THE EFFECT OF DESTINATION IMAGE AND TOURIST SATISFACTION ON INTENTION TO REVISIT IN LEMBEH HILL RESORT

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ABSTRACT

Tourism is a economic phenomenon which entails the movement of people to countries or places outside.One of the most interesting tourism places in Indonesia is North Sulawesi. This research will explain about the factors that will increase the customer intentions to revisit Lembeh Hill Resort which are destination image and tourist satisfaction. Lembeh Hill Resort is one of the beautiful resort Lembeh and also considered to be one of the most visited resort in Lembeh, North Sulawesi. This research purpose to find out how to increase customer intention by giving questionnaire. The analytical method used was multiple linear regression analysis, as sample of the research 100 respondent taken from people or tourist that ever come to North Sulawesi. The result of this research means that both destination image and tourist satisfaction has significant influence the intention to revisit in Lembeh Hill Resort in Bitung City. The head and all staffs in Lembeh Hill Resort must give more attention and be concerned about destination image in order to increase intention motivate tourist to revisit in Lembeh Hill Resort.

Keywords: destination image, tourist satisfaction, intention to revisit.

INTRODUCTION

Tourism is a developing industry these days, with many hotels and resort nowadays are build around the world to increased revenue to a country through rates, taxes and another charge. The objective in every tourism industry is to make profit, and to get maximum profit it can be achieved if the sales operation is carried out as planned. Sales operation is one of the marketing activities where the success of marketing will be determined by a variety of category such as sales strategy, measurements of results, compensation; sales targets & policies, technology & tools, training & sales communication, sales territory design & optimization, incentives, sales campaigns, customer segmentation.

Indonesia is a country with the largest archipelago in the world, about 5.110 km along the equator from east to west and 1.888 km from north to south and it consists of five major islands (Sumatra, Jawa, Bali, Kalimantan, Sulawesi and Irian Jaya). Lembeh Strait is a part of Bitung city located in North Sulawesi. Lembeh Hill Resort is one of the beautiful resort in lembeh and also considered to be one of the most visited resort in lembeh by local tourist and also international tourist. Lembeh Hill offers a variety facility that attract many foreign tourist to really enjoy their stay in the resort such as diving, snorkeling, and many outdoor activity. Only need 1.5 hours from the center of Manado city to arrive at Lembeh Hill Resort.

Every resort should have a good service so they can provide satisfaction to their customer, because customer behavior is very important for a business like resort itself. There are two main factor destination image and tourist satisfaction. Without these two factor then it would lower the service quality of the resort and could decrease the customer intentions to revisit the resort. Consumer behavior is a huge problem in tourism industry because without a good service quality to customer, customer could leave and lost their intention to revisit Lembeh Hill Resort, so this research purpose to find out how to increase customer intention by giving

questionnaire to the tourists that already visited Lembeh Hill Resort to increase the development and performance of that place

Research Objectives

The objectives of this research are:

1. To figure out whether Destination Image and Tourist Satisfaction simultaneously influence the Intentions to Revisit in Lembeh Hill Resort in Bitung City.
2. To figure out whether Destination Image partially influences the Intentions to Revisit in Lembeh Hill Resort in Bitung City.
3. To figure out whether Tourist Satisfaction partially influences the Intentions to Revisit in Lembeh Hill Resort in Bitung City.

THEORETICAL FRAMEWORK

Service Marketing

Vargo and Lusch (2004) stated everything are created by the perspectives travellers as satisfying their vacation needs, in most developing tourism places service marketing become very important to create loyalty consumer it makes the tourism itself very unique. Lovelock and Wirtz (2011:45) defined four basic strategies elements in service marketing: product, price, place (or distribution), and promotion (or communication), the four P of goods marketing are not adequate to deal with the issues arising from marketing services and have to be adapted and extended.

Berry and Parasuraman (1991 :78) write in their book Marketing Services "In service businesses the least effective marketing department executives strive to be clever marketers; the most effective executives strive to turn everyone else in the organization into clever marketers". Service Marketing is a part of marketing that use to increase the distribution of consumer goods and durable goods, this field are use to both business to consumer as the business itself by offering business services to them

Tourism

Tourism is a important part in world industries. It can promote the place and bringing the civilization into the growing activities performed such as the mutual understanding among people, cultural, expand the social consideration. Smith (1988) defined virtually all the definitions tourism can be grouped into three categories : demand – based, supply- based, integrated. Demand – based definition emphasize tourism is as a human activity while ignoring industry-related aspects of tourism. Supply – based definition focus on provision service to tourist. From this perspective tourism is defined " the aggregate of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from home environment.

Medlik (2003) defined the conceptual definition of tourism refers to the 'broad notional framework, which identifies the essential characteristics, and which distinguishes tourism from similar, often related, but different phenomena. As this kind of definitions is usually influenced by the social scientists' perspective, therefore next, these materials critically summarize some of the main contributions about defining tourists from the social scientists' perspective.

Destination Image

Destination image is one of the most important elements of a tourist destination, and becomes a critical factor for the success or failure of tourism management. Jenkins (1997) defined that destination image affect the tourists travel decision making, and behavior at a destination as well as satisfaction levels and recollection of the experience, an image is a representation of what any given region has to offer the tourist is less important than the mere existence of the image in the mind of the person.

Tourist Satisfaction

The measurement scales of tourism placed succeed is from how good they can serve the consumer, not by how long they visit but how they can feel comfort and entertain among any other place. Kozak & Rimmington (2000) found that tourist satisfaction is considered to be an important element to maintain competitive business in the tourism industry because it affects the choice of destination, and the consumption of products and services.

Intention to Revisit

The motives to understand what is tourists want to have the intention to revisit is very important for any tourism places. Pratminingsih (2014) understanding revisit intention is one the fundamental issue for destination managers because repeat visitors could provide more revenue and minimize the costs, the concept of revisit intention comes from behavioral intention, A behavioral intention can be defined as an intention for planning to perform a certain behavior It said that when people have a stronger intention to engage in a behavior, they are more likely to perform the behavior in the tourism and recreation sectors, this takes form of a repurchase of at tourism service or recreational service or a revisit of a destination or visitor attraction.

Previous Research

Rajesh (2013) developed a holistic model for destination loyalty in his research about Impact of Tourist Perceptions, Destination image and Tourist Satisfaction on Destiny Loyalty. An universal methodology basis for used to measure tourist perception, destination image, tourist satisfaction and destination loyalty at different interaction points across a single destination would thus help in identifying the weakest elements in a destination's integrated offer and provide a valuable input for managerial decision making processes. Gartner (1993) stated that destination image is crucial and played many roles in the decision making process, because all decision making factors such as money, time and family are based on the image of each destination to satisfy the decision maker's motivation. Chi and Qu (2008) found that the interest in studying the measurement of satisfaction has moved towards the concept of loyalty, as it enables better prediction of consumer behavior which is the key to business continuity.
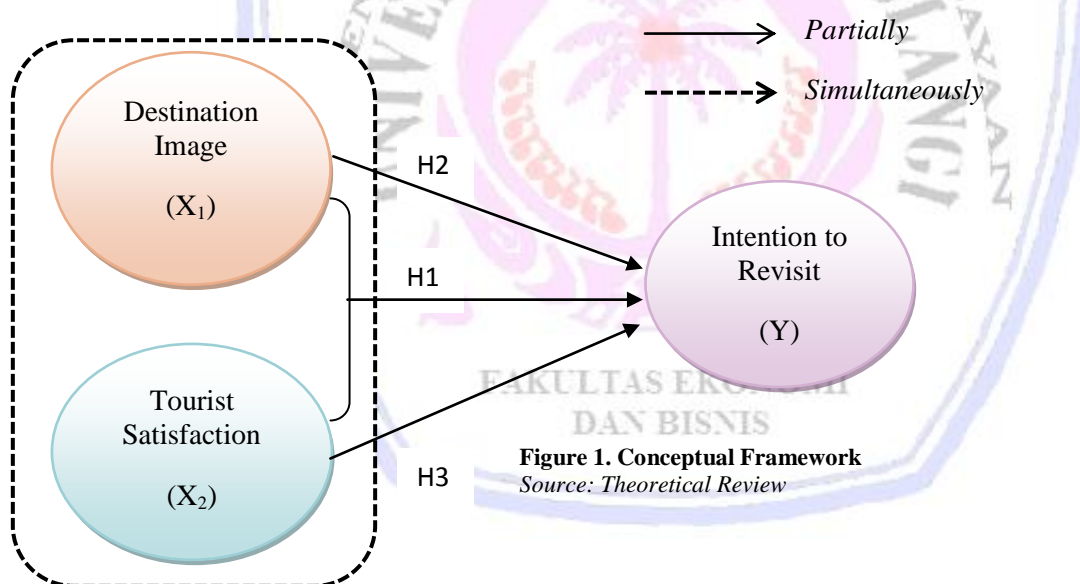
Conceptual Framework

Figure 1. Conceptual Framework
Source: Theoretical Review

Research Hypothesis

There are three hypothesis of this research:

H1: Destination image and tourist satisfaction simultaneously influence the intention to revisit in Lembeh Hill Resort in Bitung City.

H2: Destination image partially influence the intention to revisit in Lembeh Hill Resort in Bitung City.

H3: Tourist Satisfaction partially influence the intention to revisit in Lembeh Hill Resort in Bitung City.

RESEARCH METHOD

Types of Research

This research uses causal type of research. This type of research also determines if one variable causes another variable to occur or change. In this research is to investigate the The Effect of Destination Image and Tourist Satisfaction on Intention to Revisit in Lembeh Hill Resort.

Place and Time of Research

This research object is Lembeh Hill Resort that located Lembeh Strait in Bitung city, North Sulawesi between February – May 2014.

Population and Sample

The Population of this research is people or tourist that ever visited to North Sulawesi. A research population is also known as a well-defined collection of individuals or objects known to have similar characteristics. Sample is the subject of the population. The sampling method used in this research taken by saturate sampling method which means the sample can determine the population. The sample of this research is the people or tourist that ever visited to North Sulawesi.

Data Collection Method

The source of data can be from primary and secondary sources. Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2009). This research spread questionnaires to collect the primary data.

Operational Definition and Measurement of Variables

1.   Y (Intention to Revisit Lembeh Hill Resort) : Is the willingness to revisit Lembeh Hill Resort from the tourist that ever visited North Sulawesi.
2. X_1 (Destination Image) : Is the image of Lembeh Hill Resort that are going to visit by the tourist.
3. X_2 (Tourist Satisfaction) : Is how satisfied the tourist by visit Lembeh Hill Resort.

Validity and Reliability test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure (Sekaran & Bougie, 2009:157). To analyze the validity of questionnaire, Pearson Product Moment is used. The purpose of reliability test is to check the consistency of a measurement instrument. The reliability test in this research uses Alpha Cronbach. Cronbach's Alpha is reliable coefficient that can indicate how good items in asset have positive correlation one another.

Multiple Regression Analysis Models

The method of analysis used in this study is multiple regression models to approach the return. To find out the influence of dependent variable within dependent variables used multiple linear regression with the formula:

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

Whereas:

> *Y   : Intention to Revisit*
> *X_1 : Destination Image*
> *X_2 : Tourist Satisfaction*

RESULT AND DISCUSSION

Result

Validity and Realibity Tests

The Pearson Correlation value indicators of independent and dependent in this research are above 0.3 which mean that all indicator are valid. Reliability table result all the variable are reliable because the value of Cronbach's Alpha is bigger than 0.6

Classic Assumption Result
Table 1. Multicollinearity

	Collinearity Statistics	
Model	**Tolerance**	**VIF**
Destination image	.825	1.212
Tourist satisfaction.	.825	1.212

Dependent Variable: Revisit Intention
Source: Data processed, 2014.

The tolerance of age reference destination image is 0.825, tourist satisfaction is 0.825, it means that the tolerance value of those two variables are more than 0.2, while the VIF value of reference destination image is 1.212, tourist satisfaction is 1.212, it means that the VIF value of those two variables are less than 10, the model concluded to be free from multicollinearity.

Table 2. Heteroscedasticity
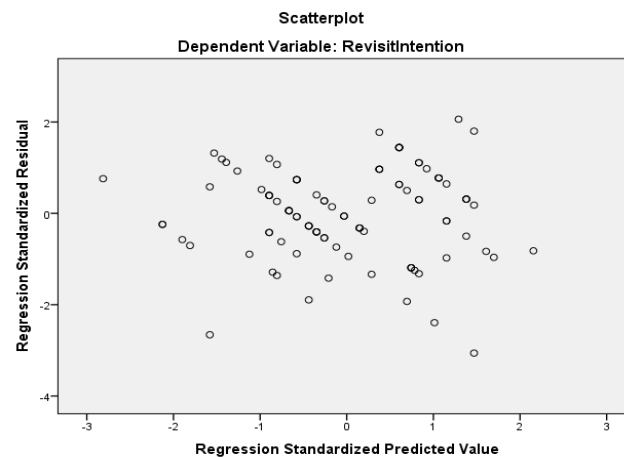
Source: Data Processed 2014

That the pattern of the dots is spreading and does not create a clear pattern, and the dots are spreading above and below 0 (zero) in the Y axis, thus this proves that the model is free from heteroscedasticity.

Table 3. Normality

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: RevisitIntention
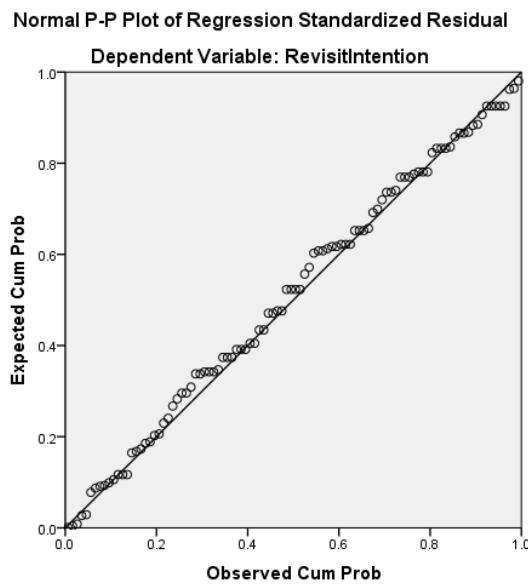
Source: Data Processed 2014

The data collected in this research that is represented by dots are spreading near the diagonal line and spreading follows the direction of the diagonal line. This proves that the model has passed the Normality Test.

Multiple Regression Analysis
Table 4. Multiple Regression Result

	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.321	.235		1.367	.175
	Destination Image	.412	.069	377	6.008	.000
	Tourist Satisfaction	.573	.060	.596	9.499	.000

a. Dependent Variable : Intention to Revisit
Source: Data processed, 2014

The Equation is as follows :

$$Y = 0.321 + 0.412 \ x_1 + 0.573 \ x_2 + e$$

The explanations of the equation are:
a. Constant value of 0.321 means that if the variables in this research of role variable as a destination image(X_1) and as a tourist satisfaction X_2) simultaneously influence by one scale or one unit will increase the Intention to Revisit (Y) of 0.321.
b. Coefficient value of 0.412 means that if the variables in this research of X_1 increased by one scale or one unit it will influence Intention to Revisit (Y) of 0.321
c. Coefficient value of 0.573 means that if the variables in this research of X_2 increased by one scale or one unit it will improve and increase Intention to (Y) of 0.321.

Those Independent variables of this research, which is Destination Image (X_1) and a Tourist Satisfaction (X_2) has an influence on Intention to Revisit (Y).

Table 5. Table R and R^2

	Model	Unsandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.321	.235		1.367	.175
	Destination Image	.412	.069	.377	6.008	.000
	Tourist Satisfaction	.573	.060	.596	9.499	.000

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	828[a]	.685	.679	.412

a. Predictors: (Constant), Tourist Satisfaction, Destination Image
b. Dependent Variable: Revisit Intention
   Source: Data processed, 2014

The value of R is 0.828 indicating a substantial positive relationship between independent and dependent variable. From the table above, the coefficient of determination (R^2) are 0.685. Information can be obtained that the Intention to Revisit can be affected by the Destination Image and Tourist Satisfaction for 68.5% while the rest 31.5% is explained by other factors not discussed in this research.

Hypothesis Testing
Table 6. F-test Result

Model	Sum of squares	Df	Mean Square	F	Sig.
1 Regression	35.720	2	17.860	105.474	.000[b]
Residual	16.425	97	.169		
Total	52.146	99			

a. Dependent Variable: Revisit Intention
Predictors: (Constant), Tourist Satisfaction, Destination Image
Source: Data processed, 2014

By using the level of significant of 0.05 ($\alpha = 0.05$) and degree of freedom (df) of 2; 97, the F_{table} from F distribution table is $F_{2; 97; 0.05} = 3.090$, while F_{count} from Table 4.11 is 105.474. The result is $F_{count} > F_{table} = 105.474 > 3.090$. Since the F_{count} is greater than F_{table}, H_0 is rejected and H_1 is accepted. So, it obviously shows that there is linear relationship in this multiple regression model. Based from the F-test result, is obtained that $F_{count} > F_{table} = 105.474 > 3.090$. It clearly proves that independent variable simultaneously influences dependent variable. Thus hypothesis is accepted.

The partial influence for each independent variable will be explained as follows.
Destination Image (X_1) to Tourist Satisfaction (Y)

t_{count} of Destination Image is 6.008. Since there is a level of significant 5%, then the t table will be $t_{97;0.025} = 1.9847$. By comparing the t_{count} with t_{table} : $6.008 > 1.9847$ then the t_{count} is higher than t_{table}, meaning H_0 is rejected and H_1 is accepted. Thus, Destination Image has a significant effect to Revisit Intention (Y).

Tourist Satisfaction (X_2) to Revisit Intention (Y)

t_{count} of Tourist Satisfaction is 9.499. Since there is a level of significant 5%, then the t table will be $t_{97;0..025} = 1.9847$. By comparing the t_{count} with t_{table} : $9.499 > 1.9847$ then the t_{count} is higher than t_{table}, meaning H_0 is rejected and H_1 is accepted. Thus, Tourist Satisfaction has a significant effect to Revisit Intention (Y).

Discussion

Tourism is one important sector in every city or region and is related with the utilization of interesting sites or location in the designated place. In practice, the concept of tourism is primarily arranged by one distinguished department in the given region or city, which is called the tourism department. Even though the scope of this department in every city or region can be quite or even very different, its' fully employment can impact the development of surrounded people. Because of its' nature as one particular service, the continuity of tourism sector relies on the number of people who come the designated tourism site, either local people, regional people or foreign people.

The significance of people visiting in tourism locations is interrelated with one noteworthy aspect, which is the Revisit Intention. This term is important because it can describe the pattern from common people for coming in tourism places and is impacted by two vital factors, which are Destination Image and Tourist Satisfaction. In this current research, the influence of Destination Image and Tourist Satisfaction is only focused on the tourist sites Bitung City, North Sulawesi, Lembeh Hill Resort.

The result research reveals that Destination Image and Tourist Satisfaction has significant influence the intention to revisit in Lembeh Hill Resort but Tourist Satisfaction has the most influenced impact to the changing of the Revisit Intention and Destination Image only has the least influenced impact to the changing of the same aspect. This outcome is based on two main reasons, which are the common experience from people after visiting the tourism location and the similar opinion about the existed tourism place. This research has a same result with by Rajesh (2013) tourist perception, destination image and tourist satisfaction directly influence destination loyalty. The outcomes of the study have significant managerial implications for destination marketing managers.

Many people in every city or region will share the general concept of tourism site or location, after considering that every single person can have a different preference about the ideal place for spending the free time or holiday. For people in every dissimilar environment, the concept of holiday is usually same, which is to experience a relaxing feeling after working hard. Because of this concern, the numbers of visiting from local, domestic and/or foreign tourists will not always same each year. There are some people that can directly enjoy the tourism place and decide to visit the same location in the future. But, on the other hand, there are also other people that only choose an ideal place for spending a free time or holiday after visiting some tourism places in one or more countries. Later, this opinion will make the satisfaction feeling from common tourist, either local, domestic, or even foreign ones, become quite or very different. Because of this diversity, it is not possible for people to only visit one designated location of tourism. In this city, there are some tourism places with different unique characteristics and demographic scope. Because of this difference, tourists that come here, either local, domestic, or foreign ones, will have differ satisfaction feeling for existed tourism places in this city, which later impact the revisit intention for those people.

In this research notes about the significant role of Destination Image and Tourist Satisfaction to the increasing or the decreasing of the Revisit Intention. The reason of finding that both factors derive many people to visit any interesting and/or unique tourism place for them. The good perception about the tourism site or location and the satisfactory feeling from other people will at least encourage tourist to visit the designated location again and bring their families and friends. Fakeye & Crompton (1991) also stated motivation to travel comes from organic image of destination, leads to active information search. During this process, induced image is formed. Combining organic and induced image, evaluation of destinations among alternatives was conducted and then results in selection of destination.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions may be drawn as follows:

1. Destination image and tourist satisfaction simultaneously has significant influence the intention to revisit in Lembeh Hill Resort in Bitung City.
2. Destination image partially has significant influence the intention to revisit in Lembeh Hill Resort in Bitung City.
3. Tourist Satisfaction partially has significant influence the intention to revisit in Lembeh Hill Resort in Bitung City.

Recommendation

Recommendation is the implication of this research result :

The head and all staffs in Lembeh Hill Resort must give more attention and should be concerned about Destination Image in order to increase intention motivate tourists to revisit in Lembeh Hill Resort.

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