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**INFLUENCE OF DESTINATION IMAGE AND CUSTOMER EXPERIENCE  
TO REVISIT INTENTION AT KAI' SANTI GARDEN****PENGARUH CITRA DESTINASI DAN PENGALAMAN PENGUNJUNG  
TERHADAP NIAT KUNJUNGAN KEMBALI KE KAI' SANTI GARDEN**

By:

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**Abstract:** Destination Image is an important factor in the success of a destination. It contains the sum of impression of a destination. Customer experience contains the result of the interaction and what customer got from the destination using their sense, feel, think and act. The match between what is expected by customer and what is felt and got can make customer have intention to revisit and recommend the destination to other people because the feeling of satisfied. This research is aim to find out the influence of destination image and customer experience to revisit intention to Kai' Santi Garden Woloan. This is a quantitative research and using Multiple Linear Regression. The population of this research is people who have visited Kai' Santi Garden Woloan with 100 respondents as the sample size. This research showed that destination image and customer experience simultaneously influence revisit intention while partially, destination image have a significant influence to revisit intention and customer experience does not have a significant influence to revisit intention. Kai' Santi Garden should reconsider about their price strategy, improve employees' service and performance and facilities.

**Keywords:** *destination image, customer experience, revisit intention*

**Abstrak:** Citra destinasi adalah faktor yang penting dalam kesuksesan destinasi karena mengandung kumpulan kesan dari destinasi. Pengalaman pengunjung mengandung hasil interaksi antara apa yang didapatkan oleh pengunjung menggunakan indra, perasaan, pikiran dan tindakan mereka. Kesesuaian antara apa yang diekspektasikan, yang dirasakan dan yang didapatkan oleh pengunjung dapat membuat pengunjung memiliki niat untuk berkunjung kembali serta merekomendasikan destinasi kepada orang lain karena perasaan puas. Penelitian ini bertujuan untuk mengetahui pengaruh citra destinasi dan pengalaman pengunjung terhadap niat kunjungan kembali ke Kai' Santi Garden Woloan. Penelitian ini merupakan penelitian kuantitatif dan menggunakan regresi linear berganda. Populasi dari penelitian ini adalah orang-orang yang pernah mengunjungi Kai' Santi Garden dengan jumlah sampel 100 responden. Penelitian ini menemukan bahwa citra destinasi dan pengalaman pengunjung secara bersama-sama mempengaruhi niat kunjungan kembali sementara secara terpisah, citra destinasi mempengaruhi niat kunjungan kembali dan pengalaman pengunjung tidak mempengaruhi niat kunjungan kembali. Kai' Santi Garden sebaiknya meninjau kembali strategi harga serta meningkatkan pelayanan, performa karyawan serta fasilitas.

**Kata Kunci:** *citra destinasi, pengalaman pengunjung, niat kunjungan kembali*

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## INTRODUCTION

### Research Background

Tourism is one of important sector in Indonesia. Tourism sector is able to generate foreign exchange because of activities of foreign tourists, able to create business opportunity and also to create jobs for societies near tourism place. In 2018 Indonesia got the rank 9 of the highest growth of Tourism Sector in the world from The World Travel and Tourism Council (WTTC) version, higher than Thailand (rank 12), Philippines and Malaysia (rank 13), Singapore (rank 16) and Vietnam (rank 21) (Samparaya, 2018). With the richness of its natural resources, culture, and community friendliness, Indonesia has the big potential to develop a kind of tourism that called ecotourism.

The phenomenon of digital era made a new trend of tourism sector that is digital destination. Digital Destination is tourism destinations that popular viral on social media and have many likes on social media such as Instagram (Ramadan, 2018). When people visit a destination in this digital era, they tend to capture the beauty of its nature or people usually called "photo spot" of destination and post it to social media. When it became popular or viral, other people tend to see that post, know the place, have a desire to visit that place. In the end, there will be more people know about that place, visit that place and also take photos in their photo spot, because of these kind of digital activities.

Tomohon is a city in North Sulawesi that has many natural and culture destination. Tomohon can be reached only for 45 minutes from Manado by bus, car or motorcycle. Having an area around 11,420 Ha, located in a highland around 900-1100 meters above the sea and between two mountains; Lokon Mountain (1,580 m) and Mahawu Mountain (1.311 m) makes Tomohon City, City of Flowers become an interesting city to be visited because Tomohon City offers many choices of destination and because of its cool climate.

Kai' Santi Garden Woloan is one of new destination of Tomohon City that located in Woloan Dua Village, Tomohon Barat District. The name of "Kai' Santi" is from *Kai'*: Trees and *Santi* is trees with red flowers because there are many trees with flowers at that place. Kai' Santi Garden Woloan offers green views of the stretch of rice fields and also magnificent view of Lokon Mountain that can makes visitors amazed. The cool air, shady trees, natural texture, atmosphere can make visitors comfortable. This place also has beautiful landscape, flower gardens, colorful seat and swing for photo spot for visitors who wants to have the best photos, especially photos for Instagram Feed. The ticket price of Kai' Santi Garden Woloan is Rp. 35.000 and visitors can enter this beautiful destination, get free drinks like coffee and tea, get beautiful view and can get relax for a moment from the routine (Sabu, 2018). In weekdays (Monday to Friday), the average number of visitors that comes to Kai' Santi Garden is 50 people per day and in weekends (Saturday and Sunday) is 100 people per day. The average number of visitors of Kai' Santi Garden is 450 people and 1,800 people in a month. Every tourist has their own image of destination, positive and negative image. Destination image is important because based from tourist image of a destination, it can motivate tourist to visit or to not visit that destination (Sonnleitner, 2011) and also influence tourists' decision making and willingness to where they will spend their vacation and also how much they will spend their money. Destination Image also important because it can reflect any destination from customers' perspective in terms how they sense, understand and connect to the place (Banyai, 2009).

Customer may have some experiences about destination that they have been visited such as their memories and feelings whether fulfilled their needs and expectation or not and experience can be positive and negative, short-lived or long-lasting experience. It can positively affect customer satisfaction, trust and loyalty (Ha and Perks, 2005). Customer experience can created pleasure outcomes, can affect customer future oriented decision making such as consumer tend to more likely to repeat the purchase and more likely to recommend to others.

### Research Objective

The research objectives are to identify the significant effect of:

1. Destination image and customer experience to revisit intention at Kai' Santi Garden Woloan simultaneously.
2. Destination image to revisit intention at Kai' Santi Garden Woloan partially.
3. Customer experience to revisit intention at Kai' Santi Garden Woloan partially.

## THEORETICAL REVIEW

### Marketing

According to Kotler and Armstrong (2011 : 5), marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

### Tourism Destination Image

According to Kotler and Gertner (2004), destination image is the sum of beliefs and impression people hold about that place. Images represent a simplification of a larger number of association and pieces of information connected to a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place.

### Customer Experience

According to Gentile, Spiller and Noci (2007), the customer experience is based on a set of interaction between customer and products, a company, or part of its organization which provoke a reaction. This experience is personal and implies customer involvement at different levels such as rational, emotional, sensorial, physical and spiritual and its evaluation depends on the comparison between customer expectation and stimuli that comes from interaction with the company and its offering in correspondence of the different moments of contact or touch points.

### Revisit Intention

According to Pratminingsih, Rudatin and Rimenta (2014), revisit intention is an individual desire to visit again the place or destination that a person have ever visited and recommend the destination to other people.

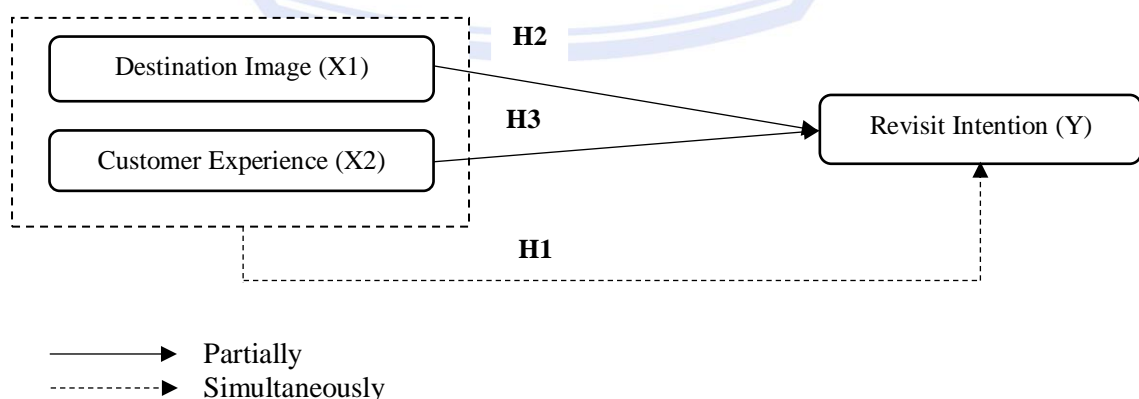
### Previous Research

Pratminingsih, Rudatin and Rimenta (2014) in Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung –Indonesia want to examine empirically the influence of destination image and motivation on tourist satisfaction, and revisit intention. The study result reveals that destination image and motivation influenced tourist satisfaction and satisfaction directly influenced revisit intention.

Lertputtarak (2012) in The Relationship between Destination Image, Food Image, and Revisiting Pattaya, Thailand want to study tourists' perception toward destination image and Thai food image as well as study the relationship between those two variables and the tourists' intention to revisit. The results indicated that destination image and image of Thai food had a positive relationship with tourists' intention to revisit.

Hung, Lee and Huang (2014) in Creative Experiences, Memorability and Revisit Intention in Creative Tourism want to identify hypothesized relationships among creative experiences, memorability, and revisit intentions in creative tourism. The results show significantly positive relationships among creative experiences, memorability, and revisit intentions.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Data Processed, 2019*

### Research Hypothesis

H1: Destination Image and Customer Experience have a significant influence to Revisit Intention simultaneously

H2: Destination Image has a significant influence to Revisit Intention partially

H3: Customer Experience has a significant influence to Revisit Intention partially

## RESEARCH METHOD

### Research Approach

This research is a quantitative research. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. Quantitative data measure the objective and the statistical, mathematical, or numerical analysis of data using polls, questionnaires, and surveys or using computational techniques. This research aims to find out the influence of Destination Image (X1) and Customer Experience (X2) to Revisit Intention (Y) at Kai' Santi Garden Woloan.

### Population, Sample Size and Sampling Technique

The population of this research is people that have visited Kai' Santi Garden period of August 2018 until June 2019 that is 10,000 people. Sample is the representative of population. The sample size in this research counted by using formula by Slovin and the result is 90.90 respondents and be rounded up to 100 respondents. Sampling technique in this research is using simple random sampling where all the population have the same opportunity to be chosen as the sample which is conducted randomly.

### Data Collection Method

The data of this research is collected from the Primary and Secondary Data. Primary data are the data which the researcher collects through questionnaires. This questionnaire were distributed to respondents so they can respond directly. Secondary data is data collected from an institution, published data, textbooks, journals and information from internet.

### Operational Definition of Research Variables

**Table 1. Variable Definition**

Variable	Operational Definition	Indicators
<b>Destination Image</b>	Customer perception and impression about Kai' Santi Garden Woloan	<b>Cognitive</b>
		- Natural Environment - Facilities - Cost
<b>Customer Experience</b>	The result of interaction, the result and assessment of what customers get from the destinations using customers' sense, how they feel, think and act after they visited the destination.	<b>Affective</b>
		- Pleasant - Relaxing - Sense - Feel - Think - Act
<b>Revisit Intention</b>	The result of the positive perception that customers holds and the positive experience that customers get in the form of behavioral intention.	- Willingness to visit the destination in the future - Willingness to recommend the destination to other people

Source: Journals Review, 2019

### Validity and Reliability Test

According to Bolarinwa (2015), validity test is a test to see accurately the measures obtained from the research was actually quantifying what it was designed to measure and to how accurately the measures obtained from the study sample described the reference population from which the study sample was drawn and reliability test is an extent test to which a questionnaire, test, observation or any measurement procedure produces the same results on repeated trials.

### Multiple Linear Regression

According to Will Kenton (2019), Multiple Linear Regression is a statistical technique that uses several explanatory variables (independent) to predict the outcome of a response (dependent) variable. Below is the formula of multiple linear regression:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

Y = Dependent Variable (Revisit Intention)

X1 = Destination Image

X2 = Customer Experience

$\beta_1, \beta_2$  = the regression coefficient of each variable

$\varepsilon$  = Error

## RESULT AND DISCUSSION

### Validity and Reliability

In validity test, the Pearson Correlation value of every indicators ( $r_{count}$ ) of variables Destination Image (X1), Customer Experience (X2) and Revisit Intention (Y) have higher value than  $r_{table}$  value that is 0.196. The significant level of each indicators of variables also below than significant level of 5% or 0.05. It means that every indicator in questionnaire in this research is valid and can be used for further analysis. In reliability test, Cronbach's Alpha that is 0.886 is higher than 0.700, it means all the indicators are reliable and can be used for further analysis.

### Multiple Linear Regression Analysis

**Table 2. Multiple Linear Regression Output**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.244	.840		-1.482	.142
	destination_image	.357	.073	.588	4.871	.000
	customer_experience	.151	.095	.192	1.588	.116

a. Dependent Variable: revisit\_intention

Source: Data Processed, 2019

The result from this table 2 above can be shown through the regression equation as follows:

$$Y = -1.244 + 0.351X_1 + 0.151X_2 + e$$

The regression equations can be interpreted as follows:

- The constant shows value of -1.244 means in this condition, all the independent variables should not below or equals to zero.
- Regression coefficient of Destination Image (X1) is 0.351 means that if there is one unit increase in Destination Image (X1), then the Revisit Intention (Y) is increasing by 0.351 assuming the other variables are constant (ceteris paribus).
- Regression coefficient of Customer Experience (X2) is 0.151 means that if there is one unit increase in Customer Experience (X2), then the Revisit Intention (Y) is increasing by 0.151 assuming the other variables are constant (ceteris paribus).

### Testing the Goodness of fit: Coefficient of Multiple Correlation (R) and Coefficient of Determination (R<sup>2</sup>)

**Table 3. Result of R and R<sup>2</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 <sup>a</sup>	.571	.562	1.292

a. Predictors: (Constant), customer\_experience, destination\_image  
b. Dependent Variable: revisit\_intention

Source: Data Processed, 2019

Table 3 shows the value of R that is 0.755 indicating a strong positive relationship between independent and dependent variable. The value of R<sup>2</sup> is 0.571 or 57.1%. It means that Destination Image and Customer Experience are able to influence Revisit Intention as much as 57.1% while the rest 42.9% are explained by other factors outside the model or not discussed in this research.

**Multicollinearity**

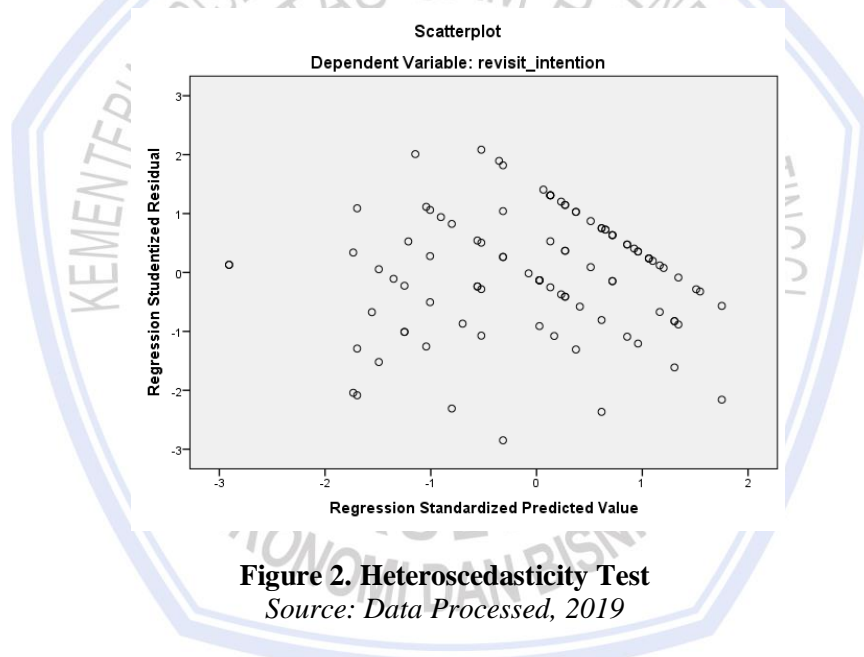
**Table 4. Multicollinearity Statistics**

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Destination Image	0.304	3.293	No Multicollinearity
Customer Experience	0.304	3.293	No Multicollinearity

Source: Data Processed, 2019

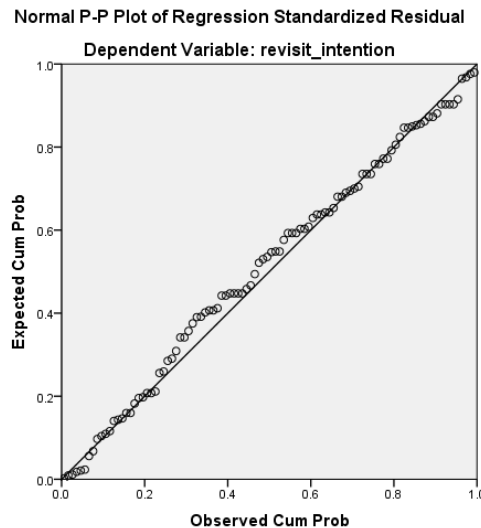
Table 4 shows the multicollinearity statistics. The tolerance of two independents variable that are Destination Image (X1) and Customer Experience (X2) are same that is 0.304 and also the value of Variance Inflation Factor (VIF) is 3.293. If the value of VIF is below 10, so it means that there is no symptoms of multicollinearity between independent variable in the regression model.

**Heteroscedasticity**



**Figure 2. Heteroscedasticity Test**  
Source: Data Processed, 2019

The dots in the scatterplot spread above and below 0 in Y axis and not form in a clear pattern. It means that this research is free from heteroscedasticity in this regression model and can be used to predict the influence between dependent variable and independent variable.

**Normality****Figure 3. Normality Test***Source: Data Processed, 2019*

This figure shows that the dots spread near the line and follow the diagonal line of Normal P-Plot. It means that the distribution of this data in this research is normally distributed.

**Hypothesis Testing****F-test****Table 5. Simultaneous Test (f-test Output)****ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	215.307	2	107.653	64.458	.000 <sup>b</sup>
	Residual	162.003	97	1.670		
	Total	377.310	99			

a. Dependent Variable: revisit\_intention

b. Predictors: (Constant), customer\_experience, destination\_image

*Source: Data Processed, 2019*

On the table 5 above, the significant level is 0.000 means below 0.05. Degree of freedom (df) of 2;97, the value of  $F_{count}$  from the table above is 64.458, and the  $F_{table}$  is 3.090. The result shows that  $64.458 > 3.090$ ,  $F_{count} > F_{table}$ . Based on the result, it shows that Destination Image (X1) and Customer Experience (X2) as independent variables have significant influence on the Revisit Intention as dependent variable simultaneously.

**t-test****Table 6. Partial Test (t-test Output)**

Model		t	t <sub>table</sub>	Sig.	Status
1	(Constant)	-1.482		.142	
	destination_image	4.871	1.984	.000	<b>Accepted</b>
	customer_experience	1.588	1.984	.116	<b>Rejected</b>

a. Dependent Variable: revisit\_intention

*Source: Data Processed, 2019*

The output in table 6 above shows result as follows:

1.  $t_{\text{count}}$  of Destination Image (X1) is 4.871 and  $t_{\text{table}}$  of Destination Image (X1) is 1.984 means  $t_{\text{count}} > t_{\text{table}}$  with the significant level is 0.000, below than 0.05. It means that Destination Image (X1) have significant influence on Revisit Intention (Y) partially. H1 that states Destination Image (X1) has significant influence to Revisit Intention (Y) partially is **accepted**.
2.  $t_{\text{count}}$  of Customer Experience (X2) is 1.588 and  $t_{\text{table}}$  of Customer Experience (X2) is 1.984, means  $t_{\text{count}} < t_{\text{table}}$  with the significant level is 0.116, more than 0.05. It means that Customer Experience (X2) does not have significant influence on Revisit Intention (Y) partially. H2 that states Customer Experience (X2) has significant influence to Revisit Intention (Y) partially is **rejected**.

## Discussion

Destination image is consist of two dimensions that are cognitive image (Image of a destination that based on knowledge and beliefs of the destination) and affective image (Image of a destination that based on feelings and motivation to visit the destination). Both of cognitive image and affective image have influence revisit intention to Kai' Santi Garden Woloan. Kai' Santi Garden has a positive image in customers' mind. Kai' Santi Garden also can make customer feel comfortable around the place and can make the image of Kai' Santi as a place where customers can be relaxed for a moment from their daily routine by drink, eat, chit-chat, go around the garden area and lying down on bean bag, take some photos around the garden area. This is consistent with the result of previous studies by Lertputtarak (2012), Ab Ahmad (2018), and Pratminingsih, Rudatin and Rimenta (2014) that destination image have a positive relationship and influence intention to revisit.

Customer Experience can create future oriented decision whether to repeat the purchase and or recommend the destination to others. This research has different result from the previous studies by Yuniawati (2016) and Dewi (2015). Customers still not pay attention to their experience when they enjoy their foods and drinks with the arrangement of place and facilities, fresh air, sounds and other people around that place. Kai' Santi still cannot be attached their customers with experience that touch customers' emotions while customers were in Kai' Santi Garden.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

After examining the findings and discussing the result, based on this research it can be concluded that:

1. Destination Image and Customer Experience significantly influence Revisit Intention to Kai' Santi Garden Woloan simultaneously.
2. Destination Image has a positive relationship and significantly influence Revisit Intention to Kai' Santi Garden Woloan partially.
3. Customer Experience has a positive relationship but does not significantly influence Revisit Intention to Kai' Santi Garden Woloan partially.

### Recommendation

Kai' Santi Garden management should reconsider about price strategy that used by them and improve the place settings, layout, facilities, and menu. Kai' Santi Garden also should improve employees' services such as giving training to every employees about how to greet customers with smile and greetings so customer can feel welcome, how to give information about what is in Kai' Santi Garden to customers, and how to serve customers quickly, responsively and proper. By reconsider and improve those things above, It is hoped that price which is have been set by Kai' Santi Garden and also cost that have paid by customers can make customers satisfy and customers can increasingly feel that the price is suitable with view, facilities and services that they got. Kai' Santi Garden also should do some promotions and make some events and add a small stall that selling unique souvenir that represent Kai' Santi Garden characteristics so there is a relationship and interaction between Kai' Santi Garden and customers and people can know more about Kai' Santi Garden.

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