

**THE EFFECT OF TOURIST PERCEIVED VALUE AND TOURIST SATISFACTION IN
MEDIATING THE RELATIONSHIP BETWEEN TOURISM DESTINATION IMAGE
ON TOURIST LOYALTY TO VISIT WEH ISLAND**

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ABSTRACT

This study aims to examine the effect of perceived value and tourist satisfaction in mediating the relationship between the image of a tourist destination on the loyalty of tourists to visit Weh Island, Indonesia. This study was conducted on all tourists visiting Weh Island including its Sabang city. The number of samples is determined by multiplying the number of indicators by 10 to produce a sample of 170 people. The method used to analyze the data was Structural Equation Modeling (SEM). The results reveal that Destination Image affects Perceived Value, Destination Image affects Tourist Satisfaction, Perceived Value affects Tourist Satisfaction, Destination Image affects Tourist Loyalty, Perceived Value affects Tourist Loyalty, Tourist Satisfaction affects Tourist Loyalty, Perceived Value partially mediates the influence of Destination Image on Tourist Loyalty, and Tourist Satisfaction partially mediates the influence of Destination Image and Perceived Value on Tourist Loyalty. These findings explain that the model of increasing tourist loyalty to visit Weh Island is a function of strengthening the image of the destination, increasing perceived value, and increasing tourist satisfaction.

Keyword: Destination Image, Perceived Value, Satisfaction, Loyalty.

1. INTRODUCTION

Tourism is one of the government's mainstay sectors in increasing national economic growth. In developing the tourism sector, the Indonesian government carried out various development initiatives from Sabang (the city name in the Weh Island) to Merauke. The Ministry of Tourism and Creative Economy in 2021 has completed various national strategic programs in the tourism sector, such as the Mandalika Circuit and the Lake Toba Tourism Authority. Several years earlier, the Ministry of Tourism and Creative Economy had also designated Weh Island/Sabang as a tourist destination that was included in a national strategic project. On that basis, many activities are held nationally in Sabang, especially in the implementation of national and international scale events. In 2017, the government held the first international mega event in Sabang involving participants from abroad. The activity, which was branded as Sail Sabang 2017, was coupled with development expo activities and attractions for staging the play of Admiral Malahayati. The organization of this event is also closely related to efforts to create the image of Sabang as a leading tourist destination in Indonesia. The government's desire to improve the positive image of Sabang as a tourist destination has received wide acceptance and support from tourism stakeholders both at the provincial level and in the local area of Sabang as well as Banda Aceh and Aceh Besar as two regions that have connectivity as transit areas via land, sea, and air to Sabang area.

Improving the image of Sabang tourist destinations in domestic and foreign markets will have a positive impact on the satisfaction of tourists visiting Sabang. Some of the issues that often stick out are transportation problems connecting Banda Aceh and Aceh Besar as a transit area to then go to Sabang. The improvement of sea transportation services from Banda Aceh city to Sabang city is currently experiencing an increase with the addition of ferry boats both on the fast lane and the regular route. For passenger and vehicle transportation routes, the Aceh Government has added a fleet of Aceh Hebat 2 ships that have been operating since mid-2021. Until now the existence of these ships has been able to reduce the number of queues of passengers and vehicles during the peak season of visiting Sabang such as during Eid day, and holidays. From the tourist side, the number of tourist arrivals had dimmed due to the health crisis of the Covid-19 pandemic that hit the world, including Indonesia. Restrictions and closures of flight access by a number of foreign countries that are sources of foreign tourists are the main causes. However, since 2020, the movement of tourist flows to Sabang has increased even though it has not been comparable to the number of visits before the pandemic. As reported by Antaranews.com (2020) the flow of tourist visits to Sabang reached 85 thousand people. Along with the improvement in the tourism climate after the easing of the policy on people's movement restrictions, which was marked by the increasing flow of domestic tourists to tourism objects. So it is time for the management of Sabang tourism destinations to understand the concept and practice of tourist loyalty. An understanding of this concept will affect how the strategy to develop marketing tourist destinations will change the pattern in developing future tourist destinations that are tourist-centered (tourist focus).

Tourist loyalty is an important concept in understanding their attitudes and behavior towards destinations. Moreover, loyal tourists will be willing to do at least two things, firstly recommending their colleagues or acquaintances to visit the destination, and secondly being willing to revisit the destination. Efforts to increase tourist loyalty can be done by understanding the factors that influence it. Several factors such as satisfaction and perception of tourist value. The literature reveals many studies that have found a positive influence on tourist satisfaction with one destination on their loyalty. Likewise, the perception of tourist value, both theoretically and practically, is found to be the cause of increasing tourist loyalty. Based on the results of the initial survey, it was found that there was dissatisfaction of tourists with services at tourist destinations on Weh Island. Based on previous research, one of the factors that influence tourist loyalty is customer satisfaction.

Tourist dissatisfaction generally arises as a result of the product or service they receive does not match the amount of money they spend. Furthermore, this tourist dissatisfaction will result in reduced tourist loyalty to tourist destinations which in turn will have a negative impact on the destination itself. On the other hand, tourists who are satisfied with the products or services they enjoy while at their destination will tend to provide recommendations to their colleagues and have a high chance of making repeat visits. Based on the results of the initial survey, it can be explained that overall tourist satisfaction in Weh Island is good because the average value is 3.92 or is in the 3.40-4.20 category. However, there are still indicators that have low values where tourists think that the experience of traveling on Weh Island is below their expectations. This shows that the perception of satisfaction felt by tourists has not been maximized.

If viewed further, a positive perception of value for tourist destinations will appear in the minds of tourists when they find that the benefits they receive are higher than the costs incurred (William

& Soutar, 2009). Perceived value is also a dynamic variable because it can be measured both pre-visit, at the destination, and even after returning from the destination (Sánchez et al, 2006). Therefore, it is logical that there is a view that the cost-benefit analysis approach is more effective in measuring the perception of tourist value than the utility evaluation approach (Li, 2021). Based on the results of the initial survey, it can be explained that the overall perception of the value of tourism on Weh Island is good because the average value is 3.76 or is in the 3.40-4.20 category. However, there are still indicators that have a low value where tourists think that traveling on Weh Island costs a lot of money because of the high price of goods. This shows that the perception of value felt by tourists has not been maximized. Not only that, the Destination Management Office (DMO) in this case the Sabang City Tourism Office needs to pay attention to the image of the Sabang tourist destination. So far, the image factor has produced positive and negative results for Sabang. One of the negative images that tourists often express is the transportation service that connects Banda Aceh to Sabang. Likewise, the limited occupancy during peak season. In addition, ticket services and vehicle queues are also things that tourists complain about. However, efforts to improve and improve services have shown improvement. Such as ferry services, online ticket purchases, and other facilities that make it easier for tourists.

Based on the results of the initial survey, it can be explained that overall tourist satisfaction in Weh Island is good because the average value is 3.67 or is in the 3.40-4.20 category. However, there are still indicators that have low values where tourists think that the attractions available on Weh Island are not attractive enough. This shows that the image of the destination that is perceived by tourists is not optimal. So the description of the background, the title proposed for this research is "The Effect of Perceived Value and Tourist Satisfaction in Mediating the Relationship Between Tourist Destination Image and Tourist Loyalty to Visit Weh Island."

2. LITERATURE

Tourist Loyalty

According to Operaman's records (2012) until 2012 the study of tourist destination loyalty, brand loyalty, or customer loyalty has been going on for more than 40 years. Tourist loyalty is considered important because it has a long-term influence on the future of the destination. Therefore, it is very important to maintain a sustainable good relationship with tourists (Velasquez, Saura & Molina, 2011). However, the definition of loyalty is still general. From the perspective of tourists, the definition of tourist loyalty is divided into two dimensions, namely: attitude loyalty and behavioral loyalty (Velasques et al, 2011; Zhang et al, 2014). However, Zhang et al. (2014) are more likely to integrate the definitions of attitude and behavior by referring to the opinions of Hughes (1991) and Sonmez & Graefe (1998). In this integrative perspective, tourist loyalty is defined as the relationship between attitude relativity and patterned repetition (patronage repeat). Destination loyalty is an outcome variable derived from the consumer loyalty variable in the field of study of Marketing Management. The study of this in the tourism domain has been going on for a long time. This variable is generally an outcome variable whose position is influenced by antecedent and moderating variables (Ramseook-Munhurrun et al., 2015). The ability to predict an increase in destination loyalty is caused by the influence of tourist knowledge on the image of the destination (Zhang et al., 2014).

According to Nurullaili (2013), the factors that influence loyalty are price, service, product quality, and promotion factors.

1.Price

Price is the amount of money (plus some goods if possible) required to obtain a number of combinations of goods and services.

2.Service

The process of meeting needs through the activities of others directly.

3.Product quality

A value of a product or service, where the value of the product or service is following what is expected or exceeds what is expected so that the product or service can meet the needs of its users.

4.Promotion

Marketing activities that seek to disseminate information that influence/persuade, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. Several types of promotions which are often referred to as the promotion mix are: advertising, sales promotion, personal selling, and public relations.

Furthermore, the factors that influence customer loyalty according to Tjiptono (2014:45) are as follows:

1.Value

The reduction in quality standards of a product will disappoint even the most loyal customers as will price changes. Therefore, the company must control the quality of the brand and its price.

2.Image

Products that have a good image will be able to lead to customer loyalty to the brand.

3.Convenience and ease of getting the product.

In a situation full of pressure and demand for a market that demands convenience, the company is required to provide products that are comfortable and easy to obtain.

4.Satisfaction felt by customers

Customers will be loyal to a product if they get satisfaction from the product. Therefore, if a customer tries several kinds of products, it exceeds the criteria for product satisfaction or not. If after trying and the response is good, it means that the customer is satisfied and will decide to buy the product consistently all the time.

6.Service

Good service offered by the company can affect customer loyalty to the brand.

7.Guarantees and guarantees.

There are various indicators used by previous researchers to measure tourist loyalty to destinations. One is initiated by Oliver (1999) which consists of four aspects: Cognitive, affective, conative, and action. Another is the desire to visit again, willing to recommend and provide positive information about Sabang (Muhammad, Alid & Gani, 2011; Cossio-Silva et al., 2019).

Tourist Satisfaction

Tjiptono (2015: 353) defines customer satisfaction as an emotional response to experiences related to certain purchased products or services, retail outlets, or even behavioral patterns (such as shopping behavior and buyer behavior), as well as the market as a whole. Meanwhile, according

to Daryanto and Setyobudi (2014: 43) said customer satisfaction is an emotional assessment of the customer after the customer uses a product where the expectations and needs of the customers who use it are met.

In general, companies carry out business activities, or the task of marketers to consume and offer goods or services from a company is to create satisfaction for customers and customers. With this, previous researchers attempted to develop a theoretical framework to explain the factors that determine the formation process and the consequences of satisfaction itself. According to Wijayanti (2017: 189), the factors that influence satisfaction are customer needs, hidden expectations, special customers, emotional touch, and tolerance zones based on information from several sources including:

1. word of mouth (word of mouth)

This influence arises from everything the customer hears from other customers. This is a potential factor because customers usually tend to trust other customers who have tried products or services provided by the company or agency.

2. Personal needs

This factor depends on the individual needs of each customer usually not the same between customers, so the expectations required by customers are not the same.

3. Past experience

The expected state cannot be separated from the past experience of each customer, because the higher the experience, the more very influential his expectations in influencing needs.

4. External communication (external communication)

External communication such as promotions, counseling they provide accept will affect the expectations of customers

According to Kasmir (2017: 240) to achieve customer goals, it is necessary to look at the following factors

1. Pay Attention to Service

That is service from customers who serve customers with friendliness, courtesy, and fast and efficient service. The customer here means starting from the lowest customer to the highest leadership in a company.

2. Approach Factors and Proximity to Interact

This means that there is good interaction between service customers. In this case, the service must be able to treat the customer like an old friend, so that intimacy and comfort arise while dealing with the company.

3. Price Factor Offered

The definition of the price here is divided into two, for financial and non-financial companies/institutions. For financial institutions such as banks, interest, both deposit interest, and loan interest, or profit-sharing and administrative fees are offered competitively with other banks. Meanwhile, for non-financial institutions, it is the amount of money that must be paid by the customer when buying the product.

4. Convenience and Security of Company Location

This means location as a place where customers interact. In this case, customers always feel comfortable both outside the building and inside the building. Customers or customers also do not feel anxious when dealing with or making purchase transactions at the company.

5.Ease of Obtaining Products

This means that the types of products offered must be complete, so what the company wants and needs is always available. Customers should not be charged with convoluted (complicated) procedures or burdensome requirements in terms of too many document requirements, usually for financial institutions such as in the case of customer credit applications.

6.Handling Complaints or Complaints

That is, every time there is a complaint or complaint made by a customer or customers must be responded to and handled quickly and appropriately. Complaints are evidence of negligence or lack of customers. For example, complaints about the length of service time, or the frequent jams of the equipment used. Complaints also often occur because the atmosphere of the room is irregular, hot, or uncomfortable. It's even worse if you complain because the customers who serve make various mistakes

7.Completeness and Product Use

For example, specifically for financial institution company products, ATM facilities must be available in various strategic locations. Including the completeness of the facilities and products offered. For all companies, the factor of completeness of the types of products offered needs serious attention. Do not let a customer who wants one type of product but it is not available and this will set a bad precedent for both the customer and the customer.

8.After Sales Service

After-sales service is a service provided to customers who have purchased or used the products they purchased. Attention to customers or customers in the future, especially to after-sales service, cannot be underestimated. This means that after the customer buys, of course, there are things that customers complain about after using the products offered. Usually, for certain products, there is a guarantee for the use of a product within a certain period. In this case, the management must be good at making terms and conditions regarding after-sales guarantees, so that each will benefit.

The indicators used to measure tourist satisfaction are adapted from a number of indicators used by Aliman et al. (2014), which are as follows:

1. Enjoy the visit to the destination
2. Satisfied with the decision to visit the destination
3. Visits to fun destinations
4. The results of visits to destinations exceed expectations

Perceived Value

Consumer perceived value plays an important role in consumer decision-making to buy a product or service (Li, 2021). Research conducted in this marketing domain has attracted the attention of many previous researchers (among others Dodd & Monroe, 1985; Porter, 1985; Zeitaml, 1998; Gale & Wood, 1994; and Woodruf, 1997).

Li (2021) defines the perception of tourist value as: "An overall evaluation of products or services provided by a tourism area from the cost-benefit perspective." This definition shows that the

perception of tourist value is a comprehensive evaluation of the product or service provided by a tourist destination based on a cost-benefit approach.

Long before Li (2021), an understanding of the perception of tourist value had been put forward by Murphy, Pitchard & Smith (2000). According to them, the perception of tourist value is a sacrifice of time and money spent with the experience gained at the destination. Likewise, Bajis (2013) also argues that tourists will compare the difference between the benefits they receive and the costs incurred to enjoy the products offered by one destination.

If viewed further, a positive perception of value for tourist destinations will appear in the minds of tourists when they find that the benefits they receive are higher than the costs incurred (William & Soutar, 2009). Perceived value is also a dynamic variable because it can be measured both pre-visit, at the destination, and even after returning from the destination (Sánchez et al, 2006). Therefore, it is logical that there is a view that the cost-benefit analysis approach is more effective in measuring the perception of tourist value than the utility evaluation approach (Li, 2021). As revealed by Li (2021). Currently, the problem of perception of tourist value is done by relying on two approaches, namely cost-benefit analysis and utility analysis.

According to Zamroni (2013), the factors that influence perception are:

a. Strong stimulus

b. Physiology or Psychology

If the physiological system is disturbed, it will affect a person's perception. While psychology includes experiences, feelings, thinking abilities, and so on, it will also affect someone in giving perceptions.

c. Environment The situation behind the stimulus also influences perception. Perception is a process by which individuals organize and interpret their sensory impressions to give meaning to their environment. Two people with the same motivation and goals may act differently because they are in different situations (Stephen Robbin, 2009).

Perception is a process used by individuals to select, organize, interpret information input to create a meaningful picture of the world Philip Kotler, (2012) Adji and Semuel (2014) perception does not only depend on physical stimuli but also on stimuli related to the environment environment and circumstances of the individual concerned.

The perception of tourist value is measured by four indicators consisting of emotional value, social value, the functional value of price, and the functional value of performance (Seeney & Soutar, 2001). Another indicator is the one used by Aliman et al. (2014) which consists of:

1. Value of money (money), the perception of the value of money spent at the destination
2. Time (time), the perception of the value of time spent at the destination
3. Effort, the perception of the value of the business carried out at the destination
4. Convenience, the perception of the value of comfort while at the destination.

Destination Image

Research on the image of tourist destinations is not something new. Researchers have been working on this topic for more than five decades (Svetlana & Juline, 2010). There are various definitions of destination image put forward by researchers starting with the definition given by Hunt (1975) as an impression of a place. Then followed by Lawson & Bouvy (1977), which define the image of a destination in a more complete formulation, namely as an expression of one's

feelings about a special place in the form of knowledge, prejudice, imagination, and emotional thinking.

Assael (1984) defines it as: "the total perception of a destination formed by processing information from multiple sources over time." Some define it as the perception of a group of people (Jenkins, 1999). Destination image is the most fundamental factor in marketing and increasing the attractiveness of a destination. Not only that, but the image of the destination is also often associated with tourist satisfaction (Chia, Lo, Razak, Wang & Mohamad, 2021).

Milman and Pizam (1995) mention that there are three components of the image of a tourist destination, namely: the product, the behavior and attitudes of the host at the destination (tourist administration authorities, business actors, community members, and the parties surrounding the destination), and the environment of the destination itself.

The product in this context is the extent to which the attraction in a tourist destination has a quality that will be enjoyed by tourists. The higher the quality of the products offered at a destination, the better the image of the destination will be.

In terms of the host's behavior and attitude, both conceptually and practically, is an inseparable part of the image of the destination. This situation often occurs in various destinations in the world. For example, a study on community support for the development and the tourism industry. Another component according to Milman and Pizam (1995) which is an important part of the image of a tourist destination is the environmental conditions in the destination. In general, the environment is divided into two: 1. The natural environment whose existence cannot be renewed, because of that aspect of sustainability and greenery are important factors for destinations. 2. The built environment is in the form of an environment that has been modified with a touch of development such as the manufacture of hotels, recreation, and entertainment parks, and other tourism facilities made by humans.

In contrast to Milman and Pizam (1995), Gunn (1972) offers two components, namely organic components and induction components. Previous research has shown that the image of a destination has a positive effect on tourist satisfaction (Hanif, Kusumawati, & Mawardi, 2016).

The other indicator is 6A used by Aliman et al. (2014) which consists of:

1. Tourist attraction
2. Accessibility
3. amenities
4. Activity
5. Ancillary
6. Availability of package (availability of packages).

Research Hypothesis

From the description above, the authors formulate the hypothesis to be tested as follows.

- H1 : Destination Image affects Perceived Value
- H2 : Destination Image affects Tourist Satisfaction
- H3 : Perceived Value affects Tourist Satisfaction
- H4 : Destination Image affects Tourist Loyalty
- H5 : Perceived Value affects Tourist Loyalty
- H6 : Tourist Satisfaction affects Tourist Loyalty

- H7 : Perceived Value mediates the Destination Image effect on Tourist Loyalty
 H8 : Tourist Satisfaction mediates the Destination Image effect on Tourist Loyalty
 H9 : Tourist Satisfaction mediates the Perceived Value effect on Tourist Loyalty

3. METHOD

The population was a generalization area, where all the elements that become objects were located and used as a measure of representation and generalization. So the population of this research was all tourists who have visited Weh Island including the city of Sabang. Because the population was not known with certainty, the study took a sample based on the number of indicators for each variable multiplied by 10. Thus, the number of samples that will be respondents was 170 tourists (17 indicators X 10). The data required/collected includes primary data and secondary data.

To discuss the research, researchers used data analysis tools that had been collected previously. Data analysis in this study used The Structural Equation Modeling (SEM) method from the AMOS. This data analysis tool is an inferential statistical tool used for hypothesis testing. Hair et al, (2013: 181) explain that the advantages of SEM application in research are due to its ability to confirm the dimensions of a concept or factor that is very commonly used and its ability to measure the influence of existing relationships theoretically. This researcher is to verify whether the theory used is still valid, the theory that applies to one organization also can be applied to other organizations, and the stated theory can be applied to a certain country and at a certain time applies to other countries and at other certain times. For this reason, the researcher proposes a hypothesis to be tested later by using the right analytical tools.

Before testing the hypothesis, confirmatory factor analysis (CFA). After the analysis, structural equation modeling (SEM) was used to test the theoretical model (Hair et al. 2010: 194). The research model is shown in the following figure.

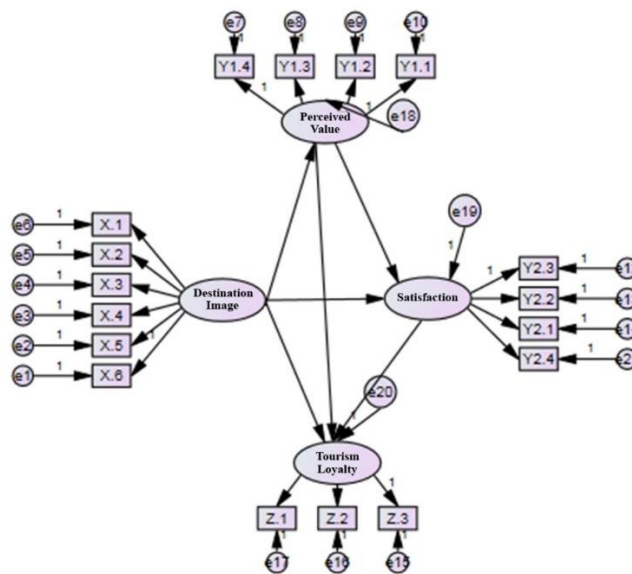


Figure 1. Research Model

4. RESULT

Structural Model

The Structural Model analysis was carried out after an analysis of the one-dimensionality level of the indicators forming the latent variables was tested using confirmatory factor analysis. The results of the SEM model are shown in Figure 2.

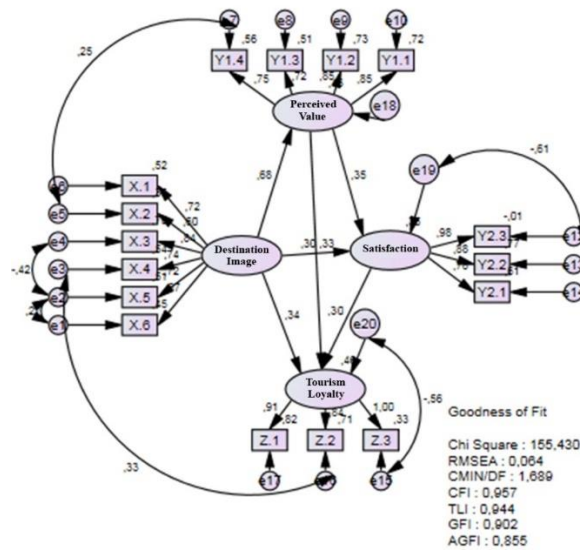


Figure 2. Structural Model Test

Hypothesis test

After all the assumptions were met, then hypothesis testing was conducted. Testing The 9 hypotheses were carried out based on the Critical Ratio (CR) value as shown in Table 1 below.

Table 1. Standardized Regression Weight

	Influence	Estimate	SE	CR	P
Perceived_Value	<--- Destination_Image	0.677	0.104	6.568	0.000
Satisfaction	<--- Destination_Image	0.299	0.114	3,329	0.000
Satisfaction	<--- Perceived_Value	0.345	0.113	3,831	0.000
Loyalty	<--- Destination_Image	0.338	0.110	3,833	0.000
Loyalty	<--- Perceived_Value	0.332	0.108	3,794	0.000
Loyalty	<--- Satisfaction	0.303	0.072	2,903	0.000

The result formulates the statistical equations below:

Perceived value= 0.677 Destination Image

Tourist Satisfaction = 0.3299Destination Image+ 0.345 Perceived Value

Tourist Loyalty = 0.338 Destination Image + 0.332 Perceived Value + 0.303 Tourist Satisfaction

H1 : Destination Image Effect On Perceived value

Destination Image effect on Perceived value has CR 6.568 and significance 0.000. It figures the Destination Image affects increasing the Perception of Value. The coefficient is 0.677 or 67.7%. This indicates that the better the Destination Image will have a positive and real influence on the increase in Perceived value.

H2 : Destination Image Effect On Tourist Satisfaction

Destination Image effect on Tourist Satisfaction has CR 3.329 and significance 0.000. It explains the Destination Image affects increasing Tourist Satisfaction. The coefficient is 0.299 or 29.9%. This indicates that the better the Destination Image will have a positive and significant impact on increasing Tourist Satisfaction.

H3 : Perceived value Effect On Tourist Satisfaction

Perceived value effect on Tourist Satisfaction has CR 3.831 and significance 0.000. Thus, it reveals that perceived value affects increasing tourist satisfaction. The magnitude of the effect of perceived value on tourist satisfaction is 0.345 or 34.5%. This indicates that the higher the perceived value level, the more tourist satisfaction will increase.

H4 : Destination Image Effect On Tourist Loyalty

Destination Image effect on Tourist Loyalty has CR 3.833 and significance 0.000. It means the Destination Image affects Tourist Loyalty. The coefficient is 0.338 or 33.8%. This indicates that the higher the level of Destination Image will further increase Tourist Loyalty.

H5 : Perceived value Effect On Tourist Loyalty

Perceived value effect on Tourist Loyalty has CR 3.794 and significance 0.000. It figures perceived value influences tourist loyalty. The coefficient is 0.332 or 33.2%. This indicates that the higher the perceived value level, the more tourist loyalty will be.

H6 : Tourist Satisfaction Effect On Tourist Loyalty

Tourist Satisfaction effect on Tourist Loyalty has CR 2,903 and significance 0.000. It says Tourist Satisfaction affects Tourist Loyalty. The coefficient is 0.303 or 30.3%. This indicates that the higher Tourist Satisfaction will have a direct influence on Tourist Loyalty.

H7 : Destination Image Effect On Tourist Loyalty through Perceived Value

From the results of the Sobel test calculation, the result is 2.779 and is significant at = 0.000. Thus, Perceived Value acts as a mediator between Destination Image and Tourist Loyalty. Thus, because Perceived Value is a mediator, and also Destination Image can affect Tourist Loyalty directly, then the role of Perceived value is as a Partial mediation, which means that the Destination Image can affect Tourist Loyalty both directly and indirectly through Perceived Value.

Table 2. Mediation Effect of Hypothesis 7

Input:		Test statistic:	Std. Error:	p-value:
a	0.677	Sobel test: 2.77971264	0.08085872	0.0054407
b	0.332	Aroian test: 2.75327636	0.0816351	0.00590021
s _a	0.104	Goodman test: 2.80692534	0.08007481	0.00500168
s _b	0.108	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

H8 : Destination Image Effect On Tourist Loyalty through Tourist Satisfaction

From the results of the Sobel test calculation, the result is 3.534 and is significant at = 0.000. Thus, Tourist Satisfaction acts as a mediator between Destination Image and Tourist Loyalty. Thus, because Tourist Satisfaction is a mediator, and Destination Image can affect Tourist Loyalty directly, then the role of Tourist Satisfaction is as a partial mediation, which means that the Destination Image can affect Tourist Loyalty both directly and indirectly through Tourist Satisfaction.

Table 3. Mediation Effect of Hypothesis 8

Input:		Test statistic:	Std. Error:	p-value:
a	0.677	Sobel test: 3.53412449	0.05804295	0.00040913
b	0.303	Aroian test: 3.50507727	0.05852396	0.00045647
s _a	0.104	Goodman test: 3.56390605	0.05755791	0.00036538
s _b	0.072	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

H9 : Perceived Value Effect On Tourist Loyalty through Tourist Satisfaction

From the results of the Sobel test calculation, the result is 2.471 and is significant at = 0.000. Thus, Tourist Satisfaction acts as a mediator between Perceived Value and Tourist Loyalty. Thus, because Tourist Satisfaction is a mediator, and Perceived value can also affect Tourist Loyalty directly, then the role of Tourist Satisfaction here is as a full mediation, which means that the Perceived Value can affect Tourist Loyalty both directly and indirectly through Tourist Satisfaction.

Table 4. Mediation Effect of Hypothesis 9

Input:		Test statistic:	Std. Error:	p-value:
a	0.345	Sobel test: 2.47124571	0.04230053	0.01346433
b	0.303	Aroian test: 2.42676557	0.04307585	0.0152341
s _a	0.113	Goodman test: 2.51826491	0.04151072	0.01179346
s _b	0.072	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

5. CONCLUSION

The results reveal that Destination Image affects Perceived Value, Destination Image affects Tourist Satisfaction, Perceived Value affects Tourist Satisfaction, Destination Image affects Tourist Loyalty, Perceived Value affects Tourist Loyalty, Tourist Satisfaction affects Tourist Loyalty, Perceived Value partially mediates the influence of Destination Image on Tourist Loyalty, and Tourist Satisfaction partially mediates the influence of Destination Image and Perceived Value on Tourist Loyalty. These findings explain that the model of increasing tourist loyalty to visit Weh Island is a function of strengthening the image of the destination, increasing perceived value, and

increasing tourist satisfaction. Thus, this tested model can contribute as a theoretical framework for academics, and can be used as a thinking reference for further scientific research. Further researchers can develop it by adding new variables. Practitioners, especially research subjects, namely managers of the tourism sector in Sabang, can use these findings as a basis for making future policies to increase tourist loyalty.

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