



THE ROLE OF IMAGE DIMENSIONS, SATISFACTION, INTEREST AND LOYALTY OF VISITORS AS EDITORS INFLUENCE OF DEVELOPMENT OF TOUR OPEN SPACES TO REGIONAL DEVELOPMENT THROUGH THE TOBA LAKE AREA

***Muhammad Ade Kurnia Harahap, Sirojuzilam, R. Hamdani Harahap and
Beny O.Y. Marpaung**

Universitas Sumatera Utara, Medan, Indonesia

*Corresponding Author

ABSTRACT.

This study aims to analyze the influence of open space tourism on regional development (regional development) through visitor satisfaction (image), image or tourist image (destination image), and the interests and loyalty of visitors (intention and loyalty). This research was conducted in several Panatapan spots as open-air tourist spaces in Simalungun Regency, North Sumatera, and Indonesia with 313 respondents. The data sources used are primary and secondary data obtained through questionnaires and documentation. Analysis of the data used in this study using Structural Equation Modeling (SEM) with SmartPLS 3.0 tools. The results of the study show the importance of developing open-air tourism through the development of tourism images, tourist satisfaction, and interest and visitor loyalty, in supporting regional development in Simalungun District.

Keywords: Tourist image, tourist satisfaction, interest, visitor loyalty, regional development.

Cite this Article: Muhammad Ade Kurnia Harahap, Sirojuzilam, R. Hamdani Harahap and Beny O.Y. Marpaung, The Role of Image Dimensions, Satisfaction, Interest and Loyalty of Visitors as Editors Influence of Development of Tour Open Spaces to Regional Development Through the Toba Lake Area, International Journal of Civil Engineering and Technology, 10(03), 2019, pp. 225-232

<http://www.iaeme.com/IJCIET/issues.asp?JType=IJCIET&VType=10&IType=03>

1. INTRODUCTION

Crilley (2005) states that the image of a tourist destination is supported by the quality of hospitality. The quality of tourism services directly on community hospitality, location attractiveness, local products and others. The dimensions of the quality of tourism services include security, atmosphere, privacy, respect, friendliness, competence, empathy, reliability, responsiveness, courtesy and honesty. The perceived service quality of tourism is said to influence tourist satisfaction, and they always provide the best for tourists which ultimately affects the intention of tourists to return (Chi, 2005). The linkages of transportation, promotion, tourist attractions are important to increase competitiveness including the image of tourist destinations (Budi, 2015). The success of a tourism activity is largely determined by the level of hospitality that is given to visitors, because service quality is believed to be directly proportional to visitor satisfaction (satisfaction). If visitor satisfaction can be fulfilled, efforts to improve service procedures can be done better (Budiono, 2004).

The Panatapan building in Lake Toba is part of the tourist infrastructure that visitors are interested in so that they can form the desired image or image. The Panatapan building should be well managed by the government by improving community awareness of the environment. Imaging can be done through the construction of social reality, even though the reality is false (Bungin, 2001). Regional image or image can be defined as a marketing activity to promote a positive image of a tourist destination in order to influence consumer decisions to visit it (Blain, et al., 2005). The image of a good tourist area will influence visitors to come back (intention loyalty). Therefore the local government needs to foster the community in improving the image of tourism through revamping the Panatapan facility as a tourism space to be worth visiting as well as being one of the tourist destinations that presents the scenic beauty of Lake Toba as a whole. In addition, the planning of various facilities that support the use of sloping land and tourism open space around Lake Toba also needs to be addressed because the quality of existing tourism space will affect the image and satisfaction of visitors and regional development in the Lake Toba Region (regional development) .

2. LITERATURE REVIEW

2.1. Satisfaction of Tourist Visitors Satisfaction of Tourist Visitors

Tourist satisfaction is an indicator of recognition of the success of the capacity and management of tourist attractions. Tourist satisfaction is a statement of loyalty in travel and is positive. Understanding of tourist satisfaction is important in positioning strategies for tourist attractions. Satisfaction of travel will make tourists come back to travel (Petrosillo et al., 2007).

2.2. Image of Travel Destinations

Fakeye and Crompton (1991) consider that tourism products are intangibility so it is very difficult to measure destination images in a destination loyalty model. Fakeye and Crompton continued that destination images only consist of cognitive components, whereas cognitive perception or evaluation only refers to an individual's knowledge and belief in an object that is perceived or evaluated. Milman and Pizam (1995) cognitively offer three components that shape the image of a destination, namely: facility of attractions, memorable host behavior (the memorability hosts' behavior and attitude), and a sustainable destination environment (the sustainability environment) such as climate, environmental cleanliness and facilities. Goeldner and Ritchie, (1999) identified that cognitively, destination images consist of psychological components of tourists, uniqueness, and destination attributes holistically.

2.3. Perception

Keliwar (2015) states that the conditions for perception are several things, namely the existence of objects that are perceived, then the existence of attention as the first step to make perceptions, besides the sensory devices as receptor recipients to transmit information to the brain to create a response to stimuli. Perception does not stand alone, but is influenced by understanding and experience of the context that is related to that perception.

2.4. Area Development

Sirojuzilam (2015) states that regional development is an increase in the value of benefits for a particular community or region, able to accommodate more residents, with an average level of improved community welfare, in addition to demonstrating more available infrastructure and goods and services. the community is increasing, both in terms of type, intensity, service and quality. Regional development (regional development) is closely related to the development of a city or an area itself. Thus regional development (regional development) has broad meanings and impacts while not only paying attention to economic aspects, but also involves institutional settings, social settings and ecological settings. The four aspects are a unity that is interrelated and integrated with each other (Sirojuzilam, 2015). This forms four aspects of regional development in Figure 1 as a follows :

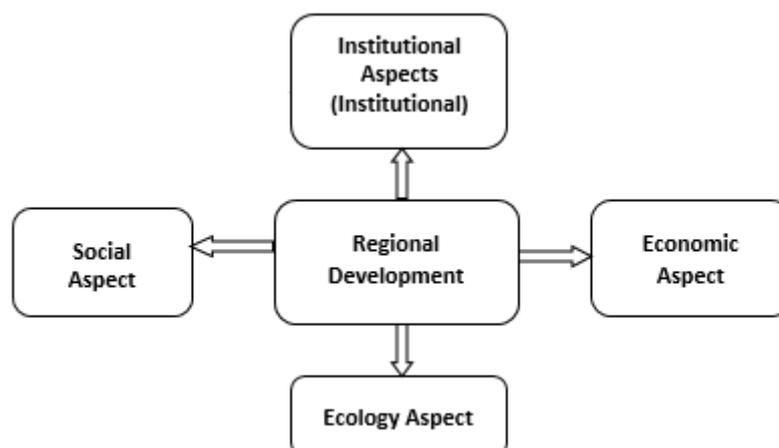


Figure 1. Four Aspects of Regional Development

The approach applied in regional development in Indonesia is very diverse. This is influenced by the development of theories and models of regional development as well as socio-economic arrangements, governance systems and development administration (Sirojuzilam et al., 2016). Regional development by paying attention to growth potential will help increase sustainable economic growth through more rational population deployment, increase employment opportunities and productivity (Mercado, 2002).

2.6. Previous Research

Research on other tourism was also carried out by Ilda Amalia and Murwatiningsih (2016) with the title "Effect of Destination Image and Customer Value on Visitor Loyalty Through Visitor Satisfaction". The results of this study indicate that the destination image and visitor satisfaction as mediation indirectly affects visitor loyalty. Customer value and visitor satisfaction as mediation directly and indirectly affect visitor loyalty. Astini (2015) has also conducted research with the title "Effect of Destination Image, Travel Motivation, and Service Quality on Visitor Satisfaction (Case Study of Nusantara Muslim Tourists on Carita

Pandeglang Banten Beach)". The results of this study indicate that travel motivation and service quality have a significant effect on visitor satisfaction. Whereas destination image does not affect visitor satisfaction.

3. METHODS

The sample recommended in PLS analysis is relatively small. However, Hair et al. (2014) also confirms that the use of a larger number of samples will provide more consistent and accurate results in their evaluation. Although previously it was noted that on average BPS Simalungun stated that the number of tourist visitors was 314,890 people, this population is not reliable as a research reference because visitors recorded at BPS Simalungun did not show in detail the tourist visitors of Simalungun Regency who came specifically to the Lake Region Toba. Therefore, the researchers decided to take the minimum sample criteria in this study based on the guidelines of Hair et al (2014), namely 65 samples and the minimum number of samples for unknown populations was 289 samples. In an effort to obtain a larger sample and in line with the criteria, a total of 400 questionnaires were distributed in the research activities. The final sample in this study was 313 visitors after the data was damaged, incomplete and not returned after being submitted to the research respondents. The distribution of research questionnaires was carried out randomly (simple random sampling) with the age limit of visitors, namely 15 to 64 years old, productive age in Indonesia (BPS, 2018).

The final results of the structural model and significance of the model are carried out using the bootstrap method. PLS-SEM does not use the assumption that data is normally distributed so that testing of parametric significance cannot be done. Significant testing of coefficients on PLS uses non-parametric methods, boosts (Hair et al, 2014). The results of bootstrap will show t-values to test the significance of structural paths. The results of this significance test are then used as the basis for testing the research hypothesis. The structural equation model in this study refers to two forms, namely in the physical order and second order level. Table 1 provides a summary of the structural equations in this study.

Table 1. Structural Equations of the Research Model

Variable	Equation
Tourist Image (Z_1)	$Z_1 = \gamma_1 X + \gamma_2 Z_2 + \zeta_{15}$
Tourist Satisfaction (Z_2)	$Z_2 = \gamma_3 X + \zeta_{16}$
Tourist Loyalty (Z_3)	$Z_3 = \gamma_4 X + \gamma_5 Z_1 + \gamma_6 Z_2 + \zeta_{17}$
Regional Development (Y)	$Y = \gamma_7 X + \gamma_8 Z_1 + \gamma_9 Z_2 + \gamma_{10} Z_3 + \zeta_{18}$

4. RESULT AND DISCUSSION

4.1. Result

4.1.1. Hypothesis testing

The results of path coefficient and the significance of the path coefficients are shown in Figure:

The Role of Image Dimensions, Satisfaction, Interest and Loyalty of Visitors as Editors Influence of Development of Tour Open Spaces to Regional Development Through the Toba Lake Area

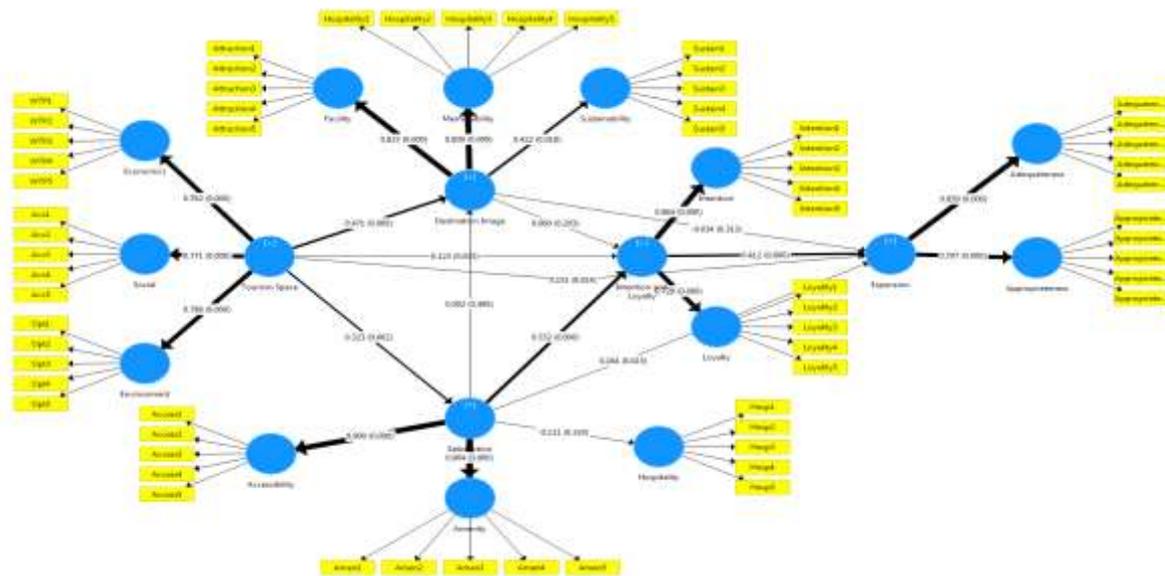


Figure 2. Bootstrap Research Model

Figure 2 shows that the effect of each variable is positive and significant. The level of strip thickness in Figure 2 indicates the influence dominance between research variables. The greater the path in the diagram indicates that the absolute value of the influence on the pathway is increasingly important.

4.1.2. Mediation Effect Testing

Mediator variables can be evaluated and grouped into three types of categories, namely not mediators, partial mediators, and full mediators. The criteria for classifying the mediation effect category are carried out by looking at the magnitude of the variance in the dependent variable that can be explained through the mediator. The amount of variance explained through the mediator is calculated using the Variance Accounted For (VAF) method. VAF value is obtained by comparing the magnitude of the indirect effect on total influence. Using these data, the magnitude of VAF and the category of mediation effects can be calculated and summarized in Table 2.

Table 2. Evaluation of Mediation Effects

Effect	Indirect Effect	Total Effect	VAF	Mediation Type
Tourism space → Destination Image	0,001	0,472	0,21%	No Mediation
Tourism space → Intention and Loyalty	0,175	0,289	60,55%	Partial Mediation
Tourism space → Development	0,171	0,322	53,10%	Partial Mediation
Satisfaction → Intention and Loyalty	0,000	0,532	0%	No Mediation
Satisfaction → Development	0,219	0,383	57,18%	Partial Mediation
Destination Image → Development	0,025	-0,009	-277%	Full Mediation

Sources : SmartPLS (2019).

Table 2 shows that the variables of the mediating effect that occur, the influence of *Panatapan* as a tourism space on the image of the destination, interest and loyalty and regional development are partially mediated by image formation, satisfaction and interest and loyalty of visitors. The effect of partial mediation indicates that the role occurs both directly and indirectly. The influence of *Panatapan* as a tourism space on *Panatapan's* image is not influenced by mediation of visitor satisfaction. The effect of satisfaction on interest and loyalty is not influenced by mediation of *Panatapan's* image. The tourism image will only increase regional development if and only if the image is able to generate interest and loyalty from visitors in the future.

4.2. Discussion

4.2.1. Effect of tourism space on regional development through image, satisfaction, and interest and loyalty

Previously it was discussed how the indirect influence of tourism space in increasing the loyalty of visitors Panatapan. In the proposed research model, the final goal variable of the structural equation is the development of the region from Panatapan. Kotler and Keller (2012) provide three advantages that occur in loyal consumers. The three superior behaviors include various activities that encourage business growth. Loyal consumers will repurchase, suggest to others (recommend), and have a barrier to switching costs for similar products (retain). The direct and indirect influence of Panatapan as tourism space will encourage visitor interest and loyalty. The higher the interest and loyalty of visitors, the more benefits obtained by regional development (Susilo, 2006). This situation confirms that there is an indirect influence that has occurred in increasing the success of regional development in the Panatapan.

4.1.2. Effect of satisfaction on regional development through image and interest and loyalty

This study provides empirical evidence that there is a positive and significant indirect effect of satisfaction on regional development through image creation and visitor interest and loyalty (indirect effect = 0.219; p-value = 0,000). The results of this study indicate that there is an indirect influence on satisfaction of visitors of Panatapan in the success of the development of the Panatapan region. Indirect influence occurs through image creation, as well as interest and loyalty as a result of visitors' satisfaction with tourism experiences that occur. The image and interest and loyalty that is generated will help encourage increased regional development in Panatapan. The results of this study indicate that interest and loyalty are the main keys that support the success of regional development. Interest and loyalty in this study contain two elements of the approach, namely the interest in revisiting and loyalty in recommending (Upamannyu and Bhakar, 2015) Panatapan to others. These two elements are very important in the success of the development of the Panatapan region. Satisfaction plays a key role in realizing that loyalty. Kotler and Keller (2012) state that achieving customer satisfaction (consumers) is key in opening the gates of visitor loyalty. Thus, satisfied visitors will make them loyal. Loyalty formed will direct visitors to succeed in developing the Panatapan region.

4.1.3 Effect of image on regional development through interest and loyalty

This study provides empirical evidence that there is a positive and significant indirect effect of the image on regional development through the interest and loyalty of Panatapan visitors (independent effect = 0.025; p-value = 0.042). The results of this study indicate that there are indirect effects of Panatapan tourism image in the success of the development of the

Panatapán region. Indirect influence occurs through the creation of interest and visitor loyalty to the tourist experience that occurs. The interest and loyalty generated will help drive the development of the area in the Lake Toba Region of Simalungun Regency. The results of this study are the results that most need special attention. The image directly does not affect both interest and loyalty or the development of the region. The results of the study indicate that the achievement of regional development through the development of Panatapán's image can only be achieved through the success of increasing visitor interest and loyalty. From other literature states that if there is no direct influence of the image on regional development, it is not necessary to interpret the indirect effects that occur. When considering this statement, it is very important to develop Panatapán's image through the development of tourism open space proposed in this research model.

5. CONCLUSSION AND SUGGESTION

5.1. Conclusion

Visitor satisfaction is able to strengthen the role of open space tourism in increasing interest and loyalty and regional development. The image of tourism is not able to strengthen the role of open space tourism in increasing interest and loyalty and regional development. Interest and loyalty can strengthen the role of open space tourism in improving regional development.

5.2. Suggestion

1. The current image of Panatapán tourism is not good enough to improve regional development in the Panatapán Lake Toba Region, Simalungun Regency. This is an indication that it is necessary to revamp the image of Panatapán tourism in order to become a tourist destination that is able to stand alone and escape the shadow of the image of Lake Toba tourism. Examples of tourist destinations that are able to have a strong image are the Bukit Indah Simarjarunjung (BIS) Tourism Area, Tongging Tourism Area, and Simalem Park Tourism Area.
2. In an effort to build visitor satisfaction, existing tourism services need to be improved to match the expectations and desires of visitors. Therefore it is necessary to educate and educate the tourism management community to pay more attention to appearance, good communication and courtesy, and provide excellent tourism services to visitors. Good interaction and communication is one of the keys to success in tourism promotion.
3. Communities and business people need to improve and increase the satisfaction of tourist visitors in order to increase visitor interest and loyalty.
4. The government needs to make regulations that specifically regulate the requirements and the existence of tourism open spaces in the Panatapán Lake Toba Region in order to be able to make a positive contribution to PAD in Simalungun District.
5. The government needs to identify other areas that have not been managed properly but have the potential to become tourism open spaces as a strategy to improve tourism development and regional development in the Panatapán Lake Toba Region, Simalungun Regency.

REFERENCES

- [1] Astini, Rina and Indah Sulistiyowati, 2015. Effect of Destination Image, Travel Motivation, and Service Quality on Visitor Satisfaction (Case Study on Muslim

- Archipelago Tourists on Carita Beach Pandeglang Banten). *Management and Business Scientific Journal*. 1(3). 17-26.
- [2] Central Bureau of Statistics of Simalungun Regency, 2018. *Simalungun Regency is in Figures. Simalungun*. BPS Simalungun Regency ISSN: 0215-2339.
- [3] Blain, C., Levy, S., and Ritchie, J. R. B., 2005. Destination Branding: Insights and Practices from Destination Management Organization, *Journal of Travel Research*. 43(4). 328-338.
- [4] Budi, S.P. 2015. "Structural Model of Relationship between Accessibility, Promotion, Tourism Attraction Shopping Based on Visitor Perspective". National Seminar on Entrepreneurship & Business Innovation V. Tarumanegara University. Jakarta: *Proceeding of Things*. 3 99-40.
- [5] Budiono, Gatut L. 2004. Tourist Satisfaction with Quality Services for Mount Bromo Tourism Objects. *Journal of Management Models*. 2(1). 60-64.
- [6] Bungin, B, 2001. Mass Media Imagery. Yogyakarta: Window.
- [7] Chi, Gengqing. 2005. A Study of Developing Destination Loyalty Models". *Dissertation*. Submitted to the Faculty of the Graduate College of the Oklahoma State University in July 2005 in Partial Fulfillment of the Requirements for Doctor of Philosophy.
- [8] Crilley, Gary. 2005. A Case for Benchmarking Customer Service Quality in Tourism and Leisure Service. *Journal of Hospitality and Tourism Management*. 12(2).97-107.
- [9] Fakeye, P.C., J. L. Crompton. 1991. Image differences between prospective, first-time, and repeat visitors to the lower Rio Grande valley. *Journal of Travel Research*. 30(2). 10-15.
- [10] Goeldner, Charles R, Ritchie., J.R. Brent., McIntosh, Robert W. 1999. *Tourism - Principles, Practices, Philosophies*. 8th., John Wiley & Sons, Inc., p.637-644.
- [11] Hair, Joseph F. Jr., G. Tomas M. Hult, Christian M. Ringle, and Marko Sarstedt. 2014. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. United States of America: SAGE Publications, Inc. Kindle Edition.
- [12] Kotler and Keller. 2012. *Marketing Management*. United States: Person Prentice Hall.
- [13] Mercado, R.G. 2002. Regional Development in The Philippine: Areview of Experience, State of the Art and Agenda for Research and Action, *Discussion Paper Series*. Philippine Institute for Development Studies.
- [14] Milman, A. and Pizam, A. 1995. The role of awareness and familiarity with a destination: the Central Florida case. *Journal of Travel Research*. 33 (3). 21-27.
- [15] Petrosillo, I .; Zurlini, G .; Corlian, M.E .; Zaccarelli, N .; Dadamo, M. 2007. Tourist Perception of Recreational Environment and Management in A Marine Protected Area. *Landscape and Urban Planning* .79(2). 29–37.
- [16] Keliwar. Said, 2015. Visitor Motivation and Perception of Tourism Objects in Pampang Cultural Village in Samarinda. *Journal of Resort and Leisure Management*. 12(2). 77-89.
- [17] Sirojuzilam, (2015). *Regional Economic Development*. Medan: USU Press.
- [18] Sirojuzilam, 2008. Economic Disparity & Regional Planning. National Library Press: Medan.
- [19] Sirojuzilam, Hakim, S., & Muda, I. 2016. Identification of the factors of failure of the Barisan Mountains development area in North Sumatra, Indonesia. *International Journal of Economic Research*. 13 (5). 2163-2175.
- [20] Susilo, K, 2006. *Future Regional Development Policy and Its Implications for Needs Analysis by Utilizing Geographic Information Systems*. Directorate General of Spatial Planning and Regional Development, Ministry of Settlement and Regional Development of the Republic of Indonesia.
- [21] Upamannyu and Bhakar, 2015. The Effect of Prestige Brands on Brand Preference and Word of Mouth: The Moderator Role of Customer Involvement. *Asian Journal of Research in Marketing*. 4(2). 123-. 140.