The Influence of Tourist Expectations, Service Quality, And Online Marketing About Tourist Loyalty and Loyalty in Polewali Mandar Regency, West Sulawesi Province

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Abstract
The research objectives: (1) to partially analyze the effect of expectations, service quality, and online marketing on tourist satisfaction, (2) to partially analyze the effect of expectations, service quality, online marketing, and tourist satisfaction on tourist loyalty, (3) to analysis of the influence of tourist satisfaction on tourist loyalty. (4) to analyze the effect of expectations, service quality, and online marketing on tourist loyalty through tourist satisfaction. Quantitative research approach. The population is 138,331 people and the sample is 399 people. Methods of data collection using a questionnaire. The method of collecting samples by means of purposive sampling. The method of analysis using Structural Equation Model (SEM). The results showed that: (1) expectations, service quality, and online marketing partially have a positive and significant effect on tourist satisfaction, (2) service quality, online marketing, and tourist satisfaction partially have a positive and significant effect on tourist loyalty, (3) expectations have a positive and insignificant effect on tourist loyalty, (4) expectations, service quality, and online marketing partially have a positive and significant effect on tourist loyalty through tourist satisfaction.
Keywords: *Expectations, Service Quality, Online Marketing, Tourists, LoyaltyTraveler*

I.   PRELIMINARY

Economic globalization opens up vast market opportunities for the tourism industry. The tourism industry can increase foreign exchange earnings, open up job opportunities, and new jobs and provide benefits in other sectors, such as retail, transportation, and construction (Kertajaya, H. 2013; Chen & Tsai, 2007) The economy of a country in the era of globalisation is no longer standing alone but become one with the global economic system (Wilson & Abel, 2002). Globalization makes the boundaries between countries increasingly invisible. The blurring of national boundaries in the context of the tourism business has consequences for wider competition and the shifting of producer power into the hands of consumers (Hoffman & Novak, 2017). Companies in the tourism sector need to find ways and create something unique to have a competitive advantage, both locally, regionally, and globally (Talha et al., 2016). Information is an important medium in the era of globalization (Hamil, 2017). Fast information will help marketers to win the competition. The development of computer and telecommunications technology has succeeded in creating a new information infrastructure known as the Internet (Interconnected Network). This infrastructure includes a series of electronic networks that are useful in facilitating the transfer of information and interactive communication. Advances in digital telephone networks, interactive cable television, personal computer services online, and the internet, create information faster and easier to obtain (Paul, 2016).World internet users currently reach 3.773 billion and social media users have reached 2.789 billion. The number of active internet users in Indonesia has reached 132 million and social media users 106 million. Youtube is a very popular media so it occupies the highest user at 49%, then Facebook users at 48%, followed by Instagram at 39%, Twitter at 38%, WhatsApp at 38%, and Google at 38% (Mahardika & Aji, 2018). The Indonesian Internet Service Provider (APJII) in 2019, stated that internet users in Indonesia were dominated by the age group of 18-25 years, almost half of the total number of internet users in Indonesia (49%). This means that internet users in Indonesia are included in the category of the digital native group. This age category has a very active character using digital technology networks and has the skills to operate internet-based technology (Nursatyo, 2018).

World Travel & Tourism Council illustrates that companies in the tourism sector with the internet will become the main driver of the 21st-century economy. World Trade Organization (WTO) predicts that the average growth of world tourism during the period 2000 – 2010 is 4.2%. The World Travel & Tourism Council

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predicts that the tourism sector will drive the mobility of 1.85 million tourists worldwide in 2019 (Mahardika & Aji, 2018). Indonesia, which is rich in tourism objects, should be able to explore the potential of this sector. Companies in the tourism sector together with the marine & fisheries, forestry, and agriculture sectors should be the "four leading sectors" towards a new Indonesia. Recognizing the great potential in the tourism sector, the Indonesian government identified it as one of the National Economic Zones in the Government Transformation Program which is expected to be able to spearhead the transformation into a high-income country. Tourism in Indonesia in 2019 was ranked 20th in the world tourism industry.In fact, in the efforts of the local government to develop tourism in West Sulawesi Province, various obstacles were found to developing the potential of these attractions, such as the management of the local government as a less professional regulator. Therefore, the development of tourism potential in the Province of West Sulawesi is regulated in the Regional Regulation of the Province of West Sulawesi No. 1. the Year 2019 which states that: (a) natural wealth, diversity of languages and ethnicities, uniqueness and distinctiveness of culture, customs that live in the community, diversity of flora and fauna, as well as historical and archaeological heritage in the Province of West Sulawesi, are the primary resources its attraction and is a resource and capital to increase the prosperity and welfare of the community. (b) Resources and capital as referred to in letter (a), need to be utilized optimally through the implementation of tourism development aimed at increasing regional income, expanding and equalizing business opportunities and employment opportunities, encouraging regional development and introducing and utilizing tourist attractions and in West Sulawesi Province. The object of research is located in Polewali Mandar Regency. Polewali Mandar Regency is one of six regencies in West Sulawesi. Polewali Mandar Regency has various tourist objects that are quite interesting and crowded with tourists, such as Mampe Beach, Tangnga Island, Salu Pajaan, Blue River, and Water Boom. The number of foreign and domestic tourists visiting tourist destinations in Polewali Mandar Regency, during 2017-2019 is shown in the following table:

Table 3. Number of Tourists in 2017-2019

Table 3. Number of Tourists in 2017-2019

Tourist Destinations	of the Year		
	2017	2018	2019
Mampe Beach	43.800	39.231	9.350
Tangnga Island	13.437	25.441	14.808
Salu Pajaan	108.311	98.237	71.733
Kali Biru	53.985	39.449	14.423
Water Boom	65.289	41.890	28.017

Source: Youth, Sports, and Tourism Office

Table 3 shows that in 2019 the number of tourists visiting tourist destinations on Mampie Beach, Tangnga Island, Satu Pajaan, Kali Biru, and Water Boom in general experienced a very significant decrease compared to 2017 and 2018. tourists in 2018 compared to 2017. The decrease in the number of tourists indicates a decrease in the interest or desire of tourists to make repeat visits and refer to others. Tourist loyalty is influenced by satisfaction*,* in addition to emotional bonding (*emotional bonding*), trust (*trust*), convenience (*choice reduction and habit*), and experience with the company (*history with the company*). (Vanessa, 2007:45; Griffin, 2005:31). Satisfaction is a feeling of pleasure or disappointment of a tourist that arises after comparing the performance (results) of a product that is thought of to the expected performance (results). If performance is below expectations, travellers are dissatisfied. If performance exceeds expectations, the traveller is satisfied. If performance further exceeds expectations, tourists are delighted. (Kotler and Keller, 2007; Zeithaml, 2003:89; Hermawan et al., 2018). The results of the researcher's observations show that the decline in tourist visits in 2018 and 2019 in Polewali Mandar Regency has a very significant relationship to the formation of tourist expectations, such as tour companies unable to meet the individual needs of tourists, *word of mouth* received by tourists, performance services are not following or the same as before (*experience*), company promises through advertising media or personal selling that do not match reality (*explicit services promises*), *image* destination Tourists who get quality service from a tourist destination will feel satisfied and will return to the same tourist destination/loyal (Kotler and Keller, 2007). Tourist satisfaction is the attitude of tourists to service quality (Jenkinson *et al.*, 2002). Tourist satisfaction is an emotional feeling and tourist perception about the services provided by tourist destinations (Mohan & Saikumar, 2011). The behaviour of dissatisfied tourists with a product impacts expectations, company image and sales prospects in the future (Wijaya 2011). Measuring and monitoring the satisfaction of tourists and tourists from competing companies regarding service quality can be done by using a system of complaints and suggestions, satisfaction surveys, stealth shopping, and analysis of missing tourists. (Handi, 2002:22). Online marketing is broadly related to the business form of tourism companies in marketing their products through internet media (Munawir, 2019:5). The key to a successful online marketing effort is an interactive strategy (Arnott and Bridgewater, 2002:87; Eid and Trueman, 2002:54). Research from Bertha (2006), and Irham (2016) shows that *online* can provide various benefits, such as

convenient, easy and private, information. interactive and immediate. Likewise, research from Diansyah and Ayu (2017) shows that *online* affects tourist satisfaction in shopping online, namely: *website design, fulfilment/reliability, security/privacy, and customer service.* Marketing *online* on tourist satisfaction has been empirically proven, such as research by Lim & Rashad (2014), Ali (2018), and Afifa et al. (2018). The study results generally show that *online* has a positive and significant effect on tourist satisfaction. Similarly, the influence of *online* on tourist loyalty has been empirically proven, such as research by Lim & Rashad (2014), Ali (2018), and Afifa et al. (2018). The results of the study generally show that *online* has a positive and significant effect on tourist loyalty. Tourist satisfaction and loyalty will increase when tourism companies can improve web design (*web design*), advertising using display images, promoting companies through search engines *(search engines)*, electronic mail (*e-mail*), and advertising via *e-mail* (*email advertising*), *interactive advertising and* others. Based on the phenomena and inconsistencies in previous researchers' findings, this research's main theme is: **"The Influence of Tourist Expectations, Service Quality, and Online Marketing on Tourist Satisfaction and Loyalty in Polewali Mandar Regency, West Sulawesi Province."**

II. RESEARCH METHODS

The sampling method in this study, namely the selection of samples from the population is not random (nonprobability sampling). Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Eng & Slamet, 2017:34). The type of non-probability sampling used in this study is purposive sampling. Purposive sampling is a method of selecting samples based on certain criteria. The criteria set by the researchers to select respondents as research samples are:

1. Domestic tourists.
2. Tourists who are willing to be respondents.
3. Tourists who have visited at least 1 time.

In compiling research documents, the accuracy and effectiveness of the work process are crucial. Therefore, data analysis techniques are needed that are following the type of research being carried out. (Eng & Slamet, 2017:42) states that data analysis techniques are a way of analyzing research data, including relevant statistical tools for use in research, in this study quantitative data analysis techniques will be carried out. Measurement reliability using Cronbach's Alpha, which is a reliability coefficient that shows how well the items/items in a collection are positively correlated with each other and 0.6. The data analysis techniques used in explaining the phenomena in this study are validity and reliability tests, descriptive statistical analysis techniques and Structural Equation Modeling (SEM) analysis.

1. Instrument Validity and Reliability

   Validity is a measure that shows the level of validity or validity of an instrument. An instrument is said to be valid if it can reveal data from the variables studied appropriately. The high and low validity of the instrument shows the extent to which the data collected does not deviate from the intended validity description. (Arikunto, 2012). Validity testing is research conducted to determine whether the indicator, valid or invalid, can be seen from the results of the t-test, namely if the t-count value is greater than 1.96 (t-count > 1.96) it means that the measured indicator is declared valid.Reliable means are trustworthy or reliable. The expression stated that the instrument must mean that the instrument is good enough so that it can reveal reliable data (Arikunto, 2012). Reliability is measuring the results of a measurement that can be trusted, the measurement results can be trusted if several times the measurement of the same group or subject obtains relatively the same results, as long as the aspects in the group or subject that have not been measured have not changed.Testing reliability in this study by looking at the value of Cronbach's alpha, if Cronbach's alpha (α) is more than 0.60 then the research data is considered good and reliable enough to be used as input in the data writing process to test the research hypothesis.

2. Descriptive Statistical

   Analysis Descriptive analysis was conducted to see the characteristics of the population that was captured through the research data. Descriptive analysis is used to analyse the data by describing the collected data as it is without making generally accepted conclusions. The presentation of descriptive analysis data is given through tables, graphs, and calculation of the mean. Inferential Statistical Analysis.

3. Inferential Statistical

   Analysis used is Structural Equation Model (SEM) analysis is a statistical analysis technique that combines several aspects of path analysis and confirmatory factor analysis to estimate several equations simultaneously. Structural equation modelling (Structural Equation Modeling) is the second generation of multivariate analysis technique that allows researchers to examine the relationship between complexes, both recursive and non-recursive to obtain a comprehensive picture of the entire model.

RESEARCH RESULTS

Based on the empirical model proposed in this study, it is possible to test the hypothesis by testing the path coefficients on the structural equation model. The direct effect can be seen in the following table:

Table 27. Hypothesis Testing Results

HP	Variable			Direct Effect	Indirect Effect	Total Effect	P-Value	Description
	Exogenous	Intervening	Endogenous					
1	Expectation (X1)		Tourist Satisfaction (Y1)	0.344		0.344	0.001	Positive and Significant
2	Quality of Service (X2)		Tourist Satisfaction (Y1)	0.380		0.380	0.000	Positive and Significant
3	Online Marketing (X3)		Tourist Satisfaction (Y1)	0.327		0.327	0.002	Positive and Significant
4	Expectations (X1)		Traveler Loyalty (Z1)	0.201		0.201	0.065	Positive and Not Significant
5	Quality of Service (X2)		Tourist Loyalty (Z1)	0.328		0.328	0.003	Positive and Significant
6	Online Marketing (X3)		Traveler Loyalty (Z1)	0.295		0.295	0.011	Positive and Significant
7	Tourist Satisfaction (Y1)		Tourist Loyalty (Z1)	0.470		0.470	0.000	Positive and Significant
8	Expectations (X1)	Tourist Satisfaction (Y1)	Tourist Loyalty (Z1)	0.201	0.162	0.363	0.006	Positive and Significant
9	Service Quality (X2)	Tourist Satisfaction (Y1)	Tourist Loyalty (Z1)	0.328	0.159 0.487		0.003	Positive and Significant
10	Online Marketing (X3)	Tourist Satisfaction (Y1)	Tourist Loyalty (Z1)	0.295	0.178	0.473	0.002	Positive and Significant

Source: Appendix 3

1. Effect of Expectations on Tourist Satisfaction
   Expectations have a positive and significant effect on tourist satisfaction (P = 0.001 0.05 and loading factor = 0.344). So that the statement from the first hypothesis is accepted and this means that the more tourists' expectations are met, the more satisfied tourists will be. Tourist expectations have an important meaning for tourist satisfaction.
2. The Effect of Service Quality on Tourist Satisfaction Service
   Quality has a positive and significant effect on tourist satisfaction (P = 0.000 0.05 and loading factor = 0.380). So that the statement from the second hypothesis is accepted and this means that the better the service quality, the more satisfied tourists are. Service quality has an important meaning for tourist satisfaction.
3. The Effect of Online Marketing on Tourist Satisfaction Online
   Marketing has a positive and significant effect on tourist satisfaction (P=0.002 0.05 and loading factor = 0.327). So that the statement of the third hypothesis can be accepted and this means that the better the online marketing, the more satisfied tourists will be. Online marketing has an important meaning for tourist satisfaction.
4. Effect of Expectations on Tourist Loyalty
   Expectations have a positive and insignificant effect on tourist loyalty (P=0.065 0.05 and loading factor= 0.201). So that the statement of the fourth hypothesis is rejected and this means that the more tourists' expectations are not met, the more dissatisfied tourists are. Tourist expectations do not have an important

meaning on tourist loyalty.
5. The Effect of Service Quality on Tourist Loyalty Service
Quality has a positive and significant effect on tourist loyalty (P=0.003 0.05 and loading factor= 0.328). So the statement from the fifth hypothesis is accepted and this means that the better the service quality, the more loyal tourists are. Service quality has an important meaning for tourist loyalty.
6. The Effect of Online Marketing on Tourist Loyalty
Online marketing has a positive and significant effect on tourist loyalty (P=0.011 0.05 and loading factor = 0.295). So that the statement of the sixth hypothesis can be accepted and this means that the better the online marketing, the more loyal tourists will be. Online marketing has an important meaning for tourist loyalty.
7. The Effect of Tourist Satisfaction on Tourist Loyalty Tourist
Satisfaction has a positive and significant effect on tourist loyalty (P = 0.000 0.05 and loading factor = 0.470). So that the statement of the seventh hypothesis is accepted and this means that the more satisfied tourists are, the more loyal tourists are. Tourist satisfaction has an important meaning to tourist loyalty.
8. The Effect of Expectations on Tourist Loyalty Through Tourist Satisfaction
Expectations have a positive and significant effect on tourist loyalty through tourist satisfaction (P=0.006 0.05 and loading factor = 0.162). So that the statement of the eighth hypothesis can be accepted and this means that tourist satisfaction can intervene in the influence of expectations on tourist loyalty.
9. The Effect of Service Quality on Tourist Loyalty Through Tourist Satisfaction
Service quality has a positive and significant effect on tourist loyalty through tourist satisfaction (P = 0.003 0.05 and loading factor = 0.159). So the statement of the ninth hypothesis can be accepted and this means that tourist satisfaction can intervene in the influence of service quality on tourist loyalty.
10. The Effect of Online Marketing on Tourist Loyalty Through Tourist Satisfaction
Online marketing has a positive and significant effect on tourist loyalty through tourist satisfaction (P=0.002 0.05 and loading factor = 0.178). So that the statement of the tenth hypothesis can be accepted and this means that tourist satisfaction can interfere with the influence of online marketing on tourist loyalty.

III. Discussion

Effect of Expectations on Tourist Satisfaction

The results of hypothesis testing show that expectations have a positive and significant effect on tourist satisfaction. Personal needs, experience and destination image as an indicator of expectations can have a significant influence on tourist satisfaction. Tourist expectations are related to how tourists form service expectations from many sources, such as past experiences, word of mouth, and advertisements. In general, tourists compare the perceived service with the expected service. If the perceived service is below the expected service, tourists will be disappointed. Successful travel destinations add benefits to their offerings so that tourists are not only satisfied but surprised and very satisfied. Tourists will be very satisfied if they get an experience that exceeds their expectations. Tourist expectations are influenced by personal needs, experiences, and the image of the destination. Personal needs are the desires of a tourist for services that are expected to be fulfilled in order to satisfy himself. Tourists whose expectations are met through personal needs will increase satisfaction. Tourists are satisfied when a tourist destination has attractiveness, comfort and affordability. Attractiveness is related to the location of the destination that attracts attention. While comfort is a condition of feeling comfortable with a situation or environment from a tourist destination. Meanwhile, affordability is related to the ease of reaching tourist destinations.

The Effect of Service Quality on Tourist Satisfaction

The results of hypothesis testing show that service quality has a positive and significant effect on tourist satisfaction. Reliability, responsiveness, assurance, empathy, and physical evidence as indicators of service quality can have a significant influence on tourist satisfaction. Tourists' perceptions of service quality play an important role and have a relationship with satisfaction. Service quality is related to the delivery of services or services that are good or very good compared to tourist expectations. Service quality is the overall appearance and character of a product or service based on its ability to fulfil satisfaction or fulfil desires. Expectancy disconfirmation theory (Oliver, 2004) asserts that post-purchase satisfaction/dissatisfaction is determined by tourists' evaluations of the difference between initial expectations and perceptions of actual product performance after using the product. When a tourist buys a product, then he has expectations about how the product functions. The product will function better than expected, so tourists will be satisfied. Meanwhile, if the product functions as expected, tourists will have a neutral feeling. Finally, if the product functions worse than expected, then tourists will cause disappointed, so tourists are not satisfied.

The Effect of Online Marketing on Tourist Satisfaction

The results of hypothesis testing show that online marketing has a positive and significant effect on tourist satisfaction. interactivity, currentness/timeline, and accessibility as online marketing indicators can have a significant influence on tourist satisfaction. Tourist destinations that have good online marketing can increase tourist satisfaction. Online marketing theory (Diansyah and Ayu, 2017) explains that tourists will be satisfied if tourist destinations use online marketing in communicating their products, promoting, and selling their products. This is because tourists have behaviour that is easy to change due to high expectations. Purchasing tourists want convenience when buying a product. These desires include obtaining advertised product information. Marketing through internet media can be accessed according to their needs for a product. To meet the needs of tourists for information on a product, the managers of tourist destinations, especially the marketing department, realize that they will immediately adjust not only conventional marketing methods but also internet-based or online marketing methods and this kind of marketing method is expected to be able to fulfil tourist satisfaction.

The Effect of Expectations on Tourist Loyalty

The results of hypothesis testing show that expectations have a positive and significant effect on tourist loyalty. Personal needs, experience and destination image as an indicator of expectations can have a significant influence on tourist loyalty. Expectations are related to an expectation or belief that is expected to come true in the future following the wishes were to achieve it must be with real action. Every tourist must have hope in making a purchase decision, this expectation has a big role as a standard of comparison in evaluating the quality of the product and tourist satisfaction. When tourists get a product following their expectations, tourists will maintain the product they get so that a loyal attitude will be created. So that the greater the expectations of tourists are met, the higher the level of loyalty. Expectancy disconfirmation theory (Oliver, 2004) asserts that post-purchase satisfaction/dissatisfaction is determined by tourists' evaluations of the difference between initial expectations and perceptions of actual product performance after using the product. When a tourist buys a product, then he has expectations about how the product functions. The product will function better than expected, so tourists will have a loyal attitude. Meanwhile, if the product functions as expected, tourists will have a neutral feeling. Finally, if the product functions worse than expected, then tourists will cause disappointed, so tourists do not have a loyal attitude.

The Effect of Service Quality on Tourist Loyalty

The results of hypothesis testing show that service quality has a positive and significant effect on tourist loyalty. Reliability, responsiveness, assurance, empathy, and physical evidence as indicators of service quality can have a significant influence on tourist loyalty. An important strength of service quality is strengthening tourist loyalty. Tourist loyalty is related to tourist loyalty to a product or service which is characterized by a deep feeling, commitment, and support for the product or service. Expectancy disconfirmation theory (Oliver, 2004) asserts that post-purchase satisfaction/dissatisfaction is determined by tourists' evaluations of the difference between initial expectations and perceptions of actual product performance after using the product. When a tourist buys a product, then he has expectations about how the product functions. The product will function better than expected, so tourists will have a loyal attitude. Meanwhile, if the product functions as expected, tourists will have a neutral feeling. Finally, if the product functions worse than expected, then tourists will cause disappointed, so tourists do not have a loyal attitude.

The Effect of Online Marketing on Tourist Loyalty

The results of hypothesis testing show that online marketing has a positive and significant effect on tourist loyalty. interactivity, currentness/timeline, and accessibility as online marketing indicators can have a significant influence on tourist satisfaction. Tourist destinations that have good online marketing can increase tourist loyalty. Online marketing is related to how to communicate something, promote, and sell goods and services through the internet. Online marketing is the use of information technology in the process of creating, communicating and delivering value to consumers and building relationships between consumers and companies in a way to benefit the company and the parties concerned. Online marketing can provide services to tourists without requiring human resources, reducing facilities and services by telephone. Only by connecting a computer or gadget to the internet, it can be accessed and connected to the internet so that it can sell products and services or services well. Tourists can order products or services and make buying and selling transactions without having to meet potential customers. Online marketing theory (Diansyah and Ayu, 2017) explains that tourists will be satisfied if tourist destinations use online marketing in communicating their products, promoting, and selling their products. This is because tourists have behaviour that is easy to change due to high expectations.

The Effect of Tourist Satisfaction on Tourist Loyalty

The results of hypothesis testing show that tourist satisfaction has a positive and significant effect on tourist loyalty. Attractiveness, comfort and affordability. as an indicator of tourist satisfaction can have a significant influence on tourist loyalty. Expectancy disconfirmation theory (Oliver, 2004) asserts that post-purchase satisfaction/dissatisfaction is determined by tourists' evaluations of the difference between initial expectations and perceptions of actual product performance after using the product. When tourists buy a product, they he has expectations about how the product functions product performance. The product will function better than expected, so tourists will feel satisfied and have a loyal attitude. Meanwhile, if the product functions as expected, tourists will have a neutral feeling. Finally, if the product performs worse than expected, then the tourist will cause disappointment or dissatisfaction and not have a loyal attitude.

The Effect of Expectations on Tourist Loyalty Through Tourist Satisfaction.

The results of hypothesis testing show that expectations have a positive and significant effect on tourist loyalty through tourist satisfaction. Tourist satisfaction can mediate the effect of expectations on tourist loyalty. Attractiveness, comfort and affordability. as an indicator of tourist satisfaction can mediate the effect of expectations on tourist loyalty. Travellers who are very satisfied or even very happy when their expectations are met. Satisfied travellers will consolidate their purchases with one supplier, and spread positive word of mouth. In general, tourists compare the perceived service with the expected service. If the perceived service is below the expected service, tourists will be disappointed. Successful travel destinations add benefits to their offerings so that tourists are not only satisfied but surprised and very satisfied. Tourists who have a high level of satisfaction will have loyal behaviour. Loyal tourists will always make repeat visits to the same tourist destinations, not easily switch to other destinations, and recommend positive things related to these tourist destinations. Expectancy disconfirmation theory (Oliver, 2004) asserts that post-purchase satisfaction/dissatisfaction is determined by tourists' evaluations of the difference between initial expectations and perceptions of actual product performance after using the product. When tourists buy a product, they he has expectations about how the product functions product performance. The product will function better than expected, so tourists will feel satisfied and have a loyal attitude. Meanwhile, if the product functions as expected, tourists will have a neutral feeling. Finally, if the product performs worse than expected, then the tourist will cause disappointment or dissatisfaction and not have a loyal attitude.

The Effect of Service Quality on Tourist Loyalty Through Tourist Satisfaction.

The results of hypothesis testing show that service quality has a positive and significant effect on tourist loyalty through tourist satisfaction. Tourist satisfaction can mediate the effect of expectations on tourist loyalty. Attractiveness, comfort and affordability. as an indicator of tourist satisfaction can mediate the effect of expectations on tourist loyalty. Travellers are very satisfied or even very happy if a tourist destination has quality service. Service quality is related to the delivery of services or services that are good or very good compared to tourist expectations. Service quality is the overall appearance and character of a product or service based on its ability to fulfil satisfaction or fulfil desires. In general, tourists compare the perceived service with what is expected. If the perceived service is below what is expected, tourists will be disappointed. Tourist destinations that have good service quality with indicators of reliability, responsiveness, assurance, empathy, and physical evidence will increase tourist satisfaction. Satisfied tourists who have loyal behaviour will always make repeat visits to the same tourist destinations, not easily switch to other destinations, and recommend positive things related to these tourist destinations. Expectancy disconfirmation theory (Oliver, 2004) asserts that post-purchase satisfaction/dissatisfaction is determined by tourists' evaluations of the difference between initial expectations and perceptions of actual product performance after using the product. When tourists buy a product, they he has expectations about how the product functions product performance.

The Effect of Online Marketing on Tourist Loyalty Through Tourist Satisfaction

The results of hypothesis testing show that online marketing has a positive and significant effect on tourist loyalty through tourist satisfaction. Tourist satisfaction can mediate the effect of expectations on tourist loyalty. Attractiveness, comfort and affordability. as an indicator of tourist satisfaction can mediate the effect of expectations on tourist loyalty. Travellers are very satisfied or even very happy if the tourist destination has good online marketing. Accessibility, currentness/timeline, and interactivity will increase tourist satisfaction. Satisfied tourists who have loyal behaviour will always make repeat visits to the same tourist destinations, not easily switch to other destinations, and recommend positive things related to these tourist destinations. Expectancy disconfirmation theory (Oliver, 2004) asserts that post-purchase satisfaction/dissatisfaction is determined by tourists' evaluations of the difference between initial expectations and perceptions of actual product performance after using the product. When tourists buy a product, they he has expectations about how the product functions product performance. The product will function better than expected, so tourists will feel

satisfied and have a loyal attitude. Meanwhile, if the product functions as expected, tourists will have a neutral feeling. Finally, if the product performs worse than expected, then the tourist will cause disappointment or dissatisfaction and not have a loyal attitude. The results of this study support the findings of Afifa et al (2018) which prove that online marketing has a positive and significant effect on tourist loyalty through tourist satisfaction.

IV. Research Findings

Tourist expectations do not have a significant effect on loyalty. However, after going through tourist satisfaction, tourist expectations have a significant influence on tourist loyalty. The expectation is not a direct variable that affects tourist loyalty. Tourist loyalty is directly influenced by satisfaction, emotional bonding, trust, choice reduction and habit, and experience (history). When tourists feel that service performance is following their expectations, tourists will maintain the destination, so that a loyal attitude will be created. The greater the expectations of tourists are met, the higher the level of loyalty. However, if their expectations cannot be met, then tourists do not have a loyal attitude. The results of this study support the findings of Sujana (2018), and Hatane (2016) which generally prove that expectations have a positive and insignificant effect on tourist loyalty. However, the results of this study do not support the findings of Tolga (2015), Elvera et al (2019), and Faizal (2019) which prove that expectations have a positive and significant effect on tourist loyalty.

This study places tourist satisfaction as a mediation. Tourist satisfaction turns out to be able to significantly mediate between expectations and tourist loyalty. Tourist satisfaction is a measurement of the gap between tourist expectations and the reality they receive or feel. Tourists feel satisfied and happy when they feel the service performance exceeds their expectations. The study found that tourist expectations are strongly influenced by several factors that influence tourist loyalty, namely:
a) Personal needs. Tourist destinations that offer products and services following the needs and desires of tourists will affect their loyalty.
b) Explicit service promises. Tourist trust will increase when tourist destinations keep their commitments.
c) Past experiences. Positive experiences with tourist destinations are essential factors that increase tourist loyalty.

Tourists whose expectations are met can create satisfaction. Satisfied tourists are expected to have a high level of loyalty. The results of this study support the findings of Hatane (2016) which proves that expectations have a positive and significant effect on tourist loyalty through tourist satisfaction. Expectancy disconfirmation theory (Oliver, 2004) asserts that post-purchase satisfaction/dissatisfaction is determined by tourists' evaluations of the difference between initial expectations and perceptions of actual product performance after using the product. When a tourist buys a product, then he has expectations about how the product functions. The product will function better than expected, so tourists will be satisfied. Meanwhile, if the product functions as expected, tourists will have a neutral feeling. Finally, if the product functions worse than expected, then tourists will cause disappointed, so tourists feel dissatisfied.

Research Limitations
1. Tourists who become tourists are domestic tourists because, in the era of the Covid-19 pandemic, tourist destinations are closed to foreign tourists.
2. This research was conducted in a tourist destination in Polewali Mandar Regency (Polman), this provides limitations in generalizing the findings of this study.
3. There is a tendency for bias to occur in the measurement of each question answered by the personality of tourists.
4. The need for further research studies to analyze changes in the relationship between the variables studied in this study.

Conclusion
Based on the results of the study, it can be concluded as follows:
1. Expectations make a significant contribution to satisfaction. Tourists are satisfied if their expectations are formed due to personal needs, experiences, and the image of the destination can be met.
2. Service quality makes a significant contribution to satisfaction. Tourists are satisfied if the services provided by tourist destinations include reliability, responsiveness, assurance, empathy, and physical evidence of good quality.
3. Online marketing makes a significant contribution to satisfaction. Tourists are satisfied when tourist destinations market their products online and have a good website design, promise fulfilment, and security.
4. Expectations do not make a significant contribution to loyalty. Tourists have no loyal attitude if their expectations are formed due to personal needs, experiences, and the image of the destination cannot be met. Travellers who do not have a loyal attitude and do not make regular visits to the same destinations are

easily influenced to switch to other tourist destinations and are not willing to recommend them.

5. Service quality makes a significant contribution to loyalty. Tourists have a loyal attitude if the services provided by tourist destinations include reliability, responsiveness, assurance, empathy, and physical evidence of good quality. Tourists who have a loyal attitude will always make regular visits to the same destination, are not easily influenced to switch to other tourist destinations, and are willing to recommend.

6. Online Marketing makes a meaningful contribution to Loyalty. Tourists have a loyal attitude if tourist destinations in marketing their products online have a website design, fulfilment of promises, and good security. Tourists who have a loyal attitude will always make regular visits to the same destination, are not easily influenced to switch to other tourist destinations, and are willing to recommend.

7. Tourist satisfaction makes a significant contribution to loyalty. Tourists have a loyal attitude when they feel satisfied. Tourists are satisfied if the tourist destination is attractive, comfortable, and easily affordable. Tourists who have a loyal attitude will always make regular visits to the same destination, are not easily influenced to switch to other tourist destinations, and are willing to recommend.

8. Expectations make a significant contribution to loyalty through satisfaction. Tourist destinations that can meet expectations will increase tourist satisfaction. Travellers are satisfied because their personal needs, experience, and image of the destination can be met. Tourist satisfaction will lead to a loyal attitude towards the same tourist destination. Tourists who have a loyal attitude will always make regular visits to the same destination, are not easily influenced to switch to other tourist destinations, and are willing to recommend.

9. Service quality makes a significant contribution to loyalty through satisfaction. Tourists are satisfied because of a tourist destination that has reliability, responsiveness, assurance, empathy, and physical evidence of good quality. Tourist satisfaction will lead to a loyal attitude towards the same tourist destination. Tourists who have a loyal attitude will always make regular visits to the same destination, are not easily influenced to switch to other tourist destinations, and are willing to recommend.

10. Online Marketing makes a significant contribution to loyalty through satisfaction. Tourist destinations that have online marketing will increase tourist satisfaction. Tourists are satisfied because of the website design, promise fulfilment, and good security in marketing their products online. Tourist satisfaction will lead to a loyal attitude towards the same tourist destination. Tourists who have a loyal attitude will always make regular visits to the same destination, are not easily influenced to switch to other tourist destinations, and are willing to recommend.

Suggestions
1. Tourist destinations need to know and meet tourist expectations so that they feel satisfied.
2. Tourist destinations need to maintain and improve the quality of their services so that tourists feel satisfied.
3. Tourist destinations need to maintain and improve online marketing so that tourists feel satisfied.
4. Tourist destinations need to know more and meet tourist expectations so that they have a loyal attitude.
5. Tourist destinations need to maintain and improve the quality of their services so that tourists have a loyal attitude.
6. Tourist destinations need to maintain and improve online marketing so that tourists have a loyal attitude.
7. Tourist destinations need to pay attention to and increase tourist satisfaction so that they have a loyal attitude.
8. Tourist destinations need to know and meet tourist expectations so that they feel satisfied and have a loyal attitude.
9. Tourist destinations need to maintain and improve the quality of their services so that tourists feel satisfied and have a loyal attitude.
10. Tourist destinations need to maintain and improve online marketing so that tourists feel satisfied and have a loyal attitude.

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