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What are determining factors of tourist loyalty to tsunami affected tourism destination?

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Abstract. The rapid development of the tsunami tourism attraction combined by the Islamic tourism of Aceh has contributed to the advancement of local people economy including the victims who live surrounding the attraction sites. However, researches on tourists of tsunami-affected area and its dimension are still scanty. This study is imperative because tsunami tourism offers uniqueness and risks for the tourists. Having understanding the perception of tourists, the quality and attractiveness of tsunami tourism can be optimized. Thus, this study aimed to investigate potential determinants of tourist loyalty to tsunami-affected tourism destination. There are 3 potential determinants tested in this study, namely tsunami attraction image, perceived value, and tourist satisfaction. The purpose of this study is to define the determinant variables (competitive tsunami attraction image, perceived value, and tourist satisfaction) of tourist loyalty to tsunami-affected tourism destination using an SEM approach. A proposed research model in which six direct and four mediations hypothesis was developed and tested. Empirical data collected at major tsunami tourism destinations in Banda Aceh. Data gathered through questioners and interviews with tourists who are visiting Banda Aceh especially the visitors of Museum Tsunami, "Kapal di atas Rumah" (boat on the house) and "Kapal Apung". A total of 328 questionnaires were returned and data were analyzed using Structural Equation Modelling (SEM). The mediation hypothesis was tested by using Bootstrapping with AMOS] and Mediation Test proposed by Barron and Kenny. Results supported the proposed loyalty model: (1) Competitive Tsunami Tourist Attractions has a positive direct influence on Perceived Value, Tourist Satisfaction and Tourist Loyalty to Tsunami Tourism Destination. (2) Perceived Value and Satisfaction Tourists also have a direct influence on Tourist Loyalty to Tsunami Tourism Destination. (3) From 4 mediation hypotheses proposed only 3 of them were supported. This implies that to increase the tourist loyalty to tsunami-affected tourism destination, the government need to focus on increasing the competitiveness of Tsunami Tourist Attractions. This can be done through the improvement of the tourism objects and the supporting business environment (awareness, amenities, accessibility, accommodation, attractiveness).

1. Introduction

The tragedy of the tsunami that occurred in 2004 in Aceh left a lasting impression on all Indonesians, but particularly on the families of the victims. It is estimated by the US Geological Survey that the earthquake that initiated the tsunami has released energy the equivalent of 23,000 atomic bombs. The incident killed more than 200,000 thousand people in 14 countries with Indonesia suffering the majority of the casualties [1].

At the time of the tsunami, the tourism industry in Thailand was in very good condition with tourist arrivals totalling more than 24 million per year, considered the highest in Southeast Asia. In contrast to Thailand, Aceh had a negligible tourism industry in 2004. Any tourism industry that had existed previously had collapsed due to the Aceh Civil war between the Gerakan Aceh Merdeka (GAM or the Free Aceh Movement) and the Indonesian government. This deadly conflict retarded development in the province and simply frightened tourists away [2]. The 2004 Indian Ocean tsunami proved to be a turning point in several ways. When the tsunami hit Phuket, occupancy rates dipped for several years and then recovered, suggestive of a relatively minor setback for the whole Thai tourism industry.

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Therefore The relatively low number of deaths and localized devastation meant that the Thai community were able to work, after the tsunami, they hand in hand to quickly recover the industry.

Aceh, like other tsunami-affected areas, has felt a need to retain and interpret prominent remnants of the tsunami ('tsunami objects') for their heritage value and as a solemn reminder to the scale and force of the disaster to be deployed by future generations by maintaining Tsunami heritage [3]. A number of prominent tsunami objects are a direct result of the disaster such as the Floating PLTD ship and the 'ship on a house's while other major buildings and new monuments such as Tsunami Museum have been constructed subsequent to the tragedy. Maintaining tsunami objects can be seen as a smart step in interpreting history related to the disaster [4]. Tsunami objects can also be used as a medium to bridges understanding of disasters in the past for younger generations who may have no direct experience of disaster. The Aceh Government acted quickly to build on the benefits of the new tsunami object through the Aceh Tourism Agency who continued to develop and market the tsunami in Aceh [5]. Tsunami tourism objects such as the Floating PLTD ship and the Tsunami Museum became an icon of marketing campaigns in Aceh shopping as a tsunami tourism destination.

Just like in other products, tourism may also be benefited by 'loyal' tourists [6] , those who make repeat visits to Aceh. Research to determine tourist loyalty factors is increasingly attracting interest. Many researchers have found a relationship between tourist loyalty with perception value, satisfaction and attractiveness of objects [7-13], carried out an assessment of the significant impacts of customer satisfaction on customer loyalty. Other researchers such as Caruana & Ewing [14] ; Hapsari et al.[8] Jin et al.[10]; Kassim & Abdullah [11]; and Yang & Peterson, [15] examined the real influence of perceived value on customer loyalty. While Caruana & Ewing [14]; Hapsari et al.,[8] and Kassim & Abdullah, [11] show that loyalty should become the main objective for promoting tourism destinations.

Tsunami tourism arising from the 2004 tsunami disaster has led to an accelerated the development of new tourist attractions in Banda Aceh. According to the Banda Aceh Department of Tourism, the number of foreign tourists who visited Banda Aceh has grown rapidly from 756 people in 2005 to 706.646 in 2016 (RPID, 2017). This significant increase can be linked to the presence of tsunami-based tourist attractions including the Tsunami museum and "Kapal Apung". The tsunami museum was visited by 28.714 peoples from Indonesian and around in 2017 (Antara Riau, 2017). The rapid development of the tsunami tourist attractions combined with Islamic tourism has contributed to the advancement of the local economy including in particular the survivors of the tsunami who live in the surrounding areas. Despite this important economic and social impact, researches on tourists of a tsunami-affected areas and its various dimensions are This study is imperative because tsunami tourism offers unique opportunities and risks for locals. Through development of an understanding of the perceptions of tourists, the attractiveness of tsunami-based tourism objects can be optimized. Accordingly, this study aimed investigate the potential determinants of tourist loyalty to a tsunami-affected tourism destination. There are 3 potential determinants tested in this study,, namely; the image of the tsunami tourist attraction, perceived value, and tourist satisfaction. These three factors will be assessed and subject to a test of variables to get an idea of their role in influencing the level of tourist.

2. Literature Study

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2.1 Tsunami Tourism

Without tourist attractions, there would be no tourism. Without tourism, there would be no tourist attractions. The tsunami that occurred on December 26, 2004, left many stories and historical traces[16]. Adding to this deep background of authentic disaster experience. Abandoned tsunami objects have has been converted into the mainstay memorial / tourist attractions for of the city of Banda Aceh. This includes the Kapal Apung formerly a Power Plant now resting in Punge Blang Cut Banda Aceh [17]. Kapal Apung was a floating electricity generation plan length and 19 m wide. Original moored off the coast of Banda Aceh. It now rests in the city, inland having ploughed through

houses and buildings driven by the surge of the tsunami. It is now the central feature of a tsunami education park.

Disaster tourism is a well-documented phenomenon centred on tourist visitation of areas hit by natural disasters [16]. Banda Aceh is a prime example. Reports and information about disasters and their impacts attracts the attention of potential tourists [16]. All areas affected by a natural disaster will inevitably retain some material evidence of the event in the form of objects that can evoke memories and emotions among tourists and locals alike. In particular the retention of these objects can remind younger generations of the tragedy, potentially contributing to ongoing risk awareness and improvements in disaster preparation [18]. At the same time other people who come from outside the area who want to watch and study the impact of disasters in an area can also benefit from the retention of Tsunami disaster.

Individuals who participate in this type of tourism are usually curious to see the impact of disasters, [18]. This open up opportunities for travel agents to make Tsunami tour packages which in turn adds value to both the local economy and the experience of tourists themselves. Through visiting the tsunami tourism objects visitors open a window of understanding to the tsunami disaster.

2.2 Customer Loyalty

"Loyal" literally means faithful. Loyalty can also be interpreted as trustworthiness [20-22] Trustworthiness and loyalty must arises without coercion and must relate to an individual awareness of the past and past actions. Efforts made to create consumer satisfaction were more likely to influence consumer attitude to become loyal. The concept of consumer loyalty is important so far as it late to buying behaviour [23]. Loyalty will develop where a consumer identifies that the supplier anticipates and provides goods or services which are valued by the consumer. Done well, the anticipation of consumer values leads to loyalty and product endorsement to third parties

Customer loyalty is very important for a company to maintain s its business continuity. Faithful customers are those who are very satisfied with certain products and services, leading to an have enthusiasm to introduce the business to anyone they know [24]. At the highest levels customer loyalty will lead customers expand their "loyalty" to other products made by the same manufacturer [22]. In the end, they may become loyal to a certain producer or company for their entire lives. Kotler [25] states that loyal customers are those the one who make frequent purchases from the same company. A company needs to put in greater effort to grow and retain loyal customers compared to the effort devoted to finding new customers [26] but customer loyalty converted from merely satisfied customers is a valuable asset for a company [27].

2.3 Customer Satisfaction

Consumer satisfaction refers to the level of consumer feelings flowing from a comparison of satisfied with the value provided by a product or service, it is very likely that they become long lifetime consumers [20]. According to Yi & La [28] consumer satisfaction is represents a positive or pleasurable feeling which arises after the supply of a product or the performance of a service which exceeds their expectations. Most businesses will have an objective to satisfy their customers [29]. Customers who are satisfied with their products and services will tend toward repeat buying from a business that leaves them with the positive feeling that the expectations have been met or exceeded.

According to Kotler [30], the factors that drive customer satisfaction include: quality (customers will satisfied if they feel the quality of the product meets or exceeds their expectation; price (for sensitive customers, low price is an important source of satisfaction) which represents customers value for money; service quality (which is usually difficult to imitate). Service quality is a driver that has five dimensions, called TERRA. Customers will also find satisfaction through emotional valuation of the brand of the product and finally customers may also be satisfied if obtaining the product or services is relatively easy, comfortable and efficient [31].

2.4 Customer Perceived Value

The customer's perceived value is the customer's relates to their perception of a company's offerings [14]. Customer value is a function of benefit divided by cost. The higher the benefits and the lower the cost, the higher the customer value is [31].

2.5 Relations among Variables.
Kaura, V [32] have examined the factors that influence customer loyalty, and concluded that customer satisfaction was a variable that had a significant influence in establishing customer loyalty. Positive influence on customer loyalty in the Malaysian service sector, in particular the value of the customer. In addition, Pandža Bajs, [33] also saw the attractiveness of the product to the values given to customers after conducting research in the tourist area of Dubrovnik, Croatia. Ramseook et al. [34] found a significant influence caused by an increase in the attractiveness of tourism products to the customer loyalty.

2.6 Hypothesis Development
Ten hypothesis developed for this study:
H1, H2, H3. Tsunami attraction is positively influencing Perceived Value, Customer Satisfaction and Customer Loyalty
H4, H5. Perceived Value is positively influencing Customer Satisfaction and Customer Loyalty
H6. Customer Satisfaction is positively influencing Customer Loyalty
H7. Tsunami attraction is influencing Customer Satisfaction through Perceived Value
H8.H9. Tsunami attraction is positively influencing Customer Loyalty through Perceived Value and Customer SatisfactionH.10 Perceived Value is influencing Customer Loyalty through Customer Satisfaction

3. Methodology
The current research was conducted in the Banda Aceh region which is one of the areas most severely affected by the 2004 tsunami, but has subsequently benefited from the tsunami tragedy that struck. The research shows that, all tourists who come to Banda Aceh find it mandatory to visit the three major tsunami sites; the Tsunami Museum, the Kapal Apung and the "Ship on top of House". The respondents selected by using convenience sampling method. 328 questioners distributed to those who visited the site.

Analysis of data using the Structural Equation Model using AMOS 22 software and backed up by SPSS software (also version 22). In addition, to analysing the validity of each item or indicator, hypotheses were also be tested for direct and indirect relationships (Mediating Effect). The use of SEM for the data analysis number of stages. The first stage is to measure the validity of each indicator against coefficient of loading factor is greater than 0.5 so that it is declared valid and can be included in the next data processing stage.

The next stage is testing the hypothesis to measure the influence of independent variables on dependent variables both directly and indirectly. The indirect hypothesis is the measurement of independent variables against the dependent variable through a mediation variable. Hypothesis testing uses a structural model to produce accurate output. If CR coefficient is >1.96 and P <0.05, the hypothesis is declared acceptable. But if the opposite happens, then the hypothesis is rejected. The last stage is to test the indirect effect. This testing involves mediation variable and uses Bootstrapping analysis to find the CR and p values [35].

4. Result and Discussion

4.1. Validity and Goodness of Fit
In the initial stage, the validity of the indicators for each variable has to be checked to determine which variables are valid and which are invalid. The benchmarks were coefficient loading factors in the measurement model that is run using AMOS 22.0. This was followed by testing the model to examine its compatibility with the existing data (Goodness of Fit). This then followed by hypothesis testing of both direct and indirect effect between variables.

The relationship between items or indicators for each variable can be seen in the following figure. While Table 1 (below) shows the loading factor coefficient that measures the relationship between indicators with their respective variables. The higher the loading factor score, the more closely the indicators relates to the variables.

Table 1. Coefficient Loading Factor for Validity

No	Dependent		Independent	Estimate
1	AttrX11	<---	Tsunami Attractive	,791
2	AttrX12	<---	Tsunami Attractive	,823
3	AttrX13	<---	Tsunami Attractive	,837
4	AttrX14	<---	Tsunami Attractive	,867
5	AttrX15	<---	Tsunami Attractive	,897
6	PercvY11	<---	Perceived Value	,756
7	PercvY12	<---	Perceived Value	,740
8	PercvY13	<---	Perceived Value	,770
9	PercvY14	<---	Perceived Value	,779
10	PercvY15	<---	Perceived Value	,606
11	ToursY21	<---	Satisfaction	,711
12	ToursY22	<---	Satisfaction	,867
13	ToursY23	<---	Satisfaction	,903
14	ToursY24	<---	Satisfaction	,748
15	LoyZ11	<---	Loyalty	,811
16	LoyZ12	<---	Loyalty	,704
17	LoyZ13	<---	Loyalty	,782
18	LoyZ14	<---	Loyalty	,546

One of the requirements in structural equation modelling is to do a Goodness of Fit analysis. The goodness of fit testing can be done using several criteria such as GFI, CMIN/DF, and RMSEA. The model presented to this study has not yet met the criteria of fit yet. Of the 4 (four) criteria used to measure the fit; CMIN/DF, AGFI, RMSEA, and PRATIO, two of them; CMIN / DF and RMSEA, were outside the permitted cut-off limits, therefore it is necessary to modify the model using the Modification Indices technique.

The following table describes the output of the Modification Indices suggested by AMOS. It can be seen that the addition of a covariance line between e10 and e11 results in the highest MI value of 48,229. This was also suggested to connect e14 and e15 that have an MI score of 34.410.

Table 2. Modification Indices Covariance

Modification Indices Connection			M.I.	Par Change
e10	<-->	e11	48,229	,129

e14	<-->	e15	34,410	,074

Referring to table 2, the model needs to be modified by adding covariance lines that connect the indicator errors those two suggested. Because the data has not been fixed, it is necessary to modify the model using a modified indices method, before the test hypothesis are made.

To improve the fitness of the model, a variance line is needed to connect the Perceive Value indicators and Satisfaction indicators as shown in Figure 4. Modifying the model by connecting PerceY15 and ToursY21, can increase the performance of CMIN/DF to below 3 and RMSEA to <0.08, so that it now fits the data.

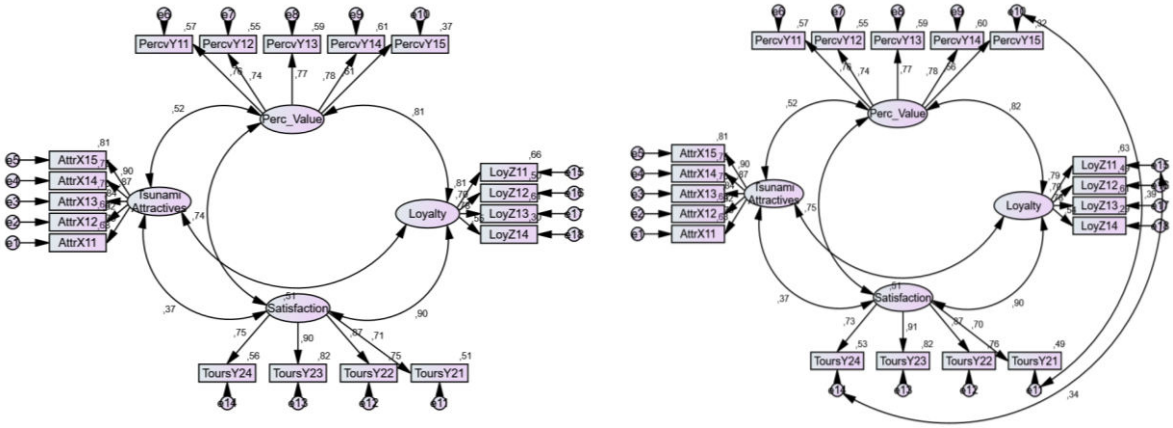


Figure 1. Measurement Model Before and After Modification Indices

Figure 1 consists of two diagrams of measurement models. The left diagram is the original measurement model, while the right one is a modified measurement model created by adding two covariance lines as suggested by AMOS. The results look better, as shown in table 2. CMIN/DF criteria which were previously above 3, now dropped to2.953.While the RMSEA which was still above 0.08 now dropped to 0.071. Both criteria now fall inside of the cut off value. Likewise, the other two indicators, which are AGFI and Pratio have also improved so that they are closer to the ideal number, showing a better fit for s the before.

Table 3. Goodness of Fit

Criteria	Cut-Off Value	Before MI	After MI	Model Evaluation
	<3	3,587	2,935	Good
	Between 0-1	0,849	0,868	Good
	<0,08	0,082	0,071	Good
	Between 0-1	0,843	0,884	Good

Seeing the results, it can be seen that the model built for this study fits with the available data so that the data processing can be proceed to structural modelling to test the H1 - H10 Hypothesis.

4.2 Analysis of Structural Equation Modelling

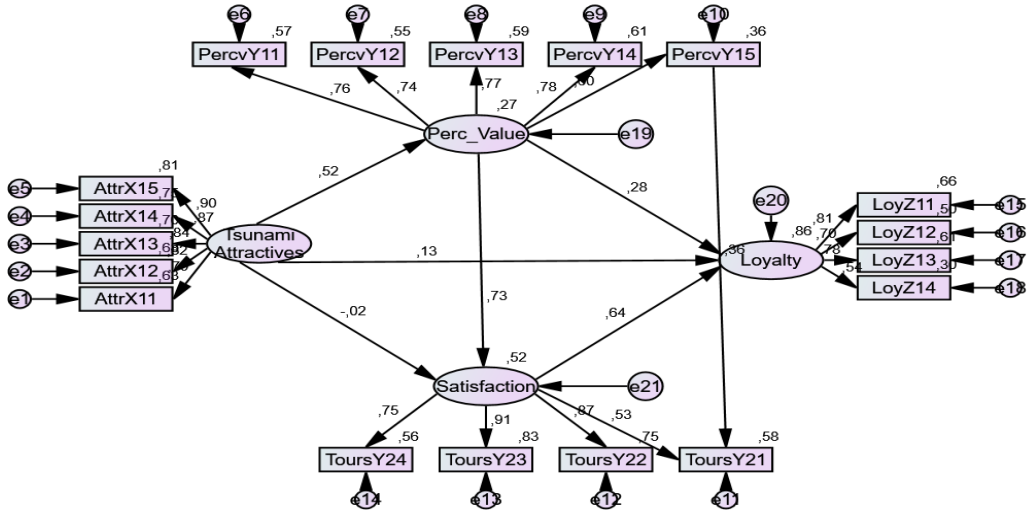


Figure 2. Structural Model

Table 4 illustrates the results of the hypothesis test for direct effect, that is testing Hypothesis H1 - H6 using criteria of CR> 1.96 and a P value <0.05

Table 4. Hypothesis Test

No	Dependent	<---	Independent	Estimate	S.E.	C.R.	P	Beta
1	Perceived Value	<--	Tsunami Attractiveness	,354	,040	8,847	***	0,522
2	Satisfaction	<--	Tsunami Attractiveness	-,012	,030	-,391	,696	0,021
3	Satisfaction	<--	Perceived Value	,599	,069	8,717	***	0,728
4	Loyalty	<--	Perceived Value	,329	,077	4,279	***	0,276
5	Loyalty	<--	Satisfaction	,930	,107	8,672	***	0,642
6	Loyalty	<--	Tsunami Attractiveness	,108	,034	3,211	,001	0,133

Of the 6 hypotheses tested, 5 of them met the significance requirements. Only 1 did not meet the requirements, namely Hypothesis No2, which tests the effect of Tsunami Attractiveness on Customer Satisfaction.

Meanwhile from the magnitude of the Beta coefficient point of view which illustrates the strength of the relationship among variables, the effect of Customer Satisfaction variable on Customer Loyalty can be seen to be the strongest (0,642) compared to the contribution of other variables such as variable Perceived Value or Tsunami Attractiveness. Thus, it can be concluded that the main variables that have a significant impact on the loyalty of tourists visiting the tsunami objects in Aceh are Customer Satisfaction. The more satisfied the tourists, the higher their chances of becoming loyal tourists.

4.3 Mediation Effect

As suggested by Preacher et al (2008), a bootstrapping procedure is used to test the mediating effects among variables shown in H7 - H10. In this scheme Perceived Value and Customer Satisfaction are the mediating variables.

There are 4 (four) mediation effects that were tested in this study and all of them have a significant effect. The following table presents a summary analysis of indirect impact hypotheses 7-10.

Table 5. Mediation Test Results by using Bootstrapping Approach

No	Variables	Tsunami Attractiveness	Perceived Value
1	Customer Satisfaction	,001	-
2	Customer Loyalty	,001	,001

Table 6. Summary Indirect Effect

Variables	Direct w/o M (Bootstrapping)	Sig. (P Value)	Direct w M (Bootstrapping)	Sig. (P Value)	Indirect	Sig. (P Value)	Result
Tsunami-Perc.Value-Loyalty	0,133	0,01 (**)	0,108	0,014 (**)	0,221	0,001 (***)	Partial Mediation
Tsunami-Perc.Value-Satisfaction	0,133	0,01 (**)	0,108	0,014 (**)	0,221	0,001 (***)	Fully Mediation
Tsunami-Satisfaction-Loyalty	-0,21	0,696 (ns)	-0,12	0,764 (ns)	0,151	0,001 (***)	No Mediation
Perc.Value-Satisfaction-Loyalty	0,276	***	0,329	0,001 (***)	0,397	0,001 (***)	Partial Mediation

Ns: not significant **: significant at 5% ***: significant at 1%

Table 7 shows that of the 4 hypotheses tested as, indirect effects in this study (H7-H10), all of them showed a positive level of significance. In other words, the Ho Hypothesis of H7-H10 were accepted.

5. Discussion and conclusion

The study has produced findings that provide supporting evidence for the development of tsunami tourism in Aceh by focusing on the generation of tourist loyalty. The use of SEM to test 6 hypotheses developed in this study, 5 of it are supported or accepted. This increase in loyalty can be achieved by increasing the attractiveness of products, perceived value, and customer satisfaction.

The analysis has shown that customer satisfaction is the main variable influencing an increase tourist loyalty in Aceh. This is indicated by the largest Beta value among determinant variables such as the Perceived Value and the Tourism object Attractiveness. This is in line with the results of previous studies conducted by Kaura, V., Durga Prasad, CS, & Sharma, S. (2015) which examined the factors that influenced customer loyalty in Chinese Chain restaurants. Customer satisfaction is a variable which was shown to have a significant influence in converting customers to become loyal customers. The same opinion was expressed by Blut et al (2015). The findings of this study also indicate customer satisfaction as a mediating variable between product attractiveness and customer loyalty.

This study also has proven demonstrated a positive influence between perceived values on tourist loyalty. The higher the value of the tourism services they received during a visit to the Aceh tsunami tour, the more likely they were to become loyal and to visit again. This finding is in line with the research results of Meanwhile Rasheed, F. A., & Abadi, M. F. (2014) found other variables that have a positive influence on customer loyalty in the Malaysian services sector. Eid, R. (2015) identified a relationship between customers' perceived value and customer loyalty. Eid specializes in research on Muslim tourism markets and uses variable Muslim Customer Perceived Value (MCPV) as a determinant variable on consumer satisfaction and customer loyalty.

The only direct hypothesis that is not proven relates to the influence of Tsunami object attractiveness on customer satisfaction This means the efforts made by the Aceh government in to increase tourist loyalty must pay attention to perceived value as a key objective.

The influence of indirect effect through variable customer satisfaction is not proven. In other words, there is no indirect relationship between tsunami attractiveness and customer loyalty through customer satisfaction to increase the loyalty of tourist. This finding implies that to increase tourist loyalty for tsunami-affected tourist destinations, the government needs to focus on increasing the competitiveness of Tsunami Tourist Attractions and image (Munhurrun, P. R., Seebaluck, V. N., & Naidoo, P. 2014). This can be done through the improvement of the tourism objects and by supporting the business environment such as awareness, amenities, accessibility, accommodation, attractiveness. (Chen, C. F., & Chen, F. S. 2010).

6. Limitations and Future Study

The findings of this study have produced some empirical evidence that can be used to develop the tsunami tourism industry in Banda Aceh.There are however some limitations that shoud be taken into consideration in future research on the same topic. This includes the method of selecting respondents using convenience sampling techniques that were considered less representative because they did not meet the probability sampling method. The generalization of research results must be done carefully, especially if it is to be applied to different industries or different regions.

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