

## The Influence of the E-Wom and Service Quality towards Customer Loyalty through Customer Satisfaction on Natural Tourist Destinations in Blitar Regency, East Java, Indonesia

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**Abstract:** This study aims to analyze the influence of e-WOM, service quality, on customer satisfaction, and customer loyalty. The research conducted in the natural tourism of Blitar Regency. This study examines and analyzes the effects of e-WOM and service quality on satisfaction, reviews and analyzes e-WOM and service quality on loyalty, assesses and analyzes satisfaction with loyalty, reviews and analyzes the e-WOM quality of service on loyalty through satisfaction. Respondents of this study were 123 tourists visiting the underlined tourist destination. Based on the analysis method using Structural Equation Modeling the results of the research indicate that the concern for the consumers, expressing positive feelings, economic incentive and helping the company, support platform contribute significantly to e-WOM. The tangibles, reliability, responsiveness, assurance, empathy contributed significantly to the quality of service. Satisfied with the decision to choose a place of interest, satisfied means, satisfied with the service, satisfied with the information, and happy to make a significant contribution to the satisfaction of tourists. Recommendations about tourism products to others intend to visit again to this place if visiting Blitar Regency again and said positive things to others to visit nature tourism in Blitar Regency contribute significantly to the loyalty of tourists. e-WOM and service quality significantly influence with the satisfaction of tourists. In case, e-WOM and service quality is improved, then the satisfaction of tourists also increased. e-WOM and service quality significantly influence the loyalty of tourists in Blitar regency. Therefore when the e-WOM and service quality are improved, hence the loyalty of tourists also increased. The satisfaction of tourists has a significant effect on the loyalty of tourists. This shows with the realization of the satisfaction can increase the loyalty of tourists at the existing natural attractions in Blitar regency e-WOM and service quality significantly influence the loyalty of tourists through the satisfaction of tourists. The satisfaction of tourists can mediate e-WOM and quality of service to the loyalty. In other words, the increase of loyalty will be achieved if the satisfaction of the tourists materialized by creating a good and effective e-WOM and good service quality.

**Keywords:** e-WOM, service quality, customer satisfaction, customer loyalty

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Date of Submission: 16-01-2019

Date of acceptance: 02-02-2019

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### I. Introduction

Tourists visit has become an important sector in many countries as one of the potential sources of revenue for the State (Seddighi and Theocharous, 2002). Loyalty is an important destination for tourists per tourist destinations. Loyal tourists represent more than just a source of income but also one of the potential sources of information for the company not only to his relatives, his friends as well as other potential tourists. The cost of the planned marketing strategy to retain customers six times cheaper than attracting new customers (Petrick, 2004). This shows how important customer loyalty for the company. Loyalty described the willingness of customers to continue the subscription, purchase, and use of goods or services, and recommend to friends and colleagues (Lovelock and Wright, 2005). Satisfaction/dissatisfaction is the response of the customer against a perceived mismatch between the evaluation expectations and actual performance of the product after use (Tse and Wilton, 1988). Satisfaction is the level of one's feelings after comparing performance (or results) whom he felt compared to the expectation (Kotler, 1998). Quality of service is an attempt the fulfillment of customer needs and desires as well as the timeliness of the delivery of services to offset customer expectations Zeithaml et al., (1996). Customer expectations are formed from his past experience, talks from the mouth to the mouth and the information received from promotional activities. Hennig-Thurau et al., (2009) says the e-WOM as "negative or positive statements made by a potential or actual consumer, consumers in advance of product or company where this information is available to people or institutions through the via media of the internet".

The Regency of Blitar has attraction compared to other areas in Indonesia, particularly in East Java province. Tourism in Blitar Regency consists of historical tourism, nature tourism, cultural tourism, and tourism. Natural attractions include the beach, the Lake, and the cave. Tour history consists of temples, statues, inscriptions, sites, and museums. Tourism in order to be known by audiences not only domestic but also community abroad, then it needs to be communicated to the public. To those interests may need to utilize e-WOM as a means of information and promotion. On nature tours in the Regency of Blitar is still not optimize the use of e-WOM in providing information and promotion, so that many people who know these sights on the recommendation of others. But in an era of technological advancements that are very fast as it is today, the role of the e-WOM is huge in the inform and publicize tourist attractions. The quality of services performed by the provider of the natural tourism area in Blitar District shows the development that mediocrity is mainly related to services performed well that happens around the tourist attractions and lodging. Tourists feel that some less appropriate, as it is not offered. Facilities that support tourism felt is still inadequate, the roads get tourism is still difficult, less good lodging conditions, and inadequate transport. The data were acquired from Disporbudpar 2017 Blitar Regency, the loyalty of tourists can be seen from the visits of tourists for the last 5 years (2011-2015) that shows the fluctuating conditions. The phenomenon of tourism conditions in the management of nature tourism in Blitar District needs to do assessment associated with aspects of e-WOM, service quality, satisfaction and loyalty of travelers. Development research associate e-WOM, service quality of tourist satisfaction and loyalty towards the tourists could be developed on a natural tourism area in the District of Blitar in accordance with an existing phenomenon in the tourist area.

## **II. Research Method**

This research is quantitative research with survey method, by taking a sample from a population by using a list of questions as a means of data collection. Based on the research objectives formulated, the research is done with the explanatory approach or hypothesis testing or testing research. The cross sectional data were obtained from respondents in response to those items related to constructs that have been made in the form of a questionnaire. This research led to the discipline of marketing management, which in this study wanted to examine the influence of e-service quality and WOM towards customer satisfaction and loyalty of tourists visitors natural attractions in the Regency of Blitar. Research conducted in Blitar Regency due to natural attractions during the last 5 years the number of visitors up and down nature (fluctuating). Besides interesting researched on natural attractions is also due to the wide variety of natural attractions that are owned by the County of Blitar, ranging from Beach, water sources, and goa is the most tourist destinations frequented by tourists visiting Blitar regency. The population in this study are all the tourists visiting natural attractions in the Regency of Blitar (Jolosutro Beach, beach, beach Attack Tambakrejo, Telaga Hair Monte, Embultug Cave). So that the population in this research is not finite. Because it cannot be the sum or a large number of tourists who visit in Blitar Regency nature tourism. The sample in this research is also infinite. So the number of samples used in the study amounted to 123 people respondents. The numbers are taken to meet the requirements of the SEM analysis of the use of sampling Techniques. are purposive, namely the determination of the sample with the considerations/criteria. The criteria used in the selection of the respondent within the sampling is as follows: a. Currently doing excursions in Blitar Regency natural tourism area; b. the minimum age of 17 years. Because of the age categories for adulthood. So with age are eligible to serve as respondents; c. Already make a visit at least twice in Blitar Regency natural tourism area. As evidence that the respondent's loyal, then the respondent must at least have already done visit 2 times against nature tourism in Blitar Regency; and d. Pay a visit to this tour using the marketing communications social networking (Facebook, Twitter, Instagram).

## **III. Results**

If seen from the age of respondents, it turns out that the majority of the respondents which is the tourist visitors of natural tourism in Blitar District aged between 30 to 40 years. Judging from the frequency of visits of tourists, it turns out that the majority of the respondents which is the tourist visitors nature tourism in Blitar Regency has visited natural attractions in the Regency of Blitar for three times. If seen from the frequency of travelers use social media to obtain information about nature tourism in Blitar Regency, it turns out, the majority of respondents use Facebook as much as 54 respondents.

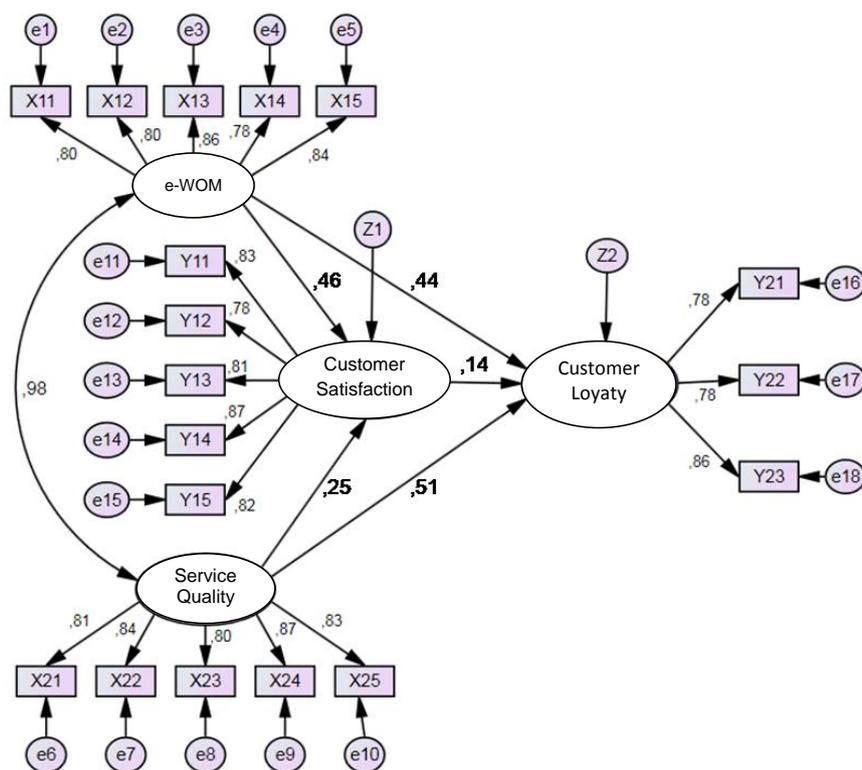


Figure 1. Results of SEM Analysis

The test results proved there was no assumption of SEM problem multicollinearity, and outlier data is a normal distribution. Observational data are already eligible for the tested model equation structure that was built with the assistance of researchers program AMOS V. 20.

#### IV. Discussion

##### The influence of e-WOM against complacency

On e-WOM effect on satisfaction. Based on the results of the descriptive analysis note the responses of respondents over the indicators in e-WOM earns an average rating of agreed, meaning that through online media such as Facebook, Twitter and Instagram can become a medium of communication to customers another for a variety of information about various things. The dominant indicator variable e-WOM is an indicator of positive opinions, followed by an indicator of the intensity of the communication, the content of information, social benefits, and the last is the economic incentive. Based on the results of the analysis of the factor loading in mind if the responses of respondents to obtain a positive opinion of the indicator value is the average of the highest, meaning respondents agree if through online media then respondents will obtain the information usefully and have value for the respondent.

The positive opinion is one of the important things in e-WOM because economic value provides benefits on the users of online media, among by providing information that is useful to its readers (netizen), let alone for someone who has never visited tourist attractions. Online media such as Facebook, Twitter, and Instagram much exploited by someone to find information about everything including about tourist attractions. Information obtained from various sources on the internet will affect the perceptions of respondents about a tourist spot and when the information provided is positive will encourage someone to visit the tourist attractions.

The results of this study demonstrate the importance of e-WOM in the development of tourism industry because over the internet as a medium of information but also became a media promotion of a tourist attraction for the tourist interest. The results of this research support research conducted by (Setiawan, 2014) that suggests that the use of the internet and social networking are increasing is also important where the current Word of Mouth is not the only individual but done can be in any form including the internet called Electronic Word of Mouth (e-WOM). The effectiveness of the Electronic Word of Mouth communication is more effective than Word of Mouth in the offline world, due to the greater accessibility and high range.

##### The influence of the quality of service towards the satisfaction

The effect on service quality satisfaction. Results from the descriptive analysis in mind that the physical evidence or tangibles, reliability, responsiveness, assurance, and empathy contributed significantly to

the quality of service. This can be seen from the loading factor coefficient value of each indicator climate organization that consists of physical evidence or tangibles), reliability, responsiveness, guarantees or assurance, and empathy. Thus the quality of the services provided by natural attractions in the Regency of Blitar is formed of five indicators were examined.

The results of this study in accordance with the theory of Parasuraman et al., (1988) which mentioned that the five dimensions of quality services then known as the SERVQUAL include: tangible; reliability; responsiveness; assurance; and empathy. Based on the results of the analysis of the factor loading which shows the responses of the respondents against guarantees or assurance taken respondents with average value obtained agrees, meaning officers nature tourism in Blitar Regency has the knowledge and the ability to foster a sense of trust in the tourists visiting these attractions.

According to respondents, the officers who are in the sights of this nature in accordance with its expertise and natural tourism officer has given confidence about the safety of tourists. Thus the majority of the respondents gave a positive assessment against those items of collateral (assurance) that demonstrates the knowledge and capabilities of existing tourism officer at the natural attractions in the Regency of Blitar and to foster a sense of trust the tourists as visitor attractions. The results of this research are consistent with research conducted by Munhurrun et al. (2012) regarding the dimensions of service quality, perceived value, satisfaction and loyalty on a Spain student travel tour during spring break with the number of samples as much as 274 students.

The high-quality value influences the perception of the customers who in turn will magnify the realization of customer satisfaction and intention to revisit and recommend to other people. The same thing is shown by the results of studies Elrado et al.(2014) concerning the influence of the quality of service of satisfaction, trust, and loyalty of customers who stay at Jambuluwuk Rock Resort town of Batu. The quality of service is important to be aware of because of the positive effect against satisfaction, trust, and loyalty.

#### **The Influence of Satisfaction towards Loyalty**

Customer Satisfaction and customer loyalty. Based on the results of the descriptive analysis then it can be explained that most of the respondents agree with the items in the tourist satisfaction indicators covering satisfied against the decision of choosing a tour place, satisfied with the means, satisfied with the service, are satisfied with the information and are happy to make a visit. This indicates if the majority respondents during visits to natural attractions in the Regency of Blitar is already satisfied.

It can be expressed if satisfied against the decision of choosing a tour place, satisfied with the means, are satisfied with the service, information, and content with a happy visit to give a significant contribution towards the satisfaction of tourists. It can be seen from the value factor loadings for each of the indicators of satisfaction of tourists. The dominant indicator is followed by. Thus the satisfaction of tourists at natural attractions in the Regency of Blitar is formed of five indicators were examined. The responses of the respondents for an indicator are satisfied with the services is obtained based on the results of the analysis of the factor loading gets an average of the highest, meaning respondents agree that visitor is natural attractions in the Regency of Blitar was satisfied with services provided satisfied with and gave additional information relating to the nature tourism in Blitar Regency.

The respondent's satisfaction towards the services provided contributed more to the satisfaction of the respondents to the services compared to the satisfaction of the respondent's response to the additional information provided with regards to nature tourism in the County Blitar. The results of this study also fits with research conducted by Gallarza and Saura (2004), which revealed that the tourists were satisfied with their visit (tourist satisfaction) will recommend it as a good tourist destination to the brothers, friends, and relationships as well as will effect also on the traveler's willingness to revisit.

#### **The influence of e-service quality and against WOM Loyalty through customer satisfaction**

e-WOM effect on service quality and loyalty through customer satisfaction. The results of the analysis of descriptive indicators recommendations on tourism products on others, intend to visit again if visiting these sights to the Regency of Blitar, a positive thing and say it to others to visit it. It can be seen from the loading factor coefficients of each tourist loyalty indicators comprises: recommendations on tourism products on others, intend to visit again if visiting these sights to the District Blitar and say positive things to others to visit it. The dominant indicator is recommendations on tourism product in other people then say a positive thing to others to visit it and the lowest was intending to visit these sights again if visiting again to the District Blitar. Thus the loyalty of tourists visitors natural attractions in the Regency of Blitar is formed of three indicators were examined. The results of this study in accordance with the opinion expressed by Zeithaml et al., (1996), Petrick, (2003), Andreassen and Lindestad, (1997), which States that three strong loyalty indicators, namely: a) a positive thing to say about the products consumed (say positive things); b) recommended products have been consumed to a friend (recommend friends); c) make purchases continuously towards the product or service

(continuous purchasing). Based on the explanation that has been covered then the customer loyalty in this study in accordance with the theories expressed by Lovelock and Wright (2005:22) explaining that customer loyalty is the willingness of customers to continue to subscribe at a tourist spot in the long run, by buying and using the service repeatedly, as well as with voluntary service the attractions to recommend it to others. Loyalty traveler can be formed with experience that is both emotional and perceived satisfaction of someone after visiting tourism object, then in addition to repeated visits will do, someone will also give Kudos to tourism object visited.

## **V. Conclusion**

1. The intensity of the communication, the content of any information, opinion, positive social benefits, economic incentives give the contribution to e-WOM. The highest indicators contribute to the e-WOM is the opinion is positive, followed by an indicator of the economic incentive, the content of the information. The intensity of the communication and the last (lowest) is the social benefits. Physical evidence or tangibles, reliability, responsiveness, assurance, and empathy gave a significant contribution to the quality of service. The highest indicators that contribute to the quality of service are the assurance, followed by reliability, empathy, physical evidence or tangibles, and the last (lowest) responsiveness. Customer satisfaction against the decision of choosing a tour place, satisfied with the means, are satisfied with the service, are satisfied with the information, and happy visit to contribute significantly towards the satisfaction of tourists. The highest indicators contribute to the satisfaction of the tourist is satisfied with the service followed by a satisfied against the decision of choosing tourist attractions, are satisfied with the information, satisfied with the means, and are happy to make a visit (the lowest indicator that affects customer satisfaction). Recommendations on tourism products on others, intend to visit again if visiting these sights to the Regency of Blitar and say a positive thing to other people for visiting natural attractions that exist in Blitar gives significant contributions towards the loyalty of travelers. The highest indicators contribute to the loyalty of travelers are intending visiting these sights again if visiting again next to the Kabupaten Blitar, followed recommendations on tourism products on other people, saying things positive to others to visit it (the lowest indicators that influence customer loyalty).
2. e-WOM is an important factor in establishing the satisfaction of tourists. e-WOM effect on tourist satisfaction in the Regency of Blitar. Therefore if e-WOM is increased, then the satisfaction of tourists will also increase. The results of this research are consistent with research conducted by (Hennig-Thurau et al, 2009), (Jalilvand and Samiei 2012), (Lin et al, 2013), (Goyette et al., 2010), (Setiawan, 2014).
3. Service quality is an important factor in establishing the satisfaction of tourists ... The quality of services to the satisfaction of tourists in Blitar Regency. Therefore, if the service quality is improved, then the satisfaction of tourists will also increase. The results of this research are consistent with research conducted by (Parasuraman et al, 1992), (Elrado et al, 2014), (Munhurrun et al, 2012).
4. The results showed that the satisfaction of tourists to the loyalty of travelers in Blitar. This shows that with the attainment of satisfaction of tourists will be able to increase the loyalty of travelers on natural attractions Blitar Regency. The results of this research are consistent with research conducted by Gallarza and Saura (2004), Cronin et al. (2012), and Yen and Lu (2008).
5. e-WOM effect on service quality and loyalty of travelers in the Regency of Blitar through the satisfaction of tourists. Tourist satisfaction is able to mediate e-WOM and service quality against the loyalty of travelers. It means an increase in the loyalty of travelers will be achieved when satisfaction manifested by creating e-WOM is good and effective and good quality service. The results of this research are consistent with research conducted by Petrick (2003), Andreassen and Lindestad (1997), and Zeithaml (1996).

## **VI. Conclusion and Recommendation**

1. Research on e-WOM, service quality and satisfaction it gives travelers a donation is important and relevant to the realization of the loyalty of travelers. Donations are primarily on the science of loyalty that is associated with the service industry, especially at the service of tourism. Advanced research with the use of the object of research of different scope and will give different results, so further research is expected to expand the object of study or do research on hotels, lodging or other tourist attractions, use the scope of the wider population as well as many more samples in order to give more specific results. From the identification of respondents obtained results there who answer strongly disagree, so when doing research on the development of the variables examined next should be noted when using the variable e-WOM more emphasized at respondents who actively use and leverage social media Facebook, Twitter, and Instagram to serve as a source of information when will visit tourist attractions.
2. It is expected that it may continue to seek the use of e-WOM as a means of information and effective promotion to attract travelers and tourists encourage the realization of loyalty on existing natural attractions in the Regency of Blitar. Therefore you can continue to improve and enhance the quality of services

provided at travelers in Blitar Regency so that it can realize the satisfaction of tourists and generate loyalty travelers on natural attractions in the Regency of Blitar.

3. The results of this research are expected to be input and consideration for the local government County of Blitar especially for Tourism in an attempt to develop the natural tourism place in the Regency of Blitar with leveraging e-WOM and increase the quality of the services provided on the visitors of natural attractions in the Regency of Blitar.

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IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with SI. No. 4481, Journal no. 46879.

Sandi Eka Suprajang. “The Influence of The E-Wom and Service Quality Towards Customer Loyalty Through Customer Satisfaction on Natural Tourist Destinations in Blitar Regency, East Java, Indonesia.” *IOSR Journal of Business and Management (IOSR-JBM)*, Vol. 21, No. 1, 2019, pp. -39-44