Intention to Visit a World-Famous Tourism Village in Bali: The Role of Destination Image, Self-congruence, and Destination Personality

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Abstract. This study examined the effect of destination image, self-congruence, and destination personality on visit intention, with the case of Panglipuran village in Bali, a village which possesses national and international achievements. Data was collected in Bali and Surabaya. The participants were selected using the convenient sampling method. Data were analyzed utilizing exploratory factor analysis and structural equation models. As a result, destination image owns a significant effect on self-congruence and destination personality. Furthermore, congruence and destination personality produce a significant effect on visit intention. These findings deepen the study of village tourism destinations.

Keywords: Bali · destination personality · Panglipuran village · self-congruence · village tourism destination

1 Introduction

Tourism is essential to the survival of many economies throughout the world. The tourist industry stimulates the economy, creates thousands of jobs, improves a country's infrastructure, and promotes cultural exchange between foreigners and natives [1, 2]. Penglipuran village is renowned as one of Bali's most popular tourist sites because its inhabitants continue to practise their traditional culture in daily basis [3]. The villages possess potential attractions that invite tourists to spend time and money. Some village tourism destinations rely heavily on natural assets, culture, heritage, agriculture, and local enterprises.

This study examines the effect of destination image, self-congruence, and destination personality on visit intention. Although it has been understood that studies on Panglipuran village have received much attention, studies that examining consumer behaviour associated with self-congruence and destination personality are still rarely conducted. Moreover, these two criteria are still infrequently related with rural tourism and village tourism destinations in general. Hence, this study investigates the impact of destination image, self-congruence, and destination personality on domestic tourists' intentions to visit Panglipuran Village.

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B. Setiawan (Ed.): ICoMB 2022, AEBMR 243, pp. 96–106, 2023.
https://doi.org/10.2991/978-94-6463-160-9_11

In Indonesia, village tourism destinations become a national program, initiated by the Ministry of Tourism by providing aid, assistance, and recognition to village communities which successful in developing their villages into tourism destinations. Considering how strategic the village is, several other departments are currently also concerning on corroborating villages in various ways, encompassing the Ministry of Education and Culture, the Ministry of Social Affairs, the Ministry of Villages, Development of Disadvantaged Regions and Transmigration, and the Ministry of Information and Communication. One of the villages considered as the most successful in attracting domestic and foreign tourists is Panglipuran village, Bali. Every year, visiting tourists exceed 10.000 to 13.000 people under normal conditions.

Panglipuran is one of three traditional Bali villages which have preserved and maintained their custom system to this day. Customers own the residences in Panglipuran, which has a unique arrangement method [4]. The residences were erected in two groups facing each other and divided by a pedestrian-only road. This village features four distinct dwelling types depending on its founding history, cosmology, house shape, and villager kinship structure. The worldwide magazine Boombastic declared this village as the third cleanest village in the world in 2016, and the Green Destinations Foundation designated it the cleanest community in the world in 2022. At the national level, in 1995, this village received the Kalpataru award from the Indonesian government as a village which is able to preserve the balance of the natural environment and maintain 75 hectares of bamboo forest and 10 hectares of other vegetation that characterizing the village. Furthermore, in 2017, this village was awarded the highest ranking in the category of cultural preservation from the Indonesia Sustainable Tourism Award (ISTA). Throughout the year, both national and international tourists visit the village.

2 Literatur Review

2.1 Destination Image

A destination image is a collection of impressions, perceptions, expectations, feelings, beliefs, ideas, thoughts, knowledge, judgments, and experiences obtained by tourists or potential tourists about physical and non-physical aspects associated with a destination [5–8]. The destination image can stimulate self-congruity, which applies to tourists who have never visited a destination before. Unfortunately, this stimulus might not occur when the tourists have visited the destination [9]. They believe that cognitive and emotive evaluations of tourists play a pivotal role. Cognitive evaluation will have an impact on affective evaluation. Furthermore, demographic characteristics, psychographics, travel motivation, the categories of information collected by tourists, and the number of information sources will all play a significant role in activating cognitive and emotive evaluation.

In some cases, destination image determines perceived value, tourist satisfaction, attitude, visit intention, and revisit intention [10–13]. Furthermore, when numerous scholars explore destination image by involving tourists and potential tourists, asserts encompassing residents as they are the people who understand the area best and are experts on their territory [14]. Another analysis revealed that the image of a destination influences readiness to visit, word-of-mouth, and willingness to invest [15]. Several investigations have

greatly contributed to the notion that a destination image has dimensions. The objective image, according to a meta-analysis research, comprises of an overall, cognitive, emotive, and conative image [16]. Furthermore, each of these aspects is associated with behavioral intention, recommendation intention, revisit intention, and visit intention.

2.2 Destination Image and Self-congruence

Scholars explore the role of destination image in formulating self-congruence []. For example, investigation on the influence of17–19 destination image, destination personality, actual self-congruity and ideal self-congruity by incorporating tourists from China who visited New Zealand [19]. They unveiled that destination image embodied a dominant role in leading destination personality.

2.3 Destination Image and Destination Personality

Prior studies demonstrate a significant effect of destination image on destination personality [17, 20]. For instance, they do calculate the dominant factors that lead to tourist activity preferences during their visit to a destination. This research was conducted in Serbia in connection with the Trail of Roman Emperors [20]. One of the findings they discovered is that destination image significantly affects destination personality.

Following the findings above, the two hypotheses were examined.

H1 – Destination image will have a significant impact on self-congruence
H2 – Destination image will have a significant impact on destination personality

2.4 Self-congruence

Sirgy & Johar define self-congruity or self-congruence as "the match between the brand image and the consumer's self-concept." Self-congruity is employed to follow the image of a certain object [21]. For instance, if a consumer selects appropriate housing, he or she will attempt to align his or her self-image with the image of the house in question [22]. Similarly, when a customer visits a retail store, if he or she believes that his or her self-image resembles the image of the shop into which he or she walks, there will be no conflict within him or her [18]. Self-congruence will operate automatically, whether he or she is aware of it or not. Self-congruity contributes to functional congruity and destination pleasure in the tourist business [23]. Furthermore, self-congruity influences perceived value, satisfaction, and destination loyalty [24], also functional congruity and travel behaviour [25].

2.5 Self-Congruence and Visit Intention

Limited studies discuss the influence of self-congruence on visit intention [17, 26]. For instance, [26] interested in investigating the variables affecting cruise travel intentions in the United States. They uncovered that self-congruity had a positive impact on travel intention. In response to the findings of the preceding research, the following formulation is proposed.

H3 – Self-congruence will have a significant impact on visit intention

2.6 Destination Personality

Scholars associate destination personality with brand personality, and brand personality refers to the nature and characteristics of humans [27]. Others employ the phrase destination brand personality instead [28, 29]. According to Aaker [30], brand personality encompasses of sincerity, excitement, competence, sophistication, and ruggedness. Furthermore, the research results confirm that destination personality contains excitement, sincerity, competence, ruggedness, and sophistication [31]. Destination personality is also understood as personifying a destination, particularly in the psychological aspects [32, 33].

2.7 Destination Personality and Visit Intention

Previous studies illustrate the contribution of destination personality in strengthening tourists' visit intention [17, 34]. For instance, in [34] they investigate the role of destination personality, destination image, and self-congruence in determining visit intention. They concentrated on golf tourists visiting Hainan, a Chinese city. They discovered that destination personality has an impact on visit intention. Here is the prediction based on the preceding path.

H4 – Self-congruence will have a significant impact on visit intention

3 Method

3.1 Measures

Four variables were administered in this study, each determined by emploiying indicators obtained and adapted from previous studies. Nine indicators from [35] calculated destination image, and six from [23] examined self-congruence. Furthermore, 15 indicators from [36] measure destination personality, and nine indicators from [37–39] measure visit intention. The destination image indicator was measured by an 11 semantic differential scale, while a 6-Likert-type scale examined the indicators of the other three variables, beginning with 1 to represent 'strongly disagree', and ending with 6 to represent 'strongly agree'. Data Analysis Methods.

3.2 Data Analysis Methods

In this study, the data were analyzed in three stages. The first stage examines the data's validity by employing exploratory factor analysis. An indicator is valid if it possesses a factor loading score of 0.4 or greater. The second stage is analyzed the reliability of the data by observing Cronbach's alpha score. A If a construct has an alpha score of 0.7 or higher, it is considered reliable. The structural equation model (SEM) was employed during the third stage of hypothesis testing utilizing AMOS version 28 software. The

Table 1. Criteria of a model fitted

Criteria	Rule of thumb	Resources
Probability	$0.05 < p < 1.00$	[39]
CMIN/DF	$0 \leq \text{CMIN/DF} \leq 2$	[40]
CFI	$0.95 \leq \text{CFI} \leq 1.00$	[41]
RMSEA	$0 \leq \text{RMSEA} \leq 0.06$	[41]

validity and reliability tests were performed using the SPSS version 28 program. The following criteria were utilized in this study: probability (p), CMIN/DF, CFI, and RMSEA (Table 1). If a hypothesis has a critical ratio (CR) of 1.98 or higher, it is considered accepted.

4 Result and Discussion

4.1 Participants

Regarding employment status, 128 participants (56.4%) indicated unemployed, and 79 (34.8) were employed. In addition, 17 participants (7.5%) were self-employed, and three (1.3%) retired. Regarding the completed education level, 133 participants (58.6%) graduated from high school, and 64 participants (28.2%) had a bachelor's degree. In addition, 18 participants (7.9%) had master's or doctoral degrees, and eight (1.8%) graduated with a diploma. The remaining respondents did not complete high school. In addition, 202 experienced participants (89%) visited Panglipuran village (Table 2).

4.2 Data Validity and Reliability Tests

The results of examining the validity and reliability of data show that the destination image maintains nine indicators with an alpha score of 0.975, while self-congruence saves six indicators with an alpha score of 0.890. In addition, destination personality comprises two components: The first has seven indicators with an alpha score of 0.894, and the second contains six indicators with an alpha score of 0.909. The last is visit intention which comprises of nine indicators with an alpha score of 0.934. All indicators are considered valid as they possess a loading value of more than 0.6, and all constructs are considered reliable as they own an alpha value greater than 0.8.

4.3 Hypotheses Testing

Figure 1 shows a structural model of the tested hypotheses. This model is suitable with a probability score of 0.068 and a CMIN/DF score of 1.221. In addition, this model also has a CFI score of 0.991 and an RMSEA score of 0.031.

Table 3 encompasses the results of the hypothesis testing. The four hypotheses tested each have a CR value above 2.0, thus they can be considered significant.

Table 2. Profiles of participants

Profile		Freq.	Percent
Sex	Male	36	15.9
	Female	191	84.1
	Total	227	100.0
Age	17–20	14	6.2
	21–24	18	7.9
	25–29	69	30.4
	30–34	29	12.8
	> 34	97	42.8
Occupational status	Employed	79	34.8
	Unemployed	128	56.4
	Self-employed	17	7.5
	Retired	3	1.3
Marital Status	Unmarried	57	25.1
	Separated/ divorced	2	0.9
	Married	167	73.6
	Widowed	1	0.4
Level of education has been completed	Less than high school	4	1.8
	Diploma	8	3.5
	Postgraduate	18	7.9
	Undergraduate	64	28.2
	High school	133	58.6
Visit experience	No	25	11.0
	Yes	202	89.0

4.4 Discussion

This study examined the effect of destination image on self-congruence. This path obtained a CR score of 2.766, which indicates that the hypothesis is accepted. According to the results of this study, visitors believe that the more popular a tourist location is, the more tourists wish to approach the image of the destination [19]. Tourists will detect a site that is already popular, or to one that has national and worldwide accomplishments, more easily. This popularity encourages travelers to return. Some travelers employ social media to broadcast their travel stories, photos, and videos [42]. Thus, tourists who have never visited Panglipuran village will have the opportunity to be well informed. As a result, the knowledge and understanding of tourists will be better, so the formation of self-congruence will be more substantial due to the popularity and reputation of the village.

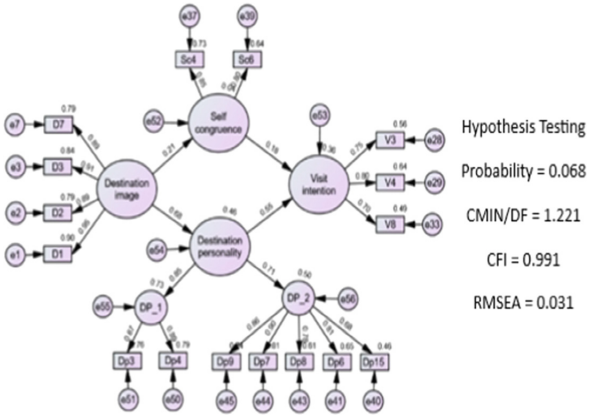

Fig. 1. Structural model of the hypotheses testing

Table 3. Results of the hypotheses testing

Hyp.		C.R.	P	Results
H_1	Destination image > Self-congruence	2.766	0.006	Accepted
H_2	Destination image > Destination personality	8.930	***	Accepted
H_3	Self-congruence > Visit intention	2.292	0.022	Accepted
H_4	Destination personality > Visit intention	5.971	***	Accepted

This study examined the effect of destination image on destination personality. From the test results, this path obtained a CR score of 8.930, a sign that the second hypothesis is accepted. The results of this study indicate that the destination's image significantly contributes to its personality [20]. In this case, initially, tourists have a perception of Panglipuran. In the next stage, the perception of the destination influences the perception of the village's personality. This perception works because of tourists' knowledge, understanding, and experience of Panglipuran village.

The third hypothesis estimated that self-congruence would affect visit intention. The test results show that this hypothesis obtains a CR score of 2.292, which indicates that this hypothesis is accepted. The findings of this study stated that congruence is one of the critical factors in increasing the intention of tourists to visit a destination and is supported by [17]. Once tourists feel they have similarities with other tourists who visit Panglipuran, their intention to visit also arises. Tourists who believe that a destination is not for them choose to avoid it. The perception of other tourists visiting the same location might provide a sense of serenity and security [43].

The fourth hypothesis postulated that destination personality influenced visit intention. Based on the calculation results, this hypothesis received a CR score of 5.971, indicating that it is accepted. Previous studies have discovered that tourists' impressions of a destination's personality influence their inclination to visit the imagined destination

[17]. Panglipuran village is perceived as active, eager, enthusiastic, alive, and full of spirit in this scenario. Furthermore, this village is considered to possess a genuine and honest nature.

5 Conclussion and Suggestion

This study produced several findings, which is that the destination image affected self-congruence and destination personality. In addition, self-congruence and destination personality affected visit intention.

These findings suggest that tourism village destination managers should be more sensitive to image-related issues. The destination's image is formed because of what the managers, hosts, and visitors do. Managers make rules and marketing activities that will have an impact on tourists. Recently, tourists can quickly move to destinations, create documentation, review, and post on social media. Their posts obtain a broad audience. Information conveyed through social media can build excellent or wrong perceptions about the destination. The theory shows that the destination image is developed when tourists have not visited and after visiting. These findings contribute to the understanding of tourism village destinations since the congruence and destination personality characteristics are rarely employed.

The authors are aware that there are some shortcomings in this study. First, data collection was not conducted at the Panglipuran site, although most respondents indicated they had visited the Panglipuran village. Second, the sample selection was carried out conveniently so that the results of this study could not be generalised to conditions in other village tourism destinations. Village tourism is merely one type of destination that can be investigated by administering the characteristics demonstrated above. There are still numerous types of locations that can be studied further, such as agritourism, cultural tourism, eco-tourism, geotourism, and halal tourism—in addition, comparing sample groups who have not and have visited a destination is a possibility. Another essential issue for future research is the impact of emotional attachment on brand personality and brand loyalty [44].

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