
Destination Image and Travel Motivation: Impact on Visit Intention, Decision to Visit

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Abstract.

The decision to visit is a series of processes in which tourists become aware of the need, acquire information, evaluate information about tourist attractions, determine alternative options, and make the most suitable decision to visit a tourist destination. The destination image plays a crucial role for tourists in the decision-making process of visiting, and motivation is highly significant as a driving factor for the occurrence of the decision to visit. The research objective is to determine the influence of destination image, travel motivation, and visit intention on the decision to visit. This study employs a quantitative method. Data collection is conducted using a survey method with questionnaires distributed to visitors. One hundred and eleven respondents have completed the questionnaire, and data analysis is performed using Path Analysis. The research findings indicate that the destination image directly influences the visit intention and the decision to visit. Travel motivation does not directly influence the visit intention and the decision to visit. The visit intention can act as a partially mediated mediating variable. This research is based solely on one tourist destination in the Trenggalek Regency, East Java Province, Indonesia, so the results cannot be generalized. The theoretical implications are that the decision-making model for visiting is an interconnected sequence that originates from the destination image in the minds of tourists, travel motivation impacts the visit intention, and the visit intention will impact the decision to visit. While several studies on the influence of destination image on the decision to visit have been conducted, research specifically addressing the influence of destination image and travel motivation on the visit intention and the decision to visit has not been extensively explored.

Keywords: Destination Image, Travel Motivation, Visit intention, Decision to visit

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1. Introduction

Tourism is a temporary travel activity from one's place of residence to a destination area, motivated not by settlement or seeking livelihood but solely for pleasure, satisfying curiosity, spending leisure or vacation time, and other purposes (Koen Meyers, 2009:17). Tourism serves as an alternative to alleviate boredom from daily monotonous activities or exhausting routines. This encourages individuals to embark on tourism journeys, thereby contributing to the economic growth of the destination area.

Addressing the issue of increasing tourist visits requires integrated and standardized efforts to enhance the quality and quantity of services in the tourism sector. This encompasses destination management, human resource quality, promotion, collaboration with stakeholders, and investment. Quality tourism services meeting tourism standards automatically lead to a significant impact on increased tourist visits, as the satisfaction of tourists is ensured. Satisfied tourists are more likely to return to the same destination and tend to share positive experiences with friends and relatives, fostering loyalty and commitment. The loyalty and satisfaction of tourists serve as key metrics for the success of tourism service marketers (Kozak and Rimmington, 2000; Chi, 2005).

Tourist behavior is linked to image, attitude, perception, satisfaction, choices, motivation, decision-making, and so forth, all of which relate to repeat purchases or repeat visitation behavior. The decision to visit a tourist destination is not a spontaneous one but is predetermined at home, markedly different from the decision to purchase a product, which often occurs in a store. Prospective tourists already have a positive image of the destination to be visited, referred to as the destination image. The destination image plays a crucial role for tourists in decision-making and future tourism behavior (Baloglu & McCleary, 1999), increasing the likelihood of returning to the same destination.

2. Research Method

This study is explanatory research aimed at analyzing the relationship between one variable and another or explaining how a variable influences another (Ferdinand, 2014). The research subjects are tourists visiting the Prigi Beach destination in Trenggalek Regency. The research object is the Prigi Beach tourism destination in Trenggalek Regency, and the study location is Prigi Beach in Trenggalek Regency. The population in this study comprises all tourists visiting tourist destinations in Trenggalek Regency. The sample for this research consists of 110 respondents. The sampling technique employed is proportional sampling, a nonprobability sampling method where the sample is proportionate to tourists visiting destinations in Trenggalek Regency. The questionnaire is measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The research instrument is a questionnaire adapted from previous studies, translated into Bahasa Indonesia, and validated



by experts. The questionnaire is distributed online using Google Forms and offline by physically visiting the tourism destination. Validity and reliability tests were conducted with 30 respondents and deemed valid and reliable. Data analysis is performed using the Path Analysis technique.

3. Results and Discussion

3.1. Results

Tabel. 1 F-Test

			Estimate	S.E.	C.R.	P
Satisfaction	<---	Destination_Image	0.133	0.032	4.149	0.000
Emotional Bonding	<---	Destination Image	0.068	0.022	3.085	0.002
Emotional Bonding	<---	Satisfaction	0.522	0.064	8.196	0.000
Loyalty	<---	Destination Image	0.007	0.039	0.176	0.86
Loyalty	<---	Emotional Bonding	0.641	0.171	3.746	0.000
Loyalty	<---	Satisfaction	0.235	0.141	1.672	0.094

Hypothesis 1: in the first hypothesis there is a calculated C.R value between destination image variables and visiting decisions is $10.196 \geq 2.00$ with a significance probability value of 0.000 ($p \leq 0.05$). This shows that the destination image variable has a significant effect on the decision variable to visit. This means that the first hypothesis (H1) is proven/accepted

Hypothesis 2: in the second hypothesis there is a calculated C.R value between the variables of travel motivation and the decision to visit is $1.42 \leq 2.00$ with a probability value of significance of 0.155 ($p \geq 0.05$). This shows that travel motivation variables do not have a significant effect on visiting decisions. This means that the second hypothesis (H2) is not proven/rejected

Hypothesis 3: in the third hypothesis there is a calculated C.R value between the destination image variable and the visit intention is $5.191 \geq 2.00$ with a significance probability value of 0.000 ($p \leq 0.05$). This shows that the destination image variable has a significant effect on the visit intention variable. This means that the third hypothesis (H3) is proven/accepted.

Hypothesis 4: in the fourth hypothesis there is a calculated C.R value between the variables of travel motivation and visiting intention is $1,886 \leq 2.00$ with a probability value of significance of 0.059 ($p \geq 0.05$). This shows that the travel motivation variable has no significant effect on the visiting intention variable. This means that the fourth hypothesis (H4) is not proven/rejected

Hypothesis 5: in the fifth hypothesis there is a calculated C.R value between the variables of visit intention decision is $4,047 \geq 2.00$ with a significance probability value of 0.000 ($p \leq 0.05$). This shows that the satisfaction variable has a significant effect on the variable of tourist loyalty. This means that the fifth hypothesis (H5) is proven/accepted.

Table 2. Sobel Test

	Test Statistics	Std. Error	P-Value
Destination Image	3,727	0,0227	0,00019
Travel Motivation	1,972	0,0172	0,0485

Based on Table 2, the probability value of the destination image (X1) is 0.00019 ($p \leq 0.05$). The probability value of travel motivation (X2) is 0.0485 ($p \leq 0.05$). This means that the Sobel test X1 and X2 mediation tests are acceptable.

3.2. Discussion

The Influence of Destination Image on Traveller Loyalty

The findings of this study affirm the perspectives of Pitana and Gayatri (2005:73), stating that factors influencing tourists in making visiting decisions include tourist characteristics, motivation, destination image, travel perceptions, and the excellence of the tourism destination. This aligns with the view of Hidayah (2019:54), who asserts that there are two factors influencing tourists in the decision to visit: internal factors, including economic capacity, time, gender, age, physical condition, psychological factors (motivation, perception, learning, personality, and attitude), and experience; and external factors, including the availability of destination choices, destination products, destination marketing activities, destination image, friends, relatives, family, reference groups, and situational factors.

The results of this study support the findings of previous research by Angapito et al. (2013), Hanif et al. (2016), Putra (2017), Setyaningsih & Murwatiningsih (2017), Chi et al. (2018), suggesting that destination image influences tourists' decisions to visit a destination. Before deciding to visit, tourists already have an impression of a tourist destination, and a destination with a positive image will more strongly influence tourists to visit. The destination image plays a crucial role in attracting and retaining tourists, and the better the destination image, the more convincing it is for tourists to revisit. However, these results do not align with the findings of Suwarduki et al. (2016), which indicate that destination image does not significantly affect the decision to visit. Similarly, the study by Febriani R.S. and Aniek Wahyuni (2016) shows that destination image does not influence the decision to visit.

Examining respondents' responses to indicators of the environment, hospitality, accessibility, price, and infrastructure, the average responses indicate agreement and strong agreement. Ten statements received the highest scores, namely: 1) The environment of Prigi Beach tourism destination; 2) The local community around Prigi Beach tourism destination is friendly to tourists; 3) The local community around Prigi Beach tourism destination is willing to share information with tourists; 4) There is parking facility near Prigi Beach tourism destination; 5) Spacious parking area around Prigi Beach tourism destination; 6) The price of souvenirs at Prigi Beach tourism destination is affordable; 7) Entrance ticket to Prigi Beach tourism destination is affordable; 8) There is a souvenir shop at Prigi Beach; 9) There are toilets at Prigi Beach tourism destination; and 10) There is a mosque at Prigi Beach tourism destination. These respondent responses indicate that a positive destination image of Prigi Beach tourism destination has been established in the minds of tourists, prompting them to decide to visit Prigi Beach tourism destination. However, four statements received average agreement and the lowest average score for the statement "The price of food and drinks at Prigi Beach tourism destination is standard."

Hypothesis 1, destination image influences the decision to visit, is supported by the research data; thus, Hypothesis 1 is accepted.

The Influence of Travel Motivation on Visit Decisions

The findings of this study fail to substantiate the assertions of Widyatmaja & Suwena (2017:52), who argue that motivation is crucial as a driving factor (push factor) for the

occurrence of a journey. Additionally, the study does not provide evidence to support the perspective of Pitana and Gayatri (2005:58), stating that motivation is a crucial factor for prospective tourists in making decisions about the tourist destination to visit.

In this study, travel motivation is measured using two indicators: "stress relief" and "novelty." The descriptive responses from respondents indicate that the average scores for seven statement items are above 4. This data suggests that tourists have high travel motivation to visit Prigi Beach. However, travel motivation, directly, is not capable of driving the decision to visit. Instead, travel motivation can influence the decision to purchase through the visit intention.

Hypothesis 2, which posits that travel motivation influences the decision to visit, is not supported by the research data; thus, Hypothesis 2 is rejected.

The Influence of Destination Image on Visit Intention

The results of this study prove the theory of Hidayah, (2019: 55) suggests that the image of the destination is one of the factors that can affect the visit intention. The results of this research support research conducted by Ramadhani & Kurniawati (2019), that the image of the destination has a significant positive impact on *the visit intention, research by Ryu et.al., (2013), the results show that the image of the destination positively affects the intention of tourists to visit the destination, research Ramadhani et.al., (2020) that the image of the destination affects the visit intention, research Prayogo et.al., (2016)* The image of the destination has a positive and significant influence on the visit intention.

Judging from the description of respondents' answers to the indicators of visit intention, seeking information, and plans to visit, the average respondent's answer was affirmative. The highest average score on the statement "I found out the experience of visiting Prigi Beach Tourism through family who has visited". This proves that before prospective tourists decide to visit Prigi Beach tourist destinations, they look for information on family members who have visited. While the lowest average score in the statement "I choose to visit Prigi Beach Tourism destinations as the first choice".

Hypothesis 3, namely the image of the destination affects the visit intention supported by research data, thus hypothesis 3 is accepted.

The Effect of Travel Motivation on Visit Intention

The results of this study indicate that, despite the high travel motivation of tourists, it is not sufficient to build the visit intention. The theoretical concept from Hidayah (2019:55) that travel motivation is one of the factors influencing the visit intention is not substantiated in this research.

The findings align with the research of Yacob & Hamouda (2018), indicating that travel motivation does not impact the visit intention. However, the results do not support the research of Khan et al. (2018) that travel motivation influences the visit intention. Conversely, the findings support the research of Chelilah et al. (2017), stating that travel motivation has an impact on the visit intention. This opens opportunities for future researchers to conduct studies with similar variables.

Hypothesis 4, which posits that travel motivation influences the visit intention, is not supported by the research data. Thus, Hypothesis 4 is rejected.

The Influence of Visit Intention on Visit Decision

The results of this study prove the theory of Engel et al (1995) that the alternative

evaluation stage includes beliefs, attitudes, and intentions and these intentions will shape purchasing decisions. This means that consumers will not decide to buy if they have not previously built a purchase intention. In the context of tourism, it is known as the visit intention and the decision to visit.

The results of the mediation test show that the variable of visit intention can mediate the influence of destination image and travel motivation on the decision to visit and the visit intention is proven to play a *partially mediated role*.

Hypothesis 5, the visit intention affects the decision to visit is supported by research data, thus hypothesis 5 is accepted.

4. Conclusion

Based on the data analysis, the following conclusions can be drawn. Firstly, Destination Image significantly influences Travel Decision. Secondly, Travel Motivation significantly influences Travel Decision. Thirdly, Destination Image significantly influences Visit intention. Fourthly, Travel Motivation significantly influences Visit intention. Fifthly, Visit intention significantly influences Travel Decisions and Visit intention is capable of mediating the influence of Destination Image and Travel Motivation on Travel Decisions, proving to play a partially mediated role.

The limitations of this study are as follows. Firstly, the destination image variable is measured only with one aspect, namely the cognitive aspect. Secondly, there are no open-ended questions, preventing the researcher from delving deeper into the obtained data. Thirdly, the research location is limited to one tourist destination, making it challenging to generalize the findings to all objects and regions. Therefore, it is recommended for future researchers, if conducting replication studies, to measure the destination image variable with two aspects, both cognitive and affective. Secondly, adding open-ended questions to gain deeper insights into the obtained data. Thirdly, researching various tourist destinations within one region.

The theoretical contributions of this study are twofold. Firstly, it complements the model of travel decision-making by Hidayah (2019:55), presenting the decision-making model as an interconnected sequence that starts with destination image and travel motivation, leading to the formation of the visit intention and ultimately influencing the travel decision. Secondly, even though travel motivation is inherent in tourists, it does not automatically result in their decision to visit; rather, the visit intention must first be established.

Meanwhile, the practical contribution of this research is that the findings can serve as a foundation for destination marketers to design marketing communication strategies to build destination image and stimulate the emergence of travel motivation in tourism.

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