

SUB THEME: MARKETING

INFLUENCING FACTORS OF FOREIGN TOURIST BEHAVIORAL INTENTION. THE CASE OF BANDUNG CITY

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Abstract

Most studies about tourist behavioral intention have been conducted using service quality, satisfaction, and perceived value as the influencing factors. In this study, the roles of brand (destination) image and alternative attractiveness are also examined as ones of influencing factors of tourist behavioral intention besides service quality, satisfaction, and perceived value. The respondents of the survey consist of 391 foreign tourists who visited Bandung City between the month of January 2015 and July 2016. A multiple linear regression analysis was carried out to examine the relationship among variables. The result confirms the significant effect from service quality, satisfaction, perceived value, destination image, and alternative attractiveness toward behavioral intention. The current state and the strength of each variable's influences are discussed. With these findings, the stakeholders of tourism destination, especially the government of the Bandung City can understand and focus to improve the attributes of Bandung City which need more attention to influence the foreign tourist behavior. Managerial implications and suggestions for further studies are provided.

Keywords: Behavioral Intention, Destination Image, Tourism Marketing.

INTRODUCTION

Travel and tourism is one of the world highest industries with consistent year-on-year growth. In its publication titled *Tourism Towards 2030*, UNWTO (2011) forecasted the number of Foreign Tourist arrival will be increased 3.3% per year from 2010 to 2030. UNWTO (2011) also forecasted that in 2030 South-East Asia will be the fourth highest most visited region, right after North-East Asia, Mediterranean Europe, and Western Europe. In Indonesia, the Ministry for Tourism claimed that the growth of tourism sector in Indonesia was 7.2% by 2014, surpassed world tourism growth which is 4.7 %. However, foreign tourist arrival in Indonesia is still lagging behind Malaysia, Thailand and Singapore despite of larger and more diverse area of Indonesia.

Bandung City is the capital of West Java and the third largest city in Indonesia (Tarigan et.al, 2016). In 2015, the Minister of Tourism declared Bandung City as one of main destinations in Indonesia. One of the missions of tourism government in Bandung City is to develop Bandung City as competitive tourism destination nationally and internationally. Since 2013, Ridwan Kamil as the new city major has tried to bring Bandung City back to its identity. The revitalization of the city parks and the old western buildings has been done to strengthen the image Bandung City as Kota Kembang and Paris Van Java. Bandung City has

improved diverse combination of destinations spread all over the city that can attract more foreign tourist arrival in order to reach the goal of Bandung City as one of the popular international city in the world.

In this globalization era, people can get the information easily, including the information about the destination. The emerging of new destinations/competitors in the market makes a tourism destination -in this case Bandung City- has to find the best way to win more tourists from other tourism destinations (Konecnik, 2002), especially for being more responsive for the needs in the tourism business to maintain the sustainability (Lee, Petrick, & Crompton, 2007). In other word, understanding the tourist behavioral intention is important in the competitive tourism industry.

This study aims to examine the role of service quality, satisfaction, perceived value, destination image, and alternative attractiveness as the predicting role of foreign tourist behavioral intention. Besides, this study also discusses the current state of variable in order to give the overview of tourism condition of Bandung City from the foreign tourist perception.

LITERATURE REVIEW

Behavioral Intention

Warshaw and Davis (1985) describes behavioral intentions as the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior. The behavioral intention is formed since individual says positive things about destination and come back to visit the place again (Tian-Cole, Crompton & Willson, 2002). Chen and Chen (2010) states that the loyalty has important role as the key component for the sustainability of a company. Measuring behavioral intention can provide better understanding of tourist retention (Giraldi and Cesareo, 2014).

Service Quality

Service quality is perhaps the most discussed topic in service marketing (Choi et.al, 2004). It is believed that in tourism, the good service quality leads to positive word of mouth, referral and repeat visit which affect the financial performance to the player in tourism industry (Zabkar et.al, 2010). Service quality shows the overall impression of customer toward service provided by an organization (Park, Robertson & Wu, 2004).

The studies about the relationship between service quality and behavioral intention have been conducted in recent years. Baker and Crompton (2000), who conducted the research on 369 visitors of annual festival in the historic downtown business district, found that service quality has positive impact toward behavioral intention. The similar finding is also found in other studies conducted by Cronin, Brady, and Hult (2000), Choi et.al (2004, and Zabkar et.al (2010). Thus, the author proposes:

H1: Service quality has significant influence toward tourist behavioral intention.

Satisfaction

Satisfaction is a consumer's overall feeling resulting from comparing service performance outcome and expectation (Kotler, 2000). Based on Crosby et.al, (1990), satisfaction defined as an emotional state of a customer resulting from the interaction with service provider. Oliver (1980) described satisfaction as a cognitive comparison between expectations to actual experience of consumption activity. He later explains the satisfaction as disconfirmation paradigm, where the customer makes a post-purchase comparison between pre purchase expectations and actual service received.

Numerous studies show that consumer satisfaction leads to favorable outcome such as higher profit, positive word-of-mouth and consumer's loyalty (Choi et.al 2004). Many studies have been conducted to discuss about the relationship between satisfaction and behavioral intention. In a study conducted by Cronin, Brady, and Hult (2000) on 1944 respondents in spectator sports, participation sport, entertainment, health care, long distance carriers, and fast food industries scope, satisfaction has positive impact as the antecedent variable toward behavioral intention. The similar result is also found in the studies conducted by Choi et.al (2004), Park et.al (2004), Zabkar et.al (2010), Jen, Tu, and Lu (2011), Meng, Liang, and Yang (2011), and Wu (2014). Based on those previous studies, the author proposes:

H2: Satisfaction has significant influence toward tourist behavioral intention.

Perceived Quality

Zeithaml (1988) identifies four definitions of a value from the literature studies, these definitions are: a.) Value is low price; b.) Value is whatever I want in a product; c.) Value is the quality I get for the price I pay, and; d.) Value is what I get for what I give.

Park, Robertson, and Wu (2004) then described the value as consumer's overall assessment of a product or service that has been identified as the important variable of behavioral intention and it is based on what is given and what is received. Perceived value has an important role in determining behavioral intention since it integrates consumer's perception between benefit and cost (Jen, Tu, & Lu, 2011).

Perceived value often discussed in the same studies along with service quality and satisfaction. In a study conducted by Cronin, Brady, and Hult (2000), together with service quality and satisfaction, the perceived value has positive impact as the antecedent toward behavioral intention. It has similar result on other studies conducted by Choi et.al (2004), Park et.al (2004), Jen, Tu, and Lu (2011), and Meng, Liang, and Yang (2011). Thus, the following hypothesis is proposed:

H3: Perceived value has significant influence toward tourist behavioral intention.

Destination Image

An image is a set of beliefs, ideas, and impressions that a person has of an object (Barich and Kotler, 1991). Keller (1993) described brand image as perceptions about a brand as reflected by the brand association held in consumer memory. In the context of tourist

destination, Lawson and Baud-Bovy (1977) described destination image as an expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts that an individual has of a specific object or place.

Bigne, Sanchez and Sanchez (2001) described the destination image as the subjective interpretation of reality made by the tourist. Gartner and Hunt (1987) also stated destination image can be defined as impressions that person hold about a state which they do not reside. In a study conducted by Park et al (2004) on 592 passengers in Korean airline industry, the image has relatively high positive effect toward behavioral intention. The same positive impact is also found in the study conducted by Wu (2014) who observed 470 visitors of Casino X in Macau. Nevertheless, a study conducted by Meng, Liang, and Yang (2011) on 906 tourists in Taiwan cruise ship found that the image does not have significant impact toward behavioral intention. Based on the previous studies, the author proposes:

H4: Destination image has significant influence toward tourist behavioral intention.

Alternative Attractiveness

Alternative attractiveness can be described as the customer's likely satisfaction toward alternative (Ping, 1993). Ping (1993) suggests that unavailability of alternative attractiveness can give the favorable situation for a destination to defend its tourist. In other word, if a tourist unaware of the attractiveness of alternative or find the alternative is less attractive, they tend to stay in the current relationship with current destination (Patterson and Smith, 2003).

Some studies have found that alternative attractiveness has negative impact toward behavioral intention. Those studies are conducted by Bansal, Irving, and Taylor (2004) on 356 auto-repair customers; Yim, Chan, and Hung (2007) on 450 hair salon visitors; and Jen, Tu, and Lu (2011) on 747 passengers in Taiwan coach industry. Thus, the author proposes:

H5: Alternative attractiveness has significant influence toward tourist behavioral intention.

METHODOLOGY

To carry out this study, a questionnaire was created in the form of online and offline/direct survey. The questionnaire was consists of 34 items which were constructed from various studies to measure each variable. The questions for service quality consist of 10 items that all were designed by Zabkar et.al (2010). For satisfaction, there are 6 questions are adapted from Jen, Tu, and Lu (2011), Cronin, Brady and Hult (2000) and Zabkar et.al (2010). The questions for perceived value consist 5 items and are adapted from Park et.al (2004) and Boo et.al (2009). For destination image, the author adapts the 4 questions from Park et.al (2004) and Wu (2014). And for alternative attractiveness, the author conducts 5 questions adapted from Wu (2011) and Patterson and Smith (2003). The studies conducted by Zabkar et.al (2010) and Patterson and Smith (2003) also contributes in shaping 4 questions for behavioral intention. All attributes in section four are measured using 5-point Likert scale where 1 = Strongly Disagree and 5 = Strongly Agree.

The respondent for this study is the foreign tourist who travels to Bandung City with tourism purpose with minimum age of 14 years old. The data collection was done in 8 (eight) weeks through face-to-face survey and online survey. From the total of 391 responses, 172 responses come from online survey and 219 responses come from face-to-face survey. The face-to-face survey was done in various types of destinations in Bandung City such as parks, malls, hotels, and other public areas in Bandung City. The online survey was done by distributing the link address to relative abroad, tourist agents, and to the previous face-to-face survey respondent through a thank you card made by the authors. Multiple linear regression analysis was performed to process and analyze the data. Data analyses are processed by using SPSS software version 23 for Windows.

RESULT

Respondent's Demographic and Travel Characteristic Profile

The demographic and travel characteristic of respondents are presented respectively in Table 1.

Table 1. Respondent's Profile

Variable	Number	Percentage
Gender		
Male	175	44.8%
Female	216	55.2%
Age		
<= 20	47	12%
21-30	183	46.8%
31-40	97	24.8%
41-50	46	11.8%
51-60	15	3.8%
>60	3	0.8%
Country of Origin		
Malaysia	45	11.5%
United Kingdom	30	7.7%
Singapore	27	6.9%
China	26	6.6%
United State of America	23	5.9%
Others (small percentages)	240	61.4%
Travel Budget		
Less than or equal to \$ 1,000	236	60.4%
\$1,001 – 2,000	79	20.2%
\$2,001 – 3,000	42	10.7%
\$3,001 – 4,000	19	4.9%
\$4,001 – 5,000	10	2.6%
Over \$5,000	8	1.3%
Travel Companion (Multiple Responses)		
Alone/Single Traveler		
With Family	80	18.1%
With Friends	151	34.2%
	211	47.7%

Current State of Variables

The data summary contains the mean of the independent variables and a dependent variable. The independent variables are service quality, satisfaction, perceived value, destination image, and alternative attractiveness. Meanwhile, the dependent variable is behavioral intention. The result can be seen on Table 2. The variable with the highest mean is satisfaction which has score 3.545, followed by destination image with mean score 3.435, behavioral intention with mean score 3.403, service quality with mean score 3.381, alternative attractiveness with mean score 3.358, and then followed by variable which has the lowest mean, perceived quality (3.276).

Table 2. Data Summary

No	Variable	Mean
1	Service Quality	3.381
2	Satisfaction	3.545
3	Perceived Value	3.276
4	Destination Image	3.435
5	Alternative Attractiveness	3.358
6	Behavioral Intention	3.403

Although all variables are in good state, there are some attributes which have the average below neutral that can be seen on Table 3.

Table 3. Attributes with Low Average

No	Attributes	Mean
1	Service Quality: Accommodation	2.96
2	Behavioral Intention: Revisit	2.97

Multiple Regression Analysis

To identify the influence between independent variables toward dependent variable, a multiple regression analysis was performed. The model was first tested with validation testing and pass, followed by normality, heteroscedasticity, linearity, autocorrelation, and multicollinearity test. After pass all the pre-test, the multiple regression analysis is performed and the result is shown on Table 4.

Table 4. T-Test Result

Variable	t	df	t-table	Sig.	Result	Hypothesis Testing
SQ	3.104	295	± 1.968	.002	Significant	H1 is accepted
SAT	6.030	295	± 1.968	.000	Significant	H2 is accepted
PV	2.166	295	± 1.968	.031	Significant	H3 is accepted
DI	7.333	295	± 1.968	.000	Significant	H4 is accepted
AA	-2.516	295	± 1.968	.012	Significant	H5 is accepted

Based on the table, we can see that all independent variables have significant influence toward behavioral intention since the significances are all below 0.05 and their t

score is outside the range of t-table (-1.968 to +1.968). To construct the formula and know the strength of each influence, we can use the score of B in the table 5.

Table 5. Regression Coefficient

Variable	Unstandardized Coefficients	
	B	Std. Error
(Constanta)	.118	.121
SQ	.186	.060
SAT	.353	.059
PV	.101	.047
DI	.391	.053
AA	-.057	.023

DISCUSSION & CONCLUSION

The Interpretation of Finding

The coefficient of independent variables shows the strength of influence. The constant value is 0.118. So, if Behavioral Intention (BI) is not affected by other independent variables, the Behavioral Intention (BI) score is 0.118.

The regression coefficient of Service Quality (SQ) is positive. It means Service Quality (SQ) has positive effect toward Behavioral Intention (BI). The value 0.186 means for every accretion of 1 (one) point of Service Quality (SQ), it causes the point of Behavioral Intention (BI) increases 0.186, vice versa. This result supports H1 which says “H1: Service quality has significant influence toward tourist behavioral intention”.

The regression coefficient of Satisfaction (SAT) is positive. It means Satisfaction (SAT) has positive effect toward Behavioral Intention (BI). The value 0.353 means for every accretion of 1 (one) point of Satisfaction (SAT), it causes the point of Behavioral Intention (BI) increases 0.353, vice versa. This result supports H2 which says “H2: Satisfaction has significant influence toward tourist behavioral intention”.

The regression coefficient of Perceived Value (PV) is positive. It means Perceived Value (PV) has positive effect toward Behavioral Intention (BI). The value 0.101 means for every accretion of 1 (one) point of Perceived Value (PV), it causes the point of Behavioral Intention (BI) increases 0.101, vice versa.

The regression coefficient of Destination Image (DI) is positive. It means Destination Image (DI) has positive effect toward Behavioral Intention (BI). The value 0.391 means for every accretion of 1 (one) point of Destination Image (DI), it causes the point of Behavioral Intention (BI) increases 0.391, vice versa.

The regression coefficient of Alternative Attractiveness (AA) is positive. It means Alternative Attractiveness (AA) has negative effect toward Behavioral Intention (BI). The value -0.057 means for every reduction of 1 (one) point of Alternative Attractiveness (AA), it causes the point of Behavioral Intention (BI) decrease -0.057, vice versa.

From the formula, it can be known that destination image has the highest positive effect (0.391) toward behavioral intention, followed by satisfaction (0.353), service quality

(0.186), and perceived value (0.101). It can also be known that alternative attractiveness (-0.057) has negative effect toward behavioral intention.

From five independent variables and one dependent variable, all is in a good state since their mean scores are all above the neutral score. While in other hand, there is one attribute of service quality which has low mean score, that attribute is quality of accommodation in Kota Bandung. Based on the answer from the open question, most respondents concern about the lack of public transportation in Bandung City. One more attribute which has low mean score comes from behavioral intention variable. The authority must concern with this attribute's state since it is the part of behavioral intention which can affect the number of tourist arrival to the destination.

Managerial Implication

Based on the result of the analysis, it is known that the variable which has highest influence toward foreign tourist behavioral intention is destination image. Beside it has the highest influence, the destination image is also important since the mean score for alternative attractiveness is good, which means the foreign tourist agree with the attractiveness from other cities/destinations. So the first recommendation for stakeholders is for government to develop catchier and stronger image of Bandung City so the tourist can easily capture the image Bandung City in their mind and can differentiate Bandung City from other cities.

The three most mentioned words from the tourist about Bandung City are “historical”, “beautiful”, and “friendly”. So the next recommendations are for the government to maintain the longevity and the esthetical side of historical building, to manage the city’s urban planning with esthetical city view such as parks, trees, flowers and unique architecture, and also for government, tourist entrepreneurs, and local people to maintain their hospitality and friendliness toward the foreign tourist.

The lowest mean score attribute from overall independent variable attributes is on the accommodation of Bandung City. Regarding to the respondent’s answers and concerns, the government need to increase the quality of public transportation, add the number of public transportation, provide more complete route of public transportation, and provide information center for the foreign tourist to look for tourism information. Furthermore, the better traffic system to free the traffic jam and the existence of certain regulation that can control the number of vehicles on the road also become some suggestions from the tourist to the government.

Further Research

For further research, there some of suggestions that the author wants to give. First, this study is specifically studying on foreign tourist only and it cannot be generalized to present the domestic tourist population. The further research which also studies about the influencing factors of the domestic tourist behavioral intention will enriches the findings. Moreover, it can also provide more comprehensive picture of tourism industry in Bandung City.

Second, this study finds that the destination image has high influence toward foreign tourist behavioral intention. In recent years, many researches are already conducted to study about the image of the city or the destination all over the world. It would be useful if the further research studies more about the destination image of Bandung City. It can use many type of image as influencing factors of tourist behavioral intention, such as organic image, induced image, and complex image.

Third, the current study uses the questionnaire in English version. One of the most foreign tourists who come to Bandung City is from China. And not many of them can speak English. This case is same for the tourist from Japan and Middle East. So it is important to develop the other version of questionnaire in various languages.

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