

ASSESSMENT OF TRIP EXPERIENCE FROM CHINESE TOURISTS' PERSPECTIVES ON INDONESIA TOURISM

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Abstract: With China's rapid economic growth and improved standard of living, travel and tourism are increasingly becoming the first choices for vacation activities. The purpose of this research is to assess the trip experience on destination loyalty through tourist satisfaction of Chinese tourists who visited Indonesia tourism. The quantitative research method was used and the primary data collected using questionnaire to 158 respondents of Chinese tourists who visited Indonesia analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The study indicates that 6 of the 7 hypotheses are accepted. As a result, accommodation mediated by tourist satisfaction has no significant effect on destination loyalty. The impact of trip experience on destination loyalty mediated by tourist satisfaction accounted for 64.4 percent. This study demonstrates how Chinese tourists evaluate their trip experiences of Indonesia tourism. Transportation was discovered to have the greatest impact, whereas need to be improved in order to create destination loyalty.

Key words: accommodation, excursions, transportation, trip experience, tourist satisfaction, destination loyalty

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INTRODUCTION

Tourism is a thriving industry these days. With the expansion of the global economy, tourism has emerged as the pillar industry with the highest income in the majority of nations. It is the global engine of employment generation (Edgell, 2019). According the World Travel and Tourism Council's (WTTC) latest annual research, conducted in collaboration with the Oxford Institute for Economic Research, tourism grew by 3.5 percent in 2019, outpacing global economic growth by 2.5 percent for the ninth consecutive year (WTTC, 2019). Indonesia does as well; because as travel industry in Indonesia has developed, the foreign exchange earnings from tourism has increased annually (Jaelani et al., 2020) also leads to the development of related businesses, especially tourism supporting businesses. It has solved a large number of people's employment problems. Over the years, Indonesia has made tourism the focal point of its economic development, and it has achieved great success (Ollivaud, 2019). China has become one of the world's largest markets, as well as Indonesia's second biggest foreign tourist market after Malaysia (Arlt, 2013). With China's rapid economic growth, standard of living has improved greatly, and so as a lifestyle has shifted, travel and tourism are becoming the first options for people's holiday activities (Richards, 2018). According to a report from the China National Tourism Administration, China ranks first in the world of outbound trips in the first half of 2017, with 62 million trips (Wei et al., 2017). The World Tourism Organization (WTO) expects that Chinese tourists could become one of the world's main tourist countries of origin by 2020 (Sartorelli, 2019). Southeast Asian countries are also attempting to entice Chinese tourists. Thailand, Vietnam, Singapore, Malaysia, Indonesia, and the Philippines are among the top 10 most popular destinations in the world (Liu, 2017). The number of Chinese travelers keeps growing, the number of Chinese tourists visiting Indonesia has increased the most rapidly, surpassing Malaysia and Singapore. However, the growth of Chinese tourists has slowed. In 2019, approximately 2 million Chinese tourists visited Indonesia, accounting for 12% of total foreign tourists (Ollivaud, 2019). Thus, study on trip experience of Chinese tourists who visited Indonesia should be explored in effort to expand future visitors by returning, as well as recommends others as a result of satisfaction.

Tourism satisfaction, according to Ramseook-Munhurrun (2015), is essential to the future viability of tourist destinations. Tourists who are satisfied with their experience will return and recommend it to others. Tourist satisfaction is a determinant of destination loyalty and would be based on tourists' experience, starting from transportation from their home country to the destination, as well as accommodation and excursion activities, while traveling (Rahmiati et al., 2019). Thus, tourists have a trip experience when they engaged in tourism activities and consume tourism products or services.

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Those experiences can boost a desire to return. Positive feedback are generated as a result of offering satisfying tourism goods and services, which increases loyalty (Da Costa Mendes et al., 2010). As a result, Sangpikul (2018) mentioned travel experience associated with people to destination loyalty was shown to be significant. Additionally, Ramesh and Jaunky (2021) mentioned that satisfaction increases destination loyalty allowing businesses to attract more tourists.

Thus, transportation, accommodation, and excursion activities all play an important role in tourist satisfaction and intent to return (Agyeiwaah, 2019). This study explores the tourist satisfaction and destination loyalty of Chinese tourists who visited Indonesia tourism based on trip experience of transportation, accommodation and excursions.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Destination Loyalty

Customer loyalty can be defined as the customers having a long-term commitment to repurchase the same product or service at a tolerance of price. In addition, customer loyalty linked to the aim of returning and recommending it to others (Liang, 2008; Xue and Yang, 2008; Wahyuningsih, 2012; Amoah et al., 2016; Chiu et al., 2016; Danurdara and Hidayah, 2016; Gallarza et al., 2016). Destination loyalty means a consistent source of income and an increase in the destination's economic advantages. Loyal behavior of tourists means lower costs than attracting new customers (Yasami et al., 2020). As a result, tourist destinations compete for repeat visits from tourists. It is the best predictor of post-visit behavior in terms of destination loyalty. Study done by Sangpikul (2018) approved that travel experience directly affects tourist satisfaction, and also indirectly affects destination loyalty through tourist satisfaction as a mediating variable whereby tourist satisfaction as the important mediating variable (full mediation role) between travel experience and destination loyalty (Figure 1). A high level of tourist satisfaction should be targeted in addition to having a good travel experience at the destination to encourage tourist revisits. Tourists who have had a positive travel experience and are satisfied with the destination's attributes are more likely to return. Also, a memorable tourism experience, through satisfaction, is a good predictor of destination loyalty (Stavrianea and Kamenidou, 2021).

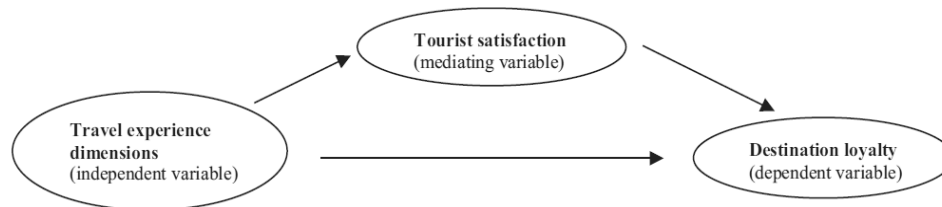


Figure 1. Travel experience dimensions on tourist satisfaction and destination loyalty (Source: Sangpikul, 2018)

Tourist Satisfaction

Tourist satisfaction in the tourism industry is the result of a comparison of tourists' expectations of the destination and their on-the-spot perception after arriving at the destination. It will influence the choice of destination, consumption of tourism products and services, whether or not to return, and whether or not it is recommended to friends and relatives (Ardani et al., 2019). Tourist satisfaction is developed from customer satisfaction and is considered to be the main variable for maintaining competitive business (Abubakar and Mavondo, 2014). Tourist satisfaction is the result of a variety of factors, including the expectations generated during past travel and the tourist's perception of the services received (González-Rodríguez, 2020).

Trip Experience

During the trip experience phase customers purchase tourism items such as inbound and outbound transportation, accommodation during the journey, and a variety of tourism experiences known as excursions. The first sub-sector is transportation, which is divided into international and national transport. International air carriers are the most common mode of international transportation (Christian et al., 2011b). Depending on the inbound country, local transportation is also available. Inbound countries have their own transportation actors who coordinate and collaborate with foreign logistics firms. Tourism organizations may equip and invest in more modern and comfortable modes of transportation. Tourist destinations must collaborate with transportation companies to provide more transportation options to tourist attractions, allowing visitors to have a more enjoyable experience (Giao et al., 2021).

After transportation, accommodation could see a place to stay and a place to eat. This phase explains various types of accommodations, such as hotels, boutique hotels, motels, apartments, resorts and many more. Lastly, excursion activities are experienced by tourists. These are natural tourism, entertainment, festival, and also shopping. Besides, tourist's experience is felt when tourists are involved in the tourism activities during the trip; consuming tourism products or services. Those experiences can contribute to a desire to return. Positive feedback are generated as a result of offering the best tourism goods and services, which increases loyalty (Da Costa Mendes et al., 2010). Those activities during the trips experience are measured by the efficiency (Noor et al., 2020) whereby functional benefit experienced by the customer such as time saving. In addition, personnel service quality is important in tourism destination. Competent, helpful, friendly, kind, and knowledgeable personnel are needed today as customers want to be better informed in making selection (Rahman et al., 2016).

Based on the prior discussions, the following hypotheses were proposed in this study:

- H1: Transportation has a significant impact on the Chinese tourist satisfaction visiting Indonesia
- H2: Accommodation has a significant impact on the satisfaction of Chinese tourists visiting Indonesia
- H3: Excursions have a significant impact on the satisfaction of Chinese tourists visiting Indonesia
- H4: Tourist Satisfaction has a significant impact on the destination loyalty

H5: Transportation has a significant impact on destination loyalty mediated by tourist satisfaction of Chinese tourists visiting Indonesia

H6: Accommodation has a significant impact on destination loyalty mediated by tourist satisfaction of Chinese tourists visiting Indonesia

H7: Excursions have a significant impact on destination loyalty mediated by tourist satisfaction of Chinese tourists visiting Indonesia

RESEARCH METHOD

The study used a quantitative research method to examine the impact of trip experiences such as transportation, lodging, and excursions on loyalty as mediated by satisfaction. The data collection using primary data were collected through online questionnaire to Chinese tourists who had previously visited Indonesia within three weeks of data collection period. A non-probability sampling designed for this study. A convenience sampling was used to get the sample. The study's sample size were 158 responses. Questions were graded using a Likert scale of one to seven points. Smart-PLS version 3 data analysis software was used in the study. For transportation, five items were adopted from Setyanto and Pangestuti (2019), five items were adopted from Nugroho et al., (2016), and five items were adopted from Gaffar et al. (2011); Prakash and Chowdhary (2010); Ratminingsih et al. (2018), and Salazar (2013). Five items from Sumaedi et al (2014), Budiman et al (2014), Cholik (2017), and Khuong and Ha (2014) were used to assess Satisfaction (2014). Five items adapted from Khuong and Ha (2014), Gallarza et al (2016), and Liang (2008) were used to assess loyalty.

RESULTS AND DISCUSSION

Demographic profile of respondents

The demographic profile of the respondents is divided into gender, age group, time visit, and traveling companions. Gender distribution among respondents is nearly equal, with males accounting for 53% and females accounting for 47%. The majority of respondents (33%) are between the ages of 21 and 30, followed by 31-40 years (28 %), 41-50 years (20 %), 20 years (15 %), and > 50 years (6 %). More than half of the respondents (54%) are first-time visitors, followed by 2-4 times (39%) and 7 percent visiting Indonesia more than 5 times. Most tourists visiting Indonesia with tour groups account for 30.3 %, tourists visiting Indonesia with families account for 29.3 %, tourists visiting Indonesia with relatives and friends account for 23.2 %, and tourists visiting Indonesia alone account for 17.2 %.

Assessment of Measurement Model

The outer loadings in the study's measurement model are good enough to fit into the construct (Table 1 and Figure 2). However, should be higher than 0.60, there are two constructs that are less than 0.6, so E1 and CTS3 were deleted. The study's outer loadings for transportation range from 0.669 to 0.760. Loadings for accommodation range from 0.740 to 0.784. The outer loadings for excursion ranged from 0.637 to 0.780. Outer loadings for satisfaction range from 0.635 to 0.755. Lastly, loadings for loyalty range from 0.695 to 0.818.

Table 1. Construct Validity and Reliability

Construct	Loading	Composite Reliability	Average Value Extracted
Transportation		0.844	0.521
T1	0.669		
T2	0.735		
T3	0.721		
T4	0.760		
T5	0.719		
Accommodation		0.878	0.590
A1	0.740		
A2	0.770		
A3	0.784		
A4	0.778		
A5	0.768		
Excursion		0.808	0.515
E2	0.748		
E3	0.780		
E4	0.696		
E5	0.637		
Satisfaction		0.802	0.504
CTS1	0.727		
CTS2	0.635		
CTS4	0.718		
CTS5	0.755		
Destination Loyalty		0.883	0.602
TL1	0.695		
TL2	0.792		
TL3	0.818		
TL4	0.778		
TL5	0.793		

Table 2. Discriminant validity Heterotrait-Monotrait Ratio (HTMT)

	Accommodation	Excursions	Destination Loyalty	Tourist Satisfaction	Transportation
Accommodation					
Excursions	0.476				
Destination Loyalty	0.619	0.467			
Tourist Satisfaction	0.489	0.538	0.710		
Transportation	0.519	0.458	0.725	0.686	

Table 3. The direct and indirect impact of the study

Hypothesis	Relationship	T value	P value	Interpretation
H ₁	Transportation -> Tourist Satisfaction	4.572	0.000	Significant
H ₂	Accommodation -> Tourist Satisfaction	1.986	0.048	Significant
H ₃	Excursions -> Tourist Satisfaction	2.297	0.022	Significant
H ₄	Tourist Satisfaction -> Destination Loyalty	2.462	0.014	Significant
H ₅	Transportation -> Tourist Satisfaction-> Destination Loyalty	2.220	0.027	Significant
H ₆	Accommodation-> Tourist Satisfaction -> Destination Loyalty	1.433	0.152	Not Significant
H ₇	Excursions -> Tourist Satisfaction-> Destination Loyalty	2.706	0.039	Significant

As shown in Table 1, Average Value Extracted for five variables shown in acceptable range (minimum requirement is 0.50) from 0.504 to 0.602. And also, the value of Composite Reliability is greater than 0.7. The next test is to test the discriminant validity through the evaluation of the HTMT value. According to Henseler (2015), if the HTMT value is lower than 0.90, the validity of the discrimination between the two reflective structures is established (Table 2).

Assessment of Structural Model

The diagram in Figure 2 depicts the structural model of the study. The bootstrapping method was used in Smart PLS 3 to determine the direct effects of variables. This study's direct relationship standardized into three: the impact of trip experience (transportation, lodging, and excursions) on satisfaction, and the impact of satisfaction on loyalty. They also proposed an indirect relationship, which is the role of satisfaction as a mediator between trip experience (transportation, accommodation, and excursion) and loyalty.

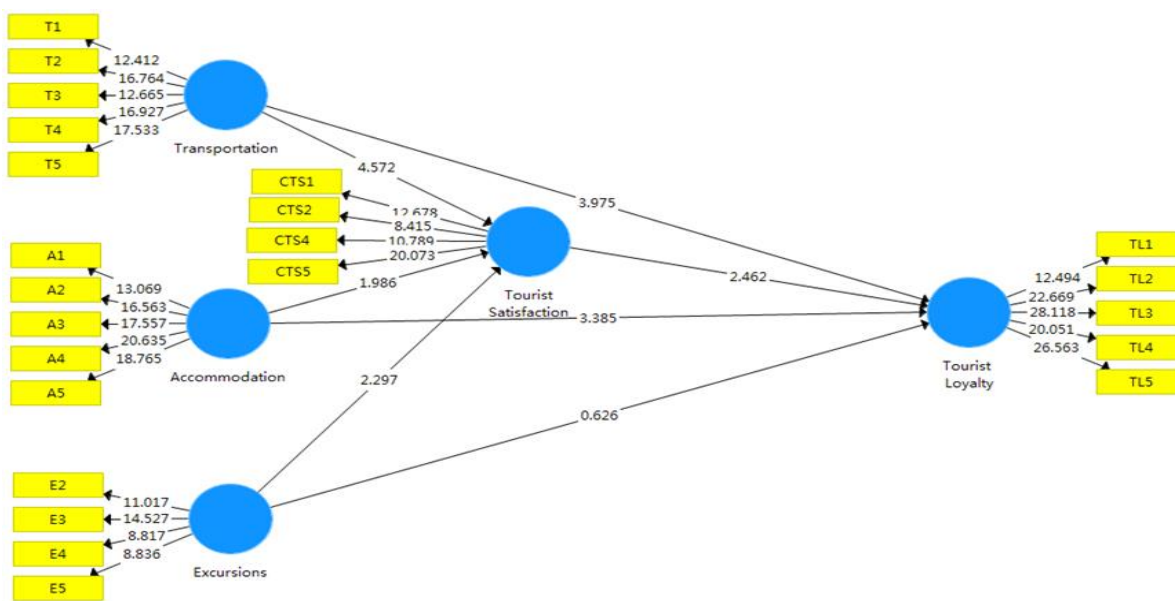


Figure 2. Structural Model of the Study

As shown in Table 3, transportation (T value= 4.572, p value= 0.000), accommodation (T value= 1.986, p value= 0.048) and excursion (T value= 2.297, p value= 0.022) have significant impact on satisfaction. Besides, satisfaction also has a significant impact on loyalty (T value= 2.462, p value= 0.014). Table 3 also shows the results of the mediating effects of the study of satisfaction as a mediating variable between trip experience (transportation, accommodation, and excursion) and loyalty. It found out that satisfaction plays a significant mediating role on transportation (T value= 2.220, p value=0.027), accommodation (T value= 1.433, p value= 0.152), and excursion (T value= 2.706, p value= 0.039).

The internal model can be evaluated by observing the value of Q^2 . The Q^2 represents a measure of how well the path model can predict the originally observed values (Hair et al., 2017). In the table, it shows SSO as the sum of the squared observations, SSE the sum of the squared prediction errors, and the last column $(1 - SSE/SSO)$ the final value of Q^2 , which we interpret to judge the model's predictive relevance with regard to each endogenous construct. The value of Q^2 of .02 represents a "small" effect size, .15 represents a "medium" effect size, and .35 represents a "high" effect size. the Q^2 values show 0.644 of all endogenous constructs are considerably above zero. These results provide clear support for the model's predictive relevance regarding the endogenous latent variables. This means that the key constructs of transportation, accommodation and excursions as the highest relevance based on high effect size to explain the endogenous latent variable(s) in the structural model accounted for 64.4%, which illustrates by tourist satisfaction on destination loyalty.

CONCLUSION

The result found that all aspects in trip experience (transportation, accommodation, and excursion) had a direct impact on satisfaction. Transportation is an indispensable part of the tourism industry, and the quality of available and destination transportation will affect the experience and overall satisfaction of tourists. Next, accommodation standards are also important determinant of accommodation satisfaction, as well as satisfaction with prices, facilities and services, and overall satisfaction with accommodation. This research has similar result with Chatzigeorgiou (2017). Last, excursions have a significant impact on tourist satisfaction having similar result with Sangpikul (2018). This research shows that short-distance excursions are an indispensable part of tourism activities. The attitude of the tour guide affects the mood of tourists. The professional level of the tour guide determines whether the tourism activities go smoothly. The historical features and beautiful scenery of the scenic spots are the main tourism purpose, tourist participation in excursion is the core of perceived value and reasonable price, which can improve tourist satisfaction.

A direct relationship is satisfaction and loyalty, this study found similar result with Lee (2011) who mentioned that there is a positive impact of tourist satisfaction and loyalty. Supported by Rahmiati et al. (2020), foreign tourists who are pleased

with the Indonesia tourism products will undoubtedly return to Indonesia in the future, try more tourist products and services, say positive things about Indonesia, and recommend it to friends and family. Thus, the higher the tourist satisfaction, the higher the loyalty, and this satisfaction will make the tourist return and recommend it to others. This study has similar result with Yamashita and Takata (2021) as the more loyal international tourists feel toward the destination, the more engaged with and familiar they are with the tourism products they have previously visited the destination.

For indirect impact of this study, the provision of appropriate transportation can change the interest of tourists in destinations. Transportation is providing mobility for tourists in the destination, and the experience of tourists in public transportation services may affect the satisfaction of tourists and thus affect the loyalty of tourists. According to the results, accommodation was found not to have significant impact on loyalty when mediated by satisfaction. The lowest t-value was accommodation based on hotel reservations. Most Chinese tourists find it difficult to book a room before visiting Indonesia. The hotel reservation was to be problematic for tourists to stay in Indonesia, which affects the satisfaction and loyalty of tourists. Last result, tourist loyalty can be built by satisfied tourists in excursion.

If Chinese tourists are satisfied with excursion, Chinese tourists will recommend their satisfaction on Indonesia tourism to others. Coban (2012) supported the result that excursion through intermediary visitor satisfaction has a positive and significant impact on loyalty. This study suggests that the importance of the quality of products and services of the trip experience on tourist destination loyalty is mediated by tourist satisfaction, which can create a competitive advantage for Indonesia tourism (Rahmiati et al., 2020). A precise information on tourism products must be available respectively offline and online to avoid miscommunication, such as the availability of adequate transportation, and also the availability of accommodation as well as tourist products.

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