Effect Of Tourism Satisfaction As A Mediator Variable Of Images Of Destination And Facilities To Loyalties On Millenial Generation To Visit Bromo Tengger Semeru

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Abstract: Bromo Tengger Semeru National Park is one of the mainstay attractions in East Java, especially for foreign tourists. Besides the existence of BTS as a tourist area, encourages the creation of new jobs for the surrounding community. This study illustrates the influence of destination images and tourist facilities on tourist loyalty through tourist satisfaction in Bromo Tengger Semeru. Bromo Tengger Semeru National Park with a variety of natural and cultural attractions is the location of the study with a total sample of 338 people, with characteristics of millennial age samples (ages between 15-34 years). The results of the research show that destination image does not directly influence loyalty but destination image influences loyalty through tourist satisfaction, while facilities also have a direct influence on customer loyalty without going through tourist satisfaction. This shows the existence of tourist attractions is very necessary to build the image of the destination and inform customers with updated information and still continue to maintain good facilities in the tourist attractions.

Index Terms: Destination Image, Facilities, Loyalty and Millennial

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1 INTRODUCTION

The development of the tourism industry in Indonesia is currently being hotly discussed because the contribution of the tourism industry's contribution is the second largest foreign exchange earnings after the palm oil industry. The amount of foreign exchange came from the number of tourist visits and based on the Central Statistics Agency in 2018 which closed with an achievement figure of 15.8 million tourist visits to Indonesia. The increasing number of tourist arrivals is so rapid, basically due to the tourism resources owned by Indonesia which has the potential to bring tourists, both local and domestic tourists (Ministry of Tourism, 2018). Increasing the number of tourists visiting the archipelago in the Bromo Tengger Semeru region, indirectly provides an assumption that the increasing number of tourists proves an increase in satisfaction that tourists get. This increased satisfaction can lead to various benefits, such as the creation of tourist loyalty which, according to the researchers, is caused by a positive destination image and satisfying tourist support facilities, so that the satisfaction of the archipelago tourists visiting Bromo Tengger Semeru will be loyal.(Akbar, Pangestuti, & Administrasi, 2017). So based on tourist loyalty in the past few years, it is possible that in the coming year archipelago tourists visiting Bromo Tengger Semeru will experience an increase, due to destination image factors and also tourist support facilities. In addition, the possibility of increasing loyalty also increases because there are several visitors who not only come once to Bromo Tengger Semeru but more than a few times already.

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2 LITERATUR REVIEW

2.1 Millenial Generation
The phrase Millennial generation or generation Y began to be used in the editorial of major US newspapers in August 1993. Millennial generation or also called generation Y was born around 1980 to 2000. This generation uses a lot of instant communication technology such as email, SMS, instant messaging and media social like Facebook and Twitter, IG and others, so in other words Generation Y is the generation that grew up in the booming internet era "Hidayatullah, Waris, & Devianti, 2018 [3]".

2.2 Image Of Destination
Destination imagery is an overall impression made in the mind of tourists "Leblanc, 2000 [4]" . Meanwhile according to "Amalia & Murwatingsih, 2016 [5]") the destination image is defined not only as an attribute of the destination but also the overall impression displayed by the destination. Furthermore according to "AB, 2018 [6]", the concept of destination image as an expression of all objective knowledge, prejudice, imagination and emotional thinking of individuals or groups about a particular location.

2.3 Tourist Facilities
According to "Sulistiyana, 2015 [7]" stating that Facilities are tools and infrastructure that support the operation of tourism objects to accommodate all the needs of tourists, not directly encouraging growth but developing at the same time or after attractions develop. Tourism facilities are supporting facilities that can create a sense of fun that is accompanied by the ease and fulfillment of tourist needs in enjoying the tourism products offered, "Thomas Stefanus Kaihatu et al., 2015 [8]" .

2.4 Tourist Satisfaction
According to "Howat, Murray, and Crilley, 1999 [9]'; Panjaitan & Yuliati, 2016 [10]" stating that, satisfaction is an emotional state, their post-purchase reaction, can be in the form of anger, dissatisfaction, irritation, neutrality, joy and pleasure. Indicators to measure customer satisfaction are: 1. Match

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between service quality and level of expectation 2. Level of satisfaction when compared with the same type 3. No complaints "Shodiq, Hidayatullah, & Ardianto, 2018 [11]" "Amalia & Murwatingsih, 2016 [5]" .

2.5 Loyalty of Tourism
Loyalty is the willingness of customers to always use a company's products for a long period of time, even using it exclusively, recommending these products to others, "Amalia & Murwatingsih, 2016 [5}". Meanwhile according to "Oppermann, 2000 [12]" , explaining that tourist loyalty is one of the most important aspects of marketing objectives because it is more desirable, and cheaper, to retain existing tourists than attract new ones.

3 METHODOLOGY
This research is a quantitative descriptive study by looking at a picture of a situation or event. The variables used in this study consisted of independent variables (Destination Image, Tourist Facilities), dependent variables (Tourist Loyalty) and intervening variables (visitor satisfaction). Data was collected by means of surveys, questionnaires and literature review. The research location is in the spot of natural and cultural tourism sites that are included in the Bromo TenggerSemeru tourist sites, the study population is all millennial visitors who have visited Bromo TenggerSemeru tourist sites with a total sample of 338 respondents with characteristics of the millennial age sample (age between 15-34 years). Analysis of research results using the t test, f test and 2 model regression test. The model in this study can be seen in the picture as follows:

Figure 1: Research Conceptual Framework.
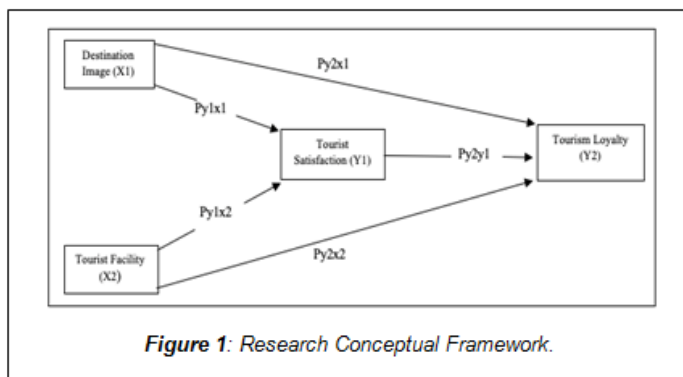
4 RESULT

TABLE 1
OUTPUT REGRESSION RESULT MODEL 1

Independent variable	B	Beta	Tcount	Sig
Destination image	0,596	0,384	8,216	0,000
Tourist Facility	0,269	0,428	9,153	0,000
DependentVariabel	Tourist Satisfaction (Y1)			
R	0.724			
R_2	0.524			
$R_{2Adjusted}$	0.521			
F^{count}	184.366			
Probability	0,000			
Line Equation	$Y_1 = 0{,}384x_1 + 0{,}428X_2 + \varepsilon_1$			

Referring to the output of the Model I regression results in the known significant values of the two variables namely X1 = 0,000 and X2 = 0,000 less than 0.05. This gives the conclusion that the regression model I namely Variables X1

and X2 has a significant effect on Y. The amount of R2 or R Square contained in the Model Summary table is 0.524, this shows that the contribution or contribution of the influence of X1 and X2 to Y is 52, 4%, while the remaining 47.6% is contributed by other variables not included in this study. Meanwhile e1 value = √ (1-0,524) = √ (0,476) = 0,689. To find out whether the regression model above is correct or wrong, a hypothesis test is needed. Hypothesis testing using the F number as the results of the output of the regression model I obtained an F count of 184,366 with a significant value of 0,000, this means 0,000 <0.05 then Ho is rejected and H1 is accepted meaning that there is a relationship between destination image, tourist facilities on visitor satisfaction.

TABLE 2
OUTPUT REGRESSION RESULT MODEL 2

Independent variable	B	Beta	Tcount	Sig
Destination image	-0,012	0,008	-0,192	0,848
Tourist Facility	0,215	0,369	8,199	0,000
Tourist Satisfaction	0,481	0,520	11,051	0,000
DependentVariabel	Tourism Loyalty (Y2)			
R	0,805			
R_2	0,648			
$R_{2Adjusted}$	0,645			
F^{count}	204,984			
Probability	0,000			
Line Equation	$Y_2 = 0{,}008x_1 + 0{,}369y_1 + 0{,}520X_3 + \varepsilon_2$			

Furthermore, the results of the Model II regression output are known to be of significant value from all three variables. By comparing with 5% alpha obtained X1 = 0.848 does not have a significant effect on Y2 and X2 = 0,000 and Y1 = 0,000 less than 0.05, meaning that X2 and Y1 have a significant effect on Y2. The value of R2 or R Square contained in the Model Summary table is 0.648, this shows that the contribution of the influence of variabal X1, X2 and Y1 to Y2 is 64.8%, while the remaining 35.2% is contributed by other variables not included in this study. Meanwhile e2 = √ (1-0,648) = √ (0,352) = 0,593. The model II research F test results obtained an F count of 204.984 with a significant value of 0,000, this means 0,000 <0.05 then Ho is rejected and H1 is accepted, meaning that the destination image, tourist facilities and visitor satisfaction together have a relationship with tourist loyalty.

TABLE 3
DIRECT, INDIRECT, AND TOTAL INFLUENCE

Variable	Direct Effect	Indirect Effect	Total Effect
X1 ➜Y1	0,384		
X2 ➜Y1	0,428		
X1 ➜Y2	0,008		
X2 ➜Y2	0,369		
Y1 ➜ Y2	0,520		
X1 ➜Y1➜Y2		0,199	0,207
X2 ➜Y1➜Y2		0,223	0,592

Testing for all hypotheses of this study used the t test, to determine the effect of significant variables from the independent variables on the dependent variable and moderating variables by looking at the probability value (<0.05). Hypotesis 1 (H1), The t-test results of table 1 show that the destination image has a positive influence and the effect is significant on the satisfaction of visitors who visit Bromo TenggerSemeru National Park. This can be seen from the probability value of less than (> 0.05) which is 0,000. Conclusion: the first hypothesis is statistically acceptable or

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tested. Significantly influences the role of destination image on visitor satisfaction is very reasonable, because the dimensional function of destination image as cognitive destination image, unique destination image, and affective destination image, will increase satisfaction for archipelago tourists visiting Bromo TenggerSemeru. Hypotesis 2 (H2), T test results in table 1 note that tourist facilities have a positive influence and the effect is significant on the satisfaction of visitors who come to visit Bromo TenggerSemeru National Park, because the results of the probability value is less than (> 0.05), namely 0,000. In conclusion, the second hypothesis which states that there is a significant influence between tourist facilities and visitor satisfaction can be statistically examined or tested. The significant influence of the role of destination image on visitor satisfaction is very reasonable, the value of tourist facilities such as the value of Attraction, Accessibility, Amenities, Ancillary Service, will increase the satisfaction of tourists visiting Bromo TenggerSemeru. In line with research conducted by "Rosita et al., 2016 [13]", namely regarding the effect of tourist facilities and service quality on visitor satisfaction at Jakarta Margasatwaragunan Park. This study found that tourism facilities and service quality had a positive effect on visitor satisfaction at TMR with a score of 43.7%.Hypotesis 3 (H3), Table 2 shows that destination imagery has no significant effect on tourist loyalty in visiting Bromo TenggerSemeru National Park, because the probability value is greater (<0.05), which is 0.848. The conclusion of the third hypothesis is not statistically tested. This study illustrates that even though there is a destination image factor owned by Bromo TenggerSemeru tourism area, it does not cause loyalty for archipelago tourists visiting Bromo TenggerSemeru, which if the dimensional function of the destination image as a cognitive destination image, a unique destination image And affective destination image, it is not so influential for the creation of loyalty to tourists. Hypotesis 4 (H4), T test results in table 2 show that tourist facilities have a positive and significant effect on the loyalty of tourists visiting Bromo TenggerSemeru National Park. This can be seen from the smaller probability value (> 0.05), which is equal to 0, 000. In conclusion: the more complete the facilities provided to tourists, then loyalty will immediately appear to tourists visiting Bromo TenggerSemeru. As with the dimensional functions of tourist facilities such as the value of Attraction, Accessibility, Amenities, Ancillary Service, it will increase loyalty for tourists visiting Bromo TenggerSemeru. Hypotesis 5 (H5), Table 2 shows that visitor satisfaction has a positive and significant effect on the loyalty of tourists visiting Bromo TenggerSemeru National Park. This is seen from the magnitude of the probability value below (> 0.05) which is 0, 000. The conclusion that the loyalty gained by tourists for their visit to Bromo TenggerSemeru provides evidence that they have gained satisfaction for what they can in the tourist area Bromo TenggerSemeru, the value of the suitability of the service as expected, the suitability of the service with the tariff paid, visitor satisfaction of the services offered, it will increase loyalty for tourists. "SangjaeLeea et al., 2011 [14]" examined the impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea found that there was a positive or influential relationship between tourist satisfaction variables on tourist loyalty variables. Hypotesis 6 (H6), Table 3 shows that visitor satisfaction as a moderating variable between destination image and tourist loyalty can be seen from the amount of indirect effect (0.199) compared to

the direct effect (0.008) arising from destination image on tourist loyalty. Conclusion by improving the image of the destination, Bromo TenggerSemeru visitor satisfaction will also increase and further this increase will also be followed by an increase in tourist loyalty. The concept of destination image which is a number of images, beliefs, perceptions and thoughts of tourists towards a destination that involves a variety of products and related travel destination attributes is very important so that visitors who come to the Bromo TenggerSemeru tourist attractions are satisfied. And in the end the customer's commitment remains in depth to re-subscribe or re-purchase selected products / services consistently in the future. Likewise, the millennial age that is the sample in this study, which daily uses information technology to get quality and interesting information, is one of the magnets to make millennials visit Bromo TenggerSemeru National Park. Hypotesis 7 (H7), Table 3 shows that visitor satisfaction as a moderating variable between tourist facilities on tourist loyalty can be seen from the amount of indirect effect (0.223) compared to the direct effect (0.369) arising from tourist facilities on tourist loyalty. This means that by applying or prioritizing better facilities in tourist attractions will have a direct and more effective impact on increasing the loyalty or loyalty of tourists visiting Bromo TenggerSemeru, and ultimately the visitors themselves will determine the level of satisfaction obtained. "Sulistiyana, 2015 [7]", "Susilo, Heri; Haryono, Andi Tri; W, 2018 [15]" .

5 DISCUSSION

Helping customer satisfaction specifically Millennial group satisfaction is greatly appreciated by the image of the destination and the facilities used by most online media information "Handayani, 2016 [16]" . However, the information conveyed is also quality information that is truly in accordance with the conditions or conditions that exist in the field so that customers come to get expectations in accordance with the reality, this will be able to create customer satisfaction and loyalty "Aryani & Rosinta, 2010 [17]" . And achieving customer satisfaction is multidimensional which means not only one variable but also influenced by various aspects. Likewise with the tourist area Bromo TenggerSemeru which has a variety of tourist attractions that can be enjoyed, especially for millennial age. In addition to natural attractions that are well known, cultural tourism must also be highlighted so that this millennial generation is not only spoiled by the beauty of its natural attractions but can add insight into the culture that exists in the Bromo TenggerSemeru tourist area. The relationship with the millennial age, Bromo TenggerSemeru tourism area as a tourist destination seeks to improve existing tourist facilities while also trying to get closer and pay attention to the needs of millennial age such as information on location maps, lodging, and culinary places online.

6 CONCLUSION

The conclusions in this study: 1) Destination image has an influence on visitor satisfaction, meaning that if the destination image is improved, visitor satisfaction also increases. The destination image referred to here is the description, beliefs, perceptions and thoughts of tourists towards a destination that involves various products and related destination tourism attributes. 2) Tourism facilities affect visitor satisfaction, this is a supporting facility that can create a sense of fun that is accompanied by the ease and fulfillment of tourist needs in

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enjoying tourism products offered to tourists that are continuously guarded and improved and the needs of the Milleniall can be met by visiting places Bromo TenggerSemeru travel. 3) Destination image has no effect on tourist loyalty, this can be due to millennial age which focuses more on unique destination image. 4) Tourist facilities have a direct effect on customer loyalty, which means an increase in supporting facilities that can create a sense of fun that is accompanied by the ease and fulfillment of tourist needs continues to be maintained. 5) Visitor satisfaction directly affects the loyalty of tourists, meaning that the suitability of the service with the expected increase will increase customer loyalty. 6) Destination image has an indirect effect on customer loyalty through customer satisfaction, which means that by increasing the destination image, tourist loyalty will increase through visitor satisfaction. 7) tourist facilities directly and indirectly affect tourist loyalty through customer satisfaction, which means that by maintaining and adding or completing the facilities provided at Bromo TenggerSemeru tourist attractions, customer loyalty naturally increases without having to demand satisfaction from visitors who come. Suggestions in this study, access to tourist attractions takes quite a long time. So, the use and cooperation with surrounding communities is very important or with the empowerment of local communities such as cooperation with tourism awareness groups (pokdarwis) in the region developing by selling various kinds of natural tourism attractions "Hidayatullah, Malang, et al., 2018 [18]" . And culinary development along the road must also be improved and can be conjured up to reduce boredom especially if the visitor is the millennial age that is needed online culinary "Syarif Hidayatulloh, 2018 [19]". besides that government support is also very influential on the development as well as whether or not existing tourism "Windhyastiti & Widiawati, 2016 [20]". There are still many factors that influence the millennial generation in determining tourist attractions other than those of the author. In addition, the results obtained by researchers with the same variables can also be different when applied elsewhere, this depends on the location, time and characteristics of the tourist attractions so it is recommended by other researchers can develop different variables and determine locations.

7 ACKNOWLEDGMENT

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