

Customer Satisfaction Between Perceptions of Environment Destination Brand and Behavioural Intention

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Customer Satisfaction Between Perceptions of Environment Destination Brand and Behavioural Intention

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This study was to determine the intention of foreign and domestic tourists, as to making another tourist visit to the island of Lombok after the earthquake there. It was also to find out whether tourists' intention to visit Lombok again is influenced by its brand as an environmental destination; directly or indirectly. This is important to drawing up a policy model for efforts to increase tourist numbers, in the face of international Halal tourism after the earthquake in Lombok. A quantitative exploratory approach was used, with a questionnaire find out the perceptions of respondents. The criteria of respondents are Muslim foreign and domestic / Indonesian tourists who have visited Lombok in the last 3 years. The research was carried out with a closed-ended question structure for 400 new respondents. Muslim domestic tourists who had visited Lombok in the last three years were sought. Non-probability sampling was used. The researchers could not list all members of the population. Path Analysis was then used. The environmental destination brand of Lombok island directly influences customer satisfaction and behavioural intention. Customer satisfaction also directly influences behaviour, secondarily to the destination and brand of Lombok island.

Key words: *Customer Satisfaction, Environment destination brand, and Behavioural Intention.*



Introduction

The tourism industry in Indonesia has contributed more than 13% of GDP since 2017. Tourism revenues have increased since 2017, from 182.0 billion to 223.0 billion in 2018. Besides increasing a country's income, the tourism sector also creates sustainable employment for the local population. Chookaew (2015) states that halal tourism is an actualization of the Islamic concept where halal and haram values are the main benchmark. All aspects of tourism activities are inseparable from halal certification which must be a reference for every tourism actor.

Tourism in Indonesia is very diverse and has its own beauty. There are natural attractions, culinary tours, shopping tours and educational tours. No wonder that many foreign or domestic tourists crowd every destination in Indonesia. One part of Indonesia that can attract tourists is eastern Indonesia. The destinations make many tourists want to linger there, particularly for nature tourism. The natural beauty of Indonesia is undeniable, because God's creation is always amazingly beautiful. In addition, eastern Indonesia, especially the Lombok region, has special foods that must be tried. The majority of Lombok is Muslim. Many have small and medium businesses, because it is a tourism area. But many businesses still do not have halal certification. Currently food producers form into more structured entities, which are large-scale, capital-intensive, and low-cost mass producers (Van Donk et al., 2008).

Eco-tourism is now "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (International Ecotourism Society (TIES), 2015). Education is meant to include both staff and guests. Natural tourism is an effort to utilize natural resources and environmental arrangements designated as tourist objects and attractions as tourist destinations, in ecotourism activities containing elements of concern, responsibility and commitment to environmental sustainability and the welfare of local residents. Ecotourism is an effort to maximize and preserve the potential of natural and cultural resources as a source of sustainable income. Ecotourism is a responsible model for developing natural tourism in unspoiled areas or naturally managed areas. The purpose is to enjoy the beauty of nature. It also activates the element of education and support for conservation efforts, and for increasing the income of local people. Ecotourism is about uniting conservation, communities, and sustainable travel. Those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles such as (in full): Minimize physical, social, behavioural, and psychological impacts, build environmental and cultural awareness and respect, provide positive experiences for both visitors and hosts, provide direct financial benefits for conservation, generate financial benefits for both local people and private industry, deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates, design,



construct and operate low-impact facilities, recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment (Ibid).

Therefore, the research is important. It aims to find out the intention of tourists to revisit a trip to Lombok, when influenced by the environment destination brand, as to whether it directly or indirectly influences tourist satisfaction on subsequent travels to Lombok. This is important so that a policy model can be drawn up, one that can resolve efforts to increase the number of tourists in terms of international Halal tourism, after the earthquake in Lombok.

Literature Review

Environment Destination Brand

Environment destination brand has defined as follows: It is a name, symbol, logo, word mark or other description that can identify and distinguish a destination; the rest promises a tourist experience that can be remembered because of the uniqueness of a destination, the brand also strengthening memories of a destination experience (Ritchie and Ritchie; 1998). Definition of environment destination branding also means an outline in developing strategies, as well as an evaluation framework to assess the effectiveness of a tourist destination's branding (Blain, Levy, and Ritchie; 2005).

Customer Satisfaction

Customer satisfaction is the buyers' cognitive state of being adequately or inadequately rewarded for the sacrifice they underwent. This definition contains elements of appraisal and comparison, although the compared concepts differ; namely desires and outcomes versus rewards and costs (Oliver, 1981). Two definitions may be extracted from the above definition. First, a conceptual definition describes customer satisfaction as an outcome of purchase and use, resulting from the buyer's comparison of the rewards and costs of the purchase, in relation to the anticipated consequences. Second, an operational definition describes satisfaction as similar to attitude, in that it can be assessed as the total of satisfactions derived from the various attributes of a product or service (Churchill, 1982).

Satisfaction has previously been defined as conformity with individual consumers' pre-purchase expectations. In conforming to these expectations, businesses should have a clear understanding of the role played by products and services in this process. The similarity between products and services has been the subject of several research projects and discussions. Some of the non-product satisfactions offered may be as significant as, if not more significant, than product-related satisfactions in determining customer patronage (Westbrook, 1981). Further, it has been argued that the various consumer experiences relating



to satisfaction may be divided into two broad categories: (1) experiences related to being in the store itself and dealing with the organization; and (2) experiences related to utilizing the product and the services obtained from the dealer.

This idea is further supported by research which found that consumers somehow add up their satisfactions and dissatisfactions with retailer-related experiences, both in the store and with regard to products and services obtained there, which result in feelings of satisfaction/dissatisfaction with the overall retail outlet (Nagel, 1990). Thus, high levels of satisfaction from certain sources may compensate for lower levels of satisfaction from others. Moreover, satisfaction from multiple sources serves to raise overall store satisfaction, whereas dissatisfaction from multiple sources tends to lower it. It thus appears that products and services are inseparable in terms of their contributions to satisfaction (Westbrook, 1981).

Behavioural Intention

Customer intentions towards products and services are the result of the customer satisfaction process felt for the products and services provided by the providers of products and services. Satisfaction felt by customers for products and given services can influence the behaviour of high or low customer intentions, depending on how much customer satisfaction is felt. Understanding of consumer behaviour will facilitate management in developing products or services, according to consumer needs and desires. Visitors' past experiences are also an important influence upon behavioural intention to revisit (Jin et al., 2015).

Environment Destination Brand and Customer Satisfaction

Coban (2012) proved the significant influence of environment destination brands on tourist satisfaction. Positivity in an environment destination brand causes high satisfaction, and a negative image causes dissatisfaction or unhappiness. Sun et al. (2013) through his research on tourism destinations in Hainan, China, also proved that tourists who developed positive (image) perceptions of Hainan gained better satisfaction with their experience. This proves that environment destination brands have a positive effect on tourist satisfaction when visiting tourism destinations. Tasci and Gartner (2007) in Artuğer et al. (2013) explained that environment destination brands influence tourist behaviour, in relation to whether they intend to revisit, recommend it to others, or revisit tourism destinations.

Customer Satisfaction and Behavioural Intention

Favourable customer opinion will automatically lead to positive behaviours towards the service provider. Through wide discussion of that proposition in the literature, considerable uncertainty related attends its validity. Whilst a posited relationship between customer



satisfaction and behaviour intention is a long-standing cornerstone of buyer behaviour theory (e.g., Howard and Sheth, 1969; Engel et al., 1995; Hawkins et al., 1995). Getty and Thompson (1994) acknowledge that little research exists to link service quality and/or customer satisfaction on the one hand, with recommending behaviour or any other form of positive action by the customer on the other, yet they stated that "satisfied patrons are more likely to be repeat customers and provide positive word of mouth to others. This is a basic axiom of business". This research proved the significant influence of customer satisfaction upon behavioural intention.

Environment Destination Brand and Behavioural Intention

Environment destination brands have a direct, significant effect on tourist loyalty variables. Travellers who already have knowledge or beliefs about cognitive imagery (tourist attractions, basic facilities, cultural attractions, accessibility and tourism substructure, natural environment, and economic factors) and affective imagery (a vibrant, vibrant and pleasant city) can be loyal by doing certain behaviours. Among other things, tourist behaviour is to visit again in the future, say positive things, and recommend to others. The results of the study of Tasci and Gartner (2007) in Artuğer et al. (2013) explains that environment destination brands affect the behaviour of tourists who, among others, intend (interest) to revisit, recommend to others, or revisit a related tourism destination.

Model Analysis



Method

The research design used in this study is a quantitative exploratory approach. It uses a questionnaire to find out perceptions of respondents. The criteria are that they are Muslim foreign and domestic / Indonesian tourists who have visited Lombok in the last three years. The research was carried out with a closed-ended question structure for 400 new respondents, according to the criteria of the sample / respondent consisting of Muslim domestic tourists

who had visited Lombok in the last three years. The sampling technique is non-probability sampling, where researchers cannot obtain a list of all members of the population. Path Analysis is used.

Results

Results of Path Analysis

Path Coefficient

Here is a picture of the path analysis test results with the path coefficient value or standardize in the variable Environment destination brand to customer satisfaction, Environment destination brand towards behavioural intention and customer satisfaction to behavioural intention.

FIGURE 1. Path Analysis Test Results



The following is a table of path analysis results based on the path coefficient value:

Table 1: Coefficient Value Inter Variables

Variable			Standardized Coefficient Value
Environment destination brand	⇒	Customer satisfaction	0.81
Customer satisfaction	⇒	Behavioural intention	0.69
Environment destination brand	⇒	Behavioural intention	0.31

Based on the Table 1, it can be explained that :



- a. If the variable Environment destination brand changes, it will cause changes in Customer satisfaction. A positive sign shows a uni-directional change that is if the Environment destination brand variable increases, Customer satisfaction will increase, and vice versa if the Environment destination brand variable decreases, Customer satisfaction will also decrease with the path coefficient value 0.81.
- b. If the variable Customer satisfaction changes, it will cause changes in Behavioural intention. A positive sign shows a unidirectional change if the Customer satisfaction variable increases, the Behavioural intention will increase, and vice versa if the Customer satisfaction variable decreases, the Behavioural intention will also decrease with the path coefficient value 0.69.
- c. If the variable Environment destination brand changes, it will cause changes in Behavioural intention. A positive sign shows a unidirectional change if the Environment destination brand variable increases, the Behavioural intention will increase, and vice versa if the Environment destination brand variable decreases, the Behavioural intention will also decrease with the path coefficient 0.31.

Based on the standardized path coefficient value, it can also be seen that the relationship between variables that have dominant influence. The biggest relationship between variables is connecting the environment destination brand to Customer satisfaction with the path coefficient value of 0.81.

Determination Coefficient

The coefficient of determination shows the amount of influence or contribution of exogenous variables to endogenous variables, and intervening endogenous variables to endogenous variables.

The following are the test results which show the coefficient of determination:

Table 2: Determination Coefficient Value

Variable	R²
<i>Environment destination brand ⇒ Customer satisfaction</i>	0.639
<i>Environment destination brand and Customer satisfaction ⇒ Behavioural intention</i>	0.803

Based on Table 2, it can be explained, that :



1. The amount of change Customer satisfaction caused by the existence of the Environment destination brand (X) is 0.639 or 63.9%. In other words the influence of Environment destination brand on Customer satisfaction is 63.9%.
2. The amount of changes in Behavioural intention caused by Environment destination brand and Customer satisfaction is 0.803 or 80.3%. In other words the influence of Environment destination brand and Customer satisfaction on Behavioural intention is 80.3%.

Hypothesis Tests

Parameters of the presence or absence of influence can be partially identified, based on the CR (Critical Ratio) value. To determine whether there is an influence of exogenous variables on endogenous and endogenous to endogenous, the following provisions are used: compare the probability value with a significant level of $\alpha = 0.05$. If the significance value is <0.05 , then there is the influence of exogenous variables on endogenous or endogenous towards endogenous. And vice versa if the significance value is > 0.05 , then there is no effect of exogenous variables on endogenous or endogenous towards endogenous.

In this study the parameters used as a reference are comparing the calculated significance values with the standard significance of 0.05, and compare CR count with CR standard 1.96.

The complete results of hypothesis testing can be seen in the table below:

Table 3: Direct Influence of Test Results

Variable		Current Ratio	Level of Sig.	Note	Hyphotesis
<i>Environment destination brand</i>	⇒ <i>Customer satisfaction</i>	6.832	0.000	There is influence (Significant)	Accepted
<i>Customer satisfaction</i>	⇒ <i>Behavioural intention</i>	4.345	0.000		
<i>Environment destination brand</i>	⇒ <i>Behavioural intention</i>	1.504	0.007	There is influence (Significant)	Accepted

Based on Table 3, it can be explained :

1. The amount of CR value calculated variable Environment destination brand to Customer satisfaction is 6,832. The level of significance is 0,000, this value is smaller than 0.05.



Because this significance level is less than 0.05, Environment destination brand has an effect on Customer satisfaction.

2. The amount of CR value calculated variable Customer satisfaction on Behavioural intention is 4.345. The level of significance is 0,000, this value is smaller than 0.05. Because this significance level is less than 0.05, Customer satisfaction has an effect on Behavioural intention. The direct influence of Environment destination brand on customer satisfaction and customer satisfaction on Behavioural intention shows that Environment destination brand indirectly influences Behavioural intention but must go through Customer satisfaction.
3. The magnitude of the CR value calculated variable Environment destination brand against Behavioural intention is 1.504. The level of significance is 0.007, this value is less than 0.050. Therefore this significance level is greater than 0.050. Then the Environment destination brand variable is declared to have an effect on Behavioural intention. 2. The amount of CR value calculated variable Customer satisfaction on Behavioural intention is 4.345. The level of significance is 0,000, this value is smaller than 0.05. Because this significance level is less than 0.05, Customer satisfaction has an effect on Behavioural intention. The direct influence of Environment destination brand on customer satisfaction and customer satisfaction on Behavioural intention shows that Environment destination brand indirectly influences Behavioural intention but must go through Customer satisfaction.

The magnitude of the CR value calculated variable Environment destination brand against Behavioural intention is 1.504. The level of significance is 0.007, this value is less than 0.050. Therefore this significance level is greater than 0.050. Then the Environment destination brand variable is declared to have an effect on Behavioural intention.

Indirect Path Coefficient

Path analysis testing, besides testing the direct effect of exogenous variables on endogenous, also tests indirect effects of exogenous variables on endogenous through intervening endogenous variables.

Images of indirect influence from Environment destination brand on Behavioural intention through Customer satisfaction are as follows :

Figure 4: Indirect Path Coefficient

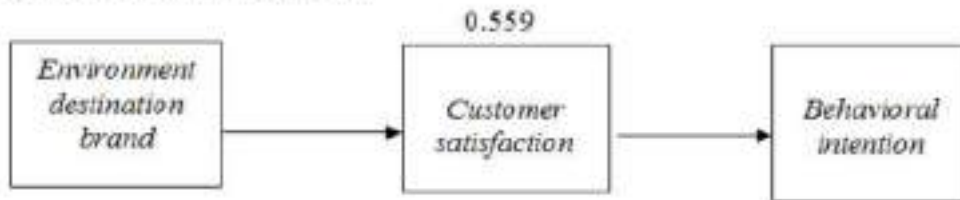


Figure 4 shows that the indirect path coefficient of Environment destination brand towards Behavioural intention through Customer satisfaction is a multiplication of direct path coefficients from Environment destination brand to Customer satisfaction, which is 0.810 and Customer satisfaction to Behavioural intention with a value of 0.670. So the indirect coefficient value is $0.810 \times 0.690 = 0.559$.

Discussion

Cronin and Taylor (1992), Bolton (1998), Ostrom and Lacobucci (1995), Fornell et al. (1996) and Chang and Wildt (1994) have explained and examined the relationships, direct and indirect between value, quality, satisfaction and post-purchase consequences, such as customer loyalty, favourable word of mouth, price premiums and repurchase intentions. The conclusion of many studies was that, the relationships among the constructs were complex, diverse and dynamic.

Environment destination brand with Customer Satisfaction

The results of this study proved that environment destination brand has a significant effect on customer satisfaction. The main motive of destination/place brand marketers is to expand positive brand experiences. These experiences are conceptualized as "personal, internal consumer responses (feelings, sensations, and cognitions) and responses resulting in behaviour that is elicited by brand-related stimuli that are part of a packaging, design of brand and identity, communication, and environments" (Brakus, Schmitt and Zarantonello 2009: 53).

Customer satisfaction is indicative of destination performance. Much research (Chen and Luo, 2008; Gounaris, Dimitriadis and Stathakopoulos, 2010; Szymanski and Henard, 2001) offers insights into the outcomes of customer satisfaction which include: referring through word of mouth, consumers' complaining behaviour, loyalty towards brand, continuance, recommendation, and intention to repurchase / repeat visits. The more successful the environment destination brand is, the more positive customer satisfaction is.



Environment destination brand with Behavioural Intention

The result of the test proved that environment destination brand has a significant effect upon behavioural intention. The results of Zarantonello and Schmitt (2010) show that environment destination brands evoke inner responses and behavioural responses amongst visitors, through the course of the travel consumption process. The outstanding delivery allows providers to differentiate their offerings from those of competitors (Iglesias, Singh, & Batista-Foguet, 2011).

Positivity leads progressively to consumer brand loyalty, and to profit-enhancing brand recommendations (Chiou & Shen, 2006). In emphasizing the importance of word-of-mouth communications, Barnes, Mattsson and Sorensen (2014) argued that they are critical determinants of the prospects of re-visitation. Their assertions about the importance of tourism draw support from both scholars and practitioners.

Customer Satisfaction with Behavioural Intention

Based on the results of the test, it is found that customer satisfaction has a significant effect on behavioural intention. The result is in accordance with Burton et al. (2003) who concluded that customer experience is related to behavioural intentions. The more positive the customer's experience, the more likely he or she is willing to reuse the service. Rust and Oliver (1994) further defined satisfaction as the "customer's fulfilment response," which is an evaluation as well as an emotion-based response to a service. It is an indication of the customer's belief in the probability that a service will lead to a positive feeling. Cronin et al. (2000) assessed service satisfaction using items that include interest, enjoyment, surprise, anger, "wise choice", and doing the right thing.

Direct Influence

To explore the direct influence of customer satisfaction, the result of the path analysis test showed that customer satisfaction was directly affected by environment destination brand and behavioural intention.

Indirect Influence

Customer satisfaction produces a positive financial result, especially in regular purchases. Today's market is unforgiving. Creating and maintaining customer loyalty is more complex than in past years. This is because of technological breakthroughs and widespread internet use. Loyalty building requires the company to focus the value of its product and services and



to show it is interested in fulfilling desire, or building relationships with customers (Griffin 2002).

Conclusion

Customer satisfaction was argued to be a function of customer expectations, exhibit quality, ancillary services, staffing, visitor demographics and value for money. On that basis, it was proposed that levels of customer satisfaction would positively affect subsequent behavioural intentions related to repeat visitation and recommending to others. This study shows that all the hypotheses are significant. Each variable has a significant effect on each other. Explanations and suggestions given were based on a review of the literature and the empirical findings of the study.

The greater the level of satisfaction, the more positive will be the intention to behave well. Some authors who have conducted research on environment destination branding, brand experience and tourist satisfaction in different geographical areas of tourist repute on international and national level are Barnes, Mattsson and Sorensen (2014). They suggested that environment destination brand experience is an important determinant of visitor outcomes; specifically satisfaction and intention to recommend. They assert that satisfaction plays a key role in further processing of enhanced visitor experience.



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