

The Effect of Destination Image, Memorable Tourism Experience with Second Order Construct towards Revisit Intention: Study in Karimunjawa National Park

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Keywords: Destination Image, Memorable Tourism Experience, Revisit Intention, Ecotourism, Karimunjawa.

Abstract: The tourism sector is one of the sectors that experienced significant development. Indonesia is one of the countries that are developing the tourism industry because of the economic needs. The main objective of this research is to prove the influence of destination image, memorable tourism experience that is measured using the second order method, toward revisit intention in Karimunjawa National Park. Method of collecting data is using a questionnaire. Respondent samples obtained were 145 respondents with purposive sampling technique. Data analysis is using PLS. This study shows that the image of a destination has a positive influence on revisit intention via the mediating effect of memorable tourism experiences.

1 INTRODUCTION

The tourism sector is one of a sector that faces development significantly. In the Asia Pacific region, tourism has been one of the strengths of the economy of a country (Hong et al., 1999). Many tourism activities carry jobs and the provision of infrastructure (Gurtner & Reinhardt, 2016). Indonesia is one of the countries, which develop the tourism industry due to the encouragement of economic necessity.

One of them is Jepara Regency has an area of a mainstay in tourism (*ecotourism*) based nature tourism that is the Marine National Park of Karimunjawa (TNKJ). TNKJ on manage by using a system of zoning as the management of nature conservation, tourism, research, and education. TNKJ is famous as one of the sea tourist destination favored by the tourists. It is both of domestic and foreign tourists. TNKJ designated as a National Park through the decision letter of (forestry department Indonesia, 2004) covering an area of 111,625 ha include 110,117.30 ha covering the area of 1,507.70 ha and the area waters of the land. The tourism development is the tourism role directed at Karimunjawa in economic activities that can create jobs as well as the opportunity of trying with the aim to improve the community as well as foreign exchange income of an acceptance area.

Karimunjawa National Park area locates in Karimunjawa District, Jepara Regency, and Central Java Province. Karimunjawa National Park Hall as the Manager of Karimunjawa National Park area tried to understand aspiration that lived around the area by doing community empowerment efforts in order to prosper through community economic aid and community empowerment activities are synergistic.

Data on the number of visitors distinguished based on the purpose of visitation to the Karimunjawa National Park. In 2012 is the year with the highest number of visitors i.e. 25,157 tourists. In the period from 2010 to 2012 and increase in the number of visitors constantly of 12,559 tourists by 2010, increased to 16,722 tourists in 2011, and then increased again to become tourists in 2012 is 25,157. Next from 2012 to 2016 the numbers of visitor's data fluctuations occur. Even in 2013 and 2015 took place around 10,000 visitors drop in travelers from the previous year.

Problems found at Karimunjawa National Park come from the shifting interests of tourism and biodiversity, which owned by TNKJ. Therefore, TNKJ has the opportunity to develop marine ecotourism as one of the pre-eminent the local revenue of Jepara District. However, given the marine conservation, the area is TNKJ, and then the tourists who visit TNKJ are to be tourists who had a special

interest towards the conservation of nature and sustainability.

The research problem can be formulated as follows:

1. How does the influence image of the destination towards *revisit intention*?
2. How does the influence image of the destination against *memorable tourism experiences* (MTEs)?
3. How does the influence of memorable tourism experiences (MTEs) against *revisiting intention*?

2 LITERATURE REVIEW

The destination image is one of the important factors that could affect the decision to select tourist destinations tourists (Beerli & Martín, 2004); (Allameh, Pool, Jaber, Salehzadeh, & Asadi, 2015). According to (Gartner, 1993) in (Gustafson-Pearce, Billett, & Cecelja, 2005) image is a combination of complex products and associated attributes. The destinations image is the manifestation of the expectations of tourists, so the image is able to influence the perception of these tourists. It includes influencing the satisfaction of tourists.

Tourism experience can be defined as the impression it is important for individuals who implement the excursions that are subjective,

affective, and durable (Fernandes & Cruz, 2016). If the tourism experience is not easily forget and keep in mind by that person in a long period then it can be stated that the person has obtained the tourism experience for a memorable visit to a tourist destination (J. H. Kim, Ritchie, & McCormick, 2012). Business Tourism Experience (MTE) as against tourist destinations tourists the impression that continuously keep in mind after a visit is completed (J. H. Kim et al., 2012).

Tourism experience should be containing 7 items to become a memorable tourism experience (J. H. Kim et al., 2012). Seven elements of memorable tourism experience are among others. As in figure 1, it contains as follows. 1) Hedonism that is the experience of tourists related to the fulfillment of personal satisfaction from tourists. 2) Refreshment is these elements experience that covers the traveler's necessity in removing their boredom. 3) Novelty items novelty is in the experience take these tourists in a tourist. 4) Culture and social interaction associated with the experience of travelers in interacting with the community and local culture around tourist destination. 5) knowledge that is the experience of tourists advantage to the knowledge and insights during the tour; 6) meaningfulness as an experience travelers in ripen and develop themselves for doing the tourist activity; 7) involvement is associated with involvement in the creation of tourist experience during the tour.

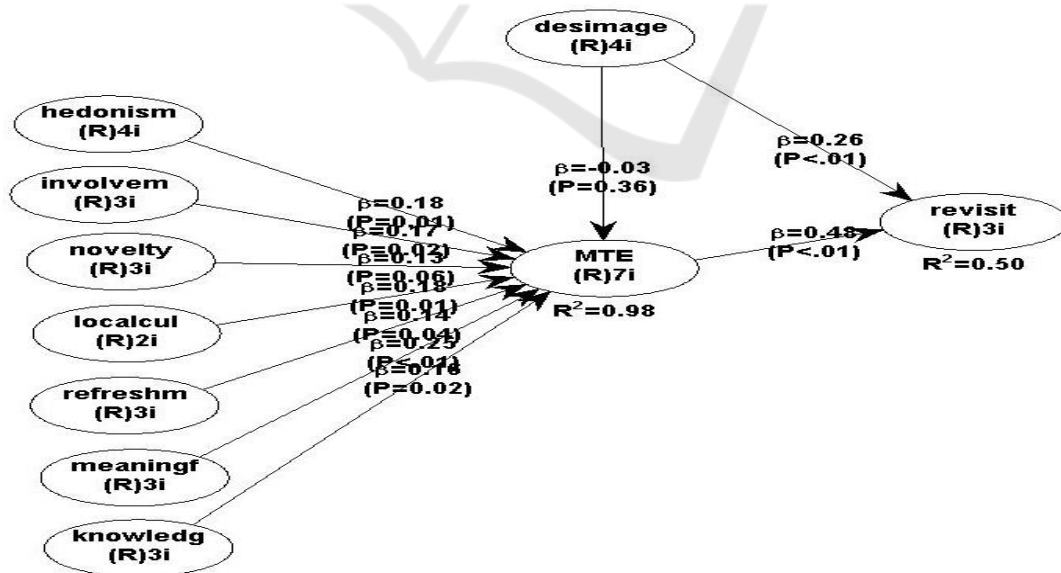


Figure 1: Seven Elements.

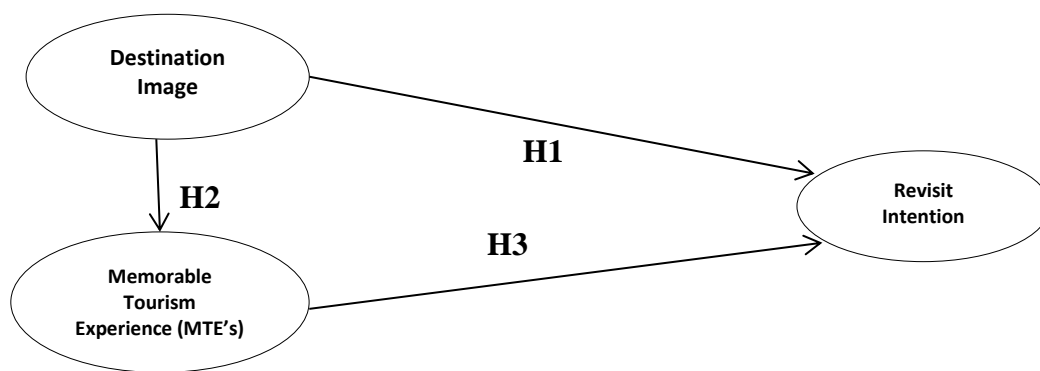


Figure 2: Hypotheses destination.

In this study, the meaning of revisit intention has used the desire or plan consumers to make a visit back to the same place. This definition refers to the theory of (Cole & Scott, 2004) in (Chen & Funk, 2010) which defines the revisit intention as consumer desires or plans to make a visit back to the same place.

3 HYPOTHESES

As in figure 2, the hypothesis is a provisional answer to clear directives and guidelines to execute research. Following the hypothesis in this study as follows:

- H1:** Image destination has a positive effect towards revisit intention.
- H2:** Image destination has a positive effect towards *Memorable Tourism Experiences*
- H3:** *Memorable Tourism Experience* has a positive effect against *Revisit Intention*.

4 RESEARCH METHOD

Explanatory research applied in order to solve the problem of special research was carried out by (Umar Sekaran, 2003). In this study described regarding the influence of the image destinations, *memorable tourism experience* with a model of *second order* against the tourists who visit *revisit intention* of Karimunjawa National Parks. Samples obtained as many as 145 respondents, with *purposive sampling* technique.

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5 RESULT

Based on the results obtained respondents who replied concur Karimunjawa National Park tourist area presents nature exploration and an interesting game to be visited and explored is 45.52%, amounting to 39.31% replied strongly agree, and of 11.73% responded neutral, while the rest answered disagree and strongly disagree. The above statement is part of the appeal of natural indicators of the tourist owned by Karimunjawa National Park. With the assessment of this indicator that tends to be positive, then it is projected can help increase positive values towards the image of the Karimunjawa National Park destinations so interest for a visit again become larger.

The respondents provide responses strongly agree that Karimunjawa National Park is a tourist area have a nautical nuance of 47.58%, amounting to 42.07% answered agree, 9.66% giving a neutral answer, while other respondents answered do not agree. This statement is also still part of the indicators of natural charm. Assessment of answers this statement tends to be positive, no matter its average of 4.4, which is the highest and certainly greater average than the overall variable. Thus, the answer to this statement can help

increase positive value so interest for a visit back to the Karimunjawa National Park became bigger.

It is known that the majority of respondents answer agrees such as of 44.83% against a statement stating the respondents feel pampered during this tour in Karimunjawa National Park tourist area. Amount 25.52% stated strongly agree, 23.45% stating neutral, while the rest giving disagree answer and strongly disagree. The above statement is part of the *hedonism* of the indicators that make up the *memorable tourism experience*. The next statement is about the desire of the respondent itself did want to actually travel to this tourist area Karimunjawa National Park. The respondents provide responses strongly agree of 47.58%, the response of 35.17% agree, and neutral responses of 22.07%, while other respondents answered disagree and strongly disagree. The statement is part of indicators of *involvement* (engagement) that make up the variable *memorable tourism experience*. The answer to the third statement regarding experience is different tours in Karimunjawa National Park compared with tourist experiences of respondents previously.

The point is whether the respondents get different experiences to enhance the memories unforgettable tourist experience will be. Most respondents answered agree such as 36.55%, respondents who answered strongly agree are 33.10%, respondents who answered the neutral are 24.83%, while the rest answered disagree and strongly disagree. The third statement is part of the *novelty* indicator (newness). The majority of the respondents agreed to answer the statement as a good impression of Karimunjawa National Park for the local inhabitants amounted to 48.27%. While the other respondents who answered strongly agree, is 28.28%, the neutral answer is 22.07%, and the rest answered disagree and strongly disagree? This statement is included in the indicator of the *local culture*. The fifth revelation is the experience that restores the spirit obtained by respondents when travelling to the Karimunjawa National Park.

Respondents who replied agree is 42.76%, which are the most answers. Amount 34.48% of respondents answered strongly agree, and amount 21.38% responded is neutral, while the rest answered, disagree and strongly disagree. This statement is included in the indicators of *refreshment* (refreshment of mind). The next statement is learning about yourself from the trip to Karimunjawa National Park. Respondents who gave answers agree is 38.62%, strongly agree are 22.76% and neutral responses are 21.38%, while other respondents answered disagree and strongly disagree. This

statement is part of the *meaningfulness* of the indicators which means travel tour gives the message meaning to life. The majority of respondents answer agrees such as 51.72% for statements gain knowledge and new information when travelling in Karimunjawa National Park. Other respondents strongly agree with the answers is 27.59%, the neutral answer is 19.31%, while the rest answered disagree, and strongly disagree. This statement is included in the knowledge that the indicators mean the *knowledge* gained during the tour can boost a positive impression and create an unforgettable experience.

The statements presented regarding the indicators that make up the majority of the respondent's *revisit intention* variable answer at levels very much agree. It known that respondents who answered strongly agree will take a visit back to the Karimunjawa National Parks is 41.38%. Other respondents who replied concur amounting to 37.25%, the neutral answer is 17.24%, while the rest answered disagree and strongly disagree. The respondents provide responses strongly agree to recommend the Karimunjawa National Park tourist area is 48.26%, amounting to 34.26% answered agree, amounting to 16.55% is a neutral answer, while other respondents answer did not agree. Furthermore, the majority of respondents also answered strongly agree to invite friends and relatives to visit together in Karimunjawa National Park tourist area at another time is 48.27%. While the other respondents who replied concur are 32.42%, respondents with a neutral answer are 17.93%, and the rest answered disagree and strongly disagree.

6 DISCUSSION

The variable of Destination Image has a positive impact ($p = 0.26$) and ($\text{sig} = 0.01$) against revisit intention. These results prove that the first hypothesis, which States there is a significant and positive influence on the image of the destination towards *revisit intention*, is acceptable. Hypotheses results once again show that the destination image indicators used in this study based on previous research. The results of this research empirically supported the results of the research from (J. H. Kim et al., 2012) that proves the existence of a positive influence directly the image destination against the revisit intention. (Court & Lupton, 1997) in their studies in the field of tourism to find tangible evidence that has affected positively of the image's intention to visit again at the forthcoming that can be equated with loyalty towards the destination. The

positive direction affects also improve-according research from (Mohammed & Ilkan, 2016). On the research from (Chetthamrongchai, 2017) in Thailand for example, the main destination image shown is the beauty and uniqueness of the beaches and cultural attractions are shown. Research conducted by (Kin & Farida, 2016) stated that all dimensions of convenience in online shopping (access convenience, information convenience and transaction convenience) have a positive effect towards consumer's satisfaction. This is almost the same as that presented in Indonesia's tourism. So also with the Karimunjawa National Park tourist area of this major tour destinations, is the beauty of the sea and the enjoyable water games are there in Karimunjawa location far away from urban areas, so as to offer a more intimate atmosphere and quiet.

Variable Image Destinations have negative impact ($p = -0.03$) and ($sig = 0.36$) against Memorable Tourism Experience. This proves that the second hypothesis which state there is a positive and significant influence on *destination image* against a *memorable tourism experience* rejected. This takes the implication that although the image and a positive impression as well as information on the destination of the positive image of the tourist area in Karimunjawa National Park are low, but the increasingly large positive memories against experience obtained during the tour in the tourist area in Karimunjawa National Park. Memorable Tourism Experience itself influenced by the elements that shape it, namely: hedonism, involvement, novelty, local culture, refreshment, meaningfulness, knowledge.

Variable Memorable Tourism Experience has a positive effect towards *revisit intention*. This result gives the implication that there is a positive and significant impact on *memorable tourism experience* against *revisit intention* on this research. The more profound is a long-term positive recollection of experience tourism in this tourist area of Karimunjawa National Park, then increasing also the desire of tourists to take a tour again. Thus, the third hypothesis put forward in this study declared admissible. The results of this research are the same as the research from (J.-H. Kim, Ritchie, & Tung, 2010), (Barnes, Mattsson, & Sørensen, 2016), (Tsai, 2016) and, (Zhang, Wu, & Buhalis, 2018). (Barnes et al., 2016) stated that a positive experience that can remember long term (*memorable tourism experience*) has a significant positive effect on the intention of visiting again.

7 CONCLUSION AND SUGGESTION

The conclusion that can be drawn from the results of this research is the research conducted to observe the influence of destination image towards *revisiting intention*, based on hypothesis testing that has been done has not proven to be a positive effect and significant. This is due to the more and the better information about the destination image obtained by tourists; it will increase the desire of tourists to visit again. The results of this research have proved that destinations image of *memorable tourism experience* negatively but not significant because of $p = 0.03$ and relatively small. Varieties of information about the image of tourist destinations obtained from the various parties are capable of positive and perceived by potential tourists. This resulted in the interest of *memorable tourism experience* against the choice of destinations are becoming increasingly powerful and unforgettable. Based on the results of the research that has done, it concluded there is a significant and positive effect on *memorable tourism experience* against *revisit intention*. This is due to the more profound long-term positive recollection of tourism experience in the tourist area of Karimunjawa National Park, then increasing also the desire of tourists to do the tour again.

The suggestion that given is the tourist attraction of Karimunjawa National Park can also do through the management of transport and infrastructure. Transportation provided for access to the Karimunjawa National Park tourist area is indeed limited to hours flown, but there are already alternative i.e., ferries, ships, and aircraft. It would be better, if the quantity of transport could add. This will be able to provide more value for tourists visiting because it can add to the convenience and comfort factor in tourism. In addition to accentuate as a nautical adventure tours, Karimunjawa National Park tourist areas can also be further accentuates the uniqueness of the variety of destinations tour with way more saw its role as a means of education by adding power Drag the area through the construction of a modern museum. Tourism Office of Jepara Regency and the citizens who manage this area can pay more attention to supporting tourism infrastructure such as availability and cleanliness of toilets, comfort and cleanliness of Karimunjawa ports through collaboration management with third parties so that all existing infrastructure well maintained appropriate service standard tourist sites.

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