

Examining Structural the Effects of Destination Image of Makassar, Indonesia on the Tourist Destination Satisfaction

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Abstract

Image is one of the most important factors in development tourist destination. Tourist destination has to attempt to build a positive image. This study aims to examine the effects of destination image on destination satisfaction in Makassar, Indonesia. This is a cross sectional research with 224 respondent of tourists that have visited Makassar. Variable of this research are cognitive image as exogenous variable, affective and overall image as intervening variable and destination satisfaction. Data were collected by questionnaire and measure with using a 7-point Likert scale. Hypotheses testing conducted with structural equation model. The results shows that cognitive image affects affective image, cognitive image affects overall image, affective image affects overall image, cognitive image affects destination satisfaction, affective image affects destination satisfaction and affective image affects destination satisfaction.

Keywords: destination image, cognitive image, affective image, overall image and destination satisfaction

1. Introduction

Gunn (1998) tourism is any form of traveling to and staying temporarily in a particular area or region is good only for a walk, visit a friend or relative, vacation or shapes such as MICE tourism activities. McIntosh, Goeldner and Ritchie (2000) define tourism as an industry of 4 (four) main aspects, namely: tourists, the businesses providing goods and services that the tourist market demands, the governments of the host community or area and the host community. Tourism may be defined as the sum of the phenomena and relationship arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors (McIntosh et al., 2000). Tourism needed to encourage equal opportunity to try and obtain benefits and be able to face the challenges of changes in local, national, and global.

A review of the literature reveals that tourism is an image driven industry. Image is a factor in tourism development (Hunt, 1975). Buck (1993) and Laws (1995), considers that the tourism industry is based on the image, because the image is able to bring potential tourists to the world of symbol and meaning. In fact, according Gallarza, Saura and Garcia (2002), the image plays a role

more important than tangible tourism resources. Image also could give the impression that a destination will provide an attraction that is different from other destinations.

Makassar is the capital city of South Sulawesi province, which is famous for having a lot of attraction for the tourists. Makassar as one of the cities of the 10 cities in Indonesia are seeded as a tourist destination. Makassar offers a range of tourist attraction including historic buildings and relics, beach and recreation centers. Makassar has been developing various forms of tourism including cultural tourism and marine tourism as well as attracting visitors to enjoy leisure activities in its recreation facilities such as malls, shopping centers, theme park and playgrounds.

2. Literature Review

2.1 Destination Image

Several definitions could be found in literature for the concept of destination image. Destination image is the sum of beliefs, ideas, and impressions individuals have of attributes and/or activities available at a destination (Hunt, 1975; Crompton 1979; Gartner 1986). Echtner and Ritchie (1993) proposed that destination image is the formation of overall mental pictures of that destination. Echtner and Ritchie (1993) also described destination image as perception of an area or impression of place. Destination image is defined as an individual's mental representation of a particular destination (Fakeye & Crompton). Destination image becomes an essential component of the destination choice of individual to travel (Gartner, 1993). Destination image is perceived by the perception of tourists to tourist destinations. Perception is defined as the process by individual selection, organization and understanding of the stimulus into something meaningful and the reflected in the real world (Schiffman & Kanuk 1991). In early testing of the phenomenon of the image in relation to tourism, Hunt (1975) defined image as "impressions" or perceptions held by potential visitors about an area. According to Hunt (1975) image is the impression a person or persons who gave a statement about the destination they've not visited.

Gallarza, Saura and Garcia (2002) revealed that there many academics who give definition of the image as outlined in their concept. Research by Baloglu and Brinberg, 1997; Baloglu et al., 1999; Gartner, 1993; Walmsley & Young, 1998; Beerli and Martin, 2004) revealed that its image as a concept formed by consumer consideration and interpretation as a consequence of two interrelated components: perceptive/cognitive evaluation concerning individual knowledge and beliefs about the object (an evaluation about perceived attributes of the object) and affective assessment related to perceived individual against an object. Destination image has both cognitive and affective component (Crompton, 1979; Dann, 1996). Researchers in several disciplines and fields agree that the image construct has both perceptual/cognitive and affective evaluations.

2.2 Cognitive Image

The perceptual/cognitive evaluation refers to the beliefs or knowledge about a destination's attributes (Baloglu & McCleary, 1999). The perceptual/cognitive evaluation refers to the beliefs or knowledge about an object (Baloglu and Brinberg 1997). Cognitive image is belief, impression, idea, perception and knowledge of the people about the object (Crompton, 1979). Components of perception/cognitive of destination image regarding beliefs or knowledge about the attributes of destination while affective component involves what is perceived to these attributes (Walmsley and Jenkins., 1993; Baloglu et al, 1999). Gartner (1993) defined cognitive image as intellectual of attributes that are known at destination. Sönmez and Sirakaya (2002) examine the role of

destination image and perception of travelers with the behavior of other variables on the choice of potential travelers. Through a survey, they found that there are four factors of cognitive image (safety, friendly environment, general and leisure atmosphere, the last international travel experience).

Basically, destination image consist of two components, cognitive and affective image (Baloglu and McCleary 1999; Sönmez and Sirakaya, 2002). Cognitive image is believed to be the antecedent of affective image (Gartner 1993 ; Ryan and Cave 2005 ; Vogt and Anderect 2003 ; Lin, Morais, Kerstetter, Hou, 2010). Cognitive image component consists of beliefs and tourist knowledge about destination, primarily focusing on tangible physical attributes (Pike and Ryan, 2004).

2.3 Affective Image

Gartner, 1993, defined affective image related to emotional and individual motive in selecting destinations. Burgess, 1978, identifies that the affective response is an essential component of image after analyzing the reaction of people against 32 places in both urban and rural. Sönmez and Sirakaya (2002) revealed that there are two factors of affective image (local attractions and hospitality, comfort/safety and tourist facilities) is a significant predictor in the possibility of a trip to Turkey. Affective image components may represent feelings on a destination (Pike and Ryan, 2004).

The researchers also believe that the establishment of affective response depends on a cognitive evaluation of the object/destination. Affective component refers to what is felt tourists at a destination. Travelers form their feelings towards destinations as a belief or opinion. Therefore, it was agreed that the cognitive image is the antecedent of affective image. Tourist destinations have different affective image which consists of a positive dimension (arousing, pleasant, exciting and relaxing) and negative dimensions (sleepy, unpleasant, gloomy and distressing) (Baloglu, et al., 1997). It could be applied to investigate the affective component of destination image (Pike and Ryan, 2004).

2.4 Overall Image

Image or overall impression based on individual attributes and relationship between cognitive attributes and overall image (Keown, Jacobs and Worthley, 1984). Overall image depends on the evaluation of different products and services (Mazursky and Jacoby, 1986). Tourist perception of the attributes of destination and attractions are diverse activities in an area will interact to form overall image (Gartner, 1986). Image is formed from the assessment of cognitive and affective, affective assessment is based on feelings and emotions towards an object (Baloglu & Brinberg, 1997; Walmsley, 1998; and Baloglu & Mangalolglu, 2001). Dann, 1996, suggests that destination image is formed on the cognitive, affective and conative.

Dichter 1985, viewed image as an overall or total impression which formed as a result of the evaluation of individual attributes which may contain both cognitive and emotional content. Combination of cognitive and affective components strongly related in producing the overall image of destination (Abdul Rashid, and Ismail, 2008). An overall image of a place is formed as a result of both perceptual/cognitive and affective evaluation of that place (Baloglu, S., McCleary K., W., 1999). Affective image was reported to mediate the indirect effect of cognitive image on overall destination image.

2.5 Destination Satisfaction

There are several definitions of customer satisfaction in the marketing literature. Howard and Sheth (1969) define customer satisfaction as a cognitive statement of buyer on the award of adequate or inadequate for the sacrifices that have been experienced. This definition focuses on the outcomes resulted from the sacrifice on the experience of consumption. Oliver (1996) defines customer satisfaction as the conclusion of a psychological condition when the emotions surrounding are justified by the perceived expectations of customer with experience doing consumption. Customer satisfaction is also defined as an evaluation given that the experience of doing consumption should be as good as expectation of related alternatives (Engel & Blacwell, 1982). These definition state that an evaluation process is an important aspect of customer satisfaction. The outcome oriented approach refers to define customer satisfaction whereas process oriented approach focuses on how to measure the level of customers' satisfaction (Oliver, 1996 ; Yi, 1990). Both approaches Have been adopted by many researchers in understanding customer satisfaction. Consumer satisfaction is a response, an emotional or cognitive judgement (Giese and Cote, 2000).

In the tourism industry, practitioners use tourist satisfaction as the basic parameters for evaluating the performance of products and services of destinations (Noe & Uysal,1997; Schofield, 2000). It became a central concept in understanding the behavior of tourists. In the past three decades, research on tourists' behavior and tourists' satisfaction has become the interest of scholars to understand and examine customers' satisfaction. Empirical articles and concepts and issues related to customer satisfaction and service quality are described in the most recent marketing literature (Oliver, 1980; Kozak & Rimmington, 2000). High and sustained interest in the consumer satisfaction comes from the widely held belief that the main managerial criteria for the success should be defined at the level of satisfaction (Baker & Crompton, 2000). There is an increasing number of articles on different aspects of customer satisfaction in tourism, travel, hospitality and leisure literature (Kozak *et al.*, 2000).

Customer satisfaction is considered as the main variable for sustainability of the business competition in the tourism industry. The satisfaction of tourists has become one key area in tourism research for more than four decades. Tourist satisfaction is defined as the result of an interaction between a tourist experiences in the area of destination and expectation that he about destinations. When tourists comparing a number of experiences and expectations generate a pleasant feeling, then tourist will be satisfied but when a real experience of tourist compare to expectations generating unpleasant that the tourists are not satisfied

Destination satisfaction has many definitions. Destination satisfaction can be expressed as result of an evaluation of expectation of tourists or a result of comparison of the value against the cost (price, time and effort), or a result of comparison of reality with the norm (idea), a result of an objective observation of the service or experience. Yoon, Y., and Uysal, M, (2005) proposes traveler satisfaction evaluation should be considered in various dimensions.

3. Conceptual Framework

3.1 Conceptual Framework

Based on literature review, the conceptual framework of this study can be seen in the figure 1 below.

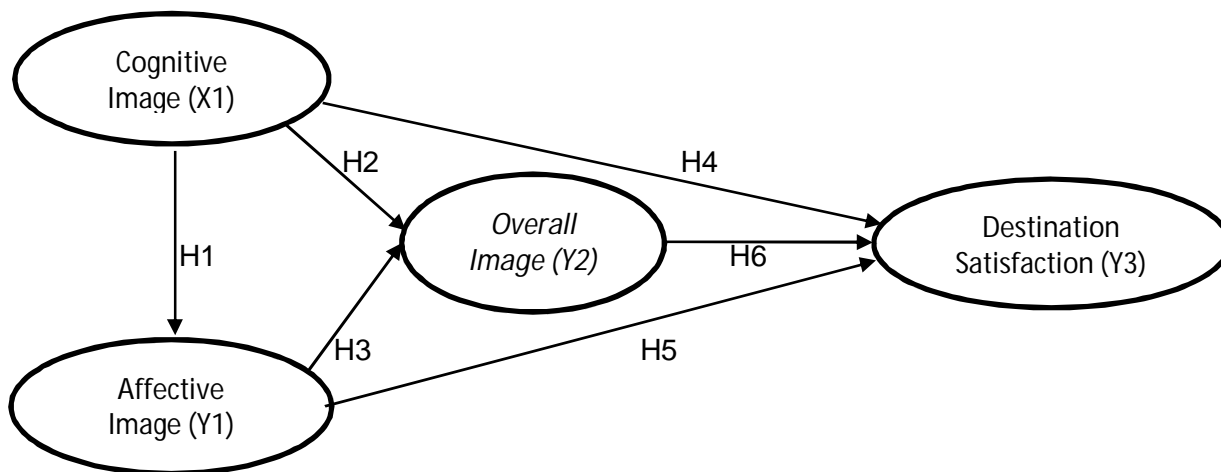


Figure 1: Research Conceptual Model

3.2 Research Hypotheses

The purpose of the study was to test an integrated model of the formation of destination image and its influence on tourists' destination satisfaction. The study hypotheses are:

H1: Cognitive image has a significant and positive effect on affective image

H2: Cognitive image has a significant and positive effect on overall image

H3: Affective image has a significant and positive effect on overall image

H4: Cognitive image has a significant and positive effect on destination satisfaction

H5: Affective image has a significant and positive effect on destination satisfaction

H6: Overall image has a significant and positive effect on destination satisfaction

4. Research Methodology

4.1 Population and Sample

The total population in this study includes large and difficult to know exact numbers. Because tourists who visit the tour last year do not necessarily tourist visits this year, as well as travelers who tourist visits in the last month do not necessarily tourist visits this month. As for the population are tourists both domestic and foreign tourists ever visit and while a visit to Makassar.

There are four variables in this study is one exogenous variables (cognitive image), two intervening variables (affective image and overall image) and one endogenous variables namely destination satisfaction. Cognitive image variables divided into three factors: natural characteristic factor consisting of 6 items, amenities factor consisting of 6 items and infrastructure that consists of 4 items. The next 4 (four) items used to measure affective image variable, 1 item attributes for overall image variable, and 5 items to measure destination satisfaction variable. So the total items used to measure the overall variables studied were 26 items of measurement. If a total of 26 items

measuring 5 multiplied by the total sample used in this study was 130. However, to obtain a good model fit (goodness of fit) then attempted to use the sample between 100-400 respondents. The total sample used in this study was 244 respondents consisting of domestic travelers and foreign tourists.

To increase the response rate of respondents, this study is using non probability sampling method namely accidental sampling, which this technique in determining the sample by chance against those who happen to be found and deemed worthy as respondents with criteria determined can be set as the sample (Sugiyono, 2002). Subsequently used convenience sampling in which subjects chosen because of their convenient accessibility and proximity to the researchers.

4.2 Data Collecting Technique

Data collected through the survey is the collection of precise data for this study based on the criteria suggested Malhotra (1993) and Sekaran (2003), namely the purpose of the study, the accuracy of the methods of research, the availability of data sources, the availability of research facilities and the costs to be incurred.

4.3 Variable Operational Definition and Measurement Technique

In this study, the measurement of variables is using indicators that reflect the measured variables. Scale used in research instrument is 7-point Likert scale with 7 levels of answers namely: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, 7 = strongly agree.

The variables studied in this study are:

1. Cognitive image is defined as beliefs and knowledge about attributes of destinations, such as natural characteristics, amenities and infrastructure.
2. Affective image is defined affective quality assessment on something that is felt by tourist to a tourist destination that is pleasant, friendly, safety, and trustworthy.
3. Overall image is defined as the total feeling towards a destination.
4. Destination satisfaction is defined as the level of overall pleasure perceived by tourist as a result of ability of a tourist destination to meet the desires, hopes and needs associated the tourist destinations.

4.4 Data Analysis Method

Structural equation modeling (SEM) was used to test the hypotheses in this study. SEM is designed to evaluate a proposed conceptual model that contains observed indicators and hypothetical constructs explains or fits the collected data. The analysis tool is Amos 20.

5. Results and Discussion

5.1 Results

There are 244 eligible sampled to be processed as research data. The results of data processing using path analysis can be seen in Table 1 below. Based on the test result in Table 1, it can be seen the direct effects cognitive image on affective image, direct effects cognitive image on overall image, direct effects affective image on overall image, direct effects cognitive image on destination satisfaction, direct effects affective image on destination satisfaction and direct effects overall image on destination satisfaction.

Table 1. Results of Hypotheses Testing

Dependent Variables		Independent Variable	Estimate	C.R.	P	Remarks
Affective Image	<---	Cognitive Image	,773	7,659	***	H1 Supported
Overall Image	<---	Cognitive Image	,035	4,266	,001	H3 Supported
Overall Image	<---	Affective Image	,661	4,556	***	H2 Supported
Destination Satisfaction	<---	Cognitive Image	,325	3,009	,003	H4 Supported
Destination Satisfaction	<---	Affective Image	,288	3,240	,021	H6 Supported
Destination Satisfaction	<---	Overall Image	,369	4,670	,002	H5 Supported

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

5.2 Discussion

Hypothesis 1: Cognitive image has a significant and positive effect on affective image

Based on the results of hypothesis testing showed that cognitive image has a significant effect on the affective image with p -value of $0.000 \leq 0.05$ with 0.773 coefficient value. Cognitive image has a significant effect on the affective image. These results indicate that the hypothesis 1 (one) is supported. This indicates that the more positive cognitive image of Makassar as tourist destination, the better affective image of destination tourists perceived.

There are many previous studies that support this research. Evaluation of perceptual/cognitive has positive influence on the affective evaluation of destinations (Baloglu and McCleary 1999). It is also supported by previous literature which revealed that the cognitive component of destination image is antecedent to the affective component (Beerli et al, 2004). The same thing can also be seen in the results of research conducted by Yue (2008) and Lin et al., (2010) which suggests that cognitive image has a positive influence on the affective image, cognitive image of the atmosphere in which the destination is found to have a significant positive effect.

Hypothesis 2: Cognitive image has a significant and positive influence on overall image

Based on the results of hypothesis testing is known that cognitive image significant effect on overall image based on the p -value $0.001 \leq 0.05$ with 0.035 coefficient value. Thus the hypothesis 2 (two) which states that the cognitive image has a significant effect on overall image is supported. This indicates that the better cognitive image of Makassar as a tourist destination will be the better overall image. Results of research conducted by Lin et al., 2010 found that the cognitive component of the image into a significant antecedent to the overall image. This means that the cognitive image has significantly influence on the overall image. The more positive cognitive image of Makassar as tourist destination, the better overall image of destination tourists perceived.

Hypothesis 3: Affective image has a significant and positive influence on overall image

Based on the results of hypothesis testing is known that affective image positive and significant effect on the overall image is based on p -value $0.000 \leq 0.05$ with 0.661 coefficient value. Affective Image has significant effect on the overall image. This shows that the hypothesis of 3 (three) which states that the image of affective significantly influence the overall image is supported. This indicates that the better the affective image of Makassar as a tourist destination will be the better overall image of destination tourists perceived.

This is in accordance with the opinion of Kim and Yoon (2003) which says that the affective dimension has more impact on the destination image formation compared with that tangibles component. This is in line with the results of research conducted by Baloglu and McCleary, 1999, which found that the affective image has significantly influence on the overall image. Similarly, the results of research conducted by Lin *et al.*, 2010, which found that the affective image has significantly influence on the overall destination image. Research conducted by Baloglu and McCleary, 1999 which indicates that the evaluation of affective significant effect on the overall image of a destination. (Agapito, Valle, & Mendes, 2013) says that feelings or emotions have an influence on individual behavior than the cognitive component.

Hypothesis 4: Cognitive image has a significant and positive influence on destination satisfaction

Based on the results of hypothesis testing is known that cognitive image of the positive and significant effect on destination satisfaction based p -value $0.003 \leq 0.05$ with 0.325 coefficient value. Cognitive image has significant effect on destination satisfaction. This shows that the hypothesis of 4 (four) which states that the cognitive image of the positive and significant effect on destination satisfaction was supported. This indicates that the better the cognitive image of Makassar as a tourist destination, the better or higher destination satisfaction. This is consistent with the statement of Yue (2008) that cognitive image has a direct positive effect on destination satisfaction. The more positive cognitive image of destination tourists perceived, the more satisfied they were.

Hypothesis 5: Affective image has a significant and positive influence on destination satisfaction

Based on the results of hypothesis testing is known that affective image has a positive and significant effect on destination satisfaction based p -value $0.021 \leq 0.05$ with 0.288 coefficient value. It can be concluded that there is a positive and significant effect between affective image with destination satisfaction. This shows that the hypothesis of 5 (five) which states that the affective image significant impact on destination satisfaction is supported. This is consistent with the statement of Yue (2008) that affective image has a direct positive effect on destination satisfaction. It is also consistent with research conducted by Banki, Ismail, Dalil, and Kawu, (2014) found that affective image of destination has a significant moderating effect on the relationship between tourists satisfaction. The more positive affective image of destination tourists perceived, the more satisfied they were.

Hypothesis 6: Overall image has a significant and positive on destination satisfaction

Based on the results of hypothesis testing is known that the overall image has positive and significant effect on satisfaction destination based p -value $0.002 \leq 0.05$ with 0.369 coefficient value. Overall image has significant effect on destination satisfaction. This shows that the hypothesis of 6 (six) which states that the overall image has significant effect on destination satisfaction is supported. This indicates that the better overall image of Makassar as a tourist destination will be the more satisfied tourists were.

The results are consistent with research conducted by Mohammad, Ali and Ghani., 2011, carrying out research in Malaysia and found that the image of the destination is an important antecedent of satisfaction of tourists. Lee C.K., Y.K. Lee and B.K. Lee, (2005) conclude that the image of the destination is one of the important antecedents to the satisfaction of tourists from Korea destination. The same thing was also stated by Chen and Tsai, 2007, which found that there is a close relationship between tourist destination image with tourist satisfaction. Chi and Qu, 2008,

which is confirmed that there are many factors that affect tourist satisfaction, but the image of tourist destinations is a significant factor. Without building a positive image of a tourist destination on the minds of tourists it will be difficult to make the tourists become satisfied. Support the results of the same study pointed out by Khan, Haque, and Rahman, 2013, which examines the factors that influence traveler satisfaction based on Muslim destinations in Malaysia. Results of research Khan *et al.*, 2013 showed that the image of the destinations significant impact on tourist satisfaction.

5.3 Conclusion

Cognitive image has positive and significant impact on the affective image of Makassar as a tourist destination. This indicates that the better the cognitive image of a tourist destination tourists will make a judgment on affective image will be the better. The most dominant indicators in shaping the cognitive image is that the tourist destinations of Makassar has a good quality restaurant with a wide variety of culinary owned as a wealth of attractions in Makassar. Affective image significantly influence the overall image of Makassar as a tourist destination. This indicates that the better affective image of Makassar, the better tourists assessment of the overall image of Makassar as a tourist destination. The most influence indicators to the overall image are that tourists feel pleasant when visiting Makassar. Overall image of Makassar as a tourist destination has significant effect on satisfaction destination. This indicates that the better tourist ratings on overall image of Makassar it will be increasingly satisfied tourists to the destination. Tourists give positive perception of the overall image so that it is a positive influence on satisfaction also destinations in Makassar. Cognitive image of Makassar as a tourist destination has a significant effect on destination satisfaction. This indicates that the better the rating assessment of the cognitive image which is owned Makassar it will be increasingly satisfied tourists to this destination.

5.4 Recommendations

Cognitive image has a significant influence on the overall image. All components of cognitive image such as nature characteristics, amenities and infrastructure must be maintained and enhanced. Makassar has many advantages such as a city with beautiful natural scenery that deal directly to the beach, have mosques floating beautifully above Losari beach, has beautiful islands, has a good quality of restaurant, the good quality of accommodation, culinary variations, variations in culture, values and historical heritage, the friendly people, playground trans studio magnificent and sophisticated and some other advantages. All of this should be promoted continuously by all parties and at all media both newspaper, radio, television, social media, online media and also the activities of formal and informal both at home and abroad so that tourists have ideas, knowledge and belief that Makassar has a positive image based on the advantages possessed. In addition, this promotion also needs to be done so that the tourists also know that the attraction in the city of Makassar is not only Losari Beach and Fort Rotterdam but Makassar have sites that can be visited tourism. Thus the average length of stay of tourists who visit Makassar be increased. The natural beauty, the greatness of the history and cultural richness needs to be promoted through appropriate media campaign. So tourism is owned by Makassar really widely known not only in Indonesia but throughout the world.

In addition to the advantages that there is owned by Makassar on the component cognitive image that there are also weaknesses into complaints of the tourists who visit Makassar, namely the problem of cleanliness, the amount of garbage found in public places and recreational areas

such as in Losari beach area and a floating mosque, port area, Fort Rotterdam, and other tourist infrastructure and poor public transport infrastructure is still lacking, including the lack of good public transport, traffic congestion and others. All the weaknesses in the cognitive component of the image should receive the attention of stakeholders ranging from community, culture and tourism agencies and related offices, municipal and provincial governments, business people, especially in the field of tourism and hospitality as well as tourists visiting the city of Makassar. Makassar should fix traveler complaints, especially regarding the low level of cleanliness and also weaknesses in the tourism infrastructure. If it has been done with optimal and successful effort to re-image of Makassar into a clean tourist destination will be easier to be promoted and marketed.

5.5 Limitations

This research has been conditioned by theoretical background and methodological issues. There are some limitations that need to be addressed in this study. The limitations that include the following: the first limitation is the generalization of the study results. Results of this study can only be generalized to the sample and the population in this study because the image of the destination and can differ from one destination to another destination. The study population was domestic tourists and foreign tourists who visited in mid-2014 to mid-year 2015. The results of this study provide a direct consideration at policy makers and stakeholders in the field of tourism and hospitality businesses to grasp market opportunities and evaluate their promotion effort in order to increase tourist visits to Makassar.

Sufficient information has been provided in terms of background and methodology in research to be able to replicate the same research with different populations. Replication study is an important procedure for the incorporation of knowledge and the development of the theory of the strong in tourism. Existing framework and research methods can be replicated in other forms such as the destination or the different samples. Replication study on a population of different needs and it is important to expand the general application of the proposed model. Doing a comparison can help to understand the cultural exchange / different populations in building the image and destination satisfaction.

The second limitation of the study is a sampling technique that uses convenience sampling technique and accidental sampling. The sampling was used based on the ease with which only tourists who are willing and able to serve as respondents or sample. And also tourists who met directly at the tourist attraction or hotel and are willing to be a sample. So the results can not necessarily be generalized to all tourists who visit to Makassar. In addition, the sample in this study did not distinguish between first-time traveler to visit with tourists who have made repeated visits.

Another limitation is that some of the indicators used in this study is an indicator that is replicated on a previous study that examined the same object at different destinations. Which of these studies do not necessarily have the same characteristics of destinations. So it would be better if done exploration of additional indicators more appropriate to measure the variables used in the study about the image of the destination, and destination satisfaction in Makassar. In this study the variables used to measure destination satisfaction is the destination image with data collection techniques through research questionnaires. So it would be better to further research in

order to add other variables that affect the destination satisfaction and also using other methods in research data collection.

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