

Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung – Indonesia

By Christina Lipuringtyas Rudatin

6 Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung – Indonesia

Sri Astuti Pratminingsih, Christina Lipuringtyas Rudatin, and Tetty Rimenta

Abstract—The significant growth of new tourism destinations and the development of low cost carriers make the competition in this industry become more intense. Revisit intention has been recognized as one of the essential factor for business survival and growth in tourism industry. There are various factors that influence tourist to revisit a destination among them are destination image and motivation. The purpose of this study is to examine empirically 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. Based on the theoretical model, hypotheses were formulated. The primary data were collected from the respondents which consists of 268 visitors. Multiple regression and qualitative analysis were used to test the study hypotheses. The study result reveals that destination image and motivation influenced tourist satisfaction and satisfaction directly influenced revisit intention. The outcomes of the study have significant managerial implications for destination marketing managers.

Index Terms—Tourism, destination image, motivation, satisfaction, revisit intention.

33 I. INTRODUCTION

Tourism plays a key role in the economic development of Indonesia. The contribution of the tourism industry to the GDP was more than 3 per cent and the number of visitors to the country is also continuously growing, around 7 million foreign visitors in 2011 and more than 122 million domestic tourists in 2010. Tourism contributes 4% directly to Indonesia's GDP, while its indirect contribution reaches 9% of GDP. The Tourism sector also contributes 7% to total national workforce. This year in 2012 Indonesia aims to welcome 8 million tourists, who will contribute US\$ 9 billion foreign currency to the economy, while the 245 million domestic tourist trips made will spread 172 trillion rupiah across the country [1]. Tourism is clearly of great significance to Indonesia, which will be more dependent on tourism as an income generating.

Bandung is one of the most popular holiday destination in Indonesia. Tourism in Bandung experienced a significant growth, approximately 5.78% annually [2]. 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,

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Sri Astuti Pratminingsih is with The Widyatama University, Bandung, Indonesia (e-mail: sri.astuti@widyatama.ac.id).

Christina Lipuringtyas and Tetty Rimenta Lipuringtyas are with State Poly technique of Jakarta, Kampus UI Depok, Indonesia (e-mail: lipur27@gmail.com, rimenta@yahoo.com).

have made competition in tourism more intense. To win the competition and to ensure this increase continues, understanding what drives tourist to visit a particular destination is very critical for Bandung tourism management. Previous researches found that travel motivation and destination image are the fundamental reasons for a particular traveling behavior and play a vital role in understanding the decision making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectation and behavioral intention [3]-[6].

The objective of this study was to examine how motivation as well as destination image explain the intention to revisit Bandung. It was assumed that the motivation and favorable image affect intention to revisit. In addition the interaction of destination image, and motivation on tourist satisfaction was tested and the relative importance of these two factors in explaining revisit intention was examined.

II. LITERATURE REVIEW

A. Revisit Intention

Understanding revisit intention is one the fundamental issue for destination managers because repeat visitors could provide more revenue and minimize the costs [7]. 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 [8], [9]. It said that when people have a stronger intention to engage in a behavior, they are more likely to perform the behavior [10]. In the tourism and recreation sectors, this takes form of a repurchase of a tourism service or recreational service or a revisit of a destination or visitor attraction.

Numerous research findings suggest a significant relationship among tourist satisfaction, intention to return, and positive recommendation [11]-[15]. Reference [16], [17] in their studies revealed that destination image and satisfaction were two important variables that influenced visitors' behavioral intention.

Other researchers examined motivation and satisfaction influenced behavior intention [18]-[20]. In their study, travel motivation such as: relaxation, family togetherness, safety and fun have positive relationship to revisit intention.

B. Tourist Satisfaction

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Satisfaction is an important issue in marketing research. Satisfaction is whereby the service provider meets the expectations and norms of customers [21]. If the performance match or exceed to the expectation, then the customer is satisfied, if the performance is below par then the customer is dissatisfied. Satisfaction is a customer's emotional response when evaluating the discrepancy

between expectation regarding the service and the perception of actual performance [22]

In tourism context, tourist satisfaction is defined as the degree of positive feelings' activated from the experience at the destination [23]. Tourist satisfaction is caused by two dimensions: Firstly, it is related to the pre-expectation of the tourist before travel; secondly it referred to justification of the tourist on the delivered services after the travel based on the real experience [24]. When experiences compared to expectations result in feeling of gratification, the tourist is satisfied. However, when they result in feeling of displeasure, the tourist is dissatisfied [25].

Previous researches provide empirical evidences that tourists' satisfaction is a significant indicator of their intention to revisit and recommend the destination to other people [4], [12], [19], [26]. Increased customer satisfaction may lead to increased customer loyalty, higher profitability, and increased market share [22].

C. Motivation

Motivation is the driving force behind all behavior. Motivation is the processes that leads people to behave as they do, and the processes begin when a need arises that a consumer wishes to satisfy, whereas a need refers to a state felt deprivation [27], [28]. Therefore, motivation is an internal forces originated from a need not satisfied which impels the individual to involve in a specific behavior [29]. From the destination point of view, understanding visitor's motivations often results in ability to increase visitors' enjoyment; moreover, it makes it possible to attract and retain more visitors [4], [30].

There are various reasons that motivate people for holiday, include escape/relax, relationship (strengthen), autonomy, nature, self-development (host-site involvement), stimulation, self-development (personal development), relationship (security), self actualization, isolation, nostalgia, romance and recognition as factors of general tourist motivation [5], [31]-[34]. According to reference [35] tourist travel motivation could be identified as wish fulfillment, shopping, escaping from a mundane environment, rest and relaxation, an opportunity for play, strengthening family bonds, prestige, social interaction and educational opportunity.

An analysis on tourist motivation is important for destinations to understand leisure tourist destination choice [36]; it can also enhance destination image [19], [20] and its interplay with tourist satisfaction and loyalty [23]. Yoon and Uysal [33] assess that in an increasingly competitive marketplace, the success of marketing destinations should be guided by a thorough analysis of tourist motivation and its interplay with tourist satisfaction and loyalty.

D. Destination Image

Destination image is an essential factor for tourist destinations as better image of the destination bring more tourist to the destination [38]. Destination image is an interactive system of thought opinions, feelings, visualizations and intention toward a destination [39]. Destination image is not only the perception of individual destination attributes but also the holistic impressions made by the destination. Destination image consists of functional characteristics, concerning the more tangible aspects of the

destination, and psychological characteristics, concerning the more intangible aspects [40].

Destination image has two main components: rational (cognitive) and emotional (Affective) elements [19], [41] [42]. Cognitive images refer to the beliefs or knowledge about a destination attributes evaluations [43]. In other words, the destination image is evaluated by the attributes of its resources and attractions. Affective images refer to the values that individuals attach to destinations based on motivation [44]. According to Gartner, the destination image is formed by three different, yet interrelated, components: cognitive, affective and conative (44). Gartner describes the cognitive component as 'the sum of beliefs and attitudes of an object leading to some internally accepted picture of its attributes'. The affective component is related to the motives of the tourist for choosing one destination at the expense of another. The conative component depends on the images developed during the cognitive stage and evaluated during the affective stage [44].

It is argued 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 [45]. It also influence intention to visit for the first time or revisit a destination [18], [41].

III. HYPOTHESIS

Based on the literature review, the hypothesis of this study are:

- 1) H1: Motivation influence tourist satisfaction
- 2) H2: Motivation influences destination image
- 3) H3: Motivation influence revisit intention
- 4) H4: Destination image influences satisfaction
- 5) H5: Destination image influences revisit intention
- 6) H6: satisfaction influences revisit intention

IV. RESEARCH METHODOLOGY

Although quite a lot of research has examined the relationship between tourist satisfaction and motivation and revisit intention but there is still limited study on the interrelationship among motivation, destination image and tourist satisfaction in Indonesia. The objective of this study is to examine whether motivation, destination image are distinct indicators that could evaluate tourist satisfaction and revisit intention. The major question raised in this research is that to what extent the visitors' perception on destination images and tourist motivation relate to their destination satisfaction and revisit intention.

A. Data Collection and Sample

To collect the data this study employs a non probability sampling method named convenience sampling. The study site included in the research was a holiday destination located in Bandung, West Java, Indonesia. Bandung is in the mountaintop area which offers outdoor leisure activity, entertainment, and adventure for visitors. This area has been gaining increasing popularity and serving as one of the best

family vacation options in Indonesia its unique natural environment and the relaxation opportunity.

The target population of the study is those tourists who visited Bandung during the month of December 2012 and January 2013. All respondents are approached personally by the researchers within two months in the holiday destination area. All questionnaires were completed and returned.

B. Instrument

A set of questionnaire was adapted from prior studies were used to collect the respondents' demographic information, seven (7) items, nine (9) items on the destination image, eighteen (13) items on motivation that drive respondent to visit Bandung and another three (3) items on satisfaction. The remaining three (3) items were used to assess revisit intention of the respondent. All questions, except for

Demographic information was weighted by using 5-Likert scale.

V. RESEARCH FINDINGS

A. Respondent Profiles

35 TABLE I: RESPONDENT PROFILES

Variable	Frequency	Percentage
Gender		
Male	130	48
Female	138	52
Age		
21 - 30	85	32
31 - 40	75	28
41 - 50	56	10
51 - 60	42	16
60 and above	10	4
Education		
Senior high school	32	12
College degree	66	25
University degree	132	49
Master degree	38	14
Place of Origin		
Indonesian	192	72
Overseas	76	28
Occupations		
Public service	40	15
Professional	177	67
House wives	38	29
Others	13	4
Expenditure for holiday (Rp)		
< 3.000.000	63	24
3.000.000 - 5.000.000	86	32
5.000.000 - 7.000.000	58	22
7.000.000 - 10.000.000	37	14
> 10.000.000	24	9
Sources of Information		
Family and friends	50	18
Advertising	45	17
Government Agency	72	27
Exhibition	77	29
Travel Agent	24	9

Based on 268 respondents, the percentage of male and female respondents are 48 percent and 52 percent respectively, which shows that the female dominancy of holiday tourist in Bandung. In the whole sample, 32 percent are at the range of 21 to 30 years old, 28 percent are at the range of 31 to 40 years old, and 20 percent are at the range of 41-50 years old, 16 percent at the range of 51-60 years

old and 4 percent are more than 60 years old. In term of their education, 12 percent are having graduate of Senior High School, 74 percent have bachelor degree and 14 percent have master degree. In term of their jobs, 15 percent is public service officer, 67 percent are working in private sectors, 14 percent are house wives, 4 percent are students. In term of their place of origin, 72 percent are Indonesian, and 28 percent are foreigners.

B. Validity and Reliability

The validity determines the extent to which a scale measures a variable of interest. In this research we have conducted a principles component factor analysis to investigate the validity of the construct. The set criteria were to retain the items with loading greater than or equal to 0.5 [46]. The results reveal that all items meet the criteria and were retained.

Reliability is defined as "assessment of the degree of consistency between multiple measurements of a variable" [47]. Sekaran [46] confirmed the Cronbach Alpha measure above 0.70 indicates that the measurement instrument has the internal consistency reliability. The Coefficient alpha values for the constructs were all greater than 0.7.

TABLE II: CRONBACH ALPHA VALUE

Description	Cronbach Alpha Value
Motivation	0.905
Destination Image	0.742
Satisfaction	0.845
Revisit intention	0.831

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C. The Influence of Motivation, Destination Image on Satisfaction and Revisit Intention

A multiple regression analysis was performed to examine the influence of motivation, destination image on satisfaction and revisit intention. The result of the study is illustrated in Fig. 1.

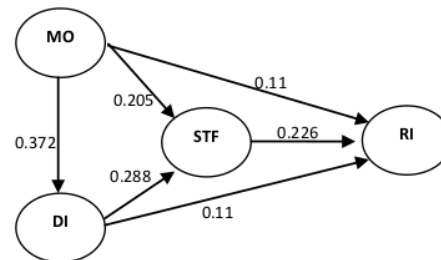


Fig. 1. research model.

HI: Motivation influenced destination image.

Analysis of the data revealed that there is positive correlation coefficient ($r = 0.61$) for the interaction between motivation and destination image. The coefficient of determination (r^2) is 37.2 %. This implied that destination image explained about 37.2 % of the variation in motivation. This study supported by previous research conducted by [43]-[48] in their research, the [13] found that motivations are important in the travelers' decision making process and influence the image that people have about a particular destination. Individual will have more favorable image of

tourist destination when the emotions related to the place through their personal experience and the commercials communications coincide with their motivation.

H2: There is positive relationship between motivation and satisfaction. 38

We proposed that motivation for travel has positive relationship to tourist satisfaction. The survey result supports this proposal. The result shows a coefficient of 0.453 at $p = 0.01$ ($r = 0.453, p < 0.01$) which shows that the two constructs, motivation and satisfaction are positively related. The coefficient of determination (r_2) is 0.205 This implied that destination image explained about 20.5 % of the variation in motivation. Study of Meng, F & Uysal [23], supported this result, they argued that travel motivation could affect tourist satisfaction of destinations. Ref. [49] in their study on Chinese Tourists' motivation and satisfaction to visit South Korea, reveal that motivation factors influence overall satisfaction. The results from push motivation factors included whether novelty, relaxation, psychological need, prestige and human relationship are likely to have a positive effect on overall satisfaction; from pull motivation factors included whether natural and cultural resources expenditure, service quality and image are likely to have a positive effect on overall satisfaction. 31

H3: There is positive relationship between Motivation and revisit intention.

The finding reveals that relaxation and socialization at the destination are the most powerful motivating factors for tourist to visit Bandung. Two of the question on particular topic show high scores 4.03 and 4.05. As economy growth of Indonesia is increasing, people are become more stressful and their lives and travel to Bandung is seen as a good way to relax and recharge their energy. The result of the study showed that motivation is an important consequences of revisit intention ($r = 0.331, p < 0.01$). The squared multiple correlations for tourist satisfaction were 0.11 indicating that 11 % variance can be predicted from motivation. 21

H4: There is positive relationship between Destination image and satisfaction. 18

Hypothesis 4 investigated the relationship between destination image and tourist satisfaction. The results of the study reveals that there is direct positive relationship between destination image and tourist satisfaction as indicated by standardized regression coefficient of ($\beta = 0.537, p < 0.01$). The squared multiple correlations for tourist satisfaction was 0.288 indicating that 28.8% variance can be predicted from destination image. Chi and Qu [12] also found that there are various factors that led to tourist satisfaction, but tourist destination image is a significant factor. 23

H5: There is positive relationship between Destination image and revisit intention.

The results of the study also showed that destination image is significantly, positively correlated to revisit intention. The result shows a coefficient of 0.344 at $p = 0.01$ ($r = 0.344, p < 0.01$) which shows that the two constructs, destination image and revisit intention are positively related. The coefficient of determination (r_2) shows that there is a significant positive relationship of 11.8%. This implied that destination image explained about 11.8% of the variation in

revisit intention. It is appeared that Bandung has positive image, especially on the elements of natural resources, warm and friendly people, unique and tasteful food and entertainment. This positive image influence people to visit Bandung.

This study has similar result with the study conducted by [15], [18]. They suggest that destination image strongly influence tourist satisfaction on a certain destination. Positive image with the current destination will lead the tourist to continuously choose the same destination for successive visits

Another research by Mat Som *et al.* [15] found that good destination image leads to the retention of existing visitors and the attraction of new ones, reduced costs, an enhanced corporate image, positive word-of-mouth recommendation, and, ultimately, enhanced profitability. It can be concluded that when destination manager enhance the its image, behavioral intentions are increased while unfavorable intentions are decrease simultaneously.

H6: there is positive relationship between satisfaction and revisit intention.

The results of the correlation analysis show significant positive relationships between satisfaction and revisit intention. A coefficient of 0.475 ($r = 0.475, p < 0.01$) shows that the relationship between the two constructs is positive. The coefficient of determination (r_2) shows the relationship to be significant at 22.6%. The hypothesis is therefore rejected since the revisit intention is influenced by satisfaction. This study also found that 92% of the respondents confirmed that they would return to Bandung as Bandung met their needs. Taking this finding into consideration, it can be said that the possibilities to have repeat visitors tend to be very high. Additionally, due to their positive image and experience, 90.6 percent of visitors eyed would like to recommend Bandung as holiday destination to other people, hence bringing positive word of mouth of the destination. 10

TABLE III: HYPOTHESES OF THE STUDY

No	Hypotheses	beta	Sig	Results
1	H1: Motivation influenced Destination Image	0.372	0.000	Supported
2	H2: Motivation Influenced Satisfaction	0.205	0.000	Supported
3	H3: Motivation influenced Revisit Intention	0.110	0.000	Supported
4	H4: Destination Image influenced Satisfaction	0.288	0.000	Supported
5	H5: Destination Image influenced Revisit Intention.	0.118	0.000	Supported
6	H6: Satisfaction influenced Revisit Intention.	0.226	0.000	Supported

Research conducted by [51] also supported this finding, their previous research on evaluating the relationship among satisfaction, recommendation and revisit intention revealed that satisfaction has direct impact on revisit intention. Tourist who are satisfied with the destination will revisit the destination in the future [4].

VI. CONCLUSION

This research intended to investigate the factors that influence revisit intention on tourist destination. The objective of the study was to provide a comprehensive conceptual model of revisit intention and its antecedents. The key findings of the study include the acceptance of proposed model and hypotheses. Based on the findings, motivation and destination image are very important variables for revisit intention. Holiday destination managers should take into account that both travel motivation and destination image are required because both will influence satisfaction and revisit intention.

The results revealed that the motivation of tourists travelling to the Bandung were to rest and relax, to partake in enriching and learning experiences, social interaction and certain personal values. These results confirmed motivations identified by previous research studies. These research results indicated that it is clear that tourism marketers are required to do research on a continuous basis in order to determine tourists travel behavior to Bandung. The results can be used as valuable information of the marketing strategies. These strategies could then be implemented to develop products for the specific travelling needs of the tourists. Factors that seem to be popular motivators, such as recreational activities and enriching and learning experiences, should also be focused on during the marketing process.

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Sri Astuti Pratminingsih was born in Kutoarjo, on 8th November 1960, graduated in Business and Management at Sriwijaya University and received her PhD of Business Management from the Philippine Christian University of Manila 2013. She joined the Faculty of Business and Management of Widyatama University Bandung since 1996. Her research interests covers Marketing Management, and Human Resource Management in tourism and higher education.



Christina Lypuringtyas Rudatin is a lecturer of State Poly technique of Jakarta in Jakarta Indonesia. Her research interests are in Marketing Management and Human Resources development. She is now PhD candidate of Indonesia University, Jakarta.



Tetty Rimenta is a lecturer of State Poly technique of Jakarta in Jakarta Indonesia. Her research interests are in Marketing Management and Human Resources development. She is PhD candidate of Indonesia University, Jakarta.

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