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Analysis of Tourism Destination Loyalty of Ragunan Zoo in Jakarta

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Abstract:

The most popular tourist destination visited in Jakarta is Ragunan Zoo. Ragunan Zoo is a 147-hectare park and inhabited more than 2.009 animals and overgrown more than 20,000 trees to make the atmosphere cool and comfortable environment. The area was arranged and woke up and partly still developed into a modern Ragunan Zoo as the identity of the city of Jakarta, located in Ragunan, South Jakarta. The purpose of this research includes (1) To test among variables tourism destination parts, service quality has affect to destination loyalty (2) To test among variables tourism destination parts, service quality have affect to Satisfaction (3) To test the effect between variable satisfaction to the destination loyalty. The population in this study covers all tourist visited Ragunan Zoo. The sample in this study was taken using non-probability sampling method, with purposive sampling technique. The number of samples is 150 samples from tourists who have visited Ragunan Zoo. Dependent variable is destination loyalty and independent variable consists of tourism destination parts, service quality and intermediary variable is satisfaction. Analysis of data using Structural Equation Modeling with PLS software (Partial Least Square) The results obtained are (1) Tourism Destination Parts, Service Quality has significant effect to Tourist Destination Parts, while Service Quality has significant effect to Destination Loyalty (3) Tourist Satisfaction has no significant effect to Destination Loyalty at Ragunan Zoo.

Keywords: destination loyalty; tourism destination parts; service quality; satisfaction

JEL Classification: A12; J64; Z31

Introduction

Tourism is a growing industry for every country including Indonesia. Tourism as an industry has a role to display the image and the identity of an interested country many people doing tourism activities in the country.

Tourism is a travel activity to stay temporarily out of the ordinary person's sphere in order to spend spare time, business travel, or other purposes (WTO, on Richardson and Flicker, in Pitana 2010, 45). People who do tourism activities are tourists. The purpose of tourists to travel is to have fun and experience. Tourism is basically engaged in services consisting of tourist attraction, accessibility, community institutions and supporting facilities found in a tourist destination. Tourism is an activity that indirectly involves social life both as a visitor, and tourists as well as tourism object providers (tourism destinations) and tourist recipients (Suryadana 2013, 60). Tourist destinations are a significant place to visit on a journey with some form of actual or perceived regional boundary, a basic geography unit for producing tourism statistics (Richardson and Flicker, in Pitana 2010, 126). Indonesia as a tourism destination should be keen to see the potential to attract many tourists to visit Indonesia

Tourism is very potential for growth, as one of the most heavily-based sectors of local potential (nature, culture and services) is still growing at 4.19%, above the average GDP growth of 1998-2002 recorded at minus 0, 27%. It is also interesting that when this nation is hit by crisis of trust and global image, the growth of cumulative national tourist visit is still quite convincing, an average of 9.40% in 1988-2002 with the growth of foreign tourists (tourists) by 4.31% and tourists nusantara (wisnus) of 10.20% (Hermantoro 2013, 41). Tourism as a contributor to foreign exchange reflected in 2000, Indonesia obtained Rp 55.16 trillion from 5.06 million wisaman (foreign tourists)

who visit. In 2008, the country's revenue increased to Rp 80.46 trillion, in line with the increasing number of visits to 6.42 million people (Darma Putra and Pitana 2010, 34).

One of the most visited tourist destinations in Jakarta is Ragunan Zoo. Ragunan Zoo is a 147-hectare park and inhabited more than 2.009 animals and overgrown more than 20,000 trees to make the atmosphere cool and comfortable environment. The area arranged and woke up and partly still developed into a modern Ragunan Zoo as the identity of the city of Jakarta, located in Ragunan, South Jakarta.

Problem of Statement

1. Do tourism destination parts, service quality affect the satisfaction in Ragunan Zoo?
2. Do tourism destination parts, service quality affect the destination loyalty in Ragunan Zoo?
3. Does satisfaction affect the destination loyalty in Ragunan Zoo?
4. How strength the effect among destination parts, service quality toward destination loyalty in using satisfaction as intervening variable.

1. Literature Review

Tourism Destination Parts

According to Suryadana and Octavia (2015, 51) the main elements in the development of tourism destinations are as follows:

1. Tourism Attraction is the strongest element in the tourism system compared with other elements forming tourism products, tourism attraction is a pull factor for tourists in influencing decision making visit a tourism destination, no power Attraction is not their destination tourism.

2. Accessibility is one of the main elements in the product as it encourages the real market. Accessibility includes transportation into the country, inter and intra region (region) as well as within the region, and ease of obtaining information about destinations.

3. Tourism facilities on this element is important forming tourism products after accessibility is a tourist facility, which plays a role supporting the convenience and comfort of tourists, such as: availability of accommodation facilities, tourist infrastructure within a certain radius and other supporting tourism facilities.

4. Environment and Society, for the environment that occurs, maintained and public attitudes or perceptions of tourism development in addition to indicators of welfare.

5. Potential markets in question includes the domestic tourist market and foreign tourists. For the domestic tourist market, mainly directed based on the number of residents in a certain radius.

6. Management and services to backup objections to management documents such as planning and development and management of tourism attraction, institutional stability, service quality management, and management, and services as well as completeness of support facilities and maintenance of relationships with other attractions.

Service Quality

According Tjiptono (2005) service quality is a level of excellence is expected where control over the level of excellence aims to meet customer needs. Being a consumer-focused organization is a strategic choice for the industry and the business world to survive in the midst of an economic environment that exhibits trends such as fluctuations, change for change, and high competition. One way is to create customer satisfaction through quality improvement, because customers are the main focus when we reveal about the satisfaction and quality of services, according to Lupiyoadi (2013, 204). Quality of service (Service Quality) can be known by comparing consumer perceptions of services that they actually receive or earn with the actual service they expect or want to attribute the services of a company. If the service received or perceived (Service Perceived) in accordance with the expected, then the quality of service perceived good and satisfactory, if the service received exceeds consumer expectations, the quality of service is perceived very good and quality. Conversely, if the service received is lower than expected, the quality of service is perceived poorly.

Tourist Satisfaction

Menler Kotler and Keller (2000, 138) satisfaction is the form of feelings of pleasure or disappointment of someone who is the result of a comparison between the performance of the product received with what is expected. If performance fails to meet expectations, customers will be dissatisfied. If performance is in line with expectations, customers will be satisfied. If performance exceeds expectations, customers will be very satisfied or happy.

Customer ratings of product performance depend on many factors, particularly the kind of fun loyalty relationship about a product with a brand they have considered positive. The customer-centric company strives to create high customer satisfaction, but that's not the ultimate goal. If a company increases customer satisfaction by lowering its price or improving its service, it may decrease profits. Companies may be able to increase their profitability in ways other than increased satisfaction.

Destination Loyalty

According to Javalgi (1997) in Jones *et al.* (2002) believes that the company's foundation for survival is loyal customers. For that reason, companies are required to foster their competitive advantage through creative, innovative and efficient efforts, thus becoming the choice of many customers who in turn are expected to be loyal.

According to Lovelock and Wright in Yulianto (2014, 3) customer loyalty is the willingness of customers to continue to subscribe to a company in the long term, by repeatedly repeating and using the service, and voluntarily recommending the company's services to others.

2. Methodology

Location and Time

This research will be conducted at Ragunan Zook, Jakarta. This research will be conducted for 4 months starting from July 2016 until February 2017 covering proposal compilation, data collection, tabulation and data analysis and report writing.

Population, Sample, Sampling Technique

The population in this study covers all tourists in Ragunan Zoo, Jakarta. The sample in this study was taken using non-probability sampling method, with purposive sampling technique. The number of samples is 150 samples from tourists who have visited the Ragunan Zoo.

Operational Variables

Dependent variable is destination loyalty and independent variable consists of tourism destination parts, service quality and intermediary or intervening variable is satisfaction

Data Analysis

A study requires data analysis and interpretation aimed at answering the questions of researchers in order to reveal certain social phenomena. Data analysis is the process of simplifying the data into a form that is more readable and interpreted. The method chosen for data analysis should be in accordance with the research pattern and the variables to be studied. The model used in this study is the quality model or influence relationship. To test the hypothesis to be proposed in this research the analytical techniques to be used premises using PLS (Partial Least Square 2.0).

PLS is one of the alternative methods of SEM (Structural Equation Modeling) that can be used to overcome problems in relationships. PLS has assumed free distribution research data, meaning that the research data does not refer to any particular distribution (Ghozali 2008). PLS is an alternative method with a variance-based approach or component-oriented prediction model. PLS can work for a model of latent constants and indicative (manifest variable) relationships that are reflective and formative. Briefly reflective model of the relationship shows the direction of the causality relationship from the constraint to the indicator, between the causality relationships from the constraint to the indicator, eliminating one indicator of the measurement model will not change the meaning of the constituent, determining the measurement error at the indicator level.

On the contrary, formative relationships mean that the direction of the causal relationship of the indicator to the con- tract, between the indicators assumed to be non-correlated, eliminating one indicator results in changing the meaning of the con- text and the measurement is placed at the level of the con- tract (Ghozali 2008). The PLS approach according to Ghozali (2008) is distribution free (does not assume certain distributed data, can be nominal, category, ordinal, interval and ratio). According to Ghozali (2008) there are several things that distinguish PLS analysis from other SEM analysis models:

a. The data does not have to be multivariate normal distribution.

b. Small sample can be used, minimum sample> 30 can be used.

c. PLS can be used in addition to confirming theory, can also be used to explain the presence or absence of relationships between latent variables.

d. PLS can analyze as well as construct formed with reflective and formative indicators

e. PLS is able to estimate large and complex models with hundreds of latent variables and thousands of indicators.

Evaluate outer model

The outer model analysis specifies the relationship between latent variables and their indicators, or it can be said that the outer model defines how each indicator relates to other variables. The outer model analysis is performed to ensure that the measurements used are feasible (valid and reliable). The outer model analysis can be seen from several indicators:

a. Convergent validity of measurement models with reflexive indicators is assessed by correlation between item scores / component scores estimated with SmartPLS software. The size for individual reflexive indicators is said to be high if the value of cross loading is ≥ 0.7 with the measured constructs. However, according to Ghozali (2008) in Rifai (2015) for the initial stage of development of measurement scale of loading factor values ranging from 0.5 to 0.6 is considered sufficient. In this research, we will use a 0.5 factor load limit.

b. Discriminant validity. This value is a useful cross loading factor to determine if the construct has adequate discriminant that is by comparing the loading value on the intended construct must be greater than the loading value with other constructs. Discriminant validity measures how far a construct is completely different from other constructs. The high value of discriminant validity provides evidence that a construct.

Average Variance Extracted (AVE) and evaluate Composite Reliability, Criteria of validity and reliability can also be seen from the reliability value of a construct and the Average Variance Extracted (AVE) value of each construct. The construct is said to have a high reliability if the value is 0.70 and AVE is above 0.50.

Conduct evaluation of structural model / inner model

Inner model analysis / structural model analysis is performed to ensure that structural models are constructed accurately. Inner model or structural model testing is done to see the relationship between variables, significance value and R-square of research model. The structural model is evaluated by using R-square for the t test dependent variable as well as the significance of the structural path parameter coefficients. Assessment of models with PLS begins by looking at R-square for each endogenous latent variable. Changes in R-square values can be used to assess the effect of certain exogenous latent variables on endogenous latent variables that have substantive influences.

Testing hypotheses

With PLS, the relationship / hypothesis analysis is measured by calculating the path value of coefficients for each path (path analysis). This relationship analysis is done by first doing resampling by using bootstrapping method to the sample. Bootstraping is intended to minimize the problem of data abnormalities. To test the hypothesis done by looking at the probability value and t-count. For the probability value, the p-value value with alpha 5% is less than 0.05. The t-table value for alpha 5% is 1.96. So, the acceptance criteria hypothesis is when t-statistic > t-table.

Result Discussion

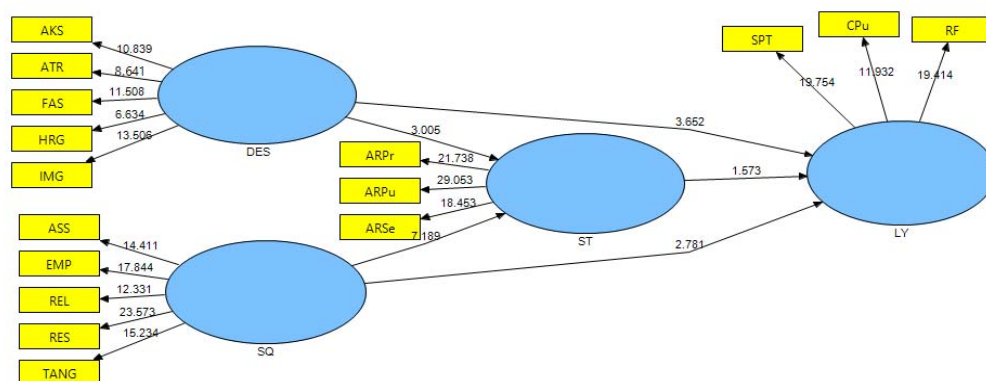Figure 1. Structural Equation Modelling Full Diagram

Figure 1 explain the full diagram of structural equation modelling which variable exogenous are destination part and Service quality while as endogenous variable is loyalty with intervening variable is satisfaction.

Table 1. T Statistic value between relationalships between variable

Relationalship	Path Coefficient	T-Statistic	Kesimpulan
DES -> LY	0.3655	3.6518	Significant
DES -> ST	0.2606	3.0051	Significant
SQ -> LY	0.2912	2.7806	Significant
SQ -> ST	0.5812	7.1887	Significant
ST -> LY	0.1796	1.5732	Not Significant

Table 2. T Statistic value relational between variable

Relationship	Direct Effect	Indirect Effect through ST	Total Effect
DES -> ST	0,2606	-	
DES-> LY	0,3655	0.0459	0.4114
SQ -> ST	0,5812	-	
SQ -> LY	0,2912	-	
ST -> LY	0,1796	0.1022	0.6834

The Effect Tourism Destination Parts on Tourist Satisfaction.

Based on the results of research show that Tourism Destination Parts significant influence toward Tourist Satisfaction in Ragunan Zoo with path coefficient of 0.2606, the more effective Tourism Destination Parts applied will result in higher Tourist Satisfaction.

It is proved that the value of t statistic 3.6518 is higer than t table 1.96, it means Tourism Destination Parts have significant effect to Tourist Satisfaction in Ragunan Zoo. In line with previous research by Pinkan Nidya, Mahestu N Krisjanti (2015) on his research "Evaluation of Tourism Attribute to Satisfaction, Trust and Destination Loyalty" (study at Prambanan Temple), that the tourist attribute of one of the transportation has influence to the satisfaction of tourists. Also in line with. Ratna Acintya Putri, Naili and Reni Shinta Dewi (2012) on his research "The Impact of Destination Image, Tourist Facility and Experimental Marketing on Loyalty through Satisfaction", that the tourism facilities affect the satisfaction of tourists.

The Effect of Service Quality on Tourist Satisfaction.

Based on the results of research verification shows that Service Quality significant influence toward Tourist Satisfaction in Ragunan Zoo which path coefficient of 0.5812, the more effective Service Quality applied will result in higher Tourist Satisfaction. It is proved that t value of 7.1787 is bigger than t table 1.96, it means that Service Quality has significant influence on Tourist Satisfaction in Ragunan Wildlife Park. In line with previous research by Molden Elrado H., Srikandi Kumadji, and Edi Yulianto (2014) in his research "The Influence of Service Quality on Satisfaction of Belief and Loyalty (survey of Customers Staying at Jambuluwuk Batu Resort, Batu)", influence on the satisfaction of tourists.

The Influence of Tourism Destination Parts on Destination Loyalty.

Based on the results of research show that Tourism Destination Parts significant influence toward Destination Loyalty in Ragunan Zoo path coefficient for 0.1796, the more effective Tourism Destination Parts applied will result in higher Destination Loyalty. This is evidenced by the value of t arithmetic 2.7876 larger than t table 1.96, means Tourism Destination Parts significantly influence the Destination Loyalty in Ragunan Zoo. In line with previous research by Ratna Acintya Putri, Naili and Reni Shinta Dewi (2012) on researching "The Impact of Destination Image, Tourist Facility and Experimental Marketing on Loyalty through Satisfaction", that the tourist facilities affect loyalty. The indirect effect of 0.1022 with a total effect of 0.6834.

Service Quality Impact on Destination Loyalty.

Based on the results of research, showed that Service Quality has significant influence to Destination Loyalty in Ragunan Zoo as coefficient of line 0.2912, then the more effective Service Quality applied will result in higher Destination Loyalty. It is proved that t statistic value is bigger than t table 1.96, it means Service Quality has significant effect to Destination Loyalty in Ragunan Wildlife Park. In line with previous research by Molden Elrado

H., Srikandi Kumadji, and Edi Yulianto (2014) in his research "The Influence of Service Quality on Satisfaction of Belief and Loyalty (survey of Customers Staying at Jambuluwuk Batu Resort, Batu)", a significant influence on loyalty. The indirect effect of 0.0459 and the total effect of 0.4114.

Influence Tourist Statisfaction to Destination Loyalty.

Based on the results of research, showed that Tourist Satisfaction effect but not significant to Destination Loyalty in Ragunan Wildlife Park coefficient of line 0.2912, then the more effective Tourist Satisfaction applied then not necessarily result in higher Destination Loyalty. It is proved that t value 1.5732 lower than t table 1.96 means Tourist Satisfaction has no significant effect on Destination Loyalty in Ragunan Zoo. (Making no indirect link to this research). When viewed from the average in the questionnaire. This means the higher the level of satisfaction then not necessarily will boost the Destination Loyalty on Ragunan Zoo. Based on this fact, Ragunan Zoo can improve Tourism Destination Parts and Service Quality that can improve Tourist Satisfaction at Ragunan Zoo. If Tourism Destination Parts and Service Quality increase will increase loyalty but for satisfied travelers not necessarily loyal will definitely talk about positive things recommend to friends or visit again not only to Ragunan Zoo but doing the same things on destinations that interesting according to them.

Conclusion

From the results obtained the following conclusions:
1. Tourism Destination Parts, Service Quality have significant effect to Tourist Satisfaction.
2. Tourism Destination Parts, Service Quality has a significant effect on the high low Destination Loyalty on Ragunan Zoo.
3. Tourist Satisfaction has no significant effect on Destination Loyalty at Ragunan Zoo.

Recommendations

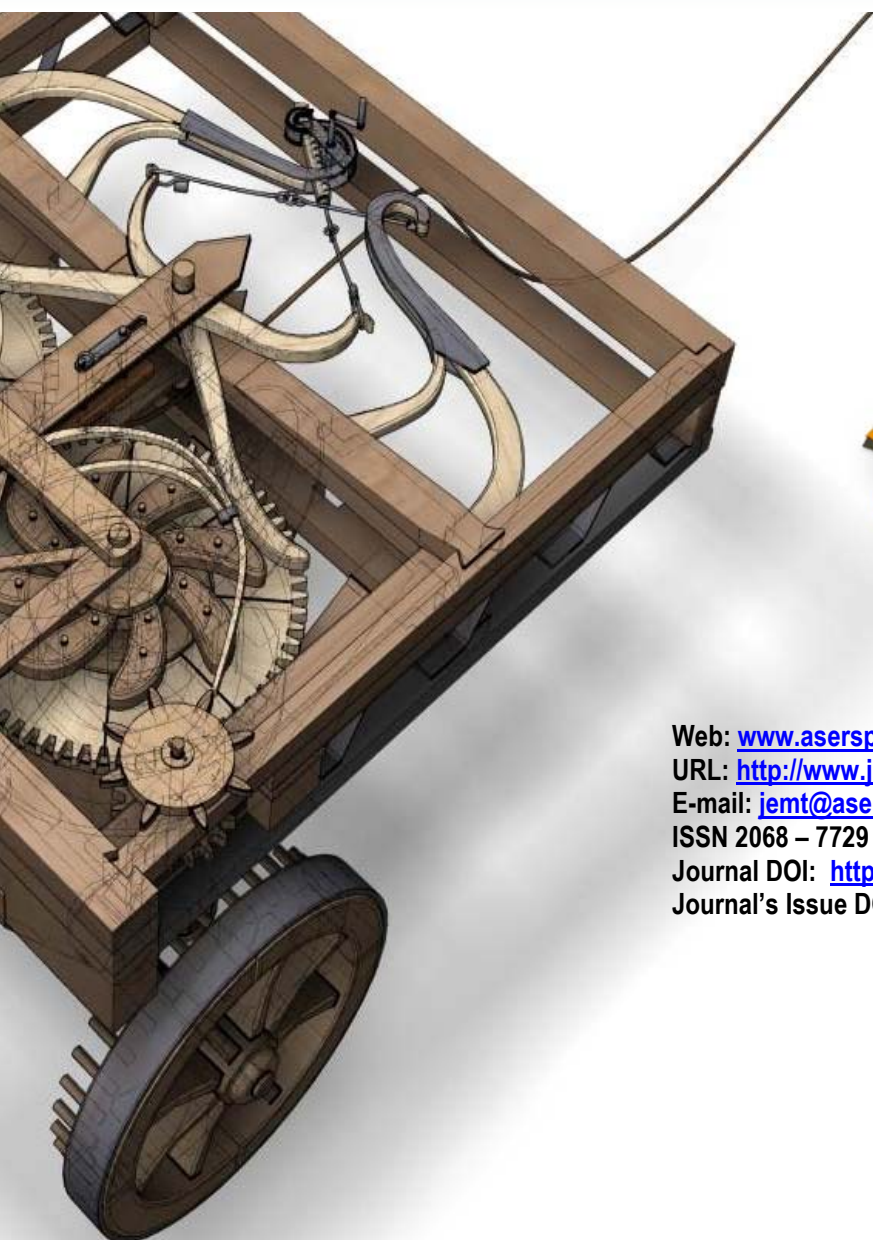Some Recommendations that can be given related to this research are:

1. The relevant ministries to improve the Tourist Satisfaction are prioritized to improve the quality of service by improving human resources such as training and employee development, and can also periodically control the dressing of employees to be one aspect that can be done in order to look appropriate in the eyes of tourists.

2. The related ministries should be more aggressive in influencing tourists to keep tourists loyal by always prioritizing the improvement of Tourism Destination Loyalty and Service Quality offered by Ragunan Zoo.

3. Related ministries for tourists to visit again, recommend to their friends, talk positively about Ragunan Zoo, managers can add attractions and attractions such as themed swimming pools, playgrounds, museums, ATMs of famous banks , famous cafe, fast-food restaurants that can improve the image of Ragunan Zoo, and the price can be adjusted with Tourism Destination Parts that tourists want to be made can also be made tickets canal, not impossible to be shared areas to keep animals no stress example: Batu Secret Zoo, Malang. This suggestion is felt by researchers need to increase the loyalty of visitors of Ragunan Zoo in order to grow not only in stagnation position to be better again in its mature position.

4. Tourist Satisfaction is not a major factor in forming Destination Loyalty. Because although tourists are satisfied not necessarily they are loyal. So for them to remain loyal in terms of telling positive things from the destination, recommend to other tourists, and return to visit and enjoy the tourism destination parts and service quality that exist, can also be by strengthening the image (image) and maintain existing facilities because some facilities such as in the center of primates look unkemptly different when first opened, other than that attractions or attractions can be added as I described above or can also add to the collection of animals by changing animals with national and international zoo, for example: pandas will definitely attract tourists to visit, or by creating research centers, conservation and breeding of endemic Indonesian animals such as komodo, which can attract local and international tourists. in terms of price is affordable, for easy access achieved, because there is public transportation such as Trans Jakarta and public transportation M17 and location close to the terminal. Similarly, should be accompanied by improvements in service quality.

5. This study looks at the perspective of Tourist Satisfaction from one of the tourism service providers. Therefore, it is interesting if further research can examine the trend pattern of Tourist Satisfaction and Destination Loyalty from some other service providers in Indonesia such as Safari Park destination, Sea world, Batu Secret Zoo so it can be known the difference.

6. This research only see the effect of the dimensions of Tourism Destination Parts and Service Quality toward Destination Loyalty through Tourist Satisfaction which turned out to have no indirect influence. Therefore, it

is necessary to do further research based on other variables. For example, a visiting decision, if able to see supporting variables such as Experimental Marketing visit decision when can use second order because in this research do not use second order, so it can be known the difference, and whether its influence is significant to the destination.

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