study also examines antecedents of tourist loyalty. We built a framework to explore the relationship between destination image, tourist motivation, tourist satisfaction, and tourist loyalty. According to the findings of this research, the following remarks can be made.

First, our findings show a significant influence between destination image and tourist satisfaction in accordance with previous research results (Munhurrin et al., 2015; Chiu et al., 2016; Chen and Tsai, 2007; Chi and Qu, 2008; Prayag, 2009; Tasci and Gartner, 2007; Aprilia et al., 2019, Chen and Phou, 2013; Prayag and Ryan, 2012). Based on brand equity theory, destination image is a brand image used in tourism literature. Brand image is based on the concept of brand awareness, i.e. a person cannot have an image of the brand about which he/she is unaware. The research findings show that destination image is the first step in forming brand awareness. Brand awareness is a vital dimension of brand equity is often considered an important part of tourists' travel decisions, because that is the main reason for considering certain brands in making decisions. Brand awareness also has an influence on the consideration of the risk to be received by tourists and the certainty of tourists in the purchase assessment (deciding to visit a destination). If consideration of destination image in deciding to visit the right destination, tourists will experience satisfaction. Customers are satisfied if there are no obstacles, meaning that there are no obstacles to find information. Important information for tourist awareness is that tourists must be able to find relevant information to a destination as needed.

Second, our findings reveal that tourist motivation is a significant antecedent of tourist satisfaction. The satisfaction of tourists received is associated with tourist motivation related to the specific attributes of a destination and the needs that can be met. Motivation becomes a driving force when tourists do an activity to satisfy several types of needs. Therefore, awareness needs to encourage individuals to take an action to fulfill it, consequently bringing it to the specific search behavior related to the products and services available and the realization of their positive influence on satisfaction of needs. Customer satisfaction is a significant concept to satisfy customer needs and desires in the marketing process (Spreng, MacKenzie, and Olshavsky, 1996). Understanding motivations is also important to understand the visitors' decision-making process and to monitor satisfaction (Crompton and McKay, 1997). It is not surprising that these findings are consistent with the results of many previous studies (Yoon and Uysal, 2005; Meng, Tepanon, and Uysal, 2008, Lee, 2009). Tourist satisfaction arises after evaluating the performance of the destination that occur, this means satisfaction occurs because of the brand. This is in line with what Spreng and Dixon (1992) who stated that tourist satisfaction is likely to be determined by brand performance and its ability to meet the innate needs, wants, or desires of consumers rather than determines the level of balance between performance and brand expectations. This finding shows that tourist motivation can affect brand satisfaction.

Third, destination image influences tourist loyalty, Destination image plays an important role in future behavior such as tourist loyalty, because knowledge of the image that tourists have towards a destination will increase tourist loyalty. This is because the tour manager creates an image or reinforces a positive image in the minds of visitors. In addition, after tourists visit tourist destinations, tourists will evaluate the destinations, especially regarding the knowledge possessed by tourists. If the knowledge held is in accordance with the knowledge received during a

visit, tourists will be moved to choose the destination in the future. This finding shows destination image is an important factor in the final evaluation of tourists towards a destination (Cai, Wu, and Bai, 2004; Castro et al., 2007) and future behavior (Bigné et al., 2001; Yoon and Uysal, 2005). The results of this study are consistent with previous studies (Cronin, et al. 2000; Petrick and Norman, 2001; Hosany and Prayag, 2013; Bigné et al., 2001). Research findings show the brand image of a tourist destination is one of the most important assets of that destination which not only builds a competitive advantage but also helps the destination stay in the mind of tourists and generate tourist loyalty.

Fourth, tourist motivation has a significant influence on tourist loyalty. The results of this study are consistent with the results of research conducted by Yoon and Uysal (2005), Baloglu and McCleary (1999).

Fifth, tourist satisfaction has a significant influence on tourist loyalty. Loyalty can occur because satisfaction is perceived value that exceeds the expectations of tourists. Perceived satisfaction with a goal is an important step in forming tourists loyalty (Oliver, 1999). The results of this study are consistent with previous studies (Chen and Tsai, 2007; Chi and Qu, 2008; Lee et al. 2009; Prayag, 2009; Prayag and Ryan, 2012, Cronin et al., 2000; Bigné et al., 2001; Yoon and Uysal, 2005; Kozak and Rimmington, 2000; Chiu et al., 2016; Jang and Feng, 2007). Tourist satisfaction involves cognitive and affective aspects in the face of post-purchase of goods and/or services received such as ideas shared by Westbrook (1980). Based on these definitions, it is known that tourists feel satisfied with the goods or services. Goods or services received while enjoying a destination can be said to be a tangible form of a brand. Based on a study using brand equity theory, this finding shows that tourists feel satisfaction with the tourist destination, this shows that tourists feel satisfaction with the brand they choose so that tourists will choose the brand. Thus the results of this study can be said that tourist satisfaction is satisfaction with the brand so that it can be used to predict tourist loyalty. Loyal tourists are tourists who are loyal to the brand. Being loyal to a brand means brand loyalty. The conclusion from the findings of this study is brand satisfaction can affect brand loyalty. The level of tourist satisfaction with the brand is effective in creating brand loyalty. Therefore, to enrich the tourism literature researchers can use variable brand satisfaction and brand loyalty.

Sixth, destination image has an influence on tourist loyalty through tourist satisfaction. The results of this study are consistent with the results of the study showing the destination image exerted both direct and indirect influence on tourist loyalty (Bigné, Sánchez, and Sánchez 2001; Chen and Tsai, 2007). The influence of motivation is not restricted to the first phase of the consumption experience; much the opposite, it transcends the subjective perception of the experience and the influence of the post-consumption assessment — or satisfaction — and the loyalty to the product, among other aspects (Crompton and McKay 1997). This finding shows loyalty is the final goal to be achieved by brand equity. Loyalty is an important indicator of brand success. A destination brand can be strongly formed if tourists are loyal to the destination (brand loyalty). Brand loyalty can be formed directly from the brand image or indirectly through brand satisfaction.

Seventh, tourist motivation has an influence on tourist loyalty through tourist satisfaction. Motivation is further examined so that it can be used effectively on demand and basis to adapt products or development programs to meet the needs of tourists (Crandall, 1980), so that it can satisfy tourists. The results of this study are in accordance with the results of previous research conducted by Yoon and Uysal, (2005), Dick and, Basu (1994). These findings indicate the urge or desire to visit both destinations originating from within and outside of tourists can encourage the emergence of satisfaction with the brand and ultimately will be loyal to the brand. These results can help destination marketers to better understand the factors that contribute to goal satisfaction and loyalty so that they can carefully sell and offer tourism products and services that are appropriate that accommodate the needs and desires of tourists.

Based on the results of the study, it can be noted that destination marketing strategies really need brand equity in winning the competition. Brand equity referred to in this study is brand image, brand satisfaction, and brand loyalty. Brand satisfaction is influenced by brand image (destination image) and tourist motivation, while brand loyalty is influenced by brand image, brand satisfaction, and tourist motivation. This finding shows that forming a brand or brand equity of a destination is influenced by tourist motivation. That is, encouragement, the desire of tourists will affect the brand of a destination. The motivation that influences brand equity is push motivations such as family togetherness, excitement, and social interaction. Push motivations can be seen as a desire for escape and relaxation, prestige, health and fitness, social interaction and adolescence, family togetherness, and joy (Crompton, 1979).

Conclusion

This study has the main objective to build an understanding of the influence of destination image and motivation on tourist satisfaction and destination loyalty in the tourism industry in Bantul, Yogyakarta Special Region. The results of the analysis of previous studies indicate that motivation is a variable to be analyzed because motivation has played a central role in understanding travel behavior and decision making so that it shows the difference in influence between destination image, tourist satisfaction with tourist loyalty. The research results show that Destination image has a significant influence on tourist satisfaction, Tourist motivation has a significant influence on tourist satisfaction, Destination image has a significant influence on Tourist loyalty, Tourist Motivation has a significant influence on Tourist loyalty, tourist satisfaction has a significant influence on Tourist loyalty. The Destination image affects Tourist loyalty through tourist satisfaction. Tourist Motivation affects Tourist loyalty through tourist satisfaction.

Understanding the antecedents, processes and results of tourist loyalty is the first step in implementing a successful marketing strategy to attract tourists. The purpose of understanding this process is to enable destination managers and marketing staff to create tourist attractions that are able to attract tourists to visit and be able to make tourist attractions that are different from other tourist destinations (add value to their products), build quality tourist attractions so long-term emotional ties between tourists and tourist destinations

Although the findings of this study contribute to the empirical understanding of tourist loyalty in the Yogyakarta Special Region empirically, there are still some limitations in this study. First, we conducted research only for tourists who visit Bantul Regency in Special Region of Yogyakarta. That is, the sample did not include tourists from visiting Indonesia. Therefore, the findings may not be generalized to all tourists visiting tourist destinations in Indonesia. In future research, researchers can gather information from samples that represent a more diverse profile of tourists to generalize the results of the study. Second, the current study only focuses on the relationship between destination image, tourist motivation, tourist satisfaction, and tourist loyalty. For a more comprehensive view of tourist loyalty, variables such as new search, search for variations, attractions, and tourist trust must be considered in future studies.

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