

Analysis of the Effect of Brand Image, Tourist Perception, Service Quality Toward Revisit Intention in Recreational Parks in DKI Jakarta

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Abstract—The purpose of this study was to determine the effect of brand image, tourist perceptions and service quality toward revisit intention in Taman Rekreasi in DKI Jakarta. This research was conducted in four recreation parks in Jakarta, namely Taman Impian Jaya Ancol, Taman Mini Indonesia Indah, Ragunan Wildlife Park and National Monument. The research method used is a qualitative method which is quantitative with data analysis techniques using regression analysis. The research sample of 498 respondents. This study provides theoretical implications of the revisit intention model that brand image, visitor perception and service quality are factors that support a person to return to visit the same recreational place in a certain period. Managerial implications of this study for park managers to pay attention and be able to manage brand image, visitor perceptions, and service quality to the fullest, so that visitors can re-visit the recreational park repeatedly.

Keywords—brand image, tourist perception, service quality and revisit intention

I. INTRODUCTION

Traveling is one of the needs of the community, especially in urban communities. High activity in urban communities can cause stress and can lead to other diseases. This causes recreational areas needed to reduce stress due to high work pressure, so traveling to certain places becomes a necessity. DKI Jakarta has attractive and competitive tourism resources compared to other countries or other provinces in Indonesia. Attractions in DKI Jakarta consist of natural attractions and historical tourism, including the Thousand Islands tour, Ancol Dreamland, Beautiful Indonesia Mini Park, Ragunan Wildlife Park and Sunda Kelapa Harbor, while historical tours include the National Museum, the Satria Mandala Museum, Lubang Buaya, the Jakarta History Museum / Fatahillah Museum. The number of tourist arrivals from 2013 to 2017 increased by an average of 5.6%. This indicates that tourism in DKI Jakarta is developing along with better supporting infrastructure such as mass transportation, including Transjakarta buses.

Chen et al argue that repeating visits do not really represent tourist loyalty, because usually tourists always want to try new places that they have never visited [1]. Repeated visits can be used as a basis for knowing destination loyalty, because based on his research, tourists will visit the same place about three times or more in a five-year period. Previous studies have examined more than two to three variables such as Bintarti and Kurniawan [2] examining visitor satisfaction at Muara Bening and Allameh et al [3] with destination image, perceived quality, perceived value and satisfaction variables. Based on this, this study aims to determine the effect of the recreational park brand image on revisit intention in Recreation Parks in DKI Jakarta, the effect of visitors' perceptions on revisit intention in Recreation Parks in DKI Jakarta, the effect of service quality on revisit intention on Recreational Parks in DKI Jakarta, and the simultaneous influence of brand image variables, visitor perceptions and service quality on revisit intention in recreational parks in DKI Jakarta.

II. LITERATURE REVIEW

Kotler said that a brand is a seller's promise to consistently provide certain features, benefits and services to buyers [4]. According to Iman and Suwandi there are several important things related to the image, namely the impression of objects in the image, the image process is formed, and reliable sources [5]. Objects are individuals and / or entities which consist of a group of people. The formation of images in the information process to enable the occurrence of images on objects due to the receipt of information every time. A strong brand enhances a strong positive attitude in consumers towards the products associated with the brand.

A view or often also called perception is a process in which individuals give meaning to their sense impressions when receiving health services, each person will have a different perception objectively, because perception is a real interpretation and each person looks at it from the point of view different perspective [6]. Zeithaml et al defines service quality as a form of attitude, related but not the same as satisfaction, as a result of comparing expectations with performance [7].

The SERVQUAL method is a method developed by Zeithaml as a measurement tool for assessing service quality [7]. The measurement of service quality in the SERVQUAL model is based on the scale of performance attributes designed to measure customer expectations and perceptions and the gap between the two on the 5 dimensions of service quality. five main dimensions of service quality, namely: Reliability, Responsiveness, Assurance, Empathy, and Tangibles.

Revisit intention is defined as the desire or plan of consumers to make a return visit to the same place [8]. According to Meng et al behavioral intention to visit again is the intention of visitors to re-visit the place within a year and the intention to come to the destination often [9].

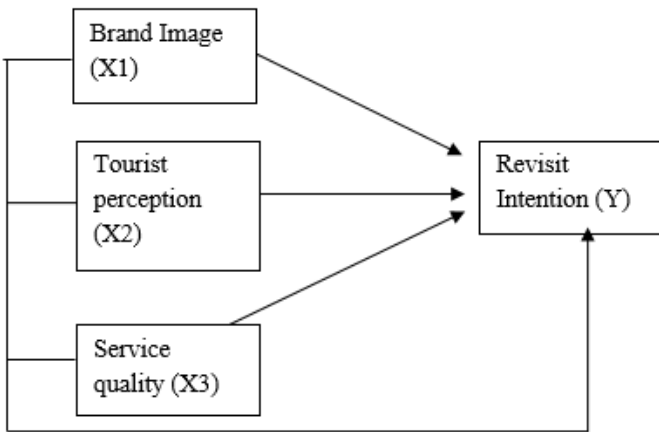


Fig. 1. Conceptual framework.

The hypothesis of this study based on the conceptual framework figure 1 above:

- H1: there is an influence of brand image on revisit intention
- H2: there is an influence of tourist perceptions on revisit intention
- H3: there is an influence of service quality on revisit intention
- H4: simultaneously brand image, tourist perception, service quality affect revisit intention

III. METHODS

This research is a survey research. The population of this research is all tourists to the leading tourism objects in DKI Jakarta, namely Taman Impian Jaya Ancol, Taman Mini Indonesia Indah and Ragunan Wildlife Park. The number of samples in this study amounted to 498 tourists from the four recreational park objects. Multiple linear regression analysis was used to analyze with the help of SPSS statistical software for hypothesis testing.

IV. RESULTS AND DISCUSSION

Validity and reliability tests are declared valid and reliable so that the test is forwarded to the classical assumption test. In the normality test, it is stated that the normal data is by analyzing the P-plot graph, it is known that the points spread around the line and follow the diagonal line. Data does not occur heteroscedasticity as seen from scatterplot graph analysis results where the points do not form certain patterns or there are no clear patterns and spread above and below the number 0 on the Y axis. The results of multicollinearity test show there is no multicollinearity with a VIF value <10. After the classic assumption test, the hypothesis test continues as shown in the table 1 below:

TABLE I. PARTIAL TEST RESULTS

Model	Coefficient	Std. Error	Sig.
Constant	4.878	1.319	.000
Brand Image	.217	.040	.000
Tourist Perception	.149	.038	.000
Service quality	.111	.025	.000

Dependent variable: Revisit intention

Table 1. showed the regression coefficient of brand image affects revisit intention of 0.217 with a significance level of $0.000 < 0.05$. This finding means that the better the brand image that a recreation park has the more frequent visitors will return to the park. Tourist Perception has a positive effect on revisit intention with a positive coefficient of 0.149 and a significance of $0.000 < 0.05$. This means that the higher the tourist's perception the higher the desire of tourist to come back again. Service quality has an effect on revisit intention with a positive coefficient of 0.111 with a significance of $0.000 < 0.05$. excellent service quality has a positive effect on revisit intention. This means that the assumptions in hypothesis 1, 2, and 3 are accepted.

TABLE II. SIMULTANEOUS TEST RESULTS

Model	Sum of Squares	Df	Mean Squares	F	Sig.
Regression	1620.392	3	540.131	59.440	.000
Residual	4488.961	494	9.087		
Total	6109.373	497			

Simultaneous test results are shown in table 2 above, the assumption in hypotheses 4 is accepted with the significance value of $0.000 < 0.05$ which means brand image, visitor perceptions, and service quality together influence revisit intention.

TABLE III. COEFFICIENT OF DETERMINATION

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.515	.265	.261	3.01447

The coefficient of determination through the adjusted R square value of 0.261 (table 3), which means brand image, visitor perception and service quality contribute to revisit

intention by 26.1% and the rest is influenced by other factors not examined.

V. CONCLUSION

Based on the results of research and analysis that have been conducted, the following general conclusions are obtained, Revisit intention is influenced positively and significantly by brand image, visitor perception, service quality. The main finding of this study is directly that the revisit intention of tourists is most strongly influenced by the brand image variable in recreational parks.

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