Relationship Marketing As Amediator of Destination Image and Customer Value Onbehavioral Intention (A Study on Customers of Tourist Destinations in Maluku Province)

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Abstract: *This research was conducted at tourist destinations in Maluku province, with the aim to analyze and explain the influence of five variables. The main variables in this research areDestination Image, customer value, trust, commitment and behavioral intention. Relationshipamong variables forms 9 relationshippaths which arehypothesized in this study.*
The respondents are customers in natural tourist destinations in Maluku province during the duration of the study as many as 180 people. Respondents are selected based on an approach 5 x indicator and area sampling with a minimum of 30 respondents per tourist destination.
The data was analyzed with analysis of Structural Equation Modeling with GeSCA program. The analysis result shows that, both inner and outer modelsare proper to be analyzed further. All items support the variables. The test result of the nine proposed hypotheses indicates that five relationship paths are significant, i.e.; a). The influence of Destination Imagevariable on trust, b).Customer value on Trust, c).Commitment on customer value, d).Trust on commitment, e). Commitment onbehavioral intention. Four paths are not significant, namely: a). The influence of Commitment variable onDestination Image, b). Destination ImageonBehavioral intention, c).Customer value on Behavioral Intention, d). Trust on Behavioral Intention.
Keywords: customer trust, customer commitment, beach tourism, GSCA.

I. Introduction

Maluku province comprises 1,340 islands, has beautiful and charming seas and coasts. This context allows Maluku to bring beach tourism destination as an icon. Beautiful natural scenery has attracted the interest of tourists to come to Maluku. The number of tourist arrivals increased from year to year. The increase is quite encouraging, but when compared with other regions in the Republic of Indonesia, Maluku and other regions in the eastern part of Indonesia are only visited by 0.25% foreign tourists annually (Hermantoro, 2011).

Lack of tourist visits to Maluku is caused by a number of reasons, among other:the inability of local communities to create a culture of tourism, the unavailability of facilities and infrastructure to support tourism and the minimum service to build relationship marketingwith tourists as customers.

The reality of tourism in Maluku province as already noted, allows scientific research by building relationships among comprehensive constructs. The main variables being studied are Destination Image, customer value, trust, commitment and behavioral intention.

Empirically, the relationship amongresearch variables is demonstrated through a number of previous studies. Destination Imagevariable has a direct effect on Behavioral intention (Hsu, Chia-Chang and Yuan-Duen, 2010; Alirezaet al., 2011). Indirect effect is through Trust (Shuet al., 2010; Alirezaet al., 2011), and through customer value (Shuet al., 2010; Alirezaet al., 2011).

The direct effect of customer value variable onBehavioral intentionis discovered through the research of Alirezaet al, (2011), Jen et al, (2011), Razaet al, (2012), Hsieh (2012), and Perera and Richard (2013). The indirect effect of customer value through trust and commitment is two new paths that can be tested in this study.

The direct effect of Trust variable on behavioral intention can be found in the research of Alrubaieet al. (2010), Shuet al. (2010), and Alrubaiee, (2012). The indirect effectcan be through commitment (Shuet al., 2010; and Alrubaiee, 2012). Empirical studies on the effects of commitment on behavioral intention find mixed results. Alrubaieeet al. (2010) and Shuet al. (2010) suggests that commitment affectsbehavioral intention or loyalty, and itis in line with the theory, but Alrubaiee (2012) presents a result which isnot in line with the theory, where influence among variables are not significant .

Limitations of previous studies have presented some important research gap, among others: First, Hsu et al. (2010) presents a research model that focuseson the relationship between relationship marketing and loyalty, without considering the relationship betweenDestination Imageand quality. Second, AlrubaieeandNahla (2010) research shows that commitment does not have a relationship with loyalty. Third, a number of previous

studies admits that sampling can produce erroneous generalizations (AlrubaieeandNahla, 2010, Ryu et al., 2011, Hyung, 2013, Alrubaiee, 2012). The four reasons put forward then become a research gap and theory gap that needs to be tested through further research.

Thus, the study is conducted based on following main issues: 1). Does the Destination Images affect Trust? 2). DoesDestination Images affect Behavioral intention? 3). DoesDestination Images affect Customer Value? 4). Does Customer value affect Trust? 5). Does Customer Value affectBehavioral intention?6).Does Customer Value affect commitment? 7). Does Trust affect Commitment? 8). Does Trust affect Behavioral Intention?9).Does Commitment affect BehavioralIntention?

II.   Literature Review, Hypothesis and Research Model
2.1 Literature Review
a.   Destination image

Essentially, company image can be interpreted as an important factor in the evaluation of overall service (Bitner, 1992; Grönroos, 1988). Attitude can improve the predictive value of company image in the future, because attitude becomes more accessible in memory (Fazio, 1989; Fazio andZanna, 1978 in Alirezaet al., 2011). Attitude that is easily accessible and is predictive in the future is the embodiment of values that are formed through experience.

Company image can be understood as an organizational perception and are held in consumer memory,it serves as a filter that affects the perception of companyoperations (Grönroos 1988). Another notion proposed by Kotler, 2000 is as follows: The set of beliefs, ideas, and impressions regarding a person holds regarding an object.People's attitudes and actions toward an object are highly conditioned by that object's image.

According to Kennedy (1977) in LeBlanc and Nguyen, (1996), image has two main components namely functional and emotional dimensions. Functional component is associated with visible characteristics (tangible)which are easily measured by tourists, while the emotional component is associated with psychological dimensions manifested in feelings and attitudes towards a destination.

In regard to tourist destinations, Destination Image must be kept and maintained to ensure an increase in the number of visitors in the future (Davidoff and Davidoff, 1994). Witt andMoutinho (1994) stated that image - together with: price, accessibility, destination Attractions, and destination facilities - are important components of a tourism product. Destination Image is the decisive factor in influencing the choice of a vacation spot.

Gartner (1996) said that Destination Imageis formed by three distinct hierarchical components, namely: cognitive, affective, and conative. Cognitive is a component of facts, and contains information that we know/believe to be true. Affective component is associated with motives and determinants of how we judge an object which is being considered. Meanwhile, conative component is analogous to behavior and becomes important when we decide to buy something or choose a holiday destination.

b.   Customer Value

Customer value can be viewed from two perspectives: from company and from customer perspective. From the customer side, value is defined as the value obtained from a product or service of the company as perceived by the customer. From company perspective, value is understood as an accumulation of policies and measures that accompany the process of product delivery to consumers. Customer value can be divided into two broad categories, namely; customer perceived value and customer desired value. Customer perceived value is defined as a compromise between benefits and sacrificeby referencing performance of a product or services, while customer desired value is customer's emotive attitude about products and ideal services being expected (Zeithaml, 1988)

Hu and Chao (2012) suggested that value is difficult to measure. In addition to functional sense (utilitarian), there is another meaning of value that cannot be denied. Value in marketing literature can be understood as a use value, intrinsic value, acquisition value, or transaction value. But essentially, there are two approaches that can be used as an approximation, they are utilitarian and hedonic values which are universal and can describe consumer behavior (Overbyand Lee, 2006).

Utilitarian value is defined as an overall measurement of functional benefits and sacrifices (Overbyand Lee, 2006). Utilitarian value involves more cognitive aspects, such as value for money (Chen, 2004) and assessment of convenience and time saving (Teo, 2001). Hedonic value is understood as an overall assessment of experiencebenefits and sacrifice, such as entertainment and onlineshopping interaction (Overbyand Lee, 2006).

c.   Trust

Relationhip marketing is born fromthe development of marketing concept by applying the theory of exchange by Bagozzi (1975), through two main questions regarding the theory of marketing, among others: 1).

Why are members of organization and organization engage in an exchange? (2) How is the exchange created, resolved, or avoided? The theory of social exchange is then integrated with the theory of agreement by Dwyer, Schurr, and Oh (1987) which stated that relationship marketing is to develop a framework of relation between seller and buyer in transaction. Dwyer et al. (1987) offered the antecedents of relationship marketing for the benefit of future research,i.e. trust, commitment, norms, dependence, fairness, conflict, cooperation, and communication.

A study conducted by Arnett andBadrinarayanan (2005) suggested that the factors that influence the success of relationship marketing is the quality of the relationship, although the three factors that have consistently been identified as a determinant of success in marketing relationshipare trust, commitment and communication. Most researches have conceptualized the effect of relationship marketing on the result which is entirely mediated by one or more relationship constructs, namely trust, commitment, satisfaction, communication and/or relationship quality (AlrubaieeandAlnazer, 2010).

Trust is an attitude full of uncertainty about a partner in a social relationship. Trust may be the cause for a better relation, but on the other hand trust may occur as a result of a cooperation process that has lasted for a long time. Therefore, to obtain a relationship of mutual trust and gain a reputation of reliability a conscious strategy and patience are required in learning process.

Real trust is an attitude of a customer, addressed to company as a partner, who will take measures to produce positive results for customers (AlbrubaieeandAlnazer, 2011). This notion suggests that trust can be understood from two main aspects namely trusting belief and trusting intention.Trusting belief is a form of trust from someone who believes in another person in a given situation. Trusting intentionis based on cognitive trust from one person to another.

d. Commitment

In relationship marketing literature, the concept of commitment plays a central role because commitment is the main characteristics of relationship marketingmodel (Alrubaiee and Alnazer, 2010). A number of studies suggest that commitment is the foundation all successful work relationship and that commitment is an important guideline in successful long-term relationship (Anderson andNarus, 1990).

Commitment in the context of relationship marketing shows implicit or explicit promise about a continuity of customer and partner relationship. Commitment acts as a dependent variable in several models of relationship marketing that explain the relationship between seller and buyer and behavior channel. Commitment is the main indicator and is important in ensuring the creation of a sustainable relationship in the future (Morgan and Hunt, 1994). Psychologically commitment can also bridge different interests between sellers and buyers, so as to create an increasingly close relationship between them (Dwyer et al., 1987). Commitment has been carried out in a number of ways, including desire to continue relationship, willingness to make sacrifices in the short term, confidence in the stability of relationship, and investment in relationships (Kim and Frazier, 1997).

e. Behavioral intention

Behavioral intention can be described as the tendency of behavior after consuming a product. Olorunniwo, et al. (2006) says that Behavioral Intentions can be described by, for example, the desire to buy for a second time, utterance, complaining behavior, and price sensitivity. The more positive the customer experience, the more possibility that he would reuse theservices.

FishbeinandAjzen, (1975) suggests that behavioral intention always refers to future behavior and is often correlated with behavior. Zeithaml, Berry, andParasuraman (1996) suggest that future behavioral intentions means consumer loyalty, and later that customer would recommend otherpeople to tell the positive benefits to others, support family and friends to shop, and would like to come back for future consumption.

Referring to tourism research about tourist willingness to come back, Chen and Tsai (2007) defines behavioral intention as a willingness or tourist desire to revisit, or recommending the tourist destination to others. In a related study, it is also confirmed that "perceived value" is an important indicator to predict behavioral intention in the future (Cronin, Brady, andHult, 2000; Petrick 2004).

2.2 Hypothesis

Referring to the main research problems and theoretical frameworks that have been put forward, then several hypotheses can be presented as follows:
H1: Destination Image affectsTrust
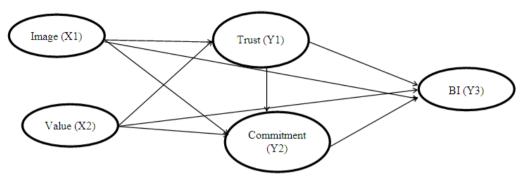H2: Destination Image affectsbehavioral intention
H3: Destination Image affects Customer Value
H4: Customer value affects Trust
H5: Customer Value affectsbehavioral intention

H6: Customer Value affects Commitment
H7: Trust affects Commitment
H8: Trust affects Behavioral Intention
H9: Commitment affectsBehavioral intention

Conceptual model of research

2.3 Method

This research was conducted at tourist destinations in Maluku province. The customers are tourists of natural tourist destinations in Maluku province during the duration of the study. Total population is infinite because it cannot be predicted. The sample is determined by aria sampling technique, so the number of the respondents is 180 people, spread over 6 destinations, and the number of respondents for each area is 30 respondents.

Research data consist of primary data and secondary data. Data is collected by using questionnaire, interview and observation. In the process of collecting data, validity and reliability test were conducted.

This study uses positivism paradigm whichputsdata analysis as an important phase. Data analysis uses descriptive statistics and inferential statisticaltechniques. Inferential analysis usesStructural Equation Modeling (SEM) from statistical software package GeSCA to get a powerful structural model for prediction purpose.

III.   Results And Discussion

3.1 Validity and Construct Reliability

Destinations image is measured by four indicators, they are:high popularity of destination, the beauty of destination, Completeness of facilities and attractive promotions. Customer Value Variable is measured by three indicators, namely impression compared with time, impression compared with energy, and impressions compared with costs. Trust variable is measured by four indicators, namely Reliability, Openness, competence, and attention. Commitment variable is measured by four indicators, i.e. Enjoying the relation, Care and the importance of relationship with the organizer. Behavioral intention variable is measured by three indicators, namely Recommendation, Revisit and Complaining Behavior.

The correlation coefficient for all items on five research variables>0.3, means that all variables are valid. Alpha value for the variable of destination image is 0.810, 0.755 for customer value, 0.768 for Trust, 0.796 for Commitment and 0.798 for Behavioral intention. Alpha value for each variable is greater than 0.6, means that the measuring instrument for each variable has a high consistency.

3.2 Feasibility Analysis of The Model

Relationship among research variables shows a high level of significance which is 0.000 <0.05. This shows that the linearity assumption is met, so further analysis can be done. Relationship among variables forms 9 hypotheses which are tested with GeSCA. Analysis of model feasibility or Goodness of Fitserves as a basis for further analysis. The result of Goodness of Fit analysis is shown in Table 1.

Table 1.Goodness of Fit

FitModel	
FIT	0.518
AFIT	0.512
GFI	0.985
SRMR	0.152
NPAR	77

FIT is as much as 0.518. This figure means that the formed research model, 51.8% can be explained by the variables of destination image, customer value, trust, commitment and behavioral intention. AFIT as much

as 0.512 means that 52.1% AFIT can explain the diversity of the data forming the model. GFI as much as 0.985 means that the overall research model is good.SRMR as much as 0.152 means that the overall model is very good (Hwang, 2009, Solimun, 2013).

3.3 Hypothesis Testing
Structural Model

Path Coefficients			
	Estimate	SE	CR
Destination image ->Trust	0.299	0.098	3.07 *
Destination image -> Commitment	0.062	0.100	0.62
Destination image -> BI	0.198	0.158	1.25
Customer Value ->Trust	0.487	0.083	5.83 *
Customer Value -> Commitment	0.366	0.078	4.71 *
Customer Value -> BI	0.166	0.127	1.31
Trust -> Commitment	0.408	0.104	3.91 *
Trust -> BI	-0.117	0.099	1.19
Commitment -> BI	0.471	0.095	4.93 *

CR * = significant at .05 level

According to the table, it can be interpreted that:
- The influence of Destinations image variable on Trust

The result shows that the estimate value is 0.299, which means that there is a significant effect. Thus, H$_1$is received. This shows that beauty and uniqueness of the destination becomecausal predictor for a person to express his trust.
- The influence of Destinations image Variable on commitment.

The result shows that the estimate value is 0.062. This means that the relationship among variables is not significant. Thus, H$_2$is rejected. From this result it can be understood that the high popularity of a destination, the beauty of a destination, complete facilities and attractive promotions cannot be used as an independent predictor to stimulate someone to make a commitment. Customer commitment can be caused by satisfaction and his trust to the service given.
- The influence of Destinations image Variable onBehavioral intention.

The result shows that the estimate value is 0.198, which means that the influence among variables is not significant. Thus, H$_3$is rejected. This means that a customer cannot directly decide to come back after realizing the beauty of the tourist destinations. There are many considerations that should be taken before stating a commitment to revisit.
- The influence of Customer value Variable on Trust

The result showsthat the estimate value is 0.487. This means that there is a significant relationship among variables. Thus, H$_4$ is received. This result indicatesa new thing in research in the field of marketing services. Customers only need to compare the performance of the product with the sacrifice they havedone, then they will be able to declare their trust to a specific tourist destination.
- The influence of Customer value Variable on commitment

The result shows that the estimate value is 0.366. This means that there is a significant relationship among variables. Thus, H$_5$is accepted. Customer value is more subjective and based on rational considerations and emotive, can cause a customer to have a sense of caring and committed to build a long-term relationship with the organizer of tourist destination.
- The influence of Customer value Variable on Behavioral Intention.

The result shows that the estimate value is 0.166. This means that the relationship among variables is not significant. Thus, H$_6$is rejected. This means that the subjective perception of the customer about perceived benefits when traveling, in a fair comparison with the sacrifice to obtain these benefits, is not a predictor of customer behavior. High customer value does not result in customer attitude to visit again in another occasion, or vice versa.
- The influence ofTrust Variable on Commitment

The result shows that the estimate value is 0.408. This means that there is a significant relationship among variables. Thus, H$_7$is received. Both variables are derived from the same theory namely relationship marketing, so its role can independently affect other variables or mediate each other to form another relationship path. Customers of tourist destinations in Maluku who believe in the services and the beauty of destinations tend to commit to build a long-term relationship with the organizer of tourist destinations. This can be demonstrated through the willingness to sacrifice anything to build good relationship in the future.

- The influence of Trust Variable on Behavioral Intention

The result shows that the estimate value is -0.117. This means that the relationship among variables is not significant. Thus, H_8 is rejected. It is not commonly found in this study, where customers who have trust are in fact do not come back, or otherwise customers who do not have trust even come again. This is due to the role of another construct as mediation, namely commitment, whichhas a very dominant influence. This means that it is impossible for customers who have trust but do not have commitmenttorevisit.

- The influence of Commitment Variable to Behavioral Intention (Y)

The result shows that the estimate value is 0.471. This means that there is a significant relationship among variables. Thus, H_9 is received. This means that customers who act positively after purchase as a result of the accumulation of happy feeling toward products and services, tend to express the attitude by doing another visit in the future.

IV. Contribution of theory and managerial

4.1 Contribution of Theory

1. This study may contribute to the science of service marketing in tourism context, especially in relation to service quality theory and the theory of relationship marketing.
2. This study found that customer value has a significant and positive influence on trust. This finding becomes a significant contribution to science because, according to the author's observation, no studies have tried to show the relationship between those constructs. The research finding further strengthens symbiotic mutualism relations between service quality and relationship marketing.
3. The study contributes new relationship paths among constructs, namely influence of customer value on commitment. This shows that the purpose of service to meet the needs and desires of consumers has shifted towards building a long-term relationship.
4. Customers in the tourism industry are multi-cultural customers. Thus, a touch of relationship marketing is needed to keep them in the long term and to create a sustainable relationship. Relationship marketing and service quality is the determinant for customers in deciding the form of relationship in the future.
5. The study found that the influence of trust on behavioral intention is negative and insignificant, which can be understood that even if people do not trust, they tend to revisit. This result indicates that trust is not an independent construct and not the only determinant of behavioral intention.
6. This study generally confirms and extends the theory of quality service (Groonros, 1888) and the theory of relationship marketing (Berry, 1993). Relationship marketing with two main constructs, i.e. trust and commitment, is expected to be a determinant of loyalty or behavioral intention.

4.2 Managerial Contribution

1. The organizers of tourist destinations need to consider and act cautiously to create an impression that can motivate customers to appreciate with a good value.
2. The organizers of tourist destinations in Maluku can consider subjective perceptions from their customers in order to create a more sustainable and long-term relationship. Only then, the organizers can win competition in tourism industry with organizers of tourist destinations in Maluku or in other areas in Indonesia.
3. Customer attitudes can occur because of a stimulus, and impression toward that stimulus would give birth to a personal commitment. Customers who are committed are customers who believe the benefits that they would received. The organizers of tourist destinations in Maluku province should strive to give a service and application of other constructs suitably so that customers would make a commitment.

V. Conclusion, limitations and future research

Research results, discussion and interpretation which have been described in the previous chapter are conducted on five research constructs, namely destination image, customer value, trust, commitment and behavioral intention. The main constructs of this study refer to some theories, among others the theory of service quality by Parasuraman et al, 1988) and Grönroos (1988), and the theory of relationship marketing by Berry (1983). The overall results of the study can be summarized as follows:

1. Destination image has a positive and significant influence on Trust.
2. The construct of destination image has a positive and insignificant influence on Commitment.
3. The construct of destination image has a positive and insignificant influence on behavioral intention.
4. The variable of Customer value has a significant influence on trust.
5. The variable of Customer value has a positive and significant influence on commitment.
6. The variable of Customer value has a positive and insignificant influence on Behavioral intention.
7. The variable of Trust has a positive and significant influence on commitment.
8. The construct of Trust has a negative and insignificant influence on behavioral intention.

9. The variable of Commitment has a positive and significant influence on behavioral intention.

Suggestion

Referring to the conclusions that have been unraveled, then suggestions can be conveyed for the organizers of tourist destinations in Maluku province, for Maluku local governments, as well as for further research in the same field. The suggestions can be submitted as follows:

For tourist destination
1. The organizers of tourist destinations in Maluku province should maintain and continue to develop the uniqueness of the destination. The uniqueness of the destination should also be well publicized as much as possible so that more and more people realize that there is a unique destination in Maluku province which is worth a visit.
2. Customers tend to make a commitment to build a long-term relationship, but the decision is only caused by a perception that is both rational and emotive. A rational perception can easily be measured, but emotive perception is more internal, which needs to be understood and interpreted more by the organizers.

For Local Government
1. The government of Maluku province and Ambon, Southeast Maluku regency and Central Maluku regency are expected to manage their region optimally, so that customers and prospective customers can get to know tourist destinations in Maluku. In post-visit, customers may perceive subjective-emotive and cognitive assessment properly.
2. Local government is expected to create a good instrument to measure the number of visits. This in turn will have an impact on local revenue which is measured from the tourism sector.
3. Local government is expected to probe the opening of direct international flights from and to Pattimura airport.

For Future Research
For the development of science in the field of marketing management services, some suggestions for future research are:
1. In determining samples, researchers should not only pay attention to probability, but also to the possibility of bias that may be caused by rigidity to keep probability.
2. Future research needs to do a better adaptation in determining the statement item, because the construct being studied has a close meaning.

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