THE EFFECT OF PERCEIVED SERVICE QUALITY, PERCEIVED VALUE, DESTINATION IMAGE, ATTITUDE TO VISITING BEHAVIOR, TOURIST SATISFACTION ON TOURIST LOYALTY

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Abstract
This study aims to determine the effect of perceived service quality, perceived value, destination image, attitude to visiting behavior, tourist satisfaction on tourist loyalty of Teluk Hijau beach in Banyuwangi, East Java tourists. Teluk Hijau beach is one of the tourist attractions in Banyuwangi, which is known as a hidden paradise. It has a green bay with a unique form of white sand that can spoil the tourists' eyes and has more tourists than other beaches in Banyuwangi. This research is based on causal research, which was tested empirically using questionnaire data from 150 respondents. The research analysis used Structural Equation Modeling (SEM) with SPSS 18 and AMOS 22 software. The results show that perceived service quality and perceived value have a significant effect on destination image, and destination image, attitude to visiting behavior, and tourist satisfaction have a significant effect on tourist loyalty.
Keywords: perceived service quality, destination image, attitude to visiting behavior, tourist satisfaction, tourist loyalty

INTRODUCTION
Indonesia is a country with a tropical climate and one of the archipelagic countries in Southeast Asia. The country has a long coastline, so many beach tours are scattered in various regions. This has become a very appropriate travel choice, and over the past few decades, island or beach-based tourist attractions and activities have become the preferred destination in the tourism industry in several parts of the world (Houston, 2013).

As one of the provinces in Indonesia, East Java, apart from its natural beauty, has a rich heritage with a variety of different histories from other provinces. This is indicated by the number of tourist visits to East Java Province that is constantly

increasing. Based on the Culture and Tourism Office of East Java Province data, the number of domestic tourist visits in 2017 was 65,623,535, signifying an increase of 13.01% from 58,068,493 in 2016. Meanwhile, domestic tourist visits until the second quarter of 2018 reached 15,681,160 (Central Bureau of Statistics, 2018). According to the Head of the Culture and Tourism Office of East Java Province, domestic tourist visits to East Java in 2018 reached approximately 70 million (Central Bureau of Statistics, 2018). This condition shows the tourism potential in East Java province.

Banyuwangi is one of the regencies in East Java province, which is currently popular. The regency, named "The Sunrise Of Java", is located on the eastern tip of the island of Java. Banyuwangi Regency is also bordered by 3 regencies: Bondowoso, Situbondo, and Jember. With an area of 5,782.50 km2 or wider than the island of Bali, Banyuwangi is the largest regency on Java island. Banyuwangi is one of the East Java areas with many beautiful tourist destinations. Banyuwangi is famous for its enhancing natural beauty. Ijen Crater and Baluran National Park are popular destinations in Banyuwangi. In addition, there is another tourist destination that has a good destination image with exotic panoramas that must be visited, namely: Teluk Hijau Beach, which is often dubbed the "hidden paradise in Banyuwangi" (Banyuwangibagus.com). Teluk Hijau Beach is also known as Green Bay Banyuwangi as it has a green bay when viewed from a distance and the water of this bay is green because the bottom of the water has algae. This bay has its own uniqueness compared to other beaches in Banyuwangi as its white sand spoils the tourists' eyes.

In the past, enjoying this beach really required much effort because of the thick trees and the difficulty of accessing it, but now with the development of Banyuwangi tourism, access to Teluk Hijau beach is getting more accessible and more comfortable, which forms tourists' visiting attitude. On this beach, tourists can take selfies with beautiful backgrounds, swim, play in the water and even dive, although the south coast is famous for its fierce waves. Nevertheless, Teluk Hijau's waves are very friendly because of the beach's location that juts into, which enables tourists to swim and dive around this beach. Visitors to Teluk Hijau beach increased every year; in 2015, it was recorded that the number of visitors to Teluk Hijau beach was 49,805 people. Meanwhile, in 2016, the number of visitors to Teluk Hijau beach increased to 70,842 people. The increase in tourist visits to Teluk Hijau was getting more significant. This is evidenced by visitor data in 2017, which jumped by 100%, with an average number of visitors of 1,000 people per day (Koswara & Gustaf, 2018). This shows the potential of Teluk Hijau beach as a popular tourist destination for local tourists. When visiting Teluk Hijau beach, tourists can feel the service quality as there is a parking lot to park their vehicle; besides, there are people who help to park when visiting the beach. Moreover, some outlets sell snacks and cold drinks so tourists can rest before heading to the beach and along the road to the green bay; there are stairs and large ropes for handrails so that the safety and comfort of visitors are guaranteed. Tourists will have the perceived value as there are thick forest trees, cool air, and a pleasant atmosphere typical of the forest along the way to the beach. After tourists walk down the stairs, they will be fascinated by the beauty of the beach,

its white sand, fresh air, and green seawater that increases tourist satisfaction. After visiting Teluk Hijau beach, tourists will be loyal to revisit the beach because the atmosphere is pleasant, and the long journey will be commensurate with the beautiful scenery there.

These days, nature activities, sports, and adventures in the wild nature are fun to do, but tourists love to do activities on the beach as they can have fun and eliminate the very tiring workload at work (Onofri & Nunes, 2013). Beach vacation is chosen because it could be a means to refresh boredom. The management of coastal tourist attractions must be carried out correctly to provide good experiences and services that attract tourists to revisit these tourist attractions in the future. While the primary reason from a tourism perspective is that revisiting makes more than half of the total tourists come back to a tourist place (Wang *et al*., 2009).

Managing tourist attractions to attract tourists to revisit, instead of looking for new prospective tourists, is the right thing because many resources will be needed to attract them to our destinations. Operators must provide a comfortable tourist spot and good facilities to please tourists to earn a good profit. In other words, retaining tourists, attracting prospective tourists, and encouraging tourists to be loyal to our tourist attractions is a must for operators so that tourist attractions can grow rapidly and provide good revenues for the operators (Chen & Tsai, 2007; K. H. Chen *et al*., 2013).

The most crucial phase in tourist visits is good perceived value during and after a tourist visits the tourist destination. One of the natural characteristics that consumers do for goods or services that have been consumed is by evaluating these goods and services. Zeithaml (1988) defines perceived value as a consumer's overall assessment of the benefits of a product based on what consumers give and receive. Meanwhile, tourists' destination image after their visit will also affect tourist satisfaction. In addition, destination image also affects tourists' revisit intention. This depends on the ability of the tourist destination to provide experiences that are in accordance with the needs and destination image that tourists have upon the tourist area.

This study aims to determine whether there is an effect of perceived service quality and perceived value on destination image, attitude to visiting behavior, and tourist satisfaction, as well as the effect of destination image, attitude to visiting behavior, and tourist satisfaction on tourist loyalty. According to Moon et al. (2013), there is a theoretical relationship between the quality of services provided by tour operators to the perceived image of tourists, where the results show that service quality is believed to be a strong predictor of destination image; thus can be concluded that perceived service quality has a positive and significant effect on destination image (Jin et al. al., 2013).
H1: Perceived service quality has a positive effect on destination image.

Jin et al. (2013) state that perceived value has a positive and significant effect on destination image, so it can be concluded that if tourists' perceived value is high, tourists will have a good destination image. Moon et al. (2013) also reveal that perceived value has a positive and significant effect on destination image.

Yamaguchi et al. (2015) argue that perceived value is a predictor of destination image, so it can be concluded that perceived value positively affects destination image.

H2: Perceived value has a positive effect on destination image.

The preferred travel destination image significantly influences tourist intentions and tourist loyalty (Kim et al., 2013). A better destination image will lead to a higher probability of returning to the same destination. Court & Lupton (1997) suggest that destination image positively affects tourists' revisit intention. According to Setiawan et al. (2014) and Qu et al. (2011), destination image has a positive and significant effect on satisfaction, loyalty, revisit intention, and intention to recommend. Chandra (2005) stipulates that a strong brand image can provide several advantages in customer loyalty and repeat purchases in large quantities. In addition, Brunner et al. (2008) also prove that a good image received by visitors or consumers will form a high loyalty, so it can be concluded that destination image has a positive and significant effect on loyalty.

H3: Destination image has a positive effect on tourist loyalty

Hossain et al. (2015) postulate that perceived service quality does not affect tourist loyalty to Cox's Bazar beach in Bangladesh but does affect their satisfaction. Khan & Fasih (2014) explain that the dimensions of tangibles, reliability, responsiveness, assurance, and empathy in service quality have a significant positive relationship on customer satisfaction. Sureshchandar et al. (2002) argue that there is a very high and strong relationship between service quality and customer satisfaction, so it can be concluded that perceived service quality has a positive and significant effect on satisfaction. According to Tam (2004), service quality is considered a determining factor for creating customer satisfaction; this is because if consumers feel that the service obtained has good quality, it leads to satisfaction. On the other hand, if consumers feel the service received is low quality, it leads to dissatisfaction. Margaret (2012) also argues that good service quality plays a significant role in providing customer satisfaction. Thus, it can be concluded that perceived service quality has a positive effect on satisfaction.

H4: Perceived service quality has a positive effect on tourist satisfaction.

Hellier et al. (2003) argue that the higher the perceived value consumers feel, the higher the consumer satisfaction. In addition, Howat and Assaker (2013) state that perceived value is believed to drive consumer satisfaction. When consumers receive tremendous value in service, it will indirectly result in customer satisfaction. Nek et al. (2009) also argue that if consumers feel the benefits or perceived value is high, then customer satisfaction will certainly also be high. Saif (2012), Hapsari et al. (2016), and Choi & Kim (2013) admit that the perceived value variable is identified as a variable that can create consumer satisfaction. Thus, it can be concluded that the higher the value perceived by the consumer, the higher the satisfaction.

H5: Perceived Value has a positive effect on Tourist Satisfaction.

Putro's research (2014) shows that the higher the satisfaction, the higher the customer loyalty. Khan & Fasih (2014) and Prayag and Ryan (2012) also argue that satisfaction has a positive and significant relationship on customer loyalty. In addition, according to Bowen & Chen (2001), satisfaction from each customer is very much needed because high customer satisfaction can increase customer loyalty. So, it can be concluded that satisfaction has a positive and significant effect on loyalty. Additionally, satisfaction is an essential prerequisite for a booming tourist destination because satisfaction is one of the most important predictors of destination loyalty. Satisfied tourists tend to be willing to revisit and recommend their destinations to friends and relatives.
H6: Tourist satisfaction has a positive effect on tourist loyalty.

Moon et al. (2013) argue that tourists' perceptions of service quality and service value significantly influence destination image, which, in turn, positively affects visitors' WOM and intention to recommend. In addition, service quality on sporting events is believed to be a strong predictor of destination image and behavioral intention to revisit and recommend to others (Jin et al., 2013). Perceived service quality has a positive effect on tourist satisfaction and revisit intention. Perceived quality is a behavioral predictor of revisit intentions (Chen & Chen, 2010). If the perceived service quality increases, the attitude to visiting behavior will also increase, and it can be concluded that the perceived service quality has an effect on the attitude to visiting behavior.
H7: Perceived service quality has a positive effect on attitude to visiting behavior.

Perceived value will have an impact on intention to revisit in the future and customer behavior (Chen & Chen, 2010). In addition, perceived value is also a superior predictor of behavioral intention to revisit before and after the experience. Thus, it can be concluded that perceived value has a positive and significant effect on attitude to visiting behavior, which means that higher perceived value will cause a higher attitude to visiting behavior.
H8: Perceived Value has a positive effect on Attitude to Visiting Behavior.

Moon et al. (2013) argue that tourists' perceived service quality and service value significantly affect destination image, which, in turn, positively affects visitors' WOM and intention to recommend. Attitude to visiting behavior will undoubtedly make a tourist loyal to the tourism object and encourage the tourist to revisit the object. Thus, it can be concluded that attitude to visiting behavior has a positive and significant effect on loyalty.
H9: Attitude to visiting behavior has a positive effect on tourist loyalty.

Service quality of sporting events is believed to be a strong predictor of destination image and behavioral intention to revisit and recommend (Jin et al., 2013). In addition, Moon et al. (2013) argue that tourists' perceived service quality and service value significantly influence destination image, which, in turn, positively influence visitors' WOM and intention to recommend. Thus, it can be

concluded that if destination image increases, the attitude to visiting behavior also increases.

H10: Destination image has a positive effect on attitude to visiting behavior.

The image conveyed is a determining factor in the final decision (Lobato et al., 2006), so that if tourists feel higher quality than the perceived image, they will get satisfaction (Kozak & Rimmington, 2000). In addition, Baloglu & McCleary (1999) show that destination image will affect tourists in destination selection and the assessment of the trips they have done. According to Setiawan et al. (2014) and Qu et al. (2011), destination image has a positive and significant effect on satisfaction, loyalty, intention to revisit and recommend. Wang et al. (2009) also argue that destination image has a positive and significant effect on tourist satisfaction. Thus, if destination image is good in the eyes of the visitors, it will form tourist satisfaction, so it can be concluded that destination image has a positive and significant effect on satisfaction.

H11: Destination image has a positive effect on tourist satisfaction.

High satisfaction leads to positive word of mouth (WOM) and attitude to visiting behavior (Chen, 2011). Liu and Jang (2009) state that customer satisfaction is considered as one of the main factors of behavioral intention in visiting a destination because customer satisfaction has a positive effect on customer attitudes, so it is said that satisfaction has a positive and significant effect on attitudes to visiting behavior. Satisfaction is a positive thing in a person's psychology because satisfaction signifies a tour operator's ability to meet tourists' needs, desires, and expectations so that it has an impact on consumer behavior towards subsequent behavior (Suwena and Widyatmaja, 2017).

H12: Tourist satisfaction has a positive effect on attitude to visiting behavior.

RESEARCH METHODS

This research is categorized as basic research and included in causal research, which aims to identify causal relationships between variables. The approach used in this study was a quantitative approach based on the positivism philosophy, where the data used in this study were numbers. In this study, two variables were used, namely endogenous and exogenous variables. The exogenous variables used were perceived service quality, perceived value, destination image, attitude to visiting behavior, and tourist satisfaction. While the endogenous variable used was tourist loyalty.

The data source used in this study was primary data, where data were directly obtained from consumers online. The target respondents in this study were tourists who have visited Teluk Hijau beach, Banyuwangi in the past 2 years, aged at least 17 years, male or female, domiciled in East Java, had an income level of 2 million to 10 million rupiahs, and a minimum education level of high school.

The data measurement level used was the interval. Respondents answered the statements given to be measured on a 7-point Likert scale. The respondents' strong or not strong opinion was determined from the

measurement scale where this study used a measurement scale ranging from 1 (one) for "strongly disagree" to 7 (seven) for "strongly agree". In this study, the sampling technique used was non-probability sampling; the type of non-probability sampling used was purposive sampling, with a total sample of 150 respondents. SPSS 18 software and AMOS software were used for data processing. SPSS 18 software was used to test the validity and reliability. The validity test on each indicator is declared valid if it shows the results of the Pearson correlation; the significance value is less than 0.05 or = 5% (Hair et al., 2010). Reliability on each construct can be measured using Cronbach's alpha value. All constructs can be used if the value of Cronbach's alpha is greater than 0.6. AMOS software was used for data processing with the Structural Equation Modeling (SEM) method to test the measurement and structural models.

RESULTS AND DISCUSSION

Table 1 exhibits the mean values of tourist perception for all variables are > 4, meaning that tourists agree that the perceived service quality of Teluk Hijau Beach in Banyuwangi can satisfy tourists directly or indirectly. The tourists' perceived benefits are commensurate with the sacrifices that tourists make, both positive and negative.

Table 1.
Descriptive Test Results

Variable	Mean	Std. Dev
Perceived Service Quality	5.48	0.715
Perceived Value	5.47	1.050
Destination Image	5.37	1.038
Attitude to Visiting Behavior	5.58	0.967
Tourist Satisfaction	5.49	0.875
Tourist Loyalty	5.21	0.950

Tourists have confidence in themselves and the perception that individuals have of a travel decision on the Teluk Hijau beach in Banyuwangi with a specific purpose, assuming that Teluk Hijau beach has stunning views, the climate and weather in Teluk Hijau are comfortable and fascinating to visit. Tourists also consider that visiting Teluk Hijau is an enjoyable activity. Tourists believe that an experience visiting Teluk Hijau beach in Banyuwangi can evoke positive feelings and fulfill vacation goals and tourist expectations. Finally, it attracts tourists to revisit again and again and recommend to friends and relatives to visit Teluk Hijau beach.

Validity testing is an accurate measurement of variable indicators and is well understood by all respondents. The testing uses the Pearson correlation coefficient. The testing is carried out using a sample of 30 respondents obtained from the distribution of the first stage of the questionnaire on each of the indicators that make up the perceived service quality, perceived value, destination image, attitude visiting behavior, tourist satisfaction, and tourist loyalty variables. Research measurement indicators are statements that have a minimum Pearson correlation value <0.5 and a significant p-value <0.05.

Table 2.
Hypothesis Testing Results

Hypothesis		C.R.	p-value	Remarks
H1 (+)	Perceived Service Quality → Destination Image	3.701	***	Supported
H2 (+)	Perceived Value → Destination Image	2.364	0.018	Supported
H3 (+)	Destination Image → Tourist Loyalty	2.955	0.003	Supported
H4 (+)	Perceived Service Quality → Tourist Loyalty	2.349	0.019	Supported
H5 (+)	Perceived Value → Tourist Satisfaction	2.039	0.041	Supported
H6 (+)	Tourist Satisfaction → Tourist Loyalty	2.799	0.005	Supported
H7 (+)	Perceived Service Quality → Attitude Visiting Behavior	2.049	0.040	Supported
H8 (+)	Perceived Value → Attitude Visiting Behavior	2.101	0.036	Supported
H9 (+)	Attitude Visiting Behavior → Tourist Loyalty	2.662	0.008	Supported
H10 (+)	Destination Image → Attitude Visiting Behavior	2.391	0.017	Supported
H11 (+)	Destination Image → Tourist Satisfaction	2.683	0.007	Supported
H12 (+)	Tourist Satisfaction → Attitude Visiting Behavior	3.005	0.003	Supported

Table 2 shows the study results that there is a positive effect of perceived service quality on destination image with a standardized estimate value of 0.489 and a critical ratio of 3.701 and a p-value of 0.001. Thus, H1 in this study is supported. Furthermore, perceived value has a positive effect on destination image with a standardized estimate value of 0.307 and a critical ratio of 2.364 and a p-value of 0.018. Thus, H2 in this study is supported.

The study shows that destination image has a positive effect on tourist loyalty with a standardized estimate value of 0.312 and a critical ratio of 2.955 and a p-value of 0.003. Thus, H3 in this study is supported. Furthermore, perceived service quality has a positive effect on tourist satisfaction with a standardized estimate value of 0.314 and a critical ratio of 2.349 and a p-value of 0.019. Thus, H4 in this study is supported. This study also shows that

perceived value has a positive effect on tourist satisfaction with a standardized estimate value of 0.258 and a critical ratio of 2.039 and a p-value of 0.041. Thus, H5 in this study is supported.
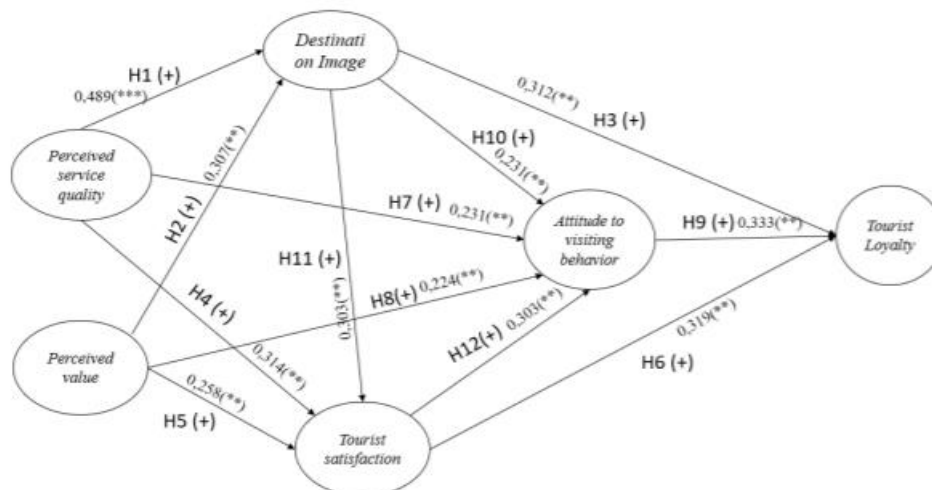

Figure 1.
Research Result Model

In addition, this study shows that tourist satisfaction has a positive effect on tourist loyalty with a standardized estimate value of 0.319 and a critical ratio of 2.799 and a p-value of 0.005. Thus, H6 in this study is supported. Furthermore, perceived service quality has a positive effect on attitude to visiting behavior with a standardized estimate value of 0.231 and a critical ratio of 2.049 and a p-value of 0.040. Thus, H7 in this study is supported. This study shows that perceived value has a positive effect on attitude to visiting behavior with a standardized estimate value of 0.224 and a critical ratio of 2.101 and a p-value of 0.036. Thus, H8 in this study is supported. Furthermore, attitude to visiting behavior has a positive effect on tourist loyalty with a standardized estimate value of 0.333 and a critical ratio of 2.662 and a p-value of 0.008. Thus, H9 in this study is supported. This study shows that destination image has a positive effect on attitude to visiting behavior with a standardized estimate value of 0.231 and a critical ratio of 2.391 and a p-value of 0.017. Thus, H10 in this study is supported. Furthermore, destination image has a positive effect on tourist satisfaction with a standardized estimate value of 0.303 and a critical ratio of 2.683 and a p-value of 0.007. Thus, H11 in this study is supported. This study also shows that tourist satisfaction has a positive effect on attitude to visiting behavior with a standardized estimate value of 0.303 and a critical ratio of 3.005 and a p-value of 0.003. Thus, H12 in this study is supported.

Hasan et al. (2020) express that perceived service quality has a positive effect on destination image. This is because tourists believe that Teluk Hijau beach in Banyuwangi will provide the best service quality to every visitor so that it will form a good image or reputation of the tourism. This research also states that perceived value has a positive effect on destination image. This is

because tourists believe that the value obtained later when visiting Teluk Hijau beach in Banyuwangi can form a good image or reputation for the beach.

Hasan et al. (2020) also stipulate that destination image has a positive effect on tourist loyalty. This is because tourists believe that Teluk Hijau beach in Banyuwangi can provide a positive image or reputation that can influence tourist behavioral intentions such as causing a higher possibility of returning to Teluk Hijau beach. Hasan et al., (2020) also reveal that perceived service quality has a positive effect on tourist satisfaction. This is because tourists believe that the quality of service and the quality of the tourism employees of Teluk Hijau beach in Banyuwangi can form their satisfaction.

Hasan et al. (2020) admit that perceived value has an effect on tourist satisfaction. This is due to tourists believe that the higher the value that tourists feel or the service value after visiting Teluk Hijau beach in Banyuwangi, the higher the satisfaction that tourists feel. Hasan *et al*. (2020) and Lu *et al*. (2020) reveal that tourist satisfaction has a positive effect on tourist loyalty. This is because tourists believe that satisfaction with Teluk Hijau beach in Banyuwangi can increase customer loyalty to the beach. Hasan et al.'s research (2020) states that perceived service quality has a positive effect on the attitude of visiting behavior. This is because tourists believe that Teluk Hijau beach's service quality and value affect the destination image and positively influence tourists to recommend it to their friends and acquaintances. Hasan et al.'s research (2020) states that perceived value has a positive effect on the attitude of visiting behavior. This is because tourists believe that higher perceived value will cause a higher attitude to visiting behavior

Hasan et al.'s research (2020) states that attitude to visiting behavior has a positive effect on tourist loyalty. This is because tourists believe that the formation of the attitude in visiting can make tourists loyal to Teluk Hijau beach in Banyuwangi and will revisit the beach in the future. The research of Hasan et al. (2020) also states that destination image has a positive effect on the attitude of visiting behavior. This means that tourists believe that the image or perception created by Teluk Hijau beach in Banyuwangi related to the service quality and service value will affect destination image, indirectly affecting the tourists' intention to recommend.

Hasan *et al*. (2020) and Lu *et al*. (2020) reveal that destination image has a positive effect on tourist satisfaction. Tourists believe that the destination image shown by Teluk Hijau beach in Banyuwangi is a positive image that can affect tourist satisfaction and also the choice of travel destinations from tourists. The research of Hasan et al., (2020) also states that tourist satisfaction has a positive effect on the attitude of visiting behavior. So tourists believe that tourist satisfaction when visiting Teluk Hijau beach in Banyuwangi has fulfilled their wishes and expectations; thereby, it impacts tourist behavior towards their next visit.

CONCLUSION

Perceived service quality has a significant positive effect on destination image for tourists visiting Teluk Hijau beach in Banyuwangi. It is hoped that the Teluk Hijau beach operators will continue to provide the best service quality in the form of cleanliness of the beach area, quality of accommodation, and quality of food and drinks served, so that the Teluk Hijau beach reputation remains good and attractive to visit. Perceived value has a significant positive effect on attitude to visiting behavior of Teluk Hijau beach tourists. Therefore, the Teluk Hijau beach operators must be able to provide value that can meet tourist expectations.

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