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## **THE IMPACT OF DESTINATION IMAGE ON REVISIT INTENTION MEDIATION ROLE BY OVERALL SATISFACTION PERSPECTIVE FROM SHOPPING DESTINATION IN BANDUNG, INDONESIA**

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### **ABSTRACT**

*Currently, the tourism sector is a central issue in the growth of a country. Researchers have proven the critical role of the tourism sector in increasing state revenues through tourist visits, both domestic and foreign tourists. Several previous studies have shown the part of the destination image in increasing the revisit rates. However, multiple research models have differed variations in explaining the influence of the destination image on the tourists' loyalty to revisit shopping destinations. Therefore, this study aims to determine the effect of destination image on tourist revisit intention towards shopping tours in Bandung. The survey approach is used to answer the research objectives. The results prove there is an influence of the destination image on the tourists' revisit intention to shopping tours with 179 samples carried out simultaneously on several shopping tourist destinations in Bandung. Thus, the proper advice to improve the revisit intention is providing facilities and infrastructure as well as exciting experiences for the tourists.*

*Keywords: shopping tourism, destination image, revisit intention, overall satisfaction.*

### **INTRODUCTION**

In general, tourism activities cannot be separated from the elements of shopping, good food (Wijaya, King, Morrison & Nguyen, 2017) and the other needs during the vacation and the souvenirs as gifts. (Kong & Chang, 2012) These factors can be used as the main attraction of a tourist destination for the shopping tourism that is developed in a holistic tourism industry concept. (Kong & Chang, 2016) Recently, tourist destinations already have various shopping centers to fulfill the tourists' needs during their vacation. However, these shopping centers do not have an integrated shopping tourism concept that turns into

a holistic tourism industry concept. (Swanson & Horridge, 2006; LeHew & Wesley, 2007; Altintzoglou, Heide & Borch, 2016)

Shopping tourism is a tourist concept with a special attraction for tourists. (McKercher & Wong, 2004; Makkonen, 2016) Unlike the nature tourism concept and cultural tourism, the shopping tourism concept can be created in a relatively shorter time. In principle, shopping tourism is an activity or trip carried out by a person or group of people in their activities related to the purchase of goods or services at a tourist destination. (Altintzoglou, Heide & Borch, 2016) Shopping tourism is an interesting experience for tourists who think that shopping is one of the fun activities and can consider as a recreational activity that aims to entertain them during the vacation. (Lin & Mao, 2015) Shopping tourism is not only for fulfilling their needs while visiting the tourist destination but also for satisfying their desires. (Tosun, Temizkan, Timothy & Fyall, 2007) As a way to satisfy these desires, sometimes the tourists do not calculate the amount of money or sacrifice compared to the value of the goods or services. (Lehto, Cai, O'Leary & Huan, 2004)

Visitor satisfaction is a central concept in tourism and marketing (Petrick, 2004; Chen & Tsai, 2007). In general, satisfaction is the extent to which someone believes that experience provides positive feelings for his/her expertise in consumer products or services. In a tourism perspective, satisfaction is an evaluation of the knowledge that should be felt (Hunt, 1983). Therefore, it is relevant if the experience of tourists in feeling satisfaction is following their expectations (Lee et al., 2005). This satisfaction has reviewed by previous researchers (Cronin & Taylor, 1992). For this reason, measuring satisfaction is essential in determining the tourists' future behavior. Some studies measure tourist satisfaction by summarizing traveler evaluations of tourist destination attributes (Kozak, 2003; Um, Chon, & Ro, 2006). Overall satisfaction is an accumulation of tourist experience (Andreassen, 1995; Fornell, 1992). Concerning loyalty, relationships with tourists are built based on tourist loyalty in the context of tourism. Tourists have confidence in the received value, leading to their overall attitude towards the destination of tourism, which has implications for the revisit intention. Previous research has discussed a destination image with revisit intention (Chen and Phou, 2013; Huang and Hsu, 2010; Mechinda, Serirat & Gulid, 2009; Ramkissoon, Uysal & Brown, 2011). The received experience by tourists in visiting (Allameh et al., 2015) sport destinations (Hallmann, Zehrer & Müller, 2015), to city destinations (Kim & Lee, 2015; Tosun, Dedeoğlu & Fyall, 2015; Prayag et al., 2017), island destination (Ramseook-Munhurrun, Seebaluck & Naidoo, 2015), urban tourist (Papadimitriou, Apostolopoulou and Kaplanidou, 2015), selecting on destination (Stylos et al., 2016; Stylos et al., 2017), quality of tourist shuttles (Loi et al., 2017). Furthermore, several studies have shown that overall satisfaction affects revisit Intention (Chi & Qu, 2008; Ryu et al., 2008; Prayag, 2009).

The study stated that the importance of evaluating satisfaction in determining the behavior of tourists to revisit tourist destinations and the image of a tourist destination has some implications for the revisit intention. Therefore, this research contributes in bridging the gap of previous research by modeling the destination image of the revisit intention,

which is mediated by overall satisfaction, The results of the study will show both direct and indirect effect. The difference approach, found in previous studies, requires further exploratory research that is more appropriate to be applied to tourism shopping conditions in Bandung, Indonesia. Therefore, this study aims to determine the extent of the influence of destination image on revisit intention, which is mediated by overall satisfaction with the object of shopping tourism research in Bandung, Indonesia.

## **CONCEPTUAL FRAMEWORK AND HYPOTHESES**

Satisfaction is the expectation of the consumed product or service. In the context of the destination image, satisfaction relates to the contribution of tourist expectations based on the experience of the destination image (Chi & Qu, 2008). The rule from overall satisfaction is visible from the global level, attribute level (Oliver, 1993), which is a function of attribute level evaluation (Bolton & Drew, 1991). Overall satisfaction in the tourist constituents is the perceived satisfaction with the inherited attributes in the destination (Hui, Wan & Ho, 2007; Alegre & Garau, 2010). Tourist satisfaction is highly dependent on the attributes of a destination image (Prayag, 2009; Wang & Hsu, 2010; Chen & Phou, 2013). Attribute from destination image greatly influences tourism behavior so that the attributes attached to the destination image must be presented interestingly (Stylos et al., 2016). The attractive destination image attribute (Chen, Chen & Lee, 2010) provide Overall Satisfaction for tourists (Chen & Myagmarsuren, 2010).

Revisit Intention can be seen from the tourists' desire to revisit (Wang & Hsu, 2013) destination image which is one strategy to evaluate the success of tourism destination (Alexandris, Kouthouris & Meligdis, 2006). Some studies have shown a close relationship between destination image and revisit intention (Um, Chon & Ro 2006) but there is no consensus regarding the type of connection (Morais & Lin, 2010; Cheng & Lu, 2013; Josiassen, Assaf, Woo & Kock, 2016; Lee, 2009). The destination image can influence the consumers' behavior in revisit the destinations (Chen & Tsai, 2007;), emotions and switching barriers (Han, Back & Barrett, 2009), perceived attractiveness and overall satisfaction (Um, Chon & Ro, 2006) , quality and value (Quintal & Polczynski, 2010), motives of tourist (Li et al., 2010), relaxation and recreation (Som et al., 2012), self-congruity (Zhang et al., (2014) and some matters which are related to cognitive and affective from destination (del Bosque and Martín, 2008; Hallmann and Breuer, 2010; Wang, Wu and Yuan, 2010). Research conducted by Chen & Tsai (2007); Hallmann, Zehrer and Müller (2015); Stylos et al., (2016); Stylos et al., (2017) prove there are several influences of destination image significant influences in the Revisit Intention. Likewise, research conducted by Assaker, Vinzi and O'Connor (2011); Lee, Lee & Lee (2014); and Prayag et al., (2017) prove that destination image is significantly influential in the overall satisfaction. Further research conducted by Chen & Chen (2010)

and Žabkar, Brenčič & Dmitrović (2010) justify that overall satisfaction mediates the destination image and the revisit intention.

According to the framework above, the hypothesis in this study are:

H1. The destination image significantly affects the revisit intention

H2. The destination image substantially affects the overall satisfaction

H3. Overall satisfaction significant affect the revisit intention

## METHOD

Predictive modeling used in the development of research models to do the more profound exploration of the variables that form the destination image. The variables are lodging facility, quality of food, and relaxation experience. Then, the destination image variable that has been constructed from these components is measured in terms of the perception of revisit intention and the other influences by using mediation by the overall satisfaction variable. The measurements of all effect were carried out through a variance based Structural Equation Model (SEM) data analysis technique. It is by testing the research hypothesis of a non-parametric approach using Partial Least Square (PLS) with PLS 3.0 Warp. The use of PLS is considered more appropriate for non-parametric measurements, for predicting the influence between constructs and the relationship of indicators that are reflective and formative. Besides, the trend in analyzing the similar model of business research is by using PLS

The study employs the sampling method due to the sizeable population. The sampling technique is carried out by using a non-probability sampling method. The sample in the population chosen because the chance factors are used as representative samples.

Bandung is the fourth largest city in Indonesia, which has become one of the main tourist destinations in Indonesia. Bandung has a unique attraction for tourists from various regions. Bandung, as a tourist city has various tourist destinations related to nature, history, and culture. Moreover, tourists often visit Bandung for shopping. The fulfillment of all the tourists' needs and desires during their visit to a tourist destination lead to tourists' satisfaction that will affect the tourists revisit intention.

Furthermore, the sampling technique is accidental sampling. It is based on the spontaneous factor of tourists who were accidentally met while collecting the representative data on the characteristics of the entire population. Besides, the samples were cooperative to be the object of research. In total, 225 questionnaires were distributed to several major shopping tourist destinations in Bandung with proportionality previously reviewed. A total of 203 samples were obtained during the data collecting process, but only 179 samples were valid for further study.

In measuring the Destination Image, the first step is assessing its constituent components: the lodging facility with five items of instruments, quality of food with four elements of instruments and relaxation experiences with six items of instruments — the measurement of the overall satisfaction variable done through 5 instrument items. The

instrument is adopted from Kozak & Rimmington, 2000; Chi & Qu, 2008; Qu, Kim & Im, 2011; Wang & Hsu, 2010 which was validated by Foster (2018) and Revisit Intention was carried out through 5 instrument items by adopting the TPB approach (Ajzen, 1988). All research instruments are calculated by using a Likert scale with five scale measurement perceptions.

The research instrument in this study and the results of validity test as show at table.

Table 1. Research Instrument and Outer Loading Indicator Validity

Indicator	Lodging	Qualit y	Relax	Revisit	Satisfaction
Lo_1	0.716				
Lo_2	0.844				
Lo_3	0.815				
Lo_4	0.853				
Lo_5	0.742				
Qu_1		0.576			
Qu_2		0.867			
Qu_3		0.788			
Qu_4		0.755			
Rel_1			0.531		
Rel_2			0.696		
Rel_3			0.656		
Rel_4			0.509		
Rel_5			0.753		
Rel_6			0.636		
Rev_1				0.716	
Rev_2				0.805	
Rev_3				0.649	
Rev_4				0.731	
Rev_5				0.671	
Sat_1					0.836
Sat_2					0.835
Sat_3					0.773
Sat_4					0.802
Sat_5					0.684

The results of the validity testing of all the indicator instruments indicate all indicators are valid to use in research, based on the testing criteria for the outer loading indicator > 0.5 as the conditions stated earlier.

The entire data obtained through the questionnaire were analyzed by a non-parametric approach by using Partial Least Square (PLS). The provisions of the data testing refer to the specified conditions as in testing validity which requires the outer loading indicator value > 0.5. The reliability testing requires a calculation value Average Variance Extracted, Cronbach's Alpha and Composite Reliability (Kock, 2012). The results of validity test listed in the table 2.

Table 2. Result of Average Variance Extracted (AVE), Cronbach’s Alpha and Composite Reliability

<b>Variables</b>	<b>AVE</b>	<b>Cronbach’s alpha</b>	<b>Composite Reliability</b>
<b>Lodging Facility</b>	0.633	0.854	0.896
<b>Quality of Food</b>	0.568	0.739	0.838
<b>Relaxation Experience</b>	0.504	0.798	0.900
<b>Destination Image</b>	0.598	0.744	0.910
<b>Overall Satisfaction</b>	0.621	0.846	0.891
<b>Revisit Intention</b>	0.513	0.761	0.840

Applying the testing requirements with the criteria outlined previously such as Average Variance Extracted (AVE) > 0.5, Cronbach’s Alpha > 0.7 and Composite Reliability > 0.7 (Kock, 2014), the test results show that all variables used in the research model are reliable.

All the instruments and variables are valid and reliable. Furthermore, this research is carrying out another analysis to find out the influence of the destination image variable on the revisit intention, which is mediated by the overall satisfaction variable.

## **RESULTS AND DISCUSSION**

The calculation results of the magnitude of the influence between exogenous variables, namely destination image formed through the components of the lodging facility, quality of food and relaxation experiences on the endogenous variables, the revisit intention, are influenced by the mediator of overall satisfaction variables entirely presented in the table 3.

Table 3. Path Coefficients Values

<b>Variables</b>	<b>Path Coefficient</b>	<b>P Value</b>	<b>Descision</b>
<b>Destination Image → Revisit Intention</b>	0.398	0.001	Accept
<b>Destination Image → Overall Satisfaction</b>	0.544	0.001	Accept
<b>Overall Satisfaction → Revisit Intention</b>	0.319	0.001	Accept

Figure 1 illustrates the development of further research models based on predicted variables to form destination image such as lodging facility, quality of food and relaxation experience and adversely influencing the revisit intention with the mediator of overall satisfaction variables.

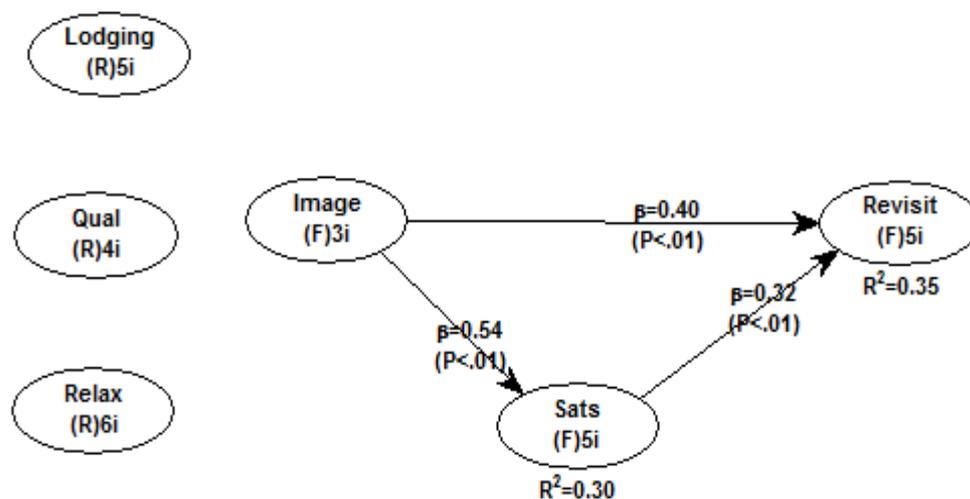


Figure 1. Destination Image on Revisit Intention and role of Overall Satisfaction

Figure 1 shows the modeling structure of the destination image forming variables, which consists of the lodging facility, quality of food, and relaxation experiences. Furthermore, the model also illustrates how much the destination image influences the revisit intention influenced by overall satisfaction as the mediator variable.

The fit model is used to test the overall research model. Value of Average Path Coefficients (APC) shows the calculation result of 0.463 and P-value of 0.001, while the Tenenhaus Goodness of Fit (GoF) value is 0.369. The results of the calculation explain that the overall development of the research model used in this study is in the substantial criteria.

The development of predictive research models in this research is based on previous research that is relevant to be applied in modeling the components of the destination image. The parts are shopping tourism destinations in Bandung, which consists of some elements such as lodging facility, quality of food, and relaxation experiences. The results of the calculation of the fit model indicate that the research model is in the outstanding assessment criteria (large). The results of calculations and analyses state that the entire research instruments or indicators on the variables used in the study are valid. Furthermore, the reliability test proves that all variables used in the research are reliable.

The development of the research structure model is analyzed using path analysis. The destination image has a direct effect on revisit intention and its influence through the mediator of overall satisfaction variables. The results and interpretations of the study are as follows:

(H1) Destination Image, destination image affects the revisit intention with the path coefficient of 0.398 and p-value of 0.001. The calculation of p-value is smaller than 5% shows that the destination image has a significant effect on revisit intention. The calculation results show that improving the destination image is essential. It supports the

efforts of increasing tourist visits in the next period through the perception of tourists who have visited. Increased tourist perceptions of the destination image is a manifestation of continuous and comprehensive improvement of the components in this study, represented by lodging facility, quality of food, and relaxation experiences. (Chi & Qu, 2008; Campo-Martínez, Garau-Vadell & Martínez-Ruiz, 2010; Foster, 2018) This fact has a connection with the shopping tourism in Bandung. The improvement of supporting facilities and infrastructure in shopping tourism activities increase the tourists' perceptions toward Bandung's shopping tourism destination image. Later, this condition gives an effect on the perception of revisit intention.

(H2) Destination Image, destination image affects the overall satisfaction with the path coefficient of 0.544 and p-values of 0.001. The calculation of p-values is smaller than 5%, which means the destination image has a significant effect on overall satisfaction. The significance of the destination image's influence on overall satisfaction illustrates that the continuous and comprehensive improvement on the entire destination image's components will increase the total satisfaction (Bianchi & Pike, 2011; Choi, Tkachenko & Sil, 2011; Chew & Jahari, 2014; Hallmann, Zehrer & Müller, 2015; Kim & Lee, 2015; Foster & Sidharta, 2019) in this case is the tourists' satisfaction in making shopping tours in Bandung. After making a tourist shopping visit in Bandung with its destination image, the tourists get an exciting experience that leads to satisfaction.

(H3) Overall satisfaction, overall satisfaction has an effect on revisit intention with a path coefficient of 0.319 and a p-value of 0.001. The calculation of p-values is smaller than 5%. It means the overall satisfaction has a significant effect on revisit intention. In marketing management science, customer satisfaction is a common goal that must be addressed to get the primary purpose: customer loyalty. The application is similar in the strategy of developing a tourist destination. The tourists' satisfaction after their visit is the first step to get their commitment. In this case, it is actualized through the perception of revisit intention (Prayag, 2009; Stylos et al., 2016; Stylos et al., 2017; Prayag et al., 2017) the shopping tourist destinations in Bandung. A thorough study of the factors that determine the tourists' satisfaction in their visits can be future research material. It provides input as a basis of consideration for the regulators in determining the optimum strategies in developing a tourist destination.

The results of this study show that destination image plays an essential role in forming the tourists' overall satisfaction. Furthermore, it creates the tourists' revisit intention to tourist destinations. The result of the study can be used as a comparison material with previous researches done by Chew & Jahari, 2014; Allameh et al., 2015; Ramseok-Munhurrun, Seebaluck & Naidoo, 2015; Papadimitriou, Apostolopoulou and Kaplanidou, 2015; Tosun, Dedeoğlu & Fyall, 2015; Loi et al., 2017; which prove that destination image has a positive and significant effect on revisit intention which is mediated by overall satisfaction. (Chi & Qu, 2008; Ryu et al., 2008).

## CONCLUSION

The results of the study concluded that the tourists' revisit intention towards shopping destinations in Bandung formed by the factor of Bandung's destination image components such as the lodging facility, quality of food and relaxation experiences. Besides being created directly by Bandung's destination image as a shopping tourist destination, the tourists' revisit tourists' overall satisfaction also influences intentions in visiting the shopping tourism destinations in Bandung after making shopping tours in Bandung with its unique destination image.

According to the results of research on shopping destinations in Bandung, it can be considered that the improvement of shopping tourism activities' supporting facilities and infrastructure is essential to achieve further improvements. It also supports the development of shopping tourism destination image in Bandung. Related to the tourists' overall satisfaction, the other exciting experiences are needed to meet the tourists' expectations in fulfilling their shopping tourism desires. The increase in the perception of destination image, and overall satisfaction through the achievement that even exceeding the tourists' expectations, the revisit intention of shopping destinations in Bandung will automatically increase. The sampling technique used in the study is a limitation on the representation of overall population characteristics, in addition to the other factors such as the researcher only focuses on related variables and based on shopping tourist destinations without relating with the other tourist destinations. Besides, the culture, habits, and characteristics of locus cannot be generalized to the other tourist destinations with different concepts and attributes or other possibilities.

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