

Validation on Destination Image Attribute Towards Indonesian Tourist

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Abstract: The development of tourism is essential since it increases the foreign exchange. The adequate attention to the tourism drives the progress of tourism related products and services. Several studies have shown that the role of destination image influence the tourists to visit. The purpose of this study is to determine the forming components of destination image with a quantitative approach. The research population consists of the most visited destinations in Indonesia. Questionnaires are distributed in three cities that represent the most visited places by tourists in Indonesia. According to the statistical calculation, the amount of sample that can be used is 167 people. The results reveal that some aspects significantly influence the destination image. The influencing aspects are lodging facility, quality of food and relaxation experiences. This finding implies that there should be some improvements in lodging facilities, the quality of food and relaxation experiences to enhance the destination image.

Keywords: Tourist, Destination, Destination Image.

INTRODUCTION

Essentially, tourism activities are individual needs. In general, meeting the physical, spiritual and intellectual needs through various activities such as recreation and travel tourism is the function of tourism. Besides, tourism also has a role in increasing the state's revenue to materialize the people's welfare through the tourism industry.

Tourism industry can be interpreted as a group of industries related to tourism activities in the creation or addition of goods and services value needed by the traveler. Solely, the tourism industry consists of several elements such as tourism resources, entertainment and sports facilities, public tourism infrastructure, greeting services and greeting facilities.

The significant and rapid growth of tourism industry in the past few decades is the development indicator of a country. Tourism is one of the most sustainable economic commodities. Also, it reaches the low-level society. The tourism industry contributes to Gross Domestic Product (GDP) through foreign exchange and the opening of new jobs. On the other hand, the tourism industry also shows the competitive power of a country to the other countries. Therefore, there must be a grand, correct, directional and continuous strategy in developing the tourism industry to improve country competitiveness.

Indonesia is a very potential country in developing its tourism industry since it is located in the equatorial region and has the tropical climate. The various natural resources, cultural diversity, the relic from the past and traditional customs are expandable potencies. Therefore, they can find their characteristics

and become the image of Indonesian tourism. Those potencies must be supported by Indonesian government policy regarding the development of tourism destinations in Indonesia and the participation of the community in developing the tourism industry itself.

Tourism in Indonesia is a new flagship sector that has the fastest growth. Also, it is predicted that tourism becomes Indonesia's core economy in the future. The tourism sector is targeted to contribute a GDP of 15% or around 280 trillion rupiahs for foreign exchange, projecting 20 million foreign tourist arrivals, 275 million domestic tourists travel and absorb about 13 million workers in the future. Furthermore, Indonesia's tourism sector is believed to be able to create new centers of economic growth that is more evenly distributed throughout the country based on the developable tourism potency of each region. To achieve these targets, the government has made various efforts in the form of regulatory improvements, tourism promotion and the development of various supporting infrastructure facilities.

Increasing the tourism's destination image is necessary to optimize the potency of the tourism industry development. A tourist destination with an impeccable image will be a stimulus or an encouraging

factor for the tourists to visit the destination. Some studies were conducted by [1-10]. They found several factors that enhance the tourism destination image.

The results indicate the gap in settling the factors that determine the image of tourist destinations. In dealing with this issue, further explorative research is required to establish a more appropriate model. Furthermore, It becomes a reference or input in determining the optimal strategy for the future development of Indonesia tourism industry. Under these considerations, this study aims to fill the previous research gap by doing predictive modeling on factors that affect the of tourism destination image in Indonesia. The intended factors are personnel friendliness, lodging facility, secure destination, quality of food and relaxation experiences.

METHODS

This research uses predictive modeling since the primary purpose is exploring the variables that create the destination image through variance-based SEM data analysis technique in which the non-

parametric approach does the hypothesis testing by using Partial Least Square (PLS).

This study utilizes a representative sampling method in representing the population. In this research, the sampling technique is probability sampling with simple sampling technique. The 600 questionnaires were distributed directly in some major tourist destinations in Indonesia with pre-determined proportionality. 463 respondents are representative and cooperative in filling the questionnaires. However, the valid questionnaires are 167 questionnaires.

The test data used in this study refers to the general criteria in the Partial Least Square approach in which the validity test requires the value of Outer Loading Indicator > 0.5. The reliability test requires the Composite Reliability > 0.7, Average Variance Extracted value > 0.5 and Cronbach Alpha > 0.7 [11, 12].

Table-1 shows the validity results based on the outer loading indicator value:

Table-1: Research Variables Outer Loading Indicator Validity

Indicator	Friendly	Facility	Secure	Food	Experience	Destination Image
Fr_1	0.856					
Fr_2	0.861					
Fr_3	0.868					
Fr_4	0.846					
Fr_5	0.807					
Fa_1		0.839				
Fa_2		0.852				
Fa_3		0.880				
Fa_4		0.878				
Fa_5		0.815				
Se_1			0.827			
Se_2			0.872			
Se_3			0.858			
Se_4			0.819			
Fo_2				0.905		
Fo_3				0.887		
Fo_4				0.772		
Ex_1					0.714	
Ex_2					0.734	
Ex_3					0.797	
Ex_4					0.745	
Ex_5					0.789	
Ex_6					0.818	
DI_1						0.799
DI_2						0.809
DI_3						0.740
DI_4						0.773
DI_5						0.720

Overall, the assessment of the validity of indicators for entire research variables is eligible to be used in this research. However, based on the output of

validity test by using the value of outer loading indicator, it can be seen that the Fo_1 indicator on the Quality of Food variable has a value of 0.377. It is

lower than the criteria of validity assessment 0.5 so that the Quality of Food variable only has three indicator points that are eligible to be used in the research.

Furthermore, table two displays the reliability test by using the Average Variance Extracted (AVE), Composite Reliability (CR) and Cronbach Alpha (CA):

Table-2: Result of Average Variance Extracted (AVE), Cronbach's Alpha and Composite Reliability

Variables	AVE	Cronbach's alpha	Composite Reliability
Personnel Friendliness	0.719	0.902	0.927
Lodging Facility	0.728	0.906	0.930
Secure at Destination	0.713	0.866	0.909
Quality of Food	0.586	0.736	0.839
Relaxation Experience	0.589	0.860	0.895
Destination Image	0.591	0.827	0.878

In general, the reliability test results indicate that all variables in the research are reliable based on reliability testing criteria by using AVE, Cronbach's Alpha, and Composite Reliability.

Based on the validity and reliability testing, the further data analysis can be done. It is to know how big the influence and significance level of each variable towards destination image.

Data Analysis

Table-3: Path Coefficients Values

Variables	Path Coefficient	P-Value	Decision
Personnel Friendliness → Destination Image	0.097	0.096	Denied
Lodging Facility → Destination Image	0.265	0.001	Accept
Secure at Destination → Destination Image	0.014	0.428	Denied
Quality of Food → Destination Image	0.223	0.001	Accept
Relaxation Experience → Destination Image	0.157	0.016	Accept

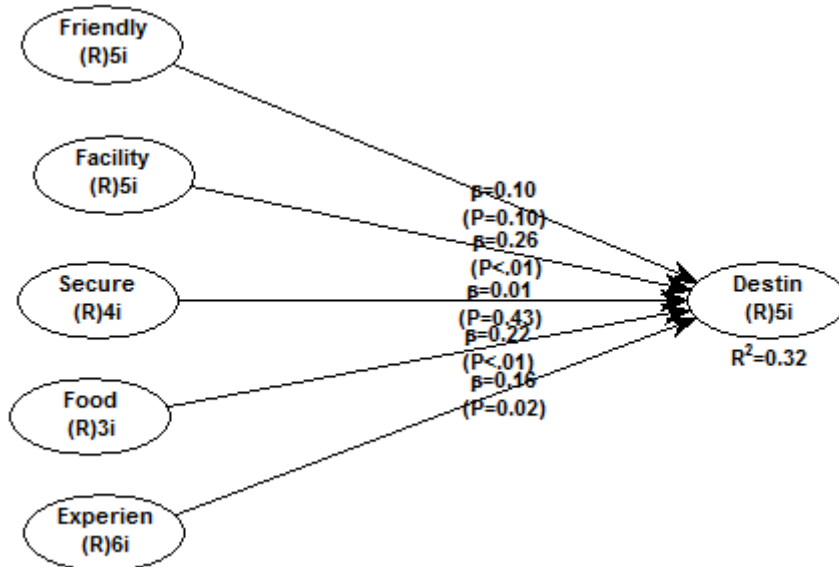


Fig-1: Result of Destination Image

Figure-1 describes the development of research model based on predicted variables that form destination image in this research.

destination image. They are Lodging Facility, Quality of Food and Relaxation Experience. Personnel Friendliness and Relaxation Experience variables have no significant effect on Destination Image.

The picture above shows that the modeling structure of destination image forming variables in this research consists of Personnel Friendliness, Lodging Facility, Secure Destination, Quality of Food and Relaxation Experiences. However, data analysis found only three variables that significantly influence the

In assessing the fit model to test the research model, Average Path Coefficients (APC) shows the calculation value of 0.151 and the P-value 0.01. The Tanenhaus Goodness of Fit (GoF) value reveals 0.468. Following the criteria of previously submitted

assessment, the overall research model is classified as very good.

DISCUSSION

Predictive modeling in this research was conducted based on previous relevant research. It is to be applied in modeling the components that create the destination image such as personnel friendliness, lodging facility, secure destination, quality of food and relaxation experiences. The overall results of the research model test show that the research model is classified as excellent.

Based on the calculation and analysis results, almost all indicators on the research variables are proven valid. There is only one indicator of the quality of food variable that is not valid to be used in the research. Therefore, the variable only uses three research indicators. In the conducted reliability test, all variables in this study are proven reliable.

In the data analysis by using path analysis, it can be seen that only three variables have a significant effect on Destination Image. The variables are Lodging Facility, Quality of Food and Relaxation Experiences. While the other two variables, Personnel friendliness, and Secure Destination have no significant effect.

The interpretations of calculation results are as follows:

(H1) Personnel Friendliness

Personnel Friendliness has an influence on Destination Image with coefficient value of path analysis 0.097 and P-Value 0.096. The P-value is higher than 5% or 0.05. Therefore, Personnel Friendliness does not significantly affect the Destination Image. Personnel term refers to office personnel, reservation personnel, housekeeping service and all involved stakeholders including local communities who participated in developing the tourism industry. The calculation result of its effect on the destination image shows the insignificant influence. This is more because in general Indonesian people are friendly to tourists. Therefore, the personnel friendliness factor is not considered as a dominant consideration.

(H2) Lodging Facility

Lodging Facility has an influence on Destination Image with coefficient value of path analysis 0.265 and P-Value 0.001. The P-value is less than 5% or 0.05 so that Lodging Facility has a significant effect on Destination Image. According to the calculation, Lodging Facility has the most significant influence in forming Destination Image which is 0.265. Lodging Facility refers to hotels and inns, resorts and its facilities and easy access to the location. Due to its most significant influence, the government policy related to the development of lodging facility should be the primary consideration in improving the destination image.

(H3) Secure Destination,

Secure Destination has an effect on Destination Image with path coefficient value 0.014 and P-Values 0.428. The P-value is higher than 5% or 0.05. Hence, Secure at Destination has no significant effect on Destination Image. Security threats such as terrorism in the past few decades have contributed to the weakening of the tourism industry. This problem is not only experienced by Indonesia but also the entire countries. The other issues related to security disturbances are conflicts between groups, ethnic groups, and religions. Although in statistical calculations secure destination has no significant effect on the destination image, but maintaining the security is a must. The insignificant result is due to tourists' perception. They think Indonesia as a safe destination which has been supported by a strong security apparatus. Negative issues concerning the insecurity of tourist destinations have been proven false.

(H4) Quality of Food

Quality of Food has an influence on Destination Image with coefficient value of path analysis 0.223 and P-Value 0.001. The P-value is less than 5% or 0.05 so that Quality of Food significantly influence the Destination Image. The characteristics of Local culinary is one of the aspects that are in great demand by tourists in every tourist visit. There are several aspects that need to be considered to improve the quality of food. Some of them are the quality of food and ingredients, the characteristics, dining or restaurant personnel and cleanliness of the place. Based on the calculation, the quality of food to destination image has a considerable influence. Therefore, tourist destinations with marvelous quality of food will enhance its image and attract the tourists to visit.

(H5) Relaxation Experiences,

Relaxation Experiences have an influence on Destination Image with coefficient value of path analysis 0.157 and P-Value 0.016. The P-value is less than 5% or 0.05 so that Relaxation Experiences significantly influence the Destination Image. As the main purpose of tourism activities is to meet the physical and spiritual needs of each individual, these needs can be fulfilled by doing relaxation activities. The various relaxation activities will result in relaxation experience. The tourists' increasing perceptions on the relaxation experience have a significant effect on the destination image. Thus, it is crucial to improving the relaxation experiences since it has quite considerable influence.

The result of the study can be a comparison with the previous research as conducted by [13-17]. Also, form the other studies conducted by [18-20].

CONCLUSION, RECOMMENDATION, AND LIMITATION

In recent times, the tourism industry proliferates. This industry is the most sustainable economic commodity. Also, it touches the whole society. Moreover, the industry also contributes quite well to GDP and opens up various related jobs. Therefore, the tourism industry can be an indicator of the State's development. Through this industry, Indonesia shows its competitiveness to the other countries. To maximize the development of the tourism industry, there must be an improvement on the tourist destination image. The increasing image of tourist destinations will attract the number of tourist on each period.

The data processing in this research found that only three variables that have significant influence. The lodging facility has the most considerable influence, followed by the quality of food and the next variable is the relaxation experiences. The other two variables which are personnel friendliness and secure destination do not significantly influence the destination image. The insignificance of these two variables does not mean that personnel friendliness and secure destination do not affect the destination image. However, for this research locus, both variables are no longer the main issues for consideration in improving the destination image. Personnel friendliness is a reflection of Indonesian culture that is known to be friendly by many tourists. Meanwhile, the secure destination which is a reflection of the security level of Indonesia has been better guaranteed as a result of the increasing performance of security forces supported by the improving economic, social and political climate in Indonesia.

To improve the destination image, this research recommends making improvements in lodging facilities including hotels, inns, resorts, all facilities within. The most critical aspect is infrastructure development to support and facilitate the access of tourist destinations. Various classes and segmentation of the inn also need to be considered to adjust to the tourists' level of needs and affordability. To improve the quality of food, there must be some improvements on the quality of dining and restaurant, the quality of ingredients and cuisine, variations of food types and cleanliness of the place. Meanwhile, the relaxation experiences closely related to the variety of relaxation and recreational activities. The expanding of the range of activities is expected to provide more options for the tourists. Therefore, they can determine which activities that are more suitable for them to do.

This study has limitation since it is done by using sample and probability calculation. The sample of respondents is Indonesia-based respondents with their culture and habits. Also, this study only limits the variables that are used in the research model without

considering the other variables that may affect the destination image.

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