

Destination Image Analysis, Grand Strategy and Social Capital towards the Satisfaction and Interest of Visitors in Lake Toba

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Abstract: *This research aims to analyze the influence of the image of the destination, grand strategy, and social capital against the satisfaction and interest of visitors in Lake Toba. Samples of this study were 220 foreign tourists in Lake Toba. Data collected through a poll with a Lickert scale. Data analysis using Structural Equation Modeling (SEM). The results concluded there was a significant influence on the destination image of visitor satisfaction, where the probability value had a three-star. Influence is not a significant Job Description against the return interest. The effect of a significant grand strategy on visitor satisfaction, where the probability value has three stars. The influence of insignificant grand strategy on returning interest visits. The influence of social capital is significant towards visitor satisfaction, where the probability value has three stars. The influence of insignificant social capital against interest in returning visits. Significant influence visitor satisfaction and return interest visit, where the probability value has a three-star. Contentment does not verify the relationship between the destination image and the returning interest. The satisfaction of visitors does not irradiate the relationship between the grand strategy of returning interest. The satisfaction of visitors does not irradiate the relationship between social capital to Reinterest.*

Keywords: *destination image, grand strategy, visitor satisfaction, re-interest*

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I. Introduction

There was a reduction in foreign tourists to Lake Tobamenso, a challenge to be addressed. Sumut still needs hard work to attract more tourists like other provinces in Java, Bali and West Sumatera. Moreover, Sumut is still constrained by the lack of adequate infrastructure to the tourism objects, lack of investors in building public facilities and infrastructures and issues of the quality of travel products to be promoted and marketed. Sumut still relies on the arrival of Malaysian, Singaporean, Chinese and German tourists, to improve the economy of the tourism sector, whereas the lake Tobamemiliki many potentially large objects bring tourists to the Lake tour, Mountains, forest, city, heritage, culinary, food souvenirs and the sea.

One cause of the decline of tourists ' visits due to the decline in satisfaction and loyalty of tourists. Contentment is a feeling of delight or disappointment that arises after comparing a visiting interest (outcome) product that is thought towards a visiting interest (or outcome) that Kotler expects (2014:150). Tipton (2012:301), said consumer satisfaction is a situation indicated by consumers when they realize that their needs and wishes are expected and well fulfilled. While Lovelock and Wirtz (2011:74) say, satisfaction is an attitude decided upon the experience gained. Schiffman and Kanuk (2004), said that the company is working hard to create loyalty, the effort to be done is to increase customer satisfaction to avoid any consumer who does not party to the company.

Important attribute, according to Dutka (1995), to measure the dimensions of consumer satisfaction: a) product-related attributes (attribute related to the product); b) Attributes relating to service (attributes related to services); c) The attribute related to purchasing. Hents-Thurau et al. (2002) presented the three-dimensional satisfaction of a) Satisfaction of products or services (product satisfaction); b) Service quality satisfaction (service quality satisfaction); c) Satisfaction product benefit (benefit product satisfaction). Seiders et al. (2005), stating that satisfaction can be measured by the following dimensions: a) pleased with all services (I am pleased with the overall service); b) A fun shopping experience in the store is a delightful experience; c) Feel the satisfaction with the shopping experience here (I am completely satisfied with this shopping experience).

To Danau Toba, as one of the tourism destinations in Indonesia, various businesses believe that tourism in Lake Toba offers interesting opportunities to be developed. Lake Toba is famous for its rich natural beauty and a potentially large diversity to be an interesting tourist attraction. If viewed from, the balance of service in Indonesia is always a deficit and requires a large potential service sector to be entered into.

As a consequence, to understand the factors that influence the satisfaction of tourists can be analyzed tourism market — used to improve the goal bidding strategy (Kim, 1998; Kozak & Rimmington, 1999, 2000). As suggested by recent studies, acceptance of the best services strengthens the current customer loyalty and increases the potential for new draws (Baker & Crompton, 2000; Chen, Chen, & Lee, 2009; Chen & Tsai, 2007; Hui, Wan, & Ho, 2007; Kozak, 2001; Lee, Graefe, & Burns, 2007; Murphy, Pritchard, & Smith, 2000; Nowacki, 2009; Oppermann, 2000; Um, Chon, & Ro, 2006; Vassiliadis, 2008; Yoon & Uysal, 2005; Zabkar, Brencic, & Dmitrovic, 2010). As an adult, purpose and a multi-product should compete with the new. Tourist destinations and new tourism demands, it is very relevant to have a deep — knowledge of the needs and perception of tourism segments. Increasing attention has been paid for the relationship between the destination attribute and the overall traveler's satisfaction. In contrast, several studies are investigating the relationship between the competitiveness of goals and the development of sustainable tourism through tourists.

Perception (for a review, see Chen et al., 2011; Lin and Lin, 2011). A journey, knowledge, no empirical study has examined how important the perception is. Sustainable strategies in influencing tourist holiday decision processes and how they can impact the overall level of satisfaction. Lake Toba is an enchanting natural wonder stretching for 100 km with a width of 30 km above the mountains of Bukit Barisan. Located at an altitude of 900 meters above sea level (DPL) and surrounded by green forest area makes the surrounding air cool and refreshing. Lake Toba with an area of 1,145 km² with a depth of 450 meters that looks like a sea, is the largest and deepest volcanic lake in the world. The lake is thought to be formed from the supervolcano eruption of Mount Toba which occurred about 74,000 years ago. The lake which is one of the tourist icons of Lake Tobaini Province is an interesting and challenging tourist destination to visit. Lake Toba is the island of Samosir at an altitude of 1,000 dpl, which is roughly equal to Singapore. Various tourism objects such as stone tombs are about 500 years old and villages with a traditional house and Batak Toba culture are unique and quaint. Nevertheless, Lake Toba still has a little tourist visit, where the management of Lake Toba tourism is still lacking, although it has been formed the caldera Geopark Toba Samosir, and the authority of Lake Toba, but has not had an impact on the level, visit Foreign tourists are even experiencing a decline.

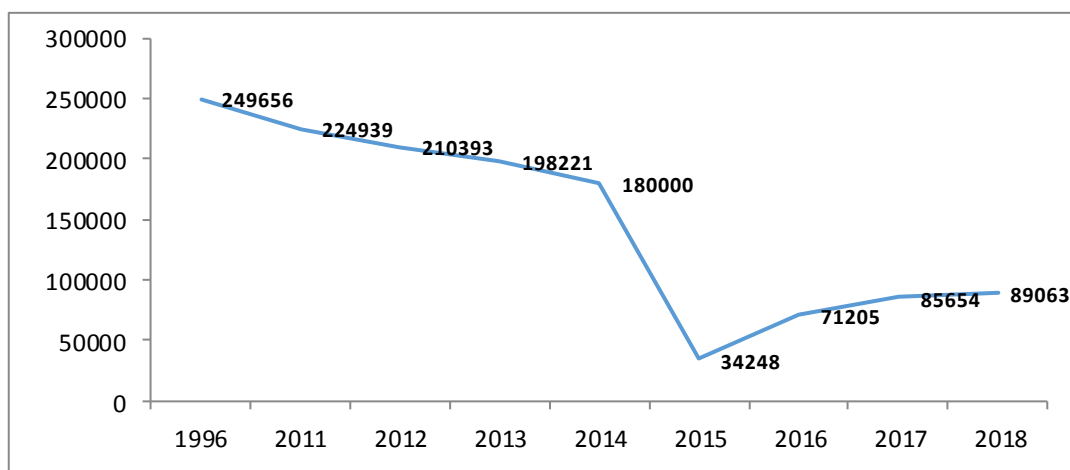


Figure 1. Foreign tourists to Lake Toba (people), 2006 – 2018

In 1996 or before the economic crisis struck Indonesia, the number of foreign tourists who visited the Samosir Regency reached 249,656 people. However, in 2015, foreign tourists visited only 34,248 people. However, the charts are known to be an increase in 2016 in the number of tourists from 34,248 to 71,205 tourists. Climb it to Lake Toba because of the promotion supported by the Government such as Carnival of Independence Enchantment Lake Toba (PDT), the opening of the airport of Silangit, improvement of road infrastructure and visits to Lake Toba. The increase in promotion activities of Lake Toba will also increase the satisfaction of the Wisman and the level of loyalty of Wisman in a visit to Lake Toba again.

II. Problem Statement

The development of marketing started with exchanging goods simply without using money exchange tools. With the development of science, it is increasingly needed a general-means exchange, namely money. Besides, humans also need services/services to take care of certain things so that services or services become a major part of marketing. Distribution of services, mostly directly from producers to consumers, such as care services, medication, advice, entertainment, travel/travel, laundry, museums, beauty/shops, and various other services. The definition of the service according to Lupiyoadi (2013), is that any action or activity that can be

offered by one party to the other is essentially intangible and does not involve the transfer of any leadership. Production of services may be related to physical products or not. According to Zeithaml and Bitner (2007), It can be interpreted that services/services are activities offered by a party to the other party and is essentially intangible, quickly lost, more can be felt than owned, the production process mayor is not associated with physical products, as well as customers can more actively participate in the process of consuming services. According to Lovelock & Wright (2009) service is a visiting action or interest that creates benefits for the customer by realizing the desired change in or on behalf of the recipient. But in practice, it is not easy to distinguish between goods and services, because often the purchase of goods coupled with the element of service/service, as well as vice versa.

Truong & King (2009) indicates that the attribute can be defined as the primary characteristic that determines the tourist destination and maybe grouped easily with the following title "Five A. "(1) Attractions: the desired features that attract tourists to a specific destination. (2) Activities: Types of leisure and entertainment activities available. (3) Accessibility: Ease of traveling to destinations, including problems such as obtaining visas, health risks, etc. (4) Accommodation: The style and standard of accommodation available at the destination; And (5) Convenience: Public facilities that tourists need, such as banking, International direct phone Service (SLI), shopping, etc.

A variety of research and marketing literature services reveal that services have several unique characteristics that distinguish it from the goods and impact on the way it is marketed. Broadly, the characteristics are intangibility, inseparability, variability/heterogeneity, perishability and lack of ownership (Tjiptono, 2011). The Grand theory Model used in this study as follows:

III. Methodology

According to Hair et al., SEM has no single best statistical test that can explain the power in predicting a model. Instead, researchers developed several combinations of model match sizes that resulted in three perspectives, i.e., overall model match size, measuring model match size, and structural model match size. The first step is to check the overall model match. Once the model is estimated, the receipt must remain small or close to zero and the frequency distribution of the residual covariants must be symmetric (Tabachnick & Fidel in Ferdinand 2011). To consider whether the modification of a model is to look at the residual amount generated by the model. The security limit for the residual amount is 5%. When greater than 5% of all the residual covariance produced by the model then a modification needs to be considered. But when the value is large enough (> 2.58), then the modification is to consider adding a new flow to the model that was estimated.

IV. Data and Analysis

Testing the validity of the research model is used to test the good level of goodness of fit from the research model. GFI size is essentially a measure of the ability of a model to describe the diversity of data. GFI values range from 0 – 1. There are no standard criteria for good GFI value limits. But inconclusive, a good model is a model that has a GFI value close to 1. In practice, many researchers use a minimum limit of 0.9. Here are the results of AMOS analysis:

Table 1. Feasibility testing result Model research for SEM analysis

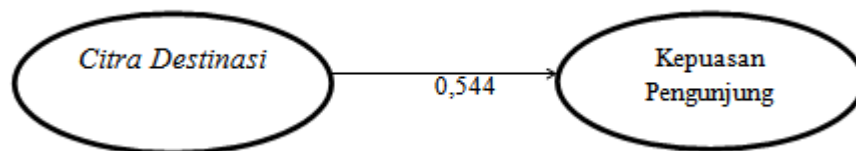
Goodness of Fit Indeks	Cut of Value	Hasil Analisis	Evaluasi Model
Min fit function of chi-square	$p > 0,05$	($P = 0,000$)	Moderafit
Chisquare	Carmines & Melver (1981) Df=164 = 129.69	1354.68	Fit
Non Centrality Parameter (NCP)	Penyimpangan sample cov matrix dan fitted kecil < Chisquare	471,797	Fit
Root Mean Square Error of Approx (RMSEA)	Browne dan Cudeck (1993) < 0,08	0.267	Fit
Model AIC	Model AIC > Saturated AIC < Independence AIC	625,797 > Saturated AIC (240) < Independence AIC (1701,242)	Fit
Model CAIC	Model CAIC << Saturated CAIC < Independence CAIC	773,760 < Saturated CAIC (762,223) < Independence CAIC (1766,519)	Fit
Normed Fit Index (NFI)	> 0,90	0.666	Moderafit
Parsimoni Normed Fit Index (PNFI)	0,60 – 0,90	0.546	Moderafit
Parsimoni Comparative Fit	0,60 – 0,90	0.572	Moderafit

Index (PCFI)			
PRATIO	0,60 – 0,90	0.819	Fit
Comparative Fit Index (CFI)	>0,90 (Bentler (2000))	0.699	Moderafit
Incremental Fit Index (IFI)	>0,90 Byrne (1998)	0.702	Moderafit
Relative Fit Index (RFI)	0 – 1	0.592	Fit
Goodness of Fit Index (GFI)	> 0,90	0.744	Moderafit
Adjusted Goodness of Fit Index (AGFI)	>0,90	0.643	Moderafit
Parsimony Goodness of Fit Index (PGFI)	0 – 1,0	0.533	Fit

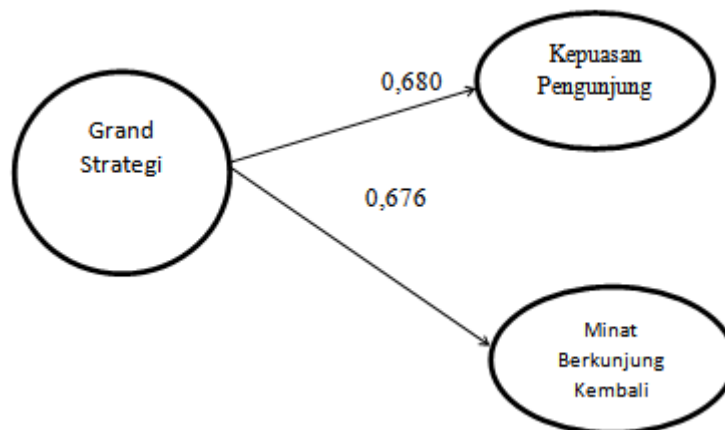
Causality relationship with the interest of visiting again. Causality test of critical probability a causality test indicates that almost all variables have causality, except between a job description with a return interest that does not have a ratio that has a three-star Mark can Present in the following explanation:

1. There is a causality relationship between Destinasi imagery and visitor satisfaction. A critical value of 5.181 is twice as large as the default value of the error and the probability value (p) that has a significant asterisk.
 2. There is a causality relationship between the grand strategy and the satisfaction of visitors. A critical value of 5.698 is twice as large as the default value of the error and the probability value (p) that has a significant asterisk.
 3. There is a causality relationship between social capital and the satisfaction of visitors. A critical value of 5.101 is twice as large as the error standard and the probability value (p) that has a significant asterisk.
 4. There is a causality relationship between the grand strategy and the revisiting interest. A critical value of 1.360 is twice as large as the error standard and the probability value (p) that has a significant asterisk.
 5. There is a causality relationship between social capital and the interest of visiting again. A critical value of 2.313 is twice as large as the default value of the error and the probability value (p) that has a significant asterisk.
 6. There is a causality relationship between the satisfaction of visitors and the interest of revisiting. A critical value of 4.060 is twice as large as the default value of the error and the probability value (p) that has a significant asterisk.
5. Direct effects, indirect effects, and Total effects

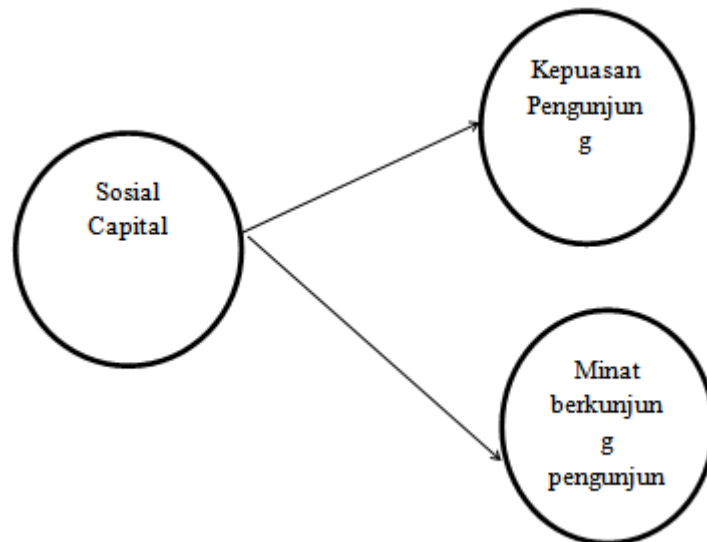
The magnitude of the influence of the directly (Standardized Direct effect) and standardized indirect effect (standardized total effect) can be shown in the following table:



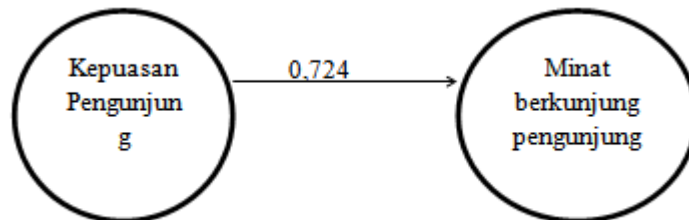
Job Description directly affects the satisfaction of visitors and the interest of visiting again.



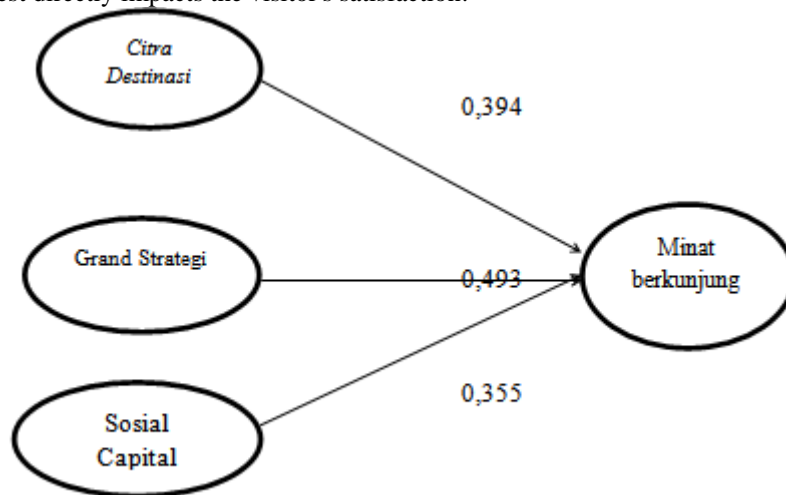
The grand strategy directly affects visitor satisfaction and visiting interest



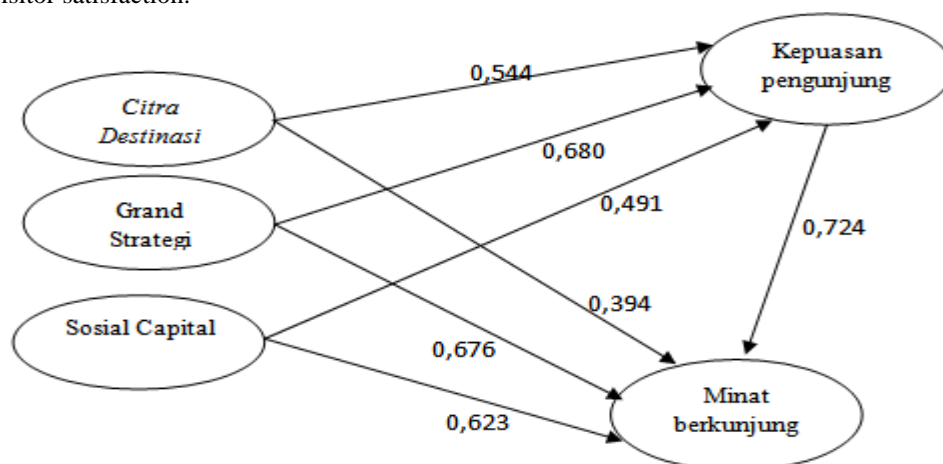
Social capital directly affects the satisfaction of visitors and the interest of visiting again.



A return visit interest directly impacts the visitor's satisfaction.



Job Description, Grand strategy and social capital directly affect the interest of visiting again. But it does not influence visitor satisfaction.



A. The satisfaction of the visitor does not irradiate the relationship between job description to interest revisit with the value of $X1 - Y1 = 0.544$, $Y1-Y2 = 0.724$, $Y2 = 0.544 \times 0.724 = 0.393 > 0.544$.

B. The satisfaction of the visitor does not irradiate the relationship between the grand strategy to the interest of revisit with the value $X2-Y1 = 0.680$, $Y1-Y2 = 0.724$, $Y2 = 0.680 \times 0.724 = 0.492 > 0.680$

C. The satisfaction of visitors does not have the relationship between social capital to interest revisit with the value $X3-Y1 = 0.491$, $Y1-Y2 = 0.724$, $Y2 = 0.491 \times 0.724 = 0.355 > 0.491$

Based on the image above, it is known that the entire variable eksegenous affects endogenous in total. The result of total influence shows that the greatest impact on the total satisfaction of visitors is the Grand strategy of 0.680, while the biggest effects in total against a return interest are the visitor's satisfaction of 0.724. To know the results of the hypothesis testing is done by looking at the value of probability (probability) or by looking at the significant relation of each research variable. As for the criteria is if $p < 0.05$, then the relationship between variables is significant and can be analyzed further, and vice versa. Therefore, by looking at the probability (p) number on the output of the entire path indicates a significant value at a level of 5% or the standardize value must be greater than 1.96 (> 1.96). (If using a comparison value of T count with T table, it means that the calculated T value above 1.96 or > 1.96 t count greater than t table). A

The hypothesis in this study is divided into 10 (ten) tests, namely:

1. There is a significant influence on the Job Description of visitor satisfaction, where the probability value has a three-star.
2. There is a significant influence of Grand strategy towards visitor satisfaction, where the probability value has a three-star.
3. There is a significant influence on social capital towards the satisfaction of visitors, where the probability has three stars
4. There is an insignificant influence of the Grand strategy against a revisit interest, where the probability value of $0.174 > 0.05$ so that the Grand strategy could not significantly affect the interest of revisit
5. There is no significant influence of social capital against the interest of re-visit, where the probability value of $0.021 > 0.05$ so that known social capital does not significantly affect the interest of revisit
6. There is a significant influence of visitor satisfaction on interest revisiting, where the probability value has a three-star.

V. Conclusion

There is a significant influence on the tourist products towards tourist loyalty in Lake Toba, where the probability value has three stars. There is an insignificant influence of traditional value towards tourist loyalty in Lake To. The results showed that travel products are associated with satisfaction, and customer satisfaction is bringing impact to customer loyalty. These results are consistent with (Schiffman and Kanuk,2004), (Zethamletal. et al., 1996). Ronsumbre (2012), (Sumantoro, 2000). There is a significant influence on the quality of service towards tourist loyalty in Lake To, where the probability value has three stars. The better the service will be, the more happy tourists and their loyalty will also increase. These results are consistent with the results of Pong et al., (2001), Ollorunniwo et al. (2006), indicating that the quality of service affects loyalty, then Retnowati (2008), Alexa, (2011) in research on the influence of service quality, service orientation and pricing strategies towards the satisfaction and loyalty of executive train customers. There is a significant environmental influence on tourist loyalty on Lake To, where the probability value has a three-star. There is an insignificant

influence of traditional value towards tourist loyalty in Lake To results of the study were inconsistent with the results of Coghlan (2012) and Kinicki and Delorey (2010), Ellis and Vogelsong (2008). Where the results of previous studies showed the linkage between environmental conditions with satisfaction, although Coghlan Research (2012) still questioned the environmental conditions that how, these results are also inconsistent with Bebko (2000), (Kinichi and Delorey, 2010). There is a significant influence of Heritage Tourism on tourist loyalty on Lake To, where the probability value has a three-star. This results following Gunarto (2009) stating that the company image is an intervening variable of the promotion mix variable to customer loyalty and consumer satisfaction is an intervening variable between the promotion to Customer loyalty. These results were consistent with Michael & Newton (2004), (Adhisakti, 2001), Sankar (2015), Sally (2015). There is a significant influence of traditional value towards tourist loyalty in Lake To, where the probability value has a three-star. The result is as difficult as Crouch and Ritchie (1999) as well as about the competitiveness of the destination wider than previous studies focusing on traditional value or the attraction of the destination Basiya and Rozak (2012), (Chon, Weaver, & Kim, 1991; Hu & Ritchie, 1993), Koentjaraningrat (2008), Clyde Kluckhohn (2004), Daryanti (2016) Traditional value consists of Quality value, value of money, emotional value, and social value. The satisfaction of tourists has a significant influence on the loyalty of tourists in Lake To. These results correspond to TSE and Wilton's statement (1988) that customer satisfaction or dissatisfaction is the customer's response to the perceived inconsistency evaluation between previous expectations and the actual visit interest of the product after its use. This result was consistent with the results of Athanessoonlas et al. (2002), Bowen and Chen (2001), Katedampolly, and Suhartono (2000) showed that satisfaction has a significant effect on the loyalty of hotel visitors. Pong et al. (2001), Yoon and Uysal (2003), Beerli et al. (2004), Olorunniwo et al. (2006), Martenson (2007), Yen and Lu (2008) Rigopoulou et al. (2008), Kotler (2014:150). Tipton (2012:301), Wirtz (2011:74), Sahadev and Purani (2008), Ioannis and Constantine (2009) explain that contentment influences loyalty.

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