www.bircu-journal.com/index.php/birci
Budapest International Research and Critics Institute-Journal (BIRCI-Journal)
Humanities and Social Sciences
ISSN 2615-3076 Online)
ISSN 2615-1715 (Print)
Budapest Institute

# The Influence of Marketing Communications, Experience and Quality of Services on Image and Satisfaction, Their Impact on Tourist Loyalty of the Nusantara (Survey of Waterfall Recreational Places in Malang District)

**Askar Jaya[1], Deltri Apriyeni[2], Romi Susanto[3]**
[1,2]*Sekolah Tinggi Ilmu Ekonomi KBP, Indonesia*
[3]*Akademi Keuangan dan Perbankan Padang, Indonesia*
*askarjaya@akbpstie.ac.id*

## Abstract

*The study aims to get an overview of marketing communications, experience and quality of services as the cause of image formation and satisfaction and its impact on loyalty of domestic tourists in the waterfall recreation area. The object of this research is waterfalls in Malang, namely Curug Bidadari and Curug Nangka. The number of samples acceptable in this study is 50 respondents. This number is a critical sample size in the sample measurements required through SEM Partial Least Square (PLS). From the questionnaires distributed on both waterfalls, collected 114 complete questionnaires that can be processed. The data analyzed in this research using Partial Least Square (PLS) method and using Smart PLS tools. The results showed that marketing communications significantly related to the image. This shows that interesting communication will form a positive image and encourage tourists to visit. Compared with marketing communications, experience has more role in shaping the image of the place of recreation. Service quality is significantly related to image. Service quality has the most dominant effect on image over experience and communication. Service quality is significantly related to satisfaction. Service quality is not significantly related to loyalty. The image is significantly related to satisfaction. The image is not significantly related to loyalty. Although the image does not directly affect the loyalty, but the image has an indirect effect on loyalty through satisfaction. Satisfaction is significantly related to loyalty. Of all the variables that have influence on loyalty the biggest influence is the variable of respondent satisfaction, that is the promotion of this recreation place as a place of recreation.*

Keywords
Experience; image; loyalty; marketing communications; satisfaction; service quality

## I. Introduction

Tourism is an industrial sector which is currently got a lot of attention from many countries in the world. The tourism sector is believed to have the ability to increase economic growth (Maciej Debski 2013). Moreover, the tourism sector is positively encouraged to be able to replace the oil and gas sector which has been the main capital in the country's foreign exchange earnings (Siswanto 2007). The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry. Thus, developed countries and developing countries continue to develop and improve the quality of their country's tourism. (Amin, M and Priansa, P. 2019)

The role of the tourism sector is increasingly important for the economic development of ASEAN countries. The Ministry of Tourism and Creative Economy (2014) stated that the growth of the ASEAN tourism sector during the 2005-2018 period was the highest in the world, at 8.3% per year, far above the global average growth of only 3.6%. Even in 2013, the flow of tourist arrivals to ASEAN countries had reached 92.7 million, an increase of 12% compared to the previous year, while global growth was only 5%. The contribution of the tourism sector in Indonesia in recent years has increased from 10% to 17% of total exports of goods and services and its position as a foreign exchange earner has increased from rank 5 to 4 with foreign exchange of USD 10 billion.

According to the Ministry of Tourism and Creative Economy (2014), in 2014 tourism development in Indonesia with the number of tourist arrivals amounted to 9 million tourists and a growth rate of 8% (ranked 70th out of 140 countries in the world). In 2019, the number of tourist arrivals was 20 million with a growth of 12% per year (predicted for the 30th ranking out of 140 countries). Tourism activity can be defined as the journey of one or a group of people to a place that is not their residence or place of work with the intention of seeking pleasure and not with the aim of carrying out work (Mill and Morrison, 1985). Tourist organizers must display interesting tourist objects or attractions so that domestic tourists (wisnu) and foreign tourists (tourists) come to the object or tourist attraction.

There are 3 elements needed to form the tourism product, namely the attraction of the destination including its image in the tourist's mind: facilities at the destination which include accommodation, catering, entertainment and recreation and accessibility of destination. If the three elements are developed in accordance with the sequence, namely since a tourist leaves his residence until he reaches his destination and returns to the house where he usually lives, then there are 8 main elements that make up the product so that it is a package, namely travel agent services, company services transportation, accommodation services, retail agent services, local transport services, tourist attractions and tourist attractions, souvenir and handicraft shop services as well as supporting company services. A collection of various companies that jointly produce goods and services needed by tourists in particular and travelers in general during their journey is called the tourism industry (Yoeti, 1996).

The desire of tourists to visit needs to be accompanied by ease of accessibility, the facilities offered and the availability of accommodation facilities. Accessibility, facilities, and accommodation that are managed well will be able to attract large numbers of tourists. Malang is an area that can be reached in about 1 hour from a big city like Jakarta, which is an alternative for tourists who want to travel. Malang has a variety of tourist attractions and accommodation facilities. The diversity of destinations and accommodation facilities as well as typical snacks make Malang more attractive to tourists, both foreign tourists and foreign tourists. Table 2 is data on the development of tourist visits to Malang in 2014-2018. Although the visits of foreign tourists and foreign tourists to Malang show an increasing trend from year to year, like other regions in Indonesia, there are still at least 7 problems that hinder tourism, namely facilities & infrastructure, human resources, communication & publicity, applicable policies & regulations, information technology, and community readiness (Nursastri, 2014).

**Table 1.** Growth of Tourist Visits to Malang in 2014-2018.

| Travelers | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|---|
| Archipelago | 1,086,374 | 1,190,793 | 1,205,628 | 1,309,875 | 1,428,957 |
| Mancangera | 102.737 | 102.055 | 104.076 | 106.137 | 110.219 |
| Total | 1,189,111 | 1,292,848 | 1,309,704 | 1,416,012 | 1,539,176 |

*Source: Disbudpar Malang, 2018*

Based on the initial study, it is known that there are still several problems that become obstacles such as inadequate road access and transportation, minimal tourist facilities and infrastructure, and the lack of use of information technology as a means of promotion. Therefore, this research makes waterfall tourism in Malang as a place and object of research.

Based on the background, it can be explained that this research is necessary to understand the behavior and attitudes of domestic tourists that form loyalty through the variables of satisfaction, image, service quality, experience and marketing communication. According to Witt and Moutinho (1994), this research is the development of a model of consumer behavior with the principles of construction techniques. this model analyzing repeat purchase behavior and brand loyalty in tourism marketing. Next research problems can be formulated, namely how the influence of marketing communication, experience, and quality of tourism services on the image of waterfall recreation areas in Malang, how the influence of image and service quality of waterfall recreation on the satisfaction and loyalty of domestic tourists, and how the influence of satisfaction on the loyalty of domestic tourists . While the purpose of this study is to determine the effect of marketing communication, experience, and quality of tourism services on the image of waterfall recreation areas in Malang, the effect of image and service quality of waterfall recreation on the satisfaction and loyalty of domestic tourists, the influence of satisfaction on the loyalty of domestic tourists.

Tourism is one form of product that is classified into services with characteristics that are owned like other forms of services, namely intangible, cannot be separated, changeable, and cannot be stored. Invisible forms of tourism services need to be realized so that tourists can ensure purchasing services through information and trust in the services they receive (Kotler et al., 2002). The natural condition of the cleanliness of tourist facilities, or the diversity of forms of tourism services are benchmarks for the quality of tourism services. The tourism industry is also termed as hospitality industries, because the products produced are hospitality products, in the form of goods, environment, or services whose core product is experience total or intangible experience (Lewis and Chambers, 2000).

According to Lewis and Chambers (2000), the service product called hospitality consists of (1) tangible goods, physical goods that can be controlled by the management directly, the condition of physical facilities such as buildings, furniture, bathrooms, food, communication tools, and entertainment tools, (2) environment, namely the nuances of the environment that can still be controlled by the management indirectly and not as easily as physical goods, such as everything that is felt by tourists that can be related to physical goods, such as garden decorations, layout of rest areas, entrances , queuing system, paint or color selection, (3) service, is an element as an abstract attribute and must be controlled by the management because it is the most dominant to face competition, and is greatly influenced by the personnel of the employees (friendliness, speed, attitude, responsibility, trustworthiness) responsiveness), the system used, and management decisions that lead to leadership commitment to k perform the services offered, and (4) experience, this element is important because it is the result of the previous 3 elements. The experience will be remembered for several periods and is personal, classified as intangible memories and occurs only once.

Tourism marketing or tourism marketing according to Wahab et al. (1997) is a management process of national tourism organizations or tourism industry companies to determine actual and potential tourists, communicate with tourists in determining and influencing wants, needs, motivations, likes and dislikes in local, regional, national, and international ones which are then formulated and adjusted so that tourism objects can achieve optimal satisfaction for tourists and organizational goals (Yoeti, 1996). Consumer behavior of tourism services, hereinafter referred to as tourist behavior, has a very supportive role in

tourism marketing. The definition of consumer behavior by Loudon and Bitta (1988) is stated as a decision process and individual physical activity accompanied by assessing, recognizing, using, or disposing of goods or services. The same understanding is given by Shiffman and Kanuk (2000), which is the behavior shown by consumers in the search, purchase, use, assessment, and disposal of goods, services and ideas. While Morison (1996) stated that tourist behavior is a way for tourists to choose the use and act after purchasing tourism services (post-purchase).

Based on the background and problem identification, research objectives and theoretical basis in the framework of thought, hypotheses and research models can be proposed, namely (1) marketing communication affects the image of recreation areas, (2) tourist experience affects the image of recreation areas, (3) quality services affect the image of recreation areas, (4) service quality affects satisfaction, (5) service quality affects loyalty, (6) image of recreation areas affects satisfaction, (7) image of recreation areas affects loyalty, and (8) satisfaction affect loyalty. Give me the framework for this research.

This research model predicts that tourist loyalty is directly influenced by the image of the recreation area, service quality and satisfaction. Tourist loyalty is the intention of tourist behavior such as intention to repurchase (repurchase), rejection of competitors (competitor rejected), and recommend (recommended) as an indicator of services considered from consumer loyalty. The image is measured based on the holistic dimensions and attributes of the waterfall recreation area from marketing communication, tourist experience and service quality as the cause. From the perceived quality of tourists from a waterfall recreation area as a cause, together with image and satisfaction can form tourist loyalty. Tourists from recreational areas who make repeated visits do not choose other similar recreational areas and invite others to visit as a measurement of tourist loyalty resulting in an increase in the number of domestic tourist visits, profits and increased investment.

This research is a tourism service marketing research to get an idea of the extent of marketing communication, experience and service quality as the cause of image formation and satisfaction and its impact on the loyalty of domestic tourists in waterfall recreation areas. The tourist population selected as the unit of observation and analysis is domestic or domestic tourists as visitors to the waterfall recreation area on weekends (not national holidays) during the period of May-June 2015. The object of the research is waterfall tourism in Malang. This research approach uses descriptive and causal research approaches. Descriptive research is research to get an overview of the phenomenon or the relationship between phenomena studied systematically, factually and accurately through surveys. The phenomenon of loyalty of domestic tourists as an impact related to the phenomenon of the image of the waterfall recreation area is the dependent variable which is influenced by the independent variables of marketing communication, experience, and service quality. While causal or verificative research is research to test the hypothesis as the relationship between loyalty and satisfaction, image, service quality, experience, and marketing communications.

## II. Research Methods

The population in this study are domestic tourists who come and have recreation in Malang. The determination of this waterfall tourist spot is based on problem identification and field data, especially on waterfall recreation areas in Malang, namely Curug Bidadari and Curug Nangka. In this study, the sample unit is considered based on the problems and research objectives, namely domestic tourists who have visited the selected waterfall tourist attractions. Data was collected through simple random sampling using a Likert scale 1-5 questionnaire. The multivariate analysis used is Structural Equation Modeling, the

consideration of this analysis is an extension of several multivariate techniques including multiregression and factor analysis that is able to explain the relationship of dependent variables simultaneously. In addition, this study will examine 3 variables that are predicted as dependent variables with multivariate techniques to confirm a pre-specific relationship (Hair et al., 1998).

In connection with the identification of research problems that will seek the relationship or influence of several variables on tourist loyalty, according to the analytical technique used, the acceptable sample size is 30-100 respondents. This number is a critical sample size in the required sample measurement through SEM with a variance approach (Partial Least Square Path Modeling-PLS PM) (Yamin & Kurniawan, 2017). The larger the number of samples, the better the model. Based on the sample size, questionnaires were then distributed to both waterfalls, Curug Bidadari and Curug Nangka. From each of the 75 questionnaires distributed to the two waterfalls, 114 complete questionnaires were collected that could be processed.

The data analysis method used is descriptive analysis method and Partial Least Square (PLS). This analysis is used to describe the results obtained from the distribution of the questionnaire so that a description of the factors that can affect respondent loyalty can be presented through descriptive statistics. Descriptive statistics is a statistical tool to describe the data collected in research. The analysis is carried out by transforming the raw data into data that is easy to understand and interpret to be compiled, manipulated, and presented in a form of information. In addition, the data were analyzed using the Partial Least Square (PLS) method and using SmartPLS tools. PLS is an alternative method of SEM (Structural Equation Modeling) that can be used to overcome problems in relationships. The small number of samples and the use of reflexive indicators make PLS more suitable to be selected compared to other analytical tools. The following is the equation of the inner model.

Where represents an endogenous latent matrix; is an exogenous latent matrix; Respectively and are coefficient matrix of endogenous and exogenous variables. is the inner model of the residual matrix. Outer model equation

x = x + x

y = y□ + y

x and y are the manifest variables matrices associated with exogenous latent and endogenous latent , x and y are coefficient matrices. x and y are the outer matrix of the residual model, respectively. While the evaluation of the model in PLS includes the evaluation of the outer model or measurement model.

## III. Result and Discussion

The characteristics of the respondents described gender, age, education, occupation, frequency of visits, city of origin, sources of information, and activities carried out at the tourist attractions of Curug Bidadari and Curug Nangka. Based on the results of distributing questionnaires to respondents, 114 questionnaires were collected which can be processed into data study.

### 3.1 Partial Least Square (PLS) Analysis

Analysis with PLS is used to determine the relationship between latent variables and latent variables with construct indicators. In this study, the PLS model was created based on the data on the number of visitors.

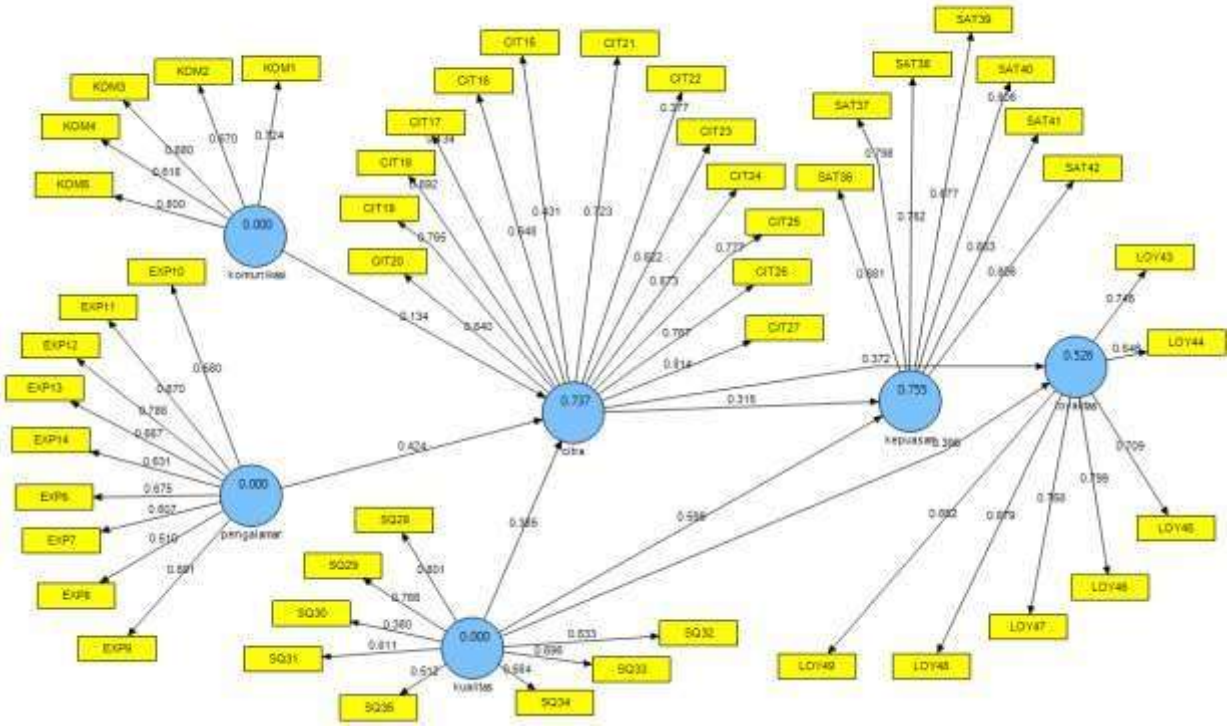


***Figure 1***. *Initial PLS algorithm model*

### 3.2 Evaluation of Measurement Model (Outer Model)

Convergent validity of the measurement model with reflexive indicators can be seen from the correlation between item/indicator scores and construct scores. An indicator is considered reliable if it has a correlation value above 0.70, but it is acceptable if the loading scale is between 0.50-0.60 (Ghozali, 2014).

In this study, the loading value was set at 0.6. So it is known that there are several indicators that are worth less than 0.6, namely the use of recreational facilities with modern equipment (atm, telephone) in this recreation area, the influence of this recreation area on the surrounding area, the natural environment in this recreation area feels comfortable, traffic to the location of the recreation area. Recreation is easily accessible, vehicle parking is guaranteed safe, a place for swimming or bathing is comfortable, garden arrangement in the recreation arena, state of toilets available in recreation areas, and information accompanied by pictures of the recreational facilities provided. Some of these indicators are dropped so as to produce as shown in Figure 2.

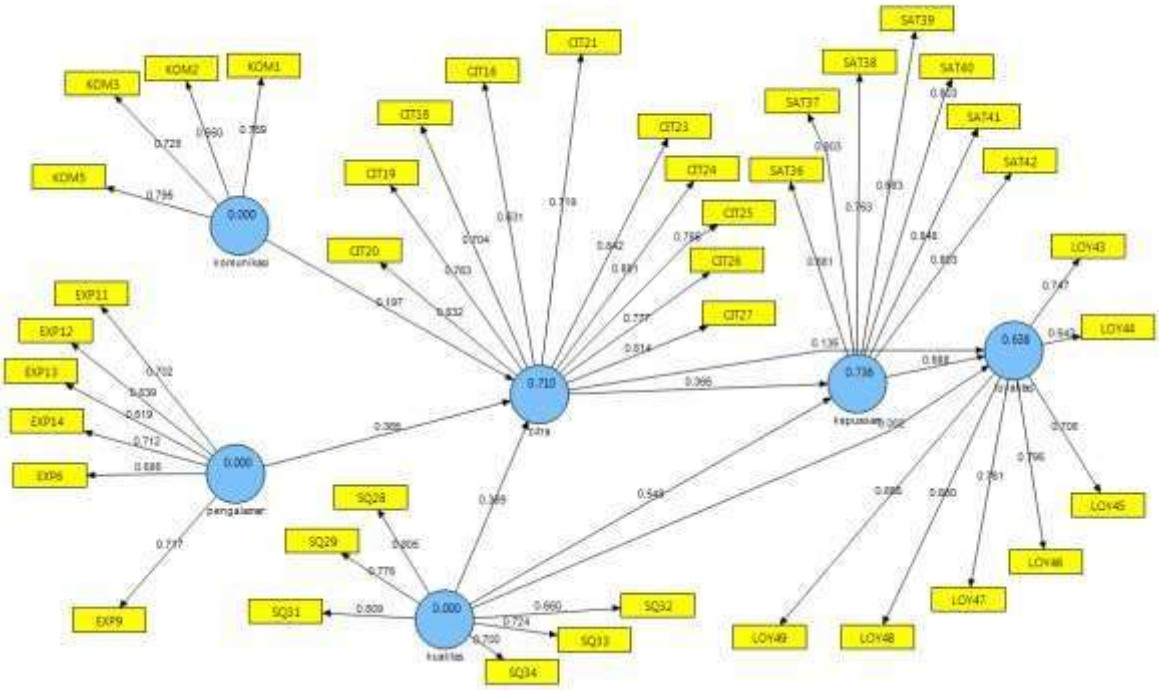


***Figure 2.*** *PLS algorithm model after dropping*

Discriminant Validity of reflexive indicators can be seen in the cross loading between the indicators and their constructs, as well as the SmartPLS output. Discriminant validity is used to ensure that each concept of the latent variable/construct is different from other latent variables. The model has good discriminant validity if each loading value of each indicator of each latent variable has the largest loading value with other loading values on the latent variable. So it can be concluded that the indicators on the construct of satisfaction, marketing communication, service quality, loyalty and experience have a good level of discriminant validity. This shows that the indicator has good validity. Another test to assess the validity of the construct is by looking at the AVE value. A good model if the AVE of each construct is greater than 0.50. The value for image is 0.607267, satisfaction is 0.592892, communication is 0.539808, quality is 0.558698, loyalty is 0.597985, and experience is 0.512148.

In addition to the construct validity test, a construct reliability test was carried out which was measured by 2 criteria, namely composite reliability and Cronbach alpha from the indicator block that measured the construct. The construct is declared reliable if the composite reliability and Cronbach alpha values are above 0.70. The value for image is 0.938764, satisfaction is 0.910178, communication is 0.823547, quality is 0.883111, loyalty is 0.911585, and experience is 0.862001. While the value of cronbach alpha for image is 0.926719, satisfaction is 0.884070, communication is 0.713204, quality is 0.841012, loyalty is 0.887569, and experience is 0.807572

### 3.3 Structural Model Testing (Inner Model)

Testing of the structural model is done by looking at the R-square value which is the goodness of fit test of the model. The influence model of marketing communication, experience, image, service quality, satisfaction and loyalty gives an R-square value. The image R2 value of 0.709924 can be interpreted that the variability of the image construct can be explained by the variability of the marketing communication construct, experience and

service quality of 70.9924% while 29,0076% is explained by other variables outside the study. Likewise, the satisfaction R2 value of 0.737476 means that satisfaction variability can be explained by image variability and service quality of 73.7476% while the rest is explained by other variables. And lastly, R2 of loyalty is 0.513794 indicating that the variability of image, satisfaction and service quality explains the variability of loyalty by 51.3794% with others explained by variables outside the study. The significance of the research construct can be seen through the parameter coefficient values and the following t-statistical significance values.

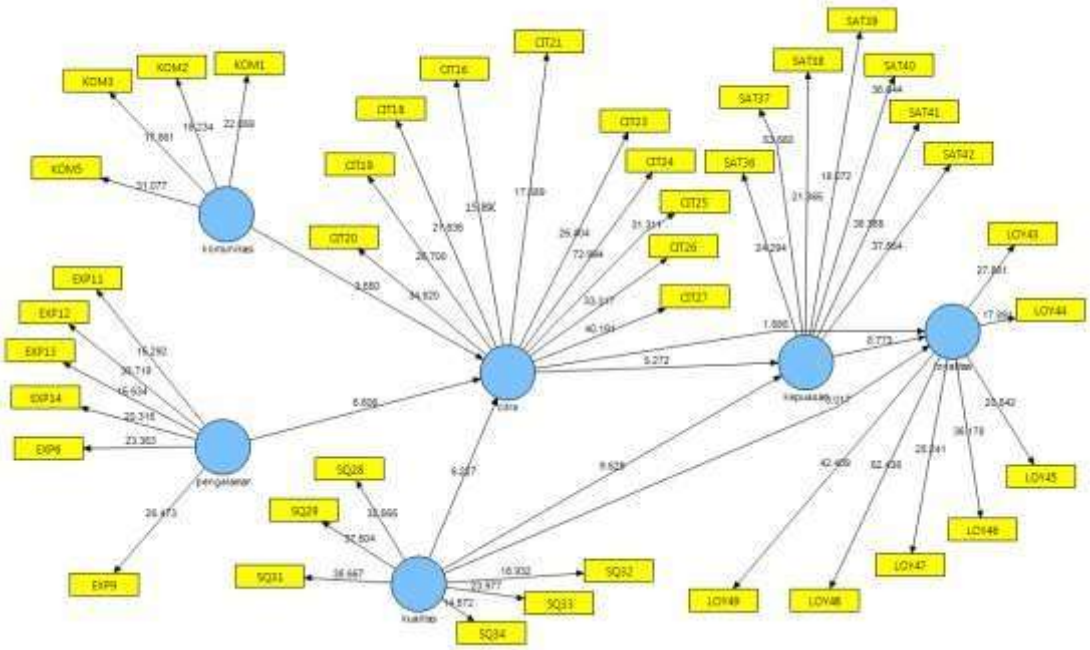


***Figure 3**. Bootstrapping model*

Based on the Path Coefficients, it can be concluded several things, namely the relationship between marketing communication and image. Based on Table 5, the t-statistic value of the marketing communication relationship with the image is 3,550, this value is greater than the t-table value of 1.96 for a significant level of 5%. Therefore, it can be stated that hypothesis 1 (H1) is accepted which states that marketing communication is significantly related to image. The results of this study are in accordance with similar research conducted by Echtner and Ritchie (1991) and Priyatiningsih (2005) where attractive communication will form a positive image and encourage tourists to visit.

Meanwhile, the relationship between experience and image shows that compared to marketing communication, experience plays a more important role in shaping the image of a recreation area (loading). 0.365 > 0.197) with a t-statistic of 6.606 (greater than t-table 1.96). This is in accordance with the statement of Kurtz and Clow (1998) and answers hypothesis 2 where experience has a significant effect on recreational image. So it is true that a waterfall recreation area for consumers is an experience from oneself or others through tangible tourism services.

The relationship between service quality and image, the t-statistic value of the relationship between service quality and image is 6.227, this value is greater than the t-table value of 1.96. Therefore, it can be stated that the third hypothesis (H3) is accepted which states that service quality is significantly related to image. Service quality has the most

dominant effect on image compared to experience and communication (loading 0.389 > 0.365 > 0.197). Lewis and Chambers (2000) stated that experience in hospitality products is an intangible personal impression. This holistic functional service quality is quite difficult to measure because it depends on individual perceptions (Witt and Moutinho, 1989).

The relationship between service quality and satisfaction, the t-statistic value of the relationship between service quality and satisfaction is 9,629, this value is greater than the t-table value of 1.96 for a significant level of 5%. Therefore, it can be stated that the fourth hypothesis (H4) is accepted which states that service quality is significantly related to satisfaction. These results are in line with the research of Riduan et al. (2015) on the perception of foreign tourists on tourism marketing in Indonesia.

The relationship between service quality and loyalty, the t-statistic value of the relationship between service quality and loyalty is 0.017, this value is smaller than the t-table value of 1.96 for a significant level of 5%. Therefore, it can be stated that the fifth hypothesis (H5) is rejected which states that service quality is significantly related to loyalty. From the results of this study, it is proven that service quality as measured by the performance of service managers through technical quality and functional quality has a weak influence so that it is not significant on loyalty. This result is similar to the research conducted by Nguyen and LeBlanc (1998) on bank customers who return to being members of credit unions not because of the specific quality of the transaction but because of the bank's image. A strong indicator of loyalty comes from recommendations with positive word of mouth, while for repeat purchases and still choosing recreation places by rejecting competitors, it is also an indicator of loyalty, although not as strong as recommendations.

The relationship between image and satisfaction, the t-statistic value of the relationship between image and satisfaction is 5.272, this value is greater than the t-table value of 1.96 for a significant level of 5%. Because it can be stated that the sixth hypothesis (H6) is accepted which states that the image is significantly related to satisfaction. The results of this study support the research of Riduan et al. (2015) where the image of tourist destinations affects the satisfaction of foreign tourists in Indonesia.

The relationship between image and loyalty, the t-statistic value of the relationship between image and loyalty is 1.686, this value is smaller than the t-table value of 1.96 for a significant level of 5%. Because it can be stated that the fourth hypothesis (H7) is rejected which states that the image is significantly related to loyalty. This hypothesis contradicts the opinion of Heung et al. (1996) in a study of three tourist markets regarding image-influenced hotel loyalty, as well as the results of research by Kandampully and Suhartanto (2000) which stated the tendency of consumers to make repeat purchases and provide recommendations with a pleasant image so that they are believed to guarantee high service quality (Kandampully). and Suhartanto, 2000). Although the image does not directly affect loyalty, but the image has an indirect effect on loyalty through satisfaction. That is, a new positive image can be felt by consumers after feeling satisfaction first which in turn will form loyalty.

The relationship between satisfaction and loyalty, the t-statistic value of the relationship between satisfaction and loyalty is 8,773, this value is greater than the t-table value of 1.96 for a significant level of 5%. Therefore, it can be stated that the fourth hypothesis (H8) is accepted which states that satisfaction is significantly related to loyalty. Research Riduan et al. (2015) give the same result where the satisfaction of foreign tourists in Indonesia will affect loyalty. In addition to the interrelationships between constructs, the following is an explanation of the most dominant indicators forming the constructs shown in the following table.

In the marketing communication construct, the most dominant indicator is the brochure about this recreation area compared to other recreational place brochures, then followed by

recreational facilities informed by the manager, advertisements that invite people to visit this recreation area. While the lowest indicator is people's impression of this recreation place compared to other recreational areas. Furthermore, in the experience construct, the most dominant indicator is the overall tourism service in this recreation area, followed by the condition of the restaurants around this recreation area, the setting of tariffs for the services received, the service of officers in assisting visitors, the condition of the natural environment in this recreation area. . While the lowest indicator is recreation in this place as a natural recreation area. In the image construct, the most dominant indicator is that the existing officers are friendly to serve visitors, followed by the existing officers who are skilled at serving visitors, the recreational facilities available are in accordance with those promoted, the services received by visitors are according to demand, the existing officers serve visitors politely, the staff is easy to contact to provide services, tourist information (directions/plans) at the recreation area is clear, the security of visitors' luggage is guaranteed, and the officers available provide services to visitors quickly. While the lowest indicator is the condition of the bathing area being kept clean. While in the service quality construct, the most dominant indicator is the recreational facilities provided, followed by the management of this recreation area as a recreation area, the provision of land for street vendors by the recreation area manager, the reputation of this recreation area. as a place of recreation, recreational comfort in this recreation area. The lowest indicator is the officer serving visitors.

From the satisfaction construct, it can be seen that the most dominant indicator is the promotion of this recreation area as a place of recreation, then followed by recreation in this recreation area compared to recreation in other places, the service of the officers of this recreation area as a place of recreation, the appearance of this recreation place as a place of recreation. well-known recreational areas, the pricing of admission to this recreation area compared to other recreational areas, the recreational facilities of this recreation area as a natural recreation area. The lowest indicator is the perceived benefits of recreation in this recreation area as a whole. From the aspect of loyalty, the most dominant indicator is that the respondent tells the benefits of recreation at this recreation area to others, followed by suggesting other people to go for recreation to this recreation place, make visits regularly to this recreation area, preferring this recreation place as a recreation place for nature tourism compared to other recreational areas, revisiting this recreation area, choosing this recreation place as a recreation area on the weekends. While the lowest indicator is telling others about the pleasant impression of vacationing in this recreation area.

Testing on the inner model is done by looking at the R-Square value which is the goodness of fit model test. The value of R-Square for the latent variable of the image is obtained a value of 0.7099, this indicates that the latent variable of marketing communication, experience and service quality is related by 70.99% to the image. While the rest is explained by other variables that are not included in this study. Furthermore, the R-Square value of the satisfaction latent variable is 0.7364, this indicates that the image and service quality are related by 73.64% with satisfaction. While the rest is explained by other variables that are not included in this study. And lastly, the value of R-Square for the latent variable of loyalty is 0.6382, this shows that image, satisfaction and service quality are related by 63.82% with loyalty. While the rest is explained by other variables outside this research.

## IV. Conclusion

Based on the results of research conducted, several conclusions can be drawn, namely marketing communication has a significant relationship with image. This shows that interesting communication will form a positive image and encourage tourists to visit. Compared to marketing communications, experience plays a more important role in shaping the image of a recreation area. That the waterfall recreation area for consumers is an experience from oneself or others through tangible tourism services. Service quality is significantly related to image. Service quality has the most dominant effect on image compared to experience and communication. Service quality is significantly related to satisfaction. Service quality is not significantly related to loyalty. From the results of this study, it is proven that service quality as measured by the performance of service managers through technical quality and functional quality has a weak influence so that it is not significant on loyalty. Image is significantly related to satisfaction. Image is not significantly related to loyalty. Although the image does not directly affect loyalty, but the image has an indirect effect on loyalty through satisfaction. That is, a new positive image can be felt by consumers after feeling satisfaction first which in turn will form loyalty. Satisfaction is significantly related to loyalty. Of all the variables that have an influence on loyalty, the biggest influence is the respondent's satisfaction variable, namely the promotion of this recreation place as a place of recreation.

There are several suggestions that can be given based on the research conducted, namely the manager needs to pay attention to the factors that shape the quality of services, such as the recreational facilities provided, the management of the recreation area, the provision of land for street vendors by the manager, the reputation of the recreation area, the comfort of the recreation area and the officers who serve visitors. In addition, managers also need to pay attention to the factors that shape the image, such as the officers being friendly and skilled in serving visitors, the recreational facilities available as promoted, the services received by visitors according to demand, the officers who serve visitors politely, the staff those who are available are easy to contact to provide services, tourist information (directions/plans) at the location of the recreation area is clear, the security of visitors' luggage is guaranteed, and the officers available provide services to visitors quickly, and the condition of the bathing area is kept clean. This research is limited to Curug Bidadari and Curug Nangka, while in Malang there are still many other waterfalls. Therefore, there is a need for further research related to this research and involving a larger number of respondents.

## References


Amin, M and Priansa, P. (2019). Marketing Communication Strategy To Improve Tourism Potential. Budapest International Research and Critics Institute-Journal (BIRCI-Journal). P. 160-166.

Andreassen, T.W., & Lindestad, B. (1997). Customer loyalty and complex services–The impact of corporate image and loyalty for customer with varying degrees of service expertise. International journal of service industry management, vol. 9(1), MCB University Press.

Brady, M.K., & Cronin Jr., J.J. (2001). Some new thought on conceptualizing perceived service quality: A hierarchical approach. Journal of marketing, vol. 65.

Echtner, C.M., & Ritchie Jr., B. (1991). The meaning and measurement of destination image. The Journal of tourism studies, vol 2(2).

Eliza, Y., Adriani, E., & Maryanti, S. (2019). The Analysis Return on Investment Education of Married Woman in Indonesia. KnE Social Sciences, 3(14), 667–688. https://doi.org/10.18502/kss.v3i14.4346

Ghozali, I(2014). Structural equation modeling alternatif dengan Partial Least Square PLS. Semarang: Badan Penerbit UNDIP.

Hair, J.F. Jr. , Anderson, R.E., Tatham, R.L., & Black, W.C. (1998). Multivariate data analysis. (5th Edition). Upper Saddle River, NJ: Prentice Hall.

Jamilus, J., & Heryanto, H. (2019). The Effect of Competence , Communication & Motivation on Employee Performance in People ' s Welfare Regional Secretariat of Padang City , Indonesia. Archives of Business Research (ABR), 7(5), 106–122.

Kotler, P. (2002). Manajemen pemasaran–Edisi milenium. Jakarta: Prehalindo. Kurtz, D.L., & Clow, K.E. (1998). Service marketing. USA: John Wiley & Sons.

Lewis, R., & Chambers, R. (2000). Marketing leadership in hospitality: Foundations and practices. New York: John Wiley & Sons.).Loudon, D., & Della Bitta, A.J. (1988). Consumer behavior. Concepts an applications. Third edition. McGraw-Hill Book Co. Singapore.

Lumsdon, L., (1997). Tourism marketing, London: International thomson business press. Mill, R., & Morrison. (1985). The tourism system. USA: Prentice Hall International. Morison, A. (1996). Hospitality and travel marketing. 2nd edition. USA: Delmar Publishers.

Marunduri, P. L. S., & Heryanto, H. (2019). Analysis of the Effect of Training and Motivation on Organizational Commitments and Its Impact on Employee Performance (Study on Insurance Marketing Agents on Prudential Agency Pru-Aini Gunung Sitoli PT). Archives of Business Research, 7(5), 123–133. Retrieved from http://dx.doi.org/10.14738/abr.75.6437.

Maryanti, S., Eliza, Y., Wiyati, R., & Thamrin, M. (2018). IOP Conference Series : Earth and Environmental Science The Growth of the Population : Labor Potential Mapping in Pekanbaru Indonesia The Growth of the Population : Labor Potential Mapping in Pekanbaru Indonesia. IOP Conf. Series: Earth and Environmental Science, 175, 42–47.

Meuthia, S., Melia, S., Pebrina, R., & Eliza, Y. (2019). The Effect of Work Motivation, Work Discipline and Leadership on Employee Performance at the Public Works, Spatial Planning and Land Office of South Solok Regency. International Journal of Engineering and Advanced Technology, 9(1), 627–630. https://doi.org/10.35940/ijeat.F8374.109119

Nguyen, N., & LeBlanc, G. (1998). The mediating role of corporate image on customers' retention decisions: An investigation in financial services. International journal of bank marketing, vol. 16(2), pp. 52-65.

Nursastri, S.A. (2014). Ini Dia 7 Masalah Utama Pariwisata di Indonesia. detikTravel. Diakses dari http://travel.detik.com/read/2014/02/26/152056/2509137/1382/ini-dia-7-masalah-utama- pariwisata-di-indonesia.

Priyatiningsih, K. (2005). Pengaruh komunikasi pemasaran, pengalaman dan kualitas jasa terhadap citra serta dampaknya pada loyalitas wisatawan nusantara (survei tempat rekreasi-air panas di Jawa Barat). Tesis tidak dipublikasikan.Program Pascasarjana Universitas Padjadjaran. Shiffman, L.G., & Kanuk, L.L. (2000). Consumer behavior. 6th edition. USA: Prentice Hall International.

Sukriani, C., & Yusra, I. (2019). Pengaruh Penggunaan Layanan Sms Banking Terhadap Loyalitas Nasabah Yang Dimoderasi Oleh Kepuasan Di Bank Nagari Cabang Tapan. Academic Conference For Management, 1.

Wahab, S., Crampon, L.J., &Rothfield, L.M. (1997). Pemasaran pariwisata. Jakarta: Pradnya Paramita.

Witt, S., & Moutinho, L. (1994). Tourism marketing and management handbook. 2nd edition. UK: Prentice Hall International.

Yamin, S., & Kurniawan, HH (2017). Generasi baru mengolah data penelitian dengan partial least squarepath modelling. Jakarta: Salembainfotek.

Yoeti, O.A. (1996). Pengantar ilmu pariwisata. Bandung: Penerbit Angkasa.

Zukriah, A., & Heryanto, H. (2019). The Effect Of Work Motivation And Discipline On Employee Performance In Human Resources Development Agency, West Sumatera With Education And Training As Variable Intervening. Archives of Business Research, 7(5), 96–105.