Factors That Influences Tourist's Satisfaction and Its Consequences

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Abstract
The concept of satisfaction is being practiced worldwide at very large scale and became a topic to be learned from academics and researchers, because plays an important role in company marketing strategies and it was recognized as driving force of loyalty. In the field of tourism industry, satisfaction will lead to the positive word of mouth and intention to return. This provides positive benefit for a tourism industry to gain competitive advantage in the future. Although the antecedent of satisfaction was widely learned, the antecedent of satisfaction is still debate by researchers. The aim of this article is to develop more integrative constructs of satisfaction and its consequences and how the correlations among constructs that form satisfaction. By understanding the factors that form satisfaction and its consequences, it is expected to be composed of a marketing strategy that can be implemented in an effort to increase the satisfaction and loyalty of tourist destinations. This article also gives direction for future study and managerial pointers for setting up the constructs that lead satisfaction.
Keywords: service quality, image, perceived value, satisfaction, loyalty, tourism destination.

1. Introduction
Tourism is one of the main factors that expected to drive the economy of a country. Pantouvakis (2013) states that tourism is one industry that continues grows and develops around the world which has a major impact on the world economy. Tourism destination is not a product that stands alone, but is a product of a combination of various attributes of tourism destinations being considered by travelers to take the decision to visit or re-visit (Framke, 2002). Corte et al. (2015) stated that the positive experience with the tourist services and others facilities given by the tourism destination management, can encourage traveler memory and increase positive communication among customers about destination. Satisfaction with the travel experience can enhance the fidelity to the destination. Tourist's loyalty can be seen from their intention to return and recommend tourist attraction to others and therefore it is essential for the management of tourist destinations to provide the best service for travelers in encourage the creation of satisfaction and loyalty to tourists. Satisfaction is one of the main objectives of companies in order to maintain relationships with customers in long periods of time. Dmitrovic et al. (2009) stated that tourist satisfaction can encourage increasing revenue and profits for tourist destinations. Likewise Forozia et al. (2013) in their research proves that customer satisfaction is the main factor that encourages tourism businesses to find success and advantage in the competition. Therefore, to understand the factors that encourage tourist satisfaction while enjoying a tourist destination is important for management, particularly in managing the facilities and other resources are provided to tourists. The role of customer satisfaction is very significant and is a major factor in determining loyalty. Therefore, it is important to know the factors that affect tourist satisfaction. Many research on the antecedents of tourist satisfaction and its consequences after visiting a tourism destination has been done, however the factors forming the customer satisfaction is still debated by researchers (Xia et al., 2009) and evaluation of tourist satisfaction need to be measured in many dimensions (Yoon & Uysal, 2005), while realizing the significance of customer satisfaction have been acknowledge by researchers in order to improve profitability and competitiveness (Forozia et al., 2013; Jani & Han, 2013).

Operationalizing the construct of satisfaction in the tourism industry could be transformed into a comprehensive task. Many empirical studies have examines the relationship among constructs of service quality, image, and perceived value to customer satisfaction in a variety of industries. Furthermore, Ryu et al. (2012) stated that customer satisfaction and behavioral intentions have a positive impact on revenue in the hospitality sector and have become an important attention for hospitality managers for their impact on business growth. However, the depiction of the construction which forms the satisfaction is still widely debated and a lot of researchers use a various constructs of the determinants of satisfaction in tourism. This article seeks to provide a more comprehensive insight of the indicators that make up the satisfaction and the consequences when tourists tourism activities at a tourist destination. By understanding the factors that encourage tourist satisfaction, tourism destination managers can make better decisions in managing the resources of tourism destinations in order to provide excellent service to tourists. This paper conducts review literature from several theoretical references and from several research articles. Therefore, the objective of this research is to identify and explore the

antecedents of satisfaction through an integrated conceptual framework approach.

2. Literature Review
2.1 Tourism Marketing

Marketing plays a significant role in any industry and particularly in a service industry such as travel and tourism. Organizations cannot operate without the use of promotion or market research as a key method of communicating with the customers. Many organizations allocate large budgets on marketing in order to maintain a competitive edge and meet the needs of their customers. According to Tocquer and Zins, tourism marketing is a process in which the structure of tourism demand is anticipated and satisfied by the design of a product (service), physical distribution, establishment of the exchange value (price), communication between the tourism organization and its market, for the best interest of the company and consumers (Kulcsar, 2012). Marketing in the tourism has its own characteristics that derive from the fact that the product in tourism is a service. Besides, the invisibility of a product gives even more importance to the marketing. With the help of the marketing mix elements: product, price, promotion and distribution, the tourism organization adapts to environmental conditions, thus realizing its mission (Cirikovic, 2014). Zeithaml & Bitner (2003) stated that marketing in tourism can be seen as the subsystem in the system of marketing services, and by services, its' mean all those activities, as the final product does not have a physical is invisible and intangible for the consumer. The tourism product is a complex product, because it consists of goods and services in different activities. In tourism marketing, motivations became the basis for miscellaneous consumer models (Lin, 2008). Differences in internal and external motivation in terms of repeated visits, willingness to pay, emotional attachments as well as visitors' expectations and satisfaction in different groups of visitors were studied by Bigne et al., (2001), Fuchs & Weiermair (2003). The studies confirm the importance of good services quality which makes the repeated visit, and affects the expectation and motivations consequently.

2.2 Image

The concept of image has been learned for many years in various fields such as in customer behavior and marketing (Stepchenkova & Morrison, 2008). According Bosque et al. (2006), image is the result of the perception that customers have in the company consisting of impressions, beliefs and feelings toward a company. Andreassen and Lindestad (1998) stated image as a function of the accumulation of experience of purchase or consumption of time. Further Nguyen and LeBlanc (2001) determined that image is an impression of companies that have been embedded in the minds of consumers realized from their advertising and public relations of the company, from word of mouth and through the consumer experience when consuming goods and services that the company offers. In the hotel industry, Kandampully and Suhartanto (2000) found that image of the hotel is one of the two most important factors for the guests of a hotel in considering the intention to repurchase and recommend it to others. Therefore image has an important role in influencing marketing activities of company. Richard and Zhang (2012) said that image of the company has a positive significant impact to customer commitment and customer satisfaction. Then Bigne et al. (2001) states that image impact simultaneously on three components, namely the perception of product and service quality, satisfaction and loyalty. So, establish a corporate image is an important thing to do for any company to build an ongoing relationship with consumers, especially in the tourism and hospitality business. Therefore, a company engaged in tourism business can increase its market share growth by increasing customer loyalty and also the image of tourism destination itself. This method is more advantageous than other marketing activities such as promotions and price-cutting, and more emphasis on market-share gain than the gain-growth market, because the cost to acquire new customers more costly (Tepeci, 1999).

Several studies of image in services firm found that image has an influence on consumer satisfaction (Hsiung, 2011; Malik et al., 2012). Then Davies and Chun (2002) stated that brand image is one determinants of loyalty, and from their research found that brand image has direct relationship on satisfaction and satisfaction has direct effect on loyalty. Similarly, Kim and Lee (2010); Thakur and Singh (2012) found that the company's image has an influence on consumer intentions to come back to make a purchase or transaction with the company. So it can say that the company should be able to build a positive corporate image in the minds of consumers because it can impact on customer loyalty on the company. Build the image of a tourist destination is important in designing an effective destination marketing strategy. Image can be serving as an umbrella in a different geographical unit, tourist destinations and various providers of tourism infrastructure and accommodation; hence image has a huge impact on the company (Mossberg & Kleppe, 2005). In managing image destination, several studies have found that image of the destination effect on the perceived value of tourist (Sadeh et al., 2012) and has an influence on tourist satisfaction (Mohamad et al., 2011; Rajesh, 2013) and image effect on behavioral intentions of tourists through tourist satisfaction (Chen & Tsai, 2007; Mohamad et al., 2011).

2.3 Service Quality

Service quality is a concept that has become a major concern for companies in providing services for its customers, especially in an environment of growing competition. There are several definitions presented in clarifying the meaning of quality of service. Parasuraman et al. (1985) propose the concept of service quality. First, service quality is more difficult to evaluate than the quality of products for consumers. Second, perception of service quality is the result of a comparison from consumer expectations with the performance of services occurs. Third, evaluate the quality was not made solely on the results of the service, also involves the evaluation in the service process. In summary it can be said that the service quality as a result of a comparison between service expectations and what has been received, so the service quality is an important strategy for success in today's competitive environment. Lovelock and Wright (2007: 96) states that service quality is a long-term cognitive evaluation of customers towards the company's services. From services industry, service is the products sold by the company. In some types of other service firms such as hotels, for example, in addition to services are also offered to consumers in the form of goods such as food and beverages. Studies conducted in various service industries showed the significance of goods factor in influencing customer satisfaction levels (Kandampully, 2000). For the service industry, maintaining customer loyalty is more difficult and challenging because the determinant of customers behavior is more complex (McMullan & Gilmore, 2003) and are associated with the four characteristics of the service that is (1) Intangibility means lack of physical evidence, or cannot be felt before consumption, (2) Heterogeneity means inability to standardize the output of services compared with goods, (3) Inseparability means cannot be separated between service providers and consumers, (4) Perishability means inability inventory of services compared with goods or services cannot be stored (Vargo & Lusch, 2004).

Osman and Sentosa (2013) conducted a research in order to demonstrate the relationship of service quality, satisfaction and trust on loyalty in the rural tourism market in Malaysia. Their research found that service quality has a positive relationship and significant on customer loyalty. This result differs from the results conducted by Wu (2011) who found that service quality has weak relationship on customer loyalty, and the results showed that customer satisfaction can be increased by improving the service quality. Olorunniwo et al. (2006) suggested that direct effect of the quality of service to the intention of buying behavior is significant; the indirect effect of satisfaction with the tourist satisfaction is a strong driving for repurchase intention in the context of service quality. Then Malik et al. (2012) who investigate on the telecommunications sector in Pakistan found results that service quality has a positive effect on satisfaction. An understanding of the various dimensions that influence loyalty will help managers to develop appropriate program of action in providing better service and build customer loyalty.

Research in managing service quality for a destination shown by Haghkhah et al. (2011) found that service quality of destinations as measured by accessibility, accommodation and place had a significant relationship on tourist satisfaction and directly influence their intention to come back on tourist destinations. Several studies show that service quality of destination give effect to the satisfaction of tourists (Ali & Ahliyya, 2012), and the effect on behavioral intentions (Gallarza et al., 2013). Research in managing service quality, conducted by Cronin et al. (2000) found that the service quality had direct influence on the satisfaction and also directly affects behavioral intentions, then service quality would had higher value on behavioral intention through tourist satisfaction. This indicates that service quality perceived higher customers will have an impact on the intentions of customer behavior when customers get satisfaction with the service of the company. Some research also suggests that service quality of the hotel will have an impact on satisfaction (Abbasi et al., 2010; Qin & Prybutok 2009) and the intentions of customer behavior (Kim & Lee, 2010; Ladhari, 2009; Meng et al., 2011) and service quality had indirect influence on behavioral intentions through tourist satisfaction (Lai et al., 2009; Olorunniwo et al. 2006).

2.4 Customer Perceived Value

Progress and developments in technology and the increasing number of alternative products and services available in the market, encourage consumers to become more educated and have an understanding of which products and services they consume, so that the product consumed may give satisfaction to the consumers themselves. The perceived value is consumers' assessment of products, services, employees and consumers receive the image of the company in order to satisfy their needs (Kotler et al., 2003: 385). The same thing also delivered by Zeithaml (1988) that the perceived value is an overall assessment by consumers of the product offered, based on consumer perceptions of is given and received by consumers. Furthermore, Kotler and Keller (2009: 135-136), states that in determining the product and company that will be chosen, consumer will choose product which offer to give customers the highest value. Customers want maximum value but limited by the cost, lack of knowledge, mobility, and income. They form an expectation of value and will act on it. The fact whether an offer meets expectations will affect the value of tourist satisfaction and the possibility of repurchase. Value for customers is the difference between the perceived benefits at a cost that is the time, effort, and money.

Furthermore Schiffman and Kanuk (2007: 8) states that the value of customers as the ratio between the perceived benefits customers both in terms of economic, functional, and psychological and resources (money, time, energy) is used to obtain these benefits. Creating value for customers is one of the success factors of the company. Value is determined by the customer and basically, customer value arises when customers considers that total benefits of the product is greater than the total cost to obtain a product (Alireza et al., 2011). Furthermore Vantrappen (1992) stated that create value for customers is the task of the company to meet customer expectations of the quality and cost, and each customer has unique needs and continues to grow. Roig et al. (2006) stated that the company should be able to provide a higher value than competitors to survive in the competition and will affect to the company's brand and product loyalty.

Customer perceived value is a strong predictor in explaining customer's satisfaction and loyalty that is repurchase intention and communication through word of mouth. Chen and Tsai (2007) revealed that image affect tourist satisfaction through perceived value during the trip and had direct and indirect impact on behavioral intentions. Furthermore Yang and Peterson (2004) states that managers often spend more in an attempt to hinder the customer switching to another company. Their research was performed on users of online services shows that companies are trying to increase customer loyalty, should give more attention on customer satisfaction and perceived value. Furthermore Hellier et al. (2003) conducted a research in the service sector that illustrate the extent of the intention to repurchase affected by the seven important factors is the services quality, equity, value, satisfaction, loyalty, switching costs and brand preference. The study also found that customer satisfaction or brand preferences are not directly related to the loyalty of past purchases but customer satisfaction affect repurchase intention through brand preference. Chitty et al. (2007) conducted a research using the ECSI to measure the antecedents of customer satisfaction and its impact on backpacker loyalty in Australia. The results of confirmatory factor analysis showed that brand image is a determinant of satisfaction while the customer perceived value indicates the level of brand loyalty. Furthermore, Anwar and Gulzar (2011) in his research indicate that there is a positive influence between perceived value to customer satisfaction, word of mouth communication and repurchase intention. Thus, customer perceived value as an important step for a company to gain a competitive advantage, and has an important role in enhancing the company competitiveness as well as a strong predictor in explaining satisfaction and loyalty.

2.5 Customer Satisfaction

Customer satisfaction has become a major concern for the company and satisfaction is one determinant for success in the tourism industry (Sadeh et al., 2012). Concept of customer satisfaction is not a simple process because consumers have a role in the service encounter and the effect on satisfaction established. Consumers are the main focus in the discussion of the satisfaction in the service process. Therefore, the company committed to customer satisfaction in the vision and mission statements, advertisements and in meetings involving consumers. Growth in the number of companies that offered products and services, causing consumers have many choices of products and services offered, so that the bargaining power of customers increases. Consumers are starting to get a major concern in the use of a particular product. Therefore, consumer holds an important role in measuring satisfaction with the products or services prepared by the company (Kotler & Keller, 2009: 142). Consumer satisfaction is defined as a psychological concept that involves prosperity and happy feeling that results from an expectation and expected from products and services (Chen, 2008). Furthermore Kotler et al., (2003); Vuuren et al. (2012) state that tourist satisfaction is an emotional response appears when evaluating the difference between expectations and perceptions of service performance and actual perceptions obtained through physical interaction with products and services businesses. The increase in tourist satisfaction may contribute to profits and revenues for service company. Satisfaction has significant implications for management purposes; hence the main consequence of tourist satisfaction is loyalty that is manifested in repeat purchase behavior, the ability to pay a higher price, company communications through word of mouth as well as increase brand equity (Dmitrovic et al., 2009). Another benefit of customer satisfaction is the ability to isolate consumers from competition, creation sustainable advantage, reducing the cost of failure, attracting consumers back and drive loyalty, creating a campaign that positive word of mouth (WOM) and reducing the cost of attracting new customers (Lovelock & Wright, 2007: 104-105).

Empirical research on customer satisfaction has been studied extensively in the tourism and hospitality sector, such as research in the hotel, tourism destinations, and restaurant. Research conducted by Xia et al. (2009) in measuring antecedents of tourist's satisfaction visiting Guilin found that the expectations of tourists, destination image, service quality and perceived value are all factors that make up the tourist satisfaction. Further explained that the perceived customer satisfaction has a positive effect on loyalty while negatively effect on tourist complaints. Research by Forozia, (2013) in a three star hotel in Malaysia found that guest satisfaction is directly influenced by service quality, perceived value and expectations of guests, and service quality had the highest influence on satisfaction. This study proves that guest satisfaction is the main factor driving the success of the hospitality business. From these two studies, it appears that there is still debate about the factors that

determine tourist satisfaction. Service quality contributes in improving the company image (Kandampully & Hu, 2007; Ryu et al., 2012), increasing the perceived value (Molina & Saura, 2014) increase tourist satisfaction (Forozia, 2012) and loyalty is the result of the satisfaction felt by the consumer (Kandampully & Hu, 2007; Lai et al., 2009). Therefore, customer satisfaction is the main concern for the managers of businesses in the tourism and hospitality by delivering quality products and the best service, which is expected to increase consumer loyalty to the company in the future.

Kotler et al., (2003: 389-390) states that tourist satisfaction is a requirement of loyalty and travelers expectations must be met or higher in order to build loyalty. However there are several reasons why tourists who are satisfied may not be loyal. (1) Some are not returning to a destination in advance, even if they get the satisfaction of hotel services, because they never go back again to that destination. (2) Some tourists want to get a different experience from a hotel or other restaurants when they come back to visit these destinations, although they get satisfaction from the previous hotel. (3) Some tourists' are sensitive to price, even if they are satisfied with the hotel before, they are looking for a hotel that offers great better to them. Yoon and Uysal (2005) states that the evaluation of tourist satisfaction need to be considered in a variety of dimensions and tourists had variety of alternatives in visiting a destination and have a standard and level of satisfaction is different, therefore we need a model that integrates the various models of tourist satisfaction to be more effective in measuring tourist satisfaction. Building a strong and close relationship with customers is the dream of every marketer and this is often the key to successful long-term marketing (customer relationship management). The advantage of marketing relationship are lowering the price sensitivity, lowering marketing costs and increasing repeat purchase of a loyal customer (Kotler et al., 2003: 394). Therefore, building a strong and sustainable relationship with customers is a major task that must be done by the company because it can provide benefits for the company and also the customer.

2.6 Revisit Intention

In a business context, revisit intention is used to describe the loyalty of customers to come back to the company or tourism destination in the future. The intention of future customer behavior is also defined as customer readiness to suggest the company to others and repurchase (Canny, 2013). Behavioral intention is the impact of service quality received by customers and can be either positive or negative. Behavioral intention is explained by attitudes toward behavior and subjective norms. It is important to comprehend the service quality and satisfaction because this variable is a predictor of consumer behavior (Bigne et al., 2008). Empirical research found that service quality and customer satisfaction affects customer behavior intention (Cole et al., 2002). The level of future behavioral intentions in a particular destination is often reflected in the revisit intention and their readiness to recommend it to others (Chen & Tsai, 2007). Furthermore, the intention of future customer behavior is measured differently as willingness to recommend, saying positive things and return to the previous destination (Lee et al., 2011). Creating customer loyalty is the main objective in marketing and as major component of ensuring the sustainability of companies. Loyalty is a commitment to purchase or support the product and services that are favored in the future, despite the influence of circumstances and marketing efforts that could potentially cause customers to switch (Kotler & Keller, 2009: 134). People who are loyal to the brand has strong feelings of favorite brands they usually buy (Assael, 1995; 268). Furthermore Lau and Lee (1999) argued that brand loyalty is behavioral intention to buy a product and encourage others to do the same. Brand loyalty if managed properly, will have the potential to bring value to a reduction in marketing costs because the cost to retain customers is much cheaper than getting a customer, because the customer has confidence can reduce the risk, allow time for the company in response to the movement of competitors. According to the study done by Bowen and Chen (2001) stated that there is a positive relationship between customer loyalty and profitability. Today, marketers are seeking information on how to build customer loyalty. The increased profit comes from reduced marketing costs, increased sales and reduced operational costs. Finally, loyal customers cost less to serve, in part because they know the product and require less information, therefore loyal customers not only require less information themselves, they also serve as an information source for other customers.

Lovelock and Wright (2007: 104) states that customer satisfaction will encourage the formation of consumer loyalty, so it can be said that satisfaction is one factor in the creation of loyalty. Research conducted at the hotel by Al-Rousan and Badarudin (2010) and Kandampully and Hu (2007) found that satisfaction positively affects loyalty. Then, the research conducted by Oliver (1999) shows that brand loyalty as a commitment to repurchase the company's products continuously in the future, thus causing repeat purchase of the brand, despite the situational influences and marketing activities that have the potential to cause switching behavior. Zeithaml et al. (1996) suggest that improving customer retention and reduction of loss of customers, is a main factor in the ability of service providers to make a profit. Furthermore Zeithaml et al. (1996) states that the customer behavior is related to the ability of service providers to encourage customers to constantly loyal to the company, spending more money with the company, and customers are willing to pay a premium price. Therefore, to maintain customer loyalty is a crucial effort in obtaining benefits and viability of the company in an increasingly

competitive environment. Then Bigne et al. (2008) states that the effect of satisfaction are not limited to loyalty, but extends to the other behaviors such as customer willingness to pay more and the willingness to buy a souvenir from the service provider.

Theory used to explain consumer behavior intention to repurchase is the Theory of Planned Behavior (TPB) introduced by Ajzen in 1985. The core of the TPB is their perceived behavior control element can affect the behavior as an additional factor affecting the interest to use it (Taylor et al., 2012: 205). TPB is successfully applied in various contexts and majority of these studies support the usefulness of Ajzen's theory and his view that behavioral intent is a powerful predictor of the targeted behavior (Jalilvand & Samiei, 2012). TPB models suggest that individual behavior is influenced by individual intentions (behavioral intention) against certain behaviors. This theory provides a framework for studying attitudes toward the behavior. Based on this theory, the most important determinant of a person's behavior is the intention to behave. Intention individuals to show a behavior is a combination of gesture to show that behavior and subjective norm. An individual attitude toward behavior includes beliefs about a behavior, evaluation of the results of the behavior, subjective norm, normative beliefs and motivation to comply.

2.7 Word of Mouth Communication
One of the most extensively accepted idea in consumer behavior is that word of mouth communication provides a significant role in shaping consumer attitudes and behavior. The manager is very keen on word of mouth communication because they believe that the success of product related information by word of mouth it generates (Ghalandari, 2013). Marketing activity through word of mouth is important to be understood by the company, especially those operating in the service sector, and furthermore the ability to find out the predictors of word of mouth communication is very important (Ng et al., 2011). This is because the service expectations in the services sector is not yet clear, especially with regard to the characteristics of services, namely intangibility; heterogeneity; inseparability; perishability (Zeithaml et al., 1996). The terms word of mouth communication is used to describe oral communication, both positive and negative. According to Assael (1995: 639), information of negative word of mouth tends to be more powerful than positive information. When consumers are not satisfied, they complained to friends and others three times more than when consumers are satisfied. Consumer conveys information on the performance of the product is bad, poor service, high prices and action staffs were rude to others. Matos and Rossi (2008) states that consumer satisfaction is related to positive word of mouth communication rather than loyalty, while infidelity is more related to negative word of mouth communication rather than dissatisfaction.

These findings reinforce the idea that a satisfied customer is not always loyal. Thus, the positive feelings of the customer to the service providers and the service received will strengthen the possibility of customers to engage in positive behavior word of mouth communication (Ng et al., 2011). Likewise, Zeithaml et al. (1996) showed that the profitable customer behavior related to the ability of service providers to encourage customers to say positive things and recommend the company to other consumers. Anwar and Gulzar (2011); Ghalandari (2013): Hanzaee et al. (2012); Jani and Han (2013) found that the satisfaction felt by the consumer influence on word of mouth communication.

3.   Methods
This study uses literature study to collect, identify, summarize and compare theories and the results of relevant research from various sources that are useful to answer the purposes of this study. Hart (1998) defined literature review as the use of ideas in the literature to justify the particular approach to the topic, the selection of methods, and demonstration that this research contributes something new. The selected source is an article has been published in scientific journals, related to the research objectives in determining the factors that embody traveler of satisfaction during a visit at a tourism destination. Moreover, the consequences of tourist satisfaction are also considered in this study.

4.   Results and Discussion
Based on the discussion of literature study and previous research, it was found that the variables that affect satisfaction of tourists is still widely debated, as well as the direction of the relationship between variables with each other to satisfaction. Service quality is a concept that has become a major concern for the company, especially in service companies because of the nature of the services are intangible, and it means that customer judge the quality is based on their subjectivity (Parasuraman et al., 1985). Service quality cannot be measured from the company point of view, but should be measured from the perspective of the customer (Auka, 2012; Manimaran, 2010). Research by Clemes et al. (2009); Channoi et al. (2013); Ryu et al. (2012) found that the service quality has a positive and significant impact on the image of the hotel. Then Moon et al, (2013), which conducts research on a tourism destination, found that service quality of a destination has a positive and significant correlation directly to the destination image. Based on these results, it can be seen that the service

quality is a determinant of the formation of the image in the minds of tourists. Service quality is one of the main driving factors of the value perceived by the customer. Results of research by Clemes et al., (2009); Milfelner et al., (2009); Ryu et al., (2012); Raza et al. (2012) found that service quality of hotel has a direct positive influence on perceived value and the relationship is significant. Moreover, research conducted by Ayyildiz and Cengiz (2007); Hsieh (2012) found that service quality of a destination has direct and significant effect on the tourists perceived value. Based on the results discussed above, it could be argued that the perceived value of customers has a direct relationship to perceived value by customers. Understanding the customer's perceived value is one of the strategies in order to improve service to customers.

Managing images is an assignment that is not easy for the company, because image is the result of customer perception of the service they feel from the company. Image of tourist destinations is a subjective perception of reality for a destination (Chen & Tsai, 2007; Chi & Qu, 2008). Nowadays, image has become a major concern of the manager of the company, because from image of the company, customers can differentiate the company's products with competitors, image shows the added value of a product, image shows the service quality of the companies. If the service quality perceived by consumers equal to customer expectations, would lead to the creation of customer satisfaction and will further encourage the creation of loyalty, both to the company's products and also to the company itself (Alireza et al., 2011; Lai et al., 2009; Malik et al., 2012). Perceived value is an evaluation by tourist against the benefits gained when they visited a tourist destination (Chen & Tsai, 2007). Research conducted by Molina and Saura (2014) found that the hotel's image and service quality have a positive and significant effect on the tourist perceived value. Similar results were also expressed by Chen (2008); Channoi et al. (2013); Meng et al. (2011); Milfelner et al. (2009) who found that image of the hotel has a direct and significant effect on the value perceived by tourists. Furthermore, Ayyildiz and Cengiz (2007), which conducts research on a tourist attraction in Turkey, found that the image of the destination has a direct and significant influence on the tourist perceived value. Similarly, research conducted by Alizadeh and Saghafi (2014) found that image destination has a positive and direct effect on perceived value. Unlike the study of Chen and Tsai (2007) found that destination image does not have direct and significant influence on the perceived value, but the image has an influence on the perceived value through the quality of the trip. Based on these results, it was found there was no significant relationship between the image of the customer's perceived value and the results of this study are expected to strengthening to the results of previous studies on the effect of image on the perceived value.

The main objective in serving the consumer is the satisfaction and the results of several previous research, found that satisfaction is influenced by the company's image. Research on the effect of the image on satisfaction has been done, including by Clemes et al. (2009) who found that image of the hotel in Taiwan has a positive and significant impact on satisfaction of tourists. Likewise Chen (2008); Kandampully and Hu (2007); Meng et al. (2011); Mohajerani and Miremadi (2012) found that image had a positive impact on customer satisfaction. Unlike the research Wu (2011) who conducted the research at the hospital, found that the image has no significant direct influence on patient satisfaction, and have a significant influence on satisfaction with service quality. The results of this study indicate that patient satisfaction is formed from the service quality received, and not influenced from the company's image, because consumers want to recover from sickness. Furthermore Jamaludin et al. (2012) found that image destination has positive and direct effect on the satisfaction of tourists who come to Malaysia. Likewise, the study of Aliman et al. (2014); Ayyildiz and Cengiz (2007); Chi and Qu (2008); Chi (2012); Mohamad et al. (2011); Pratminingsih et al. (2014) found that image of destination has positive and direct effect on satisfaction of tourists. Unlike the study of Chen and Tsai (2007) found that satisfaction was not affected directly by the image, but the satisfaction is directly affected by the quality of the tour received by tourists. Based on these results, there is still no significant relationship between the image of the satisfaction of tourists, and these differences indicate that further research on the effect of image and satisfaction still is necessary.

Satisfaction is an overall evaluation of the value perceived by tourists (Chen & Tsai, 2007). Satisfaction is not an end, but creates a strong relationship and closely with customers is the key to marketing success. Building a long-term retention as well as the added benefit of financial, social or structural bonding is an important part in retaining customers (Kotler & Keller, 2009). Good corporate reputation among the customers can automatically create a recommendation through word of mouth (Jani & Han, 2011; Jani & Han, 2013), which of course will be very beneficial for the company because it will have implications on increasing profits from the company (Cronin et al. 2000; Kandampully & Hu, 2007; Lai et al., 2009). An antecedent of customer satisfaction consists of many factors, either directly or indirectly, but based on literature review and previous research, it was stated that perceived value is a factor that directly create customer satisfaction. Research conducted in tourism destinations show that perceived value has direct positive influence on the satisfaction felt by the travelers (Chen & Chen, 2010; Chen & Tsai, 2007; Herstanti et al., 2014). Consumer satisfaction provides many benefits to companies one of which is customer loyalty. In the area of marketing, loyalty can be shown by re-purchase or re-visit and willingness to recommend to others (Chen & Tsai, 2007). Based on the literature

review and research, found that satisfaction is a strong indicator of loyalty. Research conducted by Ha and Jang (2010); Herstanti et al. (2014); Jani and Han (2013); Mohamad et al. (2011) showed that satisfaction felt by the tourist during visit in a tourist destination, has a direct influence on the intention to return and willingness to recommend to others. Based on the discussion regarding service quality, image, customer perceived value, satisfaction, intent to return and information through word of mouth, it can be arranged in a more concise a framework of research concepts. The concept used eight variables and can be seen in Figure 1.
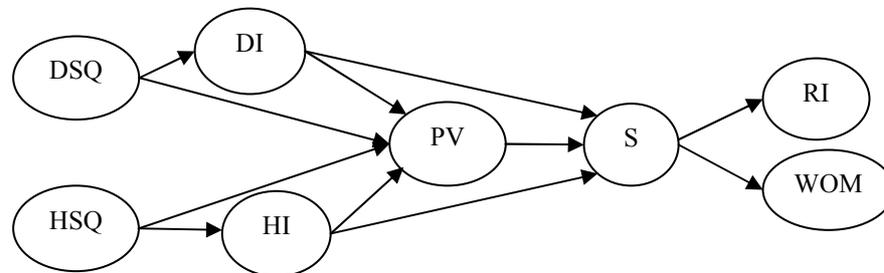

Figure 1. Tourist Satisfaction Model
DSQ = Destination Service Quality; HSQ = Hotel Service Quality; DI = Destination Image;
HI = Hotel Image; PV = Perceived Value; S = Satisfaction; RI = Revisit Intention;
WOM = Word of Mouth Communication

5. Conclusion

Creating satisfaction is the goal of all organizations, but not all organizations well understand what factors that creates satisfaction for its customers. The rule of satisfaction is undeniable because it can increase both in revenue and profits (Dmitrovic et al. 2009). Customer satisfaction is also the main factor that encourages tourism businesses to find success and advantage in the competition (Forozia et al. 2013). Knowing factors that create satisfaction and the satisfaction impact, especially in the tourism industry, will provide directed destination marketing program of a destination. Based on literature review conducted there is still a debate on the factors that determine satisfaction in tourism. There are many factors that can create satisfaction, but in general factors of image, service quality, and perceived value are factors that are most widely used in the effort to create tourist's satisfaction. From these factors, perceived value is the most dominant factor shaping the satisfaction directly. The impact of perceived tourist's satisfaction in the tourism industry is loyalty, which translates in returned on destination and recommends it to others (Bigne et al., 2005; Yoon & Uysal, 2005). Therefore, when discussing about loyalty in the tourism industry, a revisit intention and gives good recommendations to others (WOM) is inseparable from the concept of loyalty. The implications of this literature review in the tourism industry are able to contribute to the management of tourist destinations including hotel managers in understanding the factors that create satisfaction when conducting travel activities. All the factors that shape the tourist's satisfaction must be managed properly. Furthermore, management can determine the direction in the future as well as its on marketing program, better management, and improve the company's performance in particular those relating to efforts in increasing customer satisfaction and loyalty.

This study has some limitations of this study is the difficulty in summarizing all the studies related to this topic because of limited resources, in addition to a subjective element in sorting out the appropriate documentation. This study had tried to summarize as much as possible the results from previous studies in an effort to enrich the study. The existing limitations will probably be fixed in future studies. Regarding the direction of further research, this study can be replicated in other priority fields of service in the business, for example a cruise line, airline or on rural tourism destination in order to increase the contribution of factors that are creating tourist's satisfaction. This research can be applied in a scientific study to determine the amount of the contribution of each variable in creating tourist's satisfaction, so that will be obtained dominant variable that create tourist's satisfaction.

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