

Effect of Destination Image, Perceived Value, Tourism Satisfaction with Return To Visit

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Abstract

The purpose of this study to analyze the effect destination image, perceived value, and satisfaction of tourists on the interest of return to visit Lake Kerinci. The sample in this study were 200 respondents. The analysis technique used is Structural Equation Model (SEM) to know the impact of the effect of the destination image, perceived value, and the satisfaction of the tourists to the interest of return to visit. The results showed: (1) The destination image has no significant effect on the interest of return to visit; (2) the destination image and Perceived Value has a significant and positive effect on the satisfaction of tourists; (3) Perceived Value and satisfaction of tourists have a significant and positive impact on the interest of return to visit on the attractions of Lake Kerinci.

Keywords : *Destination image, perceived value, tourist satisfaction, visitor interest.*

Introduction

The satisfaction of tourists becomes a matter that needs to be studied as solution to answer the problem of tourism in order to achieve excellent service in tourism service industry. Factors that can make a satisfied traveler must be known by government and tourism actors. If the factor of this tourist is ignored, not the success of tourism promotion that will occur, but failure. As a result, there is a gap between what tourists want and what the organization provides (Parasuraman et al 1996).

Destination image is an impression created by tourists in their minds through some compression ie cognitive, affective, and conative as well as some things related to how one sees a destination (Gallarza et al., 2001). An image of a particular destination when it meets the expectations of travelers can result in a level of satisfaction and will visit again even the possibility of recommending it to friends or family becomes larger (Ling et al., 2010).

Tourists are always looking for information about any tourist attraction that is in the destination area he is visiting through brochures, newspapers, or information officers. Assaker (2011) states that from the information in the can, tourists can have an overall picture of the Destination image of tourist travel at the time tourists make a visit on the attraction. Destination image is the core of a travel tour where the tourists have different perceptions of what is viewed from a destination visited.

Tourists make an assessment of the Destination image of the area they visit that will later create a perception of the value of the destination. Som and Badarneh (2011) say that perceived value will arise when the tourists get benefits or not on the tour.

If perceived value is perceived high tourists, tourists will also feel the satisfaction in travel tourism because the money spent is not in vain, tourists get an interesting experience in accordance with the money spent. Assaker (2011) states the satisfaction of tourists is the feeling of pleasure or disappointment of a person resulting from comparing the performance of services at the time of the tour is perceived with the tour package promised earlier. The satisfaction of tourists is the result of the interaction between the experience of tourists in the area of destination and the expectations they have about the destinations visited (Noe, 2010).

This research explains the effect of destination image, perceived value, tourist satisfaction on visiting interest in Lake Kerinci tourism object. The literature review is explained in the early articles of the article which then explains the conceptual framework and research hypothesis. In the next

section explains research methods, samples, and data analysis techniques. Then, the results of the study are discussed to answer the proposed hypothesis. At the end, explain the conclusions and suggestions from the results of this study.

Methods

This research uses quantitative approach (quantitative approach). The analytical technique used is Structural Equation Model (SEM) which is statistical analysis method used to explain the effect of Destination Image, Tourist Satisfaction and Perceived Value to Revisit Intention. Technique of collecting data of this research is questionnaire. The number of samples in this study were 200 respondents selected randomly by convenience sampling technique.

Results and Discussion

Measurement model

The purpose of overall measurement model is to analyze the convergent validity and fit models of the three latent variables simultaneously. If the overall measurement of this model can meet the requirements of convergent validity and model fit then the model can be continued to the next stage of the structural model. The results of the overall measurement model as follow:

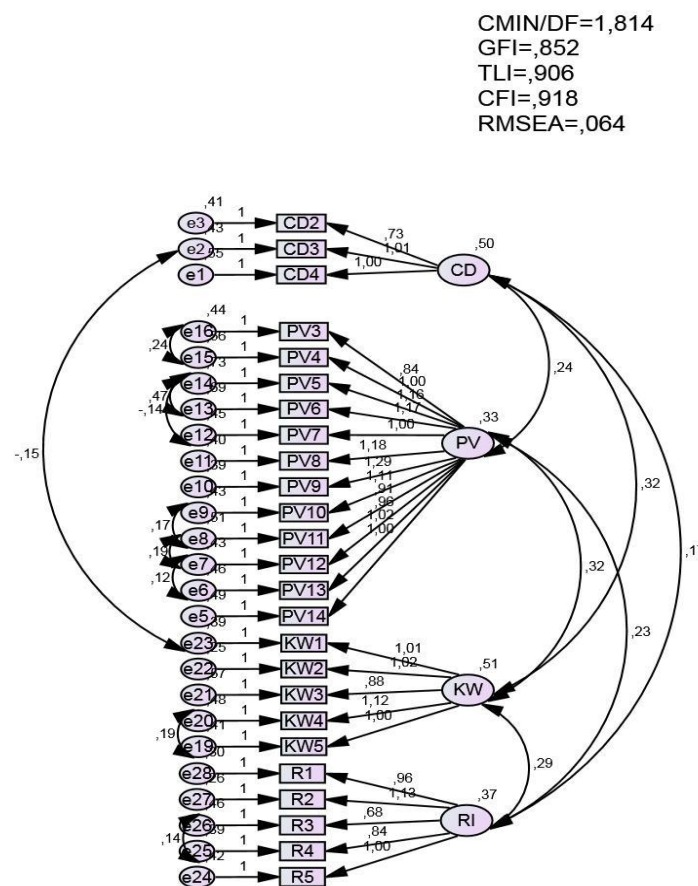


Figure 1 Overall Measurement Model

The Measurement Model shows how the manifest variable (indicator) presents the latent variable to be measured by testing the validity and reliability of the latent variable through a confirmatory factor analysis (CFA). On the confirmation factor analysis value of Chi Square 471,713 degrees of freedom value 260 and probability Level 0,000 <0.001 indicates that this model is in accordance with the data or fit. In this study the value of degrees of freedom is 260. If the value of degree of freedom is smaller, then the value of chi square will decrease.

Structural model results

The structural model displayed a good fit with the data, compared with the suggested fit criteria. The structural model above shows a chi-square of 487,171 and a degree of freedom of 260. The results show that the values of CMIN / Df, RMSEA, TLI and CFI correspond to the criteria. Although the value of GFI and is marginal, but according to Hair et al (1998: 623), the value of CFI, GFI, and AGFI close to the recommended value, then the model is still eligible to continue. This means the model is fit and feasible to use. Analysis of data processing result at full stage of SEM model is done by conducting fit test (goodness of fit). The test results of goodness-of-fit model are described in the following table.

Table 1 Test Results Goodness-of-fit Model

No	Indeks	Critical Value	Results	Model Evaluation
1	Chi Square	-	481,171 (p=0,000)	Fit
2	CMIN/DF	<2,00	1,867	Fit
3	CFI	≥0,90	0,913	Fit
4	RMSEA	≤0,08	0,066	Fit
5	TLI	≥0,90	0,900	Fit
6	GFI	≥0,90	0,846	Marginal
7	AGFI	≥0,90	0,809	Marginal
8	NFI	≥0,90	0,831	Marginal
9	PCFI	>0,6	0,794	Fit

Source: Primary Data Processed (2018)

Based on the results, Chi Square value is 487,171 with the probability level 0.000, According to Hair (2010) for sample size <250 with significant Probability value included in good fit, model evaluation in this research is fit. CMIN / DF equal to 1.867cale from 2.00 then conclusion evaluation model is fit. CFI value is 0.913 bigger than 0.90 then conclusion evaluation model is fit. The RMSEA value is 0.066collary from 0.08 then the model evaluation conclusion is fit. The TLI value is 0.900 equals 0.90, the model evaluation conclusion is fit. The value of GFI is 0.846 approaching 0.90, and then the model evaluation conclusion is marginal. The value of AGFI is 0.809 approaching 0.90, and then the model evaluation conclusion is marginal. The value of NFI is 0.831 close to 0.90, then the conclusion of the model evaluation is marginal, and the PCFI value is 0.794 magnitude of 0.6, then the model evaluation conclusion is fit. Based on the above explanation can be concluded that the model in this study is fit, the number on some criteria is close to the characteristics fit, so the model in this study is feasible to use.

Hypothesis testing

Criteria of goodness of fit structural model are estimated to be fulfilled, and then the next stage is the analysis of the structural relationship model (hypothesis testing). The relationship between constructs in the hypothesis is shown by the value of regression weights below:

Table 2 Regession Weights

			Estimate	S.E.	C.R.	P	Label
KW	<---	PV	.680	.140	6.177	***	par_23
KW	<---	CD	.199	.131	2.205	.027	par_27
R	<---	KW	.368	.117	2.526	.012	par_22
R	<---	CD	-.041	.122	-.394	.693	par_24
R	<---	PV	.406	.145	2.860	.004	par_25

Source: Primary Data Processed (2018)

Discussion of Research Results

The destination image has a significant effect on the interest of return to visit. Based on the results of the analysis performed on the first hypothesis, the destination image has no significant

effect on the interest of Visiting in the Object of Lake Kerinci. This means that the destination image variable has no direct effect on the interest of return to visit, but the destination image will affect the interest of return to visit on the object of tourism through the satisfaction of tourist.

This is in line with the research conducted by TrianaHelmawati, SitiDyahHandayani (2012). In this study stated that patient satisfaction acts as a partial mediator on each dimension of service quality with interest re-visit. Research Rahadhini and Desma (2013) shows the satisfaction of tourists as a mediation of the image of the tourist attraction to the loyalty of visitors. Then Yuzza (2006) research shows that service quality and product superiority have positive and significant effect to customer satisfaction, and customer satisfaction has positive and significant effect on buying interest.

Customer satisfaction is very important for the company because customer satisfaction is the main driver of post-purchase phenomenon such as repurchase intention. Bayus in Tjiptono (2008: 21) states that the customer feels a certain level of satisfaction or dissatisfaction that will affect the next behavior such as repeat purchase.

The second hypothesis states that the destination image has a significant effect on the satisfaction of tourists at Lake Kerinci tourist attraction. Based on the analysis conducted on the second hypothesis, the destination image has a significant and positive impact on the satisfaction of tourist attractions of Lake Kerinci. This means that the higher level of Tourism Destination Image of Lake Kerinci then the satisfaction of tourists will increase.

This is in line with research conducted by Coban (2012) he proved the influence of a significant destination image to the satisfaction of tourists. Lovelock et al. (2010) explains that true loyalty lies in customer satisfaction (tourists) where tourists who are very satisfied or enjoy the service tend to be loyal supporters of the company (tourism destinations). Sun et al. (2013) through his research proves that tourists who develop a positive perception (image) get better satisfaction on his experience. It proves that the destination image positively affects the satisfaction of tourists during a visit to tourism destinations.

Based on the analysis on the third hypothesis showed perceived value significantly influence the satisfaction of tourists at the Lake Kerinci tourist attraction. This means that the higher the value of tourists perceived tourist attraction to Lake Kerinci then the satisfaction of tourists will increase.

Parasuraman et al. (1994) also see that perceived value is the antecedent of customer satisfaction. Other studies in tourism research also confirm a positive relationship between perceived value and tourist satisfaction (Moliner et al., 2007; Murray and Howat, 2002).

Based on the analysis conducted on the fourth hypothesis, Perceived Value has a significant and positive effect on the Return Visiting interest on Lake Kerinci tourism object. This means that the higher the value perceived tourists to Lake Kerinci Tourism Object then the desire to visit again will increase.

The above results are in accordance with Kotler's (2005: 71) theory that the key to generating customer loyalty is to provide high customer value, a company capable of offering high customer value will make the customer loyal. Loyal customers are the ones who have the potential to repurchase the product. This is in line with research conducted by Esthy (2008) explains the positive influence between customer value and buying interest, where higher perceived value of customer will be able to increase return visit. Research by Kusdyah (2012) also explains that the variable of customer value have a significant positive effect on the variable of buy interest. The higher the value of the customer causes the higher the value of customer satisfaction and will affect the buying interest (Raza et al., 2012)

Based on the analysis conducted on the fifth hypothesis, the satisfaction of the tourists has a significant and positive effect on the interest of Visiting in the object of Lake Kerinci. This means that the higher the satisfaction that tourists perceive to the Lake Kerinci Tourism Object then the desire to visit again will increase.

These results are in line with the research of Basiya and Rozak (2012) proving that there is a positive relationship between customer satisfaction, post-purchase behavior and business

performance. Customers who are satisfied with their purchases will have a positive effect on post purchase behavior, meaning that consumers who feel satisfied expectancy levels before purchasing with performance perceived results after purchase will increase purchasing commitments such as repurchase interest, percentage of purchases, etc. As Oliver (1993) points out, service quality is an antecedent to customer satisfaction, regardless of whether the two constructs are measured on both specific and time-specific experiences. Antecedents are things or events that exist or occur before another event and are distant to the event afterwards.

The destination image supports the satisfaction of tourists so that tourists want to visit back to the attractions of Lake Kerinci. It can be said that the destination image will affect the interest of tourists visiting when tourists are satisfied with the attractions of Lake Kerinci.

The results above are in line with the research Rahadhini and Desma (2013), the results of this study is that the satisfaction of tourists as a mediation of the image of a tourist attraction to the loyalty of visitors. Yuzza's (2006) study shows the effect of service quality, and product superiority on customer satisfaction and its impact on the buying interest of case studies: in auto bridal semarang. The result of analysis shows that service quality and product advantage have a positive and significant effect to customer satisfaction, and customer satisfaction have positive and significant effect to repurchase interest.

The ability to manage good tourist destinations will make a positive contribution. A tourist attraction with a good image will contribute to increased satisfaction and loyalty of tourists on the tourist attraction. The results of Qu et al., (2011) provide concrete evidence that the image of the tourist destination has a positive and significant impact on satisfaction, loyalty, intention to visit again and the intention to recommend.

Conclusions

Based on the results of the analysis related to the purpose of this study, it can be drawn some conclusions of the research results that the destination image does not significantly influence the interest of visiting the back of Lake Kerinci tourism object; The destination image, Perceived Value, has a significant and positive impact on the satisfaction of tourist attractions Kerinci lake; Perceived Value, satisfaction of tourists has a significant and positive impact on the interest of return to visit.

Based on the above conclusions then there are some suggestions that the authors propose to the manager of tourist attractions Lake Kerinci to increase tourist loyalty Lake Kerinci attractions, such as Improve Destination Image (Destination Image), Lake Kerinci attractions by Improving good infrastructure such as roads, services, as well as communications etc; Improving tourism products, so that offered tourism products are not monotonous.

To increase the Perceived Value tourist attractions Kerinci Lake is expected to guide the lake kerinci tourist attraction can improve by Giving a unique tourist experience for tourists; Provide prices that match the tourism products offered; improving services in accordance with the money spent by tourists; providing a satisfying experience for travellers; provides a memorable experience to tourists.

Increase the understanding of the importance of tourist satisfaction of the attractions of Lake Kerinci, by providing good facilities to tourists; offering good tourist products to tourists; providing friendly service to tourists

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