

The Importance of Destination Image for Tourists Visiting Kepulauan Seribu

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Abstract: Visitor fluctuations can be caused by a good destination image, with a good destination image can encourage visitors to visit it again. Therefore, the formulation of the problem of this research is how the image of a Kepulauan Seribu destination for visitors or tourists who have visited the Kepulauan Seribu. The results of this study show the Destination Image of the Kepulauan Seribu is Good. This can be seen from the rate of repeat visits made by tourists by 58% of 100 respondents. Other results tourists consider the thousand island communities to be very friendly, and the Kepulauan Seribu are an excellent place for relaxation and rest

Keywords: Destination Image; Tourist; Kepulauan Seribu;

1. Introduction

The tourism industry is a unique combination between various factors so that the operational planning of a destination is different from other economic sectors. Tourist destinations are a product but have many links with diverse stakeholders, with different objectives and requirements. A destination is always different in size, appeal and benefits offered to tourists, in fact there are no two or more destinations that can be treated equally by tourists. "Tourism management must refer to management principles that emphasize the values of natural, cultural, community and social values that enable tourists to enjoy tourism activities and benefit the welfare of the local community" (Pitana and Diarta, 2009: 81). Successful tourism can increase income, employment and foreign exchange. How to attract tourists to revisit and or recommend a destination to others is complicated for the success of developing a destination. Image of a destination. *Destination image plays two important roles in behaviors: (1) to influence the destination choice decision-making process and (2) to condition the after-decision-making behaviors including participation (on-site experience), evaluation (satisfaction) and future behavioral intentions (intention to revisit and willingness to recommend)*" Ashworth & Goodall, 1988 (dalam Chen, 2006:2). O'leary & Deegan (2003: 213) suggests that the destination image makes it easier for tourists to make decisions about their trips and determine whether their travel experience will be very satisfying.

Table 1. Number of Tourist Visitors at Tourism Prima Object, 2015 – 2017

No.	Destination	Unit	Foreigner	Domestic	Total
1	Anyer island (Resort)	People	3.233	21.765	24.998
2	Bidadari island (Resort)		430	7.814	8.244
3	Kotok Tengah island (Resort)		138	226	364
4	Sepa island (resort)		8.714	8.102	16.816
5	Putri island (Resort)		4.999	7.324	12.323
6	Untung Jawa island		16	211.728	211.744
7	Pramuka island		945	96.857	97.802
8	Tidung island		1.622	165.540	167.162
9	Harapan island		511	83.471	83.982
10	Kelapa island		152	44.887	45.039
11	Lancang & Pari island		943	115.089	116.032
12	Macan island (Resort)		1.907	2.587	4.494
13	Kotok island (Resort)*		-	-	-
14	Pelangi island (Resort)*		1.806	2.310	4.116
15	Pantara island (Resort)*		2.221	1.881	4.102
Total 2017			27.637	769.581	797.218
2016			20.932	759.027	779.004
2015			10.836	801.421	812.257

Source: Sudin Pariwisata dan Kebudayaan Kab. Adm, Kep. Seribu, 2018

Based on table 1 above shows the fluctuations of visitors to the Kepulauan Seribu. Visitor fluctuations can be caused by a good destination image, with a good destination image can encourage visitors to visit it again. Therefore, the formulation of the problem of this research is how the image of a Kepulauan Seribu destination for visitors or tourists who have visited the Kepulauan Seribu. Through this research, it will be known that the Kepulauan Seribu Destination Image. So that the relevant manager or government can know exactly what still needs to be improved so that the Kepulauan Seribu Destination Image will be good according to tourists who have visited and will recommend to other communities so that it can increase the income of the people and the regional government of DKI Jakarta through tourism. In addition, it is expected that the results of this study will be an additional reference for the next research.

2. Literature Review

Destination Image

Lopes (2011: 307-308), defining the concept of destination image as an expression of all objective knowledge, prejudice, imagination and emotional thoughts of an individual or group about a particular location. Kotler, Haider and Rein in Lopes, (2011: 307-308), defining the image as the sum of all beliefs, ideas and the impression that someone is related to a destination. Tourist destinations include everything in the region, both its people, landscapes, other industries, and other things that can be part of the destination experience, local specialties that tourists can enjoy even though they are not part of the tourism economy specifically (Hanif, 2016: 44). A destination image / image is a perception that is formed from various information received by tourists. Every tourism destination has a certain image that contains beliefs, impressions, and perceptions about a destination, (Destari 2017: 48). Lopes in Galih Handawan (2015: 24), also wrote the latest guidelines for tourism marketing recognizing that the development of tourism destination images is based on consumer rationality and emotionality, and as a result of a combination of two (2) major components or dimensions, namely: cognitive destination image and affective destination image.

2.1. Cognitive Destination Image

Supardi (2015: 152), the word cognitive itself comes from the word cognition to which knowing, means knowing. In a broad sense, cognition (condition) is the acquisition, arrangement, and use of knowledge, (Muhibin Syah in Supardi, 2015: 152). Cognitive image refers to beliefs and beliefs and knowledge of attributes of a destination (Destari, 2017 :48). Kresno Agus Hendarto (2006: 4), Perceptual cognitive evaluation is a process in which individuals receive, choose, organize and interpret information in order to create a meaningful picture. Perception is an individual process and depends on internal factors such as trust, experience and hope. Perception can arise when information about a region or tourist destination has been obtained when tourists have not arrived or after arriving at a tourist destination and experiencing their own tourism activities. *Cognitive component as „the sum of beliefs and attitudes of an object leading to some internally accepted picture of its attributes“*. In other words, *the cognitive component is formed on the basis of the tourist"s beliefs of a destination* (Jorgensen, 2004 :18). The cognitive component as some of the beliefs and attitudes of an object that leads to a description of the attributes received directly from a destination. In other words, cognitive components are formed on the basis of tourists' beliefs about a tourist destination.

2.2. Affective Destination Image

Affective image refers to the emotions and feelings inherent in the destination (Destari, 2017: 48). The affective component refers to how one feels about that object (Ahmad, 2015: 16). *The affective component is related to the motives of the tourist for choosing one destination at the expense of another. The affective component becomes operational in connection with the tourist's evaluation of destination choice* (Jorgensen, 2004: 19). This affective component is related to the motives of tourists to choose one destination at the expense of the other. The affective component becomes operational in connection with evaluating tourists for choice goals. Schiffman and Kanuk in Hendarto (2006: 2), states that the emotions or feelings of consumers about certain products or brands are affective components of certain attitudes. These emotions or feelings are often considered by consumer researchers to be very evaluative in nature, which includes a person's assessment of the object of attitude directly and thoroughly. The overall destination image is a combination of cognitive and affective components (Mazursky & Jacoby, 1986, Stern & Krakover, 1993), whereas according to Beerli and Martin (2004) real experience. Affective components refer to what tourists feel at a destination. Tourists form their feelings towards the destination as a belief or opinion. Therefore, it was agreed that cognitive image is the antecedent of affective imagery (Ahmad, 2015: 15).

3. Material & Methodology

3.1. Data

This study uses Primary data and Secondary data. Primary data is data obtained by making observations directly to the location of the study, direct interviews with respondents, and distributing

questionnaires. Secondary data is data that is obtained from outside the respondent but is related to the object under study and is supporting the theory. The data is obtained from literature and books as supporting primary data.

3.2. Method

The research method carried out in this study is a quantitative method, with a descriptive approach because this study aims to obtain a complete picture of the Destination Image. The time used is cross-sectional. The technique of collecting data using a questionnaire consisting of two parts, the first part wants to get data about the profile of tourists and the second part related to their response to the Kepulauan Seribu Destination Image. The unit of analysis of this study is about 100 tourists visiting the Kepulauan Seribu. The sampling technique used is non-probability sampling with a purposive sampling approach, namely researchers selectively purposive sampling (Ferdinan, 2014:179).

4. Results and Discussion

4.1. Result

The result of the data processed showed as follows:

Table 2. Kepulauan Seribu tourists based on the island visited

Island visited	Total
Pramuka	41
Bidadari	14
Tidung	19
Bira	16
Lainnya	10
Total	100

■ Pramuka ■ Bidadari ■ Tidung ■ Bira ■ Lainnya

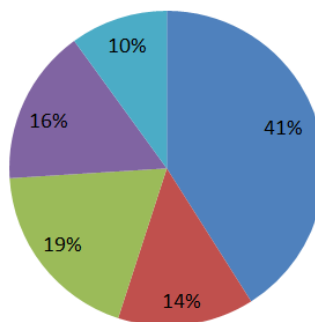


Figure 1. Percentage of Kepulauan Seribu Tourists based on the island visited

Based on Table 2. and Figure 1. it can be seen that the respondents most visited Pramuka island which was as much as 41%. While the other 19% visited Tidung Island, 16% Bira Island, 14% visited Angel Island, the remaining 10% visited other islands. The number of tourists visited Pramukan Island because of the popularity of Pramuka Island as well as being one of the centers of the Kepulauan Seribu government, also due to the condition of the island and the sea which are still very well maintained and the natural scenery and surroundings are very beautiful. That is why many tourists are interested in visiting this island because on this island, they can get an unforgettable and memorable travel experience. In addition, residents of the island are also very friendly and kind, so they can provide a sense of security and comfort for tourists who visit. Then when viewed from its

strategic location and located in the middle of the Kepulauan Seribu cluster, Pramuka Island is one of the favorite places to stay for tourists who plan to go to other islands in the Kepulauan Seribu cluster.



Figure 2. Pramuka Island

Based on the results of processing the data in this study, the characteristics of respondents visiting the Kepulauan Seribu as follows:

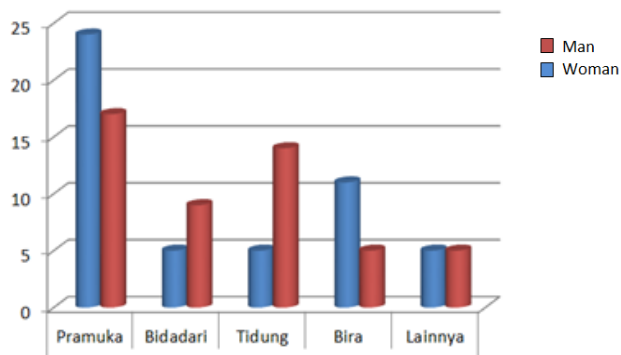


Figure 3. Profile of Respondents based on age

In Figure 3. it can be seen that Pramuka and Bira islands are dominated by female visitors, while on Bidadari Island and Tidung Island are more visited by male visitors. This is caused by the Bira Island The uninhabited island in the Kepulauan Seribu offers views that exotic and has not been visited by many tourists. What's interesting about this island is the charming sunset and the beautiful stars in the sky at night. And for visitors who like snorkeling and diving, the underwater beauty of Bira Island is quite amazing with Karimunjawa's charm. Whereas the other islands have a balanced number of visitors between men and women

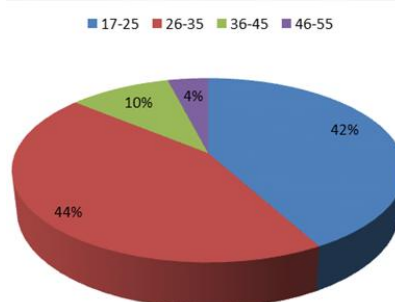


Figure 4. Respondents based on age

Figure 4. shows visitors in the Kepulauan Seribu generally that is equal to 44% aged between 26-35 years. The age profile if seen based on the island visited can be seen in Figure 5 below.

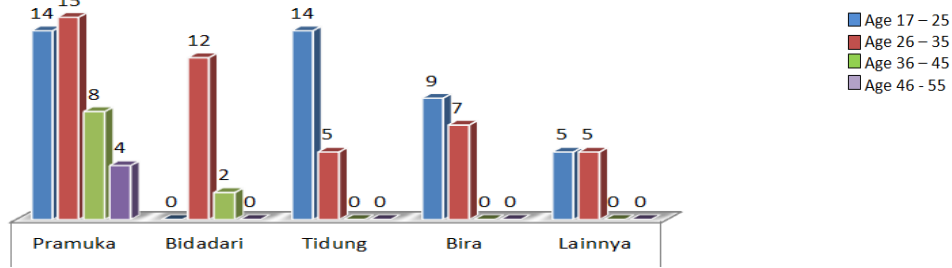


Figure 5. Age Profile Respondents based on the island visited

Based on Figure 5. it can be seen that the scout and angel islands are the most visitors at the age of 26-35 years. At this age many choose to enjoy nature because the dive of Bidadari Island is a 25-minute distance using a speedboat from Ancol Marina. This island has the attraction and history of Dutch heritage that provides historical values with fortresses that can still be enjoyed and with natural nature that is very interesting if taking photos from any position.

Whereas the Tidung and Bira islands are dominated by the age of 17-25 years. This happens mostly at this age, enjoying diving or snorkeling on Bira Island. On Bira Island there are a number of dive spots that will make travelers enjoy the natural sea. The naturalness of nature provides a comfortable home for a number of underwater natural animals on Bira Island. The large, healthy-looking reefs are a safe place for a number of small fish that swim in and out of the reefs.

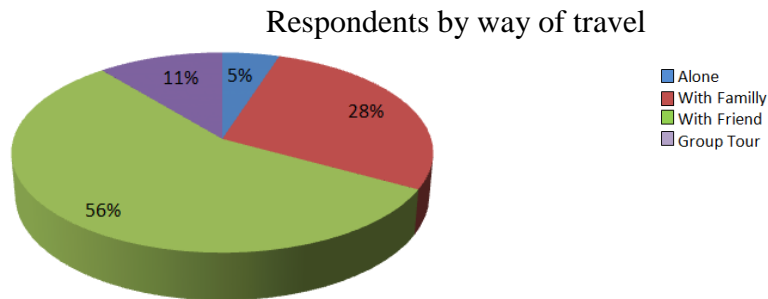


Figure 6. Getting around

In figure 6, it shows more dominant (56%) respondents traveling with their friends, then followed by traveling with family of 28%, through the 11% Tour Group and traveling alone at 5%. This shows that the tourists visiting the Kepulauan Seribu are more pleased to be in tandem with their colleagues. This is because in general the respondents are employees (48%) who work in Jakarta for (78%) who are visiting to eliminate the workload in Jakarta, which every day is always congested on the road to work from their homes.

Profile of Respondents based on Visit Experience

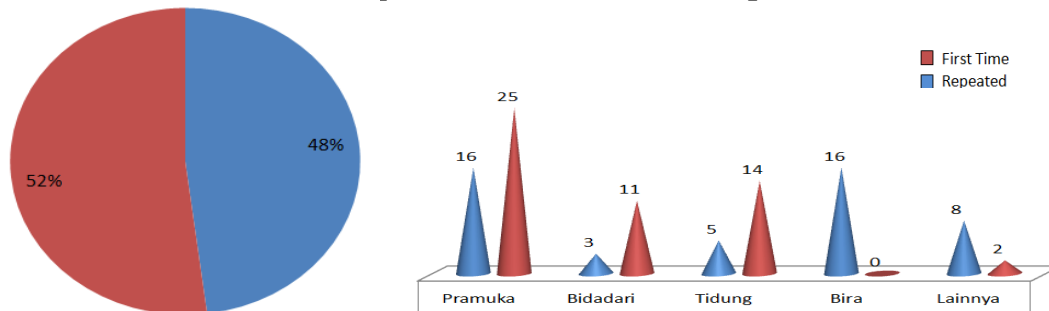


Figure 7. Profile of Respondents based on Visit Experience

Based on Figure 7 above, it shows that the dominant respondents (tourists) came to visit the Kepulauan Seribu and the most dominant came to visit Pramuka Island, the second most dominant being Tidung Island and the third Dominant Island Bidadari Island.

Profile of Respondents by Origin of Respondents

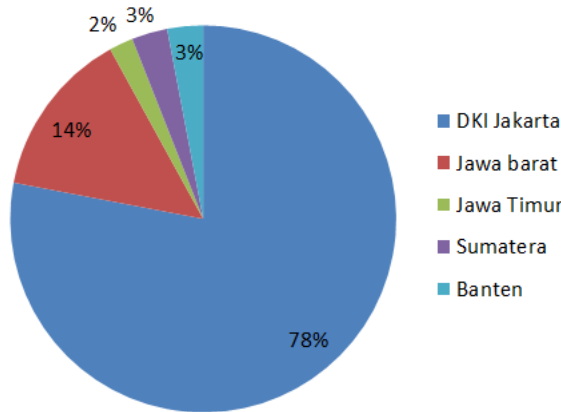


Figure 8. Profile of Respondents by Origin of Respondents

Based on Figure 8 above shows that the origin of tourists visiting the Kepulauan Seribu is the most dominant originating from DKI Jakarta around 78%, then from West Java (14%), and those from the regions of Sumatera, Java and Banten show almost the same results around 3% of the total respondents. This is because the Kepulauan Seribu are part of the DKI Jakarta Region so that the Destinations in the Kepulauan Seribu are very close to the DKI Jakarta Propose.

Tourism Destination Image

The result of the data processed about Tourism Destination Image showed the as follows

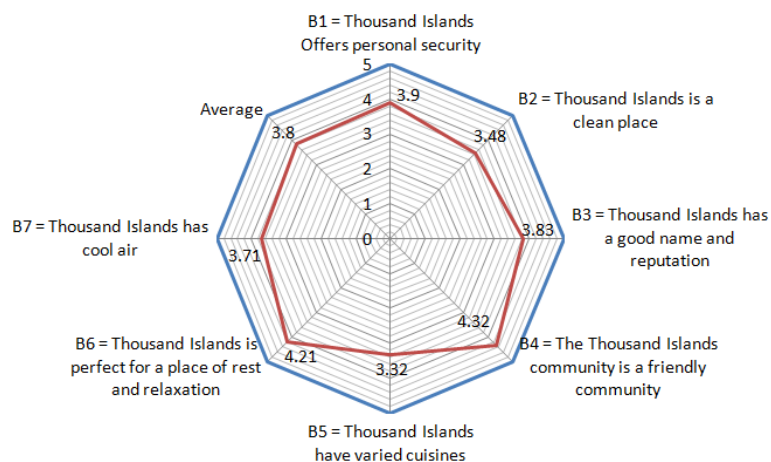


Figure 9. Respondents' assessment of the Tourism Destination Image

Based on the results of the results of this study in figure 9, the explanation can be described as follows:

For statement B1 "Kepulauan Seribu offer personal security", the average rating of respondents / tourists is 3.9. Based on the interpretation table the value of 3.9 falls into the Good category. This means that personal security offered to tourists visiting the Kepulauan Seribu is good.

For B2 statement "Kepulauan Seribu is a Clean place", the average rating of respondents / tourists is 3.48. Based on the interpretation table the value of 3.48 falls into the Good category. This means that the cleanliness of the Kepulauan Seribu is good.

For statement B3 "Kepulauan Seribu has a good name and reputation", the average rating of respondents / tourists is 3.48. Based on the interpretation table the value of 3.83 is in the Good category. This means that according to tourists visiting the Kepulauan Seribu believe that the Kepulauan Seribu have a good name and reputation.

For statement B4 "Kepulauan Seribu Society is a friendly community", the average rating of respondents / tourists is 4.32. Based on the table of interpretation the value of 4.32 falls into the Very Good category. This means that according to tourists visiting the Kepulauan Seribu feel the people of the Kepulauan Seribu are friendly.

For statement B5 "Kepulauan Seribu has varied cuisine", the average rating of respondents / tourists is 3.32. Based on the interpretation table, the value of 3.32 is included in the Fairly Good category. This means that tourists visiting the Kepulauan Seribu believe that the culinary variations in the Kepulauan Seribu are quite good.

For statement B6 "Kepulauan Seribu is very suitable for a place of rest and relaxation", the average respondent / tourist scores 4.21. Based on the interpretation table the value of 4.21 falls into the Very Good category. This means that tourists visiting the Kepulauan Seribu argue that as a place to rest and relax a Kepulauan Seribu is a very good place.

For statement B7 "Kepulauan Seribu has cool air", the average respondent / tourist votes at 3.71. Based on the interpretation table the value of 3.71 is in the Good category. This means that tourists visiting the Kepulauan Seribu argue that the Kepulauan Seribu are a good place if tourists want to get or breathe cool air.

According to Respondents / tourists visiting the Kepulauan Seribu, the image of the Kepulauan Seribu is 3.8. The 3.8 value is in the Good category. Overall Destination Image.

5. Conclusion

Based on the above analysis, what can be concluded in this study is the Destination Image to the Kepulauan Seribu is Good. This can be seen from the rate of repeat visits made by tourists by 58% of 100 respondents. Then it was concluded that the community was very friendly. Besides that, respondents also considered that the Kepulauan Seribu were a very good place to do relaxation and rest. Because the results of this study are expected to encourage the government and business people to make better promotions because of the consideration of Citra Destinasi, the Kepulauan Seribu have been considered good for tourists who have visited the Kepulauan Seribu.

In order to further support the results of this research, further research is needed which is more in-depth about the motivation of tourists visiting the Kepulauan Seribu. So that the Government and business people can design attractive programs for tourists in order to increase the level of visits to the Kepulauan Seribu.

Acknowledgement. This research is fully supported by Kementian Riset dan Teknologi Pendidikan Tinggi.

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