

## Conference Paper

# Impact of Destination Image, Service Quality, and Location on Visitor Satisfaction through Visitor Decision on Global Waterboom in Pati Central Java

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### Abstract

This research is based on some previous research on Image Imagery, Service Quality, Location and Visitor's Decision on Visitor Satisfaction. This study is also based on the phenomenon that occurs indicate that the fluctuations that occur in the number of visitors and revenue from Global Waterboom. This study aims to determine the effect of Destination Image, Service Quality, and Location Against Global Waterboom Visitor Satisfaction in Pati Central Java. The variable of visitor decision is used as intervening variable in this research. Population in this research is visitor of Global Waterboom in Pati Central Java. The sample in this study amounted to 116 respondents Data collection methods used were the method of questionnaires, observation, interviews, and literature study. Data analysis using path analysis, whereas research includes Destination Image, Service Quality, Location, Visitor Satisfaction, Visitor Decision.

The result of the research shows that Citra Destination has an effect on visitor satisfaction either directly or indirectly through visitor decision. Location affects visitor satisfaction through visitor decisions. Service Quality does not give a direct influence to visitor satisfaction with significance level  $> 0.05$ . Locations do not directly influence visitor satisfaction with significance levels  $> 0.05$ . This study proved that the influence of Image Imagery, Service Quality and Location to Visitor Satisfaction is equal to 53.6%. Conclusion from the research that the quality of service that has the least influence on the satisfaction of visitors either directly or through the decision of the visitor. The advice given by the manager of Global Waterboom is the need to add the number of officers as well as to train the officers, so that the officers can provide excellent service, need improvement of facilities and appearance of the building, and traffic arrangement so as not to jam when entering the area. For further researchers to examine more than one waterboom attraction in Pati and consider other variables.

**Keywords:** Image of The Destination, Quality of Service, Location, Satisfaction of Visitors, Visitor's Decision.

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## 1. Introduction

Tourism is a planned journey, carried out individually or in groups from one place to another in order to obtain a form of satisfaction and pleasure only. The narrowness of time makes many people in need of traveling to tours to release tension and gain a refreshing and entertaining new atmosphere Sinaga (2010). Many people try new things that can satisfy themselves, including traveling recreation, this makes the emergence of many tourism developments in each region by using the potential that exist in the area, the created attractions will give the beauty and uniqueness of each of these things become the task of managing the existing attractions.

The customer satisfaction is the level of one's feelings after comparing the performance (or outcome) that he felt compared to his expectations, (Tjiptono, 2010: 147). Baker & Crompton (2000) show that satisfaction is the real experience of an activity, a feeling of left after the interaction between the individual and the object. Reisinger & Turner (2003) believe that satisfaction is the result of comparing pre-tour expectations with post-tourism experience. The strategy to increase visitor satisfaction needs to be done is to improve the management and addition of services, so that visitors who come with a longer distance will enjoy the activities longer.

The formation of image before the trip is the most important phase in the process of choosing a tourist destination. While the image perceived after the visit will also affect customer satisfaction and intensity to make future return visits, depending on the ability of the tourist destination in providing experiences that suit the needs and image that tourists have about the tourist area (Khairani, 2009). The image of the destination is a picture of thoughts, beliefs, feelings and perceptions of a destination. Destination imagery is one of the most commonly used variables to capture the intentions of tourist behavior is the overall image of the destination both cognitively and affectively (Fakeye and Crompton, 2007: 167). The ability to manage good tourist destinations will make a positive contribution. A tourist attraction with a good image will contribute to increased satisfaction. This is also supported by research Mohamed, et.al (2014) explains that the image of the destination has a significant and positive impact on tourism satisfaction.

Quality of service is the beginning of customer satisfaction. Customers will be satisfied, if they get a good service or as expected. According Laksana (2008: 85) that the influence of service quality to satisfaction explained that if the services provided to customers as expected then will provide satisfaction. Thus the quality of service continues to be improved so as to achieve what is expected by the customer will be

satisfied. This is supported by Adepoju et al (2012) which states that the quality of service has a significant effect on customer satisfaction.

Companies in the field of services must also be smart in choosing a location as the company is doing all its activities, because with a strategic location will be more profitable. Location is also a top priority for companies that are running a business. Because a strategic place selection by a developing company will determine whether or not the product or service is being offered or sold. Strategic location of the company or a main road for the community, able to attract more consumers because of access roads are often passed and easy to reach. Tjiptono (2009: 65), states that the mood and customer response is significantly influenced by the location, design and layout service facilities. Mood and response is what can lead to satisfaction or dissatisfaction.

The relationship between purchasing decisions with customer satisfaction. Consumer satisfaction on the product formed will occur when the consumer has made a purchase decision. Satisfaction felt by consumers will provide benefits to the company in the long term. According to Kotler and Keller (2009: 184) there are five stages in the buying process namely, the introduction of needs, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. In the last stage, the post-consumer purchasing behavior will evaluate the results of the purchase is appropriate or not with expectations that will then be the basis of post-purchase action is satisfied or not. Kotler (2004, 228) if the consumer is satisfied with the performance of the product has been purchased it will show higher probability consumers will buy back the product or service. Means that after the purchase decision and feel the stages of post-purchase, the consumer or customer can feel about satisfied or not satisfied with the product or service. This is supported by a study conducted by Susanto (2013) which shows that purchasing decisions affect consumer satisfaction.

## 2. Literature Review

### 2.1. Satisfaction of visitors

Satisfaction is the feeling of pleasure or disappointment of someone who emerges after comparing the performance of the thought product to the expected performance (or outcome). If performance is below expectations, then the customer is not satisfied. If performance meets expectation, then the customer is satisfied. If performance

exceeds expectations, then the customer is very satisfied or happy ([15]: 177). According Tjiptono (2012: 301), consumer satisfaction is a situation shown by consumers when they realize that the needs and desires in accordance with the expected and well met.

The indicator used by the authors is Hawkins and Lonney quoted in Tjiptono (2004: 101) indicator of the formation of satisfaction consists of:

1. Conformity of Hope

It is the level of conformity between the performance expected by the customer and the perceived by the customer.

2. Interest in Return or Repurchase

It is customer's pleasure to pay a visit or re-purchase

3. Willingness to Recommend

It is the customer's willingness to recommend products that have been felt to friends or family

## 2.2. Visitor's decision

Decision-making is a process of appraising and selecting from various alternatives according to particular interests by establishing an option that is considered most beneficial to Amirullah (2002: 61). According to Kotler (2009) purchase decision is: "some stages performed by consumers before making a purchase decision of a product or service". Buying decision is one of the main components of consumer behavior. Consumer purchasing decisions are the step by step that consumers use when buying goods and services (Lamb, 2008: 23).

Visitor Decision Indicator used by the author is as follows:

According to Kotler (2007) purchasing decisions are a stage in the buyer decision-making process where the consumer will actually buy. The process is a problem solving consisting of five stages. The five stages that are indicators of the purchase decision are:

1. Problem recognition

It is the first stage in the purchasing decision process in which the consumer recognizes the problem or needs.

2. Search information

At this stage, consumers are driven to seek more information, consumers can more easily perform active information search, when more information is obtained then awareness and knowledge of consumers about goods or services will increase.

### 3. An alternative assessment

Consumers use information to evaluate alternative brands in the mind set.

### 4. Purchase decision

A consumer's decision to alter, suspend, or invalidate a buy-decision, is heavily influenced by a person's perceived risk. The amount of risk a person responds to is different according to the amount of money spent, the many uncertain traits, and the level of consumer confidence. A consumer develops certain habits to reduce risk, such as invalidating decisions, gathering information from friends, and choosing a national brand and having a guarantee.

## 2.3. Image of the destination

The image of the destination is said to play an important role and as a key aspect for consumers or tourists in decision making [1]. The image of the destination is a description of thoughts, beliefs, feelings and perceptions of a destination (Fakeye and Crompton, 2007: 167). defined as affective (feelings), cognitive (confidence), and conative (behavior or intention and preference) attitudes of classical attitudes of components. The image of the destination is from the tourism destination and the person / individual traveler (Lee, 2001).

The indicators of the destination image used by the author are as follows:

Hailinn Que, et al (2010: 6-7) revealed that the image of the destination consists of several indicators, namely as follows:

1. Cognitive imagery, consumer confidence and knowledge of the object. Intended object is the more positive attribute of the product, the belief of a destination then the whole cognitive will support the overall image which consists of the quality of experience in the can by the tourists, tourist attractions in the tourist destination, environment and infrastructure, entertainment and cultural traditions of the destination.

2. Unique imagery, typical image of a destination consisting of the natural environment, the attractiveness of a destination and local attractions that exist in the destination.
3. Affective, emotional image that reflects a person's feelings toward an object, whether the object is in want or like that consisting of a pleasant feeling, awakening, relaxed and interesting when in a destination.

## 2.4. Quality of service

Quality of service can be interpreted as an effort to meet the needs and desires of consumers and the accuracy of delivery in counterbalance consumer expectations (Tjiptono, 2007). According to Parasuraman in Lupiyoadi (2013: 216) Quality of Service is how far the difference between the reality and expectations of customers for the services they receive.

Indicators of service quality used by the author are as follows:

According to Zeithaml, Bitner and Gremler (2009, p.109) there are five indicators in service quality:

### a. Reliability

Reliability is the ability to provide services in accordance with the promised. Promised services such as providing information appropriately, helping to solve problems, and provide services on a regular basis reliable.

### b. Responsiveness

Responsiveness is the willingness of employees to help consumers and provide a fast and responsive service, which includes the readiness in serving consumers, speed of handling transactions, and handling consumer complaints.

### c. Assurance

Assurance, covering employees' knowledge of the product accurately, the quality of hospitality, attention and modesty in providing services, skills in providing information, the ability to provide security, and the ability to instill consumer confidence in the company.

### d. Empathy

Empathy is individualized attention given company to the consumer such as ease to contacting the company, the employee's ability to communicate with customers, and the company's efforts to understand the wants and needs of its customers.

e. Tangible

Tangible includes the appearance of physical facilities such as buildings and layout of the room, the availability of parking lots, cleanliness, tidiness and comfort of the room, the completeness of communication equipment, and the appearance of employees.

## 2.5. Location

Place in service is a combination of location and decision on distribution channel, in this case related to how to deliver services to consumers and where the strategic location (Lupiyoadi and Hamdani, 2009: 73). Places include a meaningful location with which the company should be headquartered and conduct operations or activities. Location is defined by Manullang (2001: 46) as a place where a company does its activities.

Indicators of the location according to Tjiptono (2002: 92) The selection of physical location requires careful consideration of the following factors:

1. Access, such as the location of the pass or easy to reach public transportation.
2. Visibility, ie a location or place that can be seen clearly from a normal viewing distance.
3. Traffic (traffic), concerning two main considerations: The number of people who pass-by can provide great opportunities for the occurrence of buying, namely purchasing decisions that often occur spontaneously, without planning, and or without through special efforts. Traffic density and congestion can also be an obstacle.
4. Spacious, comfortable and safe parking lot for both two-wheeled and four-wheeled vehicles.
5. Environment, ie the surrounding area that supports the services offered.

### 3. Methodology

The population of this study is the visitors of Global Waterboom. The number of samples used is 116 respondents with the determination of the number of samples according to Somantri and Sambas, (2006: 96-97) in this study using iteration formula. The method used in this research is non probability sampling technique, that is sampling method that does not give equal opportunity or opportunity for every element or population to be chosen to be sample (Sugiyono, 2004). While the type of non probability sampling used is accidental sampling, the sampling technique based on chance that anyone who by chance met with the researcher can be used as a sample. Calculation of validity test and reliability test performed with SPSS 21 program.

### 4. Study Findings

TABLE 1: Description Gender Visitors At Global Waterboom in Pati Central Java.

Gender	Frequency	Percentage
Man	55	47
Woman	61	53
<b>Total</b>	116	100%

Based on table 1 most visitors of Global Waterboom is dominated by female gender of 61 people (53%). This is possible because women have a tendency of interest in tourism for the benefit of the world of play.

TABLE 2: Partial Significance Test Analysis (t test).

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,016	3,281		2,443	,016
	Image of Destination	,629	,109	,579	5,775	,000
	Quality of services	,077	,065	,113	1,182	,240
	Location	,008	,076	,010	,101	,919
	Visitor's decision	,159	,075	,156	2,109	,037

If the significance value calculates <alpha significance value (5%), then the direct effect hypothesis is accepted. Known calculation with SPSS obtained sig value. count = 0.000. Then, because the sig value. calculate 0.000 < 0.05, it means the first hypothesis (H1) which states "The image of the Destination has a direct effect on Visitor



Satisfaction” is accepted. because the sig value. calculate of  $0.240 > 0.05$ , it means the second hypothesis (H2) which states “Quality of Service directly affects Visitor Satisfaction” is rejected because the value of sig. calculate of  $0.919 > 0.05$ , it means the third hypothesis (H3) which states “Locations have direct effect on Visitor Satisfaction” is rejected because of the sig value. count  $0.037 < 0.05$ , it means stating “the decision of the visitor directly affect the Satisfaction of Visitors” received.

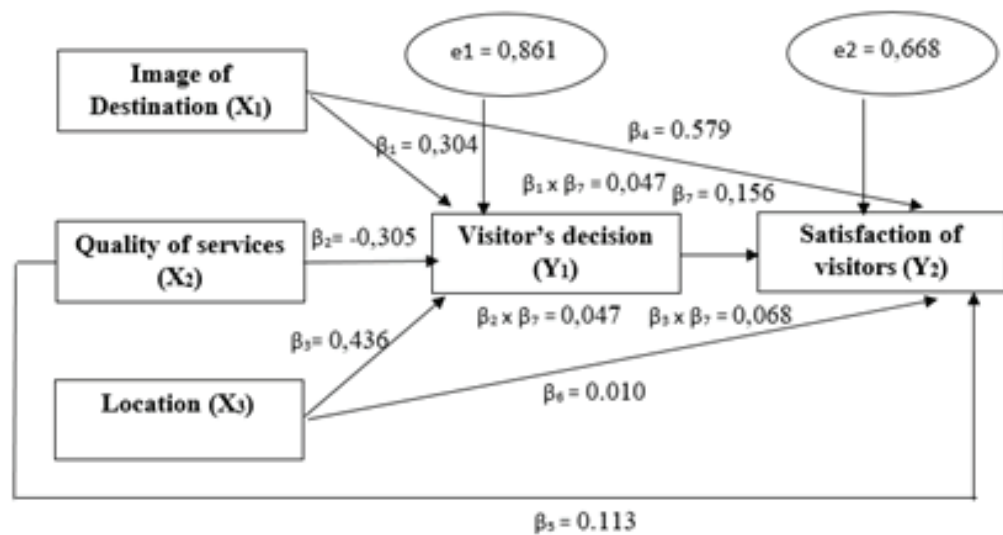


Figure 1: Full Model of Path Analysis.

The direct impact of the image of the Destination toward the Satisfaction of Visitors is represented by  $\beta_4$  which is 0,579. The indirect effect of the objective image variable on visitor satisfaction through Visitor Decision can be known by multiplying the path coefficient of the Destination Image ( $\beta_1$ ) and the Visiting Visitor's ( $\beta_7$ ) coefficient of  $0.304 \times 0.156 = 0,047$ . Total effect of path coefficient is by summing direct effect of Image of Destination and indirect influence that is  $\beta_4 + (\beta_1 \times \beta_7) = 0,579 + 0,047 = 0,626$ . It can be seen that the total indirect effect is 0.626, while the coefficient of direct impact path of Image toward Visitor Satisfaction is 0,579, this means total coefficient of indirect path > direct path coefficient. So it can be concluded that H4 which states that “The image of Destination has a positive and significant effect on Visitor Satisfaction through Visitor Decision” is accepted.

The direct influence of Quality of Service to Visitor Satisfaction is represented by  $\beta_5$  that is equal to 0,113. Indirect effect of Quality of Service Quality to Visitor's Satisfaction through Visitor Decision can be known by multiplying path coefficient from Service Quality ( $\beta_2$ ) and Visitor Decision Point coefficient ( $\beta_7$ ) is  $-0.305 \times 0.156 = -0,047$ . Total effect of path coefficient is by summing the direct influence of Service Quality and indirect influence is  $\beta_5 + (\beta_2 \times \beta_7) = 0,113 + (-0,047) = 0,066$ . It can be seen that the

total indirect effect is 0,066, while the coefficient of direct influence of Service Quality to Visitor Satisfaction is 0,113, this means total coefficient of indirect path <direct path coefficient. So it can be concluded that H<sub>5</sub> which states that "Quality of Service has a positive and significant impact on Visitor Satisfaction through Visitor Decision" is rejected.

The direct effect of Product Quality on Visitor Satisfaction is represented by  $\beta_6$  which is 0,010. The indirect effect of Location variable on Visitor Satisfaction through Visitor Decision can be known by multiplying the path coefficient of Location ( $\beta_3$ ) and Visitor Decision Point coefficient ( $\beta_7$ ) ie  $0.436 \times 0.156 = 0.068$ . The total effect of path coefficient is by summing the direct influence of Location and indirect influence that is  $\beta_6 + (\beta_3 \times \beta_7) = 0,010 + 0,068 = 0,078$ . It can be seen that the total indirect effect is 0,078, while the coefficient of path of direct influence of Location to Visitor Satisfaction of 0.010, this means the total coefficient of indirect path > direct path coefficient. So it can be concluded that H<sub>6</sub> which states that "Location has a positive and significant effect on Visitor Satisfaction through Visitor Decision" is accepted.

## 5. Discussion and Conclusion

Based on the results of research and discussion, it can be concluded as follows:

1. The image of the Destination has a positive and significant impact on Visitor Satisfaction. This means the Image of Destination will affect the Global Waterboom customer in Pati Central Java to conduct a Re-Visit and show their satisfaction at Global Waterboom in the same Central Java Pati.
2. Quality of Service has no effect and not significant to Visitor Satisfaction. This means that the Quality of Global Waterboom Service in Pati Central Java has not been able to give influence to the satisfaction of the visitors directly
3. Location is not able to directly affect visitor satisfaction.
4. The image of the Destination has no effect and is not significant to the Visitor's Satisfaction through the Visitor's Decision. This means that the Visitor Decision can not mediate the effect between the Destination Image and the Visitor Satisfaction.
5. Service Quality has negative and insignificant effect to Visitor Satisfaction through Visitor Decision. This means that the Visitor's Decision can not mediate the effect of Quality of Service on Visitor Satisfaction.

6. Location has a positive and significant impact on Visitor Satisfaction through Visitor Decision. This means the Visitor Decision may mediate the effect of Location on Visitor Satisfaction.

Based on the results of research suggestions that researchers can convey is:

1. The results also indicate that there is no effect of service quality on the satisfaction of the visitors directly. This is due to the small number of officers so that during the visit a lot especially on holiday officers difficulty to provide maximum services. Therefore for the company Global Waterboom need to add the number of employees for the rapid responsiveness while serving the visitors and conduct training for the officers so that officers provide excellent service and professional.
2. The results of this study indicate that the quality of service is not able to give influence to the satisfaction of visitors through the decision of the visitor. This is caused by the lack of quality services in terms of tangible building facilities that are less good and less attractiveness, it is recommended facilities and appearance of the building to be repaired so that the attraction arises for visitors so that visitors feel satisfied.
3. The presence of locations that are not able to give a direct impact on the satisfaction of visitors directly. This means that Global waterboom has not provided satisfaction from location in terms of traffic, so often the occurrence of road congestion when visitors to the Global Waterboom. Parties Global waterboom better pay attention to the way when visitors will enter by adding parking attendants who guide visitors when entering the Global waterboom, so that no occurrence of congestion and facilitate visitors entering the area.
4. The influence of destination image, service quality and location to visitor satisfaction through visitor decision indicated the influence of. Although among the variables that have a small influence on visitor satisfaction is the quality of service. Researchers provide suggestions to further researchers to keep researching destination image variables, service quality and location because it has a great influence on visitor satisfaction. Quality of service that has the least influence among other variables can be replaced with other variables if you want to have a greater effect of influence.
5. This research still has limitations in the object, because it only uses one object only, while in Pati has many waterboom tourist attraction. Researchers provide suggestions to further research, to examine all existing waterboom tours in the

city of Pati. The more objects studied, then we can find out how much influence the image of destination, service quality, and location to the satisfaction of visitors through the decision of visitors.

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