

Determinant of the Decision to Visit Tourist Attractions

Yessy Anggraeni¹, Suwingnyo Widagdo², Yuniiorita Indah Handayani³

Department of Management, STIE Mandala Jember, Indonesia^{1,2,3}

Email: yessyanggraeni5@gmail.com

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ABSTRACT

Tourism is one sector that can help the economy of a region. Tourism is also referred to as regional development credit. City branding is a form of effort made to form a place, an area which is then developed for the community. This study aims to determine the effect of city branding on visiting decisions either directly or through city image and electronic word of mouth. This research is a quantitative research, the subject of this research is tourists who visit tourist attractions in Lumajang who visit 139 people. Data collection using questionnaires and data analysis using path analysis. The results show that City branding affects the image of the city, city branding affects E-WOM, city image affects the decision to visit, E-WOM affects the decision to visit, city branding affects the decision to visit. City branding of a city can improve the image of the city with a brand created from existing tourism, branding of a city can increase promotion by means of E-Wom carried out by city visitors, the image of a good city can attract someone's decision to visit one of them with the image of natural tourism from one person to another.

Keywords: City Branding, City Image, Electronic Word of Mouth, Visiting Decision



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INTRODUCTION

Lumajang is one of the districts located in the Horseshoe area of East Java Province. In the west, namely on the border with Malang Regency and Probolinggo Regency. Lumajang is a small town but very beautiful in its natural and cultural wealth. Lumajang has many types of bananas that are very delicious, the famous banana in Lumajang is the agung banana which is very large in size. This geographical location can be one of the factors that Lumajang makes its city branding as "Lumajang City of Bananas" which means that Lumajang is the largest producer of bananas and the largest producer of banana chips made from large bananas. No wonder so many people sell bananas on the streets, that's why Lumajang is known as the "City of Bananas" and has become the hallmark of the city for all time.

Jannah, Arifin, and Kusumawati (2014) revealed that city branding and city image have a significant influence on visiting decisions. This is in line with research conducted by Indriani and Kuswoyo (2017) which gives the results that city branding and city image have a significant influence on visiting decisions. Soliha, et al. (2014) with the results of their research which shows that city

branding does not directly affect the decision to visit, but the effect is through brand image mediation. Research on word of mouth on purchasing decisions that has been carried out by Maghfiroh (2017) shows a significant effect.

Riza, Doratli, and Fasli (2012) show that architectural icons are part of the contemporary city and its image identity. Hidayat (2014) shows that Lumajang has carried out the right strategy in branding its region with the planning and implementation stages. Soliha, et al. (2014) city branding has a positive and significant effect on brand image. Brand image has a positive and significant effect on the decision to visit the city of Semarang.

Jannah, Arifin, and Kusumawati (2014) show that city branding has a significant effect on city image, city branding has a significant influence on visiting decisions, and city image, but not significant effect on visiting decision variables. Supriatna, Wibowo, and Yuniawati (2014) found that there are five factors to create creative tourism, namely creative architecture, creative design, creative fashion, creative culinary, and creative performing arts. Sudaryanto (2015) shows that cultural and sports festivals such as Kuwung and Tour de Ijen are able to become leveraged brands in Lumajang.

Tourism in Lumajang is currently having a lot of visitors. However, of the many tourist attractions there are only a few attractions that are very prominent (Sulistyan, Setyobakti, & Darmawan, 2019). The Government's efforts to attract tourist visitors are very interesting to discuss. Based on the Google rate, the tourism with the most reviews is Watu Pecak Beach, Puncak B29, Lumajang Bamboo Forest. Meanwhile, according to Tripadvisor survey data, the most popular tours in Lumajang are Bromo Tengger Semeru National Park, Tumpak Sewu Waterfall, Semeru Volcano, Ranu Kumbolo Lake, Lumajang Square, Ranu Pane Lake, Ranu Regulo Lake, Ranu Klakah Lake, Tetes Cafe, Coban Pelangi Waterfall, Mandara Giri Semeru Agung Temple, Ranu Bedali, Goa Tetes, Pawon Waterfall, Biting Site. Not only that, some tourist attractions even had time to make tourists who came feel disappointed because the attractions were not in accordance with what was imagined. "Determinant of the decision to visit tourist attractions".

METHODS

The unit of analysis in this study is the individual. The research design used is a structured survey method through a questionnaire with questions. The scale used is a Likert scale, ranging from a scale of 1 (strongly disagree) to a scale of 5 (strongly agree). The sample used in this study were tourists who visited tourist attractions in Lumajang, amounting to 136 people. Researchers use the determination of the number of sample sizes using the Slovin formula. Sampling using a multi-stage sampling technique, namely purposive proportional random sampling. The criteria used in sampling are tourists who are visiting Lumajang tourism and respondents have social media. Hypothesis testing using path analysis. The use of this analysis tool is based on the consideration of the research conducted emphasizing the influence between the independent variable and the dependent variable as well as the intervening variable. All instruments used in this study are adaptations of the scale developed and used by previous researchers.

RESULTS AND DISCUSSION

Questionnaires were given to tourists who visited tourist attractions in Lumajang, amounting to 136 people. Based on the survey results, it shows that male respondents dominate in this study. Male respondents were 85 people (62.4%) while female respondents were 51 people (37.5%). This shows the fact that men prefer tourism related to nature as well as tourism in Lumajang. the majority of respondents aged 17 to 22 years were 82 people (60.3%) while respondents aged 23-28 years were

54 people (29.7%). This shows that tourist visitors in Lumajang are dominated by teenagers aged 17 to 22 years.

Respondents who visited Lumajang tourism came from various workers such as students, entrepreneurs and civil servants. Based on the results of the study, visitors were dominated by students or students as much as 67.7% or as many as 92 people. Visitors are dominated by students or students because of their young soul who still likes adventure, especially related to nature such as tourism in Lumajang district, besides that tourism in Lumajang is also fairly cheap.

The validity test was conducted to test the suitability of the research instrument with the construct being measured. Based on validity testing using product moment correlation, it states that all questions are valid by looking at the calculated r value that is greater than the r table. Reliability test was conducted to test the consistency of the research instrument. The usual and popular test tool used is internal consistency using the Cronbach Alpha coefficient. The recommended coefficient level is 0.6 (Ghozali, 2005). The CronbachAlpha coefficient value above 0.6 indicates that the items in each variable are considered reliable or consistent.

Path analysis is an extension of regression analysis. Path analysis uses regression analysis to estimate the causal relationship between variables (causal models) that have been previously determined based on the theory. Path analysis alone cannot determine cause-and-effect relationships and also cannot be used as a substitute for researchers to see causality relationships between variables. Causality relationships between variables have been established with models based on theoretical foundations (Khuzaini, 2009).

The results of the path analysis show that city branding can affect directly and indirectly through city image and e-wom. The direct influence is 0.329 while the indirect effect through city image is 0.3389 and e-wom is 0.312. herefore, t count = 0.775 and t table = 1.656 shows that count < t table, it can be concluded that the intervening coefficient of 0.338 is not significant, which means that there is no intervening effect so city image cannot be an intervening variable between city branding and the decision to visit. Therefore, t count = 0.775 and t table = 1.656 shows that count < t table, it can be concluded that the intervening coefficient is 0.312 which is not significant, which means that there is no intervening effect, so e-wom cannot be an intervening variable between city branding and the decision to visit.

The Influence of City Branding on City Image

The application of city branding in a tourist destination will affect the city image where a city that already has a branding or brand will have its own image for tourists because it has characteristics that distinguish it from other cities so that it provides different and unique memories. In addition, the existence of branding in a city has the aim of increasing tourist visits to tourist objects in the city, such as Lumajang, which is known as the city of bananas and its natural tourist destinations. When a city image has been formed in a city, it is expected to make the city a tourist destination (Jannah dkm 2014).

The Influence of City Branding on E-Wom

Marketing is inseparable from competition, as well as for a city. In order to gain trust as the best city in certain aspects, it depends on how city branding is created and conveyed as the strength of competition and the relevance of the city so that the city can be widely known both regionally and globally. Several cities in Indonesia have adopted a city branding strategy to promote their tourism potential. Branding is about how to communicate the right way to build a brand of a city, area, and the people who live in it based on their entity market (Merrilees and Herington, 2009).

The Influence of City Image on Visiting Decisions

The results of this study indicate that city image has a significant effect on visiting decisions. This is because many tourists who visit Lumajang come from other cities and city image is used as a consideration for visiting tourism in Lumajang. In addition, the image of Lumajang which is famous as the city of bananas, a city that has many natural attractions such as tours above the B29 cloud, Ranu Kumbolo which presents views like abroad and some amazing waterfalls that attract many tourists to visit Lumajang. These results are supported by research conducted by Roostika (2012) which suggests that image positively affects the intention to visit again in the future which can be equated with loyalty to tourist destinations. This study contradicts the research conducted by Jannah, Arifin, and Kusumawati (2014) which showed that city image had an insignificant influence on the decision to visit tourists.

The Effect of E-Wom on Visiting Decisions

The results of this study indicate that E-WOM has a significant influence on visiting decisions, which means that E-WOM has an influence in increasing tourist visiting decisions to an area. E-WOM is an online-based marketing communication through internet social media that has messages in the form of positive or negative statements made by potential or former consumers. This communication is in the form of providing recommendations, information and suggestions by social media users after using a product or service. Currently, social media is the most popular media with users increasing day by day so that the use of social media is an effective tool in promoting a tourism destination brand. Since tourists have dominated the tourism industry, it is very important for the tourism industry to look at the processes that determine the choice of destinations and perceptions of tourists during their travels. With the substantial growth in electronic word of mouth, there is a need for marketers to better understand how electronic word of mouth can influence tourist visiting decisions. This study also evaluates the moderating effect of brand image involvement on the relationship between electronic word of mouth and visiting decisions. The results of this study are supported by previous research conducted by Doosti, et al. (2016) and Garcia, Gallego, and Benito (2017) which show that E-WOM has a positive influence on tourist visiting decisions.

The Influence of City Branding on Visiting Decisions

The results showed that city branding had a significant effect on visiting decisions. This is in line with research conducted by Roostika (2012) where city branding has benefits in increasing the living standards of local residents, increasing the number of tourists, and stimulating regional development. With branding in a city that is supported by what is in the city in the form of a place, familiarity with a city, friendly residents, adequate standards of public facilities and interesting tourism and cultural potential will foster a person's desire to visit Lumajang. From some of the descriptions above, it is concluded that the relationship between city branding and the decision to visit has a significant effect, but the influence has a slight value of only 32.9%. This can happen because the socialization of the lumajang branding has not been maximized. This research is supported by research conducted by Yugiswara (2016), Kladou, et al. (2016), Gomez, et al. (2016), Indriani and Kuswoyo (2017), Riza, Doratli, and Fasli (2012), Hidayat (2014), Soliha, et al. (2014), and Jannah, Arifin, and Kusumawati (2014).

CONCLUSION

After analyzing the data, the following conclusions can be drawn is City branding affects the city image, meaning that the better the city branding of an area, the better the city image of the area, City branding has an effect on E-WOM, meaning that the better the city branding of an area, it will increase the E-WOM of the area on social media. City image affects the decision to visit, meaning that the better the city image of an area, it will increase the decision to visit the area, E-WOM has an effect on the decision to visit, meaning that the more attractive E-WOM in an area, it will increase the decision to visit the area, City branding affects the decision to visit, meaning that the better the

city branding of an area, the decision to visit the area will be. This happens because someone visits an area for a reason, including visiting tourist attractions. To visit tourist attractions, it is certain that the place has good branding and is recommended to visit..

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