ANALYZE THE INTENTION TO VISIT TOURISM DESTINATION
(CASE STUDY: VALENTINE HILLS TOMOHON)

MENGANALISA INTENSI UNTUK MENGUNJUNGI TUJUAN WISATA
(STUDI KASUS: VALENTINE HILLS TOMOHON)

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Abstract: Nowadays, along with globalization and technological development as well as online transportation, people more easy to going tourism destination and so many tourism destination can be selection. The aim of this study is to analyze the intention to visit tourism destination with case study in Valentine Hills Tomohon measure by atmospheric, enjoyment, escape, excellence and economic value. This research is quantitative type of research, and the data analysis methods used are multiple linear regression. The population of this research is peoples who have visiting Valentine Hills Tomohon, questionnaire is used to collect the data where the sample size is 100 respondents. The result of this research found that atmospheric, enjoyment, escape, excellence, and economic value simultaneously influence the intention to visit and partially there are two dimensions that have a significant influence on intention to visit are enjoyment and economic value while atmospheric, escape, and excellence have no significant effect on intention to visit. The recommendation of this study can be used as a reference for the development and deepening of knowledge management marketing.

Keywords: intention to visit, tourism, valentine hills tomohon

Abstrak: *Saat ini, seiring dengan globalisasi dan perkembangan teknologi serta transportasi online, orang lebih mudah untuk pergi tujuan wisata dan begitu banyak tujuan wisata dapat menjadi pilihan. Tujuan dari penelitian ini adalah untuk menganalisis niat untuk mengunjungi tujuan wisata dengan studi kasus di Valentine Hills Tomohon diukur dengan atmospheric, enjoyment, escape, excellence, dan economic value. Penelitian ini adalah jenis penelitian kuantitatif, dan metode analisis data yang digunakan adalah regresi linier berganda. Populasi penelitian ini adalah orang-orang yang telah mengunjungi Valentine Hills Tomohon, kuesioner digunakan untuk mengumpulkan data dimana ukuran sampel adalah 100 responden. Hasil penelitian ini menemukan bahwa atmospheric, enjoyment, escape, excellence, dan economic value secara simultan mempengaruhi niat untuk berkunjung dan secara parsial ada dua dimensi yang berpengaruh signifikan terhadap niat berkunjung yaitu enjoyment dan economic value sedangkan atmospherics, escape, dan excellence tidak berpengaruh signifikan terhadap niat berkunjung.*

Kata kunci: intensi untuk berkunjung, pariwisata, valentine hills tomohon

INTRODUCTION

Research Background

Now in modernization era, tourism destination is more advanced, competition between tourism destination is more increased. Tourism activities influences the tourism development process and tourism potential. The objective of tourism marketing strategies is to increase the number of visitors to a destination. To increase the visitors, tourism destination must have tourist attraction thus increasing the tourists intention to visit. Indonesia is a breathtaking island country in Southeast Asia, located between the Indian and the Pacific Ocean. From its pristine beaches to smoldering volcanoes and verdant jungles, Indonesia has something for everyone. Indonesia has very beautiful natural wealth. Because of its natural beauty, Indonesia has become a tourist destination that is much be desired by local and international travelers from around the world. Tourism in Indonesia is an important component of the Indonesian economy as well as a significant source of its foreign exchange revenues.

North Sulawesi, the exotic province that popular with the culture, food, and the tourism object. The indigenous people from this province are mostly coming from the Minahasan ethnic. The people of North Sulawesi hold predominantly Christian with some of Muslim, Hindu and Buddhist. As we know Manado popular with their culinary taste that spicy and hot flavour. North Sulawesi is a land of magnificent coral reefs protecting, mountains and active volcanoes that make North Sulawesi has beautiful tourism object thus has tourism potential. Indonesia has abundant natural potential for tourism, one of the good destination are in Tomohon. Tomohon is a city in Sulawesi, Indonesia. It is a new city in the province of North Sulawesi. Initially, Tomohon was a part of the Minahasa regency in North Sulawesi. So many tourists visit Tomohon city. The image of Tomohon city is the culture, culinary, and the mountains.

Destination image very important destination in the tourism sector, as we know Tomohon has a unique festival that popular among international society it is called Tomohon International Flower Festival (TIFF) which is held every two years. The fact is Valentine Hills not only for traveled but we can eat food or snack in there. The phenomena in Valentine Hills we can see Lokon mountain and enjoy the best view from there. The pros and cons of Valentine Hills, we can feel chill because the atmosphere and the view but too little seat available in there. Valentine Hills, a new tourism object in Tomohon, is interesting because of its characteristic that attract visitors intention to visit. It is interesting to study the intention to visit this tourism destination.

Research Problem
1. Do Atmospheric, Enjoyment, Escape, Excellence, and Economic Value influence the intention to visit Valentine Hills tourism destination?
2. Does Atmospheric influence the intention to visit Valentine Hills tourism destination partially?
3. Does Enjoyment influence the intention to visit Valentine Hills tourism destination partially?
4. Does Escape influence the intention to visit Valentine Hills tourism destination partially?
5. Does Excellence influence the intention to visit Valentine Hills tourism destination partially?
6. Does Economic Value influence the intention to visit Valentine Hills tourism destination partially?

Research Objective
1. To know the influence of Atmospheric, Enjoyment, Escape, Excellence, and Economic Value on the intention to visit Valentine Hills tourism destination partially
2. To know the influence of Atmospheric on the intention to visit Valentine Hills tourism destination partially
3. To know the influence of Enjoyment on the intention to visit Valentine Hills tourism destination partially
4. To know the influence of Escape on the intention to visit Valentine Hills tourism destination partially
5. To know the influence of Excellence on the intention to visit Valentine Hills tourism destination partially
6. To know the influence of Economic Value on the intention to visit Valentine Hills tourism destination partially

THEORETICAL FRAMEWORK

Marketing

Marketing is changing to meet the changing world. Marketing remains the business activity that identifies an organization's customer needs and wants, determines which target markets it can serve best and designs appropriate products, services and programs to serve these markets. However, marketing is much more than an isolated business function – it is a philosophy that guides the entire organization. The goal of marketing is to create customer satisfaction profitably by building valued relationships with customers (Kotler et.al, 1999).

Intention to Visit

Research of Albarq (from Satyarini, M., Setarnawat, S., Rahmanita, M., 2017) says the theory of tourist intention to visit been analogized same intentions with the purchase intention. Purchase intention is the stage the tendency of respondents to act before the decision to buy really implemented. There is a difference between actual purchases and purchase intention. When the actual purchase is a purchase that really made by the consumer, the purchase intention is the intention to do purchase on the next occasion. Although purchase intention which may not be done in the future, but the measure of the intention in the purchase is generally done in order to maximize the prediction of the actual purchase itself (Kinnear et al, from Satyarini, M., Setarnawat, S., Rahmanita, M.2017).

Tourism

The definition of tourism based on UU No. 9 tahun 1990 is an activity to visit some places in short time with purpose to enjoy the tourism object. Spillane (1982) defines tourism as an activity to visit some places with purpose to get the sport or rest, to finish the duty, etc.

Tourism Destination Image

A significant amount of effort has been devoted to presenting and analyzing the complex nature of the tourism destination image concept. The concept has been intensively investigated over the last three decades (Gunn et al., from Ruzzier, 2010) and today remains one of the prevalent topics among tourism researchers (Baloglu et al., from Ruzzier, 2010). While various authors have been unable to accept a common definition, they do share a common opinion, namely that a tourism destination image plays an extremely important role in tourists destination evaluation and selection processes. This important role has not been confined to the academic community but also involves many destination practitioners who in their investigations have sought answers to support further destination marketing strategies.

Previous Research

Ponnapureddy (2018) studied about how country image affects the intention to visit a destination by means of a quantitative study conducted in Russia. Data for the research were collected from a survey involving 919 respondents in Russia who had gone on a vacation, at least, once in the past 12 months. The results imply that the holistic brand image of a destination has a strong influence on international tourists intention to visit. Therefore, marketers should integrate country image in destination marketing messages.

Khan, M. J., Chelliah, S., Ahmed, S. (2018) studied about empirically tests a comprehensive model of visit intention based on travel motivation, perceived risks, and travel constraints. A quantitative study was performed on 316 university students in Malaysia. The findings provide useful insight to destination managers in terms of integrating the influential factors in promotional strategies to develop intentions to visit India among potential market segment.

Research Hypothesis

H1 : Atmospheric, Enjoyment, Escape, Excellence, Economic Value influence the intention to visit
    Valentine Hills tourism destination simultaneously.
H2 : Atmospheric influence the intention to visit Valentine Hills tourism destination partially.
H3 : Enjoyment influence the intention to visit Valentine Hills tourism destination partially.
H4 : Escape influence the intention to visit Valentine Hills tourism destination partially.
H5 : Excellence influence the intention to visit Valentine Hills tourism destination partially.
H6 : Economic Value influence the intention to visit Valentine Hills tourism destination partially.
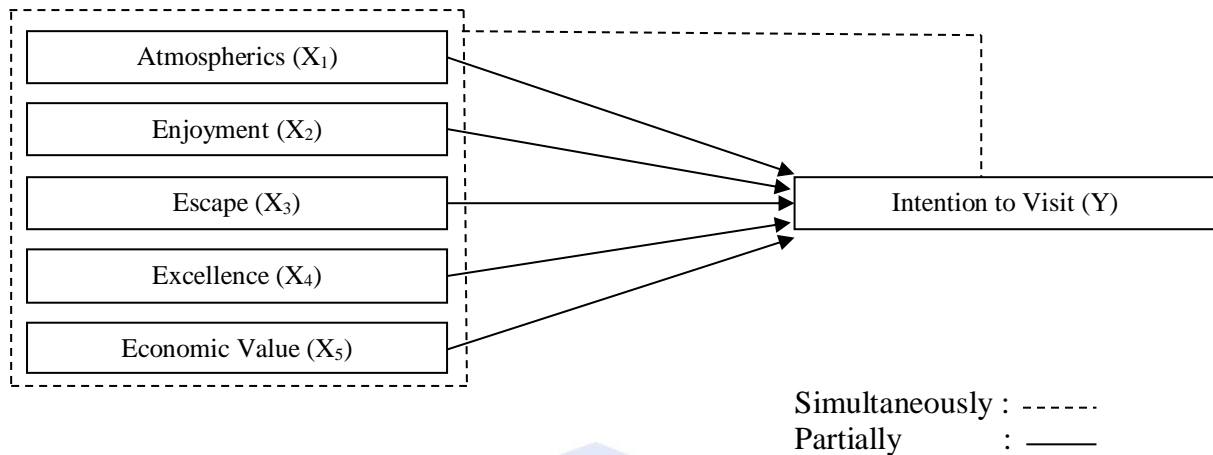
Conceptual Framework

Simultaneously : - - - - - -
Partially   : ——

Figure 1. Conceptual Framework
Source: Data Processed (2019)

RESEARCH METHOD

Type of Research

This research is using a quantitative approach with causal analysis. According to Aliaga and Gunderson (from Kawengian, 2018), quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics).

Population, Sample and Sample Technique

The population of this study are people who have visiting Valentine Hills Tomohon. The sample of the research are 100 respondents. The technique of determining the sample used in this study is Non Probability Sampling with Convenience Sampling method.

Data Collection Method

Primary and secondary data are used as the sources of data in this study. The primary data is the questionnaire data from the respondents. Secondary data collected for some purpose other than the problem that gain from books, articles, journals and relevan literature from library and internet.

Operational Definition of Research Variable

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicator
Atmospherics (X_1)	Atmospheric is the temperature, weather and the feeling that we feel of some place.	Admiration, Atmosphere, Composure
Enjoyment (X_2)	Enjoyment is what you experience when you are having a good time.	Comfort, Enjoyment, Happiness
Escape (X_3)	Escape is to break free, to get out of a situation you don't want to be in.	Composure, Freedom, Freshness
Excellence (X_4)	Excellence is a talent or quality which is unusually good and so surpasses ordinary standards.	Comfort, Service, Satisfaction
Economic Value (X_5)	Economic value can be described as a measure of the benefit from a good or service to an economic agent.	Worthiness, Time, Price
Intention to Visit (Y)	Intention to visit is something personal intention are fundamental to the prejudices, and intention also important in making decision.	Revisit, Decision, Recommended

Source: Articles and Journals (2019)

Data Analysis Method
Validity and Reliability

Validity test aims to examine whether questionnaires as research instruments are appropriate for measuring indicators in research. To test the validity of the data used Value Pearson Correlation are used to test the validity of the data. Reliability test on the questionnaire needs to be done to ensure the answers in the questionnaire used in this research are consistent and accurate. To test the reliability of the data used Cronbach Alpha.

Multiple Linear Regression Analysis

This analysis used when one dependent variable which is presumed to be a function of two or more independent variables. The objective of this analysis is to make a prediction about the dependent variables based on its covariance with all the concerned independent variables. The regression equation is as follows:

$$Y = \alpha + \beta1X1 + \beta2X2 + B3X3 + \beta4X4 + \beta5X5 + \varepsilon$$

Description:
Y   = Dependent Variable (Intention to Visit)
X1   = Atmospheric
X2   = Enjoyment
X3   = Escape
X4   = Excellence
X5   = Economic Value
α   = Constant
β1, β2, β3, β4, & β5 = The regression coefficient of each variable
ε   = Error

RESULT AND DISCUSSION

Result
Table 2. Validity Test

		Atmospherics	Enjoyment	Escape	Excellence	Economic Value	Intention to Visit
Atmospherics	Pearson Correlation	1	,685**	,637**	,545**	,632**	,586**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Enjoyment	Pearson Correlation	,685**	1	,727**	,666**	,641**	,696**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Escape	Pearson Correlation	,637**	,727**	1	,593**	,606**	,614**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Excellence	Pearson Correlation	,545**	,666**	,593**	1	,658**	,585**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Economic Value	Pearson Correlation	,632**	,641**	,606**	,658**	1	,653**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Intention to Visit	Pearson Correlation	,586**	,696**	,614**	,585**	,653**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Data Processed, 2019

Table 2 Shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore, the data is considered valid.

Table 3. Reliability Test

Cronbach's Alpha	N of Items
,805	7

Source: Data Processed, 2019

Table 3 Shows that Alpha Cronbach is 0.805 which is above the acceptance limit of 0.6. Therefore, the research instrument is reliable.

Multiple Linear Regression Analysis
Table 4. Multiple Linear Regression Analysis Output

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-,780	1,144		-,682	,497
atmospheric	,085	,131	,066	,651	,516
enjoyment	,376	,127	,346	2,957	,004
Escape	,128	,121	,112	1,062	,291
excellence	,081	,112	,073	,726	,470
economic value	,332	,124	,274	2,680	,009

Source: Data Processed, 2019

From the result in table 4, the model define as:
Y=(-0.780) + 0.085 X1 + 0.376 X2 + 0.128 X3 + 0.081 X4 + 0.332 X5 + e
The multiple linear regression equation can be interpreted as follow:
1. Constant value of -0.780 means that in this condition all the independent variables should not below or equals to zero.
2. X_1's coefficient value of 0.085 means that if there is one unit increase in atmospheric (X_1) then the intention to visit (Y) will improve and increase by 0.085.
3. X_2's coefficient value of 0.376 means that if there is one unit increase in enjoyment (X_2) then the intention to visit (Y) will improve and increase by 0.376.
4. X_3's coefficient value of 0.128 means that if there is one unit increase in escape (X_3) then the intention to visit (Y) will increase by 0.128.
5. X_4's coefficient value of 0.081 means that if there is one unit increase in excellence (X_4) then the intention to visit (Y) will improve and increase by 0.081.
6. X_5's coefficient value of 0.332 means that if there is one unit increase in economic value (X_5) then the intention to visit (Y) will improve and increase by 0.332.

Testing the Goodness of Fit: Coefficient of Multiple Correlations (R), Coefficient of Determination (R^2)
Table 5. Result of R and R^2

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	,754a	,569	,546	1,514

Source: Data Processed, 2019

Table 5 shows Multiple Correlation Coefficient (R) generated in model 1 is equal to 0.754 which means it has a very strong relationship. The value of the coefficient of determination (adj R^2) is 0.569 or 56.9%. It means that the influence of Atmospherics(X_1), Enjoyment(X_2), Escape (X_3), Excellence (X_4) and Economic Value (X_5) on Intention to Visit is 56.9% and the rest is 43.1% influenced by other variables.

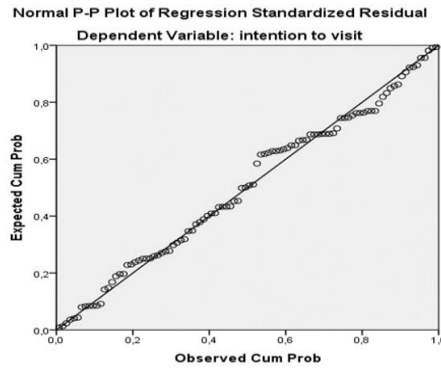**Classical Assumptions Analysis**
Normality

Figure 2. Normality Test Result
Source: IBM SPSS Statistic 22.0 output (2019)

Figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normality distribute.

Multicollinearity
Table. 6 Multicollinearity Test Result

Variables	Tolerance	Variance Inflation Factor (VIF)	Result
Atmospherics	,448	2,232	No Multicollinearity
Enjoyment	,335	2,984	No Multicollinearity
Escape	,414	2,416	No Multicollinearity
Excellence	,459	2,180	No Multicollinearity
Economic Value	,438	2,282	No Multicollinearity

Source: Data Processed, 2019

Table 6 shows that the value of tolerance and VIF. The tolerance value of of atmospheric is 0.448, enjoyment is 0.335, escape is 0.414, excellence is 0.459, economic value is 0.438 meaning that the tolerance value of each variable is more than 0.1. The VIF value of all the variables are less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10, so this research is concluded to be free from multicollinearity.
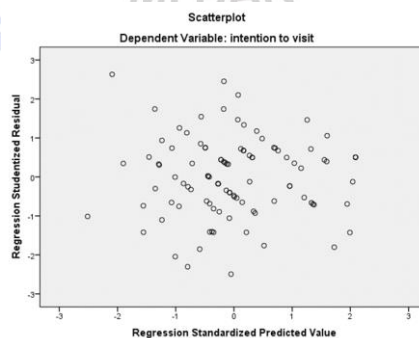
Heteroscedasticity

Figure 3. Heteroscedasticity Test Result
Source: IBM SPSS Statistic 22.0 output (2019)

Figure 3 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedascity in this regression.

F-test Result
Table 7. F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	284,713	5	56,943	24,844	,000[b]
	Residual	215,447	94	2,292		
	Total	500,160	99			

Source: Data Processed, 2019

The result of F-test is F_{count} (24,844) > F_{table} (2.30). Therefore, since F_{count} is greater than F_{table}, H_1 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

t-test Result
Table 8. t-test

Variable	tcount	ttable	Descriptions
Atmospheric (x1)	.651	1.661	Rejected
Enjoyment (x2)	2.957	1.661	Accepted
Escape (x3)	1.062	1.661	Rejected
Excellence (x4)	.726	1.661	Rejected
Economic value (x5)	2.680	1.661	Accepted

Source: Data Processed, 2019

The result of t-test on table 8 shows that the value of t-count of X_1 is 0.651 with the level significant of 0.516. Since the value of t_{count} = 0.651 < t_{table} = 1.665 meaning that H_2 is rejected, it means that X_1 (atmospherics) partially does not have a significant effect on intention to visit (Y). The value of t-count of X_2 is 2.957 with the level significant of 0.004. Since the value of t_{count} = 2.957 > t_{table} = 1.665 meaning H_3 is accepted, it means X_2 (enjoyment) partially has a significant effect on intention to visit (Y). The value X_3 is 1.062 with the level significant of 0.291. Since the value of t_{count} = 1.062 < t_{table} = 1.665 meaning that H_4 is rejected, it means X_3 (escape) partially does not have a significant effect on intention to visit (Y). The value of t-count of X_4 is 0.726 with the level significant of 0.470. Since the value of t_{count} = 0.726 < t_{table} = 1.665 meaning that H_5 is rejected, it means X_4 (excellence) partially does not have a significant effect on intention to visit (Y). The value of t-count of X_5 is 2.680 with the level significant of 0.009. Since the value of t_{count} = 2.680 > t_{table} = 1.665 meaning H_6 is accepted, it means X_5 (economic value) partially has a significant effect on intention to visit (Y).

Discussion
From the data that has been calculated above and the results that already exist then will be discussed one by one about the influence of independent variables on dependent variables, that we know the independent variables is atmospherics, enjoyment, escape, excellence, economic value and the dependent variables is intention to visit:

1. Atmospherics
The hypothesis about the atmospheric on intention to visit tourism destination does have positive relationship but not significantly effect the intention to visit tourism destination, then H2 is rejected. The results of previous researches are also the same with this result that the atmospheric does have positive relationship but not significantly effect the tourists behavioral intention. This result is supported by A Windira, B Waluya and Y Yuniawati (2018) stated that atmospheric is something that affects tourists behavioral intention. This research indicates that atmospheric does not significantly affect intention to visit tourism destination because people of North Sulawesi still feel that atmospheric in Valentine Hills Tomohon is the same with other tourism destination. It was the same because so many tourism destination in Tomohon have atmospheric like there.

2. Enjoyment

The hypothesis about the enjoyment on intention to visit tourism destination is proven to be true, therefore H3 is accepted. The results of previous researches are also the same with this result that the enjoyment affects tourists behavioral intention. This result is supported by A Windira, B Waluya and Y Yuniawati (2018) stated that enjoyment is something that affects tourists behavioral intention. People of North Sulawesi feel enjoy in Valentine Hills because they feel happy and comfortable with the place.

3. Escape

The hypothesis about the escape on intention to visit tourism destination does have positive relationship but not significantly effect the intention to visit tourism destination, then H4 is rejected. This results is different with the previous study by A Windira, B Waluya and Y Yuniawati (2018), shows that escape positively affects the tourists behavioral intention and has a significant effect on tourists behavioral intention. People of North Sulawesi still feel there is no escape in Valentine Hills because too many people in there so make their not feel freedom to do something.

4. Excellence

The hypothesis about the excellence on intention to visit tourism destination does have positive relationship but not significantly effect the intention to visit tourism destination, then H5 is rejected. This results is different with the previous study by A Windira, B Waluya and Y Yuniawati (2018), shows that excellence positively affects the tourists behavioral intention and has a significant effect on tourists behavioral intention. People of North Sulawesi still feel not comfortable and unsatisfied with the service in Valentine Hills because too many people in there so make slow the service.

5. Economic Value

The hypothesis about the economic value on intention to visit tourism destination is proven to be true, therefore H6 is accepted. The results of previous researches are also the same with this result that the economic value affects tourists behavioral intention. This result is supported by A Windira, B Waluya and Y Yuniawati (2018) stated that economic value is something that affects tourists behavioral intention. People of North Sulawesi feel the price in Valentine Hills is worth it because what we pay and what we get is appropriate and the ticket is more cheap than other tourism destination.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, there are some conclusions based on the result of this research as follows:

1. Atmospheric, Enjoyment, Escape, Excellence, and Economic Value as the independent variable simultaneously affect Intention to Visit as the dependent variable.
2. Atmospheric as one of independent variable does not partially affects Intention to Visit significantly.
3. Enjoyment as one of independent variable does partially affects Intention to Visit significantly.
4. Escape as one of independent variable does not partially affects Intention to Visit significantly.
5. Excellence as one of independent variable does not partially affects Intention to Visit significantly.
6. Economic Value as one of independent variable does partially affects Intention to Visit significantly.

Recommendation

Recommendation of this research are :

1. Valentine Hills should more consider the things that influence the visitor intention to visit in there. So the tourism destination should continue to carry their unique design and cozy place. Adding new design and cozy atmosphere should make visitor feel comfort and enjoy, it can increase the visitor intention to visit tourism destination because nowadays people like new things and cozy place. Considering about the price, Valentine Hills should to maintain the price or developed the marketing strategy in order to capture the loyalty of visitor from the competitor. And the last their should to attention and improve the service and freedom in there so people can satisfied.

2. The result of this study can be used as a reference for the development and deepening of knowledge management marketing.
3. In this study examined only in Valentine Hills Tomohon, so it is necessary and it also can be a great opportunity to do some similar research in the same field but in different regions.
4. This research sample size is not big enough, bigger sample size can lead to different result.

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