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IMPACT OF TRUST, COMMUNICATION AND IMAGE ON BEHAVIORAL INTENTION THROUGH SATISFACTION

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ABSTRACT

This research was conducted to determine the impact of trust, communication, and image on Visitors' satisfaction of Edu Wisata Lontar Sewu through Behavioral Intention. This quantitative study was analyzed using path analysis with a total sample of 100 people. The results of this study found that Communication, Visitors satisfaction, and Behavioral Intention can be described well by visitors; only Trust and Image are described quite well. Then Trust and Communication do not have significant effect on Behavioral Intention through visitors' satisfaction. Only Image has significant effect on Behavioral Intention through Visitors satisfaction.

Keywords: Trust, Communication, Image, Satisfaction, Behavioral Intention

INTRODUCTION

Gresik Regency is known as one of the industrial cities. In addition, Gresik district also has many interesting tourist destinations to visit, ranging from religious tourism, nature tourism, marine tourism, educational tourism and so on. A place managed by people who are creative and have foresight in exploiting opportunities supported by the Government with the assistance of the Ministry of Villages PIID-PEL, on an area of 241.1 M², recently there was a new tourist destination in Gresik Regency named Edu Lontar Sewu Tour. Edu Wisata Lontar Sewu, which is located in Hendrosari Village, Menganti District, Gresik Regency, provides a cheap family vacation spot and can provide education, especially for children by offering natural and environmentally friendly entertainment venues with the characteristics of lontar and green rice fields.

Developments in the tourism sector have undergone various changes in both the pattern, shape and nature of activities, then the human impulse to travel, mindset and character development. According to Soekadijo in Fitriyana and Noviarni (2015: 172) explains that there are three factors that influence the success of tourism development for income-generating activities, including:

- 1) Tourism facilities, namely things that are able to attract visitors.
- 2) There are modes of transportation, namely everything that helps tourists to visit these tourist sites.
- 3) the existence of amenities facilities, namely tourist facilities that provide services to tourists during domestic and foreign trips.

Edu Wisata Lontar Sewu is a service business sector where one of the things that distinguishes service and manufacturing businesses is the product produced, as stated by (Utari, 2011) is a service company that has intangible output, no standards, and cannot be stored, but can be directly consumed at the time of creation. Quality service is one of the most important determinants of increasing service satisfaction. The better the quality of services provided will have a good impact on customer loyalty (Utari, 2013).

Tjiptono (2016) explains the method of consumers or customers in calculating the size of service quality in the service sector is reliability. Promises are in accordance with the performance that should be given, such as productivity, quality of service according to standards, timeliness, accurate service, and no defects in the process. Service quality, product completeness and image have an impact on visitor satisfaction and loyalty (Utari, 2010). Meanwhile, Utari, et al., (2015) explain related to the Visitors satisfaction model. In order to improve customer loyalty as a moderating factor, it shows that service quality, price and image have an impact on Visitors satisfaction as well as service quality, price and image affect visitor loyalty. Furthermore, Utari's research (2009) explains that service performance directly has an impact on bank customer loyalty. Service performance indirectly has an impact on bank customer loyalty. Customer satisfaction does have a direct impact on customer loyalty.

The tourism potential of Edu Wisata Lontar Sewu must be published to the public at large through appropriate marketing channels. The low level of visits at Edu Wisata Lontar Sewu is inseparable from the impact of the marketing strategy implemented. According to Tjiptono and Chandra (2012: 184), marketing strategy is a basic means to achieve the target of a business entity by creating added and sustainable value in market access and marketing plans to serve the target market.

LITERATURE REVIEW

Customer Behavior Intention

Howard et al. in Kurniawan (2010: 2), states that if the intention to buy is interpreted in the form of an expression related to the mind then it reflects the customer's desire in choosing a specific brand at a predetermined time. According to Simamora (2008: 2) the intention to buy a product arises because of the basis of trust in product marketing and many other factors, if the mark-up exceeds the additional costs required for uniqueness, then the business owner has the ability to meet targets and provide unique products, then they can exceeds the industry average.

Customer Satisfaction

Satisfaction is a condition experienced by customers after receiving service and achieving various targets. Oliver in Utari (2015) found that after comparing the perceived and perceived performance with expectations, satisfaction is the level of experience of a person (customer). Kotler (2012); Hastomo, et al., (2021); Wahyudin, Sari, Ardiansari, Raharja & Kalbuana (2021) believes that buyer satisfaction is a form of buyer appreciation for the company's performance in accordance with their expectations (Dadang, 2010: 38).

Until now, the definition of customer satisfaction is still very controversial, and there are at least two types of areas. On the one hand, customer satisfaction is considered as a result, or a result achieved based on the experience of consuming certain goods or services (results-oriented approach). On the other hand, customer satisfaction is often seen as a result (process-oriented approach) (Dedy, et al., 2019).

Trust

Trust is a shared need between a company and its business partners (Kotler, 2012). Trust depends on various interpersonal relationships and various institutional factors, such as ability, courtesy, honesty and friendliness. Building online commitments can be difficult because

companies have stricter regulations for online business partners than for other partners. Customers believe that they have not received excellent goods or services and have not delivered them at the right place and time, as well as others. Trust is a person's commitment to the intentions and actions of other parties (Siagian & Cahyono, 2014). If the service provider is able to fulfill its obligations and can be trusted, then trusting consumer expectations can be interpreted as consumer expectations of fulfilling promises. Mowen & Minor (2010) believe that customer commitment refers to what customers understand and make decisions about goods, attributes, and benefits.

Communication

Belch (2009) states that communication is a series of processes of planning, executing, evaluating, and controlling the benefits of new marketing functions that are used to communicate efficiently on their goals. Meanwhile, Kotler (2012) reveals that communication is an effort carried out by the company as an effort to convey knowledge, invite, and add customers either at that time or at another time and regarding the available goods and brands.

Communication according to Kotler (2012) needs to be synergized to convey a permanent desire and arrive at a profitable position. The beginning of the marketing relationship planning is monitoring every promising communication that the customer finds on the purpose of offering to the seller with all the things he will market. The seller provides experience opinions and responses to be able to influence the level of the goods payment process. Knowledge can help sellers and buyers in using budgets in relationships efficiently in planning and implementing relationship plans well. Marketers can make judgments about marketing communications according to their capacity to shape experiences and impressions, branding, and increase brand sales. In addition, the seller must be wise in using communication media and be able to assess the effectiveness and efficiency considerations. The vision of maximum image development activities will be appropriate when the seller pays attention to the stages of understanding the name of the product itself.

Image

Image According to Kotler (2012) is a combination of beliefs, ideas, and images of individuals in certain things. Alma (2010) states that the image is the impression of an individual or group about a particular subject (including the company and its products), and is obtained from a process. From the previous meaning, it is understood that the image of a business entity is a simple image of an institution or business entity, which comes from a series of information generated by all memories from the senses.

Sach (2010) states that image is about our knowledge and attitudes towards different groups. Effendi then cites the definition of this image according to Soemirat and Ardianto (2007), namely the image is things around and see each other. Created for a purpose on a specific object, individual, or institution. The perception of the appearance must be deliberately made to have a positive value (Sukatendel in Soemirat and Ardianto, 2007).

RESEARCH METHODS

This research uses explanatory research, and explanatory research is research designed to test hypotheses that are used to confirm or refute existing research hypotheses (Abadi, 2021; N Aliyyah, 2021; Nabilah Aliyyah, 2021; Endarto et al., 2021; Endarto et al., 2021; Indrawati, Utari, Prasetyo, Rusdiyanto & Kalbuana, 2021; Juanamasta et al., 2019; Kalbuana et al., 2021; Kalbuana et al., 2021; Luwihono et al., 2021; Prabowo, Rochmatulaili, Rusdiyanto & Sulistyowati, 2020; Prasetyo et al., 2021; Prasetyo et al., 2021; Prasetyo, Aliyyah, Rusdiyanto, Nartasari et al., 2021; Prasetyo et al., 2021; Prasetyo, Aliyyah, Rusdiyanto, Kalbuana & Rochman, 2021; Prasetyo et al., 2021; Prasetyo et al., 2021; Prasetyo et al., 2021; Rusdiyanto, Agustia, Soetedjo & Septiarini, 2020; Rusdiyanto et al., 2021; Rusdiyanto, Hidayat, et al., 2020;

Rusdiyanto et al., 2020; Shabbir et al., 2021; Susanto et al., 2021; Utari et al., 2021; Nabilah Aliyyah et al., 2021; Budi Endarto et al., 2021; Bahtiar Prabowo et al., 2021; Prasetyo et al., 2021; Prasetyo et al., 2021; Indra et al., 2021; Taufiqurrahman et al., 2021; Wibowo et al., 2021; Wirsamulia, 2021). This research is fundamental, so the research data used will remain original and primary. The research approach uses quantitative research, meaning that this research focuses on the study of numerical data processed by statistical methods (Azwar, 2007). Subana and Sudrajat (2005) revealed that quantitative research is used as a theory test tool, presenting reality by describing it in numerical data (statistics) to show the relationship between the factors studied. The location of this research is in the Edu Wisata Lontar Sewu tour in Hendrosari Village, Menganti District, Gresik Regency, East Java.

The operational definition of the variable is the elaboration of the concept in the form of measurable details through research indicators. As for the course of this research, there are 5 (five) research variables=three independent variables, one dependent variable and one intervening variable. Then the independent variables include Trust, Communication and Image. The dependent variable is Visitors satisfaction. While the intervening variable is Behavioral Intention.

Trust is an aspect of visitor trust. Trust is defined as trust or confidence from both institutions and parties in maintaining a relationship to satisfy personal needs and mutual interests, both explicit and implicit (Sheth & Mittal, 2004). Communication is any kind of communication work done by companies to achieve their marketing goals. Image as expressed by Kotler (2012: 299) is part of a series of beliefs, thoughts, and memories in individuals about certain things. Customer behavior intention according to Howard et al., in Kurniawan (2010: 2) is stated as a conscious statement reflecting the buyer's plan to acquire a certain brand within a certain period of time. According to Kotler & Keller (2008), visitor satisfaction is a happy and satisfied experience. After comparing the performance of the so-called product with the desired result, disappointing someone

The researcher decides to study the object and subject and then draws conclusions. (Arikunto, 2010:73). All participants in this study were clients of Edu Wisata Lontar Sewu. The sample is included in the research population or is representative (Arikunto, 2010: 109). The sample for this research is set at 100 people.

Random sampling is used as a sampling procedure, namely anyone who agrees with the researcher during the research (Sugiyono, 2012: 84). This method is used because the subject studied involves the behavior of visitors who are not present every day. On the day of the incident, but only at certain times.

Two types of data are used in this study; the first is primary data indirect information by distributing a list of questions to visitors who visit Edu Wisata Lontar Sewu. This primary data is the main data that the SPSS computer program will analyze. Furthermore, secondary data supports primary data, which can include newspapers, magazines, and other literature that can support research results.

Case Studies/Experiments/Demonstrations/Application Functionality

Respondent Description

After going through a series of research stages, the results of the respondents' descriptions appears in the table below:

No	Category		Total	Percentage (%)
1	Gender	Male	55	55%
		Female	45	45%
Total			100	100%
2	Age	> 20	21	21%

		< 30 - 40	29	29%
		< 41 - 50	44	44%
		> 50	6	6%
Total			100	100%
3	Education	S2	23	23%
		S1	40	40%
		D3	13	13%
		Senior High School	24	24%
Total			100	100%
4	Job	Student	45	45
		PNS	32	32
		Non PNS	22	22
Total			100	100%

The results of the characteristics of respondents based on gender are seen if the respondents are male by 55% of respondents and female by 45% of respondents. Then the characteristics of visitors at the age involved are that 21% of respondents are over 20 years old. Those aged 30 to 40 made up 29 percent of the respondents, those aged 41 to 50 made up 44 percent, and those over the age of 50 made up 6 percent of those who took part in this survey. Characters of respondents based on education obtained as many as 23% of respondents with a master's education level, 40% of those with S1 education, 13% of those with D3 education, while 24% of those with high school education.

Description of Research Variables

Descriptive statistics are used to reflect a research data variable. The descriptive statistics in this research are based on the mean and standard deviation, minimum and maximum values, and all variables in this research, namely Behavioral Intention (Y), Visitors satisfaction (Z) Trust (X1), Communication (X2), Image (X3) presented in the following table 2

Variable	N	Mean	Std. Deviation
Trust	100	3.4167	0.72391
Communication	100	3.5840	0.49243
Image	100	3.2775	0.64147
Visitors satisfaction	100	3.4375	0.61069
Behavioral Intention	100	3.6900	0.50642
Valid N (listwise)	100		

Based on the table above, the trust variable has a mean value of 3.4167 in fairly good condition, the communication variable has a mean value of 3.5840 in good condition, the image variable has a mean of 3.2775 in fairly good condition. Likewise, the Visitors satisfaction variable has a mean value of 3.4375 in good condition. Behavioral Intention variable has a mean value of 3.6900 in good condition, so it can be concluded that Communication, Visitors satisfaction, Behavioral Intention are all in good condition. only Trust and Image in pretty good condition.

Validity and Reliability Test Results

The results of the Pearson correlation (r) are used to compare the validity of each element in the statement. If according to the degrees of freedom and its value, the Pearson value (r) is greater than the crisis value seen through the table (r) of the Pearson moment product, then the declaration element is declared valid. Checking the validity of the test results is shown in table 3 below.

Indicators	Pearson Correlation	Results of Validity
X _{1.1}	0.754	Fulfilling (Ok)
X _{1.2}	0.833	Fulfilling (Ok)
X _{1.3}	0.837	Fulfilling (Ok)
X _{2.1}	0.695	Fulfilling (Ok)
X _{2.2}	0.799	Fulfilling (Ok)
X _{2.3}	0.667	Fulfilling (Ok)
X _{2.4}	0.640	Fulfilling (Ok)
X _{2.5}	0.666	Fulfilling (Ok)
X _{2.6}	0.674	Fulfilling (Ok)
X _{2.7}	0.352	Fulfilling (Ok)
X _{2.8}	0.322	Fulfilling (Ok)
X _{3.1}	0.791	Fulfilling (Ok)
X _{3.2}	0.734	Fulfilling (Ok)
X _{3.3}	0.667	Fulfilling (Ok)
X _{3.4}	0.655	Fulfilling (Ok)
Y _{1.1}	0.657	Fulfilling (Ok)
Y _{1.2}	0.623	Fulfilling (Ok)
Y _{1.3}	0.735	Fulfilling (Ok)
Y _{1.4}	0.423	Fulfilling (Ok)
Y _{2.1}	0.736	Fulfilling (Ok)
Y _{2.2}	0.797	Fulfilling (Ok)
Y _{2.3}	0.788	Fulfilling (Ok)
Y _{2.4}	0.674	Fulfilling (Ok)

The table shows all valid statement items. The relevant value of all questions exceeds the critical value. The minimum correlation coefficient is 0.3. This means that all available items can be used. Next, to find out the results of reliability testing based on the Cronbach Alpha value which is more than 0.60 so that this research data is considered adequate and reliable enough to be used by researchers as a basis for input in the data analysis process to test a hypothesis (Damang Sukmawan, 2011). Reliability testing is listed in Table 4 below:

Research variable	Cronbach Alpha	Results
Trust (X ₁)	0.866	Reliable
Communication (X ₂)	0.784	Reliable
Image (X ₃)	0.805	Reliable
Visitors satisfaction (Y ₁)	0.671	Reliable
Behavioral Intention (Y)	0.838	Reliable

Cronbach's Alpha value (α)>0.6 will make a variable declared reliable (Sekaran, 2003). The results of the reliability test carried out show (α) greater than 0.60 so that all variables can be used in research.

Path Analysis

Path 1

Path analysis of this research is processed through SPSS. The basis of the relationship between Trust (X₁) and Communication (X₂) on visitors satisfaction (Z) at Edu Wisata Lontar Sewu gets the results of the analysis in the model summary below table 5

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.576 ^a	0.332	0.311	0.42029

The value of the R Square table display is 0.332, which means that 33.2% Visitors satisfaction can be explained by Trust, Communication, Image, while 66.8% can be explained by other variables. The impact of Trust (X1) and Communication (X2), Image (X3) on Visitors satisfaction (Z) at Edu Wisata Lontar Sewu is partially shown in table 6:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.797	0.314	5.730	0.000	
	Trust	0.172	0.077	0.246	2.226	0.028
	Communication	0.182	0.112	0.177	1.621	0.108
	Image	0.199	0.089	0.252	2.235	0.028

The table above is then used as a reference to make the equation of the research results as follows:

$$Z=0.246X_1+0.177X_2+ 0.252X_3+0.668$$

The test results show that trust has a significant impact on Visitors satisfaction at Edu Wisata Lontar Sewu. This is obtained from the Standard of the Beta coefficient of 0.246 with a t value of 2.226 which has a significance of 0.028 ($0.028 \leq 0.050$). So that the increase and decrease in Visitors satisfaction at Edu Wisata Lontar Sewu can be significantly influenced by trust, with a contribution of 24.6%.

In contrast to the test results, it was found that Communication didn't significantly impact on Visitors satisfaction at Edu Wisata Lontar Sewu. This is obtained from the Standard of the Beta coefficient of 0.177 with a t value of 1.621 which has a significance of 0.108 ($0.108 > 0.050$). So that the increase and decrease in Visitors satisfaction at Edu Wisata Lontar Sewu can still be influenced by Communication because it have a positive value but the effect isn't significant with the contribution of Communication of 17.7%.

Then the test results also found that Image has a significant impact on Visitors satisfaction at Edu Wisata Lontar Sewu. This is obtained from the Standard of the Beta coefficient of 0.252 with a t value of 2.235 which has a significance of 0.028 ($0.028 < 0.050$). So that the increase and decrease in Visitors satisfaction at Edu Wisata Lontar Sewu can be significantly influenced by Image, with a contribution of 25.2%.

Path 2

This second path analysis is to find out the relationship between Trust (X1), Communication (X2) Image (X3) and Visitors satisfaction (Z) on Behavioral Intention (Y) at Edu Wisata Lontar Sewu, the findings are shown in table 7 below.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.693 ^a	0.480	0.458	0.44977

It can be seen from Table 7 that the R Square value of 0.480 means that 48% of satisfaction is explained by Trust, Communication and Visitors satisfaction, the remaining 52% is explained by other variables. Furthermore, to find out the impact of Trust (X1), Communication (X2), Image (X3) and Visitors satisfaction (Z) on Behavioral Intention (Y) at Edu Wisata Lontar Sewu, it is presented in table 8 below:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.319	0.389		0.821	0.414
	Trust	0.062	0.085	0.073	0.727	0.469
	Communication	0.213	0.122	0.172	1.749	0.083
	Image	0.356	0.098	0.374	3.638	0.000
	Visitors satisfaction	0.265	0.109	0.220	2.427	0.017
a. Dependent Variable: Behavioral Intention						

In the test results, it was found that trust didn't significantly impact on Behavioural Intention on Edu Wisata Lontar Sewu. This is obtained from the Standard of the Beta coefficient of 0.073 with a t value of 0.727 which has a significance of 0.469 ($0.469 > 0.050$). So that the increase and decrease in Behavioural Intention on Edu Wisata Lontar Sewu can still be influenced by trust because it has a positive value but the effect is not significant with a trust contribution of 7.3%.

Likewise, with Communication which also does not have a significant impact on Behavioural Intention on Edu Wisata Lontar Sewu. This is obtained from the Standard of the Beta coefficient of 0.172 with a t value of 1.749 which has a significance of 0.083 ($0.083 > 0.050$). So that the increase and decrease in Behavioural Intention on Edu Wisata Lontar Sewu can still be influenced by Communication because it have a positive value but the effect isn't significant with the contribution of Communication of 17.2%.

Then the test results also found that Image has a significant impact on Behavioural Intention on Edu Wisata Lontar Sewu. This is obtained from the Standard of the Beta coefficient of 0.374 with a t value of 3.638 which has a significance of 0.000 ($0.000 < 0.050$). So that the increase and decrease in Behavioural Intention in Edu Wisata Lontar Sewu can be significantly affected by Image, with a contribution of 37.4%.

Furthermore, the test results also found that Visitors has a significant effect on Behavioural Intention at Edu Wisata Lontar Sewu. This is obtained from the Standard of the Beta coefficient of 0.220 with a t value of 2,427 which has a significance of 0.017 ($0.017 \leq 0.050$). So that the increase and decrease in Behavioural Intention at Edu Wisata Lontar Sewu can be significantly influenced by Visitors satisfaction, with a contribution of 22%.

The Impact of Trust, Communication, and Image on Behavioural Intention through Visitors Satisfaction

Trust doesn't have a significant impact on Behavioral Intention through Visitors satisfaction. This is because in the first path, trust has a significant effect on Visitors satisfaction and Visitors satisfaction also has significant impact on Behavioral Intention (Y), while in the second path, trust doesn't have significant effect on Behavioral Intention. The magnitude of the impact of trust on Behavioral Intention through Visitors satisfaction can be calculated as follows: $0.073 + (0.246 \times 0.220) = 0.073 + 0.054 = 0.127$. So the contribution of trust to Behavioral Intention through Visitors satisfaction is 0.127 or 12.7%.

Communication doesn't have a significant impact on Behavioral Intention through Visitors satisfaction. This is because in the first line, Communication does not have a significant effect on Visitors satisfaction and Visitors satisfaction has significant impact on Behavioral

Intention (Y), as well as in the second line, Communication doesn't have significant effect on Behavioral Intention. The magnitude of the impact of Communication on Behavioral Intention through Visitors satisfaction can be calculated as follows: $0.172+(0.177 \times 0.220)=0.172+0.039=0.211$. So the magnitude of the contribution of trust to Behavioral Intention through Visitors satisfaction is 0.211 or 21.11%.

Image has a significant impact on Behavioral Intention through Visitors satisfaction. This is because in the first path, Image has a significant impact on Visitors satisfaction and Visitors satisfaction also has a significant impact on Behavioral Intention (Y), and in the second path, Image also has a significant effect on Behavioral Intention. The magnitude of the impact of Image on Behavioral Intention through Visitors satisfaction can be calculated as follows: $0.374+(0.252 \times 0.220)=0.374+0.055=0.424$. So the contribution of Image to Behavioral Intention through Visitors satisfaction is 0.424 or 42.4%

. The overall impact of research variables based on previous analysis and hypothesis testing can be presented as follows:

Variable	Impact of Research Variables		Remnant ε_1 and ε_2	Total Impact
	Direct	Through Satisfaction		
Trust to Satisfaction	0.246	-	-	0.246
Communication to Satisfaction	0.177	-	-	0.177
Image to Satisfaction	0.252	-	-	0.252
Trust, Communication, Image to Satisfaction	0.332	-	0.668	1.00
Trust to Behavior Intention	0.073	-	-	0.073
		0.127	-	0.127
Communication to Behavior Intention	0.172	-	-	0.172
		0.211	-	0.211
Image to Behavior Intention	0.374	-	-	0.374
		0.424	-	0.424
Satisfaction to Behavior Intention	0.220	-	-	0.220
Trust, Communication, Image, Satisfaction to Behavior Intention	0.480	-	0.520	1.00

CONCLUSION

Communication, Visitors satisfaction and Behavioral Intention can be described well by visitors, only Trust and Image are described quite well by visitors. Then Trust and Image have a significant effect on Visitors satisfaction. Only Communication didn't show a significant effect on Visitors satisfaction. Furthermore, Trust and Communication don't have a significant effect on Behavioral Intention. Only Image and Visitors satisfaction showed a significant effect on Behavioral Intention. Furthermore, Trust and Communication don't have a significant effect on Behavioral Intention through Visitors satisfaction. Only Image has a significant impact on Behavioral Intention through Visitors satisfaction.

Based on the description of the research results and conclusions, it can be taken some suggestions to all parties concerned, especially the manager of Edu Wisata Lontar Sewu should pay attention and improve Communication and Image because these variables have a significant impact on the performance of Edu Wisata Lontar Sewu visitors. Future research on Behavioral Intention through Visitors satisfaction needs to look for other factors besides Trust, Communication, Image, Satisfaction because there are still more than 50% of other variables that can affect Behavioral Intention through Visitors satisfaction at Edu Wisata Lontar Sewu

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