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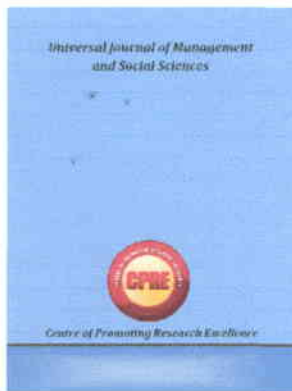
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Review Report

February 10, 2015

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Paper Title
The Influence of Safety, Promotion and Trust Towards Image, Satisfaction and Loyalty (The Study on Domestic Tourist at Samosir Regency in North Sumatra Province)

Manuscript ID: UJMSS 14-1462

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Dr. Thomas Bryce Wilhelm

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Contact: editorujmss.cpre@gmail.com

Attachments:

1. Terms and Conditions (Page 2)
2. Reports of Reviewers (Page 2 & 3)
3. Payment Instructions (Page 3&4)

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The Influence of Safety, Promotion and Trust towards Image, Satisfaction and Loyalty (The Study on Domestic Tourist at Samosir Regency in North Sumatra Province)

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ABSTRACT

This research aims to analyze and explain variables that affect the destination image, tourist satisfaction and tourist loyalty by using the approach of consumer behavior theory in tourism services. The survey method uses a questionnaire to obtain data from 204 tourists who visit Samosir Regency include Lake Toba that surrounds it. Data analyzed by using descriptive statistics and Structural Equation Modeling (SEM). This research has six findings; four new relationships among the variables which show the significant direct influence and two findings show the influence which is not significant and different from the previous researches. The findings are: 1) safety traveled has the significant direct influence towards tourists satisfaction, 2) safety traveled has significant direct influence towards tourists' loyalty, 3) tourism promotion has significant direct influence towards the image of destination and 4) tourism promotion has significant direct Influence towards tourists' loyalty, also 1) the image of destination has insignificant influence towards tourists' satisfaction and 2) the image of destination has insignificant influence towards tourists' loyalty. Practical contribution for tourism organizers tries to increase the tourists' image, satisfaction and loyalty. The further research can extend this research by adding the relationship between safety traveled and trust on destination with destination image, also the relationship between tourism promotion and tourists' satisfaction.

Keywords: _Consumers behavior, safety traveled, tourism promotion, trust on destination, destination image, tourists' satisfaction and loyalty._

1. INTRODUCTION

Tourism is potential and it plays important role in economy growth as one of the sources in foreign exchange. Tourism is the potential sector in foreign exchange. The development of tourism is influenced by many factors, including government policy, world economy growth, technology and telecommunication growth, and information technology, which support tourism so the tourists will feel safe, more comfortable and convenience.

Like any other places, north of Sumatra also has nature tourist spots, history, tradition and various and unique culture. The beauty of north Sumatra nature is amazing with gorgeous Toba lake, the largest lake in Southeast Asia. Samosir Regency, as the original home town for Batak Toba people, has tourism potential areas which are based on nature, spiritual, agriculture, culture and Toba lake, spreading out all over the place.

However, the tourism condition in North Sumatra nowadays is still considered not sufficient. The minister of tourism and creative economy, Mari Elka Pangestu reveals that there are many

challenges in developing tourism in North Sumatra. The infrastructure, like the road for instance, where 30 % of province road is the main access to 'tourism spots, is in bad condition. The cleanliness, empowerment and facilities to develop standard, quality and variety which could possible interfere economy activities and people socially. (http://www.seputar-indonesia.com).

Facilities and infrastructure could not be ignored because they are tangible attribute which could give contribution to tourists' image, as it is formulated by McCartney Glenn (2008). The important issue in tourism nowadays is the safety and security, and it is related to facilities and infrastructure. The safety and security are not only for the people in general, but also for tourists, because they are essentials in every aspects of human activities, including in tourism (WTO, 2011).

Promotion in tourism marketing is strategically influence the image of tourists so they will have curiosity. The process of image is crucial for tourists (Gartner, 1993). If the tourists receive the wrong information about destination, the advance technology will be useless, because there is no credibility. It is caused by negative image of promotion framing as information media. Building trust on destination is important in building loyalty on destination. However, the influence of trust on the condition will increase the satisfaction when they have tour and it gives positive direct impact on those loyal tourists towards the destination (Ball *et al.,* 2004; Loureiro *and* Gonzalez, 2008; Hsu & A.Chai, 2009; Roodurmun *and* Juwaheer, 2010, Lertwannawit *et al.,* 2011).

In this research, the writer develops and combines the *destination branding* models from Hsu *and* A.Chai (2009), Prayag (2009), Greaves *and* Skinner, (2010), Quintal *and* Polczynski, (2010), Roodurmun *and* Juwaheer (2010), and also *revisit intentions* models/loyalty behavior from Bigne, *et al.* (2009), Badarneh *and* Som (2011), and Som, *et al.* (2012). The addition of tourism safety variable in the tourism research is important, because safety, including safety in tourism for tourists, becomes the main attention in the World Economic Forum.

2. LITERATURE REVIEW

2.1 Consumer behavior theory

The basic theory used to find out about the way and the factors which cause tourists as consumers feel satisfied and loyal towards the destination is the theory of consumer behavior. Consumer behavior in buying the service (including tourism) is a little bit different from consumer behavior in buying goods. Comparing to goods, consumer will be more subjective in looking at the service.

Consumer behavior is the process when individuals or groups choose, buy, use or decide goods, services, ideas or experiences to satisfy needs and wants (Solomon, 2009). In tourism, Swarbrooke and Horner, (2007) stated that "consumer behavior is the study of the reason people buy products they want and how they make decision." The research result of Guild, et al. (2010), showed that the behavior of tourists as consumers was influenced by attitude towards destination, intentions, and destination equity.

2.2 Safety

The theory from Khon, et al. (1999); " safety is the condition of being safe, free from danger, risk or injury because of accident." Tourism destination and tourism travelling which are not risky, will give impact on tourism travelling safety. Kahn (1992) described safety in psychology; he gave definition psychological safety as the ability to show and self working without any negative consequences in safe

environment and clear behavior boundaries. While Huang and Chiu (2006), and Chen and Gursoy (2001) stated that "safety is logical consequence from quality management, and greater variables in evaluating destination satisfaction."

According to Tarlow (2006), the indicators of safety and security matter in tourism are:

1)The terrorism threat in the country, the attack in many aspects in tourism industry, including accommodation facilities, transportation, etc.

2)The reliable police service, and

3)Common criminality and violence which could not be ignored because tourists are vulnerable to become the target of criminality and criminals.

In safety matter, tourist spots could also influence the safety of tourists, caused by bad facilities and infrastructure, the condition of the place to save dangerous goods, the crowded room, and waste disposal. Besides that, they could be caused by unavailability of safety equipments, the usage of old work equipments, bad lighting, the usage of machines and equipment without safety (Mangkunegara, 2002)

2.3 Promotion

In service marketing, the usage of 4P (Product, Price, Place and Promotion) is inadequate because of service characteristics, as the main differences between goods and services. Therefore, Lovelock and Wright (2005) stated 8 integrated service marketing components, known as service marketing mixed. The eight marketing mixed is Product, Place and Time, Process, Productivity and Quality, People, Promotion and Education, Physical Evidence and Price.

According to Kotler and Amstrong (1997), the decision process of buying was influenced by marketing and other stimulation. Promotion mix as promotion indicator, including advertising, personal selling, public relation and publicity, sales promotion and direct marketing, are the part of marketing stimulation, and are variables controlled by company.

Promotion is one of the effective ways where tourism organizations communicate to reach the target consumers. Bagozzi (1998) stated that promotion was important to inform consumers about the availability of the products, to make people aware about the retail marketing activities, to make people visit the retailer again, and to increase consumers loyalty.

2.4 Trust

Trust is defined as the willingness of consumers to ignore deep investigation when making decision, with only depends on company behavior in the future (Morgan and Hunt, 1994). Ganesan (1994) stated that trust can lessen the risk and the vulnerability felt in the relationship, so it leads to higher commitment in relationship. According to Deutsch (in Lau and Lee, 2000), trust is hope from the parties in the transaction and related risk with the estimation from behavior towards the hope.

According to Hsu & A. Chai (2009), brand trust is defined by the willingness of the tourists to depend on the ability to feel the destination brand to give and fulfill the promises or more that what the tourists hope for which are built from the knowledge about the brand. This is suitable with Huang and Chiu (2006), trust is defined as the willingness to depend on the tourism destination where people have faith or trust that activities on the tourism destination can be relied on.

Mayer, *et al.* (1995) revealed that the factors which build the person's trust on others are : ability, benevolence and integrity.

2.5 *Image*

Every destination has certain image. Kotler and Keller (2009) stated that image is *"The set of beliefs, ideas, and impressions a person holds regarding an object. People's attitudes and actions toward an object are highly conditioned by that object's image"*. Image is the reality which the tourists rely on when they make decision, because consumers tend to choose the famous product or has been used by many people than the product that they do not know before (Roslina, 2010)

The destination image influence the tourists' subjective perception in the process of choosing destination and in their future intention. According to Lee (2001), destination image is defined as affective attitude (have feeling), cognitive (faith), and conative (behavior or intention and preference) classic attitude of components. Destination image is from the tourism destination and the person / individual tourist himself. The success *destination branding* is needed to overcome the lack of clear destination image (Hanzaee and Saeedi, 2011).

2.6 *Satisfaction*

Satisfaction is the response when consumers' expectation is fulfilled, a consideration that the features of the products or service give satisfaction because the consumers' expectation is fulfilled (Oliver, 1997). Consumers will feel satisfied if their perception is the same or more than it is expected.

Kotler and Keller (2009) confirmed, *"Satisfaction reflect a person's a comparative judments resulting from a product's perceived performance (or outcome) in relation of his or her expectation"*. In the context of consumer behavior theory, satisfaction is more defined as the perspective of consumers experience after consume or use the product or service.

The researchers stated that the attributes which influence the consumers' satisfaction are suitable with the products. For intangible products, consumers used attributes / dimensions (Parasuraman et.al., in Zeithaml and Bitner, 2008). Besides that, the tourists psychology condition will also influence their satisfaction. The tourists who are in grief, anger or have lots of thought, will not enjoy the tourism travelling, although the tourism spots are beautiful.

2.7 *Loyalty*

Loyalty shows the consumers tendency to use one certain brand with great intensity (Dharmmesta, 1999). According to Lovelock and Wright (2005) : "loyalty is the consumers decision to willingly subscribe to certain company for a long time."

In the context of tourism service, consumers loyalty towards destination, stated by Oppermann (2000) that "destination loyalty is the consumers behavior of return in lifetime caused by the wish and the positive bind towards destination.

Tjiptono (2001) revealed six indicators which could be used to measure consumers loyalty:

1. Repurchasing
2. The habit of consuming that certain brand
3. Always like that certain brand

4. Keep consistent in choosing that brand
5. Believe that the brand is the best
6. Recommend the brand to others

3. THE CONCEPT AND HYPOTHESIS FRAMEWORK

3.1 The Concept of Research Framework.

Research model is originally and developed from some research models about destination branding Hsu and A. Chai (2009), Prayag (2009), and Roodurmun and Juwaheer (2010), also the behavior of interest model revisit intention as the reflection of tourists loyalty behavior from Bigne, et al (2009), Quintal and Polczynski (2010), Zabkar et al (2010), Badarneh and Som (2011) and Som, et al (2012). The researcher eliminates some variables and replaces them with other variables, such as safety and promotion in the construction, so the new expected model is obtained which will give more contribution in the process of satisfaction decision and tourists' loyalty. Based on the model of destination branding from Hsu and A.Chai (2009), Prayag (2009) and Roodurmun and Juwaheer (2010), it could be obtained the relationship as it is in Figure 3.1

In an effort to obtain a new research model, this research is based on the theories related to safety issues, hazards and risk perception (Locke, 1983; Khan, 1992; Edmondson 1999; Aqueveque, 2006; Huang and Chiu, 2006; Ibrahim and Jacqueline 2005; Chen and Goursoy, 2001) and theories pertaining to promotion (Agrawal, 1996; Bagozzi, 1998; Hsu and Liu, 1998; Peter and Olson, 1999; Darke and Dahl, 2003; Lovelock and Wreight 2005) and supported by the results of previous studies with regard to safety (Tuu, et al, 2009; Becken, 2010; Quintal and Polczynski, 2010; Kuppelwieser and Finsterwalder, 2011) and promotion (Ha, et al., 2009 and Park and Lennon, 2009); although previous studies did not examine and discuss the travel services products.

This study eliminated or did not examine the destination quality variables or expected risk variables, and replacing or adding other variables in the model, namely the Safety Travelling and Tourism Promotion. The addition of these two variables is to complete the model of destination branding and the available revisit intention, also because it is important in addressing tourists' satisfaction and loyalty.

The conceptual framework of the model established in this study is listed in figure 3.2

3.2 Reseach Hypothesis

Based on the available formulation of the problems in Chapter ! and literature review in Chapter II, then hypothesis is formulated for this study. The hypothesis is usually defined as a relationship that can be logically expected between two or more variables expressed in the form of a statement that can be tested (Sekaran, 2007).

Hypothesis 1: Safety traveled significantly influence the tourists satisfaction

Hypothesis 2: Safety traveled significantly influence the tourists loyalty

Hypothesis 3: Tourism promotion significantly influence destination image

Hypothesis 4: Tourism promotion significantly influence tourists loyalty

Hypothesis 5: The trust on destination significantly influence the tourists satisfaction

Hypothesis 6: The trust on destination significantly influence the tourists loyalty

Hypothesis 7: Destination image significantly influence the tourists satisfaction

Hypothesis 8: Destination image significantly influence the tourists loyalty
Hypothesis 9: Tourists satisfaction significantly influence the tourists loyalty

4. RESEARCH METHODS

4.1 Types Of Research

This research is explanatory research. Researchers used a survey method by distributing questionnaires in order to obtain complete information.

4.2 Research Location

The research location is in a tourist area located in Samosir Island Samosor Regency, in North Sumatra province. This research is aimed at travelers who are on tourist resorts Samosir Regency on the Samosir island, such as Tomok, Tuktuk Siadong, Pasir Putih beaches and hot spring Aek Rangat Panguruan.

4.3 Population and the research samples

The population in this study are all domestic travelers who have been more than 1 (one) time to Samosor Regency. Population size is taken based on the number of domestic tourists (archipelago) who came to visit Samosir Regency in 2012, which consists of first-time travelers and tourists who are revisit, which have more than twice visited and with the aged of over 20 years, since that age are considered to be able to make their own decisions.
By using probability sampling or random sampling, there are 204 respondents in the sample.

4.4 Variables Identification and The Definition of Variables Operational

This study uses a reflective construct models with theoretical indicator is an indicator of the effect (effect indicator) with the direction of causality from construct to indicators of measurement, so that the construct explained the variance of measurement.

4.4.1. Safety Traveled Variable (X_1)

Travelling Safety or safety traveled namely: free or far from injury on the unfortunate accident in the sights of Toba Lake and Samosir Island. This variable was formed in Confirmatory Factor Analysis (CFA) of the 5 indicators that can be observed (observable) are: the threat of terrorism, the police service is a reliable, common crime occurrence, state of the natural environment, and use of safety equipment (PE Tarlow, 2006; Mangkunagara. 2002).

4.4.2. Tourism Promotion Variable (X2)

Tourism promotion is activities or business which is conducted by the private sector or the government in order to give information about the tourist destinations that attract tourists. The variables of this study are formed in CFA, using three indicators, namely: Advertising, Publicity, and Sales Promotion (Kotler and Armstrong, 1997).

4.4.3. Trust on Destination Variable (X_3)

The trust on destinations is the belief the tourists have on destination or attractions of Toba Lake and Samosir Island. This variables are formed in CFA consists of three indicators, namely: Ability /

reliability, Kindness (benovalence), and Integrity of the destination (Mayer et al., 1995; Morgan and Hunt, 1994; Ganesan, 1994).

4.4.4. Destination Image Variable (Y_1)

The destination image is the tourists perception or response on the destinations of Toba Lake and Samosir island positively or negatively. The variables are formed in the CFA, consisted of four indicators: distinctiveness / uniqueness owned by the destination, destination security, hospitality local people, and environmental cleanliness (Echtner and Ritchie, 1993, Yu and Kincade, 2001; Som et al., 2012)

4.4.5. Tourists' Satisfaction Variable (Y_2)

Tourists satisfaction is a feeling of pleasure or disappointment that arise after knowing or visiting tourist destination of Toba Lake and Samosir Island. The variables are formed in Confirmatory Factor Analysis (CFA), which consists of two indicators: destinations performance and tourist expectations (Oliver, 1997; Kotler and Keller 2009).

4.4.6. Tourists' Loyalty Variable (Y_3)

Tourists' loyalty shows commitment and behavior to revisit the tourism attraction/destination in Toba Lake and Samosir island. The variables of tourists' loyalty are formed in CFA with 4 indicators: revisiting the destination, the habits of visiting the destination, always like the destination and keep choosing the destination (Oliver, 1999; Tjiptono, 2001; Lovelock *and* Wright, 2005).

4.5. Research Instruments and The Measurement Scale.

The instruments in this research are designed using close statement with 5 alternatives answers orderly. The measurement scale used to measure the research instruments is Likert scale or summated rating scale.on a five-point with a response format from "strongly disagree" (1) to "strongly agree" (5). The statements were adopted from Sugiyono (2014) (see table 4.1)

In relation to measurement, there are 2 important points : validity and reliability. The coefficient result of Pearson correlation in every point with the total score of 30 points of respondents' statements generates the significant value of <0.05, it means that these points are declared "valid". Instrument reliability test results of each variable when it is used in 30 respondents show Cronbach's Alpha above 0.80, it means that the instruments used in this study are reliable and fall into the category of "good" (Sekaran, 2010)

4.6 Data Collection Method

Data collection can be obtained either in the form of primary or secondary data, which are needed in order for technical accuracy in the processing and analysis of data. This research is conducted through a survey directly on tourist sites by distributing questionnaires to tourists associated with the variables to be studied.

4.7 Data Analysis Method

In accordance with the research objectives and the formulation of the hypothesis, then all the data and information collected will be processed in correspond to the needs analysis. For discussion, the

data is processed and analyzed descriptively. Then, for analysis and hypothesis testing, inferential analysis approach is used.

The theoretical model, which has been built in the early stages, will be described in a flow chart relationships among the constructions expressed through the arrows that show a direct causal relationship, between one construction with another construction. SEM is a confirmatory technique that is used in this research.

5. THE RESULT AND DISCUSSION
5.1 The General Description of Research Location

North Sumatra, especially Toba Lake and Samosir island have the magic which can make anybody has the desire to travel. The beauty of nature and culture in this area are attractive for domestic and foreign tourists to visit.

In Samosir island, there is Pusuk Buhit, believed to be the place where the origin place of Batak ethnic; Tomok, Ambarita and Siallangan as villages which still keep their Batak culture; Tuktuk Siadong as the location of accommodation and cafes with the view of the lake, hot spring Simbolon, the museum of Batak culture, Pasir Putih beach, Tano Ponggol, the plain which connects Samosir island and Sumatra.

There are 7 areas or regency surrounding the lake : (1) Simalungun, (2) Toba Samosir, (3) North Tapanuli, (4) Humbang Hasundutan, (5) Dairi, (6) Karo, (7) Samosir, they have beautiful scenery and become the tourism destination.

5.2 The Description of Research Respondents

Most tourists in Samosir island are male, with the number of male respondents 116 men (56.9 %) and the number of female 88 women (43.1 %). Most tourists are at the age of 20 – 30 years old, the number of them is 93 people (45.6 %). The number of respondents lived in North Sumatra province. The number of respondents who live in Sumatra province is 140 people (69.5 %), most tourists who visit Samosir island in Samosir Regency are those people with the highest educational background graduate degree. Based on the respondents status, most tourists who visit Samosir island are students in university and employees in public company, followed by entrepreneurs, even it is private, the highest income is above Rp3.500.000.

5.3 The Result of SEM Test

The test result of _goodness of fit_ structural model from the research is fit (GFI: 0,931, RMSEA: 0,073. CMIN/DF: 1,114). The test of direct influence is conducted by having _p-value_ test, each path has direct influence partially. The _p-value_ ≤ 0.05 shows that there is significant influence, however, if the p-value is > 0.05, so the influence is not significant or useless.

The result of hypothesis test on direct influence among variables can be seen in table 5.2. In table 5.2, from nine hypothesis, there are two hypothesis which shows insignificant direct influence : (1) destination image has insignificant influence towards tourists satisfaction, (2) destination image is insignificant influence towards tourists loyalty, and the other seven hypothesis show the significant influence.

5.4 The Discussion Of Hypothesis Test Result

After the test has been done on the measurement and structural model, out of nine hypothesis proposed, seven of them are accepted and two of them are rejected. The detail of those nine hypothesis will be explained in the following discussion.

5.4.1. Safety Traveled significantly affect on Tourists Satisfaction.

The influence coefficient between safety traveled and tourists' satisfaction is 0.332 with _p-value_ 0.020. This indicates the hypothesis, which states that there is significant influence between safety traveled and tourists' satisfaction, can be accepted. The finding of this research refer to the theory of Locke (1983) which stated that danger and risk perception were related to satisfaction on work, the theory also confirmed and expanded Edmondson theory (1999), danger perception and risk which could threat the safety of the workers are related to the job satisfaction. Based on this theory, it can be concluded that if the workers safety in the tourists place and also transportation are guaranteed (the availability of the safety equipment, safety working environment), it will also give effect on the tourists who come to the tourist place.

The research finding confirmed Floriano and Gonzalez (2007), which emphasized on the risk related to satisfaction, which were different because the culture was different. Satisfaction because of the feeling of safe of tourists from North Sumatra will be different from those who are from outside of North Sumatra, because of the difference in culture. Confirming and extending the point of view of Becken (2010) weather and climate are important for international tour and the choice of destination, the satisfaction and the tourists safety depend on the nature condition. It can be seen from tourists response that weather condition, climate and environment always become the consideration for safety, and give the _mean_ of 3.78. The data shows the nature condition or weather become the consideration for most tourists (76.95%) who come to Toba Lake and Samosir island. Different from Kuppelwieser and Finsterwalder (2011), which concluded that psychology safety did not affect the individual satisfaction, but it only gave affect on groups. Therefore, this research only gives result of individual safety in travelling affect the individual satisfaction.

5.4.2. Safety Traveled significantly affect on Tourists Loyalty

The results of this study support the idea of Aqueveque (2006); and Kozak, et al. (2007), that the intention to come back as a reflection of loyal behavior in somewhere / travel destination is determined by the assurance of safety for tourists. Empirical data to prove that tourists do not feel worry when they visit Samosir Island destinations expressed by tourists who are not worried about the threat of terrorism (61.2%) and general crime (64.2%) in the Toba Samosir. It means they assume that this tourist destination has a safe atmosphere and a low risk for the visit so that they do not hesitate to hold a re-visit in the future.

In contrast to the opinion of Tuu and Olsen (2009), the risk is considered to have "indirect effect" on the repurchase loyalty through satisfaction, the findings indicate that the travelling safety that may reflect the presence of a low or high risk will affect significantly the tourists to visit more (revisit) later. Test results Quintal and Polczynski (2010) about the risks concluded that the quality (infrastructure) "does not produce a direct effect on intention back" in contrast to the findings of studies that prove that 85.8% of respondents said safety is important, especially in the availability and use of safety equipment

for tourists, so the availability of these facilities directly affect their desire to come back, because they feel their safety is assured at these attractions.

5.4.3. Tourism Promotion significantly affect on Destinations Image

The results of this study are based on the theory of Lovelock and Wreight (2005), which states that the common goal of promotion in the field of services includes: creating a corporate image. The influence of Tourism Promotion on the Destinations Image is positive and significant.It can be seen from the standard loading and p-value of 0.874 and 0.000. Similarly, the Critical Ratio of 5.892> 1.96 indicates significance level. The results of this study confirm and extend the research of Daegu and Lennon (2009), which concluded that the effect of sales promotion with discounts gives effects on buying interest through imagery. Promotion is done to publish Toba Lake is very useful in order to enable tourists to choose the destination, so the 167 tourists (81.9%) agreed and strongly agreed with the need of a publicity campaign through a mean value of 4.00. Empirical data shows the lack of tour information for the tourists, information received through advertising (2%), publicity/brochure (2 %), WOM (12.7%), agent (0.5%) and the internet (5.4%). Mostly, they get the information from their previous trip (50%)

5.4.4. Tourism Promotion significantly affect on Tourists Loyalty

The research findings support the theory of Bagozzi (1998), that promotion is important to inform consumers about the availability of a product, to push the visit back to the retailer, and to increase customer loyalty. The results of empirical data showed that 97.5% tourists stated that tour promotion is important for them. The research findings also confirm the theory of Lovelock and Wreight (2005), that the common goal of promotion in services can increase loyalty and expand the theory of Peter and Olson (2008): "Consumers of promotion are used by manufacturers and retailers to persuade consumers to purchase product and visit retail outlets ".

The results of the data analysis of the structural model showed that there is direct effect which is significant and positive between tourism promotion and tourists loyalty. This direct effect supports Agrawal theory (1996) and Yoo, _et al._ (2000), advertising directly influence brand loyalty. Advertisement is one of the promotion indicators. From empirical data, advertisement as one of the indicators of tour promotion variable, is considered important for tourists (72.6%), however, the ones who get the information from the advertisement is only 2%, and this indicator has the _mean_ of 3.67. The research finding is different from the research of Ha, _et al_ (2009), which shows that direct influence of advertising variable is significant towards brand loyalty, through image, and it is applied on goods, not on service.

5.4.5. Trust on Destination significantly affect on Tourists Satisfaction.

The research findings refers to the theory of Chaudhuri & Holbrook (2011), brand trust theoretically reported as the key factor of loyalty. The success destination branding will build trust between destination and tourists by satisfying tourists need emotionally. This research confirm the result of Deng, _et al_ research (2010) that the relationship between trust and tourists satisfaction is significant.

With the _Critical Ratio_ of 4.792 > 1.96, the influence of destination trust on tourists satisfaction is significant. The empirical data result shows that there is interrelationship between trust and tourists destination of Toba Lake and Samosir island with tourists expectation, which also an indicator of tourists satisfaction. It can be seen from 88.2% tourists have trust on the destination reliability to fulfill their

expectation. This finding supports the research result of Deng, _et al._ (2010), which concludes that the relationship between trust and tourists satisfaction is significant.

5.4.6. Trust on Destination significantly affect on Tourists Loyalty.

This research refers to theory of Chaudhuri & Holbrook (2011) and supports the previous researches done by Bigne _et al._. (2001); Ball, _et al._ (2004); Deng, _et al._ (2010); Roodurmun and Juwaheer (2010), Lertwannawit and Gulid (2011), with the result shows the path coefficient value. The trust on destination towards tourists loyalty has positive value 0.366 with _Critical Ratio_ value 2.552 > 1.96. This concludes that the effect of trust on destination is positive and significant towards tourists loyalty. The finding of the research also proves that trust on the nature beauty of Toba Samosir attracts tourists to revisit, as stated by 180 respondents (88.2%) who state they agree and strongly agree with the mean value 4.20.

The effort to build tourists trust on tourist cognitive component is done by the management of Samosir area by providing any access of facilities for tourists, just like what 161 respondents said (78.9%), they agree with the statement that Samosir island as tourist destination has given facilities for them. This trust is not easily gained and admitted by other parties/business partners, it should be built from the beginning and should be proved. When the tourists do not trust anymore with the ability of the destination to provide good service, tourists would not want to revisit the destination.

5.4.7. Destination image has insignificant effect on tourists satisfaction.

Hypothesis test shows the path coefficient of destination image on tourists satisfaction is low compared to path coefficient for other variables with 0.188. With the Critical Ratio 1.646 (<1.96), the influence of destination image on tourists satisfaction is not significant. The research finding is different and it does not support Prayag (2009), and Chi & Qu, 2008 also Bloemer and Ruyter, 1998 (in Ha _et al_, 2009), it shows that there is direct relationship which is significant between image and satisfaction.

The finding indicates that the image destination has direct influence towards tourists satisfaction, however, that influence is meaningless. The tourists who visit Samosir do not fully depend on the image of that destination. Although Toba lake is dirty because of waste from the ship, waste from home, and also more and more cage fish ("_kerambah_"), but tourists still come enjoying this destination, because they have emotionally satisfaction.

5.4.8. Destination image insignificantly affect on Tourists Loyalty.

Hypothesis test on influence among variables gives the result of coefficient 0.132 with _p-value_ 0.161 and Critical Ratio 1.406 < 1.96, therefore it can be concluded that destination image towards tourist loyalty is not significant. The influence of Toba Lake and Samosir island destination image is meaningless towards tourists loyalty, so the image which comes from the negative perception (unfriendly people, dirty environment, lake full of kerambah or any other else), it does not make tourists change their mind not to visit the place again.

The finding does not support Porter and Claycomb (1997): "Familiar brand, which attach to positive brand image, creates competitive advantages in increasing interest, consumer attention and positive evaluation from the product, and encourage the repurchasing." It means if the destination condition creates the negative brand image, consumers or tourists will lessen or will not visit that destination again. The fact shows that tourists still travel or visit Toba Lake and Samosir island, although

there is bad image about that destination. Furthermore, the people in North Sumatra, Toba Lake and Samosir island become the most favourite place for holiday.

5.4.9. Tourists Satisfaction significantly affect on Tourists Loyalty

The research finding refers to Oliver theory (1981) and Gotlieb, et. Al (1994), satisfaction is the evaluation after the purchase and positively influence the intention to repurchasing. The result of hypothesis test shows that the path coefficient value and p-value are 0.753 and 0.000. The positive value of coefficient means that tourists satisfaction increase, the tourists loyalty will also increase and tourists satisfaction significantly influence tourists loyalty. It can be seen in Critical Ratio 3.652 > 1.96.

The empirical data supports the research result of Badarneh and Som (2011) the attraction (it is explained here as destination performance) is the determination of the intention to revisit more than the satisfaction in general. However, all of them do not give result of significant effect between satisfaction and loyalty. The performance as the determination of revisiting (loyalty) is explained by the mean value of destination performance from variables. The tourists satisfaction is 3.93 interprets that more than 80 % tourists agree on good performance of Toba Lake and Samosir island and it is suitable with their expectation, so they feel satisfied visiting the place. The empirical data shows that 176 tourists feel satisfied visiting Samosir island because it is suitable with their expectation (86.3%). Satisfaction with interest, quality and value given by destination describe the satisfaction emotionally. While satisfaction with environment cleanliness, facilities availability, facilities and infrastructure, shows satisfaction rationally. Satisfaction, in general, positively influence the revisit intention as the profile of tourists loyalty.

6. CONCLUSION

6.1. Conclusion

Based on the result and the discussion of descriptive analysis and also Structural Equation Modeling (SEM), it can be concluded that the condition of tourism in Samosir :

1. From nine (9) hypothesis proposed, seven research hypothesis are accepted and two (2) are rejected.
2. Empirical evidences show that there is still lack in availability and the usage of the safety equipment, the road condition which is still quiet, narrow and broken, steep and winding, causing the high number of risk in accident. It proves that safety factor in travelling is very important to be considered by tourists so they can get satisfaction in travelling and become loyal to the destination.
3. The result shows that the tour promotion variable has the greatest influence in destination image variable compared to other variables. Therefore, tour promotion is important to increase the destination image of Toba Lake and Samosir island, also significant in increasing tourists loyalty.
4. Tour promotion, especially advertisement through the available promotion media is still not enough, while this promotion is very important and useful for tourists in choosing destination and also to increase the destination image.

5. From those seven hypothesis accepted, trust variable on destination, especially trust on nature beauty, not only give satisfaction emotionally and rationally, but it can also attract tourists to revisit the destination.

6. There are two findings which are different from the previous research, they are (1) destination image has direct insignificant influence towards tourists satisfaction and (2) destination image has direct insignificant influence towards tourists loyalty. The destination image here is not so important for tourists satisfaction and loyalty, so tourists satisfaction and loyalty do not totally depend on destination image (positively or negatively), there is another factor such as the availability of a pleasant destination which could emotionally satisfy the tourists, such as the nature beauty of Toba Lake and Samosir island.

7. The tourists satisfaction is mostly caused by the availability of tourists trust on the destination. This means there is correlation between tourists expectation with the reality because there is confidence or trust on the destination, so it creates satisfaction emotionally and rationally on destination.

8. From those 7 hypothesis accepted, the highest significant variable towards tourists loyalty is tourists satisfaction. This satisfaction can be emotional or rational satisfaction.

9. There is emotional satisfaction caused by abstract things (beauty of the nature, nice climate, good service), and the real rational satisfaction (clean environment, not dirty, smelly and lots of garbage and kerambah). It increases the tourists interests to revisit Toba Lake and Samosir island

6.2 Recommendation

1. *Recommendation for the future researchers*

The future research can extend the influence of travelling safety on destination image, or the trust on destination, also research and test the indirect relationship of :

a) Travelling safety on tourists loyalty through tourists satisfaction.
b) Destination image on tourists loyalty through tourists satisfaction.
c) Trust on destination towards loyalty through tourists satisfaction.

2. *Recommendation for management of tour services.*

1) There is negative image from few tourists (mostly from outside of North Sumatra) and need attention from the destination as marketer, because negative image which is from the tourist disappointment, especially towards the availability of safety equipment, public facilities and environment cleanliness on land and in Toba Lake, in order to keep the tourism in Samosir island increase.

2) Management/harbor management or ferry quay should repair the quay so it would be representative, just like the ones in Java-Madura, or Java-Bali, which could adjust with the water level, so when the rain comes it will not be flooded, slippery and dangerous for any vehicles and passengers.

3. *Recommendation for government*.

   (1) Government should consequently implement regional rules, such as the prohibition to build fish cage (kerambah) in the area of tourism, so it will not disturb the scenery and continuity and safety of the ferry, public ship or cruisers.

   (2) Regional government should pay attention and repair the facilities and infrastructure, such as street and street lightning along Samosir island which mostly are broken, while there is no other road as access to reach the tourism place.

   (3) Regional government and central government can increase the need of tourism development inf Samosir island, along with the era by mobilizing/allowing the private sector or foreign investor to participate in developing the tourism in Samosir island. Based on the researcher's observation, there is not any changes in the place or it is not getting better. Therefore, it could affect the economic growth, work employment and regional income.

4. *Recommendation for people and tourists*.

   1)People or inhabitants should :

   a. Keep protect and improve the environment cleanliness on land and at the lake, also obey the rules made by regional government, especially fish cage which are increasing. They are important for the tourism in Samosir.

   b. More friendly, especially for the tourists come from outside of North Sumatra, to lessen the negative image.

   c. Improve the culinary tourism, so the tourists need will not be limited only on the food of Padang and Batak. The home and people income could be increased.

   2) Tourists should not only complain, but should have the sense of belonging in the facilities, infrastructure available in the tourism place, keep maintain and preserve it.

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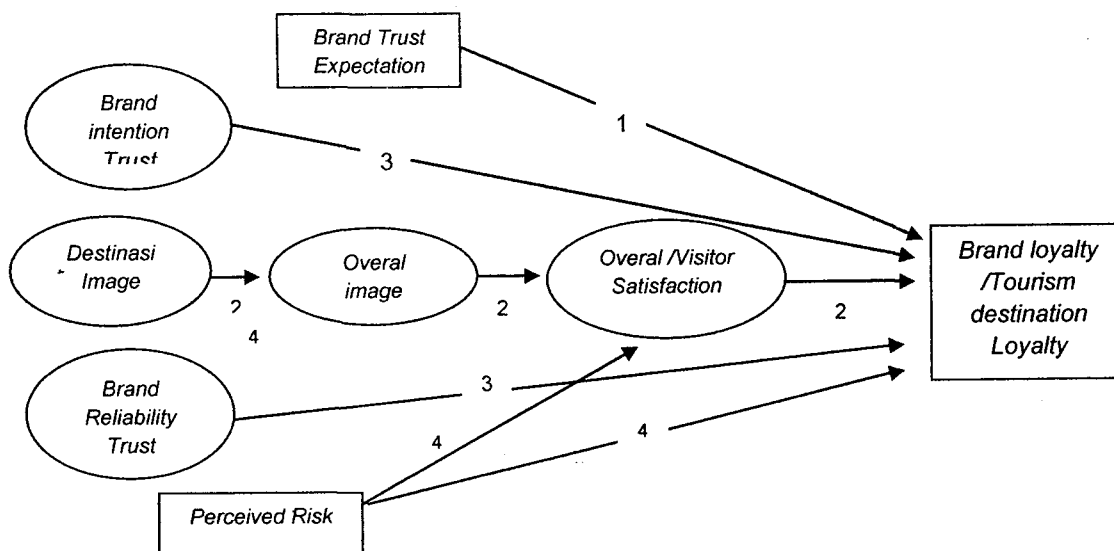
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APPENDIX

Figure 3.1 The relationship between trust, image and brand / destination loyalty

Source : (1) Hsu and A. Chai (2009), (2) Prayag (2009), (3) Roodurmun and Juwaheer (2010). and (2) Quintal and Polczynski, (2010),

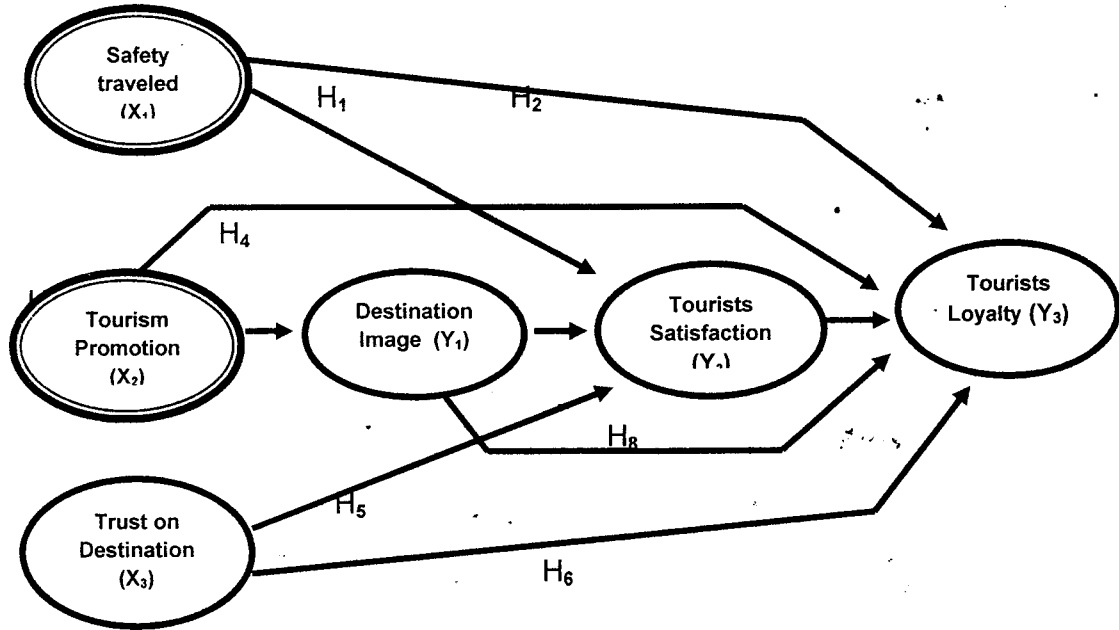**Figure 3.2 Conceptual Framework of Research Model**

Table 4.1 Class Interval, Scor Value and Catagories Answer

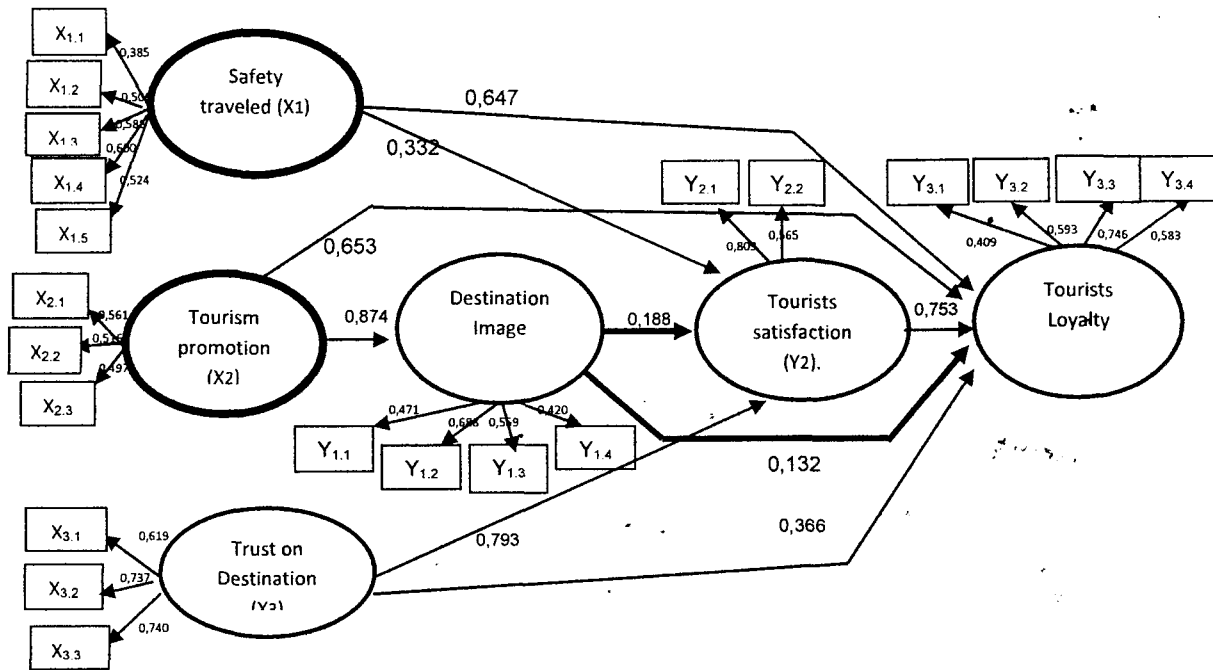| Class Interval	Catagories Answer	Scor Value
> 4,20 - 5,00	Strongly agree/always/very positive	5
> 3,40 - 4,20	Agree/often/positive	4
> 2,60 - 3,40	Doubtful/sometimes/neutral	3
> 1,80 - 2,60	Disagree/almost never/negative	2
1,00 - 1,80	Strongly disagree /never /very negative	1

Source: Sugiyono (2014: 168), be treate

Table 5.2. The Result Of Hypothesis Test On Direct Influence

Hip	The influence among variables	*Standardized*	P-value	Remarks
H_1	Safety traveled → tourists satisfaction	0.332	0.020	Significant
H_2	Safety traveled → tourists loyalty	0.647	0.006	Significant
H_3	Tourism promotion → Destination image	**0.874**	0.000	Significant
H_4	Tourism promotion → tourists loyalty	0.653	0.005	Significant
H_5	Trust on destination → tourists satisfaction	0.793	0.000	Significant
H_6	Trust on destination → tourists loyalty	0.366	0.012	Significant
H_7	Destination image→ tourists satisfaction	0.188	0.102	Not significant
H_8	Destination image → tourists loyalty	0.132	0.161	Not Significant
H_9	Tourists satisfaction → tourists loyalty	0.753	0.000	Significant

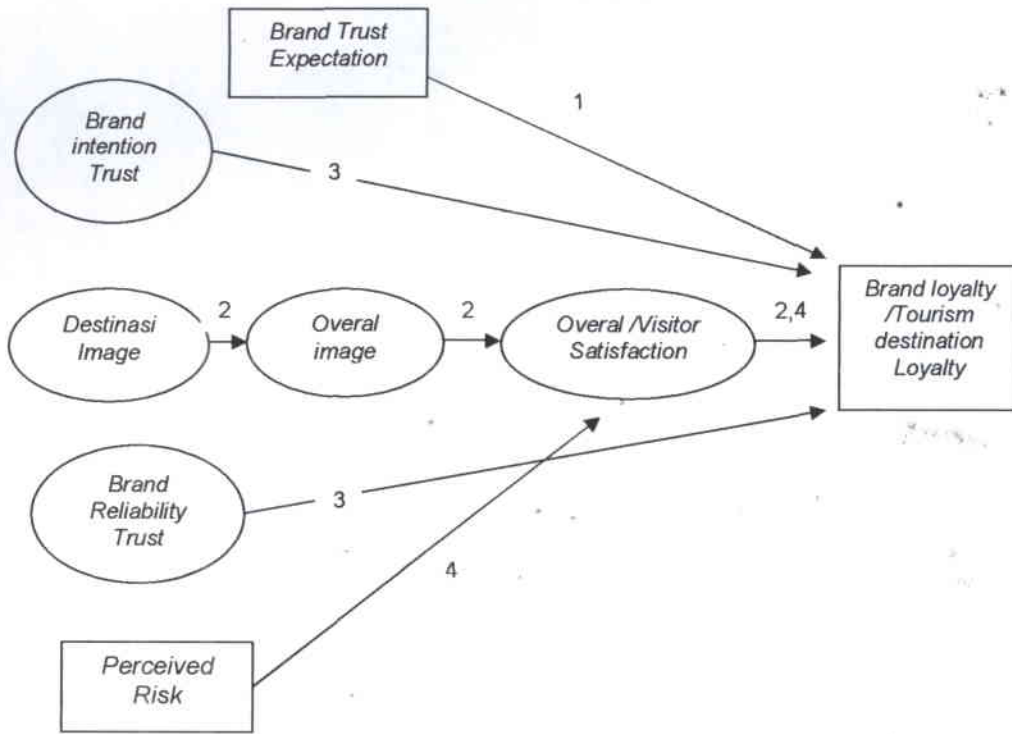*Source : Research data, 2013, processed.*

Figure 5.1. The Diagram of SEM Path Result

Figure 3.1 The relationship between trust, image and brand / destination loyalty

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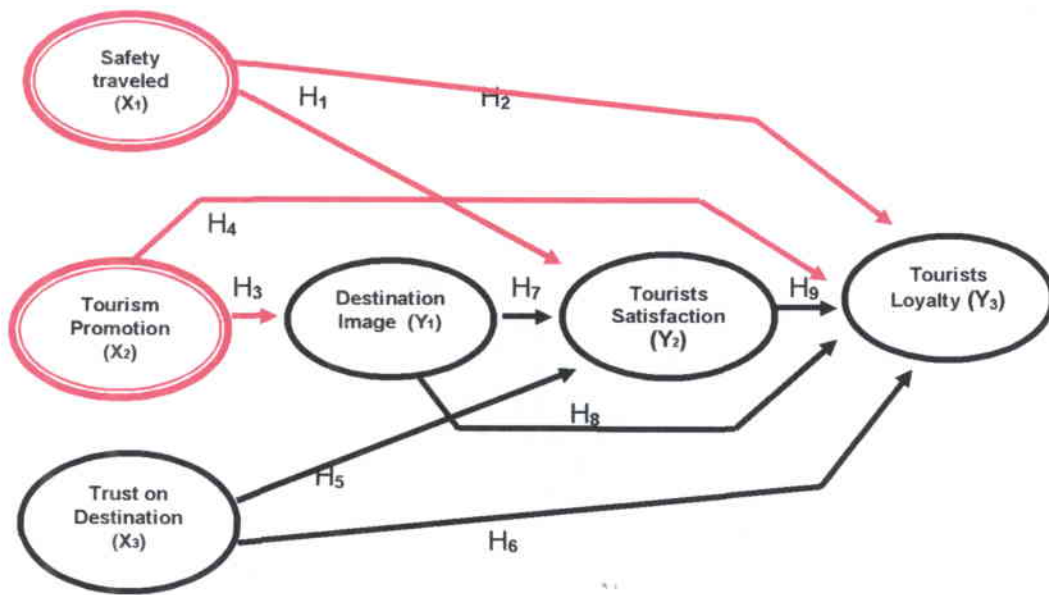**Figure 3.2 Conceptual Framework of Research Model**

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> 1,80 - 2,60	Disagree/almost never/negative	2
1,00 - 1,80	Strongly disagree /never /very negative	1

Source: Sugiyono (2014: 168), be treate

Table 5.1.The evaluation of *Goodness of Fit* Structural Model Criteria

Criteria	*Cut – Off value*	The result of Calculation	Remarks
Chi – Square	Expected to be small	197,270	χ^2 table with df = 177 is 209,042 χ^2 calculate (197,270) <χ^2 table (209,042) = good
Significance Probability	≥ 0,05	0,141	Model is fit
RMSEA	≤ 0,08	0,073	Model is fit
GFI	≥0,90	0,931	Model is fit
AGFI	≥ 0,90	0,927	Model is fit
CMIN/DF	≤ 2,00	1,114	Model is fit
TLI	≥ 0,95	0,947	Model is less fit
CFI	≥ 0,95	0,936	Model is less fit

Source : Research data in 2013, processed.

Table 5.2. The result of hypothesis test on direct influence

Hip	The influence among variables	*Standardized*	P-*value*	Remarks
H_1	Safety traveled → tourists satisfaction	0.332	0.020	Significant
H_2	Safety traveled → tourists loyalty	0.647	0.006	Significant
H_3	Tourism promotion → Destination image	**0.874**	0.000	Significant
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Source : Research data, 2013, processed.

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