THE INFLUENCE OF DESTINATION IMAGE, PUSH AND PULL TRAVEL MOTIVATION TOWARDS TOURIST LOYALTY THROUGH TOURIST SATISFACTION

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Abstract

This study aims to examine the Tourist Loyalty in one tourism destination which is related to some variables such as Destination Image, Push Motivation, Pull Motivation and Tourist Satisfaction. The model used in this research is developed based on the existing literature. This research examines ten hypothesis of factors influencing the Tourist Loyalty in a tourism destination through the structures questionnaire which involves visitors of Dieng Plateau, Wonosobo regency. The result of the double regression analysis showed that (1) Destination Image, Push Motivation and Pull Motivation directly influence Tourist Satisfaction; (2) Destination Image, Push Motivation and Tourist Satisfaction directly influences the Tourist Loyalty (3) Pull Motivation does not influence directly toward Tourist Loyalty; (4) Destination Image, Push Motivation and Pull Motivation influences the Tourist Loyalty by being mediated by Tourist Satisfaction. This research is expected to provide theoretical insights for next researchers and provide guidance for tourism management as an indicator in planning some efforts related to the development of the right tourism objects influencing the Tourist Loyalty.

Abstrak

Penelitian ini bertujuan untuk menguji Tourist Loyalty pada suatu destinasi wisata yang dikaitkan dengan beberapa variabel seperti Destination Image, Push Motivation, Pull Motivation dan juga Tourist Satisfaction. Model yang digunakan untuk penelitian ini dikembangkan berdasarkan literatur yang ada.. Penelitian ini menguji sepuluh hipotesis mengenai faktor-faktor yang mempengaruhi loyalitas para pelancong pada destinasi wisata melalui kuesioner terstruktur yang melibatkan 115 orang pengunjung Dieng Plateau, Kabupaten Wonosobo. Hasil dari analisis regresi berganda menunjukkan bahwa (1) Destination Image, Push Motivation dan Pull Motivation mempengaruhi Tourist Satisfaction; (2) Destination Image, Push Motivation dan Tourist Satisfaction berpengaruh langsung terhadap Tourist Loyalty (3) Pull Motivation tidak berpengaruh secara langsung terhadap Tourist Loyalty; (4) Destination Image, Push Motivation dan Pull Motivation berpengaruh terhadap Tourist Loyalty dengan dimediasi oleh Tourist Satisfaction. Penelitian ini diharapkan dapat memberikan wawasan teoritis untuk peneliti selanjutnya dan memberikan petunjuk bagi manajemen obyek wisata untuk dijadikan sebagai tolak ukur dalam mencanangkan beragam upaya terkait pengembangan obyek wisata yang tepat yang dapat menyebabkan loyalitas pengunjung.

INTRODUCTION

The success of a tourist attraction cannot be separated from the intervention of marketing and tourism management personnel who participate in marketing and striving for the progress of the object. It's a job for marketers to keep their customers happy and keep them satisfied and faithful to use services for such long-term relationships, just if you want to build a successful business, related with the research Permana (2013) quality service will create customer satisfaction. According to Barnes (2003), the key to managing mutually beneficial relationships with customers is that the company must work hard to know customer expectations. If customer expectations are met, they will be satisfied. When the customer is satisfied, the next sale will happen. The success of a business or marketing activity is based on customer satisfaction Ohy (2010).

According to Tjiptono (2000) basically, the purpose of a business is to create satisfied customers. The creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers into a harmonious, providing a good foundation for repeat purchase and the creation of customer loyalty, and form words of mouth recommendation that benefits the company. Then there is also a research result that indicates customer satisfaction has a positive image on WOM (Word-of-mouth) (Muhammad & Artanti, 2016).

According to Kotler and Keller (2007) satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the performance (result) of the product which is thought to the expected performance (or outcome). If performance is under the expectations, customers are not satisfied. If performance meets expectations, customers are satisfied. If performance exceeds expectations, the customer is very satisfied or happy.

Highly satisfied customers tend to be more loyal, buy and use offered products or services and talk about fun things about the company and its products or services, not paying much attention to competitors' brands and less price sensitive (Kotler & Keller, 2007). From the good or pleasant things presented by such satisfied customers, will be a kind of reference for other prospective customers. As Griffin (2003) points out, Reference is the most powerful path for any business to successfully recruit new customers. References are also very effective because reference comes from a reliable second party. People who buy because of someone's reference tend to be more loyal than people who buy because of ads.

Marketing is not just about making sales, but more than that is about how to keep customers from time to time so as to create loyalty to customers in this case tourists. The loyalty level of travelers for a particular purpose is expressed in their intention to review their goals and intentions of recommending goals to others (Chindaprasert et al., 2015). Loyalty is defined as a firm commitment to repurchase or replace consistently preferred products or services in the future, resulting in repeated brand purchases, despite situational influences and marketing efforts that could potentially lead to switching behavior (Oliver, 1999).

Satisfaction and loyalty can be created through the inner drive of the traveler in the form of travel motivation. According to Pizam et al. (1978) travel motivation refers to a set of needs that causes a person to participate in tourism activities.

In the tourism industry, the image of the destination plays a role in retaining customers. According to Dey et al. (2015) the image of the destination is a collection of a number of beliefs, ideas and impressions that people feel has a destination.

Hosseini (2015) in his study stated that the image held by tourists towards a destination will affect the satisfaction of tourists to travel experience and WOM (Word-of-mouth) communication and the intention of behaving tourists in the future, higher satisfaction will lead to more high loyalty that encourages tourists to visit more destinations or suggest the destination to others. Then there is also a research result contrary to previous research; the result shows that the image of destination does not have a significant and positive impact on customer satisfaction and loyalty of tourists, this research is conducted (Sundari, 2015). In that way, there is still a gap of some existing research.

Many studies have shown that tourist satisfaction is significantly influenced by motivation. Among the theories related to travel motivation, the push and pull model has attracted the attention of most researchers to study tourist behavior. 'Push' refers to the internal factors that drive individuals to travel, while the 'pull' takes into account the decisive external factors in which, when and how their journeys (Jang & Cai, 2002).

In tourism research, the concept of motivation can be grouped into two forces, which indicate that people travel because they are encouraged and drawn to do so by 'some power' or the Dann factor (1977, 1981). According to Uysal and Hagan (1993) this power describes how in-

dividuals are driven by motivational variables to make travel decisions and how to attract or are interested in the attributes of purpose. In other words, Push Motivation is linked to the desires of travelers, while Pull Motivation is associated with attributes of choice of destinations (Crompton, 1979; Dann, 1981; Uysal & Hagan, 1993; Cha et al., 1995).

Push Motivation is more related to internal or emotional aspects. On the other hand, Pull Motivation deals with external, situational, or cognitive aspects. Push Motivation can be seen as a desire to escape, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and the excitement of Crompton (1979). Tourists can travel to avoid routines and seek authentic experiences. Pull Motivation is a motivation inspired by the attraction of destinations, such as beaches, recreational facilities, cultural attractions, entertainment, landscapes, shopping and parks.

Nevertheless, there are also some researches that do not adopt the concept of push and pull motivation (Kim et al., 2006). In the study of Kim et al. (2006) classifies the motives of festival participants in Brazil such as family togetherness, socialization, interest, festival attraction and escape from routine. Rid et al. (2014) classifies motives for tourists to the Gambian countryside such as heritage and culture, authentic rural experience and learning.

To prove the relationship between travel motivation with Tourist Satisfaction has been done by many types of research by various parties such as research conducted by Khuong and Ha (2014) which states that Push and Pull Motivation affect Satisfaction. Which is then supported by research of Battour et al. (2012) with the results of Pull Motivation Influential Against Tourist Satisfaction.

Indeed, not a few studies that have tested the relationship between travel motivation with Tourist Satisfaction like Meng et al. (2008) support these results, they argue that the motivation of travel can affect the satisfaction of tourists to the destination. However, a study of tourism in North Cyprus conducted by Yoon and Uysal (2005) reported that motivational motivation (Push Motivation) has no significant effect on satisfaction, but affects goal loyalty. While the motivation puller (Pull Motivation) directly affect satisfaction. Thus, this empirical result is unclear as to whether the motivation of tourists can have an effect on satisfaction and its relation to loyalty.

A review of the literature on motivation reveals that people travel because they are "pus-

hed" or "pushed" to make travel decisions with internal, psychological, and "pulled" or "pulled" forces by external forces of the goal attribute (Dann, 1977; Crompton, 1979; Uysal & Jurowski, 1994). Thus, satisfaction with travel experience, based on this push and pull power, contributes to goal loyalty. The level of tourist loyalty to the destination is reflected in their intention to review their goals and recommendations to others (Oppermann, 2000). The linkage between Travel Motivation, Tourist Satisfaction and also Tourist Loyalty is supported by Lee and Hsu (2013) research which resulted in motivation directly affecting satisfaction and indirectly affecting loyalty, while satisfaction directly affects the loyalty of participants at Aboriginal festivals. In addition, satisfaction significantly affects participants' loyalty to Aboriginal festivals and is a crucial mediating variable in the Aboriginal festival behavior model.

But not all research results show the relationship between Destination Image, travel motivation, Tourist Satisfaction and also Tourist Loyalty. It can be seen from the results of Yoon and Uysal (2005) the result of this research shows that Push Motivation has no significant effect on Tourist Satisfaction, but it affects Destination Loyalty, while Pull Motivation directly and negatively influences Tourist Satisfaction.

Thus, based on the theory that has been described and some previous studies have different results so that it is required further research with different objects to find the latest research results. And this makes the researcher interested to apply the research at Dieng Plateau taking into account of the phenomenon that occurred despite efforts made to increase the loyalty of visitors (Tourist Loyalty) to the attraction of Dieng Plateau. This effort is carried out with various, strategies undertaken by the Wonosobo District Government so far, and the latest effort that can be seen is stated in the Regional Regulation of Wonosobo Regency No. 8 of 2017, especially on the Indication of Tourism Development Program of Wonosobo Regency in 2017-2032. The strategies undertaken include the development of the attractions of Dieng Plateau Theater, the festival of tourist villages, tourism product festivals, the construction of public infrastructure, public facilities, and tourism facilities (accommodation, restaurants, information boards, souvenirs, etc.), media relations branding of tourism, (product, event), etc.

Efforts that are made is not directly proportional to the achievement over the last few years that is fluctuating; this can be seen from the

results of the survey on Culture and Tourism Office of Wonosobo regency.

Tabel 1. Number of Tourist in Dieng Plateau Wonosobo 2017

No.	Month	Number of Visitors	Percentage
1	January	111.660 people	-
2	February	49.023 people	(56%)
3	March	41.967 people	(14.37%)
4	April	48.009 people	12.58%
5	May	59.085 people	18.74%
6	June	99.300 people	40.49%
7	July	101.655 people	2.31%
8	August	74.460 people	(26.75%)
9	September	54.132 people	(27.30%)
10	October	45.498 people	(15.94%)
11	November	31.560 people	(30.63%)
12	December	111.396 people	71.66%

Hypotheses Development

A right brand image will be able to increase the confidence and confidence that the customer has for the company's sense of confidence and believe it arises because they are interested in using the services that the company offers. Intention or interest explain the purpose of the customer to perform various behaviors and be considered as specific reasons for perceived believe (Murwatiningsih & Yulianto, 2017). From a tourist point of view, the image conveyed is a fundamental factor in the final decision (Hernández-Lobato et al., 2006). Therefore, if tourists get a higher quality of the perceived image, it will get customer satisfaction (Kozak & Rimmington, 2000). In the field of tourism. Del-Bosque et al. (2006) proves that expectations are the driving force of satisfaction in the context of travel agents. Previous research (Baloglu & McCleary, 1999) shows that the destination image (Destination Image) will influence travelers in the process of choosing destinations, subsequent evaluations of their travel and future intentions. The goal image has a positive influence on the perception of quality and satisfaction. A positive image from a positive travel experience will result in a positive evaluation of the goal.

Tourists' satisfaction will improve if the destination has a positive image. The image also affects the behavior of customer (Purnamasari & Murwatiningsih, 2015). A better image will cause a higher probability of returning to the same

destination. Much of the literature describes the relationship between destination image and satisfaction, as demonstrated by Prayag and Ryan (2012). Then another study showing the same effect between destination image and satisfaction resulted from the research of Puh (2014) which shows that destination image has a positive effect on tourist satisfaction. Then it is also found the different results where the satisfaction is not affected by destination image as the result of Del-Bosque et al. (2008) research with the results show that the destination image has no significant effect on tourist satisfaction, this means there is a gap between the research.

Oliver (1999) points out that satisfaction of a product or service affects the Consumer. As demonstrated by Dirgantara (2013) quality service has created customer satisfaction. Research conducted by Hallowell (1996) showed that customer satisfaction (customer satisfaction) is a prerequisite for customer loyalty. This means that the influence of customer satisfaction is so vital to loyalty because it will impact customer decisions in conducting customer behavior, whether it will continue to use the same service or instead move to other alternatives. In accordance with the opinion by Oliver (1980), consumers put expectations about a product before buying. Furthermore, they compare actual performance with those expectations. If the performance is actually better than their expectations, this means that consumers are delighted and will be more willing to buy more products. If the performance is actually worse than expected, it means the consumer is not satisfied and will likely be looking for an alternative product for the next purchase.

Dissatisfied travelers are likely to be willing to re-visit and recommend it to friends and relatives of Chi and Qu (2008). This is reinforced by the findings on the relationship between satisfaction and loyalty conducted by Valle et al. (2006) which results indicate that tourist satisfaction has a significant effect on destination loyalty. This is in line with the results obtained by Battour et al. (2012) which shows that tourist satisfaction is positively related to destination loyalty. Another result indicates that tourist satisfaction will increase loyalty (Amalia & Murwatiningsih, 2016). This finding is similar to Suwono and Sihombing (2016).

Research conducted by Hallowell (1996) that customer satisfaction (customer satisfaction) is a prerequisite for customer loyalty. However, the facts on the market show the opposite, customer satisfaction does not guarantee the customer

to switch brands, on the contrary, dissatisfied customers do not switch brands (Rowley & Dawes, 2000). Here we find the gap in some studies, as seen in the findings of Alizadeth and Saghafi (2014) showing the result that Travel Satisfaction Not Affect Against Destination Loyalty. The other research shows the same result that satisfied customer does not have the effect on customers loyalty (Tanisah & Maftuhah, 2015).

It is believed that destinations with a more positive image will be included in the decision-making process. In addition, Destination Image has a positive influence on the perception of quality and satisfaction. As well as the image will lead to higher tourist satisfaction (Safitasari & Maftukhah, 2017). In turn, evaluation of the objective experience will affect the image and modify it (Echtner et al., 1991; Ross & Iso-Ahola, 1991). Research conducted by Court and Lupton (1997) suggests that the image of the goal positively affect the intention of tourists to return to the future.

In relation to loyalty, many studies suggest that Destination Image is associated with Destination Loyalty mediated by Tourist Satisfaction. As proposed by Lee (2009), the relationship of Destination Image and Destination Loyalty is mediated by Tourist Satisfaction. This is in accordance with research Prayag and Ryan (2012) which suggests that Destination Image, Personal Involvement and Place Attachment affect the Tourist Loyalty through satisfaction. Likewise, research conducted by Chi and Qub (2008) show Destination Image affects Tourist Loyalty through Tourist Satisfaction.

Hosseini (2015) in his study stated that the image held by tourists towards a destination will affect the satisfaction of tourists to travel experience and WOM (Word-of-mouth) communication and the intention of behaving tourists in the future, higher satisfaction will lead to more loyalty high that encourages tourists to visit more destinations or suggest the destination to others. Then there is also a research result contrary to previous research; the result is that show that the image of destination does not have a significant and positive impact on customer satisfaction and loyalty of tourists (Sundari, 2015). That way there is still a gap of some existing research.

Many studies have shown that tourist satisfaction is significantly influenced by motivation. Higher motivation will increase tourist satisfaction that will lead to more visiting from tourist Setyaningsih and Murwatiningsih (2017). Among the theories related to travel motivation, the push

and pull model has attracted the attention of most researchers to study tourist behavior. 'Push' refers to the internal factors that drive individuals to travel, while the "pull" takes into account the decisive external factors in which, when and how their journeys (Jang & Cai, 2002).

Nevertheless, there are also some researches that do not adopt the concept of push and pull Motivation (Kim et al., 2006). In the study of Kim et al. (2006) classifies the motives of festival participants in Brazil such as family togetherness, socialization, interest, festival attraction and escape from routine. Rid et al. (2014) classifies motives for tourists to the Gambian countryside such as heritage and culture, authentic rural experience, and learning.

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A review of the literature on motivation reveals that people travel because they are "pushed" or "pushed" to make travel decisions with internal, psychological, and "pulled" or "pulled" forces by external forces of the goal attribute (Dann, 1977; Crompton, 1979; Uysal & Jurowski, 1994). Thus, satisfaction with travel experience, based on this push and pull power, contributes to goal loyalty. The level of tourist loyalty to the destination is reflected in their intention to review their goals and recommendations to others (Oppermann, 2000). The link between Travel Motivation, Tourist Satisfaction and also Tourist Loyalty is supported by Lee and Hsu's (2013) research which resulted in motivation directly affecting satisfaction and indirectly affecting loyalty, while satisfaction directly affects the

loyalty of participants at Aboriginal festivals. In addition, satisfaction significantly affects participants' loyalty to Aboriginal festivals and is an essential mediating variable in Aboriginal festival behavior models.

But not all research results show the relationship between Destination Image, Travel Motivation, Tourist Satisfaction and also Tourist Loyalty. It can be seen from the results of Yoon and Uysal (2005) the result of this research shows that Push Motivation has no significant effect on Tourist Satisfaction, but it affects Destination Loyalty, while Pull Motivation directly and negatively influences Tourist Satisfaction.

Based on the gap theory that has been described previously, researchers proposed 7 hypotheses used as a foundation in finding the effect on the variable specified. The 7 hypotheses are as follows:

H1: There is an effect of Destination Image on Tourist Loyalty.

H2: There is Push Motivation influence on Tourist Loyalty.

H3: There is Pull Motivation influence on Tourist Loyalty.

H4: There is the influence of Tourist Satisfaction on the Loyalty Tourists.

H5: There is influence Destination Imageterhadap Tourist Loyalty through Tourist Satisfaction.

H6: There is Push Motivation influence on Tourist Loyalty through Tourist Satisfaction.

H7: There is Pull Motivation influence on Tourist Loyalty through Tourist Satisfaction.

From the development of hypotheses that have been proposed, it can be made a research model depicted in the framework as Figure 1.
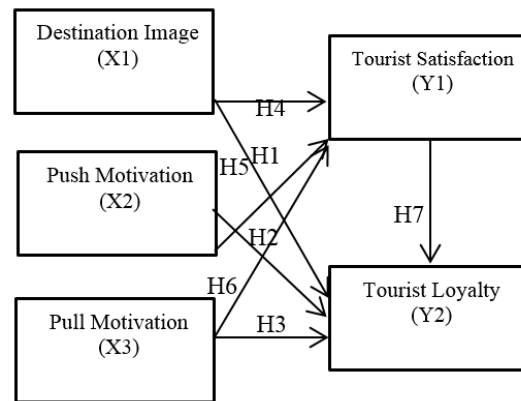

Figure 1. Research Model

METHOD

The type of research used is quantitative. The population in this study is the visitors who made a visit to the attraction of Dieng Plateau Wonosobo. The sample is determined by using the iteration method because the population number is not known for sure. By using this method, it obtained the sample of 115 respondents.

Independent variable (independent) in this research is Destination Image, Push Motivation, and Pull Motivation. Intervention variable in this research is Tourist Satisfaction, while the dependent variable is Tourist Loyalty. Sampling technique used in this research is nonprobability sampling with the type of purposive sampling. purposive sampling is a technique of determining the sample sampling technique samples based on specific criteria or considerations (Ochkovskaya, 2017).

To test the proposed hypothesis, we used data analysis through the partial test (t-test statistic) and path analysis test. The statistical test

Table 2. Partial Test Results Influence of Destination Image, Push Motivation and Pull Motivation on Tourist Satisfaction

	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	.897	2.592		.346	.730
Destination_Image_X1	.295	.100	.288	2.949	.004
Push_Motivation_X2	.251	.103	.184	2.442	.016
Pull_Motivation_X3	.602	.176	.339	3.415	.001

a. Dependent Variable: Tourist_Satisfaction_Y1

is used to show how far the influence of an individual explanatory or independent variable in explaining the variation of the dependent variable, while the path analysis test is used to test the intervening variable in a study (Ghozali, 2013). All data that has been collected processed using software SPSS 22.0 for Windows.

RESULTS AND DISCUSSION

A significant test of individual parameters (Test statistic t) is used to determine the value of t arithmetic and significant value between independent variables to the dependent variable. The following tests in Table 2 are the significance of individual parameters using IBM SPSS version 22.

The effect of Destination Image on Tourist Satisfaction

Value t arithmetic independent variable Destination Image of Tourist Satisfaction of 2.949 > from t table is 1.658, with a significance level of 0.004 < 0.05. Thus, Hypothesis 1 states that the Destination Image effect on Tourist Satisfaction is accepted.

The results of this study are in line with research conducted by Puh (2014) which states that the Destination Image effect on Tourist Satisfaction. A tourist destination should be able to create an impression on the visitor and orientate to what the visitor needs and ensure the fulfillment of visitor expectations so visitors will repeat visits periodically.

The effect of Push Motivation on Tourist Satisfaction

Value t arithmetic independent variable Push Motivation of 2.442 < from t table is 1.658, with a significance level of 0.016 > 0.05. This means that hypothesis 2 that states Push Motivation influence on Tourist Satisfaction is accepted.

The results of this study are in line with research conducted by Puh (2014) which states that the Destination Image effect on Tourist Satisfaction. A tourist destination should be able to create an impression on the visitors and orientate to what the visitor needs and ensure the fulfillment of visitor expectations so that visitors will repeat the visit periodically.

The effect of Pull Motivation on Tourist Satisfaction

Next is the t value of the independent variable Pull Motivation of 3.415 < from t table is 1.658, the level of significance of 0.001 > 0.05. Therefore Hypothesis 3 which states that Pull Motivation effect on Tourist Satisfaction accepted.

The results of this study are in line with research conducted by Chindaprasert et al. (2015) which states that Pull Motivation effect on Tourist Satisfaction. Motivation generated from the outside is a pull factor for prospective visitors when wanting to travel. The attractiveness offered by the tour manager is able to meet the motivation of visitors, it will create visitor satisfaction.

The effect of Destination Image on Tourist Loyalty

Value t arithmetic independent variable Destination Image of 4,082 < from t table is 1.658, with a significance level of 0.000 > 0.05. Thus, Hypothesis 4 which states that the Destination Image effect on the Tourist Loyalty received.

The results of this study are in line with research conducted by Puh (2014) which states

Table 3. Partial Test Results Influence of Destination Image, Push Motivation, Pull Motivation and Tourist Satisfaction on Tourist Loyalty

	Coefficients					
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	T	Sig.
1	(Constant)	2.390	1.281		1.866	.065
	Destination_Image_X1	.210	.051	.442	4.082	.000
	Push_Motivation_X2	.150	.052	.237	2.868	.005
	Pull_Motivation_X3	-.166	.091	-.202	-1.815	.072
	Tourist_Satisfaction_Y1	.108	.047	.233	2.301	.023
a. Dependent Variable: Tourist_Loyalty_Y2						

that the Destination Image effect on Tourist Loyalty. It is seen that Destination Image plays an important role to create the willingness of visitors in doing a re-visit and recommend the relation.

The Effect of Push Motivation on Tourist Loyalty

Value t arithmetic independent variable Push Motivation of 2.868 < from t table is 1.658, with a significance level of 0.005 > 0.05. This means that hypothesis 5 expressing Push Motivation affecting Tourist Loyalty is accepted.

The results of this study are in line with Yoon and Uysal (2005) stating that Push Motivation influence on Tourist Loyalty. When the manager of the tourism object is able to meet the wishes and expectations of visitors, it will make the visitor be loyal and allows the realization of re-visit by visitors.

The effect of Pull Motivation on Tourist Loyalty

Next is the value of t arithmetic independent variable Pull Motivation of -1,815 < from t table is 1.658, with a significance level of 0.072 > 0.05. Hence, Hypothesis 6 which states that Pull Motivation influence on Tourist Loyalty is rejected.

The results of this study are in line with Battour et al. (2012) who stated that Pull Motivation has no effect on Tourist Loyalty. Pull Motivation is not significant in terms of affecting the willingness of visitors to re-visit and willing to suggest to the relation.

The effect of Tourist Satisfaction on Tourist Loyalty

Value t arithmetic independent variable Tourist Satisfaction of 2.301 > from t table is 1.658, with a significance level of 0.023 < 0.05. This means that hypothesis 7 which states that Tourist Satisfaction effect on Tourist Loyalty is accepted.

The results of this study are in line with Valle et al. (2006) indicating that Tourist Satisfaction is related and affecting Tourist Loyalty. And several other studies have also shown similar results, indicating that travelers' satisfaction contributes to an increase in the level of repeat visits and willingness to recommend goals (Yoon & Uysal, 2005; Chi & Qu, 2008)

Path analysis (path analysis) is used to measure the causality relationship between predefined variables. The causality variables tested in this

research are Destination Image, Push Motivation, Pull Motivation and Tourist Satisfaction to Tourist Loyalty and whether the relationship of Destination Image, Push Motivation, Pull Motivation to Tourist Loyalty is mediated by Tourist Satisfaction. To measure whether effecting or not, mediation or intervening is used for the comparison of path coefficients.

The effect of Destination Image, Push Motivation, Pull Motivation to Tourist Satisfaction

Path coefficient of each variable based on a calculation using SPSS is as follows:

Table 4. Model 1 R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.634[a]	.402	.386	2.92513

a. Predictors: (Constant), Pull_Motivation_X3, Push_Motivation_X2, Destination_Image_X1

Based on Table 4, we can compile the equation of regression structure of model 1 as follows:

$$Y = 0.288X1 + 0.184X2 + 0.339X3 + 0.773 \text{ ....} (1)$$

From the regression equation model, 1 can be explained that:

Judging from the equation formed for regression model 1 means that if Destination Image, Push Motivation and Pull Motivation have a positive relationship to Tourist Satisfaction. It shows, if motivation is fulfilled, it will increase visitor's satisfaction so that visitors are likely to re-visit.

To find the variance of regression equation 1, the formula $e1 = \sqrt{1-R2}$, then $e1 = \sqrt{1-0,402} = 0.773$ indicates that other factors of Tourist Satisfaction cannot be explained by Destination Image, Push Motivation and Pull Motivation

The effect of Destination Image, Push Motivation, Pull Motivation and Tourist Satisfaction on Tourist Loyalty

Path coefficient of each variable based on a calculation using SPSS is as follows:

Table 5. Model 2 R Square

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569[a]	.324	.300	1.44440

a.Predictors:(Constant), Tourist_Satisfaction_Y1, Push_Motivation_X2, Destination_Image_X1, Pull_Motivation_X3

Based on Table 5, we can compile the equation of regression structure of model 1 as follows:

$$Y2 = 0.442X1 + 0.237X2 - 0.202X3 + 0.233Y1 + 0.822 \quad \text{(2)}$$

From the regression equation model, 2 can be explained that:

In the regression equation means that if Destination Image, Push Motivation and Pull Motivation have a positive relationship to Tourist Satisfaction. It shows that with an interesting image and motivation fulfilled, it will increase visitor satisfaction. So that satisfied visitors are likely to make a return visit or cause a Tourist Loyalty.

To find the variance of regression equation 2, we use $e1 = \sqrt{1-R2}$, then $e1 = \sqrt{1-0,324} = 0,822$ indicating that Tourist Loyalty value cannot be explained by Destination Image, Push Motivation, Pull Motivation and Tourist Satisfaction variable 0.822.

Based on the calculation of the equation of both regression, it can be concluded the regression of research is as follows:

$$Y1 = Y = 0.805X1 + 0.056X2 + 0.063 X3 + 0.475 \quad \text{(1)}$$
$$Y2 = 0.263X1 + 0.146X2 - 0.275X3 + 0.439Y1 + 0.832 \quad \text{(2)}$$

The effect of Tourist Satisfaction (Y1) to Tourist Loyalty (Y2)

Can be known from the output SPSS 22 Tourist Satisfaction influence on Tourist Loyalty represented by b7 that is equal to 0.233.

The effect of Destination Image (X1) to Tourist Loyalty (Y2) is mediated by Tourist Satisfaction (Y1)

Based on the output of IBM SPSS version 22, the direct effect of Destination Image on Tourist Loyalty is 0.442. The indirect effect of Destination Image variable on Tourist Loyalty can be known by multiplying the path coefficient of Destination Image to Tourist Loyalty is 0.288 x 0.233 = 0.067.

The total effect of path coefficient is by summing the direct influence and indirect effect of Destination Image variable on Tourist Loyalty that is 0.442 + 0.067 = 0.509.

From the above calculation results can be seen that the total effect of variable coefficient Destination Image on Tourist Loyalty through Tourist Satisfaction is equal to 0.509 with a direct influence value of 0.442. From these two results are then compared, it is known that the total value of influence of variable coefficient of Destination Image to Tourist Loyalty through Tourist Satisfaction is more exceptional than direct influence of Destination Image to Tourist Loyalty that is 0.442 > 0.067. Hence hypothesis 8 which states that "There is Influence Destination Image to Tourist Loyalty through Tourist Satisfaction" otherwise accepted. This result shows that Tourist Satisfaction variable can mediate Destination Image to Tourist Loyalty.

The effect of Push Motivation (X2) to Tourist Loyalty (Y2) is mediated by Tourist Satisfaction (Y1)

Based on the output of IBM SPSS version 22 Push Motivation direct influence on the Tourist Loyalty of 0.237.

Influence indirect variable Push Motivation to Tourist Loyalty can be known by multiplying the coefficient of the path from Push Motivation to Tourist Loyalty that is 0.184 x 0.233 = 0.043

The total effect of path coefficient is by summing the direct influence and indirect influence of Push Motivation variable on Tourist Loyalty that is 0.237 + 0.043 = 0.280.

From the above calculation results can be seen that the total effect of Push Motivation variable coefficient on Tourist Loyalty through Tourist Satisfaction is 0.280 with a direct influence value of 0.237. From these two results are then compared, it is known that the total value of the influence of Push Motivation variable coefficient on Tourist Loyalty through Tourist Satisfaction is higher than the direct influence of Push Motivation on Tourist Loyalty is 0.280> 0.237. Hence hypothesis 9 which states that "There is Influence Push Motivation to Tourist Loyalty through Tourist Satisfaction" otherwise accepted. These results indicate that the variables of Tourist Satisfaction can mediate Push Motivation against Tourist Loyalty.

The effect of Pull Motivation (X3) to Tourist Loyalty (Y2) is mediated by Tourist Satisfaction (Y1)

Based on the output of IBM SPSS version 22 the direct influence of Pull Motivation on Tourist Loyalty is -0.202.

The indirect effect of Pull Motivation variable on Tourist Loyalty can be known by multiplying the coefficient of the path from Pull Motivation to Tourist Loyalty that is 0.339 x 0.233 = 0.079

The total effect of path coefficient is by summing the direct influence and indirect effect of variable Pull Motivation to Tourist Loyalty that is equal to -0.202 + 0.079 = -0.123

From the calculation results, it can be seen that the total effect of Pull Motivation variable coefficient on Tourist Loyalty through Tourist Satisfaction is equal to -0.123 with a direct influence value of -0.202. From the two results are then compared, it is known that the total value of Pull Motivation variable coefficient effect on Tourist Loyalty through Tourist Satisfaction is higher than the direct influence of Pull Motivation on Tourist Loyalty is -0.123 > -0.202. Hence the 10th hypothesis stating that "There is a Pull Motivation Influence on Tourist Loyalty through Tourist Satisfaction" is accepted. These results indicate that the variables of Tourist Satisfaction mediate Pull Motivation against Tourist Loyalty.

CONCLUSION AND RECOMMENDATION

The results showed that the 10 proposed hypotheses, nine hypotheses were accepted, and one hypothesis was rejected. The independent variables contained in this research are Destination Image and Push Motivation proved to have an influence on Tourist Loyalty partially. Hypothesis 6 which states that Pull Motivation influence on Tourist Loyalty is partially rejected. In addition, the variables of Tourist Satisfaction also affect Partial Tourist Loyalty. Through SPSS calculations, the seven hypotheses analyzed using statistical t-test show a significant relationship between variables because they have a smaller significance level than the specified alpha (0,000 <0.05). Pathway analysis is conducted to determine the influence of intervening variables contained in the research model. The results prove that Destination Image, Push and Pull Motivation affect Tourist Loyalty through Tourist Satisfaction, so hypotheses 8, 9 and 10 are accepted.

So it can be concluded that Tourist Satisfaction can mediate the relationship between Destination Image, Push Motivation and Pull Motivation against Tourist Loyalty.

For the research that has been done, there are implications for Tourism Management Dieng Plateau and further research provided through suggestion. Tourism management should consider Destination Image, Push and Pull Motivation and Tourist Satisfaction as consumer preferences in choosing a tourist destination and its relation to the formation of Tourist Loyalty. The tourism management of Dieng Plateau needs to orient themselves to the needs of visitors as well as adjusting to what visitors expect, establishing closer relationships with the visitors and developing the attraction of Dieng Plateau. They must ensure that visitors will respond positively to the destinations they visit and get what they expect. So visitors will periodically repeat their visit, this is a solid foundation for long-term growth of a tourist destination.

Suggestions that can be submitted to the next researcher is to conduct future research with different research objects but have the same characteristics as this research, Researchers then can consider using other variables related to loyalty.

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