

## Research Article

# Effect of Destination Image on Destination Selection, Event Organizer Satisfaction

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**Abstract.**

In business of organizing MICE events, the place (venue) is the main factor in determining destinations that are in accordance with the concept of the event. The destination image is important for an event organizer to determine the host destination for a MICE event. This study aims to explain the influence of destination image on destination selection and satisfaction from event organizers. Data collection was carried out using a questionnaire with a random sampling technique on 70 respondents who were in the MICE destination of Jakarta. The data analysis used in this research is general structured component analysis (GSCA). The results of this research prove that destination image has a significant effect on destination selection with a path coefficient value of 0.299 with a P-value of <0.001. It has a positive relationship, then destination selection has a significant effect on satisfaction with a path coefficient of 0.1013 and p-value of 0.047, while destination image has a significant effect on the satisfaction of 0.101 with a value < 0.001.

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## 1. Introduction

Convention business or tourism business is usually called MICE business, an acronym for Meetings, Incentive travel, Conventions and Exhibitions). MICE is a tourism activity whose activities are a combination of leisure and business which usually involves a group of people together [1]. The importance of meeting facilities has a significant influence on the image of the event location, accessibility is the main facility that has a very big influence. Indonesia is one of the countries that has potential location options but apparently has not been able to rank as the preferred location for international events.

IVENDO survey results regarding the dynamics of the event industry in Indonesia 2022-2023 stated that 92.86% of event organizers have returned to normal in 31 provinces in Indonesia. Events held include meetings (14.82%), exhibitions (12.14%),

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incentive travel (11.61%), entertainment (11.61%), festivals (9.8%), conventions (8, 21%), Training (8.04%, Sport (5.36%) and others (18.40%).

Places in the tourism context are often referred to as destinations and Cooper and Jackson [2], define destinations as a focus of various facilities and services designed to meet tourist needs. Meanwhile, Buhalis [3] states that it is a combination of all the products, services and experiences offered. Framke and Baerenholdt [4] state that a destination is a region with an identity generated by activities, interests, infrastructure and attractions with it. This opinion is almost the same as that expressed by Leiper [5] who explains that a destination is a place where people travel and choose to stay temporarily, to be able to experience certain experiences and features that they feel are attractive. When viewed from a tourist perspective, a destination can be perceived as a geographic area that has various attributes, features, attractions and various services according to the needs of tourists [6].

Destination image is an individual's perception of the characteristics of a destination which can be influenced by promotional information, mass media and many other factors [7]. A destination image is a city that is formed in the minds of the people because of the characteristics of that city, and is also a person's impression of a place or destination [8]. Destination image is a very popular subject in the tourism sector [9]. Destination image has a positive relationship and has a significant effect on the satisfaction of domestic tourists visiting the Bogor Botanical Gardens, research by Beerli and Martin [10] stated that location image is an important factor that can influence tourists' decisions in choosing a destination.

Satisfaction is the level of tourist feelings in the form of feelings or disappointment that arise after comparing perceptions/impressions of the destination's performance with previous expectations. The aim is to see whether consumers are satisfied after choosing a destination. In the context of this research, satisfaction is operationalized as the level of event organizers' feelings, feelings of happiness or disappointment in choosing a destination or host. To organize event I destinations by comparing perceptions/impressions of destination performance.

## 2. Research Method

In this research, the respondents studied were Event Organizers who live in Jakarta, while the research method used survey techniques with a population of Event Organizers in the MICE sector who lived in Jakarta. The destination Jakarta was chosen for the reason that it is in the existing destination category based on the following criteria: has an international airport and direct flights (direct flights to dozens of cities in the world are one of the important factors, has active stakeholders such as BPPD, INCCA, professional associations and industrial associations, has international standard meeting facilities with a capacity to accommodate 10,000 people to more, and human resources have competence in their fields and have good experience as hosts and have held various meetings both nationally and internationally, In this research, the respondents studied were Event Organizers who live in Jakarta.

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Sampling was carried out by distributing questionnaires to respondents who were present at the MICE coordination meeting at the Jakarta Convention Center totaling 70 respondents who met the criteria for being sampled, namely that the Event Organizer had already held MICE events 3 times and the human resources were certified in the MICE field and the company had established for a minimum of one year.

Sampling technique was carried out using a simple random sampling technique for respondents who met the criteria. The indicators used to measure the destination image variable are 6 items and the destination selection variable is measured with 3 items while the satisfaction variable uses 4 items. The measurement scale uses Likert level 5. Then validity and reliability tests are carried out. Data analysis uses the General Structured Component Analysis (GSCA) approach.

### 3. Discussion

The results of the statistical data processing of the respondent profile based on male gender were ranked 1st (66.8%), average age 40-45 years, average educational level Bachelor's degree, average company has been established for more than 5 years segment The market being worked on is government events (44.24%), followed by companies (23.79%), association events (18.79%) and the rest are other events.

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The results of reliability testing of research instruments, it is known that all Cronbach Alpha values are > 06, thus the question items on the variables of meeting facilities, location image and event location selection are declared reliable or consistent in measuring these variables so that they can be used as data collection tools. The Reliability test results can be seen in Table 1.

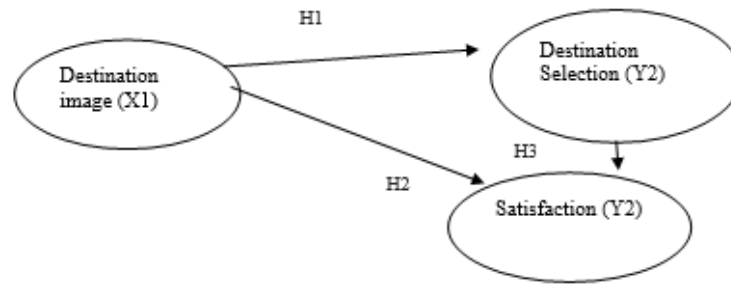
TABLE 1: Reliability test results.

Variabel	Alpha-Cronbach Coefficient	Conclusion
Destination image	0,891	Reliabel
Destination selection	0,860	Reliabel
Satisfaction	0,793	Reliabel

#### 3.1. Variables and measurement

There is one exogenous variable, namely destination image, while the endogenous variable is destination selection. and satisfaction. Data analysis uses Structured General Component Analysis (GSCA). The following are the hypothesis testing variables as presented in Figure 1 below.

Testing exogenous and endogenous variables uses General Structured Component Analysis (GSCA), with t-test and applying the bootstrap resampling method. The size of the bootstrap = 65 means that it fulfills the central limit postulate, so hypothesis testing in GSCA does not require data distribution. The research results are presented in Table 2.



Information:  
 H1: variable destination image has a significant effect on destination selection  
 H2: variable destination image has a significant effect on satisfaction  
 H3: variable destination selection has a significant effect on satisfaction.

Figure 1: Hypothesis testing model.

TABLE 2: Hypothesis testing results.

No.	Relationship Variables	Between	Path Coefficient	t-test	Information
1	Destination image	destination selection	0,299	0,002	Significant
2	Destination Satisfaction	selection	0,296	<0,001	Significant
3	Destination Satisfaction	selection	0,101	0,202	Significant

### 3.1.1. H1: The influence of location image on destination selection

The results of data analysis show that location image has a positive relationship and has a significant influence on event location selection with a path coefficient of 0.299 and t-test < 0.001. This means that is support for accepting the hypothesis that a good location image has a significant effect on choosing an event location. A positive path coefficient value illustrates that location image has a positive influence on event location selection, meaning that the better the image of a location, the easier it will be for an event organizer to make decisions on selecting an event location.

### 3.1.2. H2: The influence of destination image on satisfaction

The results of data analysis show that meeting facilities have a positive relationship and have an insignificant effect on the choice of event location with a path coefficient of 0.0960 with a t-test of 0.202, so there is an insignificant influence between meeting facilities on the choice of event location. This shows that meeting facilities does not influence the Event Organizer in selecting the event location. This illustrates that an Event Organizer only gives advice to clients about meeting facilities at an event location,

while determining the location of the host in organizing an event is the client as the event provider.

### 3.1.3. H3: Effect of destination selection on satisfaction

The results of data analysis show that destination selection has a positive relationship and has a significant effect on event organizer satisfaction with a path coefficient of 0.1013 with a p-value of 0.047, thus there is support for accepting this hypothesis. This means that there is support for accepting the hypothesis that good destination selection has a significant effect on the satisfaction of event organizers in making decisions about determining the host destination.

## 4. Conclusion

Based on the results of descriptive statistical analysis and inferential statistical analysis using General Structured Component Analysis (GSCA) the research model formulated includes destination image variables, destination selection and satisfaction. The research results show that the hypothesis variable states that destination image (X1) has a significant effect on destination selection. (Y1), as well as destination image has a significant effect on satisfaction (Y2), while destination selection (Y1) with satisfaction has an effect on satisfaction (Y2).

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