

A Study on the Impact of Destination Image on Customer Value, Tourism Satisfaction, and Behavioral Intention in Jatim Park 2

Virgo Bintang A¹, Zainul Arifin², Edriana Pangestuti³

¹MBA, Brawijaya University

²Dr., Brawijaya University

³DBA., Brawijaya University

Abstract

Tourism has an important role in global economic development because it contributes through foreign exchange earnings, employment, transactions of goods and services. One sector that is the focus of development in various countries is the tourism sector. This also creates challenges for the tourism business industry to be able to develop the advantages of tourist destinations to the maximum. A good understanding of tourist behavior is important in the tourism development process. In this case, destination image can be used as a predictor of tourist behavior both before and after visiting a destination. This study aims to analyze and explain the influence of destination Images on customer value, tourist satisfaction and tourist behavioral intentions. This type of research is an explanatory research with a quantitative approach. The unit of analysis is tourists who have visited Jatim Park 2. This research was conducted at Jatim Park 2. The sampling technique uses purposive sampling and total 115 respondents used in this study. Data collection techniques from primary data using a questionnaire. Research findings showed that (1) destination image (X1) positively and significantly effect on customer value (Y1) with a effect size of 78,3%; (2) destination image (X1) positively and significantly effect on tourist satisfaction (Y2) with a effect size of 17,5%; (3) destination image (X1) positively and significantly effect on tourist behavioral intention (Y3) with a effect size of 17,2%; (4) customer value (Y1) positively and significantly effect on tourist satisfaction (Y2) with a effect size of 34%; (5) customer value (Y1) positively and significantly effect on tourist behavioral intention (Y3) with a effect size of 14,7%; (6) Tourist Satisfaction (Y2) positively and significantly effect on Tourist Behavioral Intention (Y3) with a effect size of 12,8%.

Keywords: Destination Image, Customer Value, Tourism Satisfaction, Behavioral Intention

1. Introduction

Tourism significantly contributes to global economic development through foreign exchange earnings, employment, and transactions in goods and services (Brida & Risso, 2008). Consequently, the tourism business sector faces the challenge of optimally exploiting the potential of existing travel destinations. An effective approach for tourism enterprises involves the development of a favorable destination image to attract visitors. The destination image is a reflection of tourists' expectations, influencing their perceptions and satisfaction levels. A positive image of a tourist destination can offset its limitations and

vice versa, playing a vital role in attracting and retaining tourists. One of the primary challenges for tourist destinations is to simultaneously attract and retain visitors. A destination risks losing its value if it fails to attract and maintain its target market.

Tourists evaluate their prior decisions regarding a tourist destination and its customer value based on their level of satisfaction or dissatisfaction, deciding whether to revisit the destination. Kotler and Keller (2009) define satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's performance (outcome) to their expectations. This implies that satisfaction is a complex construct, influenced by multiple factors ranging from the quality of service and amenities to the emotional and psychological fulfillment tourists derive from their experience. For instance, a tourist's satisfaction at a destination like Jatim Park 2 may not solely depend on the tangible aspects such as the quality of attractions but also on intangible elements like the ambiance, staff behavior, and the overall perception of value for money.

In the context of Jatim Park 2, understanding the factors that contribute to visitor satisfaction is essential. As one of the largest tourist destinations in the city of Batu, the number of domestic tourist visits to Jatim Park 2 has greatly increased. However, what has been achieved in developing tourism in Jatim Park 2 needs to be improved. Considering the problems related to the number of tourism visits which from year to year have not yet reached an even or even maximum increase. This includes examining various aspects such as the diversity and quality of attractions, ease of access, value for money, and the overall experience. By identifying and enhancing these factors, Jatim Park 2 can not only increase the likelihood of repeat visits but also enhance its reputation as a desirable tourist destination, thereby attracting new visitors and sustaining its growth in the competitive tourism market. Park This study focuses on Jatim Park 2, a major tourist destination in Batu City, offering a range of amusement and educational experiences that enhance the overall tourist experience. The allure of Jatim Park 2 attracts numerous tourists annually. Addressing the developmental challenges of tourism at Jatim 2 requires multiple benchmarks, including perspectives from tourists. Tourists play a crucial role in evaluating a destination as they are the consumers of the services offered. This research aims to assess consumer perceptions in shaping value, satisfaction, and tourist behavior at Jatim Park 2, Malang.

2. Methods

Method of collecting data

The study focuses on a sample size of 115 respondents, comprising exclusively of Indonesian or domestic tourists who have experienced the offerings of Jatim Park 2. A critical inclusion criterion for the respondents is a minimum age of 18 years. This age threshold is established on the premise that individuals aged 18 and above possess the cognitive maturity and experience required to articulate informed perspectives regarding the variables under investigation in this study.

Data analysis method

This research is an explanatory research with a quantitative approach. The research type was chosen to test the hypothesis in explaining the effect of exogenous variables – destination image (X1) on endogenous variables – customer value (Y1) and tourist satisfaction (Y2) – behavioral intention (Y3) at

Jatim Park 2. The data analysis method used is SEM-PLS (Structural Equation Modelling – Partial Least Square) using SmartPLS 3.0 version.

3. Data Analysis and Interpretation

Table 1. F-Square

Relationship Variables	F-Square
Destination Image (X1) -> Customer Value (Y1)	0,783
Destination Image (X1) -> Tourist Satisfaction (Y2)	0,175
Destination Image (X1) -> Behavioral Intention (Y3)	0,172
Customer Value (Y1) -> Tourist Satisfaction (Y2)	0,340
Customer Value (Y1) -> Behavioral Intention (Y3)	0,147
Tourist Satisfaction (Y2) -> Behavioral Intention (Y3)	0,128

Inference

Based on the table above, it can be concluded that the influence of the destination image predictor variable (X1) on the customer value variable (Y1) is 0.783 which is in the strong category. The influence of the destination image predictor variable (X1) on the tourist satisfaction variable (Y2) is 0.175 in the medium category and the destination image variable (X1) on the tourist behavioral intention variable (Y3) is 0.172 so it is categorized as medium. The influence of the customer value variable (Y1) on the tourist satisfaction variable (Y2) is 0.340 in the strong category and the customer value variable (Y1) on the tourist behavioral intention variable (Y3) is 0.147 so it is categorized as moderate. The influence of the tourist satisfaction variable (Y2) on the tourist behavioral intention variable (Y3) is 0.128 which is in the medium category.

Table 2.

Variabel	Original Sample (O)	T-statistics	P-Value
X1 -> Y1	0,784	7,239	0,000
X1 -> Y2	0,477	5,608	0,000
X1 -> Y3	0,367	3,885	0,001
Y1 -> Y2	0,473	4,532	0,000
Y1 -> Y3	0,327	1,998	0,020
Y2 -> Y3	0,324	2,776	0,000

Inference

- a. The results of testing the first hypothesis show a path coefficient value of 0.784 with a t-value of 7.239 and a p-value of 0.000. The t-count value shows a value that is greater than the t-table value of 1.980 and the p-value shows a value that is smaller than 0.05. These results indicate that destination image has a positive and significant influence on customer value, so it can be said that the first hypothesis is accepted.
- b. The results of testing the second hypothesis show a path coefficient value of 0.477 with a t-value of 5.608 and a p-value of 0.000. The t-count value shows a value that is greater than the t-table value of 1.980 and the p-value shows a value that is smaller than 0.05. These results indicate that destination image has a positive and significant influence on tourist satisfaction, so it can be said that the second hypothesis is accepted.

- c. The results of testing the third hypothesis show a path coefficient value of 0.367 with a t-value of 3.885 and a p-value of 0.001. The t-count value shows a value that is greater than the t-table value of 1.980 and the p-value shows a value that is smaller than 0.05. These results indicate that destination image has a positive and significant influence on tourists' behavioral intentions, so it can be said that the third hypothesis is accepted.
- d. The results of testing the fourth hypothesis show a path coefficient value of 0.473 with a t-value of 4.532 and a p-value of 0.000. The t-count value shows a value that is smaller than the t-table value of 1.980 and the p-value shows a value that is greater than 0.05. These results indicate that customer value has a positive and significant influence on tourist satisfaction, so it can be said that the fourth hypothesis is accepted.
- e. The results of testing the fourth hypothesis show a path coefficient value of 0.327 with a t-value of 2.552 and a p-value of 0.020. The t-count value shows a value that is smaller than the t-table value of 1.980 and the p-value shows a value that is greater than 0.05. These results indicate that tourist satisfaction has a positive and significant influence on tourists' behavioral intentions, so it can be said that the fifth hypothesis is accepted.
- f. The results of testing the fourth hypothesis show a path coefficient value of 0.324 with a t-value of 2.776 and a p-value of 0.000. The t-count value shows a value that is smaller than the t-table value of 1.980 and the p-value shows a value that is greater than 0.05. These results indicate that tourist satisfaction has a positive and significant influence on tourists' behavioral intentions, so it can be said that the sixth hypothesis is accepted.

4. Conclusion

1. The destination image variable (X1) has a significant positive influence on the customer value variable (Y1) with an influence size of 78.3%.
2. The destination image variable (X1) has a significant positive influence on the tourist satisfaction variable (Y2) with an influence size of 17.5%.
3. The destination image variable (X1) has a significant positive influence on the tourist behavioral Intention variable (Y3) with an influence size of 17.2%.
4. The customer value variable (Y1) has a significant positive influence on the tourist satisfaction variable (Y2) with an influence size of 34.0%.
5. The customer value variable (Y1) has a significant positive influence on the tourist behavioral intention variable (Y3) with an influence size of 14.7%.
6. The tourist satisfaction variable (Y2) has a significant positive influence on the tourist behavioral intentions variable (Y3) with an influence size of 12.8%.

5. References

1. Gursoy, D., Chen, J. S., & Chi, C. G. (2014). Theoretical examination of destination loyalty formation. *International Journal of Contemporary Hospitality Management*, 26(5), 809-827.
2. Kotler, P., & Keller, K. L. (2009). *Menejemen Pemasaran*. Jakarta: Erlangga.
3. Sugiyono. (2010). *Metode Penelitian Bisnis*. Bandung: Afabeta.
4. Woodruff, R. B. (1997). Customer value: The next source for competitive edge. *Journal of the Academy of Marketing Science*.
5. Barnes, J. G. (2003). *Secrets of customer relationship management*. Yogyakarta: ANDI.

6. Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342-356.
7. Schiffman, L. G., & Kanuk, L. L. (2008). *Perilaku Konsumen*. Jakarta: PT Indeks.
8. Munhurrun, P., Seebaluck, V. N., & Naidoo, P. (2014). Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty: case of Mauritius. *Procedia - Social and Behavioral Sciences*, 175, 252–259.
9. Aaker, D. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free Press.
10. Wang, C., & Hsu, M. K. (2010). The relationship of destination image, satisfaction, and behavioral intentions: An integrated model. *Journal of Travel & Tourism Marketing*, 27(8), 829-843.