

Influence Activities in Destination, Destination Marketing, and Loyalty through Environmental Preservation toward Satisfaction at the Tourist Destinations in East Java, Indonesia

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Abstract : This study aimed to determine the effect Activities in marketing, Destination Marketing, and Environmental preservation loyalty through satisfaction at tourist destination in East Java, Indonesia. In this study population used is Surabaya citizens who had visited tourist destination in East Java, Indonesia. Characteristics of a sample of respondents in this study are: a minimum age of 17 years, and ever came in tourist destination in East Java, Indonesia with each destination more than 1 visits. Total sample 316 respondents. Data analysis tools which is used in this study is a structural equation modeling. Based on the analysis, the results of this study can be concluded that the hypothesis 1, 2, 5, and 6 are proposed in this study was rejected because not significant. The hypotheses are: (1) Activities in destination have influence which is positive effect on satisfaction in the tourist destination in East Java, Indonesia, (2) Destination marketing have influence which is positive effect on satisfaction in the tourist destination in East Java, Indonesia, (3) Activities in destination have influence which is positive effect towards loyalty through satisfaction in a tourist destination in East Java, Indonesia. (4) Destination marketing have influence which is positive effect on loyalty through satisfaction in a tourist destination in East Java, Indonesia. While the hypothesis 3, 4, and 7, is received. The hypotheses are: (1) Environmental preservation have influence which is positive effect and significant on satisfaction in the tourist destination in East Java, Indonesia. (2) Satisfaction have influence which is positive effect and significant on loyalty to the tourist destination in East Java, Indonesia. (3) Environmental preservation have influence which is positive effect and significant on loyalty through satisfaction in a tourist destination in East Java, Indonesia. Practical advice submitted to the management of tourist destinations, especially in the 10 areas where research was conducted for more attention to the condition of the physical environment to be around tourist spots / attractions, namely: the condition of roads, water supply conditions, the condition of drainage / sanitation, and the condition waste more seriously. Based on the proposal, the manager of a tourist destination seems to be working closely with the local municipal sanitation departments, local water companies local city and town local public works departments to jointly manage a tourist destination considering regional tourism is one of the region's assets and become one sources of local revenue (PAD) is vital.

Keywords : activities in marketing, destination amarketing, environmental preservation, satisfaction, loyalty

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