

# Does the Tourist Destination Image Affect the Intention of Spa Tourism in Bandung?

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**Abstract**— People who are health conscious and actively enjoy tourism activities such as pampering the body, visiting spas, receiving medical care, improving fitness and adventure. This type of tourism is defined as wellness tourism. Wellness tourism is defined as a phenomenon to improve personal well-being for those who travel to destinations that provide services and experience to rejuvenate the body, mind and spirit. Indonesia has an extraordinary potential of Human Resources in the Tourism sector; the Spa Industry is included in 3 areas of the tourism industry. The Spa and Wellness Industry in Tanah Air has the potential to drive Indonesia's tourism sector to become increasingly competitive and competitive. An event entitled the Spa & Wellness Tourism Award 2019 themed (Heritage Spa Indonesia) held by the Ministry of Tourism as a form of support for Spa tourism in Indonesia. The number of tourists visiting Bandung according to BPS City of Bandung is for tourists 173,036, while domestic as many as 4,827,589. tourists who visit are not just looking for tourist attractions, but also looking for a place of relaxation to unwind from work. The independent variable in this study is Destination Image which is seen from the dimensions, namely: cognitive image, affective image, and overall image. While the independent variable is Behavioral Intention seen from the dimensions, namely: Keep Visiting, Recommended and Positive WOM. Destination Image affects Behavioral Intention, both partially and simultaneously. The relationship is a positive relationship which means the Destination Image relationship to Behavioral Intention is very strong.

**Keywords**— Destination Image, Behavioral Intention, Spa tourism, Wellness Tourism, Spa Traditional Indonesia

## I. INTRODUCTION

Wellness tourism is a growing industry that has taken tourists efforts to get better health while on vacation to a completely new level. Thus wellness tourism includes relaxation, exercise and spa visits which may be included in a recovery vacation to include dental, medical or surgical interventions [1]. In line with opinion [2] that wellness tourism is defined as a phenomenon to improve personal well-being for those who travel to destinations that provide services and experience to rejuvenate the body, mind and spirit. Wellness tourism has been considered a rapidly growing tourism industry sector since the Asian financial crisis in Southeast Asia in 1997 [3]. The concepts of health and well-being have become important themes in tourism research [4].

Other than that [5] said that outside the Spa, health tourism offers are developing dynamically. The demand side that is often marketed for health tourism services is very promising and has initiated health-conscious travelers who are moving around the world. In order to be truly felt in this highly developed market, suppliers especially the drug baths and spas owned by Citra which are somewhat "traditional" must distinguish themselves with a clear profile. Baths and spas must be presented at the market level of tourism

destinations or countries to be different from other spa destinations. As well as considering market needs as well as special design offerings and location attractiveness. In supporting tourism in Indonesia, Spa Indonesia is very well known to foreign countries. To maximize it, a 2019 Spa & Wellness Tourism Award themed (Heritage Spa Indonesia [6]) held by the Ministry of Tourism is aimed at Spa, Professional Spa industry players, this event will give awards for 5 professional categories, 17 industry categories and 3 Ambassadors Elections Spa [7].

Spa and tourism have a strong and needy relationship. Tourists need relaxation after traveling, and spas need tourists to continue to grow. Spa can be a new industry that is able to support the community's economy. The spa industry in Indonesia still has a negative impression with the exception of Bali. Because Bali has implemented the right concept and standardization [8].

TABLE I. SPA FACILITIES CLASSIFICATION

| Type of Spa     | Definition   |
|-----------------|--|
| Day             | A day spa offers a variety of spa services, including facial and body treatments on a day-use-only basis.  |
| Resort/hotel    | A resort/hotel spa offers a spa, fitness and wellness services, as well as spa cuisine menu choices and overnight accommodations within a resort or hotel  |
| Destination     | A destination spa is not part of another resort of hotel. The destination spa's primary purpose is guiding individual spa-goers to healthy lifestyles. Historically an extended stay, this transformation can be accomplished by a comprehensive program that includes spa services, physical fitness activities, wellness education, healthful cuisine and special interest programming                             |
| Medical         | A spa in which a full-time, on site licensed health care professionals provide comprehensive medical and wellness care in an environment that integrates spa services, as well as traditional, complementary and/or alternative therapies and treatments. The facility operates within the scope of practice of its staff, which can include both aesthetic/cosmetic and prevention/wellness procedures and services |
| Club            | A facility whose primary purpose is fitness and that offers a variety of professional administered spa services on a day-use basis. A hotel, gym, or fitness club that has a sauna, steam or whirlpool bath is not a spa unless it explicitly offers spa products and services as an added benefit   |
| Mineral springs | A spa offering an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments   |
| Cruise ship     | A spa aboard a cruise ship providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices  |
| Cosmetic        | A spa that primarily offers aesthetic/cosmetic and prevention/wellness procedures and services such as facials, peels, waxing and other non-invasive procedures that are within the scope of practice of its staff but do not require on-site medical supervision  |

Source : [6] (SPA, 2010)

Bandung city has its own magnetism as a tourism destination in West Java. With the development of the tourism industry in Bandung the number of spas has also increased, its location is widespread, ranging from downtown to the outskirts of Bandung. It is known that there are 35 spas in Bandung according to tripadvisor [9].

**II. MATERIALS AND METHODS**

**A. Destination Image**

It has been widely acknowledged that destination image affects tourists' subjective perception, consequent behavior, and destination choice. Tourists' behavior is expected to be partly conditioned by the image that they have of destinations. Image will influence tourists in the process of choosing a destination, the subsequent evaluation of the trip, and in their future intentions [10].

The influence of image on destination choice process has been studied by various authors. It is believed that destinations with more positive images will more likely be included in the process of decision making. In addition, destination image exercises a positive influence on perceived quality and satisfaction. More favorable image will lead to higher tourist satisfaction. In turn, the evaluation of the destination experience will influence the image and modify it. Lastly, destination image also affects the behavioral intentions of tourists. For example, Court and Lupton (1997) found that the image of the destination under study positively affects visitors' intention to revisit in the future [10]. The positive influence of a destination image on tourists' attitude can impact their decision-making to select that destination, like motivating them to visit and experience the destination [11].

**B. Behavioral Intention**

Behavioral intention indicates return or revisits of a visitor to a facility or program. Conceptualizing, measuring and predicting behavioral intention is an area of interest to service providers and researchers which has been perceived as one of the vital indicators of service enterprise achievement. Notwithstanding, customer's revisit intention is considered to be one of the most critical manifestations of loyalty toward the particular service provider. In the context of the healthcare industry, patients' behavioral intention is represented regarding the intention to revisit for further treatment and recommend friends, family, and others for that particular hospital [12].

Furthermore, intention is considered essential to that wish to maintain relationships with customers over a long term, widely credited for putting forward the most comprehensive taxonomy of intention, argue that intention comprises four categories including complaint, word-of-mouth communication, repurchase intention and price sensitivity. In this particular study, intention is measured with items reflecting on customer's intentions with respect to word-of-mouth communication, repurchase intentions and price sensitivity. Customers' intention with respect to complaint was not measured as the study did not presuppose a service failure as basis of measuring intention (Van Tonder, Petzer, & van Zyl, 2017). The aforesaid research paradigm can be illustrated in fig. 1 as



Fig. 1. Research Paradigm

**C. Method**

The object of this study is the influence of destination image on the behavioral intention of spa consumers. The independent variable in this study is destination image which includes cognitive image, affective image and cultural. The dependent variable is behavioral includes: positive WOM, keep visiting, and recommended. The research method used is the Descriptive Method and Verification. The number of is 266 consumers. Data analysis uses regression to test hypotheses.

**III. RESULTS AND DISCUSSION**

**A. Descriptive Analysis**

*1) Destination Image*

The destination image variable consists of three dimensions, namely cognitive image, affective, and cultural. Destination image analysis shows that destination image has good criteria. This means that a good destination image will make consumers make the decision to visit the spa again, because a good reputation is very important for consumers Units.

*2) Behavioral Intention*

The variable moral intention consists of three dimensions, namely positive WOM, Keep visiting and Recommended. This analysis shows that behavioral intention has good criteria. This means that the consumer's decision after feeling a good destination image will result in a decision to discuss it with others and still make a visit, and recommend it to others.

TABLE II. THE RESULT OF CORRELATION

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .690 <sup>a</sup> | .476     | -.002             | 2.533                      |

a. Predictors: (Constant), behavioral intention

*3) The Effect of Destination Image on Behavioral Intention*

The results show that based on Table 1, the coefficient of determination  $R^2 = 0.476$ , which means that shows a positive relationship between destination image (X) against behavioral intention (Y) is 47.6%, which means 47.6% behavioral intention is caused by destination image, and 52.4% are influenced by other factors.

**IV. CONCLUSION**

The calculation results show that destination image influences behavioral intention and its influence is positive and strong. This means that if the destination is created well, the number of consumers will increase, and vice versa. Destination image influences behavioral intention, both partially and simultaneously. The relationship is positive, which means that the relationship between destination image and behavioral intention is very strong

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