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Destination Uniqueness and Country Image as Factors that Affect Visit Intention on Watu Karung Beach

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Abstract:

This article was aimed to examine and study the effects of various factors that affect the intention of foreign tourists to visit Watu Karung Beach in Indonesia. This study reviews the variables that shape visit intention, which are destination uniqueness, country image, and attitude towards destination. The sample of research consisted of 186 respondents. Sampling technique employed was Non-probability sampling method with Convenience Sampling technique. Data was tested using regression analysis. The result of hypothesis testing showed that all independent variable affected dependent variable.

Keywords: Destination uniqueness, country image, attitude towards destination

1. Introduction

According to the Ministry of Culture and Tourism of RI, tourism is one of the important economic sectors in Indonesia. In 2017, tourism ranks second in terms of foreign exchange earnings. In 2016, tourism foreign exchange has reached 13.5 billion US dollars per year. Only lost to crude palm oil (CPO) of US \$ 15.9 billion per year. Whereas in 2015 then, tourism is still ranked fourth as the largest foreign exchange contributors (Facta.news, 2017).

Intention to visit Indonesia as a tourist destination is interesting to discuss because this research is expected to explain the phenomenon of the research object that is tourists who have the intention of visiting Indonesia. And on the other hand, the results of this study are expected to provide a view to marketers to increase visits to tourism in Indonesia.

In the process of creating behavioral intention, visit intention is influenced by the uniqueness of the destination, the accessibility of the destination, the image of the country, and the attitude toward the destination. The relationship between variables will be explained by a model consisting of four variables: destination uniqueness, country image, attitude towards destination, and visit intention. Consumers are generally offered a variety of destination destinations that provide similar characteristics, such as the quality of accommodation and beautiful scenery. However, it is not enough to be included into the consideration which later made the final decision to visit the destination. Destination must be unique and different for consumers to be interested on visiting (Qu, Kim, and Im; 2011).

Image concept is defined as total of all descriptive, inferential and informational beliefs on has about particular country (Martin & Eroglu, 1993). Nagashima (1970) defines country image as the picture, reputation, the stereotype that consumers have on specific country. This image create by such variables as representative products, national characteristics, economic and political background, history, and traditions. Considering the elaboration above, the objective of research is to examine and to analyse the effect destination uniqueness, country image, and attitude towards destination on visit intention. This research was conducted on Yogyakarta, Indonesia.

2. Literature Review and Hypothesis Development

2.1. Destination Uniqueness

Destination uniqueness is one of the important attributes that often applied to brand theory, brand uniqueness can be regarded as something special (Netemeyer et al., 2004). The special uniqueness and features can draw attention to destination and build an impression on their minds (Qu, Kim, & Im, 2011). There are many destination that build their specialty to attract consumers to visit, special features that can enhance attractiveness and competitiveness, especially for travelers that looking for uniqueness and meaningful travel experiences to satisfy their needs and desires.

- H1: Destination Uniqueness affects attitude towards destination

2.2. Destination Accessibility

Accessibility is often linked to transportation costs, and rarely visited locations usually have more expensive costs. (Pike, 2004). According to March (2004) states accessibility refers to the convenience that visitors can get to travel and enter a place. Halden, Jones and Sarah (2005) state that "accessibility is an attribute for people (and goods) not transportation capital or service provision, and explains the integrated system from the user's point of view."

Kumar (2010) says people can visit a tourist attraction if the place is accessible. The growth of tourists in a particular destination is closely linked to the provision and level of development in the transport system. Tourist destinations located closest to the tourist market and connected by a good system of highways, trains and airways will receive the maximum number of tourists

- H2: Destination accessibility affects attitude towards destination

2.3. Attitude towards Destination

Attitude towards destination is the option, favourable, unfavourable, or neutral that tourist has about destination. White (2004) explains that attitude towards destination is a key factor in explaining the influence a place may have on tourist' decision making. City brand attitude are mainly determined by social bonds, brand personality, business creativity. Ither less important determinants of city brand attitudes include safety, natural, cultural activities and shopping facilities (Merrilees, Miller and Herrington (2009)

2.4. Visit intention

Behavioural intention can be presents as favorable or unfavourable. Favourable behavioural intention include saying positive things about the brand or the company, purchasing or repurchasing intentions, and paying premium price for the brand. Unfavourable behavioural intentions include spreading negative word of mouth, taking illegal actions, and not purchasing the brand (Zeithamal, Berry, & Parasuraman, 1996)

In the marketing literature, attitude has been shown to be related to behavioural intentions. The theory of TPB (Theory of planned behavior) explains that individual behavioural intention are influenced by attitudes, perceived behavioural controls towards behavior, and subjective norms (Ajzen, 1985). Many other studies support the relationship between attitudes and destination choices (Um & Crompton, 1990) and attitudes and tourist behavioural intentions (Lee, lee, & lee, 2005).

- H3: Attitude towards destination affects visit intention

3. Methodology

The population of research was all tourist that currently visiting Indonesia. The sampling technique used was non-probability sampling method with convenience sampling technique. the sample consisted of 186 employees. method of collecting data used was questionnaire. all constructs in this study were measured using 1-5 point-Likert scale.

4. Result and Discussion

4.1. Validity and Reliability Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	2477.15
	df	9
	Sig.	.000

Table 1: KMO and Bartlett's Test
Source: Processed Primary Data, 2018

In the Table 1 Above it can be seen that Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO MSA) is 0.852 or more than 0.50. the result indicates that the existing data is feasible to analyze, while the result of Bartlett's Test of Sphericity obtains significance level of 0.000, meaning that there is correlation between variables (significance level of < 0.05); thus, it can be concluded that all variables have met the criteria and can be analyzed further. The result of validity test on rotated component matrix indicates that all items are stated as valid because all items of respective variable are put together into a column as shown in table 2. below. The reliability test results that has Cronbach's Alpha value between 0.80 to 0.1 is categorized as good reliability.

Name of Variable	Cronbach's alpha	N of items
Destination uniqueness	0,866	4
Destination accessibility	0,807	4
Attitude towards destination	0,849	3
Visit Intention	0,854	4

Table 2: Result of Reliability Test
Source: Processed Primary Data, 2018

	Component				
	1	2	3	4	5
KD1			.819		
KD2			.812		
KD3			.861		
KD4			.705		
AD1				.782	
AD2				.825	
AD3				.788	
AD4				.765	
CN1	.774				
CN2	.770				
CN3	.772				
CN4	.800				
CN5	.733				
CN6	.721				
CN7	.676				
CN8	.676				
STD1					.806
STD2					.834
STD3					.826
NUK1		.442			
NUK2		.831			
NUK3		.847			
NUK4		.779			
NUK5		.739			

Table 3: Rotated Component Matrix^a
Source: Processed Primary Data, 2018

4.1.1. Hypothesis Test

This study to examine the relationship between destination uniqueness, destination accessibility as independent variables, attitudes toward destinations as mediating variables, and visit intentions as dependent variables, the SEM (Structural Equation Model) is the most appropriate test to use. Structural model aims to test the causative relationship between variables.

It can be seen at table 4. That all hypothesis on this research is accepted and therefore the relationship of destination accessibility affects on attitude towards destination is positive, destination uniqueness affects on attitude towards destination is positive, and attitude towards destination affects visit intention is positive.

			Estimate	S.E.	C.R.	P	Label
Attitude towards destination	<---	Destination accessibility	.229	.100	2.295	.022	
Attitude towards destination	<---	Destination uniqueness	.272	.074	3.692	***	
Visit Intention	<---	Attitude towards destination	.150	.066	2.289	.022	

Table 4: Regression Weights

3. Conclusion

All the hypothesis on this research is positive, which means that destination accessibility and destination uniqueness is two of many factors which consumers consider when choosing a holiday destination. therefore it is very important for marketers to build a unique attraction for consumers interested in visiting the sights. it is also important to build adequate facilities for tourists to make them feel comfortable when making a visit to the sights

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