



The effect of service quality and satisfaction on tourist customer loyalty in Slopeng Beach, Sumenep Regency

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ABSTRACT

The purpose of the study was to determine the effect of service quality and satisfaction on customer loyalty. The purpose of this study is to determine how much influence the quality of service has on tourist satisfaction in Slopeng Beach, Sumenep Regency. To find out how much influence the quality of service has on tourist loyalty in Slopeng Beach, Sumenep Regency. To find out how much influence of tourist satisfaction on tourist loyalty in Slopeng Beach, Sumenep Regency. The population in this study is tourists who visit Slopeng Beach tourism Sumenep Regency. Sampling in this research was carried out using questionnaires using the purposive sampling method. The data analysis method used in this study is SEM (structural Equation Model) using SmartPLS

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INTRODUCTION

Indonesia is a rich source of natural wealth, such as having natural potential in the form of geographic conditions covering thousands of islands and stretching from Sabang to Merauke, this condition makes Indonesia the largest archipelagic country in the world (Aisyah, 2023). Of course, clean conditions will be very beneficial if developed and used to improve the Indonesian economy for various sectors. The tourism industry itself plays an important role in improving the economy and welfare of people in various tourist areas (Fortuna, I., Widodo, J., & Wahyuni, 2020). The tourism industry is a rapidly growing industry. Almost every country in the world is developing its tourism industry. The tourism industry is considered to have a very promising, promising future and generate considerable income (Atmaja, K. V. W., Sujana, I. N., & Suwena, 2018).

Sumenep regency is no exception, which is the only district that has the most island clusters among the other three. And natural conditions in the waters of Sumenep regency are very potential to develop tourism activities such as Halal tourism (Haryani, T., & Islah, 2023). This potential is found on the small islands of Sumenep regency, including Gili Iyang Island, Kangean Island, Mamburit Island, Gili Genting Island, Gili Raja Island, Gilingan Island, Talango Island, Gili Labak Island, Sapudi Island and Saor Island. Considered towards halal tourism is Gili Genting Island with Pantai Sembilan Tour (Kuntoro, A. Y., Hasan, M. A., Saputra, D. D., & Riana, 2019).

It is not wrong if Sumenep Regency which is at the northern end of Madura with the branding "The Soul Of Madura". The beach bordering Ambuntan sub-district has extensive beach sand so that visitors can freely play and walk around on the soft sand. Slopeng Beach also has sea water that is so clear, so it is increasingly tempting for visitors to explore it by swimming or just playing water. In addition, the water from this beach also makes tourists feel at home for long (Nabila Putri Sakinah, & Ismunandar, 2022). Because the color is blue and really spoils the eyes of visitors. Then, this sea water is also very interesting if used as a photo spot. Business competition is getting tighter, the most important problem faced by entrepreneurs is to provide quality products and services to increase customer satisfaction to keep customers loyal by not switching to other products or services (Kalebos, 2016). Kim and Lee (2011) in (Taghizadeh et al., 2013) explain that when customers are satisfied with a product or service, they tend to be loyal to the company. Satisfaction is a state of feeling happy or disappointed after comparing product performance with individual expectations (Aprilyanti, 2017). If the performance is below expectations, customers will be disappointed, and if they meet expectations, customers will be satisfied (Putri et al., 2021). Companies that focus on pleasing their customers can increase customer loyalty, while it will help give a positive image to the company (Felix, 2018). As a result of research (Haile, 2018: Thungasal, 2019) customer satisfaction has a positive effect on customer loyalty (Titing & Wonua, 2020).

Lovelock et al. (2010) explain that true loyalty lies in customer satisfaction (tourists), where tourists who are very satisfied or enjoy service tend to be loyal supporters of the company (2010 tourist destinations) (Tefera, Orthodox and Govender, 2017). This form of loyalty can be a grouping of all purchases from the same supplier, in terms of tourism, especially by returning to visit the same destination and spreading positive news about the destination. Alameh et al. (2015) suggest that the image of tourist destinations can have a positive effect on tourist satisfaction when visiting (Siregar et al., 2021). The image of the destination and its perception affect the satisfaction of tourist destinations Furthermore, Assaker et al. (2015) suggest that the image of the destination can affect satisfaction positively. To build customer loyalty, according to Setyowati (2016) in her research that one of the factors that can affect customer loyalty is good service quality. This means that to increase customer loyalty, it is very possible to do by improving the quality of service (Ningsih, S., & Dukalang, 2019).

Customer loyalty does play an important role for companies, maintaining customer loyalty means that the company must continue to improve company performance and maintain company profitability to match customer expectations (Rahayu, 2019). According to Oliver (in Months, 2016) loyalty is a deep commitment of customers to subscribe back or repurchase selected products or services consistently in the future, even though the influence of the situation and marketing efforts has the potential to cause behavioral change in each person (Riwu, R. Y., Eviviani, S., Indah, N., Wenyi, S., & Damayanti, 2022).

Consumer loyalty can be done using an instrumental conditioning approach (Sutisna, 2003) Consumer loyalty to a product, both certain goods and services, can be interpreted as consumer loyalty (Susepti et al., 2017). This is a manifestation and continuation of consumer satisfaction in using the facilities and services provided by the company, as well as to remain consumers of the company (Fatihudin, Didin and Firmansyah, 2019; Frimayasa, Agtovia and Nasution, 2022). According to (Rangkuti, 2002), consumer loyalty is consumer loyalty to companies, brands and products. (Sutisna, 2003) defines loyalty as a liking attitude towards a brand that is presented in consistent purchases of that brand over time. To measure loyalty, an instrumental conditioning approach is used. This approach states that consistent buying over time indicates brand loyalty (Cahyani, Alya Zulfa and Hermawanto, Agus Rahmat and Nasution, 2021). The behavior of repeat purchases reflects a strong reinforcement or stimulus so that measurement of consumer loyalty can be done using an instrumental conditioning approach (Sutisna, 2003).

Based on the description above, the results of this study will discuss the effect of service quality and satisfaction on the loyalty of Mangrove tourists in Sumenep Regency. One thing that

can affect customer satisfaction is quality. This service is when consumers get good quality service. Therefore, it will increase customer satisfaction (Suharto, 2018). With satisfied consumers, it will increase customer loyalty. Based on the background of the above problem, there is a gap, namely the difference in results from previous studies that have been conducted (research gap) research (Haile, 2018; Thungasal, 2019) customer satisfaction has a positive effect on customer loyalty. Meanwhile, Sadick (2020) and Anggraini, (2022), stated that the quality or absence of a service or loyalty for tourists does not affect the satisfaction of tourists (Safitri, E., Rahayu, M., & Indrawati, 2016).

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Based on the background of the above problem, there is a gap, namely the difference in results from previous studies that have been conducted (*research gap*) research (Haile, 2018; Thungasal, 2019) customer satisfaction has a positive effect on customer loyalty. Meanwhile, Sadick (2020) and Anggraini (2021), stated that the quality or absence of a service or loyalty for tourists does not affect the satisfaction of tourists.

Research on the effect of service quality and satisfaction on tourist customer loyalty in Slopeng Beach, Sumenep Regency holds several anticipated benefits, particularly within the realm of research. This investigation promises a deeper understanding of tourist behavior, shedding light on their preferences, decision-making processes, and the factors that drive their loyalty to a specific destination. By delineating the relationship between service quality, satisfaction, and loyalty, this study can guide improvements in tourism services within Sumenep Regency, aiding local authorities and service providers to enhance visitor experiences and, subsequently, attract more tourists while fostering their loyalty. Moreover, this research's findings have the potential to significantly contribute to the economic development of Sumenep Regency, as an improved tourism sector can lead to increased tourist spending, job creation, and overall economic growth in the region. Additionally, by emphasizing positive experiences and satisfaction, this research can help shape a favorable destination image for Slopeng Beach and Sumenep Regency, bolstering its appeal and prominence as a sought-after tourist destination. These insights will not only assist in strategic planning and marketing efforts but also add to the academic knowledge base in tourism studies, while potentially influencing policy formulation, ensuring quality service standards and sustainable tourism development in the region. Ultimately, this research serves as a catalyst for practical implications and advancements within the tourism industry, contributing to the growth and sustainability of Sumenep Regency as a vibrant tourist destination.

RESEARCH METHOD

Research methods used in problem solving include analytical methods. Image captions are put into part of the image title (*figure caption*) instead of being part of the image. The methods used in completing the research are listed in this section.

This study uses a quantitative approach, with the aim of finding the influence between one or more variables with other variables, namely between independent variables and dependent variables. The independent variables are service quality (X1) and customer satisfaction (X2), while the dependent variable is customer loyalty (Y).

The source of data used in the research process is primary data, namely respondents in this study are tourists who have visited Kedatim Mangrove tourism, Sumenep Regency through the distribution of questionnaires. The data collection method used in this study is through observation methods to measure the facts of phenomena that occur in the field, so that they can be

described properly. This observation method uses primary surveys and secondary surveys. The primary survey is a survey conducted to collect data based on field observations and interviews, while the secondary survey is conducted through instant review and literature review related to this research.

The method in this research uses the Structural Equation Model (SEM) approach with the help of the SmartPLS (Partial Least Square) version M2 program. According to Sholiha and Salamah (2015), the Structural Equation Model (SEM) is a multivariate analysis method that can be used to simultaneously describe linear relationships between observed variables (indicators) and variables that cannot be measured directly (latent variables). Least Squares (PLS) is a powerful method of analysis because of its lack of dependence on measurement scales (e.g. measurements that require interval or ratio scales), sample size, and distribution of residuals. Indicators in PLS can be formed with a reflective or formative type (Sholiha, Eva Umami Nikmatu, & Salamah, 2015).

Measurement Model (*Outer Model*)

Outer model testing is carried out to ensure that the measurements used in the research can be used as measurement tools. Therefore, the aim of testing the outer model is to see the validity and reliability of the measuring instrument.

Structural Model (*Inner Model*)

The inner model is a structural model to see the R-Square value and see the significance value of the T-statistic in order to test research hypotheses. To measure how much influence the dependent variable is influenced by the independent variable.

RESULTS AND DISCUSSIONS

This research uses a *Structural Equation Modeling* (SEM) approach using a path diagram that allows to include all observed variables according to the theoretical model he built. The SEM analysis used is *Smart Partial Least Square* (Smart PLS) with a calculation process assisted by the SmartPLS 3.0 software application program.

Measurement Model (*Outer Model*)

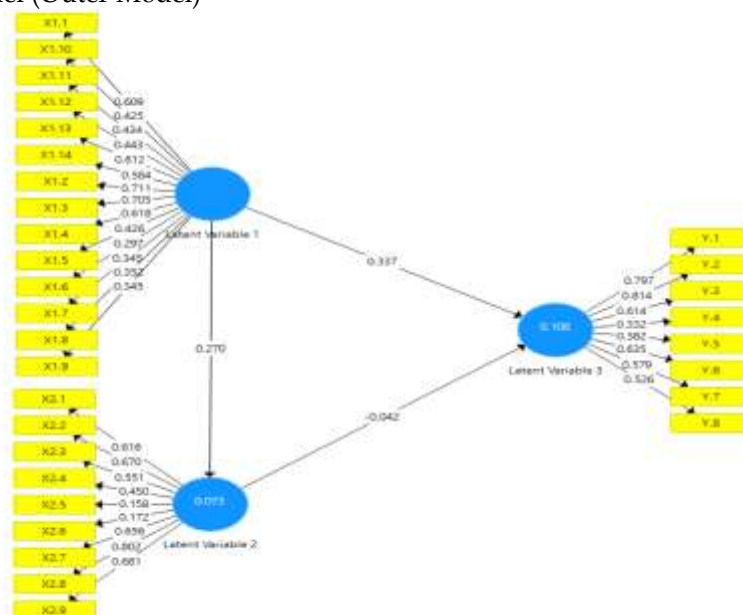


Figure 1. Outer Model

Convergent Validity

Convergent Validity Testing of each construct indicator according to Ghozali (2021), an indicator is said to have good validity if the value is greater than 0.70. However, in the scale development stage, a loading factor value of 0.5-0.6 is still acceptable (Ghozali, 2021).

Table 1 Convergent Validity Test

Indicator	Outer Loading	Information
X1.1	0,609	Valid
X1.10	0,652	Valid
X1.11	0,591	Valid
X1.12	0,544	Valid
X1.13	0,612	Valid
X1.14	0,584	Valid
X1.2	0,711	Valid
X1.3	0,705	Valid
X1.4	0,618	Valid
X1.5	0,655	Valid
X1.6	0,651	Valid
X1.7	0,599	Valid
X1.8	0,621	Valid
X1.9	0,612	Valid
X2.1	0,616	Valid
X2.2	0,670	Valid
X2.3	0,551	Valid
X2.4	0,550	Valid
X2.5	0,651	Valid
X2.6	0,591	Valid
X2.7	0,656	Valid
X2.8	0,802	Valid
X2.9	0,681	Valid
Y.1	0,797	Valid
Y.2	0,814	Valid
Y.3	0,614	Valid
Y.4	0,561	Valid
Y.5	0,562	Valid
Y.6	0,635	Valid
Y.7	0,579	Valid
Y.8	0,526	Valid

Based on the table above, the value of each loading factor is obtained for 31 indicator questionnaire items from each variable, where all loading factor values of 0.5 - 0.7 mean that the validity in this study is met.

Discriminant Validity

The method for assessing discriminant validity is to look at the value of the cross loading factor in each variable. This cross loading factor is used to determine whether the construct has sufficient discrimination, by comparing the value of the cross loading factor in the intended construct with the value of the cross loading factor in other constructs (Chin in Jogiyanto and Willy, 2015).

Table 2. Discriminant Validity Test

Indicator	X1	X2	Y
X1.1	0,609	0,086	0,244
X1.10	0,425	0,163	0,124
X1.11	0,434	0,007	0,071
X1.12	0,443	0,053	0,080
X1.13	0,612	0,121	0,198
X1.14	0,584	0,130	0,219
X1.2	0,711	0,195	0,239

X1.3	0,705	0,290	0,205
X1.4	0,618	0,228	0,203
X1.5	0,426	0,053	0,211
X1.6	0,297	-0,057	0,062
X1.7	0,345	0,056	-0,017
X1.8	0,352	0,008	0,019
X1.9	0,345	0,134	-0,045
X2.1	0,119	0,616	-0,128
X2.2	0,227	0,670	-0,055
X2.3	0,069	0,551	-0,023
X2.4	0,096	0,450	-0,024
X2.5	-0,085	0,158	-0,106
X2.6	-0,054	0,172	-0,030
X2.7	0,126	0,656	0,099
X2.8	0,211	0,802	0,120
X2.9	0,105	0,681	0,025
Y.1	0,309	0,082	0,797
Y.2	0,239	0,083	0,814
Y.3	0,165	-0,175	0,614
Y.4	-0,032	0,065	0,332
Y.5	-0,011	-0,013	0,382
Y.6	0,228	0,114	0,635
Y.7	0,122	0,007	0,579
Y.8	0,121	0,045	0,526

Based on the *cross loading* value in the table above, it can be concluded that the discriminant validity possessed for the above variable is stated to be good because the cross loading value of the latent variable is higher than other latent variables.

Thus the construct of emotional intelligence can be declared valid because the value of the AVE root > the correlation coefficient. Other constructs or variables can be viewed in the same way, so it can be stated that all variables have high discriminant validity.

Table 3. AVE value

Variable	AVE
X1	0,621
X2	0,665
Y	0,599

Based on the AVE value, there is no research variable that has a value of >0.5 to be said to be valid because of the value of the questionnaire item loading factor <0.7

Reliability Test

In conducting reliability testing, Cronbach's desired alpha value must be more than 0.6 and the composite reliability value must be more than 0.7 (Tambajong, 2019). The composite reliability value indicates how well a variable is reliable, while Cronbach's alpha value is the lowest measure of reliability of that variable.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
X1	0,814	0,822
X2	0,809	0,788
Y	0,800	0,812

Based on the table above, the value of *Cronbach's alpha* variables Customization, E-WOM, and Trendiness is below 0.6 but for the *value of composite* reliability for each latent variable where all values are greater than 0.7 it means that the reliability test in this study is met.

Evaluasi Goodness of Fit

To evaluate the suitability of a model to the data, Goodness of Fit is used, and to measure this can be used the Normed Fit Index (NFI) value. According to Wijanto and Heri (2015), NFI has a value between 0-1 and is calculated from the comparison between the hypothesized model and a certain independent model (Paludi & Nurchorimah, 2021). The closer the value is to 1, the higher the match of the model with the data.

Tabel 5. Uji GoF

	Saturated Model	Estimated Model
SRMR	0,078	0,078
d_ULS	5,050	5,050
d_G	2,667	2,667
Chi-Square	1142,261	1142,261
NFI	0,551	0,551

Based on the table above, an NFI value of 0.551 is obtained. With the assessment criteria of the model declared good, if the NFI value is between 0 – 1, it can be concluded that this research model is feasible to use.

Model Struktural (Inner Model)

The formation of an inner model is based on the formulation of the problem or research hypothesis. To test the fit of the inner model, the Path Coefficient and R square (R²) methods are used.

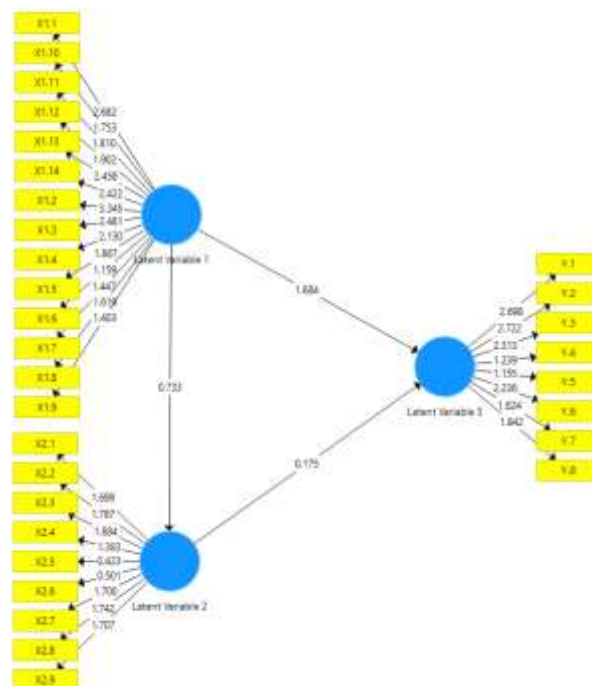


Figure 2. Inner Model

Path Coefficient

The path coefficient has values ranging from -1 to +1, where closer to the value of -1 indicates a negative relationship between these variables (Hair, 2017).

Table 6. Path Coefficient

Hipotesis	Coefficient
X1 -> X2	0,270
X1 -> Y	0,337

X2 -> Y	0,420
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The path coefficients of all hypotheses are positive, meaning that the direction of the relationship between independent and bound variables indicates that there is a positive or unidirectional relationship between the variables to be tested.

R-Square

R Square has a range of values from 0 to 1, where the higher the value, the greater the influence of exogenous variables on endogenous variables (Hair, 2017).

Table 7. R-Square Test

Variable	R Square	R Square Adjusted
X2	0,733	0,963
Y	0,810	0,989

Based on the table above, it can be explained that the independent variable has an influence of 0.733 or 73.3% on the dependent variable, while the remaining 16.7% is influenced by variables that are not contained in this study.

Q-Square

Table 8. Q-Square

Variable	Q ²
Y	0,317

In table 7, it can be seen that *purchase intention* has a Q2 value of 0.317 so it can be said that exogenous variables in this model have good *predictive relevance* for predicting endogenous variables.

Uji Hypothesis

The final step of data analysis is to test the hypothesis with the aim of finding out whether there is a sufficiently clear and reliable relationship between the independent variable and the dependent variable.

Test F

Simultaneous hypothesis testing using the F test is calculated by the Sudjana formula (1996: 369)

Table 9. Uji F

F	0.000451076
R	0.814
K	2
n	100

Based on the table above, an F test value of 0.000 was obtained, with a confidence level of 5% or 0.05, it can be concluded simultaneously that the independent variable in this study has a significant effect on the dependent variable.

Test t

According to Ghozali (2005: 83) statistical tests basically show how far the influence of one explanatory variable (independent) individually in explaining the variation of the dependent variable.

Table 10. Uji t

Hipotesis	T Statistics (O/STDEV)	P Values
X1 -> X2	1,788	0,006
X1 -> Y	2,615	0,039
X2 -> Y	3,176	0,016

From the table above, each t-statistic value and p-value for each variable is obtained, then the researcher will test the hypothesis that has been formulated.

X1 -> X2

Based on the table above, the t-statistic value is 41.788 and the p-value is 0.006 with a confidence level of 0.05, then $0.006 < 0.05$ means that the variable X1 has a significant effect on the variable X2.

X1 -> Y

Based on the table above, the t-statistic value is 2.615 and the p-value is 0.039 with a confidence level of 0.05, then $0.039 < 0.05$ means that the variable X1 has a significant effect on variable Y.

X2 -> Y

Based on the table above, the t-statistic value is 3.175 and the p-value is 0.016 with a confidence level of 0.05, then $0.016 < 0.05$ means that variable X2 does not have a significant effect on variable Y.

CONCLUSION

In this study, Structural Equation Modeling (SEM) analysis with Smart Partial Least Square (Smart PLS) approach has been carried out to test the model that has been built. The results of the measurement model analysis (Outer Model) show that all construct indicators meet the desired criteria of convergent validity, discrimination, and reliability. This indicates that the research instruments used are adequate. Furthermore, an evaluation of Goodness of Fit using NFI values suggests that the research model is worth using, although there is room for improvement. In the Inner Model analysis, the results show that all hypothetical path coefficients are positive, signifying a positive relationship between the independent variable (X1 and X2) and the dependent variable (Y). In addition, R-Square shows that the independent variable exerts a significant influence on the dependent variable, and the exogenous variable has good predictive relevance for predicting the endogenous variable. The hypothesis test states that simultaneously, the independent variable has a significant effect on the dependent variable. Individually, the independent variables X1 and X2 have a significant effect on the dependent variable Y. Thus, this study supports the hypothesis proposed and provides a better understanding of the relationship between the variables studied in the model that has been built.

The results of the Structural Equation Modeling (SEM) analysis with the Smart Partial Least Square (Smart PLS) approach showed success in validating the model built. Nevertheless, certain limitations can still be identified in this study. First, the results obtained may not be directly applicable to other tourist contexts due to limitations in generalization. The focus on specific variables in the study also raises the potential that other relevant factors were not included in the analysis, such as cultural aspects or external changes that could affect the relationship between service quality, satisfaction, and traveler loyalty. In addition, even if the model shows a positive relationship between variables, the potential for overfitting the model may also limit its predictive capabilities beyond the data used in the study.

Suggestions for future research include the use of a more diverse sample, consideration of additional variables, as well as long-term analysis to track changes in traveller behaviour over time. By considering these limitations, further research is expected to provide more comprehensive

insights into the relationship between service quality, satisfaction, and tourist loyalty, as well as its applicability in various tourist destinations.

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