

Destination Image of "Thousand Islands"

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Destination Image of "Thousand Islands":

Antecedents and Consequences

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Abstract—This study aims to examine and analyze the antecedents and consequences of destination image in the Thousand Islands, also known as “Kepulauan Seribu.” The purposive sampling method was used to obtain data from 213 respondents using the structural Equation Model (SEM). The results showed that service quality has a positive effect on destination image and destination image has a positive effect on loyalty. Future research needs to consider other tourist areas such as Wakatobi National Park, Sumba Island, and Komodo Island.

Keywords—service quality, destination image, destination loyalty

I. INTRODUCTION

Generally, Indonesian tourism is very promising, and this is reflected in the continuous increase in the number of foreign tourist visits by 12.61% –from 2017 to 2018 [1]. In addition, the Thousand Islands also recorded an increase in the number of tourists' visits by 14.4% from January to June 2018 compared to the previous year [2]. Based on these data, it is concluded that Indonesia is still one of the most sought after tourist destination [1]. The Thousand Islands is part of the administration area in Jakarta, which has become one of the interesting tourist destinations for both local and foreign tourists [3].

As one of the superior destinations in Jakarta, it has the ability to maintain the loyalty of its visitors [4]. A pleasant experience by tourists encourages the creation of an emotional bond between visitors and tourist destinations, which in turn increases their loyalty to the destination [5]. Loyalty to a certain destination is the provision of quality service [6]. The strong relationship between service quality and loyalty is seen in the research on internet service providers in Thailand. The study showed that better service quality provided, loyal customers with a reduced desire to complain [7]. However, other factors play an important role in loyalty, such as customer satisfaction obtained from research in the Higher Education industry [8]. In addition, in the tourism industry, a tourist destination requires customer satisfaction before obtaining loyalty [9].

Service quality is a strong factor that affects a company's image. For instance, the studies on consumer banks in the UAE proved that service quality is a variable used to form a reputable image [10]. The natural environment and infrastructure also play an important factor in forming the destination's image in the view of foreign students studying in Malaysia [11]. Similarly, slightly different and interesting results were found in research conducted on the tourism industry in Tarakan, with the desire to obtain loyal consumers largely determined by their satisfaction [12]. Therefore, it is important to further evaluate the reputation of a tourism area in accordance with consumer loyalty. However, despite being satisfied, most tourists tend to visit other areas to acquire a different experience [13]. More importantly, it is necessary to study further the role of service quality in influencing destination image by considering the Thousand Islands as an important tourist destination for Jakarta, which is basically a business city [14]. Therefore, this study aims to analyze the antecedents of destination image and consequences in the form of service quality and loyalty.

II. LITERATURE REVIEW

A. Destination Loyalty

Consumer loyalty is the main goal pursued by many organizations due to their commitment to repurchase goods or services in the future [15–17]. This is also applicable to a tourist destination, given the number of competitors and also the desire of consumers to find a variety of relaxation areas [13]. Therefore, it is very necessary to understand the factors that tend to influence tourists' loyalty to a destination. Research conducted in Phuket, Thailand, stated that consumer loyalty is strongly influenced by beach attractions and services provided by employees [18]. In addition, loyalty to a destination is also strongly influenced by tourist satisfaction [12,18].

Another factor that is also important and widely studied is the role of a destination image on visitor loyalty [19]. Those that visited Tarakan became loyal immediately they realized it comprised of good destination images [12]. Similarly, a study stated that destination image plays a very important role in building tourist loyalty [20]. Finally, a study on tourist destinations in the form of restaurants found that its

image has a strong effect on customer loyalty through satisfaction [21].

B. Hypothesis Development

1) *Service quality*: Service quality is a comparison between a company's performance with customer expectations. Therefore, it is very important to use it to identify the gaps [22]. In achieving good quality service, five quality dimensions are developed, which consist of Assurance, reliability, tangibles facilities, empathy, and responsiveness [23].

Service quality has a strong effect on several variables, such as satisfaction, customer loyalty, and company image [21,24,9]. Research conducted on Jordanian Air passengers stated that the better the quality of service provided by the company, the higher the customer satisfaction [24]. This was similar to the research on sports tourism in Iran, which stated that perceived quality has a strong effect on consumer satisfaction and loyalty [26].

Research on consumer perceptions of event quality in Korea found that event quality has an important role in forming a good destination image [25]. The importance of quality is also very encouraging in the emergence of company image, as research on restaurants stated that quality, in the form of its physical environment (tangible), food, and services, also plays a significant impact on its reputation [21]. Based on the results of these studies, the developed hypothesis was:

H1. Service Quality has a positive influence on Destination Image.

2) *Destination image*: Destination image is the result of processing information from various sources to produce benefits and effects that are different from other tourism areas [20]. In addition, it is the visitor's impression of a tourism place that has been previously visited [27]. In accordance with results of a meta-analysis in various studies, the destination image has a strong effect on tourist loyalty, which leads to revisitation [20].

One of the studies on foreign tourists coming to Indonesia proves that destination image influences their loyalty behavior [28]. However, studies conducted in the Mediterranean show that the destination image apparently has no impact on consumers' visitation desire, both in the short and long term [13]. These different results led to interesting gaps for further research and the developed hypothesis is as follows:

H2. Destination image has a positive effect on the loyalty.

C. Conceptual Framework

The tourism industry in the Thousand Islands faces severe challenges in maintaining consumer loyalty, especially due to the fact that tourists tend to look for new things [29,30]. Therefore, their loyalty is gained by developing a destination image to attract consumers by considering the five dimensions of service quality [31].

The service quality that consists of responsiveness, assurance, tangible facilities, empathy from employees, and reliability encourages the formation of a good destination image in consumers' views [21,25,31]. Furthermore, when a favorable destination image has been formed, the company expects customer loyalty [20,28,31]. Finally, a conceptual framework was developed to enable the tourist destination to convey a good service quality; therefore, it has the ability to produce a good and attractive destination image in consumers' views. Therefore, a good destination image has the ability to create a desire for consumers to remain loyal and willing to revisit. Conceptual framework can be seen in figure 1 below.



Fig. 1. Conceptual framework.

III. METHODS

This study examined the antecedents of destination image in the form of service quality and explored the consequences in the form of loyalty. Data were collected collection using the probability and purposive sampling methods. The criteria of respondents in this study were tourists who had visited one of the islands in the Thousand Islands in this past year. A total of 250 questionnaires were distributed; however, only 213 were properly completed.

Validity and reliability tests were conducted to examine the instrument in the study [28,32], with the use of the confirmatory factor analysis and the Cronbach alpha, respectively [33]. The results of the validity test show that all indicators are valid because they exceed the required value of 0.40 [34]. Similarly, all variables are declared reliable because they exceed the Cronbach alpha value of 0.70 [32].

After the instrument test, the model suitability is examined to determine its hypothesis using the goodness of fit model, which found it eligible. The results can be seen on table 1 below.

TABLE 1. THE TEST RESULT OF GOODNESS OF FIT MODEL

The goodness of Fit Measurement	Recommended Acceptance Limits	Value	Decision
Chi-Square	Small Chi-square	238,650	Poor Fit
p-value	Minimum 0.05 or above 0.05	0,000	Fit
GFI	> 0.9 or close to 1	0,865	Marginal Fit
RMSEA	< 0,10	0,090	Goodness of Fit
AGFI	> 0.9 or close to 1	0,816	Marginal Fit
NFI	> 0.9 or close to 1	0,881	Marginal Fit
TLI	> 0.9 or close to 1	0,906	Goodness of fit
CFI	> 0.9 or close to 1	0,921	Goodness of fit
IF	> 0.9 or close to 1	0,922	Goodness of fit
Normed chi-square	Under 5	2,712	Goodness of fit

Source: processed data

IV. RESULTS AND DISCUSSION

A. Results

Decision making from hypothesis testing 4 conducted by comparing p-values with a significant level of 0.05 (error rate $\alpha = 5\%$) and a confidence level of 95%, can be seen on table 2 below.

TABLE II. HYPOTHESIS TESTING ANALYSIS RESULTS

Hypothesis	Estimate	P-Value	Conclusion	Decision
Service Quality has a positive effect on Destination Image	0,894	0,000	H ₀ rejected	H ₁ supported
Destination Image has a positive effect on Destination Loyalty.	0,986	0,000	H ₀ rejected	H ₁ supported

Source: processed data

B. Discussion

1) Hypothesis 1: Hypothesis Test Results proved that Service Quality positively influences Destination Image. This shows that the better the quality of services provided in the Thousand Islands, the greater the destination image formed. When tourists feel that service providers in the Thousand Islands are very responsive to consumer demand and provide complete information, then they tend to argue that the island is an attractive destination. Similarly, consumers with fast and convenient means of transportation, stated that the island provided a good transportation mode. Employees of service providers are highly trained; therefore, consumers are likely to enjoy traveling. The test results showed similarities with previous studies, which showed that when a consumer feels a higher service quality than expected, they feel satisfied, with good impressions [33]. The influence of the five dimensions of service quality, such as assurance, reliability, tangibles facilities, empathy, and responsiveness, improve destination image in the tourism industry [35].

2) Hypothesis 2: Hypothesis 2 test results proved that Destination Image has a positive effect on Loyalty. This means that the better the destination image, the stronger the consumers' loyalty. Therefore, when consumers feel the Thousand Islands is an attractive destination, and are convenient with its fast transportation mode, they intend to revisit. Furthermore, consumers that feel the locals are friendly and kind always regard the Thousand Islands as their first choice during vacations. This proves that a good image of a tourist destination has an impact on visitors' loyalty. The results of this study support the concept of destination image, which stated that a good corporate image encourages consumers to be loyal [20]. This is also in accordance with the results of a study that found the importance of destination image in generating consumer loyalty [28].

V. CONCLUSION

Based on the results of the study, it is concluded that service quality has a positive effect on destination image and tourist loyalty in the Thousand Islands. Good service quality tend to improve destination image; therefore, various organizations need to enhance their quality. In the responsiveness dimension, service providers need to improve the information delivered to consumers by preparing a complete and attractive website for tourists to easily understand the facilities. In addition, on the assurance dimension, service providers need to improve their services, for consumers increasingly trust and confident. In accordance with the tangible facilities dimension, the existing infrastructure needs to be improved for consumers to feel comfortable. In addition, on the reliability dimension, service providers need to provide clear directions for consumers to easily determine the required location, such as making a location plan. On the empathy dimension, they need to provide certain needs requested by consumers, such as the provision of lanes and special toilets for the disabled.

Similarly, it is proven that destination image affect loyalty; therefore, all service providers need to improve their reputation, through publications on the internet by displaying superior tourist objects, improving access facilities from one island to another by making bridges to ease the tourist to visit other islands, and improving crossing modes such as ships and speedboats.

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