

# The Factors of Destination Image, Destination Satisfaction, and Marketing Communication That Affect Destination Loyalty

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**Abstract**— The tourism sector provides an important role in growing the economy of a region. This condition is in line with the development of increasingly rapid information technology so that it requires the actors of this sector to develop access to their customers, especially in attracting customers or foreign tourists. Indonesia which has a cultural heritage site that is also a world heritage has its own charm.

This research will be conducted to examine the factors of destination image, destination satisfaction and marketing communication that affect destination loyalty. This study was conducted on customers (tourists) visiting Yogyakarta especially Borobudur temple. This study used a qualitative approach, with the object of research customers (tourists) visiting Yogyakarta especially Borobudur temple.

**Keywords**— *Destination Image, Destination Satisfaction, Marketing Communication, Affect Destination loyalty*

## I. INTRODUCTION

The tourism sector provides an important role in growing the economy of a region. This condition is in line with the development of increasingly rapid information technology so that it requires the actors of this sector to develop access to their customers, especially in attracting customers or foreign tourists. Indonesia which has a cultural heritage site that is also a world heritage has its own charm. Indonesia has to find way to promote the tourist destination to be revisited by the tourist or even become the most favorite destination. In the 21st century, loyalty is considered an activity which companies carry out to protect the market shares. Customer loyalty is considered a significant gain in competitive markets. Obviously, loyalty is no longer the exclusive to the product/brand marketing. Similarly, destinations can be considered as products, and tourists may revisit or recommend destinations to other potential tourists such as friends and relatives. Destination loyalty as the level of tourists' perception of a destination as a good place, one that they would recommend to others.

This research will be conducted to examine the factors of destination image, destination satisfaction and marketing communication that affect destination loyalty. This study was conducted on customers (tourists) visiting

Yogyakarta especially Borobudur temple. This study used a qualitative approach, with the object of research customers (tourists) visiting Yogyakarta especially Borobudur temple.

## II. RESEARCH OBJECTIVE

The research method used in this research was case study method. The selection of case study method was because the researcher aimed to conduct the study in a systematic way through observation, data collection, data analysis until reporting research how to examine the factors of destination image, destination satisfaction and marketing communication that affect destination loyalty. This study was conducted on customers (tourists) visiting Yogyakarta especially Borobudur temple.

This research is included into the type of descriptive qualitative research. Descriptive research according to experts is research for fact-finding with appropriate interpretation. Studying issues in society, as well as specific community settings and situations, including on the relationships of activities, attitudes, views and ongoing processes and the effects of phenomena.

## III. LITERATURE REVIEW

### 1. Destination image (DI)

As a matter of fact, the term of image appears to be diverse in different point of views. Image is the result from the perception customers have in terms of a company<sup>[1]</sup>. DI has become one of the most popular subjects in tourism<sup>[2]</sup>. The definition for DI most commonly cited in research is that by Crompton (1979a: 18) "the sum of beliefs, ideas and impressions that a person has of a destination". DI plays an important role in tourists' decision-making processes and subsequent travel behavior<sup>[3]</sup>. In a word, the more positive the perception of DI, the more possible the destination can be taken into consideration in decision-making process<sup>[4]</sup>.

As to the Components of DI, many scholars have strongly identified that DI is an overall image composed of multi-dimensions, but they still have different views on its components<sup>[5]</sup>.

For example, state that the construction of the DI

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depends on two evaluations: perceptual/cognitive and affective. The former refers to beliefs or knowledge about the attributes of a destination, while the latter refers to feelings/attachment to the same<sup>[3]</sup>. Echtner and Ritchie<sup>[6][7][8]</sup> suggested that DI was composed of three dimensions: attributes/holistic, functional/psychological and common/unique DI into four dimensions: natural resources, service quality, entertainment and affective image<sup>[9]</sup>.

## 2. Destination Satisfaction (DS)

Satisfaction is perceived to be a key to the success of many organizations<sup>[1]</sup>. Academic literature postulates that customer satisfaction is a function of the discrepancy between a consumer's prior expectations and his/her perception regarding the purchase<sup>[10][11][12][13]</sup>. When satisfaction is discussed in place marketing it is referred to as place satisfaction, and can be defined as a multifaceted judgmental summary of the experience a person has of the physical and social dimensions of a place<sup>[14]</sup>. In the context of tourism, DS as the tourist's emotional state after experiencing the trip<sup>[15]</sup>. DS can also be used as a measure to evaluate the products and services offered at the destination<sup>[16][17][18][19]</sup>. Undoubtedly, DS is a multi-dimensional construct<sup>[20]</sup>. A case of National park, Lee and Chen<sup>[21]</sup> categorized DS into four parts: facility and service, convenience and dining environment, climate and space and landscape and environment. Measures tourist satisfaction with multiple destination attributes and subsequent intention to repeat visitation and recommend to others<sup>[22]</sup>.

## 3. Marketing Communication

Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly, about products and brands sold. The contribution of marketing communication in shaping brand equity through the

marketing communication mix and the basic framework of general communication (advertising, sales promotion, events and experience, public relations and publicity, direct marketing & active marketing, word of mouth, and personal sales ) will shape consumer understanding of brand awareness, brand image, brand response and brand relations [23]. Marketing communication aims to achieve the three stages of change shown to consumers. The first step to be achieved from the marketing communication strategy is the stage of knowledge change, in this change the consumer knows the existence of a product, the second stage is the attitude change in the consumer behavior this attitude change is determined by three elements referred to by Schiffman and Kanuk showing that stages of change in attitude are determined and conation (behavior), if these three components indicate a tendency towards a change (cognitive, affective, and conative).

## IV. RESEARCH METHODS

This research is a descriptive qualitative study by describing and analyzing existing data based on the theory of Destination Image, Destination Satisfaction, and Marketing Communication. The technique of collecting data uses primary data namely interviews and FGDs to related informants who are selected purposively in order to meet research needs, while secondary data is using literature study techniques and documentation to confirm and strengthen the data for analysis. Qualitative data analysis requires researchers to carry out activities simultaneously with data collection, data interpretation and writing research reports<sup>[24]</sup>. This data analysis is not done separately with data collection, but is an activity carried out together. During data collection, researchers move interactively in 3 components of analysis, namely data reduction, data presentation and final conclusions verification<sup>[25]</sup>.

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## V. RESULT AND DISCUSSION

Due to the development of increasingly rapid information technology, it requires the actors of this sector to develop access to their customers, especially in attracting customers or foreign tourists. The tourism sector provides an important role in growing the economy of a region. In Heritage Indonesia there's Borobudur that have image and satisfaction to tourism attend and visit this temple.

The tourists visiting Borobudur Temple do have a variety of factors or reasons why they chose Borobudur Temple as a tourist destination in Indonesia. Factors that influence people coming to Borobudur include:

### 1. Destination Image

Tourist knows about Borobudur Temple form temple because ever one of seven a miracle in the world and they know this is a temple from Buddhist culture, the place Buddhist pray. That was a Richo (30th Australia) told about Borobudur. Tourist know about Borobudur Temple form temple because ever one of seven a miracle in the world and they know this is a temple from Buddhist culture, the place Buddhist pray. That was a Richo (30th Australia) told about Borobudur. Not only that, the beauty of Borobudur is a lure for the increasing awareness of tourists to revisit Borobudur.

*"I choose to go here fifty minutes ago, but this is very spectacular and beautiful. We're very impression, the fold temple realize me this temple is beautiful and very amazing. And we got wonderful experience. (Sany, 54<sup>th</sup>, America)".*

Mr. Pertamina (51st -Medan) admitted that he had visited Borobudur five times. Every time to Yogyakarta, he always takes time to visit Borobudur.

*"I have been here five times, every time I go to Jogja when it's the same time as my family or there is a trip with friends, I will make a visit here, but obviously the temple is clean and of course here (Mr. Pertamina 51<sup>st</sup> - Medan)".*

Although it was built in BC, this building stands strong and majestic. This is a feeling of astonishment to visitors who feel that there is no sophisticated technology to build this magnificent temple.

*"That's a difficult feeling to express because this temple so beautiful and large and I can't to explain with a words. And definitely come to here is so worth it and I always think how the building so large infrastructure why is not have a technic and technology at the past (Syaf, 45<sup>th</sup>, Bangladeshi)".*

*Based on the results of the interview above, the image of Borobudur temple as one of the 7 wonders in the beautiful and magnificent world has become a positive image of Borobudur temple and an important factor for tourists to choose Borobudur temple as a tourist destination in Indonesia.*

### 2. Destination Satisfaction

A sense of visitor satisfaction that influences the desire to come back is also supported by the service tourism, hospitality, and security that exist in this Borobudur Temple.

*"It's good, and this yard is very nice around the temple. I very like this place, and for me to visit this kind monument it's have a feeling. So impress, quiet, and*

*several people it's very impressive. (Eniq, 57<sup>th</sup>, French)".*

The driver of his own sense of satisfaction is the role of security officers who in addition to providing a sense of security because of the increasing number, security officers also kindly help visitors to find a good spot to capture the moment at Borobudur.

*"Several times here, and come here with friends for photo photos. And now there is a real change, for example, like the security guard is newer and more helpful for us to photograph, keep telling us about the good spots where the angle is like that (Tya, 22nd, Bandung)."*

*In addition to the image of the Borobudur temple, destination satisfaction is also an important factor including comfort and safety when visiting. The comfort in question is the friendliness of the officers in providing services and assistance to the tourists. Besides that, the safety when visiting Borobudur Temple is also an important factor when they will choose Borobudur temple as a tourist destination.*

### 3. Marketing Communications

The existence of marketing communication that aims to inform, persuade, and remind tourists directly or indirectly, about Borobudur Temple through advertising media, sales promotions, events and experiences, public relations and publicity, direct marketing & active marketing, word of mouth, and personal sales will shape consumer understanding of brand awareness, brand image, brand response and brand relations. The existence of effective marketing communication is able to provide knowledge (knowledge), in this change consumers know the existence of a product, the second stage is attitude change in the consumer behavior changes in attitude are determined by three elements referred to by Sciffman and Kanuk shows that conation, if these three components show a tendency towards a change (cognitive, affective, and conative). Thus the presence of marketing communication is very helpful in consumers becoming loyal consumers of the products or services offered.

In Borobudur Temple tourism products based on the results of interviews it turns out that tourists do not know much about Borobudur Temple through Borobudur management. Although as a legacy of miracles as well as the international standard tourist attractions, the management of Borobudur Temple is still lacking. Visitors know more about what they find when searching for travel recommendations by bloggers and vloggers. Tourists visiting Borobudur know more about Borobudur temple through bloggers and vloggers, not through advertisements with print, electronic and online media created by Borobudur management. Travelers also know more about Borobudur due to the many cultural events held at Borobudur Temple. This is very unfortunate because the management of Borobudur should be able to make advertisements in various media about Borobudur temple which is the 7<sup>th</sup> world tourism service in Indonesia.

*"Never got information about this place, but I ever seen in booklet and magazine witch like Time Magazine tell land of Indonesian. And I ever see this information so*

easy to have in internet or Youtube. Yaoco, 51st, Netherland”.

For local visitors, they admitted that they had received information about Borobudur, but it was more about dance, music, or 1000 lanterns, but never to publish Borobudur Temple.

“Yes, of course from the lesson, at least if there is a Vesak program, the concert will be like that. Just to see that there are music events, or dance events, the ads are more there, not for Borobudur. The place is in Borobudur but sells other messages. (Muhammad Arif, 27th, Magelang) ”.

Thus based on the results of research that factors that influence the destination loyalty of tourists choosing Borobudur Temple as a tourist choice in Indonesia are based on destination image, destination satisfaction and marketing communication.

## VI. CONCLUSIONS

The destination image of Borobudur besides including the Seven Wonders of the World is also described as a beautiful, majestic destination, and is a relic of Buddhist culture. This image is supported by the service, friendliness and security felt by visitors which encourages a sense of satisfaction to visit Borobudur Temple. Therefore visitors have an interest in returning to visit Borobudur temple based on what they describe and feel. Although in this case the tourists get a lot of information about Borobudur temple not through direct promotions from Borobudur management. They know more from bloggers and vloggers. Thus, massive marketing communication is still needed, for example through advertising, sales promotion, public relations and publicity, direct marketing & active marketing, word of mouth, and personal sales so that Borobudur temple as an international tourist destination in Indonesia can be increased in terms of its number of visitors and becomes loyal destination.

## VII. REFERENCE:

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