

CHAPTER II

THEORETICAL FRAMEWORK AND FORMULATION OF HYPOTHESES

2.1 Previous Research Model

In the last five years, research on Destination Loyalty is still much researched. This is shown from the search results of a total of 21 international and national journals (19 international journals and 2 national journals) through the Google Scholar search engine. Keywords used include Destination, Loyalty. Based on the results of this search, it can be concluded that the research on the topic of Destination Loyalty is still relevant. Research on Destination Loyalty is still widely studied in more than a decade. Search results through the database of the journal Emerald Insight and Google Scholar with the keyword Destination Loyalty found 19 international journals and 2 national journals related to Destination Loyalty. Thus, research on Destination Loyalty is still an interesting topic.

Research on Destination Loyalty is still needed as there are still not many researches on Destination Loyalty in the 21st Century. The search results have shown a total of 19 international journals and 2 national journals through the Google Scholar search engine. The keywords were Destination Loyalty that was found from a total of 21 journals. Therefore, the research on “How Destination Image, Push Motivation and Pull Motivation Determines Destination Loyalty in Resorts in Batam” will be an interesting topic because it has been researched in both developed and developing countries.

Africa is considered a developing country consisting of research by (Ramseook-Munhurrun *et al.*, 2015). The researcher stated that the results concluded that the dependent variable which is loyalty has a significant effect on the intervening variable which is perceived value and satisfaction and the independent variable which is the destination image. The limitations included was the fact that the results of this study are limited to travelers that visited Mauritius and therefore it is not possible to apply the study to other destination and measurement used were an adaptation from an existing measurement for tourism destinations and therefore the minor modifications may not be significant when applied to island destinations.

Australia is considered a developed country consisting of research by (Kim & Brown, 2012). The researcher stated that the results concluded to the fact that the dependent variable which is Destination Loyalty has a significant effect on the independent variable which is Overall Satisfaction. The limitations mentioned were in the sampling, it needs to be considered again in terms of the sample size, the timing of the data collection, survey locations selected, and mixed data collection methods.

Cambodia is considered a developing country consisting of research by (Chen & Phou, 2013). The researcher stated that the results concluded to the fact that the dependent variable which is Destination Loyalty has a significant effect on the intervening variable which is satisfaction, trust and attachment, and independent variable which is destination image and destination personality. These two limitations were, first, the findings were limited to only one tourist

destination. The other limitations include the fact that the sample may not be able to reflect the whole population due to using a convenience sampling method.

China is considered a developing country consisting of research by (Sun *et al.*, 2013). The researcher stated that the results concluded to the fact that the dependent variable which is Loyalty has a significant effect on the intervening variable which is destination image, perceived value, and tourist satisfaction and the independent variable which is familiarity. The limitations were stated was, the findings may not reflect the seasonal variations because the data was collected in a short period.

India is considered a developing country consisting of research by (Rajesh, 2013). The researcher stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is destination image and tourist satisfaction and the independent variable which is tourist perception. There were no limitations provided by (Rajesh, 2013).

Indonesia is considered a developing country consisting of 2 research by (Suhartanto *et al.*, 2016). The researcher stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is overall satisfaction and the independent variable which is the attribute of shopping satisfaction. The limitations mentioned in this study were the fact that the findings did not have similarities when it was tested in other different destinations.

Suhartanto *et al.*, (2019) stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening

variable which is tourist motivation, tourist satisfaction, and perceived value and the independent variable which is experience quality. The limitations found was the data found for the study was gathered from only four tourist destinations in Indonesia, therefore, hampers the findings.

Israel is considered a developed country consisting of research by (N *et al.*, 2016). The researcher stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which destination image and the independent variable which is assurance, reliability, empathy, tangible facilities, and responsiveness. The limitations found were the other variables that may affect the destination loyalty but was not used as a variable in the research such as technical quality. The research is also pointed only towards tourism in the Dead Sea destination which means it would be limited when used on other tourism destinations.

Japan is considered a developed country consisting of research by (Toyama & Yamada, 2012). The researcher stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is overall satisfaction and the independent variable which is novelty and familiarity. The limitations are as follows, First, this study does not examine the effects of socio-demographic characteristics. Second, this study was conducted at a specific destination. Third, this study does not consider other factors and variables.

South Korea is considered a developed country consisting of research by (Park, 2013). The researcher stated that the results concluded that the dependent

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variable which is destination loyalty has a significant effect on the intervening variable which is the overall image and the independent variable which is dynamic, traditional, relax, attraction, natural landscape, service, healing. The limitations were not given.

Spain is considered a developed country consisting of 3 research by (Beatriz Moliner Vela 'zquez, 2011). The researcher stated that the results concluded that the dependent variable which is loyalty has a significant effect on the intervening variable which is satisfaction and commitment and the independent variable which is service quality and perceived value. The limitations were not given.

Martin *et al.*, (2012) stated that the results have concluded to the fact that the dependent variable which is loyalty has a significant effect on the intervening variable which is past experience, Involvement, and the independent variable which is satisfaction. The limitations were stated that the destination has restrictions due to its geographic location as well as the measurement from experience by the number of times the tourist has visited the destination.

Alves *et al.*, (2019) had stated that the results concluded to the fact that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is overall satisfaction and the independent variable which is satisfaction with relationships, attachment, trust. The main limitations of this research arise due to the lack of variables that aims to determine the relationship quality in tourism destinations therefore it should be broadened to other destinations.

Taiwan is considered a developed country consisting of 2 research by (Lai & Vinh, 2013). The researcher stated that the results concluded that the dependent

variable which is destination loyalty has a significant effect on the intervening variable which is tourist expectation and satisfaction and the independent variable which is promotional activities. The limitations found were, the model used in this study was not as developed as it should be.

(Wu, 2016) stated that the results concluded to the fact that the dependent variable which is loyalty has a significant effect on the intervening variable which is satisfaction and the independent variable which is destination image and consumer experience. The limitations found were, first, findings may be limited due to having only foreign tourists complete the survey. Second, the response rate is low despite the efforts to increase the sample size. Third, the research design was found to be not wide enough and is only able to apply information from personal interviews through the use of surveys and finally, further research should have been done to find out the relevance of other factors to find out the antecedents of destination loyalty.

Thailand is considered a developing country consisting of 2 research by (Nilplub *et al.*, 2016). The researcher stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is satisfaction and the independent variable push motivation, pull motivation, perceived service quality, perceived value for money. The limitations found were, first, the study was limited to destinations available in Thailand and therefore it may not apply to other tourist destinations outside Thailand. Second, the survey was conducted in English and therefore only tourists who understand and can communicate in English are apart of the survey and destination was found to be a difficult choice for tourists.

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(Chindaprasert *et al.*, 2015) stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is overall satisfaction and the independent variable push motivation, pull motivation. The limitations were not given.

The United States of America is considered a developed country consisting of 5 research by (Yoon & Uysal, 2005). The researcher stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is travel satisfaction and the independent variable push motivation and pull motivation. The limitations were, the study's model was only tested out in Northern Cyprus located in the Mediterranean region and if it was tested out in other destinations it will have a different destination attribute.

Chi & Qu, (2008) stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is overall satisfaction and the independent variable which is destination image and attribute satisfaction. The limitations were, first, the research was conducted on the summer season which limits the findings to only summer tourists. Secondly, the variables were only measured with a single question survey. Thirdly, there might be other deciding factors that may affect destination loyalty and since the survey was conducted in different locations, the findings may not be solid as not all tourists may have traveled to Eureka Springs and lastly, the data collected was not experimental nor wide enough to measure the study.

Soon-Ho Kim, (2012) stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is overall satisfaction and the independent variable which is destination image and attribute satisfaction. The limitations found were, the findings were limited to Orlando's air arrival tourists and non-random convenience sample and lastly, the design of the research was impossible to measure the precise image of the tourist destination.

Gursoy *et al.*, (2014) stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is perceived value, satisfaction and service quality, and the independent variable which is the destination image. The limitations were, the research found several variables that have a relationship with destination loyalty and however was not tested out.

Lee *et al.*, (2012) stated that the results concluded that the dependent variable which is destination loyalty has a significant effect on the intervening variable which is satisfaction and activity involvement and the independent variable which is service quality. The limitations were, first, loyalty was not defined clearly regarding its relationship to other variables. Secondly, the research has only focused on activities based loyalty in terms of tourism and recreation and lastly, there has been little research conducted on the theoretical formation of loyalty.

2.2 Destination Loyalty

Destination Loyalty is a concept that is used as a critical indicator to develop the competitive advantage of a destination (Kim & Brown, 2012). While

according to Kuusik *et al* (2011) destination loyalty should be viewed as the level of revisit intention of a tourist towards a destination. Similarly, Zhang *et al* (2014) and Sirakaya-Turk *et al* (2015) indicated that destination loyalty is an important factor in the growth of the tourism industry. Likely Moon *et al* (2011) and Demir (2013) stated that destination loyalty plays a vital role in the main outcome and concept of success in the delivery of a destination service quality.

Su *et al* (2011) identified destination loyalty as a space of identity and dependence, uniqueness of a destination, authenticity, and behavioral intention.

Mohamad *et al* (2011) similarly stated that destination loyalty is described as the behavioral intentions to recommend the destination the positive word of mouth and the level of a tourist's intention to revisit. Based on Soon-Ho Kim (2012) they stated that recommendation and intention to revisit refers to consumer loyalty.

Loyalty means commitment made to choose the same service/product in the future and therefore would cause a repetitive action of purchasing the same product or service (Toyama & Yamada, 2012). Kim & Brown (2012) defined destination loyalty as an indicator that would be able to increase a destinations competitive advantage. Antón *et al.*, (2017) stated that destination loyalty is shown on a few behavioral patterns in which would include a chance to revisit the destination and recommending the destination to relatives and friends.

Ozdemir *et al.*, (2012) defined destination loyalty as how often tourists revisit the destination. Destination loyalty is considered as a tourist's intention to recommend a destination. It is interpreted as a tourist's willingness to revisit the tourism destination. In context, it is said that tourists who are satisfied with a destination would be more loyal to a destination.

2.3 Relationships between Variables

2.3.1 Effect of Destination Image on Destination Loyalty

According to Chih-Wen Wu (2015), Destination Image is defined as a system of thoughts which refers to, visualization, opinions, intentions, and feelings towards a destination. Mahsuweerachi and Qu (2011) stated that the destination image significantly impacts loyalty, satisfaction, and perceived value. Choi *et al* (2011) state that destination image impacts destination loyalty. Significant relations were reported between destination image and the visitor's intent on revisiting a destination. Similarly, destination image influences a tourist's intention to revisit a destination (Hosany and Prayag, 2013; Zeugner-Roth and Zakbar, 2015). Image of destination has a significantly positive effect on tourist's choice of destination and is an important component of a destination (Chi,2012; Nunkooetal.,2013). Similarly, Gursoy *et al.*, (2014) stated that destinations with a positive image are more advantageous in attracting tourists and making them believe that the destination itself is the best destination to go to.

2.3.2 Effect of Push Motivation on Destination Loyalty

Prebensen *et al* (2013) suggest that push motivation is the preference to travel to a destination is due to the tourist's wants. A push factor is identified as an individual socioeconomic, demographic, and sociopsychological state and the individual's opinion, interest, and attitude towards a behavior intent of a destination. Chindaprasert *et al.*, (2015) stated that destination loyalty is significantly affected by push motivation.

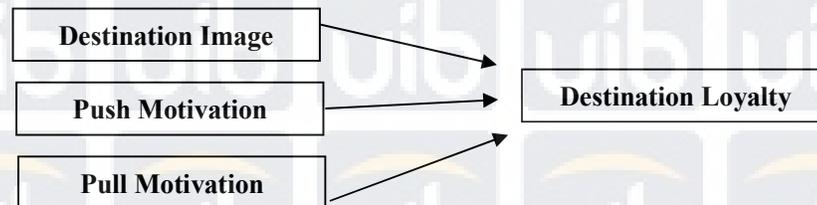
2.3.3 Effect of Pull Motivation on Destination Loyalty

Prebensen *et al* (2013) suggested that pull motivation as a tourist's desire to travel due to a destination's attractiveness. Pull factors are an important factor in determining the behavior of a destination.

2.4 Research Models and Hypothesis Formulation

Based on the research model described above, the following hypothesis is formulated:

- H₁ : Destination Image has a significant positive effect on Destination Loyalty
- H₂ : Push Motivation has a significant positive effect on Destination Loyalty.
- H₃ : Pull Motivation has a significant positive effect on Destination Loyalty.



Source: (Ramseook-Munhurrin *et al.*, 2015), (Wu, 2016), (Nilplub *et al.*, 2016), (Chindaprasert *et al.*, 2015)