

# **Tourist Relationship Management (TRM), Tourist Satisfaction and Tourist Trust In Forming Tourist Advocacy Behavior after the Lombok Earthquake**

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## **ABSTRACT**

The research aims to test the influence of Tourist Relationship Management (TRM), Tourist Satisfaction, and Tourist Trust in shaping the Tourist Advocacy Behavior of post-earthquake tourists in Gili Trawangan Lombok. This research is categorized as causality research by using the population of all tourists that have visited Gili Trawangan Lombok. The determination of the number of samples used is Purposive Sampling, so obtained 150 respondents research, while the method of analysis is used with Analysis of Moment Structures (AMOS) 24.

Based on the analysis, the results are (1) Tourist Relationship Management (TRM) has a positive and insignificant impact on Tourist Satisfaction (TS), (2) the Tourist Trust (TT) has a positive and significant influence on Tourist Satisfaction (TS), (3) Tourist Satisfaction (TS) is positively and significantly affected by Tourist Advocacy (TA), and (4) Tourist Trust (TT) is positively influential and significant to the variable Tourist Advocacy (TA),

Based on the results of this research, it is expected to the government, community and the management in the tourism sector to be used as a consideration in conducting actions in tourism recovery in Lombok, both in terms of promotional activities involving both parties and in need of commitment and seriousness in providing information and services to tourists who visit after the earthquake.

**Keywords:** Tourist Relationship Management, Tourist Satisfaction, Tourist Trust, Tourist Advocacy

## **INTRODUCTION**

The development of tourism in Indonesia is now increasingly rapid. The development of the tourism sector is very promising and provides benefits to many parties such as the government, society, and the private sector. This is because tourism is a sector that is considered profitable to be developed as an asset that is used as a promising source for the government and the community around the tourist attraction. Therefore, making many areas desirous of carrying out development in the field of tourism. Moreover, the tourist attraction that has just become the belle of the world even glimpsed as "the best Tourist in the world".

Lombok Island is one of the big islands in the province of West Nusa Tenggara. Along with its development, the island of Lombok makes use of existing natural resources by carrying out development in the tourism sector. Objects of charm 3 Gili North Lombok is a phenomenal tourist attraction for foreign tourists and tourists from the archipelago.

The Gili Islands consist of Gili Trawangan, Gili Mano, and Gili Air and are now abbreviated as Gili Mena. Over the years, the Gili islands have attracted the attention of visitors from various parts of the world because of the beauty of the underwater and made as a place of diving and

amazing snorkeling activities. The word "Gili" means "Small Island" and the tourists call it "Gilis" and have been considered to equate the popularity of the southern beaches in Thailand and India.

Gili Trawangan is the largest and farthest island from Lombok Island, but this is easily reached in less than 1 hour using local small boats and only 10 minutes using a speedboat. The small island is administratively included in the village of Gili Indah, Pemenang, North Lombok. This island is always protected from garbage and pollution. Because transportation that is allowed to be on this island is only environmentally-friendly vehicles such as bicycles and Cidomo which are typical Lombok horse-drawn carriages.

In addition to its friendly residents who always help the tourists who are visiting, Trawangan also always provides a sense of security and comfort and is protected from crime. Residents, there have strict rules to the thieves, for example by providing sanctions by inviting the offender to walk with a board that reads his crime. This rule applies generally to residents and visiting guests.

Trawangan itself has white sand beaches facing east and west so that it is the right location to see the sunrise and sunset. The beach is clean blue and the sea is clear so this place is also very suitable for snorkeling or diving. Various diving spots available include Shark Point, Coral Fan Garden, Trawangan Slope, and many more. The currents of the sea are also calm enough so that tourists can safely enjoy all-natural beauty. At the time of the evening atmosphere, Trawangan turned into a small town with a lively atmosphere and full of music.

But right in August 2018, The charm of Gili Trawangan was suddenly devoid of visitors Lombok Earthquake which struck since last Sunday (5/8/2018). Together with two other islands, namely Gili Meno and Gili Air, the three Lombok beach icons were severely damaged by the disaster.

As a result of the earthquake that occurred in August 2018, Gili Trawangan turned into a beach surrounded by lots of wood chips, there was building debris, broken ships, collapsed bridges, and damaged restaurants. Ranging from homes, offices, villas, houses of worship, to hotels, many were damaged by this disaster. The collapse even occupies part of the shoulder of the road, mixed with plastic waste, and residents' tools. The walls were cracked, several walls in the building collapsed, the swimming pool was filled with debris and the exterior decoration of the building. The room where you stay is no longer comfortable, the curtains are detached, and the decorative painting looks slanted.

But due to the earthquake that shook the island of Lombok, the beauty and calm feel of Gili Trawangan was unable to hold visitors for long. Visitors who travel and the locals even rush to leave the island by using various rescue modes available. Following are the data of tourist visits in 2018, a drastic decrease in tourist arrivals occurred in August 2018 which is about 19,758 inhabitants with details of 1,412 foreign tourists and 18,346 domestic tourists. This can be seen as quite a large impact caused by natural disasters that occurred in Lombok in August 2018.

The development of tourism on the island of Lombok, especially tourist objects hit by natural disasters such as earthquake, tsunami, hurricane issues, and so on. Consequently, recovery is needed to restore a sense of comfort and security for tourists visiting tourist attractions. In the development of tourism, the role of the manager of these attractions in marketing tourism is very important. The current era of globalization with increasingly fierce tourism business competition, we need a strong marketing strategy and be able to compete with other tourist destinations. Tourism marketing is complex and requires the right strategy according to the characteristics of each destination.

Chew & Jahari (2014) explain that the behavior of the intention to revisit tourist destinations that have been hit by natural disasters (for example, earthquakes, tsunamis, typhoons, etc.) as happened in Japan is influenced by the perceived risk at the tourist destination. So there is a need for support from service providers to offer services that are worth money (for example, tours, air charges, accommodation) for tourists who feel high financial risk and social-psychological risk due to a disaster in convincing tourists to feel safe and comfortable during a visit to the destination. The right strategy in integrating this strategy is with word-of-mouth by visitors who are popular

celebrities (Endorse or Advocate) and their impact can increase repeat visits through a good destination image.

When customers and visitors share photos and videos about travel experiences on social media, they inadvertently offer personal recommendations from their tourism communities to their online communities, family, and closest friends to visit a destination.

From the late 1990s, the hotel and tourism sector began to use the philosophy of customer relationship management (CRM) because it proved to be a proactive business process for understanding tourists (customers), dividing tourists based on their psychographic determinants and for designing integrated communication the same with them. CRM was adopted by the tourism sector with the concern that it would help maintain a linear relationship between perceived service quality, tourist satisfaction, and destination loyalty. But in most cases, it was found that the conventional CRM dimension failed to facilitate the relationship. This triggers a deeper research focus to identify compatible dimensions of relationship management for tourism (Baksi, 2014).

Even if there is a management contribution to put forward the needs of tourists, it is only limited to commitment. As a result, there is a gap between what tourists want and what is provided by the organization (Zeithaml, Parasuraman, & Berry, 1990). Whereas tourists (or customers in general) are *raison d'être* organizations (Cespedes, 1995: 243; Seybold, et. Al., 2001: 3). Levitt explicitly states that "Industry is a process to satisfy customers" (Raharso, 2005). In addition, Peters & Waterman in his best-seller book "In Search of Excellence" (1982) states that a superior organization is an organization that "serves", which gives satisfaction to customers.

But customer satisfaction, in this case, tourists, was also not enough (Reichheld, 1996; Bhote, 1996; Griffin, 1997; Barlow & Maul, 2000; Wahyuningsih, 2005; Anwar and Gulzhar, 2011). Prahalad and Hamel stated that each organization should focus on opportunities to compete in the future (in Reichheld, 1996). The trick is to get loyal customers (Bhote, 1996; Griffin, 1997; Sasser et al., 1997; Seybold, 2001).

Customer advocacy is very important in the company's efforts to attract new customers. Advocacy is the customer's willingness to provide recommendations and strong praise to other consumers on behalf of a product or service provider (Harrison-Walker, 2001; Gruen et al, 2006). When consumers enthusiastically provide positive recommendations on a product or service brand, so they act like supporters of the object (Anderson, 1998; White and Schneider, 2000). Advocacy is a strategic choice for companies to respond to new realities in controlling customers, not producers or distributors.

Trust can also be divided into several categories (McKnight et al., 1998) namely honesty and virtue that is most applicable to the process of general exchange (interaction). Honesty is the belief that a party will keep its promises, keep promises, and be sincere. Virtue is the belief that one party is interested in the welfare of the other party without the intention of opportunistic behavior and is motivated by the search for mutually beneficial relationships (Flavián et al., 2006). Both are important to raise the context of sharing (sharing), when the user expresses his concern about the offer and is carried out in accordance with the agreement (honesty) of the relevant parties and is confident that the party will not exploit the context to the other party (virtue).

In terms of the relationship between tourism development and the role of citizens or hosts of tourism objects on the impact of tourism, much has been discussed in the field of tourism management (Gursoy and Rutherford 2004; Nickerson et a, 2006; Diedrich and García (2009); Vargas-Sanchez et al, 2011; Nunkoo et al., 2012; and Canny, 2014; Zhang, 2014). Thus, little attention has been given to the role of tourists in supporting and promoting tourism, especially whether the identity of visitors/tourists with their communities has a significant influence on their advocacy behavior for incoming tourism (Nunkoo et al, 2012; Suherlan, 2017), especially their customer advocacy for word of mouth tourism.

Thus researchers interested in conducting research with objectives (1) To find out and analyze the influence of Tourist Relationship Management (TRM) on Tourist Satisfaction in the tourism objects of Gili Trawangan, Lombok Island after the 2018 Earthquake. (2) To know and analyze the influence of Tourist Satisfaction on Tourist Trust in the tourist objects of Gili

Trawangan, Lombok Island after the 2018 Earthquake. (3) To know and analyze the influence of Tourist Satisfaction on Tourist Advocacy in the Gili Trawangan tourism object in the post-earthquake earthquake in 2018. (4) To know and analyze the influence of Tourist Trust on Tourist Advocacy in the tourism object of Gili Trawangan, Lombok Island Post 2018 earthquake.

## **THEORETICAL BASIS**

### **Relationship Marketing**

Cockalo, D., et al. (2011) defines relationship marketing as a concept that describes a long-lasting relationship based on mutual interests between the company and customers, such as both parties (sellers and buyers) who focus on shared goals. According to Aburoub, Hers & Aladwan (2011) in the Journal of Hadiyati (2014) relationship marketing is a strategy and effort to establish relationships with customers and provide satisfying services for customers.

Whereas in the journal Liu et al (2011), relationship marketing is defined as a strategy to attract, recognize, form, maintain, and enhance customer relationships to create value for customers through marketing activities and a series of relational exchanges that have a history and future.

Based on some of these definitions, it can be concluded that relationship marketing is a strategy of establishing relationships with customers for a long period of time through marketing activities undertaken by the company. The main purpose of relationship marketing is to build and retain loyal customers who benefit the company.

### **Customer Relationship Management**

According to Writz and Lovelock (2016: 495), Customer Relationship Management signifies the entire process of maintaining and maintaining relationships with customers where the relationship can be a way to maximize customer loyalty. According to Louise E. Boone and David L. Kurtz in Contemporary Marketing (2014: 211), strategies and tools used to change the entire organizational system in a company to stay focused and be able to satisfy customers is the concept of Customer Relationship Management (CRM).

The CRM system seeks to provide an integrated approach to all aspects of the company in relation to its customers, which includes marketing, sales, and support. The purpose of this system is the use of technology is expected to establish a strong relationship between the company and its customers. In other words, the company is trying to better manage the company's performance. From the quotations above, it can be concluded that Customer Relationship Management (CRM) is what can influence customer loyalty by establishing a relationship between the company and customers, where the business strategy focuses on customers.

Managing customer relationships is very important for the company's future. Maintaining a good customer relationship can be a business defense against competitors who try to bring down a company. Customer relationships also increase sales and profits, add brand value (image) and increase assets. From the understanding described, the company's goals in conducting CRM are as follows (Smith and Zook, 2011: 63): (1) Creating new values and loyalty, (2) Strengthening the brand, (3) Increasing profits.

### **Tourist Relationship Management**

According to Arup Kumar Baksi (2013), the concept of a modified relationship framework with the tourism industry is referred to as the Relationship Management (TRM). In his study Baksi (2013) observed that the formulation of the following relationship strategy, analytical planning and competitiveness aimed at enabling the company to stay ahead of competitors and to ensure the sustainability of the objectives to be achieved by the company especially for the tourism industry (Heath & Wall, 1992 Bordas, 1994; Pearce, 1997; Buhalis, 2000; Mihalic, 2000; Flagstad & Hope, 2001; Kozak, 2001; Ritchie & Crouch, 2003)

According to Yim et al (2004) in Baksi (2013) dimension Tourist Relationship Management (TRM), as follows;

### 1. Focusing on Key Customers

Customer-focused on the structure, culture, policies, and results of the system absorbed by every organization based on the successful implementation of CRM in a company. All interactions with customers, identified by the calculation of lifetime value that must focus on reflecting CRM throughout the company (Jain and Singh, 2002). The ultimate goal is to achieve deeper customer relationships, where the marketing organization becomes indispensable for its customers to be even the most profitable (Vandermerwe, 2004). Equipped with all understanding of the company and internal support for customer relations,

### 2. Organizing Around CRM

By focusing strongly on key customers that are embedded in the entire CRM system, the entire company should be able to organize the environment and foster these valuable relationships. The organizational structure must be flexible and, if necessary, reconstructed to produce values for customer relationships (Homburg, Workman, and Jensen 2000) and improve customer-focused cross-functional team coordination. For the success of CRM, there must be an organization throughout the commitment of the existing resources in a company. With the joint efforts made by all organizational functions in providing a flow of actions contained in the values and results of the customers themselves (Ahmed and Rafiq, 2003),

### 3. Managing Knowledge

The most important thing in establishing relationship marketing is connecting a knowledge into the company so that in this case a successful CRM is based on the effective transformation of customer information to customer knowledge (Stringfellow, Nie, and Bowen 2004). Specifically, to increase customer profitability, information about customers must be collected through interactions or touchpoints in all functions or areas of the company (Brohman et al. 2003), so that 360-degree customer views are set, maintained, and constantly updated.

### 4. Incorporating CRM-Based Technology

With the development of sophisticated information management tools, such as data-based marketing, data warehousing, data mining, and sophisticated technology, companies are trying hard to incorporate the latest technology into their CRM systems. CRM technology helps companies and marketing personnel collect, analyze and distribute information to improve prospects, improve communication and sales, and configure in customized products. This activity can also facilitate cross-referencing between customers in company divisions to obtain greater sales opportunities (Widmier, Jackson, and McCabe 2002). Among the main results sought were to combine CRM-based technology with the aim of increasing customer satisfaction, higher customer retention,

## **Tourist Satisfaction**

Kotler and Keller (2012) define satisfaction, "Satisfaction is the feeling of someone happy or disappointed over the results of comparing the perceived product performance with expectations".

In the context of tourism, tourist satisfaction is defined as the level of positive feelings activated from experience during a tourist visit. When experience compared to expectation produces a feeling of satisfaction, satisfaction of tourists. However, when they produce feelings of displeasure, tourists are dissatisfied (J. Hutchinson, F. Lai, and Y. Wang, 2009).

Tourist satisfaction is a feeling of pleasure or excitement when the experience is compared to the expectations desired by the tourists themselves. Tourist satisfaction has an important role in tourism products and services, as marketing planning for goals and assessments which must be the basic parameters used to evaluate the performance of destination products and services. Satisfaction tends to provide benefits not only for tourism goods/service providers, but also local governments and citizens.

According to Aliman et al, (2014), there are four core concepts regarding the object of measuring tourist satisfaction (Tourist Satisfaction), namely: Enjoy a visit, a positive assessment of tourist attractions, meet tourist expectations, and comparison with other places.

## **Tourist Trust**

According to Kotler and Keller (2012) trust is the willingness of companies to depend on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty, and kindness. Building trust can be difficult in online situations, companies apply strict rules to their online business partners compared to other partners. Business buyers worry that they don't get the right product or service and are delivered to the right place at the right time, and vice versa.

According to Siagian and Cahyono (2014) trust is a belief from one party regarding the intentions and behavior aimed at the other party, thus consumer confidence is defined as a consumer's expectation that service providers can be trusted or relied upon to fulfill their promises.

Aribowo and Nugroho (2013) argue that the trust of certain parties towards other parties concerned in conducting transaction relationships is based on a belief that the person they trust fulfills all their obligations properly as expected.

According to Firdayanti (2012), consumer trust is a perception from the point of view of the seller's reliability in the experience and fulfillment of consumer expectations and satisfaction. According to Mayer et al. (1995) factors that shape a person's belief in others are three, namely ability, benevolence, and integrity. The three factors can be explained as follows:

### **1. Ability**

Ability refers to the competence and characteristics of the seller/organization in influencing and authorizing specific areas. In this case, how the seller is able to provide, serve, to secure the transaction from the interference of others. This means that consumers get a guarantee of satisfaction and security from the seller in conducting transactions. Kim et al. (2003) state that capability includes competence, experience, institutional endorsement, and ability in the knowledge of knowledge.

### **2. Benevolence**

Kindness is the willingness of the seller to provide mutual satisfaction between himself and the consumer. The profit earned by the seller can be maximized, but customer satisfaction is also high. Seller is not purely pursuing maximum profit, but also has great attention in realizing customer satisfaction. According to Kim et al. (2003), benevolence includes attention, empathy, beliefs, and acceptability.

### **3. Integrity**

Integrity related to how the behavior or habits of sellers in running their business. Information given to consumers whether in accordance with facts or not. The quality of the product being sold is reliable or not. Kim et al. (2003) suggested that integrity can be seen from the point of fairness, fulfillment, loyalty, honesty, dependability, and reliability.

## **Tourist Advocacy**

Advocacy behaviors a company's relationship with customers, generating trust (trust), and deeper commitment from customers (Lawer and Knox, 2006: 123). Customer Advocacy Behavior is an effort to promote and defend the company by customers (Bendapudi and Berry, 1997 in Walz and Celuch, 2010: 96). The customer's behavior reflects a behavior called Advocate. Like a client, advocates buying all the goods/services offered that he needs, as well as making regular purchases in addition to encouraging their other friends to buy the goods/services. He talked about the goods/services, doing marketing for the company, and bringing customers to the company.

The concept of Customer Advocacy Behavior is deeper than the concept of customer loyalty in managing company relationships with customers. Because in addition to making purchases again and recommending to others, this behavior will make it a product Advocate at the company.

## **Relationship Between Variables**

### **Relationship Management Relationship Management to Tourist Satisfaction**

Conceptually, CRM develops and consists of three basic foundations of marketing management: (a) customer orientation, relationship marketing, and marketing databases (Yim et al., 2004). CRM adoption, practice, and implementation gained momentum between academics and corporate houses (Gruen et al., 2000; Thomas et al., 2004). CRM has been widely used by salespeople to increase their relationship with customers (Widmier et al., 2002).

Existing literature studies reveal that CRM implementation needs to involve four specific activities: (a) focus on key customers (Ryals & Knox, 2001; Jain & Singh, 2002; Vandermerwe, 2004) which includes an organizational view of customer structures with interactive points targeted to identify customers main or valued through the calculation of lifetime value, (b) organizing around CRM (Brown, 2000; Homburg et al., 2000; Ahmed & Rafique, 2003) which emphasizes organizational functions with customers aimed at ensuring a value proposition for customers, (c) managing knowledge (Freeland, 2003; Brohman et al., 2003; Plessis & Boon, 2004; Stringfellow et al., 2004; Yim et al., 2004) where customer information is effectively transformed into customer knowledge and disseminated throughout the organizational hierarchy which will complement sales forces with a better understanding of customer requirements and (d) adopt CRM-based technology (Butler, 2000; Widmier et al., 2002) to optimize communication with customers, delivery of accurate services using supporting and support information, then manage customer knowledge by storing and adding data and providing services optimally. delivery of accurate services using supporting information and support, then manage customer knowledge with storage and additional data and provide services optimally. delivery of accurate services using supporting information and support, then manage customer knowledge with storage and additional data and provide services optimally.

In some of the literature on the application of CRM in the service sector, in particular tourism services, only a few of them discuss it. Baksi (2013) modifies CRM with the tourism industry so that it is called Tourist Relationship Management (TRM) which even in its application is still the same as the concept of Customer Relationship Management (CRM). Poon (1993) observed that tourist satisfaction can be achieved precisely through strategic initiatives to build destination images and destination competitiveness that can be ensured by organized forms of interaction with tourists so that they are satisfied and happy with a service. H1: The higher it is Tourist Relationship Management (TRM) the higher Tourist Satisfaction.

### **Relationship Between Trust Trust and Tourist Satisfaction**

From a theoretical point of view, it can be universally said that trust can be defined as a relationship between two parties, with certainty felt by one of the parties that the exchange partner has integrity and reliability (Sirdeshmukh et al., 2002). Consumer trust is very significant for the tourism and hospitality industry, because this trust is an important antecedent variable of consumer satisfaction and loyalty (Garbarino & Johnson, 1999; Orth & Green, 2009; Kim, Chung, & Lee, 2011). From a tourism destination perspective, trust can be considered as a multidimensional construction and also as a concept that acts not only between individuals but also between individuals and institutions (Flavian, Guinalú, & Gurrea, 2005; Wang et al., 2014).

Personal contact with the residents of the destination is very important. Residents must be friendly and content with tourism visitors (Nunkoo, Ramkissoon, & Gursoy, 2012; Nunkoo, 2015), who should be honest, kind, and competent (Mayer, Davis, & Schoorman, 1995). Specifically, trust in tourist destinations can be defined as something that is honest, generous and competent (Marinao, Torres, & Chasco, 2012). H2: The higher it is Tourist Trust then the higher Tourist Satisfaction

### **Relationship Tourist Satisfaction against Tourist Advocacy**

Lately, customer satisfaction is receiving new attention in the context of a paradigm shift from transactional marketing to relationship marketing (Grönroos, 1994). Relationship satisfaction has been defined as a customer's cognitive and affective evaluation based on their personal

experiences in all service episodes and accumulated in all interactions in an ongoing relationship. Relationship satisfaction exclusively describes customer satisfaction over relationships that as a whole assess the strength of the relationship (Palmatier et al. 2009).

Satisfied customers are far more valuable to a service organization than dissatisfied customers (Blodget, 1993), thus, the main purpose of an organization should be to satisfy their customers. When customers are satisfied, they can participate in good behavior with service providers, namely positive word of mouth advertising, willingness to recommend, intention to repurchase, reduced price sensitivity and their willingness to participate in research to help revolutionize the organization (Susanta et al., 2013 ). Disgruntled customers tell an average of nine people about their negative experiences.

Satisfaction is the result of a positive evaluation of services (Anderson, 1998; Zeithaml, 1996). Advocacy is one of the positive consequences of satisfaction in the consumption experience. Anderson (1998) found that happy customers were more willing to provide recommendations to those who had neutral satisfaction. Customers become supporters of service providers if they continue to feel comfortable with the service level of the service provider (White et al. 2000). Satisfaction is considered a logical expectation of advocacy (Christopher, 1993). Thus the hypothesis formulated is: H3: The higher Tourist Satisfaction then the higher it is Tourist Advocacy

### **Tourist Trust Relationship to Tourist Advocacy**

Consumer Advocacy is a new term in modern marketing and is still not much discussed carefully, but many interpreted as the behavior of word of mouth (word of mouth). Trust plays an important role in creating positive word of mouth. According to Gremler, Gwinner, & Brown, (2001) patient trust creates word of mouth optimism which is subsequently converted into advocacy. Susanta et al, (2013) analyzed the impression of satisfaction, commitment, and trust in customer advocacy behavior and found the impression of satisfaction and commitment to customer advocacy. Next, they found an indirect effect of trust on customer advocacy, which is a trust that had an impact on customer advocacy through customer loyalty.

In accordance with Morgan & Hunt's (1994) commitment-trust theory trust is a key mediator in relationship success because it encourages marketers to (1) act to secure investment through cooperative relationships with partners, (2) oppose attractive short-term alternatives such as profits the long-term expectation, by staying with current partners, (3) sees potential high-risk actions as prudent, due to the belief that partners will not act as opportunistic. Trust is a key moderator of relationship marketing results. Advocacy behavior is considered as an important result of effective relationship marketing (White, 2000; Christopher, 1993; and Reichheld, 2003). Trust moderates variables that are preceded by advocacy, in other words, trust influences advocacy.

H4: The higher it is Tourist Trust then the higher the Tourist Advocacy

### **RESEARCH METHODS**

This study was designed as an empirical study to test the hypotheses proposed in this study (causal study) based on the results of previous researchers, and was designed as a cross-sectional study. A cross-sectional study is a study that collects data only once, in several periods of days, weeks, or months in answering research questions (Sekaran & Bougie, 2013: 106).

The sample is a portion of the population. The sample consists of a number of members selected from the population. (Now & Bougie, 2013: 241). The sampling technique used in this study is non-random sampling, namely by using a purposive sampling technique of 150 people.

Data collection tool uses a questionnaire. The analysis technique in this research is Path Analysis. Path Analysis is a technique for analyzing cause and effect relationships that occur in multiple regression if the independent variables affect the dependent variable not only directly but also indirectly (Sarwono, 2010).

## RESULTS

### An Overview of Lombok Island After the Earthquake

Lombok Island is known as one of the favorite tourist destinations in Indonesia. In addition to the beach, small islands that are around the island of Lombok is a mainstay tourist attraction in Lombok because it is famous for the beauty of marine tourism.

Gili Trawangan is one of the three famous Gili Islands (small islands) on the island of Lombok, West Nusa Tenggara. Besides Gili Trawangan, there are also Gili Air and Gili Meno which are often the destination of tourists. But the exoticism of the three dyke had faded due to a magnitude 7.2 earthquake that occurred in August 2018. Power outages, rising seawater, homes of residents destroyed, hostels, and hotels where tourists can stay badly damaged. As a result, all people, including tourists on Gili Trawangan, were evacuated leaving the island. There was no activity on the island, only debris of collapsed buildings. The economy stopped, because tourism was not very good, even many people and tourists did not want to return to Gili Trawangan because of the trauma that approached them.

Nearly a year after the earthquake that shook the island of Lombok in 2018, tourism activities in the three-dyke region in North Lombok, West Nusa Tenggara, have stretched again. This was marked by the re-crowded of tourists, especially foreign tourists visiting one of the leading tourist areas in Lombok.

The government continues to push for the glory of tourism "Bumi Gora" (another NTB Province name) to recover soon by encouraging tourism businesses and local communities to participate in encouraging the development of tourism that was paralyzed due to the earthquake that struck. In essence, all elements of society work together to rebuild the tourism sector of West Nusa Tenggara. The "Sport Tourist" event held at the end of 2018 is a tip for tourism actors for Lombok Bangkit. In addition, also to boost the level of occupancy in Trawangan. It is hoped that these efforts will produce results so that the tourism business in West Nusa Tenggara is revived.

To speed up the recovery of the Three Gili tourism after the earthquake in Lombok, the North Lombok Regency Government through the local Tourism Office will conduct a promotion, especially to provide information that this tourist attraction is safe to visit.

### Data Analysis Results

This research uses Structural Equation Modeling (SEM) analysis. The software used for this research is IBM SPSS AMOS V.22.

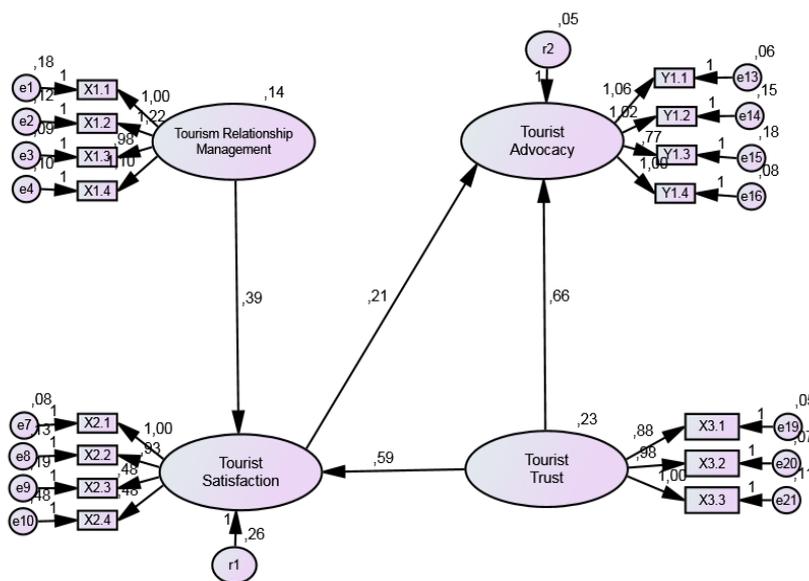


Figure 1. SEM Model Design

The statistical test of the results of processing with SEM is done by looking at the significant level of relationship between variables that are revealed through the critical ratio (cr) and the significance probability value of each relationship between variables. The following is the research hypothesis testing table output,

**Table 1. Regression Weights**

No.	Hypothesis	Coefficient	Limit	Information
1	The Influence of Tourist Relationship Management (TRM) on Tourist Satisfaction.	0.194	0.05	Positive and Not Significant
2	Effect of Tourism Trust on Tourist Satisfaction	0.007	0.05	Positive and Significant
3	The Influence of Tourist Satisfaction on Tourism Advocacy	0.002	0.05	Positive and Significant
4	The influence of the Tourist Trust on Tourism Advocacy	***	0.05	Positive and Significant

Note: \*\*\* = 0.00 (P value is very small and is below 0.05)

From the table, it can be seen that the influence of significance or not is known from the P-value. The significance ( $\alpha = \alpha$ ) used is 0.05. If the P-value is smaller than 0.05, the hypothesis is accepted.

The estimated parameter value of the standardized regression weight coefficient between Tourist Relationship Management (TRM) to Tourist Satisfaction (TS) is 0.276 with a CR value of 1.298. This CR value is smaller than the critical value with a significance level of 1% which is 2.58, so it can be concluded that H1 is not supported, which means the Tourist Relationship Management (TRM) factor coefficient is not tested and the test results prove that the Tourist Relationship Management (TRM) factor ) positive and not significant effect on Tourist Satisfaction (TS). This is reinforced by the results of data processing which shows the probability value of 0.194 does not meet the requirements  $<0.05$  and positive direction seen from the estimate of 0.276 so it can be concluded that Tourist Relationship Management (TRM) has a positive but not significant effect on Tourist Satisfaction (TS). So it can be said that the higher the Tourist Relationship Management (TRM) owned by tourists, the higher the satisfaction of tourists (Tourist Satisfaction) in conducting tourist visits, and vice versa.

The estimated parameter value of the standardized regression weight coefficient between Tourism Trust (TT) and Tourist Satisfaction (TS) is 0.594 with a CR value of 2.707. This CR value is greater than the critical value with a significance level of 1% which is 2.58, so it can be concluded that H2 is supported which means the Tourism Trust factor (TT) regression coefficient is tested and the test results prove that the Tourism Trust factor (TT) has a positive effect and significant towards Tourist Satisfaction (TS). This is reinforced by the results of data processing which shows the probability value of 0.007 has met the requirement  $<0.05$  and a positive direction seen from the estimate of 0.594, so it can be concluded that the Tourism Trust (TT) has a positive and significant effect on Tourist Satisfaction (TS).

The estimated parameter value of the standardized regression weight coefficient between Tourist Satisfaction (TS) to Tourism Advocacy (TA) was obtained by 0.215 with a CR value of 3.129. This CR value is greater than the critical value with a significance level of 1% which is worth 2.58, so it can be concluded that H3 is supported which means the tourist Satisfaction factor (TS) regression coefficient is tested and the test results prove that the Tourist Satisfaction factor (TS) has a positive effect and significant to Tourism Advocacy (TA). This is reinforced by the results of data processing which shows the probability value of 0.002 does not meet the requirements  $<0.05$  and positive direction seen from the estimate of 0.215, so it can be concluded that Tourist Satisfaction (TS) has a positive and significant effect on Tourism Advocacy (TA).

The estimated parameter value of the standardized regression weight coefficient between Tourism Trust (TT) and Tourism Advocacy (TA) is 0.665 with a CR value of 6.332. This CR value

is greater than the critical value with a significance level of 1% which is 2.58, so it can be concluded that H4 is supported which means the Tourism Trust factor (TT) regression coefficient is tested and the test results prove that the Tourism Trust factor (TT) has a positive effect and significant to Tourism Advocacy (TA). This is reinforced by the results of data processing that shows the probability value, \*\*\* has fulfilled the requirements <0.05 and positive direction seen from the estimate of 0.665, so it can be concluded that the Tourism Trust (TT) has a positive and significant effect on Tourism Advocacy (TA).

**Evaluate The Criteria For Goodness Of Fit**

**Table 2. Goodness of Fit Test Results**

Criteria	Cut of value	The Calculation Results	Information
<i>Chi Square</i>	Expected to be Small	302.339	Fit
RMSEA	≤ 0.08	0.077	Fit
GFI	≥ 0.90	0.866	Marginal
AGFI	≥ 0.90	0.798	Marginal
CMIN / DF	≤ 2.00	1,605	Fit
TLI	≥ 0.90	0.941	Fit
CFI	≥ 0.90	0.955	Fit

Source: Data processed using Amos Version. 22

Based on the Goodness of Fit calculation results from the estimate model testing as in table 2, the following results are detailed:

1. Chi-Square ( $\chi^2$ )

$\chi^2$  chi-square statistically, where the model is considered good or satisfactory when the chi-square value is low. The smaller the value  $\chi^2$  the better the model and is accepted based on the probability with a cut off value of  $p > 0.05$  or  $p > 0.10$  (Hulland in Ferdinand, 2006). In this study the P model test results obtained a value of 0,000 with a chi-square value of 302,339 as shown in table 3, both the P-value or the resulting chi-square meet the specified criteria so that this value can be well received.

2. RMSEA (The Root Mean Square Error of Approximation),

Based on the results of the model tests obtained an RMSEA value of 0.077, the amount of the RSMEA value determined for goodness of fit is smaller or equal to 0.08. Thus based on the tests conducted the resulting RSMEA values meet the model fit values.

3. GFI (Goodness of Fit Index)

The recommended GFI value is greater than 0.90 with a maximum value of 1. Values above 0.90 indicate good fit values while values between 0.80 - 0.90 represent marginal fit values. So based on the table above we get a value of 0.866 so that the model offered meets the criteria of good fit so that the model can be well received.

4. AGFI (Adjusted Goodness of Fit Index)

According to Ferdinand (2014), it is stated that a model can be said to be good or fit if the amount of the test value  $> 0.90$  with a maximum value of 1. In the table above it can be seen that the resulting AGFI value is 0.798. This value includes a marginal value between 0.80 - 1. So based on that the results of the resulting AGFI TEST show the model is acceptable (or fit value).

5. CMIN / DF

The fit model value for CMIN can be accepted well if  $CMIN \leq 2.00$ , where the smaller the CMIN value, the better. In the calculation of the GOF model values obtained CMIN values of 1.605 so that the model is said to be fit and acceptable.

#### 6. TLI (Tucker Lewis Index)

TLI values are between 0 to 1, the higher the value produced, the better. The cut-off value for TLI can be said to meet a good fit if it is  $\geq 0.90$ . Based on the resulting value it is found that the TLI value meets the fit model. This is because the TLI value generated is 0.941. So that the models offered can be accepted and can be used later in the hypothesis testing process.

#### 7. CFI (Comparative Fit Index),

CFI has a value between -1 to 1 where the higher the CFI value the better. NCFI is said to have a good fit value if  $CFI \geq 0.90$ . Based on the table above, the resulting CFI value is 0.955 so it can be said that the proposed model meets the good fit criteria. This shows that the model can be used to test the hypotheses that have been offered.

## DISCUSSION

### Effect of Tourist Relationship Management (TRM) on Tourist Satisfaction (TS)

Tourist Relationship Management (TRM) positive and insignificant effect on Tourist Satisfaction (TS), which means the higher Tourist Relationship Management (TRM) owned by tourists, the higher the satisfaction of tourists (Tourist Satisfaction) in conducting tourist visits in the Gili Trawangan after the earthquake.

Researchers also suspect that these insignificant results occur because the average respondent in this sample are respondents who still do not understand very well the intentions and objectives of the information needed. In addition to the respondents who were sampled in this study, most of them were teenagers, namely having an age of 15 years - 25 years with a presentation of 56.7% or 85 people with the reason that it was limited to wanting to visit without regard to the surrounding environment.

The results of this study are in line with research conducted by Arup Kumar Baksi (2013) showing that Tourist Relationship Management (TRM) positively has a significant effect on tourist satisfaction. The study said that TRM facilitates other tourists who are not satisfied in their trips to tourist attractions to obtain information quickly and new. The strength of TRM in the surrounding environment is believed to be a communication channel whose processes occur directly and come from trusted sources, for example, families who always provide honest, accurate information so that it can directly affect one's impression of a tourist destination. The information they obtain can then attract the attention of visitors because it is easy and practical so that it can give a pretty satisfying impression on the services provided. The modeling in this study shows that Tourist Relationship Management (TRM) positively has a positive effect on Tourist Satisfaction (TS).

### Effect of Tourism Trust on Tourist Satisfaction

The higher the Tourism Trust (TT) owned by tourists, the higher the satisfaction of tourists (Tourist Satisfaction) in conducting tourist visits in Gili Trawangan Lombok post-earthquake. The results of this study are in line with research conducted by Kim, Chung, & Lee, (2011) showing that consumer confidence is very significant for the tourism and hospitality industry, because this trust is an important antecedent variable of consumer satisfaction and loyalty (Garbarino & Johnson, 1999; Orth & Green, 2009;). From the perspective of tourism destinations, trust can be considered as a concept that acts not only between individuals but also between individuals and institutions (Flavian, Guinalú, & Gurrea, 2005; Wang et al., 2014). Through this trust, tourists can later give an assessment of the attractions visited so that later will provide satisfaction in visiting. Modeling in this study shows that the Tourism Trust (TT) has a positive and significant positive effect on Tourist Satisfaction (TS).

### Effect of Tourist Satisfaction on Tourism Advocacy

The higher tourist satisfaction owned by tourists the higher the behavior of recommending (Tourism Advocacy) conducted by tourists in Gili Trawangan Lombok post-earthquake. The results of this study are in line with research conducted by Susanta, Taher Alhabsji, Idrus, and Umar

Nimran (2013). The results of this study indicate that the combined effect of relationship quality and loyalty is very important in understanding customer advocacy behavior in increasing the episodic value of relationships for customers involved in satisfaction, trust, and commitment. Satisfaction is considered a logical expectation of advocacy (Christopher, 1993). Tourists who are satisfied and loyal to the services provided during the visit will always provide recommendations that the tourist attraction is feasible and good to visit to the closest people such as family, friends, and the surrounding environment. The modeling in this study shows that Tourist Satisfaction (TS) has a positive and significant positive effect on Tourist Advocacy (TA).

### **Effect of Tourism Trust on Tourism Advocacy**

The higher the Tourism Trust (TT) owned by tourists, the higher the behavior of recommending (Tourism Advocacy) conducted by tourists in Gili Trawangan Lombok post-earthquake. The research is in line with research conducted by Sajjad Ahmad Afridi & Arif Khattak (2013) which states that trust has a constructive straight and resilient with customer advocacy behavior. Trust plays an important role in creating positive word of mouth. Through the trust of tourists, it can create word of mouth optimism which then becomes an advocacy behavior (recommendation) to the closest people that the attraction is worth visiting. The modeling in this study shows that the Tourist Trust (TT) positively has a positive and significant effect on Tourist Advocacy (TA).

### **CONCLUSION**

The earthquake that occurred in Lombok resulted in a drastic reduction in the number of tourist visits so that the tourism sector in Lombok, especially Gili Trawangan suffered losses due to the lack of interest of tourists visiting after the earthquake, therefore this study examines how Tourist Relationship Management (TRM), Tourist Satisfaction and Tourist Trust in forming the Lombok Post Earthquake Advocacy Behavior in August 2018.

This study uses a type of causality research with non-probability sampling techniques and the determination of the number of respondents using purposive sampling techniques with a total of 150 respondents obtained from the distribution of questionnaires through Google forms. The analysis technique applied is technique Analysis of Moment Structures (AMOS) with the AMOS 24.0 program. As for the conclusions from the results of the research that has been done are:

1. Tourist Relationship Management (TRM) positive and insignificant effect on Tourist Satisfaction (TS), which means the higher Tourist Relationship Management (TRM) owned by tourists, the higher the satisfaction of tourists (Tourist Satisfaction) in conducting tourist visits in the Trawangan dyke post-earthquake Lombok 2018.
2. Tourism Trust (TT) provides a positive and significant influence on Tourist Satisfaction (TS), which means that the higher the Tourism Trust (TT) owned by tourists, the higher the satisfaction of tourists (Tourist Satisfaction) in conducting tourist visits in Gili Trawangan after the 2018 Lombok earthquake.
3. Tourist Satisfaction (TS) positive and significant effect on Tourism Advocacy (TA), which means that the higher tourist satisfaction (Tourist Satisfaction) possessed by tourists the higher the behavior of recommending (Tourism Advocacy) conducted by tourists in Trawangan dyke after the 2018 earthquake in Lombok.
4. Tourism Trust (TT) positive and significant effect on the variable Tourist Advocacy (TA), which means that the higher the Tourism Trust (TT) owned by tourists, the higher the behavior of recommending (Tourism Advocacy) conducted by tourists in the Trawangan dyke post-earthquake Lombok 2018.

### **RECOMENDATION**

Some recommendations that can be conveyed related to the results of this study are as follows:

1. There needs to be a strong commitment and seriousness between the two parties in using Tourist Relationship Management (TRM) as a means of providing information and services in the tourism business so that it can have a high satisfaction and trust impact on visiting tourists.
2. The need for a trauma healing program as a form of disaster response carried out by the government is assisted by traditional leaders and the community can hold traditional events such as joint prayers to rebuild the confidence of disaster victims to build their spirits so that they will immediately rise and participate in restoring post-earthquake tourism in Lombok 2018.
3. The government needs to pay special attention to the recovery of tourism destinations in Lombok, one of which is by holding arts and cultural performance events in Lombok, the government can also promote tourism by holding or participating in tourism exhibitions abroad to provide positive assessment of tourists after the 2018 Lombok earthquake.
4. The government needs to immediately repair facilities and infrastructure damaged by the earthquake so that later it can support access to these attractions.

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