

EFFECTS OF SERVICE QUALITY ON SATISFACTION, RELATIONSHIP QUALITY AND TOURIST LOYALTY IN WAKATOBI REGENCY

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Abstract— This research aims to determine and analyze effects of service quality on satisfaction, service quality on tourism relationship quality, service quality on tourist loyalty, satisfaction on tourist loyalty, relationship quality on tourist loyalty, service quality on tourist loyalty mediated by tourist satisfaction as well as effects of service quality on tourist loyalty mediated by tourist relationship quality in Wakatobi Regency. This research approach is confirmatory research with cross section data collection. Research population is all tourists taking a tour in Wakatobi. Sampling technique in this research is accidental sampling. Sample criteria are that (a) the samples are selected from the tourists taking a tour in Wakatobi; (b) Degree of homogeneity of the population. Sampling adjusts to SME analysis tool namely 5 – 10 multiplied the number of estimated parameters. This research consists of four variables and 16 indicators so that the number of research samples is 8 multiplied the number of estimated parameters or used indicators, thus the number of research samples is 128 respondents. Results of the research indicate that the service quality affects positively and significantly on tourist satisfaction and relationship quality as well as tourist loyalty, then satisfaction and relationship quality affect positively and significantly on tourist loyalty, meanwhile mediation role of relationship quality between effects of service quality on tourist satisfaction and loyalty affects positively but insignificantly.

Index Terms— : Service Quality, Relationship quality, Tourist Satisfaction and Loyalty

1 INTRODUCTION

Development of Indonesian tourism indicates rapid progress and provides increasingly significant contribution in national economic development as an instrument of dividend increase. Tourism sector was in the fourth position in national dividend acquisition below Oil and Gas, Coal and Palm Oil. According to Ministry of Tourism Republic of Indonesia, dividend acquisition from the tourism sector showed quite significant increased trend, namely in 2013 by 10,054.1 million US\$ increased into 11,168.3 million US\$ in 2014 and into 11,629.9 million US\$ in 2015. Thus, the tourism sector is projected that in 2010, it will contribute the biggest portion of dividend for Indonesia. In some last periods, there has been increased number of foreign tourist visits to Indonesia.

Indonesia has many excellence tourism destinations as the mainstay to achieve national tourism targets, one of which is Wakatobi. In the national tourism system, Wakatobi plays an important position; one of which is including in the 10th national excellence tourism destinations. National tourism regional policy places Wakatobi and its surrounding as one of the National Tourism Strategic Area (KSPN) out of 80 KSPN that was established by the government throughout provinces in Indonesia. Establishment of Wakatobi and its surrounding as KSPN means that this area has tourism main function or has potentials for national tourism development and have important effects in the growth of economic, social and cultural aspects, natural empowerment, life environment support capacity as well as defense and security.

Tourism development in Wakatobi Regency is also supported by the establishment of Wakatobi Regency as National Park (Wakatobi National Park). The Wakatobi National Park is assigned as bio-diversity conservation area particularly sea (ocean) biodiversity wealth. Also, Wakatobi National Park has been acknowledged and established by UNESCO as one of the

world biosphere conservation. Thus, it is necessary to adjust the tourism development in Wakatobi Regency to legislative regulations concerning natural tourism business in conversation area (National Park) namely: (1) Preservation and improvement of protected area values established as world heritage and biosphere conservation by preserving physical authentic as well as preserving its ecosystem balance. (2) Function of National Park as protection of life buffer system and biodiversity preservation of flora and fauna as well as sustainable utilization. Not only undersea natural beauty as prima donna tourism attractiveness, Wakatobi Regency also offers various natural tourism and cultural tourism attractiveness. Wakatobi ocean-based biodiversity and social culture community has uniqueness and attractiveness for domestic as well as foreign tourists, so that ocean-based tourism development has strategic meanings in the development of sea culture, multi sector businesses, regional economy as well as strengthening community contribution.

In 2016, Ministry of Tourism of the Republic of Indonesia determined Indonesian Tourism Competitiveness Index referring to global index of Travel and Tourism Competitive Index (TTCI) World Economic Forum and United Nation World Tourism Organization (UNWTO) that were adjusted to Indonesian conditions. There were some indicators that were also established in the assessment namely policy support (tourism priority, regional openness, price competitiveness, environmental sustainability), tourism enable (business environment, security, health and cleanliness, Human Resources and labors, information technology preparedness), infrastructure (airport infrastructure, harbor and land infrastructure, tourism service infrastructure) as well as natural and cultural resources (natural resources and cultural resources).

Based on the above assessment criteria, the Ministry of Tourism of the Republic of Indonesia established Wakatobi tourism

destination as the destination with number two competitive index after Borobudur, then followed by Kelayang Cape and Labuan Bajo destinations. Meanwhile, for the aspect category of natural tourism potential and artificial tourism, Wakatobi tourism destination is in the fourth rank after Sukabumi, Bandung, Bogor Wakatobi and Raja Ampat. Oliver (1997) stated that satisfaction is customer response on fulfillment of needs. This means that an assessment on a form of distinction of a goods or service creates a level of convenience related to the fulfillment of needs including the needs under the expectation or the fulfillment of needs exceeding customer expectation. Tourist satisfaction is seen from very dynamic development of tendency of preference and motivation at tourism objects; this implies to longer times of staying, because tourists are not tied to tense schedule, but they demand more to the element of "feeling at home". Tourist needs and willingness will keep developing in line with progress in tourism industry both in its number and diversity.

The phenomena show that key of increased customer satisfaction and loyalty is in the company ability to increase quality of service as well as build integrated relationship effectiveness among business partners. But, there is a challenge faced by any companies engaging in the field of service nowadays, namely attracting new customers and maintaining customer loyalty.

Implementation of marketing relation concept provides some benefits for any companies of product providers, namely: (1). Reducing marketing cost, administration cost, time cost to know customers, (2) repeated purchase, discount on more excellence service, (3). Word-of mouth communication. Thus, customer loyalty is one of the marketing outputs and an indicator to measure the success of marketing relation implementation (Kennedy et al. 2001; Thorsten et al., 2002).

Customer loyalty is one of the concepts playing important role for achievement of distributor company goals in a sustainable manner since loyal customers can improve the company efficiency and effectiveness, increase profitability and improve company competitiveness. In another aspect, loyal customers obtain benefits in terms of reduced uncertainty risks, product performance that is received by the customers from the company and reduced searching cost for each product required by the customers. On the contrary, customers will change over since they are disappointed so that they can tell their disappointment to other people and affect others not to buy the product, so that in a longer time, this can give bad effects on the company, namely reduced public trust and will imply to decreased demands and income by the distributor company.

Results of the researches by Parasuraman et al., (1988); Cronin et al., (1999); Caruana et al., (2002); Gordon Fullerton et al., (2002); Ruyter, et al., (1999); Blomer et al., (1999) stated that quality of service affects significantly and positively on customer satisfaction and loyalty. This proves that quality of service is the key factor to build customer satisfaction and loyalty. Customers will be satisfied and loyal if they obtain the service quality at the time of taking a tour based on their expectation, and on the contrary, the customers will be disappointed and dissatisfied if they obtain service quality not based on their expectation.

Taking a close look at the empirical phenomena and based on theoretical study as well as review on previous researches,

the researchers are interested at conducting a study entitled as: "Effects of Service Quality on Customer Satisfaction, Relationship quality and Loyalty in Wakatobi Regency. This research aims to determine and analyze effects of service quality on satisfaction, service quality on tourist relationship quality, service quality on tourist loyalty, satisfaction on tourist loyalty, relationship quality on tourist loyalty, service quality on tourist loyalty that is mediated by tourist satisfaction and effects of service quality on tourist loyalty that is mediated by tourist relationship quality in Wakatobi Regency.

2 LITERATUR REVIEW

2.1 Serevice Marketing

Service offer by company of service provider can be reviewed through two main components, namely "core service and secondary service" (Tjiptono, 2005). This review is universal for all services. Core service is also called as substantive service as essential function or main benefits of a service offered by a company of service provider to its customers. Customers buy the service because of its service benefits in fulfilling their needs and desires. Secondary service is a combination of tangible and intangible elements attached to the core service; it aims that the core benefits offered by the company of service provider can be acknowledged and known easily. More intangible a service will lead to greater customer needs to its physical evidences that can require the customers to understand the service offered by the company of service provider.

The intangibles and complexity of services affect on how customers evaluate the services that they buy. There are some attributes used by the customers to evaluate the quality of services offered by the companies of service provider, namely search quality, experience quality and credence quality. Search quality is a service attribute that can be evaluated before the purchase, for example price of a service. Experience quality is a service attribute that can be evaluated after the purchase of a service, such as timeliness, service quality and tidiness of results. Credence quality is the quality of service based on trust in other opinions. The implication for service marketing is that more components of experience and credence quality in service offerings will lead to more works that are required to reduce any potential risks that are perceived by the customers. It is by providing information clearly and accurately as well as services tangible cues by the company of service provider.

Tjiptono (2005) defined service as each action that can be offered by a party to other parties which basically it is intangible and can not lead to an ownership of something. Thus, service quality is an activity with some intangible elements related to the service that can involve some interactions with consumers or properties of ownership, and cannot lead to transfer of ownership.

2.2 Tourism Concept

In general, tourism is a tour undertaken by a person temporarily from one place to another by abandoning the original place and with a planner or without intension to earn a living in the visited place but merely to pay attention to the activity of recreation or excursion in order to fulfill various desires. According

to Oka A. Yoeti (1986), tourism is a temporary journey held from one place to another in order not to earn a living in any visited place, but merely to enjoy the journey for an excursion or recreation. Saleh Wahab in his book entitled "An Introduction on Tourism Theory" suggested that tourism is "a conscious activity that is conducted consciously by obtaining services alternately among people within a country itself (abroad) for a while in searching for a wide variety of diverse and distinct satisfaction from what is experienced where he resides and works". Within the limits of tourism, he suggested three elements: (1) Man who travels (2) Space where to travel and (3) Time used during the travel and in the area of tour destination.

According to WTO (World Tourism Organization), tourism is meant as human activity taking a tour to and staying in a destination area beyond his or her daily environment. Meanwhile according to the Law of RI number 10 of the year 2009 concerning Tourism, it is described that tourism is a journey taken by a person or a group of person by visiting certain location for the purposes of recreation, personal development or learning uniqueness of tourism attractiveness in a temporary period.

Thus, it can conclude that tourism is a tour or journey taken in a temporary period and then go back to the original place without any intention to earn a living in the destination area.

2.3 Concept of Service Quality

Service quality as also called by level of service, Parasuraman et al., (1988) stated that service quality is defined as a global assessment or attitude relating to service superiority. It relates to the difference between customer reality and expectations for the services they obtain or get. Expectation is customer desire of the services that may be provided by the company. Fitzsimmons, (1994) in Tjiptono (2005) argued that "Service quality can be known by comparing customer perceptions for the services they actually receive or obtain with the actual service they expect and want. If the reality is greater than the expectation, then the service can be said to be qualified, if the reality is less than the expectation, then the service can be said to be not qualified, if the reality is equal to the expectations, then the service is called as satisfactory.

The basic dimensions of refined service quality as a reference in this study are explained by Parasuraman, Barry, and Zeithaml, (1988) in Tjiptono (2005), namely: (1). Tangibles, including physical service facilities, equipment, personnel and means of communication, (2). Reliability, is the ability to provide promised service promptly, accurately, and satisfactorily. (3). Responsiveness, is the desire of staffs to help the customers and provide services with responsiveness. (4). Assurance, including knowledge, capability, security and reliable by the service, free of danger, risk of doubt and (5). Empathy, including easiness of making good communication links, personal attention, and understanding customer needs.

2.4 Customer Satisfaction

The word of satisfaction has important meaning in the concept of marketing and commonly related to a motto to satisfy customer needs and desire. Use of the term of satisfaction in this current modern era tends to be broad and related to the words of satisfactory and satisfy (to make enjoyable). Term of customer satisfaction in the marketing management has very specific

meaning. Oliver (1997) in Hayat Yusuf (2007) stated that customer satisfaction is customer response on his or her fulfillment of needs. This means that an assessment of a distinction of a goods or service provides a level of convenience related to the fulfillment of needs including the needs that are expected or the fulfillment of needs below the customer expectation.

According to expectancy-disconfirmation theory proposed by Oliver (1980) quoted in Padma et al, (2010) stating that customers purchase goods and service with expectation at the time of pre-purchase through performance assessment that can be anticipated. It means that after using or buying the goods or service, the results can be compared with the expectation. If the results are based on the expectation, then there is a confirmation. On the contrary, there will be disconfirmation if there is difference between expectation and results. Satisfaction is caused by positive confirmation or disconfirmation of expectation and dissatisfaction caused by negative disconfirmation from customer expectation. Then, according to personal control theory proposed by Rotter in 1966, satisfaction is based on one's life experiences or work related to the perception through psychological comparison of actions and desired results.

The indicator of satisfaction measurement in this study refers to the indicators proposed by Albert Caruna and Msida Malta, (2000) and Jamal and Naser (2002, modified) namely feeling of pleasure and satisfied by natural beauty, uniqueness of the community culture and the tourist destinations of Wakatobi. (a). The first indicator of satisfaction measurement in this study is the response of tourists regarding the perception of tourists before visiting tourism destination in Wakatobi Regency, including natural beauty and delivered service.

2.5 Customer Loyalty

Relationship Quality can be stated as multidimensional meta construct reflecting overall characteristics of relationship between company and customers (Hennig-Thurau, 2000; Hennig-Thurau et al, 2002) and as a requirement for long term relationship and customer retention (Bejou et al, 1996; Crosby et al, 1990; Hennig-Thurau, 2000; Hennig-Thurau dan Klee, 1997; Moliner et al, 2007). Having "dynamic characteristics" (Moliner et al, 2007), with self building can be meant as "long term dynamic of quality formation in on-going customer relation" (Gronroos, 2001). This provides subjective ideas (Moliner et al, 2007), meaning that there is developing and changing perception on service quality in line with the duration of relationship and that it is necessary to take long term perspective on idea of relationship quality (Storbacka et al, 1994).

Bojei, 2010 stated that there are indicators of measuring service quality, namely: (a). Trust. Basically, trust can be taken from a long process until both parties create mutual trust. (b). Commitment. By referring to the concept of commitment in the field of social exchange, marriage, & organization, Morgan and Hunt (1994) stated that "trust and commitment are the key construct relevant for any type of relation exchange" it indicates that trust and commitment are the key to the success of the relationship between the company and its customers. (c). Communication. The quality of relationships in the service sector can be divided into two; professional relationships and social relations (Gummesson, 1987). Professional relationship is based on the

competence of service providers, whereas social relationship is based on the effectiveness of social interaction of service providers with customers (Wong and Sohal, 2002). And (d). Pride, is one of the potential (abilities) presented in human soul, namely feeling of pleasure, relief, satisfaction in a person's heart as a reaction to success after doing something, so as to achieve goals, or obtain results or obtain issues based on his instinctive that are pleased his heart and thoughts. The pride in this research is a positive emotion that is felt by the tourists during a visit in the tourism area in Wakatobi..

2.6 Customer Loyalty

Currently, concept of business development is directed to create and maintain customer loyalty. "Basic reason is that loyal customers can increase company competitiveness and profitability, also, customers will be assured on the risk of goods or service quality and procurement as well as reduce cost of required goods or service search" (Kennedy et al., 2001). On the contrary, disloyal customers will move over to competitor companies since they are disappointed to the product quality and service quality, tell their disappointment to others or affect others not to buy any goods or service from the company; this will affect on profit level achieved by the company in long term manner. Definition of customer loyalty is always related to combination of elements of purchasing attitude and behavior of customers.

Customers will be said to be loyal if they have positive attitude to certain brand and it is manifested in the form of repeated purchase consistently (Supriaddin, 2015). Thus, brand loyalty perspectives apply to brands, services, stores / companies, product categories and activities. Then, Dick and Basu (1994) integrated perspectives of attitude and behavior into a comprehensive loyalty model, so that it obtains four possible customer loyalty situations, namely "Loyalty, spurious loyalty, latent loyalty and no loyalty in a situation in which customers have relative attitudes and weak repurchase behavior. The strategies used to overcome the problem of no loyalty are: (1). Increasing consumer awareness and preferences through various promotional mix strategies such as consumers are given the opportunity to try products, discount programs, promotional campaigns and so on, (2). Giving additional benefits of a good / service that distinguishes it from other brands. Spurious loyalty is commonly called as false loyalty.

Concept of customer loyalty used in this research is adopting the opinions of Bua Hasanuddin., (2007) stating that measurement of customer loyalty is related to four dimensions describing positive attitude and repeated purchase behavior, namely: (1). Purchase intention, (2). Word-of-mouth (3). and (4). Complaining behavior. There will be customer loyalty if the company can meet its promise all the time. To achieve the goals, the company makes realistic promises, improve all personnel knowledge and motivation so that they can keep their promises and all company personnel commit to keep the promises that they deliver to the customers. Theory of customer loyalty above is used in this study as the theoretical thinking base to understand customer loyalty concept since one of the constructs to be built is the customer loyalty.

3 RESEARCH CONCEPTUAL FRAMEWORK

The conceptual framework of this research is constructed with several stages. Measurement of the service quality dimension is the assessment focus which reflects the customer perception of the five service quality dimensions consisting of: tangibles, reliability, responsiveness, assurance and empathy. Then, the measurement of customer satisfaction is related to four dimensions which describes positive responses to the behavior after using services offered by tourism industry actors in Wakatobi Regency which include: (1) satisfied with the performance of the services delivered; (2) satisfied with the suitability of service performance and the expectation, (3) satisfied with excellent service achievement, (4) satisfied with service performance which is not disappointing. The measurement of quality relationship consists of (1). Trust, (2). Commitment (3). Communication and (4) Pride.

Further, measurement of customer loyalty is related to four dimensions that describe positive attitudes and repurchase behavior are: (1) purchase intention, namely interest at repeat purchase; (2) word-of-mouth is the willingness to tell the beauty / uniqueness of Wakatobi tourism objects and give recommendation to other tourists to visit Wakatobi (3) price sensitivity, is to reject any offers from any other tourism objects, and (4) complaining behavior is customer's willingness to convey its complaint to Wakatobi tourism manager in polite ways.

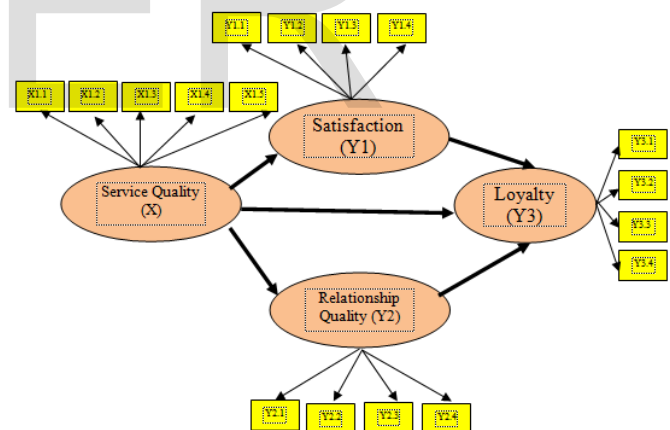


Figure 3.1 Conceptual Framework

The causal relationship between the service quality and the customer loyalty mediated by customer satisfaction is built on a theory that reveals that one of the key factors affecting on the customer loyalty, namely customer satisfaction. Customers who are satisfied or dissatisfied with the quality of service will have an impact on the level of customer loyalty. This is in accordance with results of the study (Fullerton and Taylor, 2002; Caruana et al., 2002) having conclusion that the service quality significantly affects on the customer loyalty mediated by the customer satisfaction. Therefore, customer satisfaction is an intervening variable that serves to strengthen or weaken the relationship between service quality and customer loyalty variables

4 HYPOTHESES

Based on the research conceptual framework, it can formulate the research hypotheses as the following:

- H1. The service quality affects positively and significantly on the tourist satisfaction in Wakatobi Regency.
- H2. The service quality affects positively and significantly on the relationship quality in Wakatobi Regency.
- H3. The service quality affects positively and significantly on the tourist loyalty in Wakatobi Regency.
- H4. The satisfaction affects positively and significantly on the loyalty satisfaction in Wakatobi Regency.
- H5. The relationship quality affects positively and significantly on the tourist loyalty in Wakatobi Regency.
- H6. The relationship quality affects positively and significantly on the tourist satisfaction that is mediated by the satisfaction in Wakatobi Regency.
- H7. The service quality affects positively and significantly on the tourist satisfaction that is mediated by the relationship quality in Wakatobi Regency.

5 METHODS

This research is conducted by taking the objects in Wakatobi Regency that is the tourists who visit to Wakatobi Regency. The approach of this research is confirmatory research with cross sectional data collection. Research confirmatory aims to obtain the appropriate test in drawing conclusion of causal relations between the variables and subsequently choose an alternative action (Kuncoro, 2003). The underlying reason for using the confirmatory research is because the purpose of the study is to analyze and test empirically the role of indicators in reflecting the latent variables. The population in this study is all tourists who take a tour to Wakatobi. Sampling technique in this research is accidental sampling. The sample criteria are as follows: (a) the samples are selected from tourists visiting Wakatobi; (b) The degree of homogeneity of the population. While the sample determination is to adjust the SEM analysis tool namely 5 - 10 multiplied the number of estimated parameters (Ferdinand, 2000: 44). This study consists of four variables and 16 indicators then the number of samples in this study is 8 multiplied the number of estimated parameters or used indicator, thus the number of samples in this study is 128 respondents.

The data analysis method in this research is descriptive statistic analysis and inferential statistics namely Structural Equation Modeling (SEM) by using software AMOS (Analysis Of Moment Structural) version 16.0 and computer program of SPSS version 16 for Windows.

The descriptive analysis is used to test and describe the implementation process dynamics of service quality, customer satisfaction, relationship quality and customer loyalty. Then, it is also to describe each research variable, respondents' characteristics and general description of the research objects in the form of the number, average and percentage. While the analysis technique used in this research is Structural Equation Modeling (SEM) using AMOS (Analysis of Moment Structural) program.

6 RESULTS

6.1 Good of-fit Analysis of Structural Model

The Good of-fit analysis of structural model is used in this research to determine the confirmatory of observation result data with the model to be built and estimated by using confirmatory analysis. The structural model to be built in this research is the effects of: 1. The service quality on tourist satisfaction, 2. Tourist satisfaction on relationship quality, 3. Service quality on tourist loyalty, 4. Tourist satisfaction on tourist loyalty, 5. Relationship quality on tourist loyalty, 6. Service quality on loyalty through mediation of tourist satisfaction, 7. Service quality on loyalty that is mediated by relationship quality.

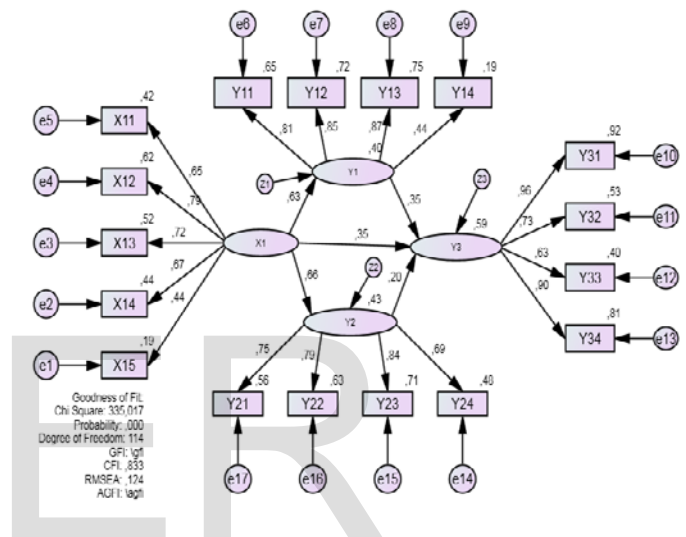


Figure 5.1. Structural relationship of latent variables

Examination results of Fit of model in the table below indicate that there are seven criteria, AGFI, GFI and Chi-Square indicating that the model is appropriate. Solimun, (2004) stated that if there are two or three Fit of model meeting the criteria, then overall relationships among the variables can be analyzed further since the model is considered to be appropriate.

Comparison of structural model confirmatory index with required cut-off can be seen in Table 5.1

Table 5.1. Comparison of structural model confirmatory index with required cut-off

Table 5.17 Comparison of structural model confirmatory index with required cut-off			
Criteria	Cut-off Value	Results of Model Evaluation	Conclusion
Chi-Square	≤ in which Chi Square for DF 114 Significance Level of 5 %	335.017	1. Good
Probability	> 0,05	0,000	2. Marginal
CFI	> 0,90	0,833	3. Marginal
AGFI	> 0,90	0,915	4. Good
GFI	> 0,90	0,909	5. Good
NFI	> 0,90	0,770	6. Marginal
TLI	> 0,90	0,800	7. Marginal

Source: Processed Primary Data 2018

6.2 Structural Relationship Analysis

Structural relationship analysis is used to determine: 1. Structural relationship between the indicators with its latent variables and 2. Direct and indirect relationship between latent variables that exist in the research model. The latent variables built in this study are: 1. service quality, 2. tourist satisfaction, 3. relationship quality and 4. tourist loyalty. The direct relationships built in this research are 1. Quality of service with tourist satisfaction, 2. Quality of service with relationship quality, 3. Quality of service to the loyalty of tourists, 4. The satisfaction of tourists to the loyalty of tourists, 5. Quality relationship on tourist loyalty. Meanwhile, the indirect relationships in this research are 1. Effects of service quality on the loyalty through mediation of tourist satisfaction. 2. Effect of service quality on the loyalty through mediation of relationship quality

Table 5.2 Standardized regression weight of direct effects among latent variables.

Inter Variable Relationships			Standardize Path Coefficient	p-value	Info
Satisfaction	<---	Service quality	0,630	<0,0001	Sig.
Relationship quality	<---	Service quality	0,659	<0,0001	Sig.
Loyalty	<---	Service quality	0,354	0,009	Sig.
Loyalty	<---	Satisfaction	0,347	<0,0001	Sig.
Loyalty	<---	Relationship quality	0,199	0,057	No Sig.

Source: Processed Primary Data 2018

Based on the data in figure 5.1 and table 5.2, it indicates there are four variables having direct positive and significant effects and there is only one variable having positive and insignificant effects. For clearer description, it can be seen in the following Table.

Table 5.3 Mediation roles of inter-research variables

Independent variables	Intervening variables	Dependent variables	Standardize Path Coefficient	Z-value > 1,96	Info	Mediation characteristics
Service Quality	Satisfaction	Loyalty	0,218	1,720	Positive & insignificant	No mediation
Service Quality	Relationship quality	Loyalty	0,131	1,468	Positive & insignificant	No mediation

Source: Processed Primary Data 2018

It means that: (a) increased service quality is in line and significant on the increased tourist satisfaction, relationship quality and tourist satisfaction. (b) Increase satisfaction is in line and significant on increased tourist loyalty. (c) Increased relationship quality is line with and insignificant to increased tourist loyalty.

Results of Structural Equation Model (SEM) analysis indicate that there is no indirect effect between research variables or there is no mediation role in this research model. The data in Figure 5.20 above shows that the intervening or mediating variables do not play a role in mediating the direct effects of service quality on tourist loyalty. This means that the role of satisfaction in mediating the effects of service quality on tourist loyalty of 0.218 is smaller than the direct effects of 0.354. Similarly, the role of relationship quality in mediating the effects of service quality on tourist loyalty of 0.131 is smaller than the direct influence of 0.354

7 DISCUSSION OF RESEARCH RESULTS

Discussion of the research results is based on the hypotheses testing results and theory support as well as previous research results.

7.1 Service quality affects positively and significantly on tourist satisfaction

The analysis results indicate that good service quality will improve tourist satisfaction in Wakatobi regency tourism destination. This research result is consistent to a research conducted by Mukles (2013) stating that in creating tourist satisfaction, it is necessary for ability of tourism destination managers in giving superior service. Service quality or as also called by level of service, Parasuraman et.al., (1988) stated that service quality is defined as a global assessment or attitude relating to service superiority. It relates to the difference between customer reality and expectations for the services they obtain or get. Expectation is customer desire of the services that may be provided by the company. Fitzsimmons, (1994) in Tjiptono (2005) argued that "Service quality can be known by comparing customer perceptions for the services they actually receive or obtain with the actual service they expect and want. If the reality is greater than the expectation, then the service can be said to be qualified, if the reality is less than the expectation, then the service can be said to be not qualified, if the reality is equal to the expectations, then the service is called as satisfactory".

One of the reasons for customer move over to other service companies is since the customers are dissatisfied with the given service. When customers are dissatisfied with what they receive or when facing any problems, they may respond by moving out and move over other service providers, speak out (try to solve the problems by giving complaints) or being loyal (still be the service provider and expect better performance in the future). Therefore, the party of Wakatobi manager party should keep increasing their customer value on given service.

This research is in line with a research by Krishna Govender (2015). Given great firm relationship between customer satisfaction and service quality, it concludes some following issues, namely: service quality will precede customer satisfaction regardless of whether the service construction is cumulative (general transactions) or special transactions. There will be customer satisfaction as a result of service quality and the relationship between service quality, value, satisfaction and behavioral intentions, and one of the findings revealed that "service quality was found to have a significant effect on customer satisfaction and perception value." Krishna also stated that "customer satisfaction is based on quality of services provided by service providers." The research and theory developed by Turgay (2014) evaluated customer perceptions and their relationship to satisfaction on service quality that is widely recognized as an effective strategy to improve profitability in tourist destinations having high levels of customer contacts. Thus, it is very important for managers of Wakatobi tourist destinations to continue to assess and find out any ways to improve the quality of their services.

Based on results of confirmatory factor analysis (CFA), it can be seen that the biggest indicator in describing quality service is reliability. If it is related to results of descriptive analysis show-

ing that this indicator is perceived by Wakatobi tourists as included in quite good category or in other words, tourists perceive that Wakatobi tourism managers have yet ability to provide prompt service and provide service based on their offer. This is caused by an impression that tourism managers are not serious in serving the tourists, such as slowly staffs and staffs without ability to provide clear information to the tourists.

Based on the information above, it is necessary for tourism destination managers in Wakatobi Regency to establish service standar time (looking at level of cases) and then be used as guidelines both for the managements and tourists, as well as provide training for the employees so that they can provide prompt and appropriate service. Also, it is necessary for the employees to be friendly in serving and giving information to the tourists. The promptness and friendliness from employees of Wakatobi regency tourism destination managers will create good impression and attract tourists.

The following aspect to be improved is responsiveness, if it is related to the results of descriptive analysis, it shows that the tourists still perceive responsiveness in quite good category. Thus, it is necessary for Wakatobi tourism destination managers to have employees with ability to provide competent service to the tourists and ability to have good handling complaint system. Good service should also be followed by adequate employee availability so that they can provide prompt service to the tourist any time it is required.

Also, aspect of assurance should also be improved by the managers of Waktobi tourism destination. Based on the results of descriptive analysis, it shows that the assurance is still perceived quite good by the tourists. Therefore, to increase assurances, the manager should provide assurances for any risks of negligence and provide security guards for tourists when traveling. The tourists will be interested at visiting if there is a assurance of security as a result of both natural condition and local people around tourism object locations. It is necessary for awareness of Wakatobi local people to welcome the tourists so that the tourists feel safe and comfortable at the time of taking tour in tourist destinations of Wakatobi Regency.

It is also important to create concern from the managers of Wakatobi tourism destinations so that there will be also tourist satisfaction. The results of the descriptive analysis show that the concern of tourist destination managers is still perceived quite well so that it is still necessary for improvement by maintaining the natural beauty of Wakatobi Regency, improving infrastructure such as access to transportation, providing good hotel services, availability of tour guides for local and foreign tourists and needs for Wakatobi local art and cultural performances. Besides, Wakatobi tourism destinations must have service officers who give good attention and politeness in their work and have good communication skills with tourists so that tourists feel cared for by the tour manager.

7.2 Service quality affects positively and significantly on tourist relationship quality

Results of second hypothesis testing confirm that better service quality will lead to improved relationship quality on the managers of Wakatobi tourism destination. It means that changes on improved service quality will improve relationship

quality for managers of Waktobi tourism destination. Basic thinking logic is that there will be good relationship quality if Wakatobi tourism destination tourists get beautiful natural scenery, attraction o local culture, provision of prompt and well-adjusted service to tourists' desire, the assurance for security and concern from the managers and local community. Service quality plays an important role in tourism destination, particularly regarding the customers with expectation to be met and satisfied. Caceres and Nicholas (2005) described that good product and service quality will create loyal customers at the given product or service by the company.

Relationship quality is the works to develop sustainable relations with customers in terms of a series of related products and services. (Fandy Tjiptono 2005: 413). A research by Nejad, 2014 stated that good service quality will improve customer relationship quality, based on this issue, then it is necessary for the government of Wakatobi Regency to be able to provide prima service to the tourists, both domestic and foreign so that later it can improve the relationship quality.

Service quality or as also called by level of service, Parasuraman et.al., (1988) stated that service quality is defined as a global assessment or attitude relating to service superiority. It relates to the difference between customer reality and expectations for the services they obtain or get. Expectation is customer desire of the services that may be provided by the company. Fitzsimmons, (1994) in Tjiptono (2005) argued that "Service quality can be known by comparing customer perceptions for the services they actually receive or obtain with the actual service they expect and want. If the reality is greater than the expectation, then the service can be said to be qualified, if the reality is less than the expectation, then the service can be said to be not qualified, if the reality is equal to the expectations, then the service is called as satisfactory". Service quality refers to quality of service offer that is expected and perceived. This is mainly by determining customer satisfaction or dissatisfaction. There are many companies giving priority to service quality that is expected and perceived to improve the quality of the service.

The results of the analysis show significant effects of the service quality on the relationship quality. Thus, it can be concluded that the dimensions of service quality will affect on the improvement of tourist relationship quality. The research results are consistent with Nejad's research, (2014) stating that the improvement of service quality dimension consists of: tangibles, reliability, responsiveness, assurance and empathy; all of which will improve the quality relationships in the form of higher levels of tourist trust in tourist destination managers.

On the basis of the thought, if the managers of Wakatobi tourism destination wants to improve the relationship quality then, one aspect that must be improved is to improve the quality of good service. Based on the results of confirmatory factor analysis (CFA), it can be seen that the main indicator in explaining service quality is reliability. In order to increase employee's reliability, then Wakatobi tourist destination staffs should be able to provide prompt service to the tourists and provide services based on the offer. The way to provide prompt service is always being there for the tourists. Part of the personal touch is to make sure that tourists can contact the managers. The managers of

tourism destination can also assign one of their employees to build relationships with tourists so that tourists feel cared for.

Improved service quality dimensions are physical evidence (tangibles), reliability, responsiveness, assurance and empathy; all of which are in line with the improvement of relationship quality. A strong relationship has three characteristics. First, relationship is a long-lasting process. In this case, we cannot carry out intimate communication but are more general one. Second is commitment, strong commitment if each party is willing to invest. Third, in the relationship, there is dependency. Good dependence is voluntary. It means as a condition in which the customers feel the benefits of dependency not by being forced by other parties.

There will be good relationship quality if the managers of Wakatobi tourism destination are able to create tourist trust; the tourists must obtain convenience benefits during their visit in the tourism objects in Wakatobi regency; there is a honesty by the manager of Wakatobi tourism destination in giving information; also the tourists must trust in the ability of managers of Wakatobi tourism destination in providing prompt service.

7.3 Service quality affects positively and significantly on tourist loyalty

Results of third hypothesis testing confirm that better service quality will lead to improved tourist loyalty in Wakatobi Regency tourism destination. It means that changes on improved service quality will improve tourist loyalty in Wakatobi regency tourism destination. Basic thinking logic is that there will be high tourist loyalty if Wakatobi tourism destination tourists get beautiful natural scenery, attraction o local culture, provision of prompt and well-adjusted service to tourists' desire, the assurance for security and concern from the managers and local community.

Research and theory developed by Rousan, Ramzi and Baddarudin (2010) stated that the tourists perceive the service based on or close to their expectation then they will be comfortable so that there will be interest or willingness to visit Wakatobi tourism destination. Thus, it can conclude that better service quality will stimulate improve tourist loyalty, this is also in line with the research purpose namely to determine significant effects of service quality on tourist loyalty.

This research is in line with a research conducted by Mohammed (2013), stating that many organizations have realized that maintaining superiority depends on the acquisition of tourist loyalty, because the quality of service is a necessary material to convince tourists to choose a tourist destination than others. Achieving high level of quality of service is important meaning of loyal customers. Providing high quality services is considered as the most effective way to ensure the superiority of tourism destination services over its competitors by maintaining tourist loyalty.

The success of building and maintaining customer loyalty is strongly affected by the service quality (serqual), good service quality, professionalism in conducting customer education with the aim of raising awareness, beliefs and initial purchases or repeat purchases. This means that after the tourists use the services of tourist destinations, they will feel the importance of the service by tourist destination managers so that the tourists feel

comfortable when visiting, get desire to re-use the service or repurchase, tell the benefits of the tour or service to others, and prioritize to visit the destination tours in Wakatobi rather than others.

. Based on the results of confirmatory factor analysis (CFA), it can be seen that the main indicator in explaining service quality is reliability. If it is related to results of descriptive analysis showing that this indicator is perceived by Wakatobi tourists as included in quite good category or in other words, tourists perceive that Wakatobi tourism managers have yet ability to provide prompt service and provide service based on their offer. This is caused by an impression that tourism managers are not serious in serving the tourists, such as slowly staffs and staffs without ability to provide clear information to the tourists.

The following aspect to be improved is responsiveness, if it is related to the results of descriptive analysis, it shows that the tourists still perceive responsiveness in quite good category. Thus, it is necessary for Wakatobi tourism destination managers to have employees with ability to provide competent service to the tourists and ability to have good handling complaint system. Good service should also be followed by adequate employee availability so that they can provide prompt service to the tourist any time it is required. By high responsiveness given by the managers of Wakatobi Regency tourism destination, it will affect on the improved tourist loyalty among of which is in the form of giving information to others about the beauty of Wakatobi Regency.

If it is related to the characteristics of respondents, it indicates that majority of tourists is in young age so that they are more likely to share information about what they feel during the service process to others. In addition, sex will also affect on the customer's desire to perform WOM (word of mouth). Matilla (2010) found out that women are more appreciative of the choice of recovery services delivered by a company than men. Women are more likely to be satisfied with justice than men. Women also feel more satisfied when involved in the process of recovery services conducted by a company rather than men who prioritize the results of recovery services.

Good quality service will improve tourist desire to voluntarily deliver complaint to the managers of Wakatobi tourism destination. Basically, tourists having willingness to deliver complaints are the loyal ones since they do not want the same problems that they face to be faced by other tourists. By the complaints from the tourists, the managers will know in which their weakness and mistakes during service provision process. Any tourists delivering complaints is necessary to be handled seriously by the managers of Wakatobi tourism destination since good complaint handling will improve competitiveness and increase profitability (Jonshon, 2001). On the contrary, less appropriate complaint handling will make dissatisfied tourists and will affect on tourist intension to move over other service providers as well as tell their bad experiences faced during the tour to others.

7.4 Tourist Satisfaction affects positively and significantly on tourist loyalty.

Results of fourth hypothesis testing confirm that better tourist satisfaction will lead to improved tourist loyalty in Wakatobi

Regency tourism destination. It means that changes on improved tourist satisfaction will improve tourist loyalty in Wakatobi regency tourism destination. Basic thinking logic is that there will be high tourist loyalty if the tourists are satisfied with the visited tourism destination, the service performance given in the tourism destination is based on what they are expected, they are satisfied with the service achievement given in the tourism destination and the service performance given in the tourism destination is not disappointing.

This research results strengthens some empirical research results giving conclusion that customer satisfaction affects positively and significantly on customer loyalty in the product or company (Kessler et al, 2009; Kim et al., 2009; Saura, 2009; Limbu, 2011; Arbore, 2011; Beneke, et al, 2012; Vuuren, 2012; Shipten, 2012; Jaikumar, 2013; Osarenkhoe, 2013; Pratminingsih, 2013; Madjid, 2013). Increased customer satisfaction is in line with improved customer loyalty at the company. On this thinking base, then the management of Wakatobi regency tourism destination has willingness to improve tourist loyalty; one of the aspects to be improved is the tourist satisfaction.

Building tourist loyalty is a strategic policy for a company since the company sees tourist loyalty as part of company strategy in facing competitor and relating company with market (consumers); particularly in facing increasingly competitive market conditions, the company often focuses their future on the customer loyalty. Lam et.al., (2004) provided important reference in this study by studying on the relation between received satisfaction and loyalty. The result is an important justification as the reference that there is positive relationship between customer satisfaction and customer loyalty. Thus, for some companies, they often identify customer loyalty as a long term profit assurance and long term one for the companies (Faris and Pfeifer 2010).

The managers of Wakatobi regency tourism destination must be aware if dissatisfaction as a result of difference of expectation and reality of a product or service received by the consumers will create negative effects which then lead to affect on customer loyalty. According to Mowen and Minor (2002), voice of customer is the reflection of consumer expectation on company attributes in meeting consumer needs. This can be in the forms of service, types of products, quality of product and others. Voice of customer is an important thing for the company in increasing trust.

Results of confirmatory factor analysis (CFA) can be seen that the biggest indicator in measuring the tourist satisfaction is the feeling of satisfaction with the achievement of services provided in the tourist destinations. The managers of tourist destination must be able to provide understanding to the workers that they should improve the achievement of service provision to tourists. If it is related to the results of descriptive analysis, it indicates that this indicator is still perceived quite good by the tourists as well as the lowest indicator in reflecting the tourist satisfaction variable. Based on the above information, the managers of tourist destinations should be able to improve service performance by creating a culture of friendly and courteous work to tourists.

The next aspect that must be improved based on the priority is the performance of the services provided in tourist destina-

tions as the expectation. The tourists must be served intensively in order to avoid any gap between their expectations and the performance provided by the managers of Wakatobi tourist destinations. More satisfaction obtained by the tourists with the services provided by the tour manager will then lead to an increasing feeling that the tourists are noticed well. The tourist satisfaction will maintain a good relationship between the tourists and the managers of tourist destinations so that the service will create loyal tourists.

Satisfaction with the natural beauty and services provided to the visited tourist destination must also be promoted to create tourist loyalty. Maintaining the natural beauty of Wakatobi Regency is not only the role of local government, but also the active role of the local community. The community must together with the government maintain the cleanliness of nature by not making any waste into the sea because it will disrupt the existing ecosystem in the sea. Beauty of coral reef trash in Wakatobi must also be preserved by giving socialization to the local people not to use trawling or fish bomb because it can damage the beauty of coral reef in Wakatobi regency.

Not disappointing service performance should also be created by the managers of Wakatobi tourist destinations so that it can create tourist loyalty properly. If it is related to the descriptive analysis results, it indicates this indicator has been perceived in a good manner by the tourists. This means that there have been efforts made by the managers of Wakatobi tourist destinations to provide not disappointing service. One effort that can be done is to provide the service that is well-adjusted to what is required by the tourists. The appropriate service process starts from identifying travelers' needs. This step is a very vital step, because it determines the effectiveness of the following steps.

7.5 Relationship quality affects positively and insignificantly on tourist loyalty

Results of the fifth hypothesis testing confirm that relationship quality has no effects on improved tourist loyalty. It means that changes on relationship quality improvement have no effects on increased tourist loyalty on the Wakatobi Regency tourism destination. Basic thinking base is that relationship quality plays a role as a long term marketing strategy which its benefits can only be assessed after the tourists consume and assess on the service benefits continuously.

This research result is in line with a research conducted by Hamid, (2015) drawing a conclusion that relationship quality has no effects on the loyalty. There will be good relationship quality if the tourism destination party makes closer introduction with each tourist so that it can create two-way communication by managing a relationship with mutual benefits for the tourists and company.

There will be good relationship quality if all involved parties in the relationship can obtain benefits based on what they expect both financial benefit and social benefit. Tourists will be more attracted at building relationship with the managers of Wakatobi tourism destination if they obtain financial benefit and if there is good family relation. The financial benefit can be obtained through cheaper hospitality costs for any tourists with repeated visits to the destination. The social benefit can be in the

form of ability of Wakatobi tourism destination managers to create emotional binding through intimacy relationship with managers and tourists. This is as stated by Storbacka et al., in Wong (2004:365) stating that strong social relation from time to time can give opportunity for response on service failure or consumer move over to other companies. The formation of relationship is inseparable from mutual trust between customers and company.

Based on the respondents' characteristics in this research, it shows that women respondents are more dominant than men. Gender is part of demographic variable in which in the context of marketing science, it is used to classify consumers and segment the market. In general, women customers give more orientation to the relationship and social thinking than men customers (Helgesen and Nettet, 2010). This proves that it is necessary to build intimacy relationship between customers and employees by improving social benefits that are obtained by the customers; one of which is by an attitude of considering the customers as their close friends and the employees must be prepared to accept any complaints from the tourists.

Improved relationship quality is not in line with increased tourist loyalty; thus can be caused by low tourist commitment to maintain long-term relationship with the managers. Tourists tend to prefer to visit new tourist destinations that they have never visited than they have to come back to the destination that they have once visited. Majority of tourists who visit Wakatobi tourism are women. Women are easier to feel bored so that when they feel bored with one of the tourism objects, then they will tend to look for other tourist objects.

Another factor is tourists' disappointment when visiting Wakatobi tourist destinations that are not well-adjusted to their expectations; among of which is by less adequate facilities and infrastructure facilities; one of which is availability of a comfortable hotel. Besides, there is still limited diversification of tourist destinations leading to low tourist commitment. Wakatobi tourism destination is still very focused on sea destinations while other destinations such as beauty of wakatobi forest and cultural wisdoms owned by Wakatobi community have not given much attention.

7.6 Service quality affects positively and significantly on tourist loyalty that is mediated by tourist satisfaction.

Results of the sixth hypothesis testing confirm that service quality affects positively and insignificantly on improved loyalty that is mediated by tourist satisfaction. It means that changes on improved service quality have no effects on improved loyalty that is mediated by tourist satisfaction.

Tourist satisfaction plays no role in mediating service quality effects on loyalty since good service quality has been able to improve tourist loyalty directly. Ability of tourism destination managers in providing prompt and appropriate service has been able to improve tourist loyalty.

Based on results of confirmatory factor analysis (CFA), it can be seen that the biggest indicator in describing quality service is reliability. Based on the information above, it is necessary for tourism destination managers in Wakatobi Regency to establish service standard time (looking at level of cases) and then it is used as guidelines both for the managements and tourists, as

well as provide training for the employees so that they can provide prompt and appropriate service. Also, it is necessary for the employees to be friendly in serving and giving information to the tourists. The promptness and friendliness from employees of Wakatobi regency tourism destination managers will create good impression and attract tourists.

Also, the following aspect to be improved is responsiveness, if it is related to the results of descriptive analysis, it shows that the tourists still perceive responsiveness in quite good category. Thus, it is necessary for Wakatobi tourism destination managers to have employees with ability to provide competent service to the tourists and ability to have good handling complaint system. Good service should also be followed by adequate employee availability so that they can provide prompt service to the tourist any time it is required.

Also, aspect of assurance should also be improved by the managers of Wakatobi tourism destination. Based on the results of descriptive analysis, it shows that the assurance is still perceived quite well by the tourists. Therefore, to increase assurances, the manager should provide assurances for any risks of negligence and provide security guards for tourists when traveling. The tourists will be interested at visiting if there is a assurance of security as a result of both natural condition and local people around tourism object locations. It is necessary for awareness of Wakatobi local people to welcome the tourists so that the tourists feel safe and comfortable at the time of taking tour in tourist destinations of Wakatobi Regency.

The overall benefits of the services provided to tourists must also be improved. Therefore, the managers of Wakatobi Regency tourism destinations should always provide benefits assessment of services obtained by tourists, thus, the managers of Wakatobi regency tourism destinations will find out the level of tourist perception to the services that have been given. One way that can be used is to apply a complaint filing mechanism and provide a suggestion box for any complaining tourists.

7.7 Service quality affects positively and significantly on tourist loyalty that is mediated by relationship quality.

Results of the seventh hypothesis testing confirm that service quality has no effects on improved tourist loyalty that is mediated by relationship quality for the managers of Wakatobi regency tourism destination. It means that changes on improved service quality have no effects on improved loyalty that is mediated by relationship quality.

The relationship quality has no role in mediating service quality effect on tourist loyalty since relationship quality has no direct positively and significantly effects on improved tourist loyalty. There will be good relationship quality if all involved parties in the relationship can obtain benefits based on what they expect both financial benefit and social benefit. Tourists will be more attracted at building relationship with the managers of Wakatobi tourism destination if they obtain financial benefit and if there is good family relation. The financial benefit can be obtained through cheaper hospitality costs for any tourists with repeated visits to the destination. The social benefit can be in the form of ability of Wakatobi tourism destination managers to create emotional binding through intimacy relationship with managers and tourists. This is as stated by Storbacka et al., in

Wong (2004:365) stating that strong social relation from time to time can give opportunity for response on service failure or consumer move over to other companies. The formation of relationship is inseparable from mutual trust between customers and company.

Based on the characteristics of respondents in this study, it shows that the largest respondents by sex are women. The psychological aspect of women shows that they will be more loyal to the company, especially in service (social) settings than their male partners. This is because women generally place a higher value on long-term relationships and have more orientation of feelings in which they make decisions based on social values. Women are associated with more communal concerns than men by emphasizing the need for personal affiliation, the desire to unite with others and formation of a harmonious relationship between themselves and others (McColl-Kennedy et al., 2003). This shows that women have more and stronger interpersonal relationships than men. This shows that women are more willing to be loyal than men if there is social relationships.

END SECTIONS

Research Findings

1. These research findings indicate that good service quality will improve tourist satisfaction, relationship quality and loyalty. Thus, it is necessary for the managers of Wakatobi Regency tourism to provide prompt, appropriate service, maintain natural beauty and cultural attractions, as well as provide assurance of security for the tourists.
2. It is found out that satisfaction affects on increased tourist loyalty in Wakatobi Regency tourist destinations.
3. It is found out that relationship quality has no effect on increased tourist loyalty.
4. It is found out that satisfaction and quality of relationships do not play a role in mediating the effects of service quality on tourist loyalty
5. It is found out that majority of tourists who visit Wakatobi tourism destinations are women in which women are more easily satisfied with the given compensation and prioritize social benefits or social relations between the managers of Wakatobi regency tourism and its customers

Research Limitations

This research has some limitations so that it cannot be generalized for all tourism destinations in Southeast Sulawesi particularly and generally in Indonesia. The limitations are:

1. This research does not distinguish assessment between local tourists and foreign tourists while there are different needs of local and foreign tourists.
2. The model in this research is recursive. This means that there is no feedback loop among its latent variables so that this study cannot identify the reciprocal (reciprocal or non-recursive) effects between latent variables.

CONCLUSION AND RECOMMENDATIONS

Based on the research results, it can be concluded that the service quality has positive and significant effects on the tourists

satisfaction and the relationships quality as well as the tourist loyalty, which then satisfaction and quality of relationships have positive and significant effects on the tourist loyalty meanwhile mediation role of quality relationship between the effects of service quality to the effects of tourist satisfaction and loyalty affect positively but insignificantly.

The recommended advices are (1). For the managers of Wakatobi tourism destinations should build and maintain the tourist satisfaction, the quality of relationships and tourist loyalty with a strategy to improve the quality of good service by: (a) maintaining the natural beauty of Wakatobi Regency, (b) preserving the wisdom and local cultural attractions of Wakatobi community, (c) improving facilities and supporting facilities for Wakatobi tourism destinations; (d) providing prompt and appropriate services; (e) providing assurance for security to tourists and (f) giving tourists care and concern. (2). For the managers of Wakatobi tourism destinations, they should build and maintain the tourist loyalty with the strategies of providing services that is well-adjusted to the needs of the tourists and avoid disappointing the tourists by providing a complaint handling system. (3). The managers of Wakatobi regency tourism destination provide accurate and transparent information and appropriate services with the strategies: being honest in providing any required information to the tourists and (4). For further research, it is expected to develop this research by adding other variables that can increase the tourist loyalty such as trust and commitment because in this research, trust and commitment are still the dimensions of relationship quality. In addition, further research can also develop research indicators that have been used in this research.

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