

The Effect of Visiting Decisions on Destination Images Post Disaster

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Abstract—Development of increasingly modern world makes us humans are always served with beautiful tourist attractions, magnificent buildings, and technology that is increasingly adequate. However, all these things not last long because at any time can be destroyed and damaged. The damage caused by one problem that often occurs in human life, namely natural disasters. Natural disasters that occur can't be predicted or avoided by humans. Natural disasters often occur in one important sector in the development of Indonesia, namely the Tourism sector. In the concept of tourism is a dynamic activity that involves many people and enlivens various fields of business. Tourism as an industry that continues to be developed in various places and the development of tourism in Indonesia, including province of East Nusa Tenggara, that very rapid development. The development of tourism industry is able to provide a multiplier effect that influences various sectors in people's lives where tourism industry's developing. Behind these benefits, tourism industry is an industry that is very vulnerable to conditions related to political, economic and security stability. In East Nusa Tenggara province, especially Kupang City that one of disaster-prone tourist destinations is Oesapa Beach, located in Oesapa Village, Kelapa Lima District, Kupang City. At Oesapa Beach, tidal waves often occur every year, causing severe damage to existing infrastructure on the beach. The damages are like the destruction of lopo's and cafe's where visitors can relax and enjoy the beauty of Oesapa Beach. This resulted in the beach becoming damaged and dirty. Based on the description above, the aim is to determine the effect of destination images on visiting decisions and how efforts can be made to prevent and minimize the impact of natural disasters on image of Oesapa Beach tourism objects. This type of research is descriptive-quantitative with quantitative data analysis. Samples were taken as many as 100 visitors Oesapa Beach which is a visitor who visited the beach after and before the disaster. Data collection method uses interviews and questionnaire. The results showed that natural disasters affect the destination images.

Keywords—destination images; natural disaster; visiting decisions.

I. INTRODUCTION

The tourism sector is the one of the largest sectors in the world that generates the economic. Nevertheless, its existence is vulnerable to disasters [1]. One of the causes of natural damage that often occurs in life is natural disaster. Natural disaster is difficult to be predicted when it will happen, however human using their intelligence to overcome the disaster by adjusting to the environment [2]. Tourism related to disasters, is unlikely to be explained by using such a regular approach because the disaster is a process that comes suddenly and it will thwart all the established policies and planning [1].

Tourism as one of the industry is continuously developed in Indonesia including in the province of Nusa Tenggara Timur (NTT). In national level, tourism has been regulated in Government Regulation i.e Peraturan Pemerintah Nomor 50 Tahun 2011 about the National Tourism Development Plan (Rencana Induk Pengembangan Kepariwisataan Nasional-RIPPARNA) year 2010-2025 article 7 verse (a) there are 50 National Tourist Destinations (Destinasi Pariwisata Nasional-DPN), 88 Strategic Region of National Tourism (Kawasan Strategis Pariwisata Nasional-KSPN), and 222 National Tourism Development Area (Kawasan Pengembangan Pariwisata Nasional-KPPN). In the context of NTT, referred to RPJMD, tourism became the 'Front Mover' of the NTT economy. Based on NTT Statistic Center Bureau's data showed that visiting tourist to NTT increased from 441,316 visitors in 2015 to 496,081 visitors at 2016. In 2017, it increased to 616,538 visitors. The concept of tourism developed by the provincial government of NTT is the tourism based on community economic empowerment.

Oesapa Beach (Pantai Warna) is different from other tourist attractions in Kupang City. This beach has been operating for three years since 2017. Oesapa Beach not only has the tourist attraction which is the beauty of the scenery and the sunset but also offers culinary tourism that become the attraction of visitors. The majority of culinary merchants are local residents so that the concept of community

economic empowerment had been applied. Oesapa Beach is a self-developed by Kontak Kerukunan Sosial (K2S) and Community Empowerment Institute (LPM) in the development of tourism objects. Currently, culinary traders in Oesapa Beach are incorporated in groups that consisted of 10 cafés, 47 culinary tours (roasted corn and banana), 12 Salome merchants and 24 photographers. However, Oesapa Beach is disaster prone because it always attacked by the West-wind storm every year from January to March causing damage and terminated operation.

The increasing number of visitors over time indicated that the image of Oesapa Beach is also increasing. Some previous studies have been conducted to identify the destination image relationship to visitor satisfaction, such as research conducted by reference [3],[4],[5] stated that a significant positive influence between the destination image and the visitor's satisfaction. However, the increasing number of visitors to Oesapa Beach did not last annually, due to tidal waves caused by high rainfall resulting the damage to infrastructure on the coast. The damage is the collapse of the traditional tent (lopo) and the café where visitors can enjoy the beauty of Oesapa Beach. This resulted the severe damaged and dirt on the beach.

The purpose of the study is to identify the effect of the destination image (Cognitive Destination Image and Affective Destination Image) to the Visiting Decision (interest of tourists revisiting) on Oesapa Beach.

II. LITERATURE REVIEW

A. Destination Image

Reference [6] argued that image is a knowledge and attitudes toward us who have different groups. Image is an impression, a feeling, an overview of the public to company [7]. The impression is deliberately created from an object, person or organization. Reference [8] defined image as a picture of reality and do not have to conform to reality, image is the world according to perception. From the expert definitions above, image can be interpreted as a picture taken from environment or other parties as a result of their experience and knowledge of an object. In the context of this research, tourism image is a picture given by the tourism places that can impact the interest of tourists to re-visit the attraction. The destination image is divided into two dimensions in this study that are Cognitive Destination Image and Affective Destination Image.

B. Tourist Satisfaction

Satisfaction is a level of person's feelings after comparing the performance/results to the expectation [9]. Customer satisfaction is something that the company expect especially in the field of hospitality. Satisfaction is obtained when the needs and desires of the customer are fulfilled, while human needs and desires are always changing and unlimited. Reference [10] said that the tourist satisfaction is a level of someone's feeling after comparing the performance of the products/services perceived in its expectation. Tourist satisfaction or dissatisfaction is the response to the un-conformed evaluation or the disagreement between previous expectations and the actual performance of the product after

consumption. Customer satisfaction is the after-sales evaluation when the chosen alternatives at least the same or exceed customer expectations, whereas dissatisfaction arises if the outcome does not meet expectations [11]. It can be concluded that the satisfaction of tourist is a comparison between the performance of products to the performance perceived by tourists. If the performance is under expectation, tourists will not be satisfied. If performance meets expectations, tourists are satisfied. If performance exceeds expectations, tourists are very satisfied or happy.

C. Visiting Interest

A visiting interest is an individual's interest in one particular object that makes the individual feel pleased with the object. Interest is a mental device consisting of blends of feelings, hopes, education, fears or other tendencies that move individuals to a certain choice. Interest is one element of personality that plays an important role in making future decisions. Interest directs individuals to an object on the basis of like or dislike. Feeling happy or unhappy is the basis of interest. A person's interest may be known from a happy or unhappy statement to a particular object.

A person's interest is caused by some important factors that are interest or sense of delight, attention factor and need. In relation to student interest research on musical art extracurricular activities, interest is not to be known or measured directly, it should be used factors to uncover a person's interest to something. Because the interest would not be measured directly then the element or factor that causes the emergence of the interest is lifted to uncover a person's interest. In this factor compiled a useful question to uncover a person's interest in an activity.

III. METHOD

This research uses quantitative methods with an associative approach that is cause and effect. The goal to be achieved on a quantitative approach is to seek the effect of independent variable to the dependent variable. In this research, it was analyzed the influence of Destination Image that is divided into two-dimensional Cognitive Destination Image and Affective Destination Image to Visiting Interest in Oesapa Beach.

A. Population, Samples and Sampling Techniques

Population in this research is the visitors of Oesapa Beach (Pantai Warna) in Kupang City. The sampling technique used in this research is nonprobability sample that is Accidental Sampling Method. The samples in this study amounted to 100 samples visitors of Oesapa Beach with aged over 15 years.

B. Data Analysis Techniques

1. Classical Assumption Test

- Normality Test

Normality test is used to determine whether the data is spread normally. One-sample test of the Kolmogorov Smirnov test with a significant rate of 0.05 (5%) is the method of this test. This

statistical test is also meant to determine what analysis tools should be used next.

- **Heteroscedasticity Test**

Heteroscedasticity is a condition in which the disturbance variables do not have the same variances. To detect that there is no Heteroscedasticity can be done using the correlation method Rank Spearman (Gujarati, 1997).

2. Multiple Linear Regression Analysis

The analysis tool is Multiple Linear Regression supported by SPSS program. Multiple Linear Regression analyses are formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e \quad (1)$$

Remarks :

Y = Visiting Decision variable

b_0 = constant

X_1 = Cognitive Destination Image variable

X_2 = Affective Destination Image variable

e = error. [12]

IV. RESULTS AND DISCUSSION

A. Description of Object

Oesapa Beach also known as Pantai Warna located in the village of Oesapa, District Kelapa Lima, Kota Kupang, Province of East Nusa Tenggara (NTT). This location is about 7 kilometers from the city center and is approximately 500 meters from the main road Timor Raya.

B. Characteristics of respondents by gender

Based on characteristics of the respondent, it was shown that male respondents 46% of 100 people sampled in this study and female respondents were as much as 54%. Gender differences are usually become the background of one's actions and behaviors. From a questionnaire that has been disseminated, it can be seen that the visitors to the tourist site dominated by the women

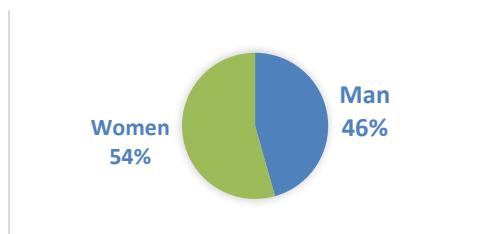


Fig. 1. Characteristics of respondents by gender

TABLE 1. CHARACTERISTICS OF RESPONDENTS BY AGE

Usia	Jumlah	Presentase
15-20 Tahun	14	14%
21-25 Tahun	76	76%
26-30 Tahun	6	6%
Di atas 30 Tahun	4	4%

From the respondents samples, it was found that respondents with age range 21-25 is the most tourists age who visiting Oesapa Color Beach as many as 76 people (76%), followed by respondents at the age range of 15-20 years as many as 14 people (14%). It means the visitors of Oesapa Beach are usually enthusiasm young people who are very interested to the new things.

C. Characteristics of respondents based on job type

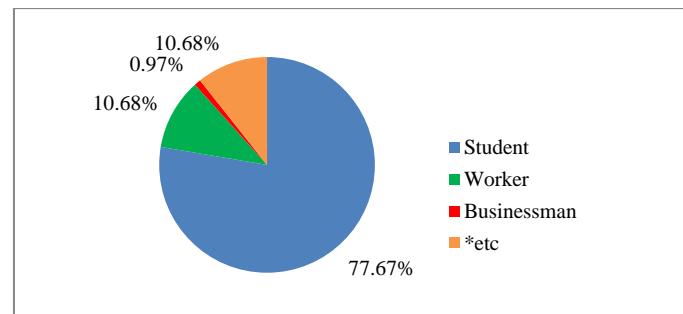


Fig. 2. Characteristics of respondents based on job type

Based on the characteristics of the job indicates that the respondent with the job as a student as much as percentage of 77.67%, civil servant and private employee as much as 11.68%, this is due to the Oesapa Beach is an interesting tourism object for students gathering with friends and interesting photo spots. Thus, it is attracting place for young people or students

D. Result of Test

This analysis is used to determine the effect of some independent variables (X) against the dependent variable (Y).

1) T test (Partial Test)

A partial test is performed to determine the effect of each individually independent variable's on the dependent variable. It can be seen in the significance of each variable.

TABLE 2. T TEST (PARTIAL TEST)

Coefficients ^a						
Model	(Constant)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,017	1,286		,013	,990
	TOTALX1	,191	,052	,369	3,663	,000
	TOTALX2	,256	,056	,462	4,586	,000

a. Dependent Variable: TOTALY

From the significance value, the value of Cognitive Destination Image variable (X_1) is 0.000 i.e. smaller than 0.05, the X_1 variable has a significant positive effect on the Y variables

From the significance value, the value of Affective Destination Image variable (X_2) is 0.000 i.e. smaller than 0.05, the X_2 variable has a significant positive effect on the Y variables

2) Multiple Linear Regression Analysis

From regression results using SPSS program, the regression coefficient was obtained:

$$Y = 0,017 + 0,191X_1 + 0,256X_2 \quad (2)$$

From regression equations above, constant value is 0.017, means if the X_1 and X_2 variables are 0 then the Y variable will be 0.017. The regression coefficient of X_1 is 0.191 meaning that if another variable is considered constant and the X_1 variable increases by 1 then Y will increase by 0.191. Regression coefficient X_2 is 0.256 meaning when another variable is considered constant and the X_2 variable increases by 1 then Y will increase by 0.256

3) Coefficient of Determination

TABLE 3. COEFFICIENT OF DETERMINATION

Model Summary ^b				
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,782 ^a	,611	,603	1,72881
a. Predictors: (Constant), TOTALX2, TOTALX1				
b. Dependent Variable: TOTAL Y				

Based on the results on the Model Summary, the value of R Square indicates the influence of the independent variables of Cognitive Destination Image and Affective Destination Image to the Visiting Decision variable. The Adjusted R Square value of 0.603, this means that the influence of variables independent to the dependent variable is 60.3%. While 39.7% is influenced by other factors.

E. Effect of Cognitif Destination Image (X_1) to Visiting Decision (Y)

Cognitif Destination Image affects the visiting decision on Oesapa Beach with a coefficient value of 0.191. Positive coefficient value indicates that Cognitif Destination Image has positive effect on the interest of revisit, meaning that if Cognitif Destination Image is getting better, more and more visitors are interested to visit again. Cognitif Destination Image refers to the belief and knowledge of the attributes of a destination (Destari, 2017:48). Thus, if the Oesapa Beach has a good view, clean environment, good culinary tourism, easy and affordable access it will make tourists interested to visit again. The disaster that occurs on the beach does not discourage people's enthusiasm to come back again, it makes Oesapa Beach has a new face due to the restoration of the place, facilities and infrastructure on the beach. Oesapa Beach would not lose its visitors caused by the disaster.

F. Effect of Affective Destination Image (X_2) to Visiting Decision (Y)

Affective Destination Image affects the Visiting Decision on Oesapa Beach with a coefficient value of 0.256. The positive

coefficient value indicates that the Affective Destination Image has a positive effect on a revisit interest, meaning that when Affective Destination Image is getting better, more and more visitors are interested to revisit. Affective image refers to emotions and feelings inherent to the destination (Destari, 2017). So if the Oesapa Beach has security and comfort that is assured well it will make the view of the community to be good and cause a sense of want to visit again. Oesapa Beach provides beautiful and good views, adequate facilities, and hospitality from the local community, making visitors feel comfortable to visit Oesapa Beach.

V. CONCLUSION AND RECOMMENDATION

A. Conclusion

The Cognitive Destination Image and Affective Destination Image are partially positively affected to the Visiting Decision of Oesapa Beach tourist. Oesapa Beach already has a beautiful and interesting view, but the environmental conditions on that beach not quite neat and clean. Oesapa Beach (Pantai Warna) provides beautiful and good views, adequate facilities, and hospitality from the local community, making visitors feel comfortable to visit it. The disasters that occurred on the Oesapa Beach did not discourage the enthusiasm of the community to come back again, with a new face due to post disaster restoration makes visitors return.

B. Recommendation

1) Recommendation to the community organizer of Oesapa Beach.

The results of the study expressed that Cognitive Destination Image and Affective Destination Image in good category. It is expected that the organizer can maintain the culinary quality, facilities, and security on the beach so that every visitor who comes to Oesapa Beach will feel happy and satisfied. So that the attraction of Oesapa Beach in the future will always be crowded by visitors and the number of visits will increase. In addition, it is expected that the cleanliness of the environment on the beach.

2) Recommendation to further study,

Other researchers are expected to expand their studies on factors related to visiting decisions. Because there are many other factors that are likely to contribute influence to visiting decisions such as tourist characteristics, distance, travel overview, and the excellence of tourist destinations.

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