

The Impact of Yogyakarta Destination Image towards Behavioral Intentions on Domestic Tourist Research

Lavira Segara Putra

School of Economics and Management, Management Science and Engineering Master Program,
Chongqing University of Post and Telecommunication, Chongqing, 400060 China.

Abstract

Tourism is one of the largest and most influential industries in the world. At this moment, tourism is an important economic sector in Indonesia and has rapidly developed into the tourism industry in each region. And tourism is a principal sector for Yogyakarta that condensed culture and history. Many attractions and tourist attractions in Yogyakarta have absorbed domestic tourists to visit. This study aims to determine the effect of the destination image Yogyakarta on the behavioral intentions of domestic tourists. The data used in this research is primary data obtained from questionnaires. Respondents in this study were 200 respondents who have been to Yogyakarta in the last 1 year and at least senior high school. The sampling technique of this research is non probability sampling. This study uses a quantitative approach through statistical testing. Tests conducted using Structural Equation Modeling (SEM) with the help of Analysis of Moment Structures (AMOS 16). From the research results it can be seen that the destination image of Yogyakarta has a direct influence on behavioral intentions of domestic tourists. Destination image assessment can be measured through the variable infrastructure, attraction, value of money, and enjoyment. And of the four variables has the high average value. It means that the destination image of Yogyakarta as a tourist spot has a good influence on the domestic tourists.

Keywords

Destination Image, Attractions, Behavioral Intentions.

1. INTRODUCTION

Humans are always moving, moving from one place to another. These characteristics mark the pattern of human life in both primitive and modern nations. Mobility is one of the essential qualities of human beings themselves who can never be satisfied fixated on a place to meet the demands of their survival. In modern times, population growth and socio-economic development that is supported by technological advances push people to be far more mobile than before. Distance, time, and facilities are no longer a big problem (Spillane, 1987).

One factor that greatly influences tourists in making decisions to determine where tourists will travel is the image of the tourist sites to be visited. Because the image has proven important in one's decision making process. Today tourism is one of the largest and most influential industries in the world. Tourism developed into a tourism industry that involved the interests of various parties, even between regions or countries (Spillane, 1994).

Destination image is related to tourist attitudes as determinants of behavioral intentions, and emphasizes that destination images describe tourist attitudes substantially about their goals. When someone decides to take a vacation or take a tour, many things must be considered including the financial condition, the availability of leisure time and the image of the tourist destination. The image that appears on everyone is different because everyone has different feelings, both those who have visited the place or those who have never visited the tourist site.

Image of tourist attractions is important because with the image there will be a picture of these attractions in one's mind and can determine the position and reputation of the tourist destination in the world of tourism.

Tourism is a major sector for the Special Region of Yogyakarta. The number of tourist objects and attractions in the Special Region of Yogyakarta has absorbed tourist arrivals, both foreign and domestic tourists. Room Occupancy Rate (TPK) of star hotels in Yogyakarta Special Region on average in May 2014 was 60.22%. This figure increased by 11.67 points compared to the previous month which pointed to the amount of 51.3%. The forms of tourism in the Special Region of Yogyakarta include MICE (Meeting, Incentive, Convention and Exhibition) tours, beach, mountain tourism, cultural tourism, history, education tourism as well as attractive recreational places and various other tourist facilities such as resorts, hotels and restaurants. Even foreign tourists are fascinated by tourism and culture in this city.

This study refers to a study conducted by Byon & Zhang (2010) found a relationship between destination image and behavioral intentions. Research conducted at a college town in America shows that the destination image formed by infrastructure, attraction, value of money and enjoyment has a direct influence on the behavioral intentions of tourists.

Therefore this research wants to find out and prove whether there is an influence of destination image that is formed by infrastructure, attractions, value of money and enjoyment of Yogyakarta which is famous for cultural, historical and all kinds of uniqueness that Yogyakarta has towards behavioral intentions in tourists.

2. RESEARCH METHOD

The object used in the study was Yogyakarta Special Region Province. This research was conducted using Structural Equation Modeling (SEM) analysis with the help of Analysis of moment structures (AMOS 16). The procedure in this study was carried out in the following ways:

1. Conduct validity and reliability testing for 30 respondent data. Data is said to be valid if it has a significant value <0.05 and is said to be reliable if it has a Cronbach alpha > 0.60 . The next step uses the SEM step.
2. The SEM step is divided into 2 parts, namely the measurement model (measurement model and structural model).

Before the structural model is analyzed, the measurement model must be good and right in order to provide accurate and reliable information. The measurement model is used to check that all data (200 data) are valid and reliable so that they are worthy of further analysis. The measurement model allows researchers to use several variables for an independent variable or dependent variable. The suitability of the measurement model with its empirical data is measured by the goodness-of-fit index (GOF). Goodness-of-fit (GOF) indicates how well a predetermined model produces an observed covariance matrix between each indicator (Hair et al., 2010: 664). Test equipment used to test whether a model is fit / good can use an absolute and incremental fit index. This study only uses 5 criteria because according to Hair et al (2010) 3-4 criteria are enough to determine a fit model, which consists of:

1. CMIN / DF (Normed Chi square statistics) Is one measure of Goodness of fit index (GOF) obtained from the ratio between the value of χ^2 and the freedom of a model. It is considered to have a good GOF if the value χ^2 is below 3 (Hair et al., 2010: 668).
2. GFI (Goodness of Fit Index) is an index of suitability to calculate the weighted proportion of the variance in the sample covariance matrix explained by the estimated population covariance matrix. GFI has a value range of 0.00 - 1.00 and Cut of index > 0.90 (Hair et al., 2006: 746-750). GFI can be accepted if $GFI > 0.90$ (good fit).

3. RMSEA (The Root Mean Square Error of Approximation) is used to compensate for chi square statistics in large samples and a good RMSEA value has a Cut of index <0.08 (Hair et al., 2006: 746-750). The smaller RMSEA value will indicate that the model will be better (Better fit).

4. CFI (Comparative Fit Index) is a model feasibility test, not sensitive to sample size and a good CFI value is to have a Cut of Index > 0.90 (Hair et al., 2010: 668). According to Hair et al. (2010: 669) CFI values are between 0 and 1.

5. TLI (Tucker Lewis Index) is used to compare the model tested against the baseline model and a good TLI value is to have a Cut of index > 0.90 (Hair et al., 2006: 746-750). Values for TLI range from 0-1.

After the measurement model is carried out, the structural model is then performed. The structural model is used to test the relationship between the hypothesized variables. Every SEM step needs to be tested for the suitability of the model, the suitability of the structural model with empirical data is also measured using a goodness-of-fit index (GOF).

3. This study also conducted a unidimensionality and reliability test to test the validity and reliability of all data, namely 200 data after conducting validity and reliability tests for 30 respondents' data. The approach used to measure unidimensionality and reliability is construct reliability and average variance extracted.

1. Construct Reliability (CR)

CR values are often used in SEM models. CR values can be accepted if > 0.70 (Hair et al., 2010: 709-710) and can be obtained through the following equation.

$$\text{Construct Reliability} = \frac{\left(\sum_{i=1}^n L_i\right)^2}{\left(\sum_{i=1}^n L_i\right)^2 + \left(\sum_{i=1}^n e_i\right)}$$

2. Average Variance Extracted (AVE)

A high AVE value indicates that the indicator has represented a well-developed latent construct. The accepted AVE value is > 0.50 (Hair et al., 2010: 709) and can be obtained through the following equation:

$$\text{Average Variance Extracted} = \frac{\sum_{i=1}^n L_i^2}{n}$$

3. The final step in this study is to test the hypothesis by looking at t-value > 1.96 with a significant level of 5% ($\alpha = 5\%$) using AMOS 16.

In this study the data used are quantitative data because it is stated with numbers that indicate the value of the magnitude of the variables they represent. This quantitative data will then be processed using statistical analysis. The data source used in this study is primary data because it is obtained from the results of the distribution of questionnaires based on the statements in the data collection items. Primary data is data that refers to information obtained directly by researchers related to the variables that are the subject of research

The measurement scale in this study uses a numerical scale, which is measured on 7 levels of scale. A value close to 1 means "strongly disagree" with a statement given while a value close to 7 means "strongly agree" with the statement given. The sampling technique in this study is non probability sampling because the population studied is not identified in number (Zikmund et al., 2011: 322). The type of sampling used in this study is nonprobability sampling with convenience sampling. This technique was chosen because the opportunities or opportunities are not the same for each member of the population to be selected as a sample. Whereas convenience sampling is a sampling technique chosen from members of the population whose data is easily obtained, and is the fastest, and can provide accurate information.

3. RESULT ANALYSIS

Validity test is done to determine the accuracy of each statement in the questionnaire to measure a variable so that it can answer the research problem. In this study, there are 2 variables that have been tested for validity and reliability.

This study shows that each indicator for each dimension that forms a destination image variable that is infrastructure, attractions, value of money, and enjoyment as well as indicators on behavioral intentions variables, can be declared valid because it has a significance value <0.05 with Pearson correlation above 0, 5 and close to 1 so that it can be further analyzed. Each indicator for each variable is also declared reliable because it has a Cronbach Alpha > 0.60 . So that the reliability test that has been done, shows that the questionnaire that has been designed to test the hypothesis has met the requirements and the next questionnaire can be distributed to get the sample that has been set.

After finding out that 30 respondents' data were valid and reliable, they then used 2 steps of SEM, namely the measurement model and structural model to assess whether a research model showed a fit and worthy of further analysis.

Table 1. Measurement Model Match Test Result

No	Match Test	Match Criteria	Result	Information
1	Statistik Chi-Square	Diharapkan kecil, $p \geq 0,05$	Chi-square = 260,775 $p = 0,000$	Marginal fit
2	CMIN/DF	CMIN/DF < 3	2.086	Good fit
3	GFI	GFI $> 0,90$	0.870	Marginal fit
4	RMSEA	RMSEA $< 0,08$	0.074	Good fit
5	CFI	CFI $> 0,90$	0.938	Good fit
6	TLI	TLI/NNFI $> 0,90$	0.924	Good fit

Source: Appendix 5, processed

Based on table 1 it can be seen that the research model has shown goodness-of-fit. Although it can be seen that the Chi-Square statistic is not good-fit, which means that the model is less suitable when used in this research object, but the marginal value is still acceptable because it is still close to the specified conditions value.

To find out the validity and reliability of the overall data that is for 200 respondents' data, it is measured using construct reliability and average variance extracted.

Based on table 2 shows that all variables have or approach the value of construct reliability ≥ 0.70 . So that all variables used can be said to be reliable.

Table 2. Measurement Model Construct Reliability

Variable	$(\sum \text{std.loading})$	$(\sum \text{std.loading})^2$	$\sum \text{error}$	Construct Reliability
Infrastructure	3.782	14.3035	2.1360	0.87006
Attraction	4.046	16.3701	1.7171	0.90506
Value of Money	2.444	5.9731	0.3044	0.95150
Enjoyment	1.455	2.1170	0.9361	0.69337
Behavioral Intentions	2.367	5.6026	1.1310	0.83203

Source: Appendix 5, processed.

Table 3. Measurement Model Average Variance Extracted

Variable	(\sum std.loading) ²	\sum error	Average Variance Extracted
Infrastructure	2.8639	2.1360	0.5727
Attraction	3.2828	1.7171	0.6565
Value of Money	0.6955	0.3044	0.6955
Enjoyment	1.0638	0.9361	0.5319
Behavioral Intentions	1.8689	1.1310	0.6229

Sumber: Appendix 5, processed.

Table 3 shows that all variables have an Average Variance Extracted value ≥ 0.5 . So that the convergent validity has actually been fulfilled well. Thus, based on Table 3 and Table 4 it can be shown that all indicators of each variable have shown good convergent validity.

The final step in this research is to test the hypothesis to determine the effect of one variable with another variable. In this study, there are 4 hypotheses that have a supported value because they have a critical ratio value > 1.96 , the supported hypotheses are H1 hypothesis, H2 hypothesis, H3 hypothesis, and H4 hypothesis.

Table 4. Summary of the Results of Hypothesis Testing

Hypothesis	Relationship Between Construction	Estimate	Critical Ratio	P-value	Information
H1	INF \rightarrow BI	0,159	2,232	0,026	Supported
H2	ATT \rightarrow BI	0,247	2,374	0,018	Supported
H3	VAL \rightarrow BI	0,218	2,930	0,003	Supported
H4	ENJ \rightarrow BI	0,356	2,043	0,041	Supported

Note: significant with p-value $< 0,05$ or C.R. $> 1,96$

Soyrce: Appendix 6, processed.

The results of this study support the results of previous studies conducted by Byon & Zang (2010) which said that infrastructure has a positive influence on behavioral intentions. This is because Yogyakarta has various infrastructures such as airports, stations, terminals, highways, city structures and good public facilities so that all tourist needs can be met. Besides that, it is also supported by good accommodation in Yogyakarta, seen with many star-rated hotels and affordable lodging that can offer comfort for tourists.

The results of this study support the results of previous studies by Byon & Zang (2010) which say that attraction has a positive influence on behavioral intentions. This can be seen from the results of the study which shows that respondents agree that Yogyakarta has good tourist attractions. Yogyakarta has a variety of attractions ranging from historical, natural and cultural attractions and is able to present beautiful scenery for tourists visiting Yogyakarta. Yogyakarta has mainstay tourism such as Parangtritis Beach, Prambanan Temple, and Jomblang Cave. In addition, respondents also agreed that Yogyakarta has good shopping facilities or entertainment such as the Malioboro Shopping Center, Beringharjo Market, Kasongan Pottery Crafts.

The results of this study support the results of previous studies conducted by Byon & Zang (2010) which say that value of money has a positive influence on behavioral intentions. From the results of this study, it can be seen that respondents agree that Yogyakarta has accommodation prices that are in line with the facilities obtained. Although the price of accommodation is not cheap, accommodation in Yogyakarta is able to offer facilities that are comparable to the price, so tourists are willing to pay dearly to get comfort and satisfaction.

The results of this study support the results of previous studies by Byon & Zang (2010) which say that enjoyment has a positive influence on behavioral intentions. This can be seen from the calm atmosphere of the city of Jogja, this is because Yogyakarta has a Javanese culture tradition that is still thick. The friendliness of the city of Jogja is not only seen from the atmosphere and tourist objects that are just beautiful and peaceful, but also the character of most Yogyakarta people who are very friendly and open with foreigners. In addition, respondents also agreed that Yogyakarta is an attractive tourist destination. This can be seen from buildings in Yogyakarta that have unique and beautiful artistic value. The diversity of tourist objects owned by Yogyakarta also causes Yogyakarta to become an attractive tourist place to be visited in the future by respondents and can cause respondents to want to recommend Yogyakarta as a tourist destination.

4. CONCLUSION & SUGGESTIONS

Based on the results of tests that have been done, it can be concluded that of the 4 hypotheses that have been tested using the SEM method and AMOS 16 program assistance, the entire hypothesis is supported as follows:

1. There is a significant influence of infrastructure on the behavioral intention of domestic tourists.
2. There is a significant influence of attraction on the behavioral intention of domestic tourists.
3. There is a significant influence of value of money on the behavioral intention of domestic tourists.
4. There is a significant influence of enjoyment on the behavioral intention of domestic tourists.

Based on the entire discussion in this study, several recommendations are expected to be input for various parties in need. The recommendations can be described as follows:

1. Based on the results of the Yogyakarta destination image variable, for the infrastructure dimension the lowest average value is the statement that the Tourist Center in Yogyakarta has a good network. It is recommended that the local government pay more attention to the existing tourist centers by increasing the number of tourist centers in Yogyakarta and have a good network and immediately adjust to existing conditions so that they can anticipate if an increase can improve the quality of Yogyakarta so that tourists feel more comfortable when visiting Yogyakarta.

2. Based on the results of destination image variables in Yogyakarta, for the dimension of Attraction the lowest average value is the statement that Yogyakarta has an interesting cultural event such as a festival. It is recommended for the local government or tourist destination managers to reorganize cultural events or festivals in Yogyakarta both promotional activities to tourists outside Yogyakarta and in terms of packaging interesting events, so as to arouse the desire of tourists to come to visit cultural events or festivals in Yogyakarta. By carrying out promotional activities on social media, television, and establishing cooperation with travel tour agents so that cultural events or festivals in Yogyakarta can be known and known by tourists outside Yogyakarta. Yogyakarta cultural events must also be packaged into interesting events.

3. Based on the results of destination image variables in Yogyakarta, for the dimension of Value of Money the lowest average value is the statement Yogyakarta is a tourist city that can be

visited at an affordable price. It is recommended for the government or the Yogyakarta Tourism Office to maintain affordable accommodation prices for tourists in Yogyakarta. And it is also recommended for tourists who will visit Yogyakarta to find information about accommodations and tourist destinations in Yogyakarta before going on a tour so that the money spent by tourists is not too large and comparable.

4. Based on the results of destination image variables in Yogyakarta, for the dimension of Enjoyment the lowest average value is the statement that Yogyakarta is an attractive tourist destination. It is recommended for the local government or tourist destination managers to be more vigorous by promoting new tourist destinations in Yogyakarta through social media, creating websites around tourism in Yogyakarta and establishing cooperation with travel tour agents, so that tourists do not get bored with tourist destinations that are already common and can easily find out and finally come to visit Yogyakarta again to enjoy these new tourist destinations.

5. For further researchers, because this topic will always evolve over time and increase tourist travel, it is necessary to conduct research with different population characteristics or target research on different objects. This research is only conducted on domestic tourists, so the need for research on foreign tourists. And this research was only conducted in a Special Province of Yogyakarta. Further research can be done in several countries such as in Singapore or Thailand so that it has results that can be generalized.

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