THE EFFECT OF YOGYAKARTA DESTINATION IMAGE ON BEHAVIORAL INTENTIONS ON DOMESTIC TOURISTS

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Abstract

Tourism is an important economic sector in Indonesia and has developed rapidly into the tourism industry in each province, especially the Special Region of Yogyakarta province which is thick with culture and history. This study aims to determine the influence of destination image of Yogyakarta on behavioral intentions of domestic tourists. The data used in this study are primary data obtained from questionnaires. The sampling technique of this study is non probability sampling. The results of the study showed that the destination image of Yogyakarta has a direct influence on the behavioral intentions of domestic tourists. Destination image assessment can be measured through the variable infrastructure, attraction, value of money, and enjoyment. Because the four variables have high average values, it can be interpreted that destination image of Yogyakarta as a tourist destination has a good influence on domestic tourists.

Keywords: *destination image, attraction, behavioral intension.*

Abstrak

Pariwisata adalah sektor ekonomi penting di Indonesia dan telah berkembang pesat menjadi industri pariwisata di setiap provinsi, khususnya Daerah Istimewa provinsi Yogyakarta yang penuh dengan budaya dan sejarah. Penelitian ini bertujuan untuk mengetahui pengaruh citra destinasi Yogyakarta terhadap niat perilaku wisatawan domestik. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari kuesioner. Teknik pengambilan sampel penelitian ini adalah non probability sampling. Hasil penelitian menunjukkan bahwa citra destinasi Yogyakarta memiliki pengaruh langsung terhadap niat perilaku wisatawan domestik. Penilaian citra tujuan dapat diukur melalui infrastruktur variabel, daya tarik, nilai uang, dan kenikmatan. Karena keempat variabel tersebut memiliki nilai rata-rata yang tinggi, dapat diartikan bahwa citra destinasi Yogyakarta sebagai destinasi wisata memiliki pengaruh yang baik terhadap wisatawan domestik.

Kata Kunci: *citra destinasi, atraksi, niat prilaku*

1. Research Background

Tourism is the main sector for the province of Special Region of Yogyakarta. The number of tourist objects and attractions in the Special Region of Yogyakarta has absorbed tourist visits, both foreign and domestic tourists. Star hotels' room occupancy rates in the Special Region of Yogyakarta in May 2014 were 60,22%. This figure has increased by 11,67% compared to the previous month which shows the number of 51.3% (www.ampta.ac.id).

One of the factors that greatly influence tourists in making decisions to determine where they will travel is the image of the tourist attractions that will be visited, sincethe image has proven important in one's decision making process. At present tourism is one of the largest and most influential industries in the world. Tourism develops into a tourism industry that involves the interests of various parties, which are even between regions/provinces or countries (Spillane, 1994).

The destination image is related to the attitude of tourists as a determinant of behavioral intentions, and emphasizes that the destination image explains the attitude of tourists substantially about its purpose. When someone decides to take a vacation or take a tour, then many things to consider including financial conditions, the availability of leisure time and the image of the tourist destination. The image that appears on each person is different because each person has a different feeling, both those who have visited the place and those who have never visited the tourist attractions at all. Image of tourist attractions is important because with the image there will be a picture of the tourist attractions in someone's mind and can determine the position and reputation of these tourist destinations in the world of tourism.

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

Therefore, this study aims to find out and prove the influence of destination image formed by the infrastructure, attraction, value of money and enjoyment of Yogyakarta which is famous for cultural tourism, history and all kinds of uniqueness that Yogyakarta possesses towards behavioral intentions for tourists. In this study, there are several revisions so that the measurement of destination image can be maximized. This was done because of differences in the characteristics of respondents in the research conducted by Byon & Zhang (2010) such as the cultural differences between Indonesia and America. The unique cultural, social and tourist attributes in Yogyakarta that are related to the research context must be included in the application.

1.1. Destination Image

Image has been shown to have an important role in a person's decision making process in determining his tourism goals. A definition of destination image that is commonly used is as follows "destination image is a belief, ideas, and an impression that people have of a place of destination". Destination image is a set of beliefs of ideas, and the impression someone has about a place or destination (Crompton 1979; Kotler, Haider & Rein 1993). Echtner and Ritchie (2003) destination image is often defined as a description of a tourist's perception of a region. "Destination image as a potential visitor's perception hold about a destination" (Hunt 1975). The definition explains that destination image is defined as the perception that potential visitors make decisions on tourist destinations.

According to Byon & Zhang (2010), destination image can be measured by 1) Infrastructure: is a physical system that provides transportation, building buildings and other public facilities needed to meet basic human needs. 2) Attraction: is everything that is in a

tourist destination which is an attraction so people want to come to visit the place. 3) Value of money: is the value of money issued by tourists when traveling with hope, the benefits obtained have a value that is commensurate. 4) Enjoyment: is a feeling that arises when someone / traveler feels happy, is safe accompanied by adequate facilities when visiting tourist attractions.

1.2. Behavioural Intention

According to Zeithaml & Bitner (1996) "Behavioral intention defines willingness to recommend services to others and repurchase intent", behavioral intention is the willingness to recommend services to others and the willingness to repurchase. Saha & Theingi's research (2009) has 3 important behavioral intentions for companies, namely: word of mouth, repurchase intention, and feedback. Kotler & Keller (2007) suggests word of mouth (WOM) is a communication process in the form of giving recommendations, both individually and in groups to a product or service that aims to provide information personally. Hellier et al., (2003) stated that repurchase intention is a planned decision of someone to repurchase certain services, taking into account the situation that occurs and the level of preference.

According to Zeithaml et al in research conducted by Fue Zheng, Zuhao Hu, Rong Chen, and Zhilin Yang (2009), behavioral intention can be divided into three, namely: recommendation, repurchase intention and pay more.

1.3. The Effect of Destination Image On Behavioral Intention

Byon & Zhang (2010) said "behavioral intentions that are usually examined from two different perspectives, using terms" intentions to visit and willingness to recommend to others ", which means that behavioral intentions are usually examined from two different perspectives, using the term "intention to return (visit) and willingness to recommend to others.

Baloglu & McClearly (1999) in Byon & Zhang (2010) say "that thee cognitive destination image factors (quality, experience, and value / entertainment) are positively associated with word-of-mouth (ie, willingness to recommend to others) ", Which means that three cognitive factors of the destination image (quality of experience, attractions and values/entertainment) are positively related to word-of-mouth (willingness to recommend to others). Bigne (2001) investigated the relationship between destination image, perceived quality, satisfaction, intention to return and willingness to recommend to others.

Byon & Zhang (2010) also say that "the destination image has a direct effect on intention to return and willingmess to recommend to others". Meanwhile, it was also found that the destination image has an indirect effect on the intention to return and the willingness to recommend to others.

Alcaniz et al. (2009) in Byon & Zhang (2010) say that there is a direct effect of the destination image on behavioral intention in tourism. More specifically, the function of the image is only related to the intention to revisit and the psychological image is only related to the intention to recommend, and the mixed image is associated with none of the two behavioral intentions.

Lee (2009) in Byon & Zhang (2010) also found the mediating effect of satisfaction between destination image and tourism behavior in the future, supporting the indirect influence of destination image and tourism behavior in the future.

2. Research Method

In this study the research method type used is causal, in which this study seeks to know and analyze the problem "whether there is an influence on the destination image of Yogyakarta on the behavior of domestic tourist intention" The target population in this study were men and women who have traveled to Yogyakarta. The characteristics are male (58%) and women (42%) with a minimum education level of high school, minimum age 18 years, have a fixed income or allowance each month. Respondents have traveled to Yogyakarta at least once in the

past 1 year and have witnessed cultural events in Yogyakarta. Respondents also used or knew the Tourist Center and public facilities owned by Yogyakarta.

This study used samples taken from the population through distributing questionnaires to respondents. The sample set in this study was 200 people. This sample set, according to Hair, Bush, Ortinau (2003: 361) for market testing allows the number of respondents to be 150 people to 200 people. The sampling technique used was nonprobability sampling with the type of convenience sampling. The measurement level used in this study is the interval level. The value that is getting closer to number 1 means the more disagree with the statement given, while the closer to number 7 means the more agree with the statement given.

3. Result and Discussion

Tabel 1. Validity and Reliability Test Results

No	Statement	Pearson Correlation	Sig.	Remark	Cronbach Alpha	Remark
	Infrastructure Dimension					
1	Yogyakarta has good quality infrastructure (Roads, Airports and Public Facilities)	.855**	.000	Valid		
2	Yogyakarta has comfortable accommodation	.819**	.000	Valid		
3	*Tourist Center in Yogyakarta has a good network*	.766**	.000	Valid	0.82	Reliabel
4	Yogyakarta is a clean tourist city	˙671**	.000	Valid		
5	Yogyakarta is safe to visit by tourist	.697**	.000	Valid		
	Attraction Dimension					
1	Yogyakarta has good shopping facilities/ entertainment	.916**	.000	Valid		
2	Yogyakarta has good tourist attractions (history, nature)	.818**	.000	Valid		
3	Yogyakarta has beautiful scenery	.799**	.000	Valid	0.898	Reliabel
4	Yogyakarta has a good climate	˙770**	.000	Valid		
5	Yogyakarta has interesting cultural events such as festivals	.916**	.000	Valid		
	Value of Money Dimension					
1	Yogyakarta has suitable accommodation prices	.760**	.000	Valid		
2	Yogyakarta is a tourist city that can be visited at an affordable price	.806**	.000	Valid	0.715	Reliabel
3	Yogyakarta offers a value that is comparable to the money that tourists carry	.830**	.000	Valid		
	Enjoyment Dimension					
1	Yogyakarta is a pleasant tourist spot	.842**	.000	Valid		
2	Yogyakarta is an interesting tourist spot	.874**	.000	Valid	0.64	Reliabel

Variabel Behavioral Intentions

1	I will return to Yogyakarta in the future	.727**	.000	*Valid*		
2	I would recommend Yogyakarta as a fun and interesting tourist spot	.907**	.000	*Valid*	*0.711*	*Reliabel*
3	I have the possibility of attending cultural events (Yogyakarta Arts Festival, Night Market (Sekaten), and Grebeg.) In Yogyakarta	.748**	.000	*Valid*		

Source: Result of processed data by *SPSS 20.0 for Windows.*

Tabel 2. Measurement Model Compatibility Test Results

No	Match Test	Match Criteria	Result	Remark
1	Chi-Square Statistics	Expected less than, $p \geq 0,05$	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: data processed

Based on the results of the analysis in Table 2 the research measurement model shows a model that is fit or meets goodness-of-fit so that the analysis is continued by observing the measurement values of each indicator towards the research construct. Based on Table 3, it is known that all variables have the value of construct reliability ≥ 0.70. So that all variables used are reliable.

Tabel 3. *Construct Reliability* of Measurement Model

Variabel	($\sum$std.loading)	($\sum$std.loading)²	$\sum$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: data processed

Besides the AVE, in Table 4 convergent validity per indicator shows the standard loading value above 0,5 so that convergent validity has actually been fulfilled well. Table 5, it can be seen that the estimate value of the effect of constructs of infrastructure on behavioral intentions is 0,159 with the value of the critical ratio greater than 1,96, which is equal to 2,232. This means that there is a statistically significant influence between constructs of infrastructure on behavioral intentions. The results of this study support the results of research conducted previously by Byon & Zang (2010) who said that infrastructure has a positive influence on behavioral intentions. This is because Yogyakarta has variety of infrastructure such as airports, stations, terminals, highways, city structures and good public facilities so that all tourist needs

can be fulfilled. Besides that, it is also supported by good accommodation in Yogyakarta, seen with many star hotels and affordable accommodation

Tabel 4. *Average Variance Extracted of* Measurement Model

Variabel	(∑std.loading)²	∑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

Source: data processed

Tabel 5. Summary of Hypothesis Testing Results

Hypothesis	Relation between construct	*Estimated Value*	*Critical Ratio*	P-value	Remark
H1	INF→ BI	0,159	2,232	0,026	Supported
H2	ATT→ BI	0,247	2,374	0,018	Supported
H3	VAL → BI	0,218	2,930	0,003	Supported
H4	ENJ → BI	0,356	2,043	0,041	Supported

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

It is also known that the estimate value of the influence of attraction constructs on behavioral intentions is 0,274 with the value of the critical ratio greater than 1,96; which is equal to 2,374. This means that there is a statistically significant influence on attraction constructs on behavioral intentions. Hypothesis two (H2) which states that attraction has a positive effect on behavioral intentions is received. The results of this study support the results of research that has been done previously by Byon & Zang (2010) who said that attraction has a positive influence on behavioral intentions. This can be seen from the results of research that shows that respondents agree that Yogyakarta has good tourist attractions. Yogyakarta has a very diverse tourist attraction ranging from historical, natural, and cultural tourism and is able to present beautiful scenery for tourists visiting Yogyakarta. Yogyakarta has reliable 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 Malioboro Shopping Center, Beringharjo Market, Kasongan Pottery Handicrafts. Cultural events such as festivals still get lower grades than natural attractions. It can be seen that the majority of respondents who visited Yogyakarta were students or uniersity students who preferred to tour nature rather than attend cultural events. This can also be caused by the time of organizing cultural events such as festivals, Sekaten in Yogyakarta that do not always exist every time. These cultural events are only held in certain months, so the majority of respondents prefer to visit tourist attractions such as nature tourism, and temple tours that can be enjoyed at any time. The many tourist attractions that are owned by Yogyakarta and it takes a long time to be able to enjoy the all beautiful tourist attractions so that it can cause tourists to return to Yogyakarta in the future. Attraction is everything in Yogyakarta and causes many tourists want to come or return to visit Yogyakarta. So that the better the attraction, the more positive behavioral intentions arisen from tourists.

The estimate value of the effect of money value construct on behavioral intentions is 0,218 with the value of the critical ratio greater than 1,96 which is equal to 2,930. This means that there is a statistically significant influence between the construct of money value on

behavioral intention. The third hypothesis (H3) which states that the value of money has a positive effect on behavioral intentions is accepted. The results of this study support the results of research conducted previously by Byon & Zang (2010) who said that the value of money has a positive influence on behavioral intentions. Value of money is issued by tourists when they travel to Yogyakarta in the hope the benefits obtained will be worth the value. From the results of the study it can be seen that respondents agree that Yogyakarta has accommodation prices that are in accordance with the facilities provided. Although the price of accommodation is not cheap, accommodation in Yogyakarta is able to offer facilities that are comparable in price, so tourists are willing to pay dearly for comfort and satisfaction. In addition, the respondents also agreed that Yogyakarta was able to offer a value comparable to the money that tourists bring when visiting Yogyakarta. So, it can lead to a desire for respondents to return to Yogyakarta in the future.

The estimate value of the effect of construct enjoyment on behavioral intentions is 0,356 with the value of the critical ratio greater than 1,96 which is equal to 2,043. This means that there is a statistically significant influence between the construct of enjoyment on behavioral intentions. The fourth hypothesis (H4) which states that enjoymnet has a positive effect on behavioral intentions is accepted. The results of this study support the results of research conducted previously by Byon & Zang (2010) who said that enjoymnet has a positive influence on behavioral intentions. Enjoyment is a feeling that arises when someone/tourist feels happy when visiting Yogyakarta. From the results of this study it can be seen that respondents strongly agree that Yogyakarta is a pleasant tourist spot for tourists to visit. This is due to the calm atmosphere of the city of Yogyakarta, since Yogyakarta has a thick Javanese cultural tradition. The hospitality of the city of Yogyakarta is not only seen from the atmosphere and tourism objects that are beautiful and peaceful, but also the character of most of the Yogyakarta people who are very friendly and open to foreigners. In addition, respondents also agreed that Yogyakarta is an attractive tourist spot. This is due to buildings in Yogyakarta have unique and beautiful artistic values. The diversity of tourist objects owned by Yogyakarta also causes Yogyakarta is said as an attractive tourist spot in the future by respondents and can lead to the willingness of respondents to recommend Yogyakarta as a tourist destination. So that the better the enjoyment, the more positive behavioral intentions that arise from tourists.
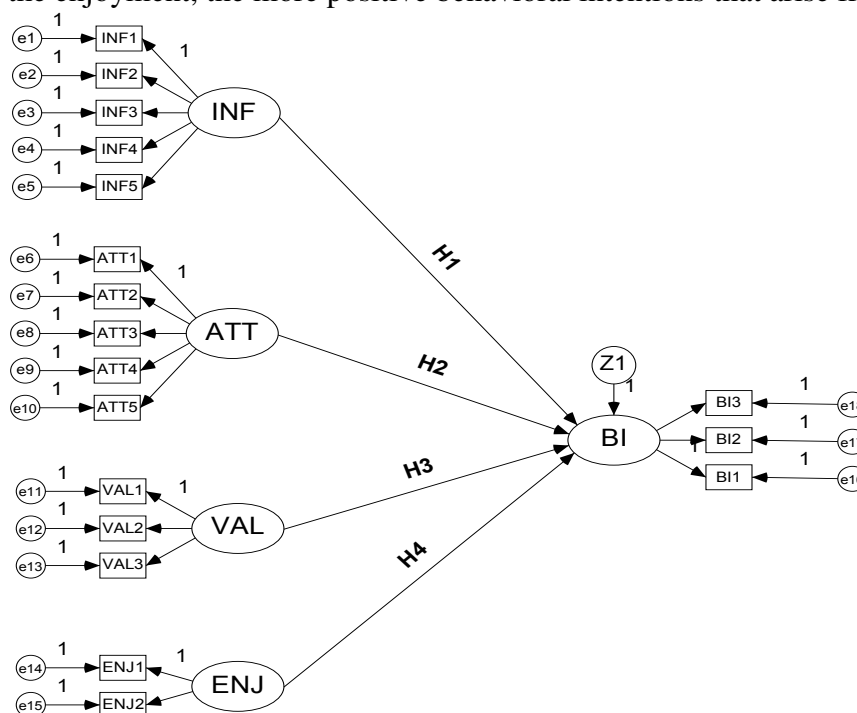

Figure 1. Structure of Hypothesis Model

4. Conclusion

This research is a replication of the research model proposed by Byon & Zang (2010), who developed a research on a city in the United States. Although this study uses the research model proposed by Byon & Zang (2010), the results of this study are slightly different from the results of the research conducted by Byon & Zang (2010). This is due to differences in customer characteristics and information obtained in Indonesia and the United States. The results obtained show that the infrastructure dimension has a positive effect on the behavioral intention of domestic tourists. Attraction dimensions have a positive effect on the behavioral intention of domestic tourists. While the dimension of value of money has a positive effect on the behavioral intention of domestic tourists. The enjoyment dimension has a positive effect on the behavioral intention of domestic tourists. The results of this study are in line with the results of the research conducted by Byon & Zang (2010) which shows that enjoyment significantly has a positive effect on behavioral intention.

Based on the overall discussion in this study, it is recommended that the local government pay more attention to the existing tourist center by increasing the number of tourist centers in Yogyakarta, fixing cultural events or festivals in Yogyakarta, conducting both promotional activities for tourists outside Yogyakarta and improving event packaging to become more interesting events. It is also suggested to find a way on how to promote new tourist destinations in Yogyakarta through social media, likes create websites around tourism in Yogyakarta and collaborate with travel agents.

For further research, it is encouraged that another research will be conducted by targeting different population characteristics or be conducted on different objects. This research is only done on domestic tourists, so it is interesting to do research with respondents from foreign tourists. Further research can be carried out in several countries such as Singapore or Thailand so that it can be generalized.

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