

ANALYSING THE EFFECTS OF DESTINATION IMAGE AND TOURIST SATISFACTION ON REVISIT INTENTION IN CASE BUNAKEN NATIONAL PARK

ANALISIS PENGARUH CITRA DESTINASI DAN KEPUASAN WISATAWAN TERHADAP NIAT KUNJUNG KEMBALI DI TAMAN NASIONAL BUNAKEN

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ABSTRACT

Tourism plays a key role in the economic development of every countries in the world. Indonesia has a lot of tourism such as beaches, parks, gardens, heritage landscope and anything in each Indonesia provincial. It will increase income, if tourists interests with the tourism themselves. Bunaken National Park is the national sea park in Indonesia to be objective destination for tourists. There are two factors to attract tourist revisit intention at Bunaken National Park which are destination image and tourist satisfaction. This reseacrh aims to analyze the effects of destination image and tourist satisfaction on revisit intention at Bunaken National Park. Multiple regression model is used to answer the research problem. The total sample for this research is 100 tourist who ever visitted Bunaken National Park. The obtain information had been using the questionnaire. The research findings showed that the independent variable destination image and tourist satisfaction has significantly effeacts to revisit intention. The government should give more attention about Bunaken destination image and its tourist satisfaction to be increase. It would made tourist to revisit intention and be loyal. It also increase the income of district, employment opportunity, and stakeholder attention.

Keywords: *destination image, tourist satisfaction, revisit intention*

Abstrak

Pariwisata memainkan peran kunci dalam pembangunan ekonomi setiap negara di dunia. Indonesia memiliki banyak obyek wisata yang unik yang dapat meningkatkan pendapatan negara. Taman Nasional Bunaken adalah taman laut pertama di Indonesia yang menjadi tujuan ojektif bagi wisatawan. Ada dua faktoryang dapat menarik wisatawan untuk berkunjung kembali ke Bunaken National Park antara lain citra tujuan dan kepuasan wisatawan. Penelitian ini bertujuan untuk menganalisis pengaruh citra destinasi dan kepuasan wisatawan terhadap niat revisit di Taman Nasional Bunaken. Model regresi berganda digunakan untuk menjawab masalah penelitian. Total sampel untuk penelitian ini adalah 100 turis yang pernah berkunjung di Taman Nasional Bunaken lebih dari sekali. Informasi diperoleh dengan menggunakan kuesioner. Meninjau Temuan penelitian ini menunjukkan bahwa variabel independen yaitu citra tujuan dan kepuasan wisatawan berpengaruh secara signifikan terhadap niat kunjung kembali wisatawan. Dengan hasil tersebut, saran yang ada adalah pemerintah harus lebih sadar akan kelestarian Taman Nasional Bunaken dimana citra tujuan dan kepuasan wisatawan harus ditingkatkan.

Kata kunci: citra destinasi, kepuasan wisatawan, niat kunjung kembali

1. INTRODUCTION

Research Background

Tourism is the third source of foreign exchange earnings after oil, gas and palm oil commodities. Tourism potential in Indonesia is enormous. From Nanggroe Aceh Darussalam to Papua with all of the tourism diversities, the various of arts captures tourist, facilities and infrastructures would increase the source of foreign exchange whether from domestic tourist or foreign tourist. Indonesia has a variety of cultural attractions, beauty of nature and various foods have high taste value in tourism culinary. Indonesia is known as one of tourist spot popularly. Advantages of Indonesia's competitiveness is a competitive price, a wealth of natural resources (biodiversity), and any number of cultural heritage sites. Nevertheless, Indonesia did not provide enough emphasis on environmental sustainability (denudation resulting debt and endangering rare species, while only slightly from the waste water treated) The lack of proper infrastructure in Indonesia is an ongoing problem, not only because it is so increasing costs of logistics, thus making the investment climate less attractive but also reduces smooth travel for tourism. In 2015, the Government of Indonesia provide additional visa-free access to Indonesia to citizens of 45 countries (Presidential Decree No. 69/2015 on Visa Free Visit) in order to boost the tourism industry.

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Tourism has implications in the economy, on the natural and builds environment, on the local population at the destination and on the tourist themselves. Tourism development based on an environmental and commercially sustainable approach, integrated into the wider planning can generate significant benefits for local environment, business and community. It requires proper planning and land management policies to ensure that the environment such as beaches, parks, gardens, heritage landscapes or streetscapes is preserved. The objective in every tourism industry is to make profit and to get maximum profit it can be achieved if the sale operation is carried out as planned.

Tourism plays a key role in the economic development of Indonesia. The direct contribution of Travel & Tourism to Indonesia GDP. Every tourism in Indonesia's provincials gives revenue to country. Bunaken National Park the first marine Park in Manado is one of most tourism in Indonesia that has contribution in increase the revenue through at tourists was came there. This park has become the famous tourist destination of ecotourism in North Sulawesi. One of the uniqueness of this park is the beauty of coral reefs with a variety of fish species. Government through the Ministry of Forestry has set Bunaken as National Park, namely the Bunaken National Park, which has three main functions: the economic function to meet the needs of the local community; the ecological function (as conservation); and social function as a tourist destination. This area is surrounded by 22 villages with a total population of around 30,000 inhabitants. Its existence is to support the tourism industry and is a source of income large enough area in North Sulawesi. Bunaken has several hotels which are the income of it sourced by the tourism of Bunaken itself. Bunaken controlled by DPTNB (Dewan Pengawas Taman Nasional Bunaken).

Human population increase in areas around Bunaken National Park conservation area would create conflict of interest due to people's reliance on natural resources exploitation, increasing garbage, and pollution. The main problem in development of Bunaken National Park management is environmental sustainability, institutional management and arrangement and law enforcement Bunaken National Park, as one of the destinations of world tourism, exhibits decrease in terms resource condition, attractiveness and environmental quality (ecosystem damage and destruction). Garbage waste and pollution continue to appear in this marine tourism area, and the infrastructure is inappropriate

The increasing number of new destinations around the Indonesia and overseas, accompanied by the increase of people's welfare and the development of low cost transportation networks, have made competition in tourism more intense. To win the competition and to ensure this increase continues, understanding what drives tourist to visit Bunaken National Park destination is very critical for Manado tourism management. In order to attracting tourists and maintaining high tourists' revisit intention is an indispensable task. Obviously, if the marketers try to attract lots of tourists to their destination, but after the first visit, visitors do not want to return here anymore, how the tourism sector can exist and growth in a long run.

One of the most important elements for tourism managers is understanding tourist behavior. Pratiminingsih et. al, 2014 defined that 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. The two drives that effect revisit intention are destination image and tourist satisfaction. Court and Lupton, 1997; Asaker et. al, 2011 found that a positive image of a destination positively affected traveler intention to revisit that location in the future. Boit, 2011 defines that promote repeat visits to a destination, it is important to know the determinants of their intention to return. In doing so, the factors influencing this variable can be examined and improved in order to increase the number of repeat visits at a destination.

Research Objectives

1. To figure out the significant effect of Destination Image and Tourist Satisfaction on the Revisit Intention in Bunaken National Park, simultaneously
2. To figure out the significant effect of Destination Image on the Revisit Intention in Bunaken National Park, partially.
3. To figure out the significant effect of Tourist Satisfaction on the Revisit Intention in Bunaken National Park, partially.

Theoretical Framework

Marketing

Kotler and Keller (2012) defined marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is meeting needs profitability. This definition have relation with marketing of tourism which are the tourism resulted the profitability of revenue if the tourist behaviour satisfy with the marketing had been applied.

Service Marketing

Gronroos, (2000:2) defined as any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything. The service marketing really important be a part of marketing especially for tourism. The good service would make the tourist satisfaction increase. If the tourist has satisfied, they would recommend others to come at the destination. It would increase the tourist revisit intention.

Tourism

Tourism is considered a consumption experience, perceived quality is, predictably, closely associated with the overall trip experience, even somewhat independently of where the visit specifically occurs (Chen & Chen, 2009). To enhance visitor loyalty, some strategies make a priority of offering high quality and generating experiences that will be perceived as valuable (Lee, Petrick & Crompton, 2007). Tourism is third industry that got much income or foreign exchange to a country.

Destination Image

Lawson and Baud Bovy, 1977 in Rajesh R. 2013 defined as an expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place. The destination image is the tourist feel the destination condition or get the impression when they have been at the destination whether good or bad the image of the destination.

Tourist Satisfaction

Westbrook and Oliver (1991) defined tourist satisfaction is defined as post-consumption evaluation concerning a specific product or service and proposed to be one of the key judgments that tourists make regarding a tourism service. Tourist satisfaction is the important drive to attract tourist revisit intention.

Revisit Intention

Pratminingsih (2014) defined 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. Revisit Intention really important for organizational perform and profitability of revenue.

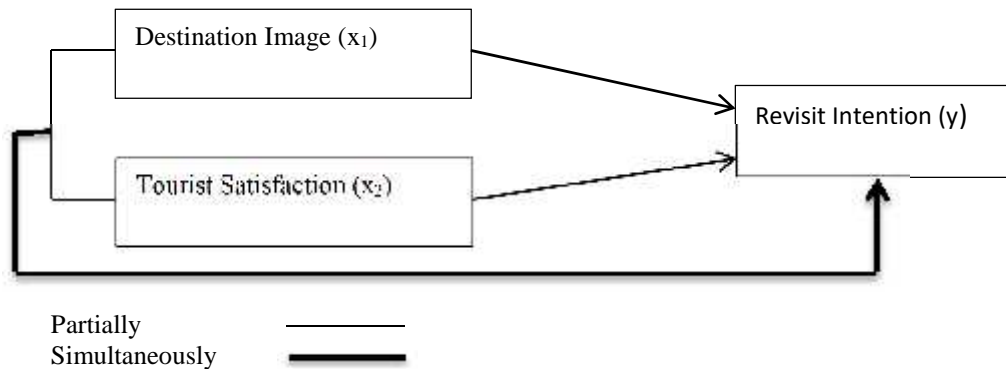
Previous Research

Ghassani Herstanti, Usep Suhud, and Setyo Ferry Wibowo (2014) explained about three modified models to predict intention of Indonesian tourists to revisit Sydney. All relationships between variables were positively significant, unless between tour service quality and revisit intention, and destination image and revisit intention. Sri Astuti Pratminingsih, Christina Lipuringtyas Rudatin, and Tetty Rimenta (2014) explained about roles of motivation and destination image in predicting tourist revisit intention: a case of Bandung – Indonesia. The purpose of this study is to examine empirically the influence of destination image and motivation on tourist satisfaction, and revisit intention. This paper describes a theoretical model for investigating the influence of motivation, destination image on satisfaction, and revisit intention. The outcomes of the study have significant managerial implications for destination marketing managers. Based on the theoretical model, hypotheses were formulated Hwang and Chung (2016) explained that the results of structural equation modeling suggested that spectators' media consumption and parasocial interaction with a favorite driver affected together F1 fanship. The fanship then influenced their event satisfaction and revisit intentions. The study suggests marketing strategies for F1 Grand Prix, particularly those of inaugural events. This can be implemented to leverage an F1 event toward solidifying the sport in a new market. The findings produced three competing models. like in the first and second fitted model, in the third model, relationships between tour service quality and revisit intention, and destination image and revisit intention were negative.

Research Hypothesis

- H1: Destination Image and Tourist Satisfaction have significance influences to Revisit Intention in Manado City, simultaneously
- H2: Destination Image has significance influences to Revisit Intention in Manado City, partially
- H3: Tourist Satisfaction has significance influences to Revisit Intention in Manado City, Partially

Conceptual Framework



Picture 1. Conceptual Framework
 Source: Data processed, 2016

2. RESEARCH METHOD

Type of Research

This study is a quantitative research in which the meaning is the inquiry that is grounded in the assumption that features of the social environment constitute an objective reality that is relatively constant across time and settings. This research used casual research approach. The research objectives is to analyze the influenced variable between independent and dependent variables.

Place and Time of Research

This study implemented in Manado from June up to August 2016.

Population

The population in this research was tourists in Manado. The population is the tourist who visited Bunaken National Park more than once. Sample size of this research is 100 respondents to make the result of data tabulation is valid based on Roscoe (1975); Sekaran 2010 proposes that sample sizes larger than 30 and less than 500 are appropriate for most research.

Operational Definition and Research Measurement

Destination Image (X1)

The feelings, impressions, opinions and emotions about natural resources, attractions, infrastructure, accessibility of Bunaken National Park which develop with time.

Tourist Satisfaction (X2)

Feelings of pleasure or disappointment result of comparing the perceived performance or outcome of Bunaken National Park in relation to his or her expectations.

Revisit Intention (Y)

Is the willingness of customer to revisit Bunaken National Park.

Validity and Reliability Test

To analysis the validity of questionnaires, Pearson product moment is used. An instrument measure is valid if the instruments measure what ought to be measured. Reliability test is established by testing for both consistency and stability of the answer question. (Sekaran, 2006)

Multiple Linear Regression Analysis

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

$$Y = a + b_1X_1 + b_2X_2 + e$$

Whereas:

- a = a constant, the value of Y when all X values are zero
- b1, b2 = the slope of the regression surface
- Y = revisit intention
- X1 = destination image
- X2 = tourist satisfaction
- e = error

3. RESULT AND DISCUSSION

Validity Test

Table 1. Validity Test Result

Variables	Indicators	r _{count}	r _{table}	Explantion
Destination Image (x ₁)	X1.1	0.701	0.195	Valid
	X1.2	0.646	0.195	Valid
	X1.3	0.655	0.195	Valid
	X1.4	0.748	0.195	Valid
	X1.5	0.555	0.195	Valid
	X1.6	0.360	0.195	Valid
Tourist Satisfaction (x ₂)	X2.1	0.744	0.195	Valid
	X2.2	0.755	0.195	Valid
	X2.3	0.804	0.195	Valid
	X2.4	0.686	0.195	Valid
	X2.5	0.813	0.195	Valid
	X2.6	0.547	0.195	Valid
Revisit Intention	Y1.1	0.661	0.195	Valid
	Y1.2	0.871	0.195	Valid
	Y1.3	0.719	0.195	Valid
	Y1.4	0.795	0.195	Valid
	Y1.5	0.756	0.195	Valid
	Y1.6	0.651	0.195	Valid

Source: Data processed, 2016

Table 5 shows the validity test of all of the indicators, rcountof each indicators that compared with r_{table} , and the result of validity test is above r_{table} , means that the indicators are valid.

Reliability Test

Table 2. Reliability Test Result

Variables	Coefficients	Explanation
	Alpha Combach	
Desrination Image (x_1)	0.700	Reliable
Touridt Satisfaction (x_2)	0.780	Reliable
Revisit Intention (y)	0.786	Reliable

Source: Data processed, 2016

Table 2 shows that Conbrach’s Alpha of variable destination image (x_1), tourist satisfaction (x_2), and revisit intention are < 0.60 , which means the result of data each variables is reliable

Multiple Regression Output

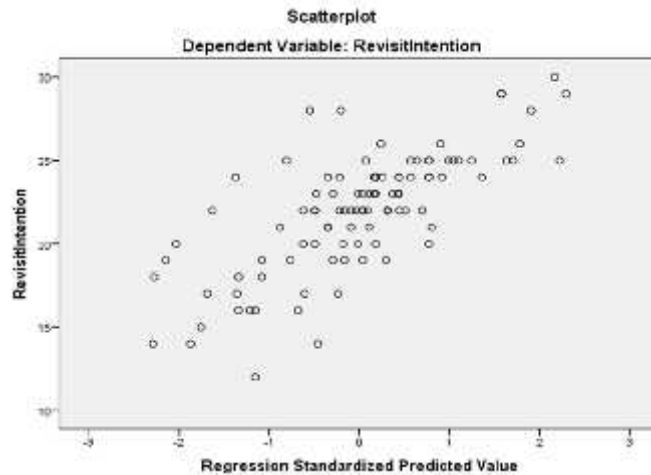
Table 3. Multiple Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,099	2,150		,976	,332
DestinationImage	,342	,106	,257	3,220	,002
Tourist Satisfaction	,535	,075	,572	7,168	,000

Source: Data processed, 2016

Table 3 shows about constant value is 2.099 shows analyzing the effect of destination image (x_1), and revisit Intention (x_2) on the revisit Intention (y). It means if all independent variables are equal to zero then the revisit intention (y) is predicted to be 2.099. Destination Image (x_1) = 0.342 means that if there is one unit increasing in x_1 , while other variable are constant then Y is predicted to increase by 0.342. Tourist Satisfaction (x_2) = 0.535 means if there is one unit increasing in x_2 , while other variables are constant then Y is predicted to increase by 0.535

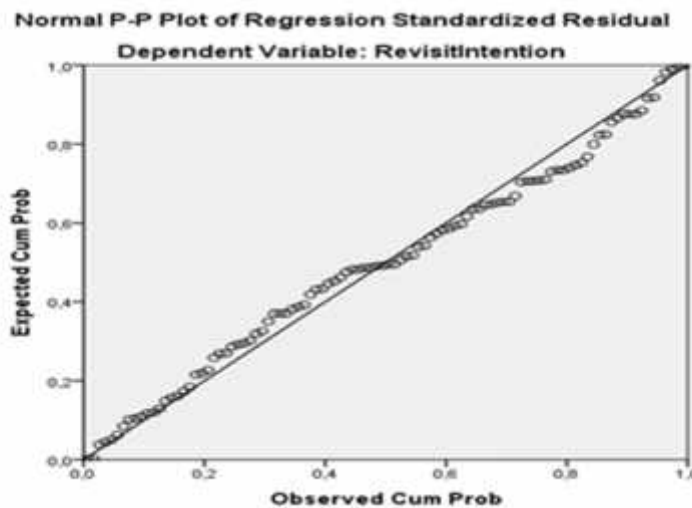
Heterodasticity



Picture 2. Heterodasticity Result
Source: Data processed, 2016

Picture 2 shows that the independent variables such as destination Image and tourist satisfaction and are free from heteroscedasticity. Based on figure above, it can be seen that the points do not spread above and below, or around the number 0, the points do not gathered above or below in graph, the points do not form wavy pattern, and there is no pattern established

Normality Test



Picture 3. Normality Test Result
Source: Data processed, 2016

Picture 3 shows that proves the regression model of the analyzing the effect of destination image (x_1) and tourist satisfaction (x_2) on revisit intention in Bunaken National Park meets the normality assumption test.

Result of Coefficient of correlation (R) and Coefficient of Determination (R²)

Table 4. Result of Coefficient of correlation (R) and Coefficient of Determination (R²)

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	,738 ^a	,544	,535		2,452	1,904

a. Predictors: (Constant), TouristSatisfaction, DestinationImage
 b. Dependent Variable: RevisitIntention

Source: Data processed, 2016

Table 4 above shows that the value of R is 0.738, it means all independent variables: Destination Image and Tourist Satisfaction have positive relationship with Revisit Intention. The determinant coefficient (R²) is the contribution percentage of independent variables to dependent variables. The coefficient determination (R²) shows that destination image(x₁) and tourist satisfaction (x₂) are able to explain the revisit intention (y) for 54.4%, while 45.6% by other causes

Multicollinearity

Table 5. Multicollinearity Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,099	2,150		,976	,332		
DestinationImage	,342	,106	,257	3,220	,002	,737	1,356
TouristSatisfaction	,535	,075	,572	7,168	,000	,737	1,356

a. Dependent Variable: RevisitIntention

Source: Data processed, 2016

Source: Data processed, 2016

F-test

Table 5. F Test Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	696,663	2	348,332	57,926	,000 ^b
	Residual	583,297	97	6,013		
	Total	1279,960	99			

a. Dependent Variable: RevisitIntention
 a. Predictors: (Constant), TouristSatisfaction, DestinationImage

Source: Data processed, 2016

With using the significance level of 0,05 ($\alpha = 0.05$) and degree of freedom (df) of 2;100, the F_{table} from F distribution table $F_{2;100;0.05} = 3.07$, while the value of F_{count} from the table above is 57.926. The result is $F_{count} > F_{table} = 57.926 > 3.07$. The table shows significance value is $0.000 < 0.05$. It means all of effects of destination image and tourist satisfaction on revisit intention is significant. Therefore H_0 is rejected and H_1 is accepted. Thus, the independent variables simultaneously influence the dependent variable is significantly.

Discussion

Tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Marketing strategy should implemented by government and stakeholder in tourism industry sector. Jayaraman et al. (2010) ; Ahmad et al. (2012) mentioned that repeat visitors to country imperative for increasing revenue of tourism industry. Tourist who wants to visit again consider about the destination image.

In this result shows how important the factors in tourism which are the destination image and tourist satisfaction influence revisit intention. In this case, researcher taking out the object in Bunaken National Park Manado and the respondents are the tourist who ever visited Bunaken National Park itself. The respondent is not tourists of North Sulawesi outside or Manadoness. The tourists are the foreign and local tourist who came from North Sulawesi outside. The mostly place of origin of tourist is come from overseas is 63 respondent. It may be able call the tourist interesting about Bunaken National Park. This research got it. Based on the data F-test, there is a linear relationship in this multiple regression equation model, it means the independents variable influence the revisit intention simultaneously.

Destination image and tourist satisfaction are the factors effectts revisit intetion at Bunaken National Park. The result of t-test shows that destination image and tourist satisfaction has positive significant effect to revisit intention at Bunaken National Park partially. Destination image is feelings, impressions, and opinions of tourist to the destination. The good destination will attract tourists to visit again the destination. The result shows that destination image has positive significant effect to revisit intention at Bunaken National Park especially the natural resource such as the biodeversty in marine park, available several spot to diving and snorkling, there are several hotel to stay some days, and atmosphere of Bunaken National Park. This result support by Pratimingsih et. al, 2014 stated that destination image and motivation influenced tourist satisfaction and satisfaction directly influenced revisit intention. The destination image in Bunaken that have appreciation is about clean are in the last number. The problem in this research in Bunaken is about trash. The last number of questionnaire have got the most point which is three (neutral). In this research explains the positive destination image about Bunaken National Park of tourist opinions event though they did not interest about the trash but another perception about destination still positive like this research result. It need attention to increase the revisit intention consider the Bunaken National Park destination image event though the tourist is loyal to the destination that showed in this research.

Tourist satisfaction is the important key to make the tourist revisit the destination. This research showed the tourist satisfaction has positive significant influence tourist satisfaction at Bunaken National Park. The tourist feel satisfy with the products of Bunaken National Park. The result of the questionnaire each questions has positive significantly influence. This research that get similiar result with Herstanti et, al, 2014 stated that in the third fitted model, revisit intention was influenced directly by tour service quality, perceived value, destination image, and tourists satisfaction and indirectly by tour service quality, perceived value, and destination image, as they were mediated by tourist satisfaction. The last number of tourist satisfaction questionnaire shows the tourist neutral and even not agree about Bunaken National Park clean area. It means Bunaken National Park still have much trash but the tourist still satisfy about the icon of Bunaken and other

causes to make them want to visit again and recommend other to revisit Bunaken National Park. This research proved tourist of Bunaken National Park is loyal with this destination tourism where the result is positive significantly.

4. CONCLUSIONS AND RECOMMANDATIONS

Conclusions

There are three findings that can be concluded from the overall result in this research, which are listed as follows:

1. Destination image and tourist satisfaction simultaneously and significantly influence to revisit intention at Bunaken National Park.
2. Destination image partially has significant influence the revisit intention at Bunaken National Park.
3. Tourist satisfaction partially has significant influence the revisit intention at Bunaken National Park.

Recommandations

1. Government should more consider about destination image and tourist satisfaction of Bunaken National Park. The income of North Sulawesi can influenced by the tourist intention to revisit Bunaken National Park because it is the icon of Manado even North Sulawesi. The government still need improved the dimensions that attract tourist to come again such as in this destination image of Bunaken National Park about the clean are, government can provide more trash can around Bunaken National Park. The policy of do not throw the trash everywhere should more pressure to the society in North Sulawesi. The trashes of marine park come from city. With a lot of trashes, the biodiversity would be decrease and the destination image of Bunaken National Park for natural resources would be decrease. It influence the tourist satisfaction and they did not come back again means revisit intention decrease.
2. Society should aware about government policy do not throw the trash everywhere and act to welcome the tourist.
3. Investors that have investment in Bunaken National Park should attention the destination image and tourist satisfaction attributes in their business sector at Bunaken. The strategy marketing should be improved, so that the tourist will revisit Bunaken more than once.

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