

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

¹ Yana Diana, ² Elfitra Desy Surya, ³ Megasari Gusandra Saragih.

¹Hospitality Study Program, Politeknik MBP, Medan, Indonesia

^{2,3} Management Study Program, Universitas Pembangunan Panca Budi, Medan, Indonesia
megasarigusandrasaragih@dosen.pancabudi.ac.id

Abstract: *This research analyzes the influence of destination image and tourist attraction of Istana Maimoon Medan Heritage towards the revisiting intention tourists with the satisfaction as a variable intervening. Samples amounted to 136 tourists Istana Maimoon Medan which belongs to the category of millennials by using SEM analysis tool with the help of AMOS version 20.0. The results showed that the destination image and tourist attraction had significant effect on the satisfaction and revisiting intention tourists from the millennial generation to Istana Maimoon Medan. Satisfaction has significant effect on the revisiting intention tourists from millennials to Istana Maimoon Medan. Satisfaction of partial mediation of the influence of destination image and tourist attraction to the revisiting intention tourists from millennials to Maimoon Palace Medan.*

Key Words: *Destination Image, Tourist Attraction, Satisfaction, Revisiting Intention, Heritage tourism, Millennial Tourist.*

1. INTRODUCTION:

Tourism is a new industry that is the concern of the Government because it is able to provide rapid economic growth impact in terms of income, living standards, employment opportunities and in activating other production sectors in the country. Therefore, every province in Indonesia is required to revive the tourism sector, no exception to the province of North Sumatra.

North Sumatra is the number three largest city in Indonesia. Many attractions of Medan City are formed from the geographical, historical, and cultural conditions it possesses. Tourism objects that originated from the geographical condition of nature tourism objects and artificial tourism objects. While the tourism object of historical and cultural attractions, known in the city of Medan one of them is Maimoon Palace which is located just near the Masjid Raya Medan.

The National Trust for Historic Preservation in Cahyadi and Gunawijaya (2009) stated that heritage tourism is a journey to the artefacts, places and activities that authentically represent the stories/history of the previous people and now. Based on the definition, it can be said that Maimoon Palace is a heritage tour of Medan City. As a heritage tourist attraction, Istana Maimoon has a quite positive destination image. Malay culture that is still so thick and preserved by the successor generation Sultan Mahmud Al Rasheed has become an attribute and add cultural value to this attraction.

Similarly, the historical story owned by Maimoon Palace is a special attraction for tourists especially millennials to visit the tourist attraction of Maimoon Palace. Apart from its old age, its unique interior design, combining elements of Malay cultural heritage with the style of Islam, Spain, India and Italy also became the appeal of the Millennial tourists to remember and commemorate history in the past.

But based on data from the Central Statistics Agency (2018) stated that the number of foreign tourists (Wisman) who visited in North Sumatra through 4 (four) entrances in December 2017 reached 27,978 visits, increased 11.95 percent than it came in November 2017 reached 24,991 visits. Nevertheless, compared with the same month in 2016, the number of wismen in December 2017 dropped 3.36 percent, from 28,950 visits in December 2016 to 27,978 visits. From this data, it can be seen that there is a decline in interest of tourists to visit in various tourism objects in North Sumatra, especially in the Heritage tour of Istana Maimoon Medan.

Based on the background, researchers interested in examining the "image analysis of destinations and tourism charms of Istana Maimoon Medan Heritage towards interest in tourists revisit with satisfaction as a variable Intervening (study The case against Maimoon Palace's tourists belonging to the Millennial generation category. "

2. THEORICAL BASIS:

Millennials Generation

Millennials generation are a designation reserved for population groups born in 1982-2004 (Moore, 2012). The term Millennial generation was originally used in the United States, which was subsequently used by other countries in

the world. Based on BPS 2015 data, the number of millennials in Indonesia has reached 84 million people or 50 percent of the population of productive age (Kompas.com, 2017). As contained in the femina.co.id (2013) stating that the Y gene or the millennial generation is a generation that grows amid the hustle of the development of wireless technology, and they are the familiar generation with the Internet as well as very active Social networking Media. Exposure to the importance of the destination image in influencing visiting decisions, visitor satisfaction and re-interest that has been described in previous studies, should be reviewed if faced with a related phenomenon With millennials today that are easily affected by social media.

Destination Image

Destination image is defined as a collection of beliefs and impressions on destinations based on information processed from a variety of sources (Zang, et al. in Chiu, et al., 2016). Prospective visitors will be more interested in visiting the destination with a positive image, while the visitor who has successfully satisfied with the positive image is possible to re-visit and recommend the destination to Other prospective visitors. Indicators to measure the image of the destination according to Isyanto et al (2012): attributes, benefits, values, culture, personality and user.

Tourist Attraction

According to Yoeti (2002) attraction or tourist attraction is everything that can attract tourists to visit in an area of tourist destinations, such as: Nature Attractions (landscape, sea view, beaches, climate and other geographical features of the destination), Cultural attraction (history and folklore, religion, arts and special events, festivals), social attractions (way of life, population, language, opportunities for social gatherings), and the attractiveness of buildings (buildings, historic and modern architecture, monuments, parks, Gardens, marinas). Further in the research of Saragih and Sari (2018) found that tourist attraction has an influence on the satisfaction and interest of revisiting tourists. The indicator is used to measure tourist attraction according to Cooper (2005) namely: attractions, accessibility, amenities or facilities and tourism organizations.

Satisfaction

Visitor satisfaction is the result of the overall size of the visitors in each quality of destination (Prayag in Coban, 2012). In this research, the visitor satisfaction theory is taken from the customer satisfaction theory of a product and/or service. Customer satisfaction of a product and/or service is deemed equal to the satisfaction of the visitor to the he visited destination. According to Tian-Cole et al. (2002) and Baker and Crompton (2000) stating that contentment is one of the good predictors for the visitors future behavioral intention. Kottler (2012) proposed a 4 (four) Satisfaction gauge indicator that is: fulfilled consumer expectations, feeling satisfied while using the services, satisfaction to the facilities offered, satisfaction that consumers felt thoroughly.

Revisiting Interest

Interest in theory revisits has the same definition as a re-purchase interest. According to Hellier et al. (2003), a repurchase interest is a consumer's decision to re-purchase a product or service based on the experience by issuing costs for obtaining goods or services, and is likely to be Periodic. With the experience gained by the consumer of a product or service, it creates a positive impression that causes the consumer to make a repurchase. The indicators used to measure interest are re-visited according to Panthura (2011), among others: Willingness to Buy, Trend to repurchase, More repurchase and Repurchase the same type of product.

3. RESEARCH METHODOLOGY:

The objects in this study were all tourists belonging to the Millennial category who visited the Maimoon Palace. Maimoon Palace is located on Brigadier General Street of Katamso, Sukaraja village, Medan Maimun subdistrict. Furthermore, the population in this study was all tourists who visited at Istana Maimoon Medan in the last 1 (one) month which was estimated at $\pm 10,000$ tourists. In SEM the ideal number of samples between 100-200 (Hair et al, 2009). Hair et al (2009) further says for the determination of the number of samples can amount to 5-10 from the number of indicators. In this study there were 18 indicators so that the number of samples could range from 90-180 respondents. The sample count is determined by multiplying the number of indicators by 7, resulting in a total sample of $18 \times 7 = 126$ respondents. In case of outlier data, it is added again with 10 respondents. The number of samples was 136 respondents.

In this study, the survey method was conducted using questionnaires which were disseminated directly to the tourists of the Istana Maimoon Medan which belongs to the category of millennials born in the year 1982-2004. Data collection techniques using a Likert 5-1 scale. The sampling technique is performed using non probability sampling with a purposive sampling approach.

Subsequent full models in this study can be described as follows:

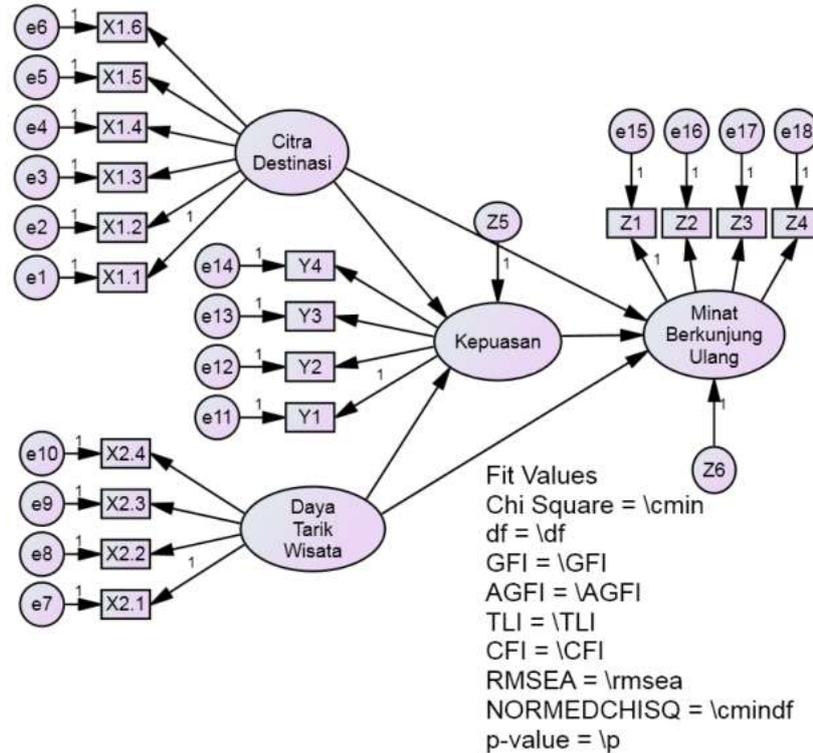


Figure 1. Research Full Model

The equation in this study can be formulated as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + Z_5 \dots\dots\dots 1)$$

$$Z = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Y + Z_6 \dots\dots\dots 2)$$

Dimana:

- Z = Revisiting Intention
- Y = Satisfaction
- X1 = Destination Image
- X2 = Tourist Attraction
- α = Konstanta
- β = Estimated coefficients
- Z₅Z₆ = Error term (residual)

Statistical tests were conducted by observing the significance level of inter-variable relationships indicated by the C. R (Critical Ratio) value identical to the-t test in regression and the probability (P) value. Significant relationships are marked with a C. R value greater than 2.58 and a value of P is smaller than 0.05 (Ferdinand, 2014). Next to see the influence of moderation variables using the theory of Sobel Test from Baron and Kenny (1986).

4. RESEARCH RESULTS AND DISCUSSION:

Research Result

The model conformance test is done through a flowchart in the full model equation, which is the test conducted against the overall variables of either exogenous or endogenous that have been combined into a single diagram (path) intact through variant matrix or covariant And the full model was referred to as the research model. Full model test is done in two stages, full model SEM before modification and full model SEM after modification.

The full model before modified test is presented to see how far the initial model was formed in fulfilling the Goodness Of Fit (GOF) criteria before the model was modified. The following will be presented full model images before modified:

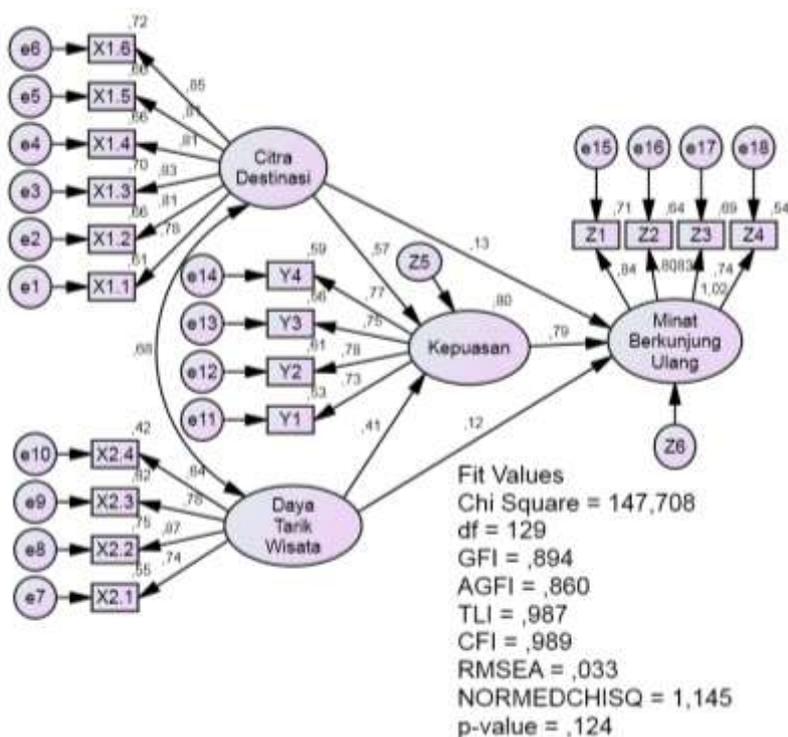


Figure 2. Full Model Research Before Modified

Based on Figure 2 it is clear that not the entire value of the Goodness of Fit (GOF) meets the required criteria, as the GFI value is still marginal ($0.894 \leq 0.90$) and the AGFI value is still marginal ($0.860 \leq 0.90$). Thus the research model is not appropriate and has not been able to explain the research model properly and well, so that thus the model needs to be done modifications.

A full model after modified test is intended for a model to be formed to meet GOF requirements. Modifications are done by connecting any error term suggested by the system by linking the e4 to e12, with the intention of raising the GOF value that has not yet fulfilled the criteria. The following will be presented full model image after modified:

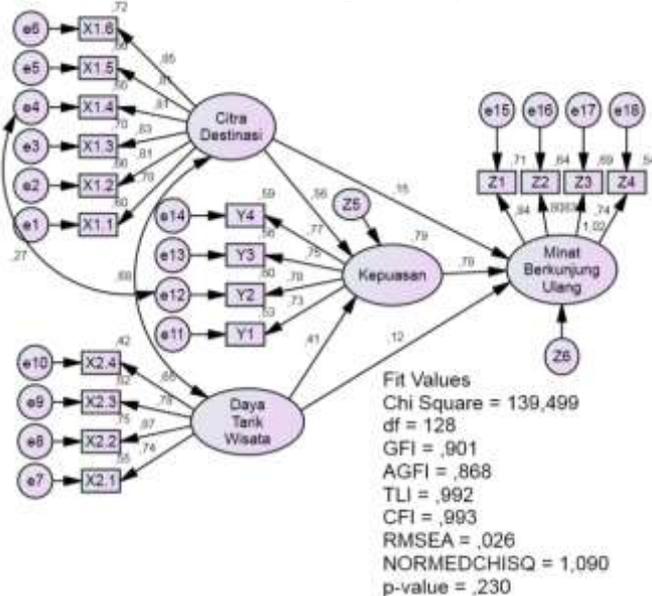


Figure 3. Full Model Research After Modified

Based on Figure 3 it is clear that the entire construction used to form the research model has fulfilled the criteria of GOF. Such as Chi-Square, GFI, TLI, CFI, RMSEA, CMIN/DF values that meet the required criteria. Only the AGFI value is still marginal but already closer to good. More reemphasized with the P-value of 0.230 which is greater than 0.05 indicates that the model formed has been very significant.

For more clarity regarding the value of Goodness of Fit can be seen in the following table 1:

Table 1. Criteria Goodness of Fit Full Model after modification

Goodness Of Fit Index	Expected value	Result value	Conclusion
χ^2 C-square Statistics	Expected small	139,499	Good
GFI	$\geq 0,90$	0,901	Good
AGFI	$\geq 0,90$	0,868	Marginal
TLI	$\geq 0,95$	0,992	Good
CFI	$\geq 0,95$	0,993	Good
RMSEA	$\leq 0,08$	0,026	Good
CMIN/DF	$\leq 2,00$	1,090	Good
P-Value	$\geq 0,05$	0,230	Good

Discussion

To see how large the destination image variables are affected and the tourist attraction to the satisfaction variable and the interest of the revisit is shown in the following table 2:

Table 2. The Effect of Dependent Variable on Independent Variables

Latent Variable		Std.Estimate	Estimate	S.E.	C.R.	P
Satisfaction	<--- DestinationImage	,556	,471	,089	5,291	***
Satisfaction	<--- TouristAttraction	,413	,375	,092	4,077	***
RevisitingIntention	<--- Satisfaction	,781	1,026	,216	4,753	***
RevisitingIntention	<--- TouristAttraction	,122	,146	,111	3,313	,035
RevisitingIntention	<--- DestinationImage	,149	,166	,117	3,412	,047

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 bejunjung 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 _a 0.119	Goodman test: 2.64264198	0.06274327	0.0082262
s _b 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.

5. CONCLUSION:

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.

6. 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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