The Factors of Destination Image on Tourist Site in Kab. Garut

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ABSTRACT

This study being done to identify the destination image of destination place in Kab. Garut by using the cognitive and affective image. The methodology that being used in this study are both qualitative and qualitative approach to help on designing the questionnaire. The questionnaire was spreaded in some populare tourist site of Kab. Garut, with the total of respondents are 300, the respondents are those who ever visits or on their visit to destination place in Kab. Garut. The test the been done for this study are the descriptive test, validity test, and analysis factor. The aim of this study are 1) to identify the indicators that represent the destination image of Kab. Garut; 2) to find out the factors that build up the destination image of Kab. Garut. The results shown that there 7 factors that build up the destination image of Kab. Garut, there are natural attraction, affective, cost, weather, environment, accessability and traffic.

Keyword
Destination image, Tourist Site, Kab. Garut.

1. BACKGROUND

Today, the tourism sector has become one of the industrial sectors that contribute considerably to the world economic development. According to the World Travel and Tourism Council, by 2016 the tourism sector was able to contribute to world revenues for about US $ 7.6 trillion, which can be implied as for about 10.2% of world GDP is contributed by the tourism sector (WTTC, 2017). From the explaination above we can conclude that actually the tourism sector has a great potential to develop the world economy. As this phenomenon keep arising, Indonesian government has also aware about this, so they are making a taget that in 2019, the country's foreign exchange could be arise until it reaches Rp 240 trillion, with the target of tourist visits rising to 275 million tourists (PR, 2016). The target can be achieved if the government can improving the performance of the tourism industry, the strategy is by strengthening the image of Indonesian tourism so that tourists, both local and foreign wants to visit Indonesia. However, the problem is that the strength of Indonesia's brand image in the international eyes is still weak. According to the Nation Brand Power Index, the Nation Brand Power of Indonesia is still under the world average, in which Indonesia only got 5.6 meanwhile the world average is 7.7 (Marketeers, 2017). Quoted from The Travel & Tourism Competitiveness Report 2017, Indonesia's competitiveness index is still ranked 42 out of 136 countries in the world and 4 out of 9 countries in southest asia (WEF, 2017).

Table 1 The Travel and Tourism Competitiveness Index 2017 : Asia and the Pacific

South-East Asia	
Singapore	13
Malaysia	26
Thailand	34
Indonesia	42
Sri Lanka	64
Vietnam	67
Philippines	79
Lao PDR	94
Cambodia	101

Source : *The Travel & Tourism Competitiveness Report 2017*

Indonesia itself was being knows for its diversity of destination places, it also has many tourist attractions that attract tourist to visit the place (Wicaksono, 2016). It can be seen from the table 1.2 below, the table shown that many tourists are getting interest on visiting the destonasion places in Indonesia as it keeps increasing its number from year to year.

Table 2 The development of tourist visits to tourist attractions in Indonesia 2011-2014 (people)

	2011	2012	2013	2014
Domestic Tourist	6.750.416	7.453.633	8.024.876	7.899.070
International Tourist	7.649.731	8.044.462	8.802.129	9.435.411

Sources : Pusdating Kemenparekraf & BPS

As seen from the table above, it can be concluded that actually Indonesia has a potential to keep increasing their tourist visits since Indonesia has so many attraction site. So, it can be also concluded

that if the Indonesia nation branding is increasing, then it will also affect both domestic and international visitors to many destination places in Indonesia.

One city in Indonesia that offers many natural attractions, is Kab.Garut in West Java. Although not yet widely known the perception of tourists about the image of tourist destinations in Garut, but the number of tourist visits to Kab. Garut quite well. To support the national target number of tourist visits then the image of tourism destinations Kab. Garut needs to be improved so that there will be more tourist that could visit attraction places in Garut. In order to do that, there is need of study to find out the factors that build up the destination image of Garut.

Destination image considered as one of the most important thing in the tourism market, the reason is because the image contains the beliefs, ideas, and views of tourists on a destination place (Crompton, 1979). So, it can be said that actually image is important and crucial for an organization to take care to. The same thing aslo applied in tourism sector, especially for their marketing strategy, an organization should be able to assess whether the image of their destination place is good or bad in front of tourists (Rajesh, 2013).

From the explanation above, there is a need to study about factors that could build up the destination image of destination place in Kab. Garut. So, in this research, researcher will conduct a study about destination image of Kab. Garut, spesifically about the factors that built the destination image of destination place in Kab. Garut. A study has been conducted in some destination places that located in Garut, also those which could be a representative of each type of destination places in Garut. The aims of this study are: 1) to identify the indicators that represent the destination image of Kab. Garut; 2) to find out the factors that build up the destination image of Kab. Garut.

2. STUDY LITERATURE
2.1 Destination Image
Destination image is one of several important elements that measure tourist decisions prior to visiting, visiting, and after visiting ((Baloglu and McCleary, 1999;Beerlin and Martin, 2004;Chiu, Zeng, and Cheng, 2016). In addition, other opinions say that the image of this destination is actually a collection of beliefs as well as views based on the receiving of information from several sources (Zhang, et.al, 2014). So it can be said that

the actual goal of a goal is a thought derived from what is perceived and viewed from certain sources that will affect the view of someone will a particular tourist attractions.

According to Gartner (1994), the image of this destination consistently consists of three main elements, namely cognitive, affective, and conative. According to him, cognivite image is more to the knowledge and belief of tourists to a tourist place, whereas affective is a component that is more inclined towards the emotional feeling of tourists will be a tourist place, while the latter, conative image is more inclined about the behavior of tourists in the future (Gartner, 1994). However, to explain about how the view of tourists will be a tourist attraction is more described by the elements of cognitive and affective (Aramberri & Butler, 2005).

This can happen because the two elements (cognitive-affective) are indeed more able to accurately explain the image of the destination of a tourist attraction (Kim & Yoon, 2003; (Martin, Hector, & Bosque, 2008).

Some experts say that, the image of this destination is the attributes that build a tour (Ward & Russel, 1981). On the other hand, baloglu and McCleary (1999) suggest that this cognitive image leads to physically visible environmental features. Several studies have also examined the attributes of this image-forming image by using several different research objects. Chung and Shin (2004) stated the factors of image formation of destinations are, natural attractions, climate, culture, tourist sites, nightlife and entertainment, infrastructure, accommodation, shopping facilities, cleanliness, safety and costs / price level etc. Furthermore Wang and Hsu (2010) said that there are 5 main categories of image formers of destinations, including tourism resources, amenities, supporting factors, travel environment, and service quality. Furthermore, other studies suggest that there are only 3 destination image-forming factors, ie products (variety of attraction, price, etc), behavior of service providers that interact directly with tourists, and lastly environments such as weather, landscapes, and environmental security (Milman & Pizam, 1995). Finally, Medury (2016), stated that there are 7 main dimensions of cognitive, namely natural attaction, infrstructure, tourist attraction, culture, history and art, safety and security and social environment.

Next is the affective image. Affective image is an image formed from the individual feelings he feels

towards a tourist place (Baloglu and McCleary, 1999). In contrast to cognitive imagery, according to Russell, et.al (1981), this affective image includes unpleasant-pleasant, sleepy-arousing, distressing-relaxing, and gloomy-exciting dimensions.

3. METHODOLOGY

In order to complete this study, the researcher had done two kind of approaches. Both the qualitative and quantitative approach was done in this research. As for this study, both kind of approaches must be done since it needed to to be able to increasing the quality, accuracy, validity and realibility of the data. Before designing the questionnaire, the qualitative method has been done to build up the indicators of destination image of Kab. Garut. Since actually the qualitative approach could helped the reseacher to define the indicators by identifying the spesific variables of the places. To complete this approach, the reseacher done a deep interview with 10 respondent, in which they all were at least once visited the destination places in Kab. Garut. The question that were asked spesfically about the knowledge and experience of respondents when they visit Garut.

Moreover, the next step on designing the questionnaire is that the researcher also done a study literature from some past research that could help on highlight the attributes that could be also used on meauring destonation image of Garut, especially for the cognitive image. The primary data is a data which collected to address a specific problem, and the primary data itself could be collected by using a quantitative research and qualitative reasearch (wiid & Diggines, 2009).

In this study, the questionnaire itself are using a likert-scale for respondent to answer, from the "fully agree" to "not agree at all". On the other hand, secondary data is examining the internal data sources along with the external data , the researcher using the secondary data, such as literature from the book or journal, the data from other institution that related with the research. Sampling can be define as gathering the information from a group of people that become the object of a study (A.Nykiel, 2007). Judgement sampling used in this study as the respondent has been purposely selected to be the sample of a research (Beri, 2013). By underlying the theory from Malhotra's, the minimum amoun of responden is about 200, and as for this study, there are 300 respondents particiated in this research. The respondent are both all gender, has an age above 18, and must be at least once

visited destination place in Kab. Garut. The questionnaire spreaded in some of tourist attraction in Kab. Garut like, Green Kamojang, Darajat Pass, Kebun Mawar, and Central Leather in Garut.

In this research the test of validity is needed because it helps to measure of standard error which is inbuilt and which has must be acknowledge (Choen, Manion, & Morrison, 2011).

Since this study is an exploratory analysis, so it needed a factor analysis to analyze the factors of Garut destination image. In simple, factor analysis is one of statistical test to simplify the relationship between numbers of variables into some factors/groups, it can also be said as the reduction of an indicators (Acton, Miller, Fullerton, & Maltby, 2009). The test had been done by using SPSS 18.

4. RESULT AND DISCUSSION
4.1 Respondents Characteristics

Table 3 Demografic Data of Resppondent

	Variable	Freq	%	Total
Domicile	Jawa Barat	277	92.3%	300
	Outside Jawa Barat	23	7.7%	
Gender	Man	106	35.3%	300
	Woman	194	64.7%	
Age	18 – 25 tahun	152	50.7%	300
	26 – 30 tahun	4	1.3%	
	31 – 35 tahun	41	13.7%	
	36 – 40 tahun	16	5.3%	
	> 40 tahun	87	29.0%	
Education	<SMA/K	96	32.0%	300
	S1/Diploma	199	66.3%	
	S2/S3	5	1.7%	
Job	Private employees	81	27.0%	300
	Government worker	51	17.0%	
	Entreprenur	34	11.3%	
	Other	134	44.7%	
Salary	< Rp 2.500.000	129	43.0%	300
	Rp 2.500.000 - 5.000.000	102	34.0%	
	Rp 5.000.000 - 7.500.000	35	11.7%	
	Rp 7.500.000 - 10.000.000	11	3.7%	
	Rp > 10.000.000	23	7.7%	
Visit(s) Frequency				300
	< 2 kali	103	34.3%	
	2 – 3 kali	80	26.7%	
	> 3 kali	117	39.0%	

Based on table 3 above, out of 300 respondents from this study 92.3% or 277 of them are live in Jawa Barat, meanwhile 7.7% or 23 of them are came from outside Jawa Barat. As for the gender,

mostly the respondents are woman with the percentage is 64.7% or 194 respondents, and 35.3% or 106 respondents are man. The age range of respondents are mostly come from range age 18-25 years old with the percentage is 50.7% (152), and then followed by age range > 40 years old with 29.0% (87), 31-35 years old 13.7% (41), 36-40 years old 5.3% (16), and lastly, from range age 26-30 years 1.3% (4).

For the education demografic data, mostly, the respondents of this study are taking S1/Diploma education with the percentage of 66.3% (199) this segment is taking the lead, and followed by those who are < SMA/K for 32.0% (96) and S2/S3 for 1.7% (5). Also, from the data, it can be seen that 44.7% are those who works outside the chosen that was given (Private emloyees 27.0%, Government worker 17.0% and Entrepreneur 11.3%). Next, the salary of those who came to destination place in Garut and happened to be a respondent 43.0% or

about 129 of them are having < Rp 2.500.000 as their salary pe month, and then followed by Rp 2.500.000- 5.000.000 with 34.% (102), Rp 5.000.000-7.500.000 with 11.7% (35), > Rp 10.000.000 with 7.7% (23), and Rp 7.500.000-10.000.000 with 3.7% (11).

For the last, the respondents are mostly already came to Garut for more than 3 times as they got 39.0% or equal with 117 out of 300, and then followed by those who come less than 2 times with 34.3% (103) and those who have came 2-3 times with 26.7% (80).

4.2 Factor Analysis of Destination Image
Before the analysis factor is tested in this study, the researcher also tested the validity of each indicators by using factor analysis in SPSS 18, he cut-off value of validity test is 0.5. after that, the data was being rotated in order to find out the factors.

Table 4 The results of EFA of Destination Image

Destination Image factor	Factor loading	Eigenvalues	Variance explained	Mean komposit
Natural r				
Mountain(s)	0,731			
Beach(s)	0,739			
Hot Spring	0,744	8,933	30.804	4.05
Natural Resources	0,663			
Domba Garut Attraction	0,747			
Variation of Culinary	0,608			
Affective				
Pleasant-unpleasant	0,642			
Relaxing-distessing	0,743	3,531	12,175	4.09
Arousing-sleepy	0,728			
Exciting-gloomy	0.756			
Cost				
The acceptable price of accomodation and foods	0.810			
Activity and Attraction Cost	0.773	1,990	6,864	3.93
Cost equal with benefit	0.801			
Weather				
Nice Weather	0,813			
Nice Nature	0,844	1,413	4,871	4.33
Beautiful Scenery	0.667			
Environment				
Comfort and Safe Environment	0.721	1,250	4,311	3.87
Clean Environment	0.768			
Accessability				
Ease of Access	0.722	1,063	3,665	3.56
Good information and communication on the way	0.660			
Traffic				
The unorganized infrastructure	0.667	1,031	3,555	3.62
Full Traffics	0.696			

Analysis Factor were conducted in this study to find out which indicators that has something in common couldbe placed as one factor and also to find out how many factors will be built for the destination image of destination place in Kab. Garut. Originally, there are 29 indicators, 25 of them is the representative of cognitive image and 4

of them is the representative of affective image. After the test being done, there are 7 factors that can't be included in any factors since their factor loading is less than 0.6, those indicators are friendliness of the locals (0.498), sundanese culture (0.566), countryside atmosphere (0.541), variety of attractions (0.553), variety of souvenirs (0.449),

leather craft (0.456), and variety of a snack (0.448). From this analysis, there are 7 factors were made after the test, with the value of each factors total variance are 30,804 for factor 1, 12,725 for factor 2, 6,864 for factor 3, 4,871 for factor 4, 4,311 for factor 5, 3,665 for factor 6 and 3,555 for factor 7. The first factor named as "attraction" since the indicators that included in the first factor are an attraction of destination place in Kab. Garut. The eigenvalue for this factor is 8,933 with the highest factor loading is 0.747.

Next, the second factor named as "affective" since the indicators that included in the second factor are the indicators of affective image. The eigenvalue for this factor is 3,531 with the highest factor loading is 0.756.

Also, the third factor named as "cost" since the indicators that included in the third factor are those who has a connection with travel cost of destination place in Kab. Garut. The eigenvalue for this factor is 1, 990 with the highest factor loading is 0.801.

Morever, the next factor is the forth factor that named as "weather" since the indicators that included in the forth factor are show the characteristics of weather in Kab. Garut. The eigenvalue for this factor is 1,413 with the highest factor loading is 0.844.

Next, the fifth factor named as "environment" since the indicators that included in the forth factor are show the environment of destination place in Kab. Garut. The eigenvalue for this factor is 1,250 with the highest factor loading is 0.768.

Also next, the sixth factor that named as "accessability" since the indicators that included in the sixth factor are the indicators that has a common in which both is the representative of accessability to destination place in Kab. Garut. The eigenvalue for this factor is 1,063 with the highest factor loading is 0.722.

Lastly, the seventh factor named as "traffic" since the indicators that included in the seventh factor are the representative of the traffic condition in Kab. Garut. The eigenvalue for this factor is 1,031 with the highest factor loading is 0.696.

From the table above, it shows that the values of mean composite of each factor is show that each factors are actually important to consider as the factor that build the destination image of destination place in Kab. Garut.

The results of this study have similarities with some previous studies, where several factors formed have similarities. For the image of Kab. Garut itself contains the forming factors such as tourist attraction, cost, weather, infrastructure, and culture (Medury, 2016, Chung and Shin, 2004).

Table 5 The Mean Value of Destination Image

Pull factors	Mean
Attaction	
Mountain(s)	4.23
Beach(s)	4.06
Hot Spring	4.23
Natural Resources	3.98
Domba Garut Attraction	3.92
Variation of Culinary	3.88
Affective	
Pleasant-unpleasant	4.18
Relaxing-distessing	3.94
Arousing-sleepy	4.13
Exciting-gloomy	4.10
Cost	
The acceptable price of accomodation and	3.95
foods	3.93
Activity and Attraction Cost	3.91
Cost equal with benefit	
Weather	
Nice Weather	4.33
Nice Nature	4.36
Beautiful Scenery	4.29
Environment	
Comfort and Safe Environment	4.01
Clean Environment	3.74
Accessability	
Ease of Access	3.57
Good information and communication on the	3.55
way	
Traffic	
The unorganized infrastructure	3.75
Full Traffics	3.49

On the table 5 above, it shows the mean value of each indicators in each factors of destination image. For the first factor, the highest mean value is mountain(s) and hot spring with 4.23, meanwhile the lowest one in the variation of culinary with 3.88. Also, as for the second factors, the highest mean value is pleasant-unpleasant with 4.18 and the lowest one is relaxing-distressing with 3.94. Next, for the third factor, the highest mean value is The acceptable price of accomodation and food with 3.95 and the lowest one is cost and equal with benefit with 3.91. After that, the forth factor highest mean value is the nice nature with 4.36 and the lowest one is the beautiful scenery with 4.29. As for the fifth factor, the highest one is comfort and safe environment with 4.01 and clean environment with 3.74. The sixth factor highest mean value is the ease of access with 3.57 and the lowest one is good information and communication on the way with 3.55. Lastly, the seventh factor highest mean value is th unorganized infrastructure

with 3.75 and the lowest mean value is full traffic with 3.49.

5. CONCLUSION

From the results of this study above it can be concluded that:

1) There are 22 indicators that build up the destination image of destination place in Kab. Garut. Those indicators can be used as the indicators to measuring the destination image in Kab. Garut.

2) From all 22 indicators that included both cognitive and affective image, it can be concluded that there are 7 factors that that can be said as the dimension that can be measured the destination image of Kab. Garut. Those 7 factors are, tourist attraction, affective, cost, weather, environment, accessibility, and traffic,

Every places has their own characteristics, so their image can be also different from one another. But the most important thing is that the cognitive and affective image of a place is something that the tourist felt when the visit or has already visited the place. Since each places has different image, the indicators to measuring the destination image of each place must be slightly different, and it perhaps depend on the location of its place, the time when they conduct the research, etc. In conclusion, more research need to be conduct to find out more spesifically destination image of other places.

Reserch Limitation and Future Research

At the time of research on this research, the authors experience several obstacles. Such as, time, accommodation, costs, etc., in conducting field surveys. Therefore, the authors have not been able to conduct a survey kesetiap tourist attractions in Kab. Garut. In this study, the authors only distributed questionnaires to some tourist points that can be said to be famous and frequented by tourists both from Garut and outside Garut. In addition, this study was conducted not during the holiday season, so there is likely to be differences in the results of the analysis if the study was conducted in the holiday season. In addition, some respondents also have difficulty in answering some questions from the questionnaire so that needed guidance from researchers in answer the questionnaire, due to time constraints (1 month), researchers are unable to help respondents individually

From the results of this study, the authors suggest to hold similar research conducted on different seasons. In addition, if the study is done in a longer time then the possibility will be obtained different results as well.

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