

# ANALYSIS OF DESTINATION IMAGE ON REVISITING INTEREST MILLENNIAL TOURISTS THROUGH SATISFACTION AS A MEDIATION VARIABLE

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**Abstract:** This study identifies the effect of destination images on the revisiting interest of millennial tourists through satisfaction as an intervening variable. The object of this study is all tourists belonging to the millennial generation in the tourist area of Lake Toba with a sample of 125 people. This research is quantitative type with primary data through questionnaires. The analysis tool is SEM with the help of Amos version 20.0 with the path analysis method. The results showed that the destination image had a significant effect on the satisfaction and interest of millennial tourists visiting the Lake Toba tourist area. Satisfaction mediates partially mediation of the influence of destination image on the interest of tourists visiting the Lake Toba tourist area.

**Key Words:** Destination Image, Satisfaction dan Revisiting Interest, Millennial Tourist.

## 1. INTRODUCTION:

Today the tourism sector in Indonesia is developing very rapidly. Even if compared to other Asian countries, the tourism sector in Indonesia still does not provide a significant increase. The tourism sector can have a positive impact on the development of an area and for various parties involved in the tourism industry. This is obtained if the tourism sector is managed professionally. The ability of an area to manage its tourism objects will provide a large advantage for the area concerned. One of the tourist destinations in Indonesia, especially North Sumatra is Lake Toba . Lake Toba tourism area is known by foreign tourists and archipelago tourists because it has many interesting tourist attractions, including Parapat, Samosir, Sipiso-piso Waterfall, Tongging, Sigale-Gale Statue, Batak Traditional Houses and so on are some of the tourist destinations in Lake Toba tourist area. During his visit to Geosite Sipinsur in 2019, President Joko Widodo wants Toba Lake into a tourist destination that is more classy . But the product must be repaired, the brand-it should be removed. So it really becomes a place that must be visited. So according to President Joko Widodo that the brand image of a tourist destination greatly influences the interest of tourists visiting the Lake Toba tourist area.

Brand had been implemented in product and service marketing strategy which includes the tourism industry. The idea of using brands in tourism destination marketing strategies emerged in the 1990s (Morgan, et al., 2011: 5). Similarly, brand image. In the tourism sector, research on destination brand image has become an important concern. Bigne, et al. (2001) suggested that destination imagery could influence the process of selecting and evaluating tourists in determining interest in visiting in the future.

The interest in revisiting is a part of loyalty that needs to be continuously improved. At present, marketers' efforts to increase the interest in repeat visits have been faced with new challenges, namely changes in attitudes and behavior of tourists in influencing the purpose of traveling. The phenomenon that often occurs today is that tourists make a visit to a destination not only because they want to enjoy attractions or find entertainment, but to capture the moment through photos or videos. The photos or videos will then be shared on media or applications that allow humans to interact virtually with each other commonly referred to as social media.

Today's social media users are dominated by generations born in the 1980s to 2000s, commonly referred to as the millennial generation. As published in femina.co.id (2013) which states that the Y gene or millennial generation is the generation that grows amid the hustle and bustle of the development of wireless technology, and they are the generation who are familiar with the internet and are very active in social networking media. Exposure to the importance of the role of destination imagery in influencing visitor satisfaction as well as the interest in revisiting it feels like it needs to be reviewed if confronted with phenomena related to the current millennial generation that are easily influenced by social media. Therefore, researchers feel interested in doing research with the title: "Analysis of the Destination Image on Revisiting Interest Millennial Tourists Through Satisfaction as Mediation Variable".

## 2. THEOREICAL BASIS:

**Destination Image**

The brand image in the tourism sector is generally generalized to the image of the destination as a whole. Destination image itself can be defined as a collection of beliefs and impressions of destinations based on information processed from various sources (Zang, et al. In Chiu, et al., 2016). The instruments used to measure destination image variables are nine indicators, namely the environment, nature tourism, events and entertainment, historic / cultural attractions, infrastructure, accessibility, relaxation, outdoor activities, as well as price and value.

### Satisfaction

Visitor satisfaction is a measure of overall visitor opinion on each destination quality (Prayag in Coban, 2012). The indicators are: Quality Conformity with Expectations, Price Compliance with Expectations, Customer Satisfaction with the Benefits of Products, Ease of Getting Products and Safety (Sidik, 2015: 84).

### Revisiting Interest

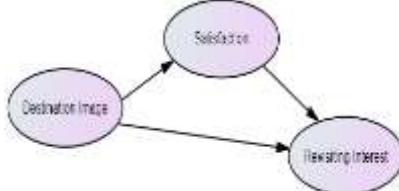
Revisiting Interest is the feeling of wanting to re-visit a tourist destination in the future. Tourists who have an interest in making repeat visits can be characterized by a willingness to review the same destination in the future and recommend the destination to others (Allameh, et al., 2015; Ryu, et al., 2010; Som, et al., 2012). Repeated holidays in the same place and expressing intention to re-visit are two signs of loyalty to destinations that are often taken into account in the tourism literature (Oppermann in Alegre and Cladera, 2009). There are 4 indicators to measure repurchase interest : Willingness to buy, Trend to repurchase, More repurchase, and Repurchase the same type of product (Panthera, 2011).

## 3. MATERIALS:

### Conceptual Framework

Prospective visitors will be more interested in visiting destinations with a positive image, while visitors who have succeeded are satisfied with the positive image, it is possible to re-visit and recommend destinations to other potential visitors (Isnaini & Abdillah, 2018) . According to Alegre and Cladera (2009), the main reasons or factors that determine the interest to visit a destination are satisfaction during the visit, certain motivations in choosing tourist destinations, and the love of tourists for the destination. Tourist love for destinations can be measured by the number of repeat visits made by these tourists.

Based on this description, the conceptual framework in this study can be described as follows:



**Figure 1. Conceptual Framework**

### Hipotesis

Research from Saragih and Surya (2018) found that tourist attraction had a significant effect on satisfaction and interest in visiting tourists in Pantai Cermin, Serdang Bedagai Regency. Furthermore, research from Isnaini & Abdillah (2018) found that the destination brand image has a significant effect on the decision of visiting, satisfaction and interest of tourists visiting the Batu City Recreation Park. Visiting decisions and satisfaction mediate the influence of destination brand image on the interest of tourists visiting Batu City Recreation Park.

Based on previous research, the hypothesis in this research can be described as follows:

- Destination image has a significant effect on the satisfaction of millennial tourists in the tourist area of Lake Toba
- Destination image has a significant effect on the interest of revisiting millennial tourists in the tourist area of Lake Toba
- Satisfaction significantly influences the interest in revisiting millennial tourists in the tourist area of Lake Toba
- Satisfaction mediates the influence of destination imagery on the interest of revisiting millennial tourists in the tourist area of Lake Toba

## 4. RESEARCH METHODOLOGY:

The objects in this study are all millennial tourists in the Lake Toba tourist area. The population in this study amounted to 12,371,465 tourists (BPS North Sumatra Province, 2019). The number of samples is determined based on the analytical tool used. According to SEM the number of samples can range from 5-10 to the number of indicators.

Therefore the number of samples in this study amounted to  $17 \times 7 = 119$  respondents. Plus 6 samples just in case there are outlier data. So that the total respondents were 125 millennial tourists in the Lake Toba tourist area.

Data collection techniques by distributing questionnaires directly to millennial tourists in the tourist area of Lake Toba. The questionnaire was prepared using a Likert scale (5-1, strongly agree-strongly disagree). Sampling technique using non probability sampling techniques with purposive sampling, that is only millennial tourists aged 14-40 years who can be sampled.

Data analysis technique used is Path analysis. To see the mediating effect with Sobel's repeat test decision researchers test with the Preacher's Tool.

## 5. RESEARCH RESULTS AND DISCUSSION:

### Confirmatory Factor Analysis (CFA)

The following will be presented the value of each indicator of the variable:

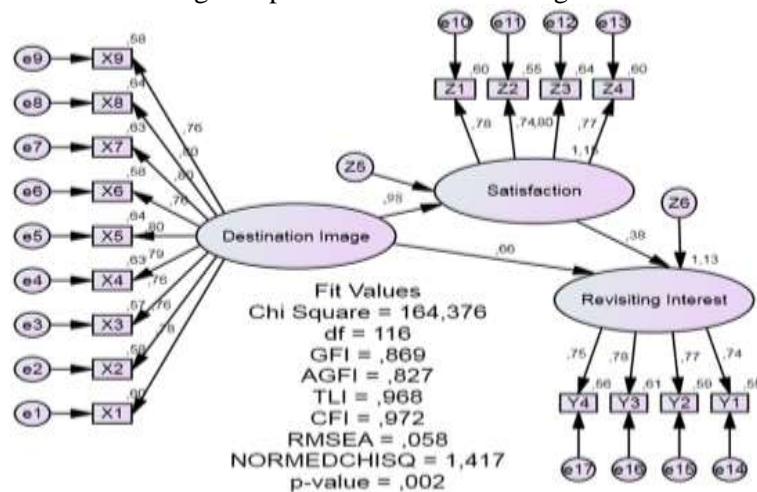
**Tabel 1. CFA Value**

|         |                    |  | Estimate | Cut of Value | Keterangan |
|---------|--------------------|--|----------|--------------|------------|
| X1 <--- | DestinationImage   |  | ,782     | 0,60         | Valid      |
| X2 <--- | DestinationImage   |  | ,776     | 0,60         | Valid      |
| X3 <--- | DestinationImage   |  | ,769     | 0,60         | Valid      |
| X4 <--- | DestinationImage   |  | ,802     | 0,60         | Valid      |
| X5 <--- | DestinationImage   |  | ,795     | 0,60         | Valid      |
| X6 <--- | DestinationImage   |  | ,771     | 0,60         | Valid      |
| X7 <--- | DestinationImage   |  | ,804     | 0,60         | Valid      |
| X8 <--- | DestinationImage   |  | ,808     | 0,60         | Valid      |
| X9 <--- | DestinationImage   |  | ,781     | 0,60         | Valid      |
| Z1 <--- | Satisfaction       |  | ,775     | 0,60         | Valid      |
| Z2 <--- | Satisfaction       |  | ,746     | 0,60         | Valid      |
| Z3 <--- | Satisfaction       |  | ,780     | 0,60         | Valid      |
| Z4 <--- | Satisfaction       |  | ,751     | 0,60         | Valid      |
| Y1 <--- | RevisitingInterest |  | ,744     | 0,60         | Valid      |
| Y2 <--- | RevisitingInterest |  | ,771     | 0,60         | Valid      |
| Y3 <--- | RevisitingInterest |  | ,784     | 0,60         | Valid      |
| Y4 <--- | RevisitingInterest |  | ,736     | 0,60         | Valid      |

Based on Table 1 above, it can be seen that all indicators of each construct are valid, because they are greater than 0.60.

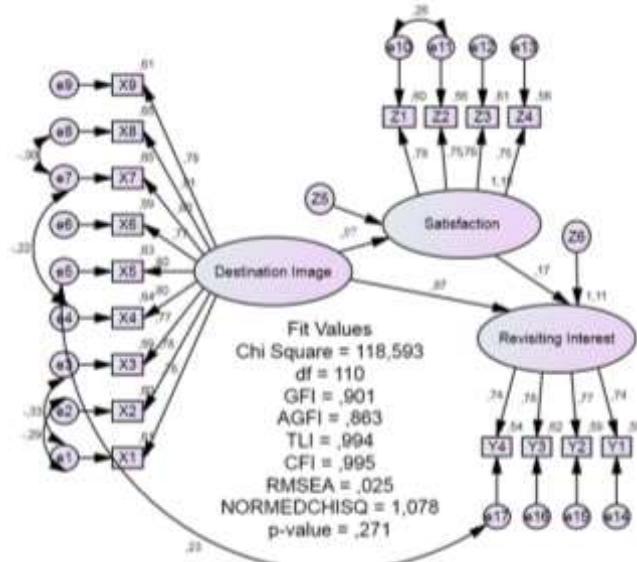
### Research result

The model suitability test is carried out through a flowchart in the full model equation. The full model test is carried out in two stages: full model before modification and full model after modification. Full model test before modification is carried out to find out how far the initial model formed in meeting the Goodness Of Fit (GOF) criteria before the model is modified. The following will present a full model image before modification:



**Figure 2. Full Research models Before Modified**

Based on Figure 2 , the Goodness of Fit (GOF) value has not been fulfilled , such as the GFI value ( $0.869 < 0.90$ ), the AGFI value ( $0.827 < 0.90$ ) and the p-value value that is not yet significant that is equal to  $0.002$  . Because Figure 2 has not been able to explain the research model correctly and properly, so it needs to be modified. The following will present a full model image after modification:



**Figure 3. Full Model Research After Modification**

Based on Figure 3, all constructs meet GOF criteria. Such as GFI, chi-square, TLI, CFI, RMSEA, CMIN / DF values that have met the required criteria and p-values of  $0,271$  which indicate that the model formed has been very significant. Except the value of AGFI which is still marginal but is approaching well.

## Discussion

To see how much influence the independent variable has on the dependent variable is shown in the following Table 2 :

**Table 2. The Effect of Dependent Variable on Independent Variables**

|                    |      |                  | Std. Estimate | Estimate | S.E. | C.R.   | P    |
|--------------------|------|------------------|---------------|----------|------|--------|------|
| Satisfaction       | <--- | DestinationImage | ,965          | 1,262    | ,119 | 10,629 | ***  |
| RevisitingInterest | <--- | Satisfaction     | ,172          | ,157     | ,062 | 2,613  | ,012 |
| RevisitingInterest | <--- | DestinationImage | ,872          | ,935     | ,119 | 7,845  | ***  |

Source: output AMOS-20, 2019.

Based on Table 1 will be described in detail to be able to more clearly answer the research hypothesis as follows:

### Effect of Destination Image on Satisfaction

Destination image significant effect on the satisfaction rating with the standardized regression weight estimate a value of  $0,965$  ( 96,5 % ), the value of the critical ratio of  $10,629$  and a probability value of  $0.0001$ . This proves that Destination image significant effect on the satisfaction rating of the millennial in the tourist area of Lake Toba.

A good image of the tourist area of Lake Toba in addition will give satisfaction to the millennial travelers will also provide a positive contribution to the development and advancement of tourism Lake Toba. The tourism potential possessed by Lake Toba must be maximized well to increase the number of tourist visits. Therefore it is considered important for all parties involved in the Lake Toba tourism industry to do various things in order to improve the image of Lake Toba destinations. Many things can be done to raise the image of the destination tourist area of Lake Toba, namely by: provide the good infrastructure, improve the physical quality of support facilities, hospitality managers and the public areas of tourist visits will give satisfaction to tourists millennial who visit the tourist area of Lake Toba.

### Effect of Destination Image on Interest Revisiting

Destinations image significant effect on the interest of the bekunjung travelers with standardized regression weight estimate a value of  $0,872$  ( 87 , 2%), the value of the critical ratio of  $7,845$  and probability value of  $0.0001$ . This proves that Destination image significant effect on the revisiting interest re- rating of the millennial in the tourist area of Lake Toba.

Satisfaction can be influenced by various things. A good image that is built by a tourist attraction will certainly contribute positively to tourist satisfaction. Likewise, the image of the destination that is owned by the tourist area of Lake Toba, of course, will give satisfaction to millennial tourists who always want to post all the experiences they find, feel and think of a tourist attraction to various social media . Positive recommendations made by the millennial tour in the Lake Toba tourism area on social media will have an influence on increasing tourist satisfaction which can ultimately increase the interest of tourists visiting the Lake Toba tourist area . So it can be concluded that the destination image has a significant influence on the interest of revisiting millennial tourists in the Lake Toba tourist area.

### Influence of Satisfaction on Revisiting Interest

Satisfaction has a significant effect on the interest of returning tourists with a standardized regression weight estimate of 0,172 ( 17,2 %), a critical ratio value of 2,613 and a probability value of 0,0001. It can be concluded that satisfaction has a significant effect on the interest of returning millennial tourists in the Lake Toba tourist area .

Increasing the interest in revisiting millennial tourists to a tourist attraction is a must for all tour operators. Likewise, the tourist area of Lake Toba. Travelers who wish to visit the tourist attraction of Lake Toba will provide a positive effect on loyal itas rating, which in turn will give the lawyer a soul on the increase in the number of tourists in the tourist area of Lake Toba in the future. Tourist loyalty to a tourist attraction certainly does not just appear. Tourists will conduct an evaluation of the tour visits they do. When wis a tawan satisfied, tourists will have the interest been reset higher.

### Satisfaction Mediates the Effect of Destination Image on Revisiting Interest

To find out whether or not mediating satisfaction with the influence of the destination image on the interest of visiting, can be seen in the following sobel test results:

| Input:               | Test statistic:          | Std. Error: | p-value:   |
|----------------------|--------------------------|-------------|------------|
| a 0.964              | Sobel test: 2.62455876   | 0.06317557  | 0.00867613 |
| b 0.172              | Aroian test: 2.60684176  | 0.06360493  | 0.00913816 |
| s <sub>a</sub> 0.119 | Goodman test: 2.64264198 | 0.06274327  | 0.0082262  |
| s <sub>b</sub> 0.062 | Reset all                | Calculate   |            |

Figure 4 . Sobel Test Results

Based on the calculation of significance was found -a path (0.0001), -b path (0.012 ), -c path (0,0001 ), and the line c '(0.0087). Then it can be concluded that satisfaction mediates partially the effect of destination image on the interest of revisiting millennial tourists in the Lake Toba tourist area. This means that satisfaction can influence directly or indirectly to increase the interest in revisiting millennial tourists in the Lake Toba tourist area.

## 6. CONCLUTION:

The conclusions obtained from the results of the study : 1) Destination image has a significant effect on the satisfaction of millennial tourists in the tourist area of Lake Toba. 2) Destination image has a significant effect on the interest of revisiting millennial tourists in the tourist area of Lake Toba. 3) Satisfaction significantly influences the interest in revisiting millennial tourists in the tourist area of Lake Toba. 4) Satisfaction mediates partially the effect of destination image on the interest of revisiting millennial tourists in the tourist area of Lake Toba.

## 7. SUGGESTION:

Suggestions that researchers submit to the developers and managers of tourism, the Government, the community and tourists, among others : 1) to improve the image of the destination of the tourist area of Lake Toba, the Government is expected to participate in campaigning Lake Toba tourism objects abroad, the community must participate in maintaining environmental cleanliness and millennial tourists, especially domestic tourists to post only positive things from the Lake Toba tourist attraction, 2) to increase the satisfaction of millennial tourists is expected to developers and managers of tourism in Lake Toba to provide convenient , safe and inexpensive facilities for tourists, provide a spot for selfies for millennial tourists who are basically very hobby photo shoots, hospitality from developers and tourism managers as well as the local community will also provide satisfaction to tourists, 3) to increase the interest of revisiting millennial tourists towards the Lake Toba tourist area in apply to tourism developers and managers, the Government, the community and tourists to maintain the image of the destination and provide satisfaction to tourists visiting the Lake Toba attraction.

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