"Destination image and its consequences in the perspective of four-stage loyalty model (an empirical evidence from visitors of Tarakan City, Indonesia)"

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NUMBER OF REFERENCES	NUMBER OF FIGURES	NUMBER OF TABLES
40	2	2

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DESTINATION IMAGE AND ITS CONSEQUENCES IN THE PERSPECTIVE OF FOUR-STAGE LOYALTY MODEL (AN EMPIRICAL EVIDENCE FROM VISITORS OF TARAKAN CITY, INDONESIA)

Abstract

The study was conducted to test the postulate of four-stage loyalty model through the concept of destination image to represent cognitive component, satisfaction for affective aspect, and intention loyalty as the representative of conative component. The sample in this research was 102 tourists who visited Tarakan City, Indonesia in November 2016. The structural equation model showed that destination image was satisfaction antecedent, and satisfaction was the antecedent of intention loyalty. The impact of destination image towards intention loyalty was fully mediated by satisfaction. Theoretically, this research result had the implication in developing loyalty theory, while the managerial implication was beneficial to increase visitors loyalty to Tarakan City as a tourism destination.

Keywords	four-stage loyalty model, destination image, satisfaction, intention loyalty, Tarakan city
JEL Classification	M31

INTRODUCTION

During the last six decades, tourism had experienced sustainable expansion and diversification thus it served as one of the largest economic sectors with fastest growth in the world. In 2014, the number of international tourist (overnight visitors) arrivals reached 1,138 million arrivals or increased by 4,000% from 25 million tourist arrivals in the 1950's and increased by 51 million arrivals or 4.7% by 2013 (UNWTO, 2015). With the ever increasing growth, tourism became a highly competitive industry for every tourism destination marketer. Morgan et al. (2002) mentioned that 70% of all tourists only visited the main tourism destinations in ten countries known as "best niche players", and more than 70% revisited the same tourism destinations (Chen & Tsai, 2007; Richards, 2006; Chaminuka et al., 2011). Hence, a successful tourism destination marketing strategy will not only focus on winning new tourists, but it should also be able to build tourist loyalty they already won (Palmer, 1994). Loyalty was a fundamental strategic component for the company (Bigne et al., 2001), and it was proven to be related with profitabilities (Hallowell, 1996). Loyalty could be predicted from the intention loyalty as conative component, which, according to the postulate of four-stage loyalty model (Oliver, 1997) served as the antecedent of affective component, and affective component was the antecedent of cognitive component.

In the field of tourism, satisfaction was a concept from affective component and mainstream concept tested as the antecedent of inten-

tion loyalty (Kozak, 2001; Yoon & Uysal, 2005; Chen & Tsai, 2007; Bigne et al., 2009; Chen & Chen, 2010; Loureiro & Gonzalez, 2008; Assaker & Hallack, 2013; Gallarza, 2013; Radder & Han, 2013; Prayag et al., 2013; Sun et al., 2013; Valle et al., 2006; Tang, 2014; Cho et al., 2014). Although the majority of empirical findings showed that satisfaction had significant direct impact on intention loyalty, the study of Bigne et al. (2001) towards the visitors of two tourism destinations in Valencia, Spain, namely Peniscola and Torrevieja with two concepts to represent conative loyalty, namely intention to revisit and intention to recommend instead found that satisfaction had positive and significant impact on intention to recommend on both samples, but the indicator of intention to revisit showed a different result. On Torrevieja sample, Bigne et al. (2001) confirmed that satisfaction had positive and significant impact on intention to revisit, but it was insignificant on Peniscola sample. Inconsistent result was also shown by the research result by Mechinda et al. (2009), towards Domestic and International tourists who visited Chiangmai City, namely that satisfaction had positive and significant impact on attitudinal loyalty on Domestic tourists' sample, but it was insignificant on International tourists' sample. The aforementioned findings by Bigne et al. (2001) and Mechinda et al. (2009) showed that the difference in research setting and unit will result in differences of satisfaction impact towards intention loyalty; hence satisfaction could not be concluded as antecedent of tourist loyalty.

Aside from contradictive findings regarding satisfaction direct impact towards intention loyalty on particular research setting and unit, the postulate of four-stage loyalty model (Oliver, 1997) stated that loyalty was formed through four stages with the pattern of cognitive → affective → conative → action (p. 394) and was not supported by empirical model developed by Tang (2014). Tang (2014) stated that the impact of satisfaction on behavioral intention was smaller compared to the impact of tourist attraction towards behavioral intention. Hence, the role of satisfaction to represent affective component as the antecedent of intention loyalty would need a retest in tourist behavioral study.

Tourist attraction was one of destination image dimensions (Byon & Zhang, 2010), which recently attracted the interest of researchers in the field of tourism. Some empirical studies reported that destination image had significant direct impact on satisfaction (Loureiro & Gonzalez, 2008; Bigne et al., 2001; Assaker & Hallack, 2013), and intention loyalty (Chen & Tsai, 2007; Bigne et al., 2001, Loureiro & Gonzales, 2008; Qu et al., 2011; Faullant et al., 2008; Assaker & Hallack, 2013; Byon & Zhang, 2010), but Chen and Tsai (2007) found that direct impact of destination image on satisfaction was insignificant, also Prayag and Ryan (2011) also found that destination image was mediated by satisfaction towards intention loyalty. Thus, the role of destination image as the antecedent of satisfaction and intention loyalty was not yet generalizable; hence it will still need to be tested again in empirical study. Related to that, thus the structural equation model developed in this research was intended to know the impact of destination image on satisfaction, impact of destination image on loyalty, and impact of satisfaction on intention loyalty. The test result of inter-concept relations was expected to be beneficial as the development of tourist loyalty theory in the perspective of four-stage loyalty model (Oliver, 1997, p. 394) and tourism destination marketing strategy, particularly Tarakan City.

1. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

1.1. Four-stage loyalty model

To learn about post-purchase consumer behavior, Oliver (1997) introduced loyalty theory by the label of four-stage loyalty model. Oliver (1997) admitted that four-stage loyalty model, which employed the pattern of cognitive → affective → conative → action was developed from attribute-based models of attitude initiated by Fishbein and Ajzen (1975). According to Oliver (1997), behavioral components which consisted of cognitive (knowledge), affective (emotional or feelings aspect), and conative (intention or commitment) were basically inconsonant dimensions of loyalty. Due to that, said components will become consonants through cognitive sense, affective means, conative sense; and behavioral ways sequentially. Additionally,

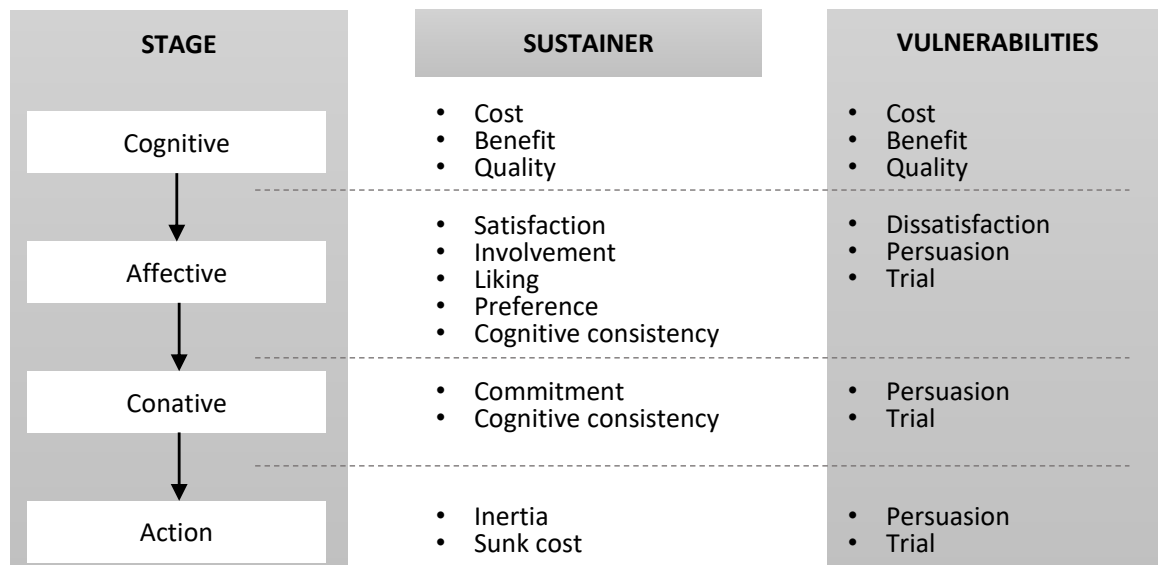| STAGE	SUSTAINER	VULNERABILITIES
Cognitive	• Cost • Benefit • Quality	• Cost • Benefit • Quality
Affective	• Satisfaction • Involvement • Liking • Preference • Cognitive consistency	• Dissatisfaction • Persuasion • Trial
Conative	• Commitment • Cognitive consistency	• Persuasion • Trial
Action	• Inertia • Sunk cost	• Persuasion • Trial

Figure 1. Four-stage loyalty model: sustainer and vulnerabilities

Oliver (1997) explained that the three stages of attitudinal loyalty (cognitive, affective and conative) involved "sustainers" to strengthen loyalty level (e.g., value based on functional aspect for cognition, satisfaction for affect, and commitment for conation). The relations and occurrence sequence of said three components could be seen in Figure 1.

Cognitive loyalty was the available information base to attract consumers' attention to one of the brands. As the first stage in the model, cognitive loyalty was deemed as loyalty in cognitive sense, or consideration. Due to that, this stage was based on functional characteristic, cost and primary advantage.

Second stage would be affective loyalty, namely loyalty based on affect (feelings). Commitment in this stage was known as affective loyalty. In this case, loyalty was planted inside the consumers' mind as an affect (feelings) and no longer as mere cognition (consideration). Affective loyalty occurred during the consumption hence it involved the preference, fulfilling experiences, also preferences; and this stage also had the potential of causing dissatisfaction.

Conative loyalty as the third stage of loyalty shaping appeared as conative (behavioral intention) and directly affected by affective change towards brand. Conation was an intention or commitment

to behave towards the destination in particular way containing statement of commitment to purchase, which later would turn into action loyalty, namely consumers' real action or behavior of repeat purchase. Measurement of repeat-purchase patterns should be reserved for situations where only purchase data (e.g., scanner data) are available (Oliver, 1997, p. 397). For this reason, the fourth stage (action loyalty) was not tested in this study.

1.2. Destination image

In the last two decades, various studies showed that image was a vital concept to understand the process taken by the tourists in selecting the tourism destination (Baloglu & McCleary, 1999). A favorable image was viewed as a critical aspect of a company's ability to maintain its market position (Faullant et al., 2008). Image was a behavioral construct consisted of individual knowledge, mental representation (belief), feelings, and global impressions regarding object or destination (Baloglu & McCleary, 1999).

In the field of tourism, the concept of destination image was used by many researchers to explain tourists' image towards certain tourism destination (Fakeye & Crompton, 1991; Dobni & Zinkhan, 1990; Loureiro & Gonzalez, 2008; Assaker & Hallak, 2013; Chen & Tsai, 2007; Qu et al., 2011). For tourist destinations in general,

assessing the destination's image was crucial to the design of effective place marketing strategies (Faullant et al., 2008).

Destination image was typically defined as tourists' overall perceptions of a specific destination (Fakeye & Crompton, 1991) or as the subjective interpretation of reality by the tourist (Bigné et al., 2001). The difference of tourism destination types caused the elements and attributes perceived as destination image variable measurement to be more specific and hard to be generalized. Due to that, the indicator variations and destination image measurement models developed and used in previous studies were corresponded with the tourism destination types used as research settings (Richards, 2006; Chen & Tsai, 2007; Lee, 2009; Byon & Zhang, 2010). Specifically, tourists' image towards a city as tourism destination could be measured by 18 items covered in four factors, namely: infrastructure, attractions, value for money, and enjoyment (Byon & Zhang, 2010). The previous studies stated that destination image was the antecedent of satisfaction (Bigne et al., 2001; Prayag & Ryan, 2011). Therefore, the first hypothesis of this research could be formulated as follows:

H1:   *Destination image had direct and significant effect on satisfaction.*

1.3. Satisfaction

Satisfaction was one of marketing core concepts (Kolter & Keller, 2016, p. 31), categorized in affective loyalty component (Oliver, 1997, p. 394), and had been widely studied in marketing over the last few decades (Tsiotsou, 2005). Satisfaction was "a person's feelings of pleasure or dissapointment that resulted from comparing a product or service's perceived performance (or outcome) to expectation" (Kotler & Keller, 2016, p. 153). It was formed as a result of disconfirmation which was a comparison between expectation and performance (Oliver, 1980). Stedman (2002) described place satisfaction as a multidimensional summary judgment of the perceived quality of a setting. It was viewed as the utilitarian value of a place to meet certain basic needs ranging from sociability to services to physical characteristics (Stedman, 2002).

According to Gallarza et al. (2013), tourists' satisfaction with their visit to particular tourism destination could be measured by three indicators, namely: My choice to purchase the trip to "X" City was a wise one, I did the right thing when I purchased the trip to "X" City, and This experience that I received in "X" City is exactly what I needed. The strong relations between customer satisfaction and loyalty had caused the effort to maximize visitors' satisfaction becoming one of the main purposes of tourism destination administrators (Yuksel, 2010).

Past research, adopting the proposed conceptual sequence of loyalty (Oliver, 1997), supported the claim that satisfaction was a major antecedent of intention loyalty (Kozak, 2001; Yoon & Uysal, 2005; Chen & Tsai, 2007; Bigne et al., 2001; Chen & Chen, 2010; Loureiro & Gonzalez, 2008; Assaker & Hallack, 2013; Felitti & Fiore, 2013; Gallarza, 2013; Radder & Han, 2013; Tang, 2014; Prayag et al., 2013; Sun et al., 2013; Valle et al., 2006; Cho et al., 2014). Therefore, the hypothesis could be formulated as follows:

H2:   *Satisfaction had direct and significant effect on intention loyalty.*

1.4. Intention loyalty

The efforts to increase company competitiveness and profitabilies brought the term 'loyalty' into business activities. Loyalty was defined as "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1997, p. 34). However, loyalty measurement in tourism context based on the definition above was a difficult issue because tourism products purchase was a rare kind of purchase (Opperman, 1999; Bigne et al., 2005) and generally the tourists tended to visit new places (Bigne et al., 2005). Therefore, intention loyalty was used to measure tourists' loyalty. The three most frequently used indicators of tourism destination visitors' intention loyalty by the preceding researchers were intention for another visit, intention to recommend to oth-

er people, and positive word-of-mouth to other people (Chen & Tsai, 2007; Faullant et al., 2008; Lee, 2009; Byon & Zhang, 2010; Felitti & Fiore, 2013).

Many of the previous studies reported that intention loyalty was the antecedent of destination image (Chen & Tsai, 2007; Bigne et al., 2001; Loureiro & Gonzales, 2008; Qu et al., 2011; Faullant et al., 2008; Assaker & Hallack, 2013; Byon & Zhang, 2010; Zhang et al., 2014). Based on the findings of the aforementioned studies, the third hypothesis could be formulated as follows:

H3:   Destination image had direct and significant influence on loyalty intention.

2. METHOD

2.1. Sample and data collection

The sample in this research was tourists who visited Tarakan City, Indonesia in November 2016 and drawn by convenience sampling. From 200 questionnaires distributed to some hotels, 167 were returned (83.5%) and only 102 (61.1%) were appropriate for analyzing. Men accounted for the majority of this research – 63.7%, aged between 25-35 – 35.3%, married – 68.6%, educated lower middle class amounted to 51.0%, professionals – 32.4%, domestic tourists from regions in North Kalimantan province – 83.3%, already visited Tarakan for the third time – 46.1%, and visiting Tarakan for transit and continued the journey to other areas amounted to 32.4%.

2.2. Variables and measurement

There were three variables in this research, namely destination image, satisfaction, and tourists' loyalty. In this study, destination image (DI) functioned as an exogenous variable and endogenous variables were satisfaction (SAT) and intention loyalty (IL). The utilized indicator to measure destination image variable was adopted from dimension and indicator developed by Byon and Zhang (2010). SAT was measured from an indicator developed by Gallarza et al. (2013), while IL was measured from the three indicators developed by Lee (2009) and Byon and Zhang

(2010). Every variable indicator in this research was measured by Likert scale through five points, namely: highly disagree by the score of 1 up to highly agree by the score of 5.

2.3. Data analysis

To achieve the purpose of this research, the PLS-SEM approach was used to test the hypotheses, and processed with SmartPLS Professional 3.0 software (Ringle et al., 2015). PLS-SEM could be utilized for research which aimed to predict target variables and using latent variable values in the subsequent analysis (Hair et al., 2014, p. 19). PLS was an iterative combination from the analysis of main components and regressions to explain construct variants in the model (Chin, 1998). PLS allowed researchers to avoid biased and inconsistent parameter estimation, hence it served as effective analysis tool to test interaction by reducing Type II error and allowed analysis with small sample (Chin et al., 2003; Hair et al., 2014, p. 19). Structural model developed with PLS-SEM did not need to be evaluated with GoF, but it would be sufficient from the measurement model and structural model (Hair et al., 2014, p. 186).

3. RESULTS

3.1. Measurement model

Variable measurements of this research used the reflective approach. Destination image variable was measured in multidimensions, while satisfaction and intention loyalty were measured by unidimension. The result of measurement model evaluation (Table 1) showed that the majority of variable indicators in this research had the loading factor value > 0.50, except for two indicators from infrastructure dimension, namely INF2 and INF7. Every latent variable had composite reliability value > 0.70; Average Variance Construct (AVE) > 0.50 either for construct of second order or first order; and the root value of AVE from each variable was higher than the correlation value with other variables. Therefore, the measurement model of this research already fulfilled both convergent and discriminant validities.

Table 1. Measurement model evaluations

Latent variables, indicators and symbols	Outer loading	Composite reliability	AVE
Infrastructures	–	0.851	0.534
City has quality roads (INF1)	0.743	–	–
City has quality airport (INF2)	0.398[a]	–	–
City has quality utilities (INF3)	0.672	–	–
City has suitable accommodations (INF4)	0.755	–	–
City has a good network of tourist information (tourist centers) (INF5)	0.754	–	–
City has a good standard of hygiene and cleanliness (INF6)	0.729	–	–
City is safe (INF7)	0.403[a]	–	–
Attractions	–	0.887	0.502
City has good shopping facilities (ATR1)	0.748	–	–
City has beautiful natural attractions (parks) (ATR2)	0.818	–	–
City has beautiful natural attractions (forests) (ATR3)	0.661	–	–
City has beautiful natural attractions (beach) (ATR4)	0.861	–	–
City has beautiful scenery (ATR5)	0.756	–	–
City has good climate (ATR6)	0.562	–	–
City offers interesting cultural events (festivals and/or concerts) (ATR7)	0.521	–	–
City offers interesting historical attractions (museums and/or art centers) (ATR8)	0.674	–	–
Value for money	–	0.849	0.587
City's accommodations are reasonably priced (VFM1)	0.758	–	–
City is an inexpensive place to visit (CFM2)	0.884	–	–
City offers good value for my travel money (VFM3)	0.831	–	–
Enjoyment	–	0.839	0.574
City is a pleasing travel destination (ENJ1)	0.532	–	–
City is an enjoyable travel destination (ENJ2)	0.880	–	–
City is an exciting travel destination (ENJ3)	0.856	–	–
City is a novel travel destination (ENJ4)	0.713	–	–
Satisfaction	–	0.899	0.748
My choice to purchase the trip to Tarakan City was a wise one (SAT1)	0.834	–	–
I did the right thing when I purchased the trip to Tarakan City (SAT2)	0.904	–	–
This experience that I received in Tarakan City is exactly what I needed (SAT2)	0.855	–	–
Intention loyalty	–	0.937	0.833
I will recommend Tarakan City to others (IL1)	0.937	–	–
I will say positive things about Tarakan City (IL2)	0.899	–	–
I am willing to revisit Tarakan City (IL3)	0.903	–	–
Path estimate (reflective factors)	Std. estimate	t-value	p-value
Infrastructures ← Destination image	0.791	22.434	0.000
Attractions ← Destination image	0.914	61.237	0.000
Value for money ← Destination image	0.829	23.560	0.000
Enjoyment ← Destination image	0.826	20.833	0.000

Discriminant validity

Variables	AVE	Sqrt AVE	Correlation		
			Destination image	Satisfaction	Intention loyalty
Destination image	0.510	0.714	1.000	–	–
Satisfaction	0.748	0.863	0.631	1.000	–
Intention loyalty	0.833	0.913	0.024	0.688	1.000

Note: [a] not valid; LV: latent variable; AVE: average variance extracted; Sqrt: square root.
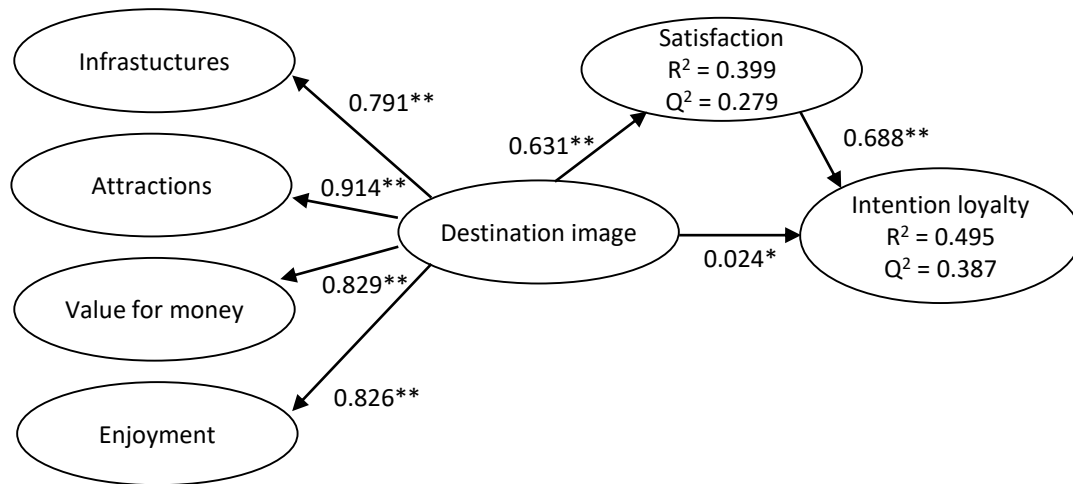
Note: **$p < 0.000$; *$p > 0.05$.

Figure 2. Results of a structural model

3.2. Structural model

The evaluation result of structural model (Figure 2) showed that two out of three developed paths in the structural model had significant coefficients, while the coefficient of "ecotourism destination image to intention" path was insignificant. The explicable change variation was the change occurred on each predictor that had a high predictive power, because R^2 is greater than 0.20 (Hair et al., 2014, p. 175). Intervariable relations in the model also had their predictive relevance, as the Q^2 value of every endogenous latent variable was marked positive (Hair et al., 2014, p. 184).

Table 2. Effects of destination image on intention loyalty

Effects	Original sample	T-statistics	P-values
Direct	0,024	0,263	0,793
Indirect	0,435	5,860	0,000
Total	0,459	5,378	0,000

$^{a}VAF = (0.631 \cdot 0.688)/(0.631 \cdot 0.688 + 0.024) = 0.435/0.459 = 94.77\%$

(Full mediation)

Note: ^{a}VAF: Variance Accounted For.

The test of satisfaction mediation role in the model could be continued if the indirect effect of destination image towards intention loyalty had a significant influence. In this case, the *VAF* (the variance accounted for) value is used to determine the scale of indirect effect related to total effect. *VAF* value was obtained from the direct effect coefficient divided by total effect or

$VAF = (P12 \cdot p23)/(p12 \cdot P23 + p13)$. If the value of *VAF* was less than 20% it could be concluded that there was (almost) no mediation. On the contrary, when *VAF* had a very great result, namely above 80%, there was a full mediation happened. The situation where *VAF* was greater than 20% and lesser than 80% could be categorized as partial mediation (Hair et al., 2014, p. 225). Table 2 showed that destination image indirect impact was 0.435 and significant at $p < 0.000$. With *VAF* value of 94.77% it could be concluded that the impact of destination image towards intention loyalty was fully mediated by satisfaction.

4. DISCUSSION

The first purpose of this research was identifying tourists' image towards a city as a tourism destination, while the second purpose was testing the postulate of four-stage loyalty model (Oliver, 1997) through the concept of destination image, satisfaction, and intention loyalty.

The result of this research showed that destination image was formed through four dimensions, namely: dimensions of infrastructure, attraction, value for money, and enjoyment. The test result of the first hypothesis showed that destination image had positive and significant direct impact towards satisfaction. Hence, the research result was a support towards findings from the preceding empirical study (Loureiro & Gonzalez, 2008; Bigne et

al., 2001; Prayag & Ryan, 2011; Assaker & Hallack, 2013), but it contradicted the findings by Chen and Tsai (2007).

The test result of the second hypothesis confirmed that satisfaction had positive and significant direct impact on intention loyalty, supporting the result of preceding study (Kozak, 2001; Yoon & Uysal, 2005; Chen & Tsai, 2007; Bigne et al., 2001; Chen & Chen, 2010; Loureiro & Gonzalez, 2008; Assaker & Hallack, 2013; Prayag & Ryan, 2011; Felitti & Fiore, 2013; Gallarza, 2013; Radder & Han, 2013; Prayag et al., 2013; Sun et al., 2013; Cho et al., 2014), but it contradicted the findings by Tang (2014).

The third hypothesis, namely 'destination image which directly affects intention loyalty in positive and significant manner' is not supported by the data. Thus, the findings support the research result by Prayag and Ryan (2011) who stated that

the impact of destination image on intention loyalty was mediated by satisfaction. On the contrary, the research findings were contradictory with the preceding research result which stated that intention loyalty was directly predicted by destination image (Chen & Tsai, 2007; Bigne et al., 2001; Loureiro & Gonzales, 2008; Qu et al., 2011; Faullant et al., 2008; Assaker & Hallack, 2013; Byon & Zhang, 2010).

The pattern found on the tourists' loyalty model based on the findings of this research was destination image (cognitive) → satisfaction (affective) → loyalty intention (conative). Hence, the result of this study was one of the empirical evidence confirming the postulate of four-stage loyalty model (Oliver, 1997), namely conative component as the consequence of affective component, and affective component was the antecedent of cognitive component.

CONCLUSION AND IMPLICATIONS

Theoretical implication

Loyalty model pattern based on this research result was: destination image (cognitive) → satisfaction (affective) → intention loyalty (conative), an empirical evidence from the field of tourism which confirmed three out of four stages in four-stage loyalty model (Oliver, 1997). Therefore, the role of a concept representing affective component to mediate the impact of a concept representing cognitive component towards a concept representing conative component was vital in the development of tourists' loyalty theory.

Managerial implication

To position Tarakan City as a tourism destination and creating tourists's loyalty, the Local Government must be able to create image for the tourists. The more appropriate Tarakan City as tourism destination, the higher the tourists' satisfaction with their visit to Tarakan would be. Furthermore, the satisfied tourists would recommend other people to visit Tarakan, telling positive things about Tarakan City to others, and returning for another visit.

Tourists's image towards Tarakan City as a tourism destination could be shaped by maintaining its uniqueness and improving the quality of various tourism attractions and locations currently existed in Tarakan City, not burdening the business lines involved in tourism industry by local tax and retribution to keep it from impacting tariff setting principles to maintain the image of Tarakan City as a "good value for money" tourism destination. The capability to maintain security stability and improvement of infrastructure quality would also establish visitors' convenience and the impression of Tarakan City as a good place for enjoyment.

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