

# Influence of Service Quality and Customer Satisfaction and Loyalty Trust Foreign Tourists Visit the Attractions in East Java Indonesia

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## Abstract

The existence of a tourism ambassador in the country can not be separated from the Surabaya history of Ning and Cak as well as window barometer and Indonesia, Surabaya birth Cak and Ning does not take a long time to be followed by other affluent areas that until now have been prevalent throughout Indonesia. Existence Cak and Ning of Surabaya can be said to contribute to the foreign tourists to come to East Java. Moreover, the program "Surabaya Sparkling" able to make Surabaya hotel occupancy increased along with the number of domestic and foreign travelers. All boils down to the quality of services that can provide satisfaction to create trust, which in turn created loyalty foreigners.

This study aims to analyze whether the quality of service and customer satisfaction and loyalty affect the confidence of foreign tourists to visit tourist attraction in East Java. The sample in this study amounted to 286 and data processing using Structural Equation Modeling (SEM) supported SPSS version 12 and AMOS version 18.

The results of this study are: (1) Quality of service affect the confidence of foreign tourists to visit tourist attraction in East Java, (2) service quality affects customer loyalty international tourists make a visit to a tourist attraction in East Java with confidence as mediation, (3) influence consumer satisfaction confidence of foreign tourists to visit tourist attraction in East Java, (4) consumer satisfaction affects customer loyalty international tourists make a visit to a tourist attraction in East Java with confidence as mediation and ( 5) Confidence affect the loyalty of foreign tourists to visit tourist attraction in East Java.

**Keywords:** quality of service, customer satisfaction, trust and loyalty

## Introduction

In the era of globalization, products and services to compete in a market increasingly numerous and varied due to the openness of the market, there was rivalry meet the needs of travelers provide maximum satisfaction to customers. Basically, the purpose of a business is to create customer satisfaction. This fact can be seen, that there are some things that can provide total customer satisfaction is customer value consists of the value of the product, service value, personnel value, the value of the image or images, and the total cost, consisting of monetary cost, time cost, energy cost, and the cost of mind (Kotler, 2000:50).

The existence of good service quality in a company, create satisfaction for its customers. Once consumers are satisfied with the products or services it receives, consumers will compare the services provided. If consumers feel completely satisfied, they will buy again and give recommendation to others to buy in the same place. Therefore, companies need to start thinking about the importance of customer service in a more mature through quality of service, as is now increasingly recognized that the service is a vital aspect in order to stay in business and win the competition (Tjiptono, 2004:145).

Table 1. Comparison of foreign tourist visits in East Java in Indonesia in 2006-2012

Description	2006	2007	2008	2009	2010	2011	2012
East Java Province	101,10	131,80	208,40	352,70	411,20	200,40	217,00
National	3 430,20	3 862,60	4 143,50	4 640,70	5 175,50	5 313,40	5 854,40

Source: Data processed

Based on the table above, shows that the percentage of foreign tourists who visit come fruktuatif in East Java province. This suggests that the existing attractions in East Java still got heavy competition from other regions. One cause is the lack of facilities a tourist attraction in East Java, which is less convenient as transportation, sanitation facilities tourist attraction, thus making the travelers move on to another object. The impact is the ratio of the visit showed a downward trend since 2010 until 2012. Means that the year 2010 to the year 2012 the tourism industry in East Java experienced significant competition, so that the tourism industry in East Java got a tough challenge in the arena of national tourism. If not responded to quickly by the East Java provincial government, it is not impossible tourist destination in East Java province will be left by foreign travelers.

Based on the background above, the researcher is interested in studying the effect of service quality and customer satisfaction with the trust and loyalty of foreign tourists to visit tourist attraction in East Java

Province

The purpose of this study was to examine the influence of service quality and customer satisfaction with the trust and loyalty of foreign tourists to visit tourist attraction in East Java Province

### Materials and Methods

Parasuraman et. al (1990) study of service quality through interviews with focus groups, so that the known views on the quality of customer service. The two main factors that affect the quality of service that is expected of service (expected service) and services received (perceived service). Parasuraman, Zeithaml and Berry (1990:2), there are 10 dimensions, among others: "reliability, responsiveness, competence, access, courtesy and tangible". Competence, courtesy, credibility and security assurance classified in dimension; whereas access, communication and understanding or knowing the customer is classified in empathy, so the dimensions of service quality is divided into five sections:

1. Tangibles are the physical appearance of the facilities, equipment, personnel and communication materials.
2. Reliability is the ability to realize the promised services reliable and accurately implemented.
3. Responsiveness is the ability to help and provide appropriate services to customers.
4. Assurance is knowledge, employee friendliness and the ability to seize the trust and confidence of customers.
5. Emphaty a caring and individual attention provided by the company to its customers.

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Kotler (2003:36), Customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. Dutka (1994:37), Customer satisfaction is concerned with the extent to which products and services meet customer's needs and wants. Can be summarized that the customer satisfaction levels relating to products and services which meet the needs and desires of customers. Customer satisfaction is a comparison between customers' perception of a product with customer expectations. Customer satisfaction is an important key to retaining customers. Without customer satisfaction, the company will be difficult to survive in the face of competition.

Meet the desired requirements of customers is absolutely necessary for the company to achieve customer satisfaction. If the products or services provided by the company can meet all the needs and requirements of customers, then there will be a feeling of satisfied customers inside. Duttka (1994:7), Sales of product or service must satisfy the customer's objectives and requirement". Wilkie (1990:622), Satisfaction or dissatisfaction refer to an emotional response to an evaluation of a product or service consumption experience". It means to know not whence satisfied or customers, then there should be an evaluation of customer satisfaction by using the universal attributes containing about how customers evaluate a product, as viewed from the point of view.

Dutka (1995,.41) forming satisfaction attributes are: "(1) Attribute related to the product: (a)value price relationship, (b)product quality, (c)product benefit, (d)product feature, (e)product design, (f)product reliability and consistency, (g)range of product of service; (2)Attribute related to the services: (a)guarantee or warranty, (b)delivery; (3)Attribute related to purchase: (a)courtesy, (b)communication, (c)ease or convenience of acquisition, (d)company reputation, (e)company competence".

Relationship marketing, trust is one of the dimensions to determine how far a party feel the integrity and the promise offered by other parties. Trust is defined as the willingness to rely on the ability, integrity and motivation of others to act in order to satisfy the needs and interests of a person as mutually agreed implicitly or explicitly. (Sheth and Mittal, 2004 as cited in Tjiptono and Diana, 2003: 415).

According Anoraga (2004:228), confidence is a descriptive notion embraced by someone about something. Therefore, to make a consumer feel confident the products offered, it is inseparable from the study of consumer behavior.

Barnes (2003:149), some important elements of trust is:

1. Belief is the development of experience and past actions.

2. Character expected of a partner, such as the trusty and reliable.
3. Belief involves a willingness to put yourself at risk.
4. Belief involves feeling secure and confident partner.

Viewed from the perspective of marketing, the development of trust, especially trust, should be a fundamental component of marketing strategies aimed at directing create true customer relationship. Customers should be able to feel that he can rely on the company. But developing trust takes a long time and has only grown after repeated meetings with clients. Trust develops after an individual risk-taking in relation to partnernya.

Loyalty is a response to behaviors or purchases are biased and consistently revealed by the decision to observe one or more alternative brands of a number of brands and is a function of psychological processes. Tjiptono and Diana (2003:108) states that consumer loyalty is consumer behavior that do repeat purchases and there is always a commitment from the consumer to the brand enterprise products.

According to Griffin (1995) in Widiana (2004:199), their loyal customers are very satisfied with the products or services that have the enthusiasm to introduce him to anyone they know. According to Griffin (1995) in Widiana (2004:199) loyal customers, among others:

1. Perform regular purchases.
2. Purchase products or services outside the lines.
3. Rejecting the products or services of other companies.
4. Immune to the attractiveness of competitors.
5. Attract new customers for the company.
6. Weakness or deficiency will be notified to the company.

Some indicators of customer loyalty (Zeithaml, et.al, 1996):

1. Saying positive things about the company to others.
2. Provide recommendations to the company of others, if asked for advice.
3. Invite other people using the services of the company.
4. Consider the company as the first choice of each use of the service.
5. Perform repeat purchases with the company in the future.

**Eduardo Torres-Moraga, Arturo Z. Vasquez-Parraga and Forge Zamora-Gonzalez (2004)** research title is "Customer Satisfaction and Loyalty: start with the product, culminate with the brand 'The conclusion of this study indicate that a separate assessment of the product showed that the relationship between satisfaction and loyalty is significant. Whereas when assessment is made of the brand alone, suggesting that the relationship between satisfaction and loyalty is weak. The existence of these differences to the respondents who drank wine in bottles of traditional and electronic products are innovative. Even the strong relationship between satisfaction and loyalty when the respondent purchased electronic products are innovative. This study describes the type of product satisfaction and loyalty emphasizes the development of the three conditions that exist between its own brand products, branded products separately, the combined products and brands. Loyalty is a behavioral response that is biased or purchase and unfold continuously by decision makers to pay attention to one or more alternative brands of a number of similar brands and is a function of psychological processes. Tjiptono and Diana (2003:108) states that consumer loyalty is consumer behavior and always re-purchase agreement from the consumer to the brand of the company's products.

**Jay Kandampully and Dwi Suhartono (2005)** research title is "Customer Loyalty in the Hotel Industry: The Role of Customer Satisfaction and Image. The conclusion of this study is an enterprise customer loyalty has been rewarded as the dominant factor in the success of business organizations. This study helps to extend the understanding of the relationship between customer loyalty, customer satisfaction, and imagery. This is of great interest to both practitioners and academics in the field of academic hospitality management. The purpose of this study was to identify factors image and customer satisfaction is positively associated with customer loyalty in the hotel industry. Using data taken from the chain hotels in New Zealand, the findings indicate that the image and customer satisfaction with the performance of maintenance, reception, food and beverage, and the price is positive and connect to customer loyalty.

**Ada S. Lo, Lawrence D. Stalcup and Amy Lee (2005)** research title is "Customer Relationship Management for Hotels in Hong Kong. The conclusion of this study is all the hotels have practices in place to manage customer relationships. Most commonly with the aim of CRM is a recollection for guests. Evaluation and control activities are seen as very important not only create value for customers, but also to channel the performance of departments and evaluation of customer evaluation guest's hotel / restaurant experiences.

Satisfaction with the relationship of trust konsumen as research conducted Selnes (1998) suggested a link between satisfaction with confidence. Satisfaction is a manifestation of the ability of the other party to fulfill the norms of the relationship between the buyer from the seller. Selnes (1998) state that the trust has a very strong relationship with customer satisfaction. Added that the manager of a cafeteria and a restaurant in Germany, his confidence in the supplier will appear estela padara cafeteria and restaurant manager is satisfied first.

### **H1: Satisfaction significant effect on the confidence of foreign tourists to visit tourist attraction in East Java Province**

Jones and Sasser (1994:745) states that customer loyalty is an endogenous variable that is caused by a combination of satisfaction that customer loyalty is a function of satisfaction. If the relationship between customer satisfaction and loyalty is positive, then the high satisfaction will increase customer loyalty. In this case serves as a customer loyalty customer satisfaction while Y serves as X. Jones and Sasser (1994:746), describes the effect between customer satisfaction and customer loyalty as follows:

### **H2: Satisfaction significant effect on the loyalty of foreign tourists to visit tourist attraction in East Java Province**

The relationship between the quality of customer service with the confidence essential for the management of the hotel, as the hotel (service providers) need to know whether the purpose of the hotel management must have customers who are satisfied with the performance of the hotel or give "perceived service quality" at the maximum level (Cronin and Taylor, 1992) . Thus evaluation of customer satisfaction can affect the quality of service and ultimately customer into believing. The importance of this issue has prompted efforts to clarify the relationship between satisfaction and trust (Parasuraman, Zeithaml and Berry, 1994). Their results concluded that higher levels of perceived service quality, greater customer satisfaction. This is due to the perceived quality is the ability to decide about perfection or superiority entity, or also a form of attitude, a thorough evaluation in the long term.

### **H3: The quality of service significantly influence the confidence of foreign tourists to visit tourist attraction in East Java Province**

Quality of service has the potential to impact on customer loyalty. Fornell (1992) showed that the high quality will lead to the development of the customer. A high level of service quality will lead to service loyalty (Bitner, 1990). Boulding et al. (1993) suggest that service quality has a positive influence on behavioral outcomes such as loyalty. Therefore, service quality has the potential of positively influencing loyalty services. By looking at the above proposition. Customers will find it really depends on what will be said or to be promised by a hotel staff to the customers so that the customers feel confident ..

### **H4: Satisfaction significant effect on the loyalty of foreign tourists to visit tourist attraction in East Java Province**

According Vandayuli (2003) one of the success factors of relationship marketing is the factor of trust or confidence of the parties involved in the relationship. When a person trusts another party in interpersonal relationships, he will hang himself on the other side and will bring its intention to maintain relationships represented in the form of buying loyalty (Dharmmesta and Indahwati, 2005).

Morgan and Hunt (1994) says that trust and commitment are key intermediaries in building loyalty (Ramadania, 2002). Meanwhile Ramadania study (2002) obtained the result that the trust is a fundamental part for the formation of commitment, and commitment have a tendency to fight preferences into a pioneering key to loyalty. Riana (2008) proved that there simultaneously (simultaneous) and partial (individual) variable trust in a brand a significant effect on brand loyalty.

### **H5: Trust a significant effect on the loyalty of foreign tourists to visit tourist attraction in East Java Province**

Conceptual model in this study the relationship between variables constructed based on literature review and supported by previous research. Results of previous studies show that loyalty is influenced by a variety of variables including the quality of service and customer satisfaction, while customer loyalty is influenced by beliefs.

The conceptual model to be tested hypothesis is as follows:

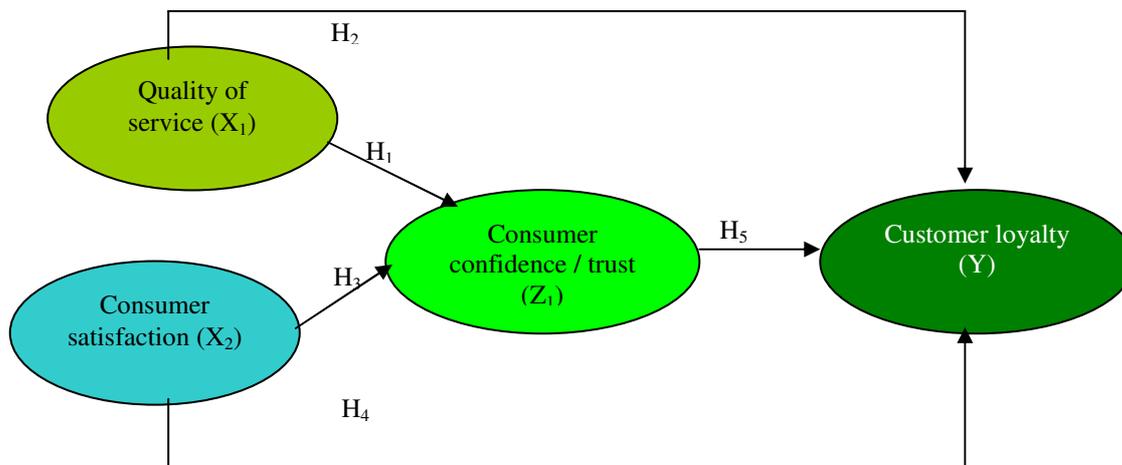


Figure 1. Conceptual Model of Research

The sampling technique using proportional random sampling, ie sampling technique with particular consideration (Sugiyono, 2005:61). Respondents were selected based on the criteria of the sample are foreign tourists at a five-star hotel in East Java Province.

The results of the questionnaire respondents were collected in the form of primary data, samples of the studies mentioned above are expected to be representative of the sample means representative of the population. The samples in this study were tourists from domestic and foreign countries on five-star hotel in East Java amounted to 286. Dimensions samples were obtained by the reference number Yamane formula (Narimawati and Jojo, 2008), as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Description:

n = number of samples

N = number of population

e = error rate (5%)

$$\text{For } \alpha = 0,1; n = \frac{1000}{1 + 1.000 \times (0,05)^2} = 1.308 \text{ rounded to } 286$$

Thus, from a population of 1000 respondents, the number of respondents sampled was 286 people.

In research on human resource management, the following identified several variables that are involved in the formation of the research model, as follows:

1. Variables (CONSTRUCTS exogenous)

- a. Quality of service (X<sub>1</sub>) as a post-consumption evaluation in which a chosen alternative at least meets or exceeds expectations (Engel, et al, 1995:273). Variable quality of service (X<sub>1</sub>) is operationally measured using five indicators.
- b. Consumer satisfaction (X<sub>2</sub>) as a level at which the product is felt up to the expectations of buyers (Kotler and Armstrong, 2000:546). Variable consumer satisfaction (Y<sub>2</sub>) operationally measured using six indicators.

2. Dependent variable (endogenous constructs)

- a. Confidence (Z<sub>1</sub>) is defined as the willingness to rely on relationships with partners based on the belief (Moorman, Deshpande and Zaltman, 1993:82). Variable Trust (Z<sub>1</sub>) is operationally measured using five indicators.
- b. Customer loyalty (Y<sub>1</sub>) is defined as those who are very satisfied with the hotel or service so as to have the enthusiasm to introduce him to anyone they know. (Griffin, 1995). Customer loyalty variable (Y<sub>1</sub>) is operationally measured using five indicators.

The study was conducted on the star in the East Java Province consists of star hotels scattered in different areas of East Java Province. The study was limited to a five star hotel, due to a more homogeneous data mendapatklan to facilitate the generalization of the study results.

The experiment was conducted at the hotel in the region in the province of East Java in December 2013 - February 2014.

The data used is primary data and secondary data. Primary data is data from respondents or data

collected directly by the researchers of the field, obtained from the questionnaires distributed to all respondents who met the criteria as international tourists and domestic travelers in star hotels in East Java Province. Secondary data is data that is provided by the hotel in East Java as the object of research related to this study.

This analysis is used to analyze the data that has been collected and used to identify the characteristics of each respondent and respondents over variabel previous studies. This study uses analysis techniques SEM (Structural Equation Modeling). Structural Equation Model (Structural Equation Modeling = SEM), a statistical techniques, allow to test a relatively complex set of relationships and simultaneous. Ferdinand (2000:6). Structural Equation Modeling (SEM) requires a minimum of sample in SEM are: between 100 to 200 samples so that the sample meets the requirements well above the minimum requirements and the samples using SEM analysis techniques. The complicated relationships can be established between one or more dependent variables and or several independent variables. To process the data using SPSS version 12 and AMOS version 18.

**Table 2 Goodness of Fit Index**

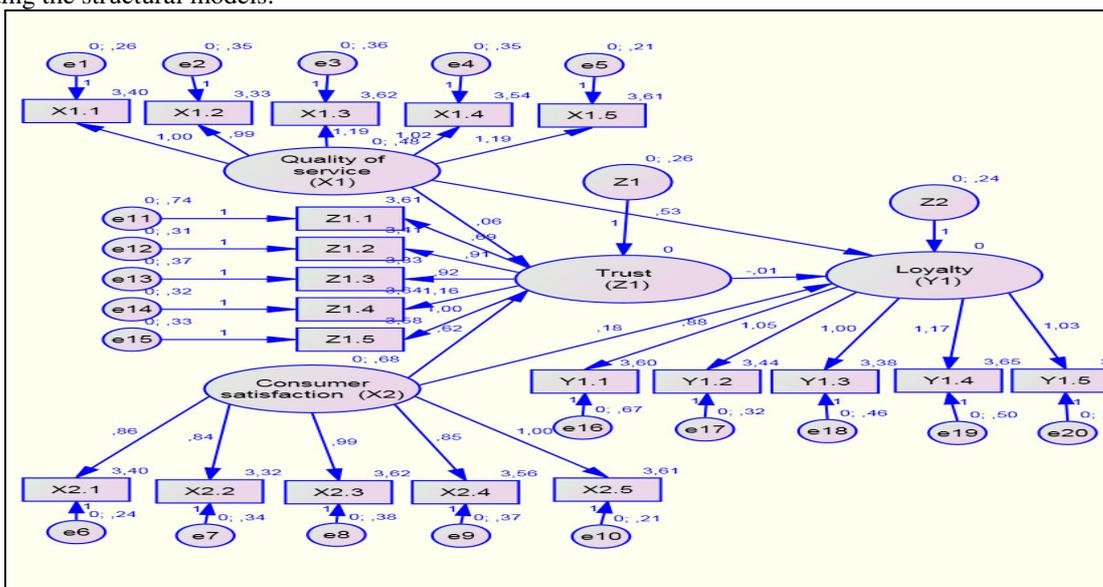
No	Goodness of Fit Index	Cut-off Value
1	Chi-square	As small as possible
2	Significance Probability	$\geq 0,05$
3	GFI	$\geq 0,90$
4	AGFI	$\geq 0,90$
5	TLI	$\geq 0,90$
6	CFI	$\geq 0,90$
7	RMSEA	$\leq 0,08$
8	CMIN/DF	$\leq 2,00$

Source: Ferdinand (2002).

Testing normality can also be seen from the value of skewness and kurtosis. Normality test that must be met is univariate and multivariate normality. Test for normality using skewness (skewness) and kurtosis (kurtosis). Data is said to have a normal distribution if the value of skewness and kurtosis CR in the range of + 2.58 both univariate and multivariate analyzes. The results showed that both the CR value skewness and kurtosis has a value of less than 2.58. This means that each - each indicator has a skewed (skewness) and kurtosis (kurtosis) that form a pattern of a normal curve.

After the measurement phase of the model met the next stage is the structural models. Stages of structural models serves to ensure compliance models or test the goodness of fit of models with the data and make sure there is influence between the variables studied. In structural testing of this model also uses Maximum Likelihood estimation.

Suitability of the model is the degree of conformity of the model estimation results with input data matrix research. If conformance testing models do not meet the requirements of the modification. Here are the results of testing the structural models:



**Table 3 Model Suitability Index Model In Structural Model**

<i>Goodness of Fit Measure</i>	<i>Index</i>	<i>Cut off</i>	<i>Description</i>
Chi-square of estimate model	2,285		
Probability Level	0,000	> 0,05	Not Fit models
Goodness of Index (GFI)	0,918	≥ 0,9	Fit models
Adjusted Goodness of Index (AGFI)	0,900	≥ 0,9	Fit models
RMSEA	0,118	≤ 0,08	Not Fit models
RMR	0,028	≤ 0,05	Fit models
Tucker-Lewis Index (TLI)	0,789	≥ 0,9	Not Fit models
Comparative Fit Index (CFI)	0,817	≥ 0,9	Not Fit models

Sources: Data calculation results using AMOS 18

The result shows the criteria for Chi-square, GFI, AGFI, RMSEA, RMR, TLI and CFI provide an index of conformity in accordance with the recommended limits. Therefore, to determine the suitability of the model with the data used Chi square is in conformity with the prescribed limit is > 0.05. While the indicator GFI, AGFI, TLI and CFI are all also have been above 0.90. Similarly, on the basis of suitability index RMSEA and RMR residuals are also under the recommended limit is 0.08 and RMR is still below 0.05. Referring to the opinion of Solimun (2002) who states based on the rules of parsimony if there was one or two models fit the criteria have been met, then the model has been declared fit. The suitability of the various indices can be concluded that the structural model or a structural model of the proposed fit or have a good agreement.

The model has been confirmed fit then the next step is to test the hypothesis that test causal relationships, ie to test whether exogenous or endogenous variable inter affect the endogenous variables corresponding reference in the hypothesis. At this stage of testing this hypothesis can also note the value of the coefficient of each - each relationship between variables. The coefficient of this relationship to determine the direction of the relationship is positive or negative and large endogenous variables change if the change or changes in exogenous variables endogenous variable (dependent) if the endogenous variables (intervening) changed. Here are the test results with the SEM or standardize the value of the path coefficient on each variable.

**Table 4 The coefficient values SEM Indirect Effects of Between Variables**

			Estimate	S.E.	C.R.	P	Label
Quality of service (X1)	→	Loyalty	,531	,031	16,901	***	
Consumer Satisfaction (X2)	→	Loyalty	,180	,033	5,467	***	

Sumber : hasil perhitungan data menggunakan AMOS 18

**Hypothesis 4: The quality of services significantly influence customer loyalty**

Results of parameter estimation variable service quality on customer loyalty based indicators - indicators showed significant results with a value of CR 16.901. This value is greater than 1.96. Besides, the obtained level of significance \*\*\* (p < 0.05). The fourth hypothesis states so that the quality of services significantly influence customer loyalty be accepted as true.

This study was supported by Parasuraman, Zeithaml and Berry (1994), which concluded that the higher the perceived level of service quality, greater customer satisfaction. This is due to the perceived quality is the ability to decide about perfection or superiority entity, or also a form of attitude, a thorough evaluation in the long term.

**Hypothesis 5: Customer Satisfaction significant effect on customer loyalty**

Variable parameter estimation results of customer satisfaction on customer loyalty based indicators - indicators showed significant results with a value of CR 5.467. This value is greater than 1.96. Besides, the obtained level of significance \*\*\* (p < 0.05). So the second hypothesis which states consumer satisfaction have a significant effect on customer loyalty be accepted as true. This research was supported by Jones and Sasser (1994:745) who states that customer loyalty is an endogenous variable that is caused by a combination of satisfaction that customer loyalty is a function of satisfaction.

Now we know the magnitude of the coefficient of each variable selenjutnya stage is to test the hypothesis by using CR and probability values. Presence or absence of the influence of the parameters can be determined partially by the value of CR (Critical Ratio). To determine whether there is any effect on the endogenous and exogenous variables endogenous to endogenous, use the following provision:

1. Parameters The first is to compare the standard CR CR count with the alpha of 0.05 is 1.96. If the CR count > 1,96 or -CR count < -1.96 then there is the effect of endogenous or exogenous variables on the endogenous endogenous. And vice versa if the count If CR count < 1.96, then there is no effect of endogenous or exogenous variables on the endogenous endogenous.
2. Or it can also be seen from the level of significant  $\alpha = 0.05$ . If the significance value  $\leq 0.05$  then there is the effect of endogenous or exogenous variables on the endogenous endogenous. And vice versa if the significance value > 0.05 then there is no effect of endogenous or exogenous variables on the endogenous endogenous.

Here are the results of the calculation of the direct influence of the relationship between variables:

**Table 4 Variabel Direct Effect Hypothesis Testing Between Variables**

Variables			CR count	Significant levels	Description
Quality of Service	→	Trust	2,235	,025	Significant
Consumer Satisfaction	→	Trust	23,061	***	Significant
Trust	→	Customer loyalty	-0,335	,738	No significant

Sources: Data calculation results using AMOS 18

**Hypothesis 1: The quality of service is a significant effect on confidence**

The results of the variable quality of service parameter estimation based on confidence indicators showed significant results with the value of CR 0.985. This value is smaller than 1.96. Additionally acquired a significance level of 0.025 ( $p < 0.05$ ). So the first hypothesis stating no significant effect of service quality to be accepted as true belief.

This research was supported by Selnes (1998) which examined the relationship between satisfaction with confidence. Satisfaction is a manifestation of the ability of the other party to fulfill the norms of the relationship between the buyer from the seller. Confidence has a very strong relationship with customer satisfaction.

**Hypothesis 2: Satisfaction significant effect on consumer confidence**

The results of the variable parameter estimation is based on customer satisfaction with the confidence indicators showed significant results with a value of CR 23,061. This value is greater than 1.96. Also obtained \*\*\* significance level ( $p < 0.05$ ). So the second hypothesis which states significantly influence consumer satisfaction accepted as true belief. This research was supported by Jones and Sasser (1994:745) concluded that customer loyalty is an endogenous variable that is caused by a combination of satisfaction that customer loyalty is a function of satisfaction.

**Hypothesis 3: Confidence significant effect on customer loyalty**

The results of the variable parameter estimation based on customer loyalty confidence indicators showed non significant results with CR value - 0.335. This value is smaller than 1.96. Additionally acquired a significance level of 0.738 ( $p > 0.05$ ). So the third hypothesis which stated beliefs have a significant effect on customer loyalty rejected the truth. This research was supported by Morgan and Hunt (1994) says that trust and commitment are key intermediaries in building loyalty. Also supported research Ramadania (2002) obtained the result that the trust is a fundamental part for the formation of commitment, and commitment have a tendency to fight preferences into a pioneering key to loyalty.

**Conclusion**

1. Significant effect on the quality of service is accepted as true belief, because the value of CR 0.985 is smaller than the significance level of 1.96 and 0.025 ( $p < 0.05$ ).
2. Consumer satisfaction significantly influence the beliefs accepted as true, because the CR value 23.061 greater than 1.96 and \*\*\* significance level ( $p < 0.05$ ).
3. Trust no significant effect on customer loyalty rejected truth, because the CR value - 0.335 is smaller than 1.96 and 0.738 significance level ( $p > 0.05$ ).
4. Significant effect of service quality on customer loyalty accepted as true, because the value of CR 16. 901 greater than 1.96 and \*\*\* significance level ( $p < 0.05$ ).
5. Consumer satisfaction have a significant effect on customer loyalty accepted as true, because the value of CR 5.467 is greater than 1.96 and \*\*\* significance level ( $p < 0.05$ ).

**The solution / implications**

**Implication**

This research may have implications for:

1. The East Java Provincial Tourism Office to apply relationship marketing in an effort to improve the achievement of foreign tourists visit the corresponding expected target.
2. Confidence of foreign tourists to the tourist attraction in East Java needs to be improved such as providing adequate facilities in the tourism, maintaining the cleanliness of public facilities and provide comfort during travel to and from attractions.
3. Satisfaction foreign tourists to a tourist attraction in East Java needs to be improved through the certainty of departure and travel and hospitality workers in the tourism and priced accordingly adequate facilities at tourist attraction, so be loyal to the guarantee given by the Tourism Department of East Java Province .

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