

The Role of Destination Image on Visiting Decisions through Word of Mouth in Urban Tourism in Yogyakarta

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The purpose of this study is to explore the differences between two different groups, namely the locals and the former tourists in Yogyakarta, in their perception of the affective image, cognitive image, unique image, price image, and place attachment in Yogyakarta. The population in this study is the city of Yogyakarta as a tourist community. The determination of the sample size of the population is based on those suggested by the tool analyse. The sample was selected using a random sample. The total sample is 260 respondents of this study consisted of two groups of the urban sample in Yogyakarta. The sample is 260 respondents consisting of 128 residents (49.2%) and 132 previous ratings (50.8%) in Yogyakarta. Data Analysis generally confirms the structural relationship of all components of the image and visiting decisions from word of mouth. However, differences were identified between two groups in terms of the perception of the image of their destination and their decision to engage in communication by word of mouth. Especially, people involved through word of mouth mainly influenced by the overall image of the destination component.

Keywords: *City tourism, Affective image, Cognitive image, Unique image, Price image, Place attachment, Word of mouth, Visiting decision, Local resident, Former tourists*

Introduction

Tourism in Indonesia is one of the leading sectors of national and also expected to be the leading sectors in foreign countries, especially in the ASEAN region. However, the reality shows that rank Indonesia in international tourism is not high compared with other countries,

including countries in the ASEAN region. It can be seen based on data on the number of tourist arrivals and also the competitiveness of Indonesian tourism in ASEAN is still lower than Malaysia, Singapore, and Thailand (Ahmad, 2018).

Besides Indonesia, the countries in Southeast Asia, which are members of the Association of Southeast Asian Nations (ASEAN) today has become a tourism destination for foreign tourists. This is due to the tourism in the countries of Southeast Asia have: (1) the potential of unspoiled nature/exotic so that it always presents a spectacular view; (2) more affordable price; (3) the good climate along the year; (4) the rare tourists crowds; and (5) easy-understanding of the local language. Compared with the ASEAN countries, Indonesia is a country that is becoming the premier tourist destination besides Thailand, Singapore, Malaysia, and other ASEAN countries. It can be seen from the growth of tourist visits to ASEAN countries as follows.

During the period 2012 to 2016 tourist visiting ASEAN was increasing, where the increase also occurred in almost all ASEAN member countries. According to the World Economic Forum annually release data on tourism visiting throughout the world, the number of tourists visiting Southeast Asia was increasing and make ASEAN more optimistic about bringing more tourists (Imani Khoshkhoo & Yousefi, 2019).

Clarkle (2018) the repetition of visiting some places by tourists depends on the place where it develops its identity. Other people prove that the relative significance of individual attributes to visit a place through place dependency determines their engagement range and can also form an identity. Chow and Healy (2008) showed that when socio-demographic and situational factors considered, the similar socio-demographic correlate with the same way for place dependency and the identity of the literature place is full of examples where the attributes of the physical place and social, are connected and mutually reinforce the processes of attachment point (Brehm, 2007; Karpova et al., 2016).

Marketing destination, particularly the image destination activities aim to build a positive sense of place, by communicating the attributes choice of physical, emotional, and functional from somewhere (Klijn et al., 2012). Braun et al. (2013) distinguish among three ways of communication of the place. Primary communication occurs through the physical features of a place. Tourists' perception would impart judgement to the conditions in a tourist destination. This is very important for the administrator to understand and to incite them in developing tourism (Permana, 2018). Secondary communication related to official marketing and public relations. Tertiary communication is how people somewhere to talk about their place, thus includes behavioural word of mouth (WOM) (Jeuring et al. 2017).

This study refers to the previous research by Jeuring et al., (2017) is about the importance of communication of citizens about their homelands as a tourist destination increasingly

recognised as a process of branding. However, the extent of people feels a responsibility to communicate the Image Destination (GTS), and how the influence of destination attribution of mouth-to-mouth (WOM) can play a role.

Referring to the study above, the researchers wanted to examine in a different way in which researchers wanted to test how the dimensions of the destination image (cognitive image, affective image, unique image, price image) and place attachment influence visiting decision through word of mouth (WOM) for two different groups, namely the local residents and former tourists from the tourist destination (Shatilova et al., 2018).

The questions are addressed in this study are destination image components that have higher predictive validity for each group, following a holistic approach that involves groups with variety knowledge and experience destinations not only contribute to the development of the theory of the place image (Elliot et al., 2011) but also possible to be better decision-making about how to develop and promote the image of the city that is consistent and realistic. To promote a strong city brand for tourism destinations (Cai, 2002).

Literature Review

Consumer Behaviour

According to Peter and Olson (2013), consumer behaviour as a dynamic interaction among the influence and awareness, behaviour, and environment that humans exchange the aspects of life. Schiffman and Kanuk in Sumarwan (2012) define consumer behaviour as the action directly involved in obtaining, eating, and spending your products or services, including the decision processes that precede and follow this action. According to Kotler and Keller (2012), Consumer behaviour is the study of how individuals, groups, and organizations select, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and wants.

Affective Image

Affective image associated with emotional response generated by the destination. Cognitive image, on the other hand, can be defined as the perception of functional and psychological attributes of interest. Functional components based on a real attribute, such as tourist attractions. Psychological referring to the abstract attributes such as the client's perception of the quality and value of customers (Bigné et al., 2009). According to research conducted by Agapito Mendes (2013) affective components refers to the evaluation phase of the feelings that people have a relationship with the places visited, it can also be said that the effective image containing an impression of travellers on destinations (Qu et al., 2011).

Cognitive Image

The recent study is designed to contribute to the insight in a series of cognitive determinants of attitudes. According to Beatson (2015), cognition reflects a group of mental processes in mind that is used in the field of social psychology to explain the attitude, attribution, and group dynamics. If the determinant of cognitive as it can be identified, it allows researchers to understand the formation of attitudes, and, in turn, may motivate consumer interest and attitudes (Beatson et al., 2015).

Tourists have online resources that enable them to look for possible destinations, transportation, accommodation, and recreational activities, besides the purchase of services (Akehurst, 2009). The importance of the Internet in the process of image formation is recently recognised by academics and practitioners. Previous studies have shown the influence of online searches either on the dimensions of cognitive and affective dimensions of the image. However, most previous studies have focused purely on the cognitive component.

Unique Image

According to Stepchenkova & Li (2014) in the global competition, essential things must be considered in such tourism marketing of tourist destinations, a unique place, and attract tourists. Qu et al., (2011) Unique image is a great help and differentiates the destination from competitors based on the meanings and what is felt and then delivered to other travellers.

The unique image helps to build differentiation marketing goals and strategies that enhance the competitiveness of international tourist destination unique view of a country. Also, travellers' trend growth increased with the advent of the Internet travel service with user-friendly. The difference of forming the destination Unique image between the free independent travellers and tourists inclusive somewhat neglected in the tourism literature (Li, Kim, & Wong, 2016; Liu et al., 2015). Unique Image justifies preferring a tourist destination to others (Qu et al., 2011).

Price Image

According to research (Oh, 2000; Theysohn et al. 2013) showed that consumer perception of price is one of the most fundamental factors to influence purchase intention and act as signalling information. According to Liu and Jang (2009), the prices are the elements that influence people to give information by word of mouth for a destination to others. If people get a fair price, it will satisfy them, and they will go to the resort again. Products prices can build or degrade product quality. Furthermore, the price is the amount of value that consumers redeem for the number of benefits by owning or using a good or service. Price is the thing in

the modern economic attention of consumers now, condoms emotion put forward in deciding to buy (Anggita and Ali, Hapzi, 2017).

A fair price would make customers frequently visited tourist destinations and spread positive word of mouth that is beneficial to a tourist destination. If the consumer considers the restaurant is charging high prices that would damage the reputation. According to Kotler, Bowen and Makens (2013) price is the amount of money charged for goods or services or the number of values that are exchanged consumers to the benefits of having or using the product or service.

Place Attachment

The theory of place attachment was first applied to the tourism industry in the 1980s (Tsai, 2016). Jeuringet al (2017) Place attachment plays a central role in understanding the relationship between those places. Place attachment is a psychological feeling based on experience accumulated at one location that brings affective and symbolic meanings. Place attachment reflects the intensity of the double bond between people and place: (a) functional bond (relating with a special appeal and features that symbolise those feelings) (Wynveen, Kyle, & Sutton, 2012). Place Attachment plays an essential role in understanding the relationship between people and places, using different conceptualisations, place attachment is a bond that formed a human with a place, a bond is formed in a positive way and grow along with the length of time humans move in places, such as Sense of Place and Place Identity (Rijnks & Strijker, 2013).

Word of Mouth (WOM)

According to Ismail and Spinelli (2012) suggests the word of mouth communication refers to the exchange of comments, thoughts, or ideas between two or more customers, none of which is a source of marketing. According to Sari (2012), WOM is the process of delivering information from person to person and plays a significant role in the purchasing decisions of customers. According to Wijaya and Paramita (2014) states that the E-WOM is a statement made by the actual consumer, potential or former customers about the product or the company where this information is available to the people or institutions via the Internet.

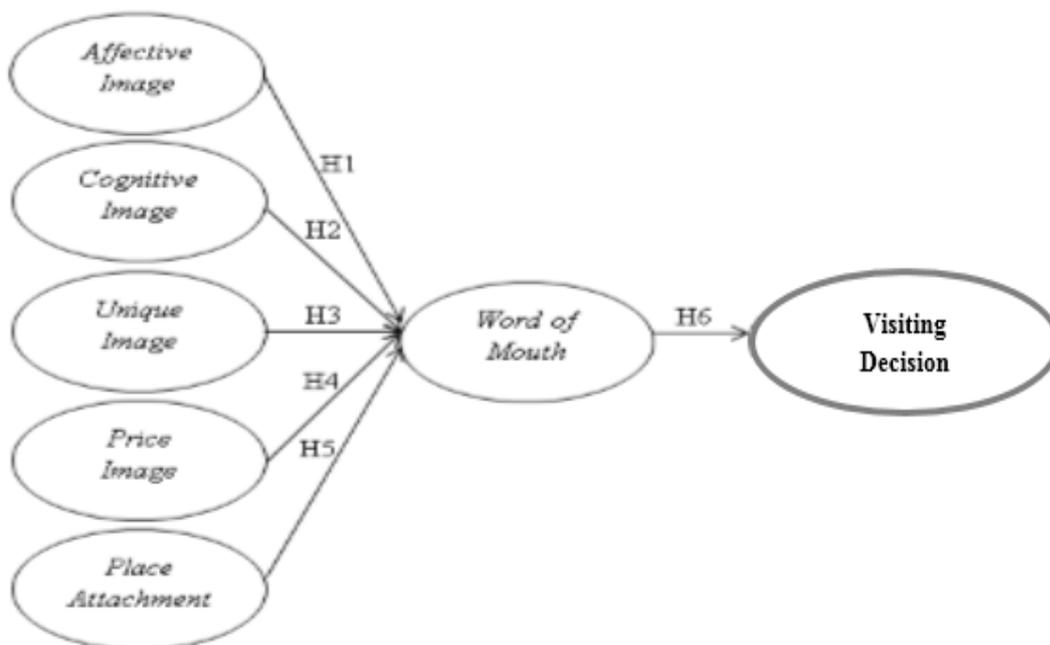
Aprianto (2016), suggests word of mouth is a compliment, recommendation, persuasion, and customer comments about their experiences on services and products that influence customer or decisions affecting their buying behaviour. E-WOM can be defined as positive or negative statements made by potential customers, current or former about a product or company, which is available to many people and institutions via the Internet (Anjala et al., 2018).

Visiting Decision

Bramantya and Jatra (2016) say that the decision making in the purchase due to the purchasing activity is made by someone is a response to the problems he faces, in this case, is an attempt to meet their needs. Furthermore, Sari and Yuniati (2016), defines the activity where purchasing decision is made by consumers to buy and consume a product or service to meet the needs and wants.

The purchasing decision is the result of the consideration or the final act of the consumer to buy a product or service. According to Kotler (2012), is the act of purchasing decisions of consumers to buy or not to the product. From the various factors that influence consumers in purchasing a product or service, the consumer always considers the quality, price, and the product which are already known by the public.

Figure 1 - Hypotheses



Proposed Model Hypothesis Testing for Two Groups of Destination Image "Consumer": Local Residents and Former Travelers

The hypothesis of the study as follows:

H1: Effective image has positive affects on word of mouth

H2: Cognitive image has positive affects on word of mouth

- H3: Unique image has positive affects on word of mouth
- H4: Price image has positive affects on word of mouth
- H5: Place Attachment has positive affects on word of mouth
- H6: Word of Mouth has positive effects on visiting decision

Research Methodology

Time and Place of Research

This study begins with identifying the issues to be investigated, to formulate and define the problem, conducted a study of the literature by studying reference books and the results of previous studies, determining the hypothesis that a temporary answer of the problem to be studied, determining the data collection methods, determining the method of analysis and conclude the results of the research. This research process has been conducted from December 2018 to January 2019. The object of research in this study were locals and former tourists in Yogyakarta.

Sampling and Data Collection

This study was conducted in Yogyakarta city as a significant destination. The targeted sample consisted of adults aged 18 years and former who had at least one experience of urban tourism in Yogyakarta during the last two years. The sample population for this study consisted of adult residents in Yogyakarta with recent experience in the tourism city. Two different groups, a final sample of this study. The first group included residents in Yogyakarta who have become a tourist in Yogyakarta at least once for the last two years and thus who has the knowledge and personal experience with urban tourism in Yogyakarta. The second group, the temporary tourists around, consisting of people who had visited Yogyakarta as tourists for two years before conducting the study.

From the sample measurement criteria above, it can be calculated the minimum sample size used was five respondents for each indicator. The determination of the sample size of the population is based on those suggested by tools analyse. The guidelines are 5-10 times the estimated number of parameters (Hair et al. 2010). The second sample was selected through the use of a random sample. A total sample of this study is 260 respondents consisted of two groups of the urban sample in Yogyakarta. The sample of 260 tourists consists of 128 residents (49.2%) and 132 previous ratings (50.8%) in Yogyakarta.

Measurement

The scale of measurement used in this study is the Likert scale. Sugiyono (2013) suggested the Likert Scale is a method used to measure attitudes, opinions, and perceptions of a person or a group of social-phenomenon. With the Likert Scale, then the variable to be measured is translated into the indicator variables. The indicators are used as a starting point to construct items instrument that lets a statement or question. Using five-level Likert scale answers, namely using 5 points ranging from 1 = strongly disagree to 5 = strongly agree.

Table 1: Profile of Respondents (N = 260)

Demographic variables		Percentage
Gender		
	Male	46.9
	woman	53.1
Age (years)		
	18-24	26.2
	25-34	31.5
	35-44	27.7
	≥45	14.6
Marital status		
	Single	56.9
	Married	43.1
Education		
	High School	18.5
	Academy	19.2
	S1	38.1
	S2	20.4
	Others	3.8

Source: Data processed, 2019

Data Analysis and Discussion

Respondent profile

The demographic profile of the study participants is presented in Table 1. The sample consisted of 46.9% males and 53.1% females. The majority of respondents aged are over 25 years to 44 years which consists of two age groups, the largest (respectively 31.5% and 27.7%). More than half of respondents (56.9%) and the majority of educated, unmarried S1 level are equal to 38.1%.

Results of Data Quality Test

Evaluation Measurement (outer) Model

Result Examination Convergent Validity

Testing Convergent Validity of the measurement model with reflexive indicators was assessed based on the correlation between item scores, or component scores to construct score is calculated with the PLS. Single indicator considered is valid if it has a correlation value above 0.70. But in researching the development of the scale, the loading factor of 0.50 to 0.60 is acceptable.

Table 2: Convergent Validity

N = 260 (Local Residents and Former Travelers = 128 = 132)

Indicator		Outer Loading	
		Residents	Former travellers
Affective Image			
	Not fun	0814	0831
	interesting	0694	0627
	monotone	0765	0631
	pleasing	0796	0883
Cognitive Image			
	Cultural and historical attractions	0601	0568
	Cultural diversity	deleted	deleted
	The variety and quality of their accommodation	0645	0652
	The level of service in general	0683	0649
	Accessibility destinations	deleted	deleted
	Reputation Destinations	0888	0876
	Exotic Destinations	0845	0841
Unique Image			
	Friendly service	0731	0713
	Gourmet food	0890	0907
	Night market	deleted	deleted
	View of the beach/coast	0847	0887
	Spot / beautiful place	0901	0935
	Department store	deleted	deleted
	Heritage	0580	0593
	Famous local product	deleted	0580
	Visiting the temple	0588	deleted
	Nightlife	0915	0802
	Bicycle Tour	0616	0.636
	Festival activities accommodation experience	deleted	deleted

Price Image			
	Price Spread	0560	0516
	Policies related to price	deleted	deleted
	Communication regarding the price	deleted	deleted
	Average price level	0953	0773
	The physical attributes	0932	0901
	Level Of Service	0971	0935
	Characteristics Of Consumers	0573	0671
	Situational Factors	deleted	deleted
Place Attachment			
	I feel I am a citizen in this city	0825	0588
	Many of my friends and family live in this city	0903	0892
	My family and friends will be sorry when I'm going to move out of town	deleted	0597
	I missed this town when I have not been there for a while	0655	deleted
	I do not care if I lived in this city or anywhere else in this country	0572	0544
	I can be myself in this town	0617	0557
	In the future, I will enjoy myself when in this city is like I am doing now	0913	0826
	I am pessimistic about my future in this town	0655	0566
	I do not have many fond memories of my stay in this city	deleted	0509
Word of Mouth			
	I persuaded friends and family to buy the product.	0641	0697
	I recommend this product every time someone looking for or needs advice.	0634	deleted
	I love to give positive reviews about the product.	deleted	deleted
	If my friends are looking for or talking about this product, I would tell them to try this product.	0918	0905
	I mention these products to my friends and family.	0883	0806
Visiting Decisions			
	Identify the circumstances that trigger the needs of consumers.	0792	0857
	Search information from various sources as an alternative for consideration and seek better information and to taste	0877	0860
	See the level of satisfaction on previous activity	deleted	0539
	Evaluate destinations known to the unknown	0836	0792
	Can make a final decision for the decision been trustworthy of all	0874	0550
	The level of consumer preferences on a destination is a prime choice in tourism	deleted	0587
	Doing Repetition visits	0633	0564

Table 3: Construct Reliability and Validity

N = 260 (Local Residents and Former Travelers = 128 = 132)

	Affective Image	Cognitive Image	Unique Image	Price Image	Place Attachment	WOM	Visiting Decisions
Residents							
Cronbach's Alpha	0779	0792	0893	0861	0862	0780	0871
rho_A	0819	0833	0969	0914	0887	0835	0954
composite Reliability	0852	0856	0914	0907	0895	0858	0902
AVE	0591	0549	0581	0672	0557	0609	0652
Former travellers							
Cronbach's Alpha	0781	0773	0889	0820	0799	0727	0802
rho_A	0742	0811	0969	0845	0829	0754	0921
composite Reliability	0835	0845	0908	0878	0831	0847	0852
AVE	0565	0529	0564	0600	0594	0651	0564

Table 4: Path Coefficient (Bootstrapping)

hypothesis	T-Statistics	
	Residents	Former travellers
<i>Affective image</i> → Word of Mouth	3,626	2,703
<i>Cognitive image</i> → Word of Mouth	5,790	2,167
<i>Unique image</i> → Word of Mouth	3273	2819
<i>Price image</i> → Word of Mouth	2,251	5617
<i>Place Attachment</i> → Word of Mouth	2219	3,712
<i>Word of Mouth</i> → Visiting Decision	9779	8163

Figure 2. Test Results Bootstrapping of Local resident N = 128

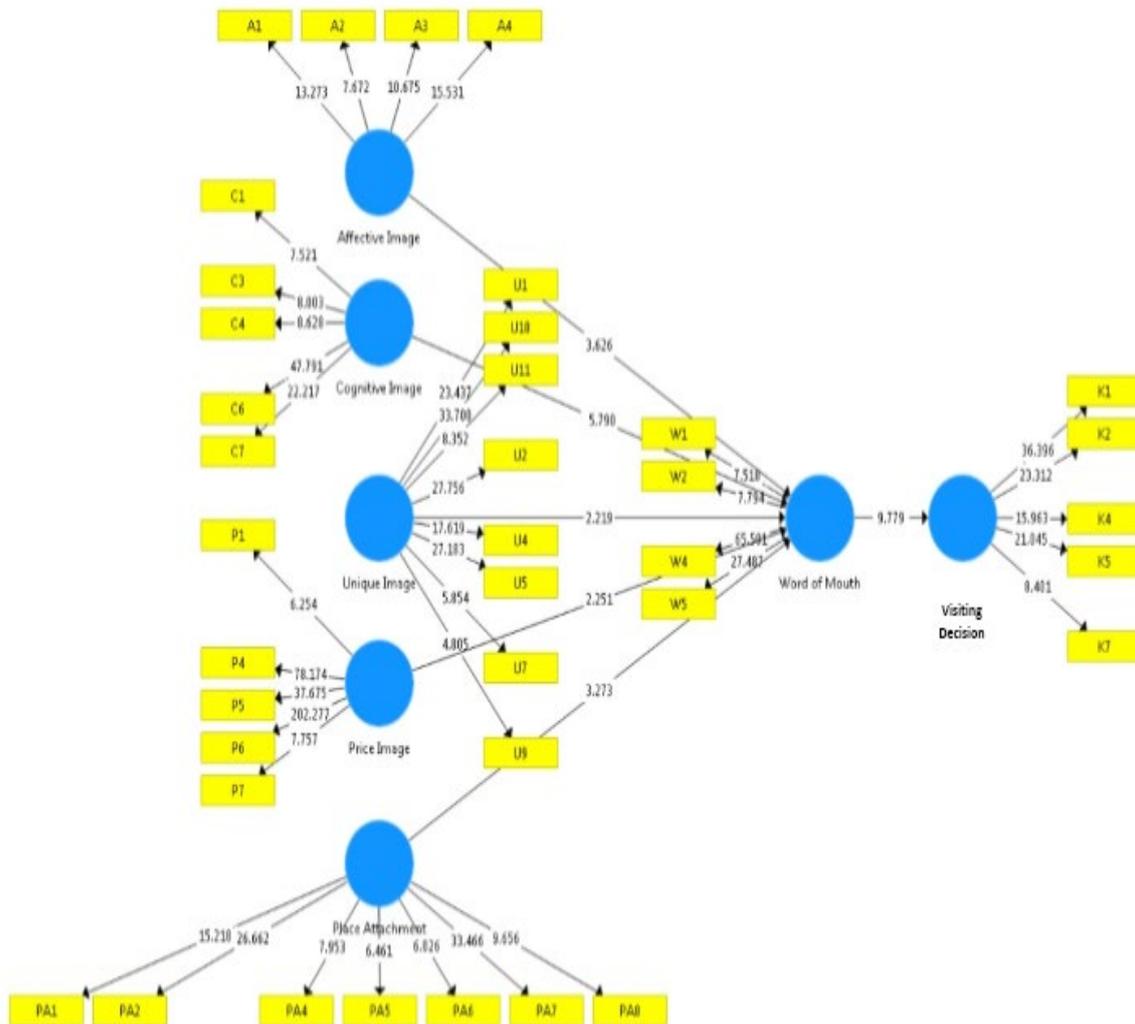
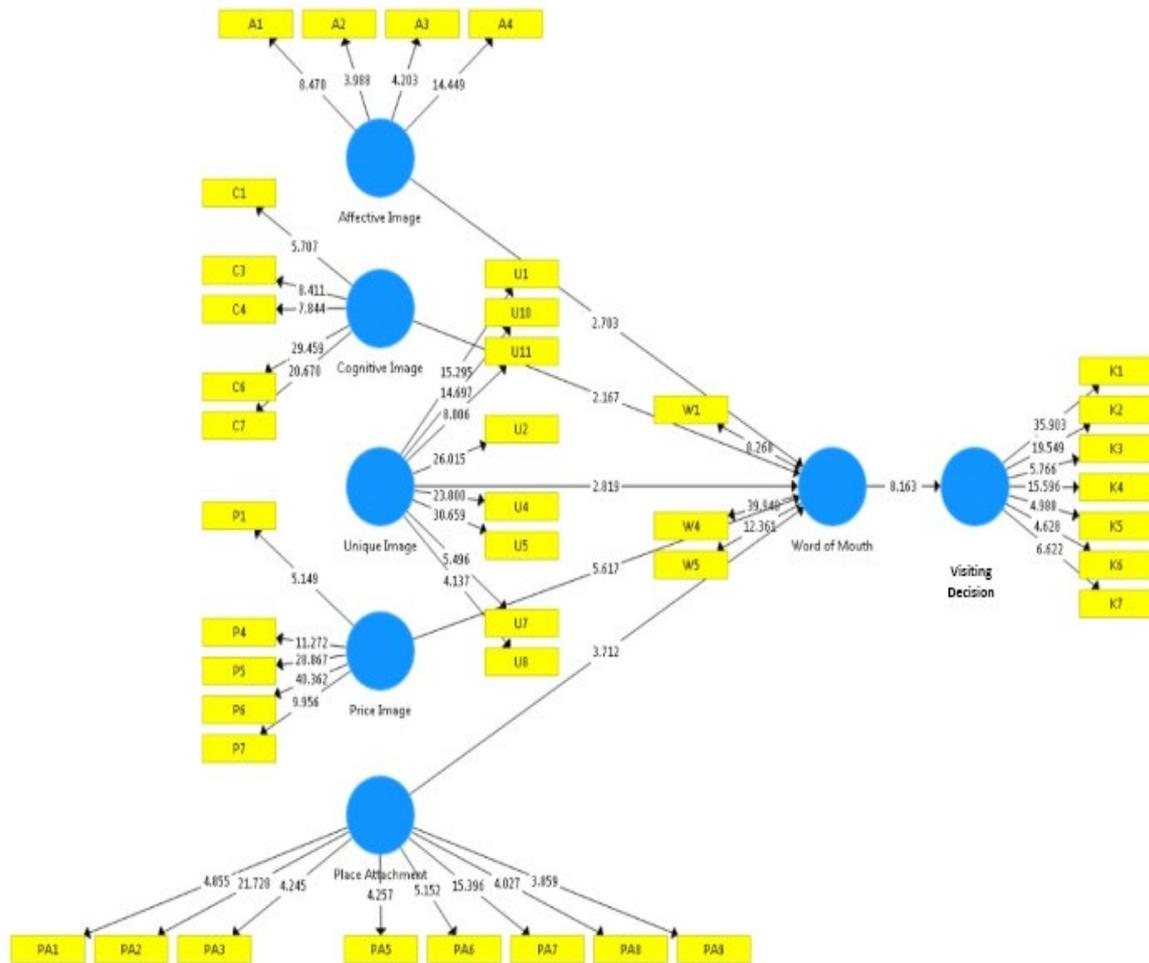


Figure 3: Bootstrapping Test Results of Former travelers N = 132



Discussion

The purpose of this study was to examine how the components of the image of the destination and place attachment, as well as word of mouth about urban destinations in Yogyakarta between two different consumer groups based on the tourism level of their experience in these destinations. More specifically, this study explores the influence of image perception of cognitive, affective, unique, and prices, as well as place attachment on visiting decision through word of mouth about the destination between locals and former tourists.

From a practical point of view, the findings of this study can offer valuable insight for marketing purposes, especially those that promote urban centres and desire to develop urban tourism programs and attract tourists for the first time and repetition. The strength of the service and experience of predicting the destination image and word of mouth communications provide clear guidance to city officials who are responsible for branding and tourism efforts.

Experience urban tourism can improve the level of quality that offers a competitive advantage for the city's tourism development efforts. The role of destination image in future behaviour can be used to develop a tourism campaign that is intended to stimulate positive feelings about destination between former tourists and potential tourists. This study is in line with previous studies conducted by Baloglu & McCleary (1999a); Beerli & Martín (2004); Ekinci and Hosany (2006); and Qu et al., (2011). This study found that affective imagery has a significant direct effect on destination imagery overall for all three groups.

This study demonstrates a significant influence both the resident and former tourists of destination image components and place attachment on visiting decision to Yogyakarta. Also by word of mouth that has the most significant influence on visiting decisions of residents as well as former tourists visiting Yogyakarta. The most significant influence on the two groups of respondents is word of mouth; this is because consumers believe what people say than by searching for information themselves.

This supports the research conducted by Hosany, Ekinci, and Uysal, 2007; Prayag, 2009), where the interest to engage in positive WOM can be a significant force in generating new tourists, derived from a positive evaluation of the overall destination and reflects a high level of attitude loyalty (Konecnik & Gartner, 2007). Interestingly, the interest in recommending destinations to others, or WOM communication, is considered a better indicator of a favourable image and positive experience with destinations rather than one's interest in revisiting.

At the resident, the second largest effect of word of mouth is the cognitive image, followed by a unique image and affective image. This is because residents make the priority on active image and unique destinations, such as facilities and scenery provided by the urban destinations in Yogyakarta. Residents are more interested in friendly services, view, and attractions in Yogyakarta, nightlife in Yogyakarta, such as Malioboro at night. Such research conducted by Agapito, Mendes and Valle (2010) and Freire (2009) provides evidence for the importance of "local people" as different image components. According to Merrilees et al. (2009), different destination elements weigh more for the attitude of residents towards their city brand.

The other major influence on former tourists after word of mouth is the price image, followed by the place attachment. The result of the previous rating is inversely proportional to the resident that the resident prefers the affective component of destination image and unique image, while the earlier travellers prefer and are affected by the price image and place attachment. This study supports Purnamasari's (2011) research on the marketing mix analysis of tourists' vacation decisions in the city of Semarang, where prices have a positive and significant influence on attitudes related to foreign tourist decisions on holiday to Yogyakarta.

Conclusion

Research findings can be summarised as follows:

1. *The affective image* has positive affects on word of mouth on resident and former tourists visiting Yogyakarta. This means that if the effective adequate image in Yogyakarta, citizens and tourists would recommend the city of Yogyakarta as well.
2. *The cognitive image* has positive affects on word of mouth on local resident and former tourists visiting Yogyakarta. This means that if the cognitive image of Yogyakarta city, citizens and tourists will recommend to colleagues and others.
3. *The unique image* has positive affects on word of mouth on resident and former tourists visiting Yogyakarta. This means that if the unique image of Yogyakarta city, citizens and tourists would recommend to others to visit this city.
4. *The price image* has positive effects on word of mouth on resident and former tourists visiting Yogyakarta. This means that when the price is a low image with good quality, then the residents and tourists would recommend the city of Yogyakarta with a good image to visit.
5. *Place attachment* has positive affects on word of mouth on local resident and former tourists visiting Yogyakarta. This means that if the place attachment of residents and tourists is high, residents and tourists will give a positive review about Yogyakarta.
6. *Word of mouth* has positive effects on visiting decision to Yogyakarta. This means that if word of mouth is good, then visiting decision to Yogyakarta been high.

Recommendations

It is expected that managers can keep, and upgraded to a higher category included with all indicators of the image of visiting destination, so that every visitor who comes to Yogyakarta, they will feel happy and satisfied so that Yogyakarta city in the future will always be crowded by visitors and number of tourists will always increase.

The government and managers of destinations in Yogyakarta should reproduce information through social media and strengthen the image of tourist destinations as well as maintaining the facility to attract visitors to come to visit.

The need for promoting all kinds of tourist attractions as well as optimising the attraction of Yogyakarta so that Yogyakarta will be more known by the public and the image of Yogyakarta will be stronger. Involving the resident in expanding information, enhance the destination image and maintain the existing facilities in Yogyakarta, so that the visitors' feeling raised an emotional response that can influence on visiting decision. For further researchers who will



conduct similar research can add other variables such as service quality, brand destination, tourist attitude.

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