



THE INFLUENCE OF DESTINATION IMAGE ON TOURIST LOYALTY AND INTENTION TO VISIT IN INCREASING ORIGINAL INCOME OF THE REGIONAL GOVERNMENT OF BONE BOLANGO DISTRICT

Dedi S. Palyama ¹⁾ Sepri Rahman ²⁾ Abdul Rahmat³⁾ Ellys Rachman⁴⁾

Bina Taruna University Gorontalo

Science Study Study Program Administration, Force XXX, Gorontalo, Indonesia

E-mail:

dedypalyama1977@gmail.com , seprirahman34@gmail.com

abdulrahmat@ung.ac.id ; ellysrachman12@gmail.com

| Article history: | Abstract: |
|---|---|
| Received: 20 th July 2023 | Research objectives This For know influence destination image to tourist loyalty and intention to visit tourism lake pioneer Bone Bolango Regency . In research This using 5 variables among them that is destination image, e-word of mouth , tourist satisfaction , tourist loyalty and intention to visit . Study This nature causal and use method study quantitative as well as the data used in the form of primary data through spread questionnaire . Analysis used in research This is Confirmatory Factor Analysis against variable and tested use Structural Equation Modeling. The result of study This show there is connection positive for DES, EWOM, TS, TL and INVI. Variable destination image influential positive significant to e-word of mouth , tourist satisfaction and tourist loyalty as well as influential positive No significant to intention to visit . Then e-word of mouth influential positive No significant to tourist satisfaction and tourist loyalty . Whereas variable tourist satisfaction influential positive significant to intention to visit . Study this also explains that image good tour can influence evaluation traveler to satisfaction received so that traveler can visit return tour that . |
| Accepted: 20 th August 2023 | |
| Published: 24 th September 2023 | |
| Keywords: Destination Image, Intention to Visit, Tourist Loyalty | |

INTRODUCTION

Tourist as very important sector in support development of the country through income area , income foreign exchange , regional development , as well as in absorption investment and energy Work as well as development businesses spread across various fields remote areas. The World Travel & Tourism Council also provides description that tourist will become a mega industry and become mover wheel economy in the 21st century (WTTC, 2018). Tourist face competition and the challenges it creates Keep going increases , so important For understand what influences traveler in making the decision to visit a tourist area . One of the factors that influences tourists in making the decision to visit a tourist area is the image of that place. So that Image is very influential on the success of the place that is used as a tourist visit. Destination image itself has an important point, where traveler already have an image about tourism even though they haven't visited it straight away .

Research by Kanwel et al. (2019) and Jeong and Kim (2019) found that destination image has a significant and positive influence on tourist loyalty Where destination image encourages feelings of tourist satisfaction by showing precedents that ultimately increase the level of tourist satisfaction for can visit back . while Lu et al. (2020) found that destination image is not significant to tourist loyalty Where The destination image is not strong enough to make tourists visit the tour again . Difference results the make study This interesting For researched back . Research to be done referring to research Kanwel et al. (2019). Where is the researcher use the same variable in research , however performed on the object different tours namely at the destination Pioneer Lake tour Bone Bolango Regency . Destination image is an interaction system related to opinions and beliefs, even intentions regarding destiny. Destination image is an image that is formed of a destination through travel experiences, namely current travel experiences and through information about travel experiences from other people (Tasci and Gartner, 2007) .

One place tour others in Bone Bolango Regency is Pioneer Lake , tourist This must own marketing good destination For objective tourism. For example If tool communication For recommend tour OK , then will make image from destination the become good too. Time of expectations traveler fulfilled so will a sense of loyalty arises traveler to Pioneer Lake tour Bone Bolango Regency . Indicator that is what is believed can help manager tour more understand contributing factors to destination image , e-word of mouth , tourist satisfaction , tourist loyalty and intention to visit .

Gaps destination image refers to differences image before and after traveler visit destination. Gaps positive destination image show that traveler own level high satisfaction and loyalty to destination that. Therefore that , image destination role as influencing factors is something destination can maintain loyalty the visitors. The more positive destination image , increasingly big traveler will return to the same destination in the future . With Thus , hypothesis third (H3) proposed is destination image is influential positive to tourist loyalty .

Empirical study has define that aspect affective from destination image plays more impact high on intent For visit with satisfaction (Kim et al., 2009). Destination image has an impact positive to intention visit . Intention visiting is also mandatory For increase tourism . Therefore that , some researcher has disclose that destination image and related intention to visit One each other (Allameh et al., 2015). Focus main from organization provider service is that traveler must satisfied , and they will visit again and again with family or friend . So that hypothesis fifth (H4) proposed is destination Image is related positive to Intention to visit.

Chevalier and Mayzlin (2006), revealed that eWOM is an important means by which people can obtain or share information regarding their own interests, which include service quality, product brands, travel experiences, and food. However, satisfaction or good reviews from tourists regarding the site's services and places create loyalty among tourists. So that hypothesis sixth (H6) proposed is E-Word of Mouth influential positive to tourist loyalty.

In industry tourism , tourist satisfaction act as not quite enough answer essentials and tools promotion For interesting attention tourists , as well in preparation plan about goods and services supplied in the tourism market (Hau & Omar, 2014). However, satisfaction traveler is element important For success marketing related visit destination (Gorondutse and Hilman, 2014). So that hypothesis seventh (H7) proposed is tourist satisfaction has an influence positive to intention to visit .

RESEARCH METHODS

Type of research This including basic research and nature causal . Where is the research This want to know and analyze is there is influence because consequence between variable independent (variables that influence - causes) and variables dependent (variable that is influenced - result). A number of variable namely , (1) destination image, (2) eWOM , (3) tourist satisfaction , (4) tourist loyalty , and (5) intention to visit . If seen from type approach used in study This is approach quantitative , because in study This using quantitative data For determine his assessment .

Study This using Interval Level. Level used has 5 scales , namely : Strongly Disagree 1 2 3 4 5 Strongly Agree . The more small score given by the respondent signify that respondents the No agree , preferably If the more big score given respondents signify that respondents agree with questions attached to the questionnaire . Then before do data analysis , Exploratory Factor Analysis (EFA) was performed with using SPSS. EFA aims For identify connection from every the variable being measured . In developing scale, researcher must use EFA first formerly before switch to Confirmatory Factor Analysis (CFA). CFA was used researcher For test hypothesis that exists connection between observed variables and latent factors or construct . After find factors , then the data is analyzed with use Structural Equation Modeling (SEM). Modeling with SEM consisting of two stages , the first stage is measurement model and the second stage is structural models .

RESULTS STUDY

In this research, descriptive data displays were used to measure respondents' responses regarding the statement indicators for each variable. Respondent data processing techniques using mean and standard deviation values can be seen in Table 2 below .

Table 1 Descriptive statistics and correlation analysis

| Code | Variable | Mean | Std. Deviation |
|------|----------------------|------|----------------|
| DEC | Destination Image | 4.42 | 0.785 |
| EWOM | E-Word of Mouth | 4.24 | 0.865 |
| T.S | Tourist Satisfaction | 4.34 | 0.851 |
| TL | Tourist Loyalty | 4.37 | 0.786 |
| INVI | Intention to Visit | 4.36 | 0.808 |

The measurement model used that is with AMOS 22.0 software, this model analyzed through Confirmatory Factor Analysis (CFA) against variables and indicators . Before stage measurement validity and reliability , steps necessary start done is analysis Goodness of Fit (GOF) with index The Minimum Sample Discrepancy Faction (CMIN/DF), Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Comparative Fit Index (CFI), and Tucker Lewis Index (TLI). Processing results measurement model index can seen in Table 3 below .

Table 2 Measurement Model Test Results

| Index | Criteria | Results | Information |
|---------|--------------|---------|-------------|
| CMIN/DF | CMIN/DF ≤ 3 | 1.65 | Good Fit |
| RMSEA | RMSEA ≤ 0.08 | 0.07 | Good Fit |

| | | | |
|-----|---------------|------|----------|
| GFI | GFI 0.8 – 0.9 | 0.78 | Good Fit |
| TLI | TLI ≥ 0.9 | 0.90 | Good Fit |
| CFI | CFI ≥ 0.9 | 0.91 | Good Fit |

In this research, the Standardized Loading value was measured for each measurement model indicator. The model is accepted if the Standardized Loading value is greater than 0.5. If the indicator has a value below 0.5 then the indicator cannot be used and must be removed. The results of data processing show that every indicators for each variable produce mark standardized loading > 0.5. This thing means all indicator Already in accordance with provisions , so can said indicator own high correlation to the variable being measured .

Furthermore Validity test is carried out with use calculation Average Variance Extracted (AVE) and reliability test with use Construct Reliability (CR). AVE value accepted if ≥ 0.5 which means it is valid whereas CR value will be accepted If value ≥ 0.7 which means reliable as Table 4 follows this .

Table 3 Validity and Reliability Test Results of the Measurement Model

| Variable | AVE | CR |
|----------------------|-------|-------|
| Destination Image | 0.715 | 0.952 |
| E-Word of Mouth | 0.672 | 0.934 |
| Tourist Satisfaction | 0.696 | 0.953 |
| Tourist Loyalty | 0.748 | 0.899 |
| Intention to Visit | 0.684 | 0.896 |

Stage furthermore done structural model test . Structural model This aim For test hypothesis with use AMOS 22.0 software . Then For see suitability of empirical data structural models be measured with Goodness of Fit . The results of data processing are shown in Table 5 below this .

Table 4 Structural Model Test Results

| Index | Criteria | Results | Information |
|---------|---------------|---------|-------------|
| CMIN/DF | CMIN/DF ≤ 3 | 1.77 | Good Fit |
| RMSEA | RMSEA ≤ 0.08 | 0.07 | Good Fit |
| GFI | GFI 0.8 – 0.9 | 0.76 | Good Fit |
| TLI | TLI ≥ 0.9 | 0.89 | Good Fit |
| CFI | CFI ≥ 0.9 | 0.89 | Good Fit |

Testing hypothesis done after analysis measurement models and structural models Already in accordance with criteria . Testing objectives hypothesis that is For see the influence that occurs between variable with using AMOS 22.0 software. Hypothesis can accepted If fulfil CR provisions each coefficient own value ≥ 1.96 and P-value ≤ 0.05. In Research this is also depicted end research and tables results structural model , namely CR and p - value processed For know is all hypothesis supported in accordance with hypothesis research . Following This hypothesis test results .

Table 5 Hypothesis Test Results

| Hypothesis | Path | Est. Estimate | CR | P-Value | Information |
|------------|------------|---------------|------|---------|--------------------------|
| H1 | DEC → EWOM | 1,030 | 8.51 | *** | Supported Hypothesis |
| H2 | DEC → TS | 0.715 | 7.71 | *** | Supported Hypothesis |
| H3 | DEC → TL | 0.696 | 7.71 | *** | Supported Hypothesis |
| H4 | DEC → INVI | 0.139 | 1.61 | 0.478 | Hypothesis Not Supported |
| H5 | EWOM → TS | 0.212 | 1.61 | 0.107 | Hypothesis Not Supported |

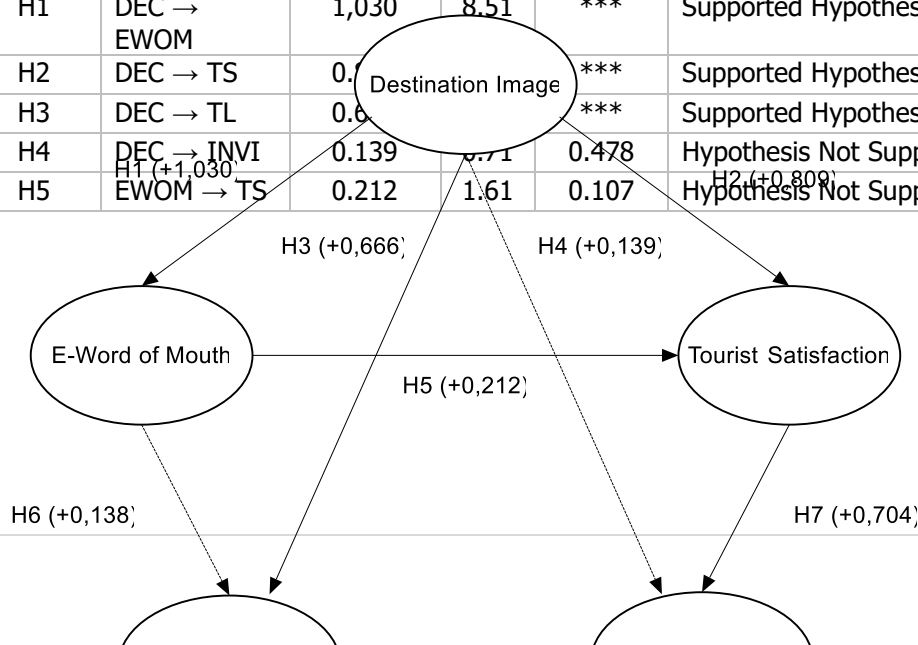


Figure 1. Model of hypothesis testing results

DISCUSSION

processing in analysis Goodness of Fit (GOF) is obtained results Goof Fit , based on Table 3 where table the show that results research obtained _ Already in accordance criteria index The Minimum Sample Discrepancy Fraction (CMIN/DF), Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Comparative Fit Index (CFI), and Tucker Lewis Index (TLI). Measurement mark Standardized Loading to every measurement model indicators also produce mark Standardized Loading more big from 0.5 so matter This show No There is necessary indicators removed or mark Standardized Loading already in accordance criteria . In research this is also obtained results of validity and reliability tests on the measurement model Average Variance Extracted (AVE) and Construct Reliability (CR) according to Table 4 show that every variable obtain AVE value ≥ 0.5 which means valid and CR value ≥ 0.7 which means can accepted or reliable . Furthermore the results of the structural model were obtained appropriate value with criteria from a number of index according to Table 5 so obtained results Good Fit .

Hypothesis test results in study This in accordance table 6 shows exists p-value on each hypothesis research . There are 7 hypotheses in the research including H1, H2, H3 and H7 as hypothesis supported Where hypothesis This accepted Because obtain mark pvalue ≤ 0.05 as well as H4, H5 and H6 as hypothesis No supported Where hypothesis This rejected Because obtain p-value ≤ 0.05 or CR value ≥ 1.96 . Based on results study show that hypothesis The first (H1) explains there is connection positive between variable destination image dimensions against e-word of mouth with mark estimate 1.030, CR of 8.51 and p-value 0.000. Hypothesis First stated can accepted or hypothesis supported , so dimensions destination image own connection significant positive to e-word of mouth , p This in accordance results research conducted by Kanwel et al (2019) who also explain that dimensions destination image own connection significant positive to e-word of mouth .

Hypothesis second (H2) in study This that is influence positive dimensions destination image to tourist satisfaction . Hypothesis second obtain mark estimate 0.809, CR 4.86 and p-value 0.000. Hypothesis second stated can accepted or hypothesis supported , so dimensions destination image own connection significant positive to tourist satisfaction , p This in accordance results research conducted by several study among them Kanwel et al . (2019), Lu et al . (2020), and Jeong and Kim (2019) who also explain that dimensions destination image own connection significant positive to tourist satisfaction.

Hypothesis third (H3) , namely influence positive dimensions destination image to tourist loyalty . Hypothesis third This obtain mark estimate 0.666, CR 4.03 and p-value 0.000. Hypothesis third stated can accepted or hypothesis supported , so dimensions destination image own connection significant positive to tourist loyalty This in accordance with results research conducted by Kanwel et al . (2019) and Jeong and Kim (2019) who also explain that dimensions the destination image has connection significant positive to tourist loyalty . However matter This compare backwards with results research conducted by Lu et al. that explains that dimensions destination image own connection positive which is not significant to tourist loyalty .

Hypothesis fourth (H4) , namely influence positive destination image dimensions against intention to visit . Hypothesis fourth This obtain mark estimate 0.139, CR 0.71 and p-value 0.478. Hypothesis fourth stated hypothesis No supported , so dimensions destination image has connection positive No significant on intention to visit , p This compare backwards with results research conducted by Kanwel et al . (2019) which explains that dimensions destination image

own connection significant positive to intention to visit . Hypothesis fifth (H5), namely influence positive dimensions e-word of mouth to tourist satisfaction .

Hypothesis fifth This obtain mark estimate 0.212, CR 1.61 and p-value 0.107. Hypothesis fifth stated hypothesis No supported , so dimensions e-word of mouth own connection positive No significant to tourist satisfaction , p This compare backwards with results research conducted by Kanwel et al . (2019) which explains that dimensions e-word of mouth own connection significant positive to tourist satisfaction . Furthermore hypothesis sixth (H6) , namely influence positive dimensions e-word of mouth to tourist loyalty . Hypothesis sixth This obtain mark estimate 0.138, CR 1.03 and p-value 0.302.

Hypothesis sixth stated hypothesis No supported , so dimensions e-word of mouth has connection positive No significant towards tourist loyalty , p This compare backwards with results research conducted by Kanwel et al . (2019) which explains that dimensions e-word of mouth own connection significant positive to tourist loyalty . Hypothesis seventh (H7) , namely influence positive dimensions tourist satisfaction to intention to visit . Hypothesis seventh This obtain mark estimate 0.704, CR 3.77 and p-value 0.000.

Hypothesis seventh stated can accepted or hypothesis supported , so dimensions tourist satisfaction own connection significant positive on intention to visit , p This in accordance with results research conducted by Kanwel et al . (2019) which explains that dimensions tourist satisfaction own connection significant positive on intention to visit .

CONCLUSION

Research results This show there are 4 hypotheses supported and 3 hypotheses No supported . 4 hypotheses supported among them namely (1) Destination image influential positive significant to E-word of Mouth on Pioneer Lake Bone Bolango Regency . (2) Destination image influential positive significant to Tourist Satisfaction on Pioneer Lake Bone Bolango Regency . (3) Destination image influential positive significant to Tourist Loyalty on Pioneer Lake Bone Bolango Regency . And (4) Tourist Satisfaction has a significant positive effect on Intention to Visit at Pioneer Lake, Bone Bolango Regency. Meanwhile, there are 3 hypotheses No supported namely (1) Destination image influential positive No significant to Intention to Visit Pioneer Lake Bone Bolango Regency . (2) The E-word of Mouth is influential positive No significant to Tourist Satisfaction on Pioneer Lake Bone Bolango Regency . And (3) the E-word of Mouth is influential positive No significant to Tourist Loyalty on Pioneer Lake Bone Bolango Regency .

From the research that has been done done obtained recommendation among them namely (1) Tourism lake pioneer Bone Bolango Regency must Keep going do innovation to be able to increase visitors . For example with stage event on Heroes' Day or on days certain . (2) Tourism lake pioneer Bone Bolango Regency can do layout changes goods historic in a way periodically or even add work more art interesting in accordance with development technology , so matter This can increase interest visitors For visit return even can recommend tour to other people. (3) Tourism lake pioneer Bone Bolango Regency must more increase quality service to visitors , like give instructions on each room to be visited . (4) Tourism lake pioneer Bone Bolango Regency must more consistent in guard a clean , safe and orderly environment so that it can increase Power pull visitors . And (5) Tourism lake pioneer Bone Bolango Regency must organize facility with Good like place safe and orderly parking as well as apply tariff suitable parking. Then place disposal trash and place adequate drainage . As well as research furthermore expected can use object the same research However expected can develop destination image variable Specific with support cognitive image , unique image , and affective image in determine visit repeat the tourists , can develop sample study like traveler foreigners visiting the lake pioneer Bone Bolango Regency . And also expected can use variable others who are influential to behavioral intention like satisfaction , promotion .

REFERENCE

1. Allameh, S.M., Pool, J.K., Jaber, A., Salehzadeh, R., & Asadi, H. (2015). Factors influencing sport tourists' revisit intentions: The role and effect of destination image, perceived quality, perceived value and satisfaction. *Asia Pacific Journal of Marketing and Logistics* , 27 (2), 191-207.
2. Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of marketing research* , 43 (3), 345-354.
3. Gorondutse, A.H., & Hilman, H. (2014). Mediation effect of customer satisfaction on the relationship between service quality and customer loyalty in the Nigerian foods and beverages industry: Sobel test approach . *International Journal of Management Science and Engineering Management* , 9 (1), 1-8.
4. Hau, T. C., & Omar, K. (2014). The impact of service quality on tourist satisfaction: The case study of Rantau Abang Beach as a turtle sanctuary destination. *Mediterr. Journal of Social Sciences* , 5 (23), 1827-1832.
5. Jeong, Y., & Kim, S. (2019). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics* , 32(4), 940–960.
6. Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach. *Sustainability* , 11 (22), 6401.
7. Kim, T.T., Kim, W.G., & Kim, H.B. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management* , 30 (1), 51-62.
8. Tan, W.K., & Kuo, C.Y. (2014). The effect of aesthetic-image value of travel expert blogs on the intention to travel: An exploratory study. *Current Issues in Tourism* , 17 (8), 657-665.

9. Tasci, A.D., & Gartner, W.C. (2007). Destination Image and its Functional Relationships. *Journal of Travel Research* , 45 (4), 413-425.
10. WTTC. (2018). *Travel & Tourism Economic Impact*, London. UK.
11. Yuksel, A., Kilinc, U., & Yuksel, F. (2006). Cross-national analysis of hotel customers' attitudes toward complaining and their complaining behavior. *Tourism management*, 27 (1), 11-24.