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The Influence of Service Quality, Satisfaction, on Behavioral Intention: A Study on the Tourism Destination of Gili Iyang Island, Sumenep, Indonesia

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Abstract

The study aimed to predict the effect of service quality, visitor satisfaction on visitor behavioral intention to the tourism destination of Pulau Gili Iyang, Sumenep. A 22 item scale (under five dimensions namely tangibility, reliability, responsiveness, assurance, empathy) of service quality developed by Parasuraman (1988) was used to access the service quality of the tourism destination of Pulau Gili Iyang, Sumenep. A self-structured questionnaire was administered for measuring visitor satisfaction and visitor behavior intention of Pulau Gili Iyang, Sumenep. Data collection was made with the help of 196 respondents having fulfilled the inclusion criteria of research. Purposive sampling technique for data collection. The hypothetical model was evaluated by the help of structural equation modeling and the result was a good model fit. The result concludes that service quality has a positive and direct effect on visitor satisfaction, service quality has a positive and direct effect on behavior intention, and visitor satisfaction has a positive and direct effect on behavioral intention.

Keywords: Service quality, satisfaction, behavioral intention, Gili Iyang Island Autoregressive Model

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Introduction

Today the world of tourism has become an industry as a cornerstone of expectations of substantial foreign exchange earnings for a country. The tourism industry is a collection of various types of companies that produce goods and services needed by tourists, especially during their journey. This industry produces tourism products to be marketed to both domestic and foreign tourists. To increase the visits of tourists, the government must try to improve and develop all aspects that can arouse the appetite of tourists to visit, so that promotion of tourism is needed which means that the government is ready for everything. Then special treatment is needed and good management is also needed.

Business activities are always oriented to serving the public as tourists through the sale of goods and services and expecting maximum profit or profit in maintaining or even expanding their business. To achieve this goal, it is necessary to always consider all possibilities that can arise and take advantage of every business opportunity that exists by taking into account the availability of resources. In the era of globalization and increasingly fierce business competition, tourist satisfaction is paramount. The tourists are like a king who is always served. Implementing in practice, retaining and what's more, looking for new tourists is not easy. Many companies fail to retain tourists. Quality of service is very important along with the development of several variations of life needs offered. Society as a tourist no longer acts as an object but has become the determining subject in evaluating the quality of a company's services.

Good service quality, which satisfies tourists is the first step to the company's success in the future (Gaffar 2007). The creation of quality services will certainly create satisfaction with service users. The quality of this service can ultimately provide several benefits, including the establishment of a harmonious relationship between service providers and tourists, provides a good basis for the creation of tourists loyalty and form a word of mouth recommendation that is beneficial for the service provider. Competition of tourist attractions in the Sumenep regency, encourage tourist attractions to provide the best service to tourists. Each tourist site has programs that are continually updated. These programs are in the form of new services that make it easier for tourists. All of them are intended to attract tourists to new tourists. Gili Iyang Island is one of the tourist attractions in Sumenep regency offering a place of entertainment to tourists with cleanliness, comfort, the preparedness of the servants in serving visitors, friendliness and politeness of employees, toilet facilities, security, location arrangement, promotion, ease of reaching the location and adequate parking area.

Indonesia as a maritime country and the largest archipelago in the world is blessed with a variety of beautiful coastal ecosystems and coral reefs such as sandy beaches, caves, lagoons, estuaries, mangrove forests, seagrass beds, seagrasses, and coral reefs. And don't be surprised if, of the ten most beautiful and best coral reef ecosystems in the world, five of them are on Madura Island. Tourism development has benefits in increasing employment, encouraging equal opportunity for businesses, encouraging the equal distribution of national development, and contributing to foreign exchange earnings resulting from the number of foreign tourists visiting (foreign tourists).

The quality of tourism services is directly dependent on hospitality, location attractiveness, local products, and others. The dimensions of tourism service quality include security, atmosphere, privacy, respect, friendliness, competence, empathy, reliability, responsiveness, courtesy, and honesty. (Crilley, 2005 in Muhammad, 2019). The problem facing the tourism sector in Indonesia is that each region competes with each other to increase the attractiveness of the destination, so the value or attractiveness of tourism will greatly affect the level of tourist visits. The beach, sea park is one of the high potential tourism areas in nature, cultural and educational tourism. The current condition, lack of maintenance of tourism objects, looks dirty, a monotonous display, untreated supporting facilities, garbage scattered everywhere. This condition causes the comfort of visitors to be disturbed and feel reluctant to come again.

Tourist satisfaction can be created if the image of a tourist attraction is well developed. The image of the tourist attraction of Gili Iyang Island which puts forward the concept of fresh air, sea, and coral reefs, must be supported by the development of increasingly quality products and services, so that visitors truly feel satisfaction and intend to visit again. To realize loyal tourists, tourists must feel satisfied beforehand and tourist satisfaction can occur if a good opinion is formed about the product or service. Managers and entrepreneurs on Gili Iyang Island in optimizing tourist satisfaction need to establish a positive destination image. Gili Iyang Island as one of the leading tourism objects in Sumenep regency, Madura and has become an icon especially in Sumenep regency, so Gili Iyang Island needs to make some improvements to increase the number of tourists both local and foreign tourists.

The beauty of nature is the potential for developing natural tourism which relies on the main potential of natural resources. Beauty can also be seen from the appearance of tourist routes. The environment of tourist objects will get a beautiful environment, by carrying out regular and continuous maintenance and nature preservation activities. The tourist attraction factor that is based on the nature of the visitors is to visit tourist sites. Leisure travel is a feeling of comfort and pleasure that is felt by visitors when visiting tourism. The comfort factor will also affect tourists in making decent decisions or for visiting natural attractions.

Review of Literature

About Gili Iyang Island

According to Setiawan, Y., & Julistiono, E., K., (2014), Gili Iyang Island which is a mainstay of Sumenep Regency, East Java has an allure as health tourism. Gili Iyang Island is located in Dungkek District, Sumenep regency, East Java Province, Gili Iyang Island has an area of around 921.2 hectares. Gili Iyang Island is starting to become a topic of discussion among traveling enthusiasts since getting the title as the island with the highest oxygen levels in the world, after the Dead Sea in Jordan. Because the island of Gili Iyang is famous for the highest oxygen levels in the second world is above 22 percent (Maria et al., 2016). With the best oxygen quality, so Gili Iyang is often nicknamed Oxygen Island. In 2015, the island was included in the health tourism object in Indonesia because of the best air quality in the world. High oxygen levels are believed to be one factor that makes the inhabitants of the island which is dominated by Madurese have a long life. In addition to good and cool air, tourists can enjoy other attractions on Gili Iyang Island such as (Setiawan, Y., & Julistiono, E., K., 2014):

a. Low noise level

Like new tourist attractions in general, Gili Iyang Island is still natural and virgin. There are still many shady trees here. Also, there are not many motorized vehicles that pass that make the air here far from pollution. The carbon dioxide content is only 265 ppm while the noise level is only 36.5 dB. So not only fresh and cool air, but this island also offers a quite calm holiday atmosphere. Therefore do not be surprised if in this place the life expectancy is high. Even 80-year-old grandparents are still healthy and fit. Some are even 175 years old. A comfortable place to stay.

b. Cave tours

Besides offering air freshness, Gili Iyang Island is also very suitable to be visited by lovers of cave tourism. No less than 10 caves that can be explored on Gili Iyang Island. Some of them are Mahakarya Caves with an area of 800 square meters. This cave has rooms with amazing stalactites and stalagmites. There is also the Sharia Cave which is the most popular cave by residents as the location of waiting for Maghrib drum when the month of Ramadhan.

c. Cliffs, sand, and underwater beauty

Turning to the seaside, the typology of Gili Iyang Island beach is dominated by rocky beaches. Visiting this part, especially in the East of the island, tourists will be presented with a view of high coral cliffs. While different conditions will be found when visiting the beach in the western region of the island, which is adjacent to the main island, Madura Island. The existence of the main island is believed to protect the western part of Gili Iyang Island from the onslaught of waves and strong ocean currents.

Tourism

Gunn (1988) defines tourism as an economic activity that must be viewed from two sides, namely the demand side and supply side. He further stated that the success in developing tourism in an area is very dependent on the ability of the planner to integrate the two sides equally into a tourism development plan. From the demand side, for example, it must be able to identify potential market segments for the region concerned and the factors that attract the tourist destination in question. For

this reason, market research is needed by utilizing advanced multivariate statistical tools, so that for each identified market segment a suitable product and service strategy can be designed.

According to Hutagalung (2002) "Tourism is an activity where someone seeks pleasure by enjoying various entertainment that can release fatigue". This opinion illustrates that tourism is a process, which from this process is directed to get the pleasure of life. Tourism can also provide encouragement and contribution to the implementation of various sector development projects in various countries that have developed or advanced economies, which in turn the tourism industry is a reality amid other industries.

Tourism products are a series of various services and are interrelated. These are services produced by various companies (in terms of economics), community services (Social Aspects), and natural services. According to Suwanto (2004) the main elements that must get attention to support the attractiveness of tourist visitors. Includes natural beauty, tourism infrastructure, tourist facilities, strategic place, management (service, security, and comfort), community/environment. Looking at the strategic position of the Sumenep regency area which has an area of 2,093.47 km², tourism is still at a developmental level. This is an added value that provides an opportunity for increasing tourism activities and this affects the attractiveness of visitors in Sumenep regency.

In essence, the dynamics on both sides of the tourism in question are influenced by external and internal factors in each country or region of origin of tourists and in the countries or regions that are the destination of their visit. These symptoms then have a significant impact on the performance of each country or tourist destination that hosts. To avoid the adverse impacts of the dynamics in question, each country or tourist destination area needs to take immediate steps to adjust to the strategic environmental changes faced, both at the national and regional levels, even to the functional level in the field of development planning.

Planning is a decision-making process about the desired future. To be able to make the right decisions, relevant, reliable, and timely information is needed. The availability of information is becoming increasingly important in the information age as it is today, where things are progressing faster and becoming increasingly complex. About tourism planning, the availability of information from various dimensions is needed as a basis for decision making. This is so that the plans made can be implemented and achieve results as expected by all parties. One of the sources of information referred to comes from the results of research, in addition to other important sources of information. Therefore, through this research, it is hoped that useful information can be obtained for Sumenep's tourism development plan going forward. One source of information needed comes from tourists who are one of the stakeholders of tourism itself.

Service Quality

There are many definitions and measures of service quality, but there is no consensus on one definition. Service quality has been defined as an overall evaluation conducted by customer service (Eshghi et al, 2008), while other researchers have defined customer service as the extent to which the service meets the customer's needs or expectations. More specifically Wonyoung (2017), service quality is believed to be vital to the success and bottom-line profitability of businesses. According to (Saghier, and Nathan 2013), service quality is an important concept in the service industry and is more important for tourism service providers. The definition of service quality was further developed as "overall evaluation of the specific service company produced by comparing the company's performance against customer expectations (Chidambaram, & Ramachandran, 2012).

To ensure the quality of services performed by tourist destinations, assessing Service Quality with the help of a multidimensional research instrument called SERVQUAL is designed to capture tourists' expectations and service perceptions along the five dimensions that are believed to represent service quality. Service quality is considered a key factor in service sector performance, that is, profitability. Service quality not only attracts new tourists from competitor tourist destination but also significantly impact on tourists satisfaction and encourages tourists intentions to revisiting (Venetis & Ghauri, 2004; Wantara, 2015).

Satisfaction

According to Norazryana (2018), customer satisfaction is the outcome that customers received when the service they experienced exceed their expectation (Aldaihani, & Ali, 2018). So satisfaction is a factor that influences the survival of a company to survive and thrive in business competition. More especially, Customer satisfaction is a barometer that predicts future customer behavior (Hill et al. 2007; Aldaihani, & Ali, 2018).

Some academics do the definition of tourist satisfaction, as Yamit (2005) states that satisfaction is a post-purchase evaluation where the alternative chosen at least gives the same outcome or exceeds tourists' expectations, while dissatisfaction arises when the results do not meet tourists' expectations. Furthermore, Ruswanti (2011) states that satisfaction is the performance of the service received by tourists themselves and the value of quality of service that is truly felt by the tourists. Understanding tourists' satisfaction and dissatisfaction is a tourist's response to the evaluation of a discrepancy or confirmed the perceived between the expectations and actual performance of the product felt by the wearer. According to Pathirana, U.P.G.Y. (2019) shows that customer satisfaction can help organizations to increase profits and retain more customers in the organization. Especially when it comes to providing organization services, customer satisfaction is very important to attract and retain customers.

Behavioral Intention

Engel (1995) defines tourists' behavior as actions that are directly involved in obtaining, consuming, and consuming products and services including the decision process that precedes and follows these actions. Behavioral intentions are defined as the desire of tourists to behave in certain ways in the context of owning, disposing of, and using a product or service. So tourists can form the desire to find information, tell others about their experiences with a product, buy a certain product or service, or dispose of a product in a certain way. The behavioral intention in this study refers to the visitor's judgement on the likeliness to revisit the same destination or the willingness to recommend the destination to others (Nurul and Rozmalina, 2018).

The intention to behave favorably represents loyal tourists, and behavioral intention visitor is an important goal in marketing because this is the key to the long-term survival of a company. According to the study of Ladhari (2009), three dimensions build behavioral intentions, namely:

- a) Loyalty, which is understood as an unwavering commitment to repeat the purchase of services you like (Wantara, 2015; Mamoun, & Bushra, 2019; Pi & Huang, 2011)
- b) Willing to recommend to others, are as readiness to communicate about service providers offered to exist tourists, and not paid. These tourists act as corporate ambassadors (Azize & Cemal, 2013; Heskett et al., 1994, Host and Knie, 2004).
- c) Willingness to pay a higher price is the tourists' intention to pay a higher price than competitors (Azize & Cemal, 2013).

Conceptual Model of the study and Hypothesis

Based on the literature review, the hypothesis and measurement model are formulated for the exogenous variable and the endogenous variables as shown in Figure 1 to explain the relationships among service quality, satisfaction, and behavioral intentions.

The model depicted in Figure 1 is based on the theory discussed earlier and illustrates the relationships investigated empirically. Service quality is hypothesized to have a direct effect on satisfaction (Hauwa et al. 2019; Ishmael, & Rebecca. 2018; Norazryana et al., 2018), service quality has a direct effect on behavioral intention (Ishmael, & Rebecca. 2018), and satisfaction is also hypothesized to have a direct effect on behavioral intention (Ishmael, & Rebecca. 2018; Norazryana et al., 2018; Wonyoung, et al., 2017). This is consistent with one of the models tested and previous studies showed a positive impact of service quality on tourists satisfaction (Hauwa et al. 2019; Ishmael, & Rebecca. 2018; Cronin et al. 2000), positive effects of service quality, and tourists satisfaction on behavioral intentions, our empirical results are consistent with the prior

studies (Ishmael, & Rebecca. 2018; Norazryana et al., 2018; Cronin et al. 2000) as well. Therefore, these hypotheses are proposed;

Hypothesis 1 : Service quality positively affect the satisfaction;

Hypothesis 2: Service quality positively affect behavioral intention;

Hypothesis 3 : Satisfaction positively affect behavioral intention

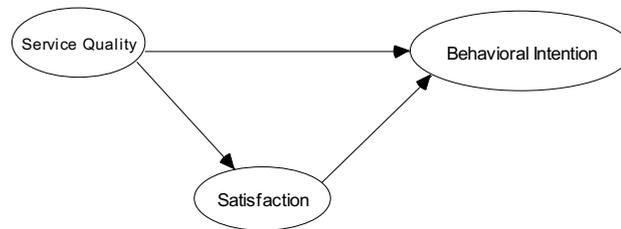


Fig. 1 – Theoretical model of the study.

Methodology

Measures

A structured questionnaire was used to collect data. For all variables of these researchers, the authors have used 5 points Likert scale. Service quality was measured by using 5 items/dimensions developed by Zeithaml, et al. (1996). Service quality has reported reliability is .827. tourist satisfaction was measured by using 4 items adopted from Cronin, et al. (2000) and Wang et al. (2004), and the reported reliability of this scale is above .886. To measure visitor behavioral intention five-item scale developed by Narayandas (1996) was used, and the reported reliability of this scale is .824.

Data Analysis

To assess direct relationships among the studied variables the researchers have performed structural equation modeling (Anderson & Gerbing, 1988). SPSS 16 and Amos 16.0 had been used to perform these analyses. These analyses supposed to help us to understand which model fits the data best while presenting a credible assessment on the antecedents of visitor behavioral intention.

Results

Demographic Characteristics of Respondents

This research was conducted in September and October 2019. The Survey Questioner was distributed to local tourists of Gili Iyang Island. During two months, 196 questionnaires were collected through a proportional sampling method. Of the respondents, 42 percent were males and 58 percent were females. The respondents can be considered as rather young: 40 percent of them were between 29 and 33 years old. Table 1 shows the demographics of respondents.

Table 1: Demographics of respondents.

Demographic variables	Category	Sample	Percentage
Gender	Male	114	58
	Female	82	42
Age	≤18	2	1
	19-23	24	12

	24-28	61	31
	29-33	79	40
	34-38	20	10
	39-43	6	3
	≥44	4	3
Annual Household Income	Less than Rp. 1,000,000	110	56
	Rp. 1,000,000- 2,499,000	19	10
	Rp. 2,500,000- 3,499,000	26	13
	Rp. 3,500,000- 4,499,000	19	10
	Rp. 4,500,000- 5,499,000	17	8
	Rp. 5,500,000- 6,499,000	2	1
	Rp. 6,500,000- 7,499,000	2	1
	Rp. 7,500,000 or more	1	1

Reliability Analysis

Reliability is defined as the extent to which a questionnaire, test, observation, or any measurement procedure produces the same results on repeated trials (Babbie, 2004). According to Du Plessis (2010: 12), when calculating Cronbach's alpha, results exceeding 0.60 will reflect the lower level of acceptability. The reliability statistics for the questionnaire are presented in Table 2.

Table 2: Reliability statistics

Constructs	Cronbach's alpha	Number of items
Service Quality	0.767	5
Customer satisfaction	0.733	4
Behavioral intention	0.726	3

It is evident from Table 2 that the reliability coefficient or alphas for the different constructs were computed using the reliability procedure in SPSS version 16. The reliability test results in this research showed that all construct assessed were reliable because they all had Cronbach alpha and construct reliability above 0.7 the standard set by Nunnally (1978), which is 0.70. The range of Cronbach alphas shows the reliability of the variables of research ranges from $\alpha=0.726$ to $\alpha=0.767$; mean scores had been computed by equally weighting the mean scores of all the items relevant to each construct.

Measurement Model

Structural equation model (SEM)

The structural model is fitted to the service quality, tourist satisfaction, and behavioral intention data according to the model structure given in Figure 2. Three paths (service quality to satisfaction, service quality to behavioral intention, and satisfaction to behavioral intention) are found to have significant positive standardized path coefficients and not dropped sequentially based on Wald tests. The goodness of fit indices for the final structural model, shown in the bottom part of Table 3, suggest a good fit to the data: the small ratio of chi-square to the degree of freedom (< 2), great values of GFI, AGFI, CFI, NFI ($> 0,9$) and RMSEA values (< 0.05).

Table 3. Goodness-of-Fit Results of the study

Goodness-of-fit statistics		Values	Desired range of values for a good fit
Chi-square test	χ^2	75.453	$p > .05$
Absolute fit measures			
Degrees of freedom	Df	51	≥ 0
Chi-square / degrees of freedom ratio	χ^2 / df	1.479	2 to 5
Goodness of fit index	GFI	.935	$> .90$
Root mean square error of approximation	RMSEA	.051	$< .08$
Incremental fit measures			
Adjusted good-of-fit index	AGFI	.901	$> .90$
Tucker-Lewis index	TLI	.942	$> .90$
Comparative fit index	CFI	.955	$> .95$

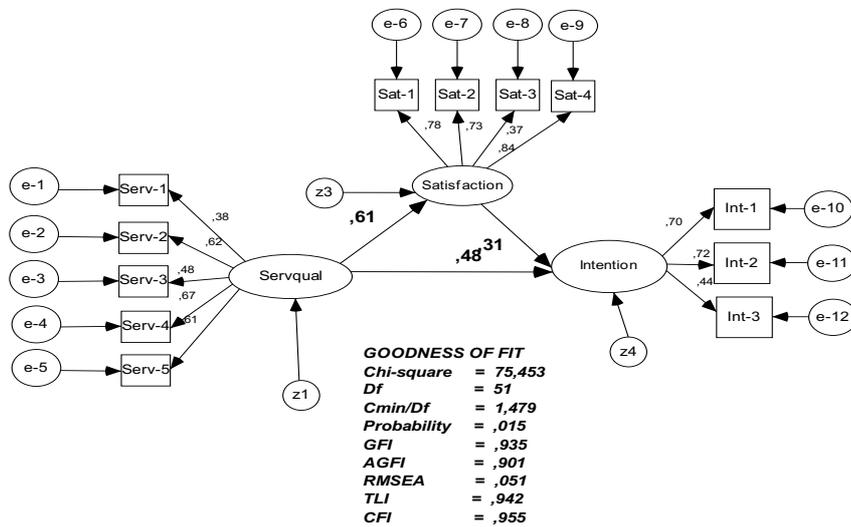


Fig. 2 – Measurement Model

The Hypothesized Causal Structure Model

As shown in Table 4, the regression weight of service quality to tourists satisfaction ($t = 5.050$; $p < .05$), service quality to behavioral intention ($t = 2.417$; $p < .05$) and satisfaction to behavioral intention ($t = 3.482$; $p < .05$) were significant. This indicated that service quality and tourist satisfaction had a significant direct effect on behavioral intention. The estimation results in Table 4 indicate that the three hypotheses, H1 (service quality \rightarrow satisfaction), H2 (service quality \rightarrow behavioral intention), and H3 (satisfaction \rightarrow behavioral intention), are strongly supported, with standardized path coefficients of 1.018, 0.236 and 0.630 respectively.

Table 4: Summary of Hypotheses Testing Results

Path	Estimate (β)	S.E.	C.R.	P	Results
1. Satisfaction \leftarrow Service Quality	1.018*	0.202	5.050	***	Supported
2. Behavior intention \leftarrow	0.236*	0.098	2.417	0.016	Supported

Service Quality					
3. Behavior intention ← Satisfaction	0.630*	0.181	3.482	***	Supported

Note: β = standardised beta coefficients; S.E. = standard error; C.R. = critical ratio; * $p < 0.01$

Based on Tabel 4, the probability value of service quality influence on tourist satisfaction is 0.000 less than 0.05 ($\alpha = 5\%$). So it is concluded that service quality has a significant effect on tourist satisfaction. Based on this result the first hypothesis of research (H1) which suspects service quality variable effect on tourist satisfaction has been proven. The value of a Standardized estimate of 0,202 indicates a positive direction between service quality and tourist satisfaction. This shows that service quality offered by the Gili Iyang Island is considered very good by tourists. Although service quality is increasing every year tourists are satisfied with the service quality offered. This is because the higher the service quality is adjusted also with the advantages of Gili Iyang island itself. So, in this case, tourists feel getting satisfaction and they become insensitive to the service quality of the product itself. Tourists will continue to re-visit Gili Iyang Island during the service quality increase by what is obtained.

The probability value of the influence of service quality to behavior intention is 0.016 less than 0.05 ($\alpha = 5\%$). So concluded that service quality has a significant effect on behavioral intention. Based on this result the second hypothesis of research (H2) which suspect service quality variable affect behavioral intention has been proven. The value of a Standardized estimate of service quality of 0.098 indicates the positive direction of service quality to behavioral intention. This shows the better the service quality of Gili Iyang Island, so the higher the level of behavior intention in revisiting of tourists to Gili Iyang Island.

The probability value of the effect of satisfaction on behavioral intention is 0.000 less than 0.05 ($\alpha = 5\%$). So concluded the tourists' Satisfaction has a significant effect on behavioral intention. Based on this result the third hypothesis of research (H3) which suspects tourist satisfaction variables influence behavioral intention has been proven. The value of a Standardized estimate satisfaction of 0.181 shows the positive direction of tourists' satisfaction to behavioral intention. The higher tourist satisfaction is proven to increase behavioral intention in revisiting Gili Iyang Island.

Conclusion

As a service-oriented institution, the tourism destination of Gili Iyang Island must satisfy the ever-growing needs of its end-users and should provide quality products or services. This research study was conducted to find the impact of service quality, tourist satisfaction, and behavior intention in Gili Iyang Island, Sumenep-Indonesia. For hypothesis 1, research indicates that service quality and tourist satisfaction are the important factors that can increase the behavior intention of a visitor of Gili Iyang Island. The results of this study show that the service quality of Gili Iyang Island is a direct path and is a factor that significantly affects tourist's satisfaction (Azman et al., 2017; Nurul and Rozmalina, 2018; Hui et al., 2019; and Wantara, 2015).. Furthermore, for hypothesis 2, the results indicate that the service quality of Gili Iyang Island is a direct path and is a factor that significantly affects visitor behavior intention. The result of the study is in continuation to the result reported by Hui et al. (2019); Andhalia et. al., 2019; Nurul and Rozmalina (2018); and Lenka et al. (2009), that service quality positively and directly affects the behavioral intentions. For hypothesis 3, the results indicate that visitor satisfaction is a direct path and is a factor that significantly affects visitor behavior intention. The result of the study is in continuation to the result reported by Nurul and Rozmalina (2018); and Hui et al. (2019); and Hamza (2013) that service quality positively affects the behavioural intentions.

Based on the research results, the service quality of Gili Iyang Island significantly affects tourist satisfaction and revisiting intention to Gili Iyang Island, and tourist satisfaction has a strong impact on behavioral intentions to re-visit to Gili Iyang Island for the sample. Therefore, the manager of the Gili Iyang tourist destination must specifically focus on these factors to build long-

term and mutually beneficial relationships with visitors and create behavioral intentions as competitive advantages. This hope is because the tourist destination of Gili Iyang Island as an alternative tourist destination that can be selected by natural tourists in addition to an easily accessible place but also Gili Iyang Island is a healthy place.

In terms of behavioral intentions in this conceptual model, variables are adapted from Ladhari (2009). The variables are loyalty, willingness to recommend to others, and willingness to pay. According to Zeithaml et al. (1996), when the assessment of service quality is high, the intention of good customer behavior can make the relationship between the two parties stronger. But when the situation is the opposite, customers will have dissatisfaction with the company, and that will disrupt the company's reputation. Therefore it is very important to understand the behavioral intentions of visitors or tourists in the ecotourism industry for future research. In conclusion, by understanding the relationship between service quality, satisfaction, and behavioral intentions, this will help destination tourism managers to have a better understanding of the needs of tourists and improve the image and service of their destinations. Thus, it will trigger tourist behavioral intentions to re-visit and spread kind words to others. However, this conjecture needs to be tested empirically.

Recommendations for Future Research

This research can be replicated in the same way with large sample size and more variable variations that prioritize tourist's motivation for Gili Iyang Island. Because this research addresses tourist satisfaction in the Indonesian tourism sector, future research can be carried out on how tourist destinations can introduce better visitor satisfaction about other tourist destinations. Although SEM provides good compatibility with hypothetical models, future research can use different designs for the discussion of relationships because they are proposed by theories, such as to explore other antecedents by protection objectives, and must be carried out in other industries and other countries or regions different global.

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