


The influence of destination image on satisfaction and impact on tourist loyalty (study on sipiso-piso Waterfall tourists)

Maygel Laysen¹, Sinuhaji Effendy^{2*}

^{1,2}Tourism Management, Sukma College of Management, Indonesia

Article Info	ABSTRACT
Keywords: Destination Image, Tourist Satisfaction, Tourist Loyalty	Destination image is one thing that makes tourists interested or vice versa in visiting a tourist attraction. This can be formed by word of mouth that is felt directly by tourists from a visit. The better the image of a destination and the existing reality, the more likely tourists are to make a return visit. The research objective is to determine the effect of destination image on satisfaction and its impact on tourist loyalty. The method used to analyze the research data is descriptive quantitative and the data analysis model used is multiple linear regression analysis. Testing this hypothesis using the coefficient of determination test, partial test and simultaneous test. The research sample was 100 Sipiso-piso Waterfall tourist respondents. The results showed that partially destination image has an effect on tourist loyalty, while tourist satisfaction has no effect on tourist loyalty and simultaneously destination image and tourist satisfaction have an effect on tourist loyalty. With the results of this study, the recommendation that can be given is to improve the image of the destination by paying attention to tourist satisfaction which can increase tourist loyalty to return to Sipiso-piso Waterfall, Brand District, Karo Regency.
This is an open access article under the CC BY-NC license 	Corresponding Author: Sinuhaji Effendy Tourism Management, Sukma College of Management, Indonesia laysenmygel@gmail.com

INTRODUCTION

The birth of super priority destinations in 2015 is proof of Indonesia's seriousness in introducing Indonesian tourism to the international level (Getting to Know the 10 Priority Tourism Destinations in Indonesia, nd). Super priority destinations can also be called the 10 new Balis, with this name it is hoped that the 10 priority destinations will have an attraction and be known as Bali in the eyes of the world. By highlighting its natural beauty, uniqueness and cultural or historical diversity, Indonesia has potential that can be processed and developed to make Indonesian tourism competitive with tourism from other countries.

One of the 10 priority destinations in North Sumatra is Lake Toba. 30 kilometers (19 mi), and 505 meters (1,657 ft) deep. Lake Toba is the largest lake in Indonesia and the largest volcanic lake in the world. (Toba Caldera Designated as a UNESCO Global Geopark | Portal of the Ministry of Foreign Affairs of the Republic of Indonesia, nd) Toba Caldera was successfully included in the UNESCO list after being assessed and decided by the

UNESCO Global Geoparks Council at the IV UNESCO Global Geoparks International Conference in Lombok, Indonesia, on 31 August-2 September 2019. This proves that Lake Toba has value that is recognized in the eyes of the world.

One of the tourist attractions within and directly adjacent to Lake Toba is the Sipiso-piso Waterfall which is located in Tongging, Pangbatas Village, Brand District, Karo Regency. Sipiso-piso Waterfall is also one of the highest waterfalls in Indonesia with 3 heights reaching 120m and is part of the Lake Toba caldera fault. With a valley that is quite deep, tourists have to spend more effort to reach the base of Sipiso-piso Waterfall via a path that has started to become damaged at several points because it is quite old.

The juxtaposition of 2 (two) natural beauties which is one of the largest volcanic lakes in Indonesia and even in Southeast Asia and also one of the highest waterfalls in Indonesia creates a strong image of the Sipiso-piso Waterfall destination both in terms of its history and natural beauty. Image is the value, perception or initial image of tourists before or the impression left after visiting a tourist attraction, this can emerge from the experiences of other tourists who have visited and is spread both on social media and word of mouth. Image formation can be influenced by various aspects, one of which includes attractiveness, security and services received by tourists when visiting a tourist attraction. Image is included in brand image, where the better the image of a tourist attraction, the higher the loyalty of tourists. Tourist loyalty creates a feeling of willingness to return to a tourist attraction. Usually loyalty is influenced by various things, one of which is the image of the destination that is appropriate and in line with existing conditions. If a tourist attraction has a bad image in society, it can reduce the possibility of potential tourists or tourists visiting the tourist attraction. Such as the image that a tourist attraction has poor environmental sanitation, the occurrence of extortion (illegal collecting), poor facilities and infrastructure, inadequate safety or the service provided does not satisfy tourists can affect tourist satisfaction which will in turn create tourist loyalty. decrease.

Theoretical Basis

According to Fakeye & Crompton (1991) in (Muis et al., 2020) stated that destination image is a picture of thoughts, beliefs, feelings and perceptions of a destination. Gartner (1989) in (Muis et al., 2020) states that destination image is a perception of a complex combination of various products and related attributes. From the definition described above, it can be concluded that destination image is everything that is in direct contact with tourists which originates from the thoughts, perceptions, words and beliefs of tourists towards a destination. Dimensions

Destination Image According to (Bambang 2013:25) in (Destination Image Theory, nd) explains that the destination image sub-system consists of various dimensions, namely:

1. Tourist Attractions In simple terms, tourist attraction data is often classified based on type and theme. These are usually divided into three tourist attraction themes, namely as follows: natural tourist attractions, cultural tourist attractions and special interest attractions.
2. Amenities or Accommodation The next component that is also very important to pay attention to is the amenities facilities. What are called amenities or accommodation

facilities in this sense are various types of facilities and equipment that can be used by tourists to rest and relax comfortably and stay overnight during a visit to a destination.

3. Accessibility The next component that also requires attention to be developed is accessibility. What is meant by accessibility in this sense are all facilities and modes of transportation that enable, make it easy and comfortable for tourists to visit a destination.
4. Supporting infrastructure Supporting infrastructure in this sense is all types of physical public facilities such as: ports, stations and others.
5. Other tourism support facilities. Other tourism support facilities in this sense are various types of tourism support facilities which function to provide convenience and comfort for tourists while visiting a destination, such as: security, souvenir shops, banking facilities and others.
6. Tourism Human Resources Tourism human resources are the entire structure of tourism organizations or management or management.

Tourist satisfaction is a person's feeling of happiness or disappointment that comes from a comparison between his impression of the results of a product and his expectations (Payangan: 2014 in Fanggidae & R. Bere, 2020). The satisfaction factor (satisfaction) is the ability to communicate, attitudes and behavior, ethics, friendliness, willingness to help and ability to solve problems faced by tourists (Utami & Farida, 2020).

Factors that influence tourist satisfaction (Marpaung & Bahar, 2002), include:

1. Access/Affordability. Access or affordability is an important aspect that supports tourism development, because it involves cross-sectoral development.
2. Safety and comfort. Security and comfort are conditions that are expected to be stable, giving rise to feelings of calm without worry when traveling to a destination.
3. Facilities available. Available facilities are facilities and infrastructure that are provided and can be used by tourists.
4. Tourist loyalty is one of the most important aspects of a destination for marketers because it is more desirable, and cheaper, to retain existing tourists than to attract new tourists according to Loureiro and González, (2008) in Lesmana et al., (2020)

This form of loyalty can take the form of combining all purchases with one service provider, in the case of tourism, namely by returning to visit the same destination, and spreading positive news related to the destination (Susanty 2020). So it can be concluded that tourist loyalty is the desire of tourists to visit a destination repeatedly voluntarily without any coercion and provide a positive response to these 14 destinations. This is in line with Lovelock et al. (2007) in Utami & Farida (2020) who stated that loyalty is the willingness of tourists to continue activities towards a tourism product for a long period of time and carry out activities repeatedly, as well as recommending them to friends. Friends Voluntarily.

METHODS

The data collection method used is a questionnaire, where the population is a combination of all elements in the form of events, things or people who have similar characteristics which are the center of attention of a researcher because it is seen as a research universe (Wijayanti et al., 2021). In this research, the population was determined by tourists who came to Sipiso-Piso Waterfall. Then it is estimated that the average population with direct observation during the week is 100 tourists from Monday - Friday and 150 tourists on weekends. So it can be estimated that the population of Sipiso-Piso Waterfall tourists is as follows: Monday - Friday = $100 \times 5 = 500$ Saturday - Sunday = $150 \times 2 = 300$ in 1 month = 800

The sample is a subset of the population, consisting of several members of the population (Wijayanti et al., 2021). The sampling technique used in this research is probability sampling with random sampling technique. Random sampling is sampling that provides equal opportunities for each element of the population.

The technique for determining the number of samples in this study uses slovin:

$$n = \frac{N}{1 + Ne^2}$$

Information;

n = Sample size

N = Population size (Number of all tourists who have been to Sipiso-piso Waterfall in the last 1 year)

Based on the Slovin formula, the sample size obtained is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = 38,400 : 385$$

$$n = 100$$

So the sample in this research is 100.

The data analysis method used in this research is a quantitative method. Quantitative research is research conducted to answer questions using a structured design, in accordance with scientific research systems (Wijayanti et al., 2021). Data analysis is a process for changing data into concise and clear information in explaining or interpreting data or numbers. Data quality testing is carried out using validity and reliability tests, the research method used is quantitative descriptive, the data analysis model in this research is analytical multiple linear regression with the equation model: $Y = a + b_1x_1 + b_2x_2 + e$ Where:

Y = tourist loyalty

X1 = destination image

X2 = tourist satisfaction = constant tab 2 = regression coefficient for the destination image variable

Table 1. Respondent Data

	Characteristics	Amount	Percentage (%)
Age	15 - 20 years	26	26%
	21-25 years old	59	59%
	26-30 years old	14	14%
	>30 years	1	1%
Place of Origin	Medan	99	99%
	Karo Regency	1	1%
Gender	Man	73	73%
	Woman	17	17%
Visit	1 time	7	7%
	2 times	49	49%
	3 times	25	25%
	>3 times	19	19%

Source: Results of research questionnaires

Table 1 shows that the characteristics of respondents aged 21 - 25 years with an average of 59 (59%) visited the most, because this age is when the body is still very fit to track to the bottom of the Sipiso-piso Waterfall valley. Respondents were categorized based on domicile, the domicile or area of origin with the most visitors is Medan with an average of 99 (99%), this is because the natural tourist attraction that can be reached using private vehicles is the Karo Regency area, one of the tourist destinations is Sipiso Waterfall. Based on the gender category, it is dominated by men with an average of 73 (73%),

Validity and Reliability Test

The validity test was carried out to measure the accuracy of the instrument in this research. The instrument is said to be valid if $r_{count} > r_{table}$, with a significance level of 5%, an r_{table} of 0.195 is obtained.

Table 2. Validity Test

No	Rcalculated value			rtable value	Note
	Destination Image	Tourist satisfaction	Tourist loyalty		
1	0.572	0.676	0.619	0.195	Valid
2	0.64	0.438	0.58	0.195	Valid
3	0.513	0.743	0.63	0.195	Valid
4	0.503	0.781	0.653	0.195	Valid
5	0.474	0.419	0.479	0.195	Valid
6	0.307			0.195	Valid

Source: Results of research questionnaires

From table 2 it can be concluded that there are 3 variables and contains 16 questions filled in by 100 respondents, the results show that the value of $r_{count} > r_{table}$ (0.195) where this shows that all the indicators in the questionnaire are declared valid, an

instrument is said to be reliable if the Cronbach alpha value is calculated > Cronbach alpha tolerance (0.6)

Table 3. Cronbach Alpha

No.	Cronbach Alpha Calculate			Note
	X1	X2	Y	
1	0.833	0.826	0.829	Reliable
2	0.828	0.839	0.832	Reliable
3	0.837	0.820	0.829	Reliable
4	0.838	0.822	0.827	Reliable
5	0.837	0.841	0.837	Reliable
6	0.861			Reliable

Source: Results of research questionnaires

The Cronbach alpha value in table 3 shows that all variables have a value of > 0.6 so that the questionnaire used in this research is declared reliable.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,304	2,355		2,252	0.027
X1	0.445	0.113	0.429	3,923	0,000
X2	0.226	0.116	0.213	1,946	0.055

a. Dependent Variable: tourist loyalty

Source: Results of research questionnaires

Based on the test results above, the multiple linear regression equation is obtained:

$$Y = 5.304 + 0.445X1 + 0.226X2$$

This means that if everything in the destination image variable (X1) and tourist satisfaction (X2) is considered constant, then the value of the tourist loyalty variable is 5.304. If the destination image continues to be improved by one unit, the tourist loyalty value will increase by 0.445 units, if tourist satisfaction continues to increase by one unit, the tourist loyalty value will increase by 0.226 units.

Simultaneous Test (F Test)

Table 5. Simultaneous Test (F Test)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79,739	2	39,870	26,057	,000b
	Residual	148,421	97	1,530		
	Total	228,160	99			

a. Dependent Variable: tourist loyalty (y)

b. Predictors: (Constant), tourist satisfaction (x2), destination image (x1)

Source: Results of research questionnaires

Based on the following table, the results of the F test show that the F value is 26,057 > F table (3.09) and the significant value is 0.000 < 0.05, thus the variables of destination image and tourist satisfaction simultaneously (together) influence tourist loyalty at Sipiso Waterfall. -piso.

Partial Test (T Test)

The partial test aims to see the destination image and tourist satisfaction on tourist loyalty, with the criteria (1) if $t_{count} < t_{table}$, then H_0 is accepted. H_1 is rejected, meaning that partially this research has no effect, (2) if $t_{count} > t_{table}$, then H_0 is rejected, H_1 is accepted, meaning that this research is partially influential.

Table 6. Partial Test (T Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,304	2,355		2,252	0.027
X1	0.445	0.113	0.429	3,923	0,000
X2	0.226	0.116	0.213	1,946	0.055

a. Dependent Variable: tourist loyalty

Source: Results of research questionnaires

Based on the table above, the results of the t test can be seen that:

1. The calculated value for the destination image variable is 3.923 > t_{table} 1.988 and the significant value is 0.000 < 0.05, so H_0 is rejected, H_1 is accepted, thus partially the destination image has an effect on tourist loyalty.
2. The t value for the tourist satisfaction variable is 1.946 < t_{table} 1.988 and the significant value is 0.055 > 0.05, so H_0 is accepted, H_1 is rejected, thus partially tourist satisfaction has no effect on tourist satisfaction.

Coefficient of Determination Test

The coefficient of determination aims to measure how much the independent variable is able to explain the dependent variable, the value of the coefficient of determination can be seen in the following table:

Table 7. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.591a	0.349	0.336	1.23698

a. Predictors: (Constant), tourist satisfaction (x2), destination image (x1)

Source: Results of research questionnaires

Based on the table above, it can be seen that the R square value obtained is 0.349 or 34.9%, this means that destination image and tourist satisfaction are only able to explain its presence in tourist loyalty by 34.9%, while the remaining 65.1% is explained by other variables. not examined in this study.

CONCLUSION

The results of this research contain several conclusions, namely that the destination image partially influences tourist loyalty and the tourist satisfaction variable partially has no influence on tourist satisfaction, simultaneously the destination image and tourist satisfaction variables influence tourist loyalty at Sipiso-piso Waterfall. With the influence of destination image on tourist loyalty, it would be very good if the management of the Sipiso-piso Waterfall tourist attraction improves and develops a good image for visiting tourists both in terms of safety and comfort. It is hoped that this will increase visits and create loyal tourists and create a destination image that is circulating and what is happening in the field in line so that tourist satisfaction can also increase.

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