



EFFECT OF DESTINATION IMAGE, PERCEIVED QUALITY, PERCEIVED VALUE TO SATISFACTION AND REVISIT INTENTION IN TANJUNG BENOA BALI

Siane Carla^{1*}
Erna Andajani²
Siti Rahayu³

*Majoring in Management, Economic and Business Faculty,
University of Surabaya Indonesia
Email : Worldnot2013@gmail.com*

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ABSTRACT

Interesting attractions will make tourists come back to visit and create a positive image of the tourist area. This study aimed to analyze the influence of Destination Image, Perceived Quality and Perceived Value on Satisfaction and Revisit Intention on tourism in Tanjung Benoa Bali. This study uses primary data through questionnaires on 150 travelers who've been to Water sport Tanjung Benoa Bali. The sampling technique of this study was non-probability sampling. Processing and testing the model using Structural Equation Modeling (SEM) with the help of analysis of moment structures (AMOS 16). The results of quantitative research shows that there is influence of destination image on perceived quality, perceived value on satisfaction and revisit intention significantly. The influence of perceived quality significantly to perceived value, satisfaction and revisit intention. Note also that there is the effect of perceived value on satisfaction and revisit intention. In this study also found that there is influence significant satisfaction to revisit intention.

Keywords: *Destination Image, Perceived Quality, Perceived Value, Satisfaction, Revisit Intention*¹

1. INTRODUCTION

The tourism industry is one of the promising industry for almost the entire country has a tourist attraction worth visiting tourists. The tourism industry can also improve the country's economic sectors, specifically Indonesia, which has a variety of attractions such as marine tourism, religious tourism, mountain tourism and others. Tourism developed into a tourist

industry involves the interests of various parties, even between regions or countries (Spillane, 1994). In 2009, tourism ranks third in terms of foreign exchange earnings after commodity of oil and gas and palm oil (<http://obrolanekonomi.blogspot.com/2013/06/kemparekrap-targetkan-revenue-250.html>). Tourism as well as the largest industry in the world, research conducted by the World Tourism Organization (WTO) showed a trend tourism demand continues to increase. WTO said in 2010 the total number of international tourists amounted to 1 billion people and by 2020 is expected to reach 1.6 billion people (<http://www.pps.unud.ac.id>).

Bali is one of the provinces in Indonesia country frequented by tourists. According to the data there are 11 provinces most frequently visited by tourists as Bali, West Java, Central Java, D.I. Yogyakarta, East Java, Jakarta, North Sumatera, Lampung, South Sulawesi, South Sumatra, Banten, and West Sumatera. Around 59% of tourists visiting Indonesia for holiday purposes, while 38% for business purposes (pusdiklat.bps.go.id). This information indicates that the province of Bali is a favorite by many tourists who want to visit and take a trip to Bali. Bali is known for having incredible natural charm. Many things can be done by the tourists on the beach all day like sunbathing, swimming, surfing, and the most interesting is the beach games or more commonly known as watersport (<http://www.id.watersportinbali.com>). According to the assessment of the watersport tripadvisor in Tanjung Benoa may cause confidence to the wider community. The majority of people have more confidence if they see recommendations from others, such as rating conducted by tripadvisor (www.tripadvisor.co.id).

Research Allameh *et al.* (2015) on tourists sport tourism in Iran found that the destination image, perceived quality, perceived value has a direct influence on satisfaction and revisit intention. Allameh *et al.* (2015) suggest testing the research model that is used with the object of other research. This is done to determine the consistency of the results of research by Allameh *et al.* (2015). Therefore, this study uses the famous Tanjung Benoa Bali watersport. This research is interesting to do because of the condition of different countries between Indonesia and Iran as Allameh *et al.* (2015). The purpose of this study to analyze the destination image of the perceived value, perceived quality, satisfaction, and revisit intention on tourists watersport in Tanjung Benoa Bali.

2. THEORETICAL OVERVIEW

One of the factors that greatly affect the rating in the decision to determine the image of a tourist destination is a tourist spot visited by tourists are. Destination image is a set of ideas and beliefs that one has the impression of a place or destination (Crompton 1979; Kotler, Haider and Rein 1993). Echtner and Ritchie (2003) defines the destination image as a description of a place or the perception of tourists to the region. Gunn (1972) stated that there are three kinds of people image adopted in view of a particular destination. Image of organic, induced image, and the image of the complex. The third image is based on the experience of individuals in a particular destination. An organic image emerge from non-tourism such as geography books, news reports on television, or articles in magazines. Image induced may arise from specific tourism information such as brochures of places of interest or website holidays which is a product of the marketing efforts of the destination. The main difference between organic image by image-induced lies in each individual intention or motivation to travel. Fakeye and Crompton (1991) complex image can be derived as a result of direct experience of a destination.

Olson and Dover (1979) in Allameh *et al.* (2015) states tourism affect the perceived quality image that is perceived by tourists. Tourism image also established individual expectations before the visit and affect how customers perceive the quality (Font, 1997; Phelps, 1986; Bigne *et al.*, 2001 in Allameh *et al.*, 2015). In the perspective of marketing, destination image influence on individuals' quality trip (Lee *et al.*, 2005; Chen and Tsai, 2007 in Allameh *et al.*, 2015). Thus, it can be built H1: Suspected destination image influence on the perceived quality rating watersport in Tanjung Benoa Bali. Lai *et al.* (2009), Ryu *et al.* (2008), Kazemi *et al.* (2011), Jin *et al.* (2013) in Allameh *et al.*, (2015) found that the destination image affects perceived value. Attraction has an image that can lead to positive or negative value rating. Therefore, it can be formed H2: Suspected destination image influence the perceived value on the rating watersport in Tanjung Benoa Bali.

Chon (1990), Prayag and Ryan (2012), Bigne *et al.* (2001), Chen (2011) and Veasna *et al.* (2013) in Allameh *et al.*, (2015) says that the destination image influence on satisfaction. If the destination image in accordance with the expectations and desires of tourists, the tourists will be satisfied with the decisions that have been selected. Based on these statements, the H3: Suspected destination image influence on the satisfaction rating watersport in Tanjung Benoa Bali.

Stabler (1995), Beerli and Martin (2004b) Govers and Go (2005) in Allameh *et al.*, (2015) says that the destination image that has the resources and attractions that make tourists keen to revisit the place (revisit intention). Based on these findings, it can be formed H4: Suspected of destination image influence to revisit the intention rating watersport in Tanjung Benoa Bali. Aaker (1991) explains that the perceived quality which is the consumer's perception of the quality of products or services as a whole. Aaker (1996) further confirms that the perceived quality of a product that turns out to have a close connection with the brand is perceived.

Chen and Chen (2010) and Yoon *et al.* (2010) in Allameh *et al.*, (2015) says that the role of consumer quality perception of the value. Several studies have also mentioned that the quality is the antecedent of the perceived value (Baker *et al.*, 2002; Petrick and Backman, 2002 in Allameh *et al.*, 2015). Quality provided by the tourist attractions to the tourists it is good then the value perceived by tourists is also good so the quality received by tourists affect the value perceived by the tourist. Then H5: Suspected perceived quality affect the perceived value on the rating watersport in Tanjung Benoa Bali.

Perceived quality is very important and influential on satisfaction and behavioral intentions that should receive special attention in the management of tourism destination (Clemes *et al.*, 2011; Lai and Chen, 2011 in Allameh *et al.*, 2015). Many researchers suggest that the perceived quality as antecedents to satisfaction (Heung and Cheng, 2000; Kozak and Rimmington, 2000; Caruana *et al.*, 2000; Baker and Crompton, 2000; Marinkovic *et al.*, 2014 in Allameh *et al.*, 2015), thus, the perceived quality must be beyond the satisfaction felt by the travelers. Because tourists are already getting the perceived quality rating also get satisfaction. Statement H6: Suspected perceived quality rating effect on satisfaction in watersport in Tanjung Benoa Bali.

Service quality improved significantly to affect revisit intention carried by travelers (Petrick *et al.*, 2001 in Allameh *et al.*, 2015). Good quality service from the tourist attractions can make tourists intending to come back to these sights. Tourist expectations are met and get high quality service then tend to revisit intention (Atilgan *et al.*, 2003; Kim *et al.*, 2013; Quintal and Polczynski 2010 in Allameh *et al.*, 2015). H7: Suspected affect the perceived quality rating revisit intention in watersport in Tanjung Benoa Bali.

Liljander and Vik (1992), Monroe (1990) and Zeithaml (1988) in Petterson and Spreng (1997) suggest that perceived value is often defined as the ratio of consumer ratings of perceived benefits and perceived costs. Thus, the perceived value is an assessment of the consumer by comparing the benefits and costs are acceptable. McDoughall and Levesque (2000), Cronin *et al.* (2000), Dmitrovic *et al.* (2009) in Allameh *et al.* (2015) showed that the perceived value becomes very important predictor of the satisfaction. Perceived value by the rating affects the satisfaction felt by the travelers. Perceived value also affects the satisfaction felt by the rating given by Lee *et al.* (2011) in Allameh *et al.*, (2015). Therefore, H8: Suspected affect the perceived value in the satisfaction rating watersport in Tanjung Benoa Bali.

Quintal and Polczynski (2010) in Allameh *et al.*, (2015) says that affect the perceived value revisit intention. This happens because in accordance with the value received by tourists and travelers to feel satisfied. The positive impact that makes tourists have plans to revisit intention at the tourist attraction. Different researchers demonstrated that the perceived value also leads to a future purchase intentions and behaviors (Baker *et al.*, 2002; Grewal *et al.*, 1998, in Allameh *et al.*, 2015). Based on these findings, it can be formed H9: Suspected perceived value influence to revisit intention on tourists watersport in Tanjung Benoa Bali.

Kotler and Keller (2006) customer satisfaction is feeling happy or feeling disappointed someone after comparing the performance or results that have been perceived in comparison with expectations. Radzi *et al.* (2014) in Allameh *et al.*, (2015) defines Revisit Intention as a possibility and willingness to re-visit the same destination and recommend to others. Um, Chon and Ro (2006) in Allameh *et al.*, (2015) had an argument revisit intention is generally measured at the same time as the satisfaction, not just overall satisfaction, but also the consequences of attitudes that influence the decision to conduct revisit , repeat visits are important for most of the objects because it shows an interesting object or not. Previous research has found that satisfaction positively affects revisit intention (Thomas, Scott, and Crompton, 2002; Yoon and Uysal, 2005; Kozak and Rimmington, 2000 in Allameh *et al.*, 2015). Thus, H10: Suspected effect on the satisfaction rating revisit intention in watersport in Tanjung Benoa Bali.

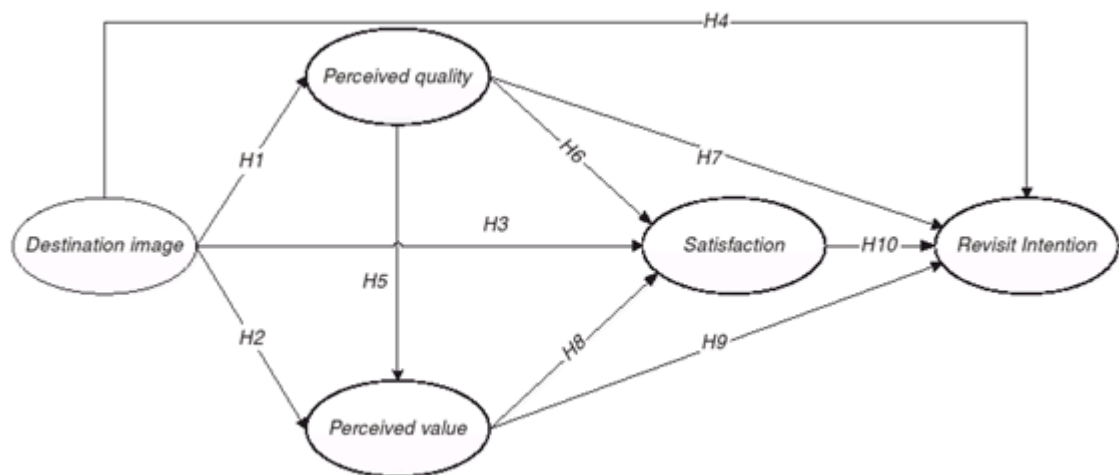


Figure 1. Research Model

Source: Allameh (2015)

3. RESEARCH METHODS

This type of research is causal research because it aims to determine and analyze whether there is influence between independent variables and the dependent variable. The target population in this study is a watersport travelers with the characteristics of respondents who have ever visited and watersport in Tanjung Benoa Bali. Mechanical sampling in this study is a non-probability sampling with purposive sampling type, the research used to obtain samples from people who meet certain predetermined (Cozby & Bates, 2012). The data in this study using SEM analysis teknik (AMOS). Referring Hair *et al.* (2010) the magnitude of the adequacy of the sample on the SEM analysis techniques ranged between 100-400. In this study used a sample of 150 people.

4. RESULTS AND DISCUSSION

Measurement model analysis conducted by confirmatory factor analysis (CFA) on the entire construct research and indicators. In the CFA, an indicator of a construct can be used in the analysis of the structural model if indicators of a construct that has a value estimate significantly to the construct being measured. Significance seen from the amount of value critical ratio of the value estimate. If the value of the critical ratio > 1.96 then the relationship is statistically significant. Model measurements (Table 1) has a value of Goodness-of-Fit that meet, the measurement model worthy of further analysis. Before carrying out further analysis first conducted an analysis of the Goodness-of-Fit measurement model. If the measurement model has a value of Goodness-of-Fit that meet the measurement model worthy of further analysis. Here is presented the value of Goodness-of-fit of the measurement model.

Table 1. Results of Suitability Test Measurement Model

No	Test match	riteria of Appropriateness	Result	Description
	CMIN/DF	$CMIN/DF \leq 2$	1,893	<i>Good fit</i>
	GFI	$GFI \geq 0,90$	0,931	<i>Good fit</i>
	RMSEA	$RMSEA \leq 0,08$	0,077	<i>Good fit</i>
	TLI/NNFI	$TLI \geq 0,90$	0,981	<i>Good fit</i>
	CFI	$CFI \geq 0,90$	0,989	<i>Good fit</i>

Profile of respondents in this study showed 53% of respondents women who've been to watersport in Tanjung Benoa Bali. Most respondents aged 16-30 years with a percentage of 92.7%, age 31-45 years with a percentage of 7.3%. Based on Table 2 can be seen by respondents descriptive variables. In Table 2 also seen loading value and validity of the test results, realibility.

Table 2. Descriptive Variables, Values Loading, AVE and Reliability

No	Questions Item	Mean	Loading Values	AVE	Construct Reliability	Description
1	Special attractive products	5,42	0,782	,612	,159	Valid and Reliable
2	The natural beauty that is attractive for tourists	5,35	0,783			
	Destination Image Variable	5,39				
1	Cultural diversity	5,30	0,847	,776	,395	Valid and Reliable
2	Diversity attractions	5,38	0,869			
3	Overall quality is good	5,29	0,867			
	Perceived Quality Variable	5,32				
1	No experience acquired rating	5,36	0,796	,726	,188	Valid and Reliable
2	There are benefits gained when travelers	5,42	0,800			
	Perceived Value Variable	5,32				
1	Tourist attractions in accordance with what is expected	5,34	0,757	,779	,158	Valid and Reliable
2	Travelers feel satisfied while visiting	5,44	0,805			
	Satisfaction Variable	5,39				
1	Plan to re-visit	5,34	0,781	,769	,162	Valid and Reliable
2	Maybe revisited	5,40	0,788			
	Revisit Intention Variable	5,39				

Description ***: $p < 0,1\%$ or $p < 0,001$

Source: Data processed (2016).

Table 2 shows that the structural model as a whole has a value that meets Goodness-of-Fit so that the analysis followed by testing the hypothesis. Structural analysis models performed to test the effect of inter-variable or hypotheses.

Table 3. Structural Model Suitability Test Results

No.	Test match	Criteria of Appropriateness	Result	Description
1	CMIN/DF	$CMIN/DF \leq 2$	1,893	Good fit
2	GFI	$GFI \geq 0,90$	0,931	Good fit
3	RMSEA	$RMSEA \leq 0,08$	0,077	Good fit
4	TLI/NNFI	$TLI \geq 0,90$	0,981	Good fit
5	CFI	$CFI \geq 0,90$	0,989	Good fit

Hypothesis testing is done by looking at the value of the critical ratio. C.R value of the visits is contained in the output regression weights. The hypothesis in this study supported when the influence of a construct in other constructs that generate value $C.R > 1.96$ (with a significance level of 5%). The estimate value at the output of the standardized regression weights are used to determine the direction and strength of the relationship if the hypothesized influence proved significant. The amount of influence between variables is done by looking at

the value estimate of each track. The greater the value estimate shows that the influence of one variable with another variable increases. Table 4 is the result of hypothesis testing.

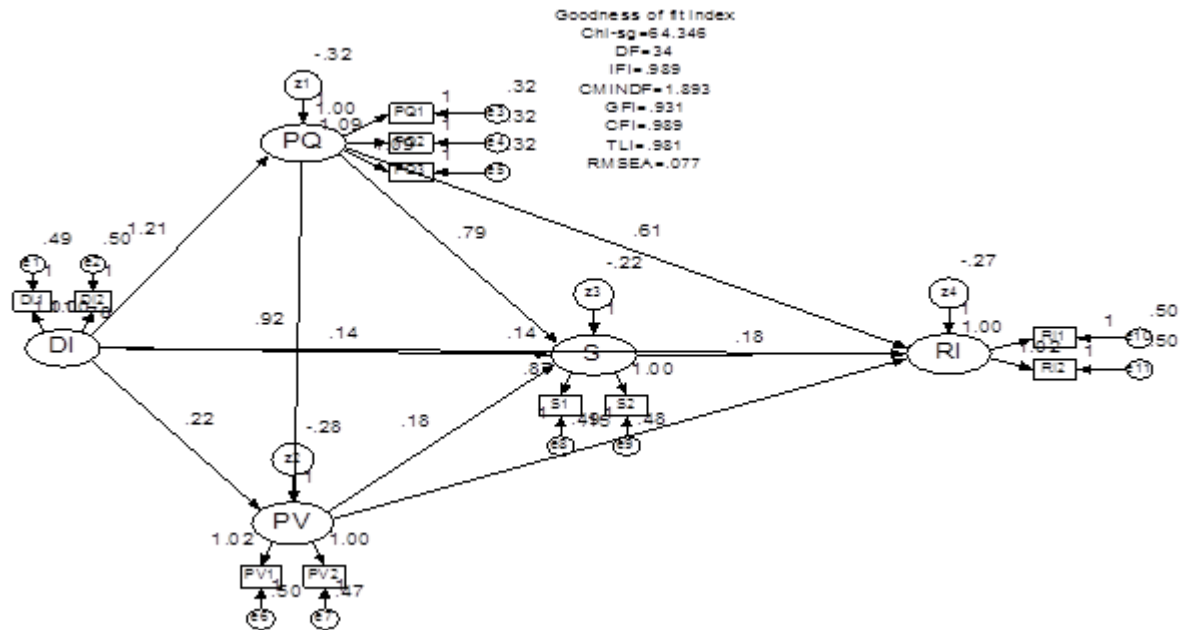


Figure 2. Structural Model

Source: Allameh (2015)

Based on the results of hypothesis testing are presented in Table 4 it can be seen that there are 10 research hypothesis that all have critical ratio with values > 1.96 and has a value of P-values < 0.05%. Thus, it can be said all hypotheses are significant and the hypothesis was accepted. The results are consistent with the results of research conducted by Allameh (2015). This study is a replication of the research model Allameh (2015) conducted in a town in Iran.

Table 4. Hypothesis Testing Results Summary

Hypothesis	Relations Between Constructs	Estimate Value	Critical Ratio	P-value	Description
H1	DI → PQ	1,179	12,428	***	Significant
H2	DI → PV	0,209	5,196	***	Significant
H3	DI → S	0,135	14,168	***	Significant
H4	DI → RI	0,136	4,043	***	Significant
H5	PQ → PV	0,915	9,998	***	Significant
H6	PQ → S	0,761	4,581	***	Significant
H7	PQ → RI	0,626	5,803	***	Significant
H8	PV → S	0,178	8,541	***	Significant
H9	PV → RI	0,153	5,726	***	Significant
H10	S → RI	0,188	4,245	***	Significant

Information **: significant p-value < 0,5% or 0,005

***: significant p-value < 0,1% or 0,001

Hypothesis 1 has a value estimate of the largest, amounting to 1,179, which means that the destination image has the strongest influence on the perceived quality. The hypothesis

3 has a value estimate that small, 1 is equal to 0.135, which means that the destination image has the weakest effect on satisfaction.

The results of this study indicate that the Destination Image effect on Perceived Quality, Perceived Value, Satisfaction Revisit Intention on tourists watersport in Tanjung Benoa Bali. If the Destination Image can have a positive impact on the watersport in Tanjung Benoa Bali and capable of making tourists planning to go back again to Watersport Tanjung Benoa Bali.

The results showed also that the effect on the Perceived Quality Perceived Value, Perceived Quality, Satisfaction and Revisit Intention rating watersport in Tanjung Benoa Bali. Perceived Quality owned by watersport in Tanjung Benoa Bali reflects the culture, has many attractions and good quality then the tourists have a plan and a desire to return to Watersport Tanjung Benoa Bali. Travelers would recommend to others on what has been acquired while playing watersport in Tanjung Benoa Bali and wanted to go back again to Watersport Tanjung Benoa Bali.

This study also shows that the effect on the Perceived Value Satisfaction, Revisit Intention rating watersport in Tanjung Benoa Bali. This is because tourists feel getting benefit outstanding and eager to return to Watersport Tanjung Benoa Bali. Travelers would recommend to others about what has been established and has a plan and a desire to return to Watersport Tanjung Benoa Bali. This study shows that the effect on Revisit Intention Satisfaction rating watersport in Tanjung Benoa Bali. If Satisfaction perceived by tourists while playing in Tanjung Benoa Bali watersport better then the traveler has a plan and a desire to return to Watersport Tanjung Benoa Bali.

Limitations of this study only examined at a tourist attraction in Bali. Though known to the island of Bali has many other interesting attractions. Suggestions for future research carried out research with the target characteristics of different populations or do research on different objects. Further research can be done in several countries that have results that can be generalized.

As for the recommendations to be submitted to the Tanjung Benoa Bali should pay more attention to the overall quality related Watersport Tanjung Benoa Bali and diversity of tourist attractions and cultural diversity in order to make the tourists to visit again to Watersport Tanjung Benoa Bali. Tanjung Benoa should further improve the quality of the game watersport related attractions, such as banana boat, parasailing, scuba diving, and others. In addition, Tanjung Benoa should better utilize existing cultural diversity to remain always maintained and preserved.

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