Analysis of Tourism Destination Image Attributes: a Case of Batu City, Indonesia

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Abstract: Before tourists make a decision to visit some destination, they will look about image of destination, because that is a key factor for them. Therefore, important to investigates many attributes that contribute to development of positive image of a particularly tourist destination so that stakeholders could maintain and improve the image continuously, hence keep attracting tourists to visit the destination. Batu city is one of city in Indonesia in which there are many prominent tourist destinations. It has been enjoying a large number of tourists visit. In this research we studied many attributes that contribute to current positive image of the Batu city that attract tourists to visit. The attributes were identified and constructed from previous research. We used a sample consisting of 240 respondents who are tourists just visit to Batu city. We collected the data using questionnaires and then we analyse by implementing Explanatory Factor Analysis and ANOVA. Empirically, the result of this research shows that there are four groups (factors) of attributes that describe positive image perception of Batu city as a tourist destination: (1) tourist attraction, (2) quality of location, (3) local citizens and (4) supporting factors. Demographically, there is no different perception on the image attributes, except that tourists from different places of origin perceive Batu city image differently.

Key words: Image of destination ᐧ Image attributes ᐧ Tourist destination ᐧ Perception ᐧ Batu city

INTRODUCTION

The important role of tourism for economic development has been continuously increasing. The tourism sector has been the biggest national income source for many countries [1]. Especially for Indonesia, the percentage of national income contributed by tourism industries keeps significantly growing. The 2014 report from the Ministry of Tourism and Creative Economics of the Republic of Indonesia indicates that in 2013 total amount of national income from overseas tourists is 10.054 billion US dollars, while in 2014 the figure is 11.166 billion US dollars [2]. In addition to foreign visitors, domestic tourists in Indonesia also contribute significantly to economic development and this contribution is also steadily increasing. From the number of visitors, the statistics published by the ministry also shows an increasing number of visitors both foreign and domestics [2].

With regard to this significant contribution and its potential for economic development, it is of paramount important to maintain the growth of this industry that is to maintain and improve the number of tourist visits and their spending during travelling and visiting tourist destinations. Much research has been done to understand tourism, especially how to improve tourism through marketing, for example [3-7]. These previous studies in tourism marketing have indicated that image of a tourism destination is one of the key success in attracting a large number of visitors. It affects the subjective judgment of every individual to make decision about where to visit.

In Indonesia, Batu city is currently one of the most prominent tourist destinations among domestic and foreign visitors. Geographically, it is located in East Java province of Indonesia on $7°44'55,11"$ – $8°26'35,45"$ South Latitude and $122°17'10,90"$ – $122°57'00,00"$ East Longitude, around 800 to 1100 meters above sea level and surrounded by mountains (Government of Batu city, 2015). Daily temperature is between 15 to 19 degrees Celsius and very humid. Among visitors, Batu city is known as an area which is rich with natural and scenic views as well as fresh and cool air. It is also well-known for its agro-tourism. In addition, there are a number of

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educational themes and amusement parks are built and have been attractive tourist destinations. Its population in 2010 is more than 190,000 people and many of them are involved on tourism industry. Many businesses have been investing in hotels, restaurants, parks, etc in response to this growing tourism industry in Batu city.

Batu city has been enjoying an increasing number of domestic and foreign visitors in the recent years [8]. This significantly supports on economic growth of Batu City and, therefore, improves people of Batu city welfare. So, it is very important for Batu's tourism stakeholders: government, people of Batu city and business, to maintain or even improve this significant economic contribution of tourism from time to time. For these reasons, it is necessary to strengthen positive image perceived by visitors for understanding and explicating various attributes of this image that could make visitors return and new visitors come to Batu city. The ability to understand the attributes which are considered critical allows tourism industry stakeholders in Batu city to improve their capability to attract domestic and foreign tourists with regard to: diversity, season and intention, also to design suitable appealing tourist destinations.

Therefore, this research aims to investigate and identify attributes of the image of Batu tourism as perceived by visitors. This study also tries to reveal possible differences among tourists perception on the image of Batu city as a tourism destination based on their demographic factors. Results of this research might be used to improve the planning and implementation of tourism marketing strategy for Batu city.

Theoritical Studies: One of the important elements marketers do in analyzing situations regarding an image is to evaluate how markets view the image and how it can be strengthened [9]. Image is an idea or trust owned by customers about products or services that they will or have bought [10]. Therefore, it is important to evaluate the image of atourism destination service by defining and measuring it comprehensively. In measuring such an image, we intend to obtain not only general characteristics of a tourism destination but also its unique features. The measurement of tourism destinations can include their attraction dimensions, functions and surrounding circumstances [11].

There have been a number of previous research investigated the image of tourist destinations. Chen and Tsai [12] find that tourists' perception on the image of a tourist destination affects their motivation or decision to visit particular tourism spots. Sometimes a tourist destination is perceived as having similar image with other destinations because the destination does not have strong and interesting image as it happen with Vietnam [13] show that, for Japanese tourists, Vietnam is identical to Cambodia or Angkor Wat which is not beneficial image for Vietnam. Different tourist country of origin seems to have different perceived image of a particular destination. For example, tourists from three different countries: Mediterranean Italy, French and Morocco have different perceptions with regard to the same tourist destination that is Turkey [14]. This suggests different marketing strategies for different place of origin.

Tourism destination images are in fact closely related with the strength of the attributes owned by an individual tourism object [15]. They indicate that the strength of atourist destination image affects the perception of tourists viewing tourism spots. Further studies show that this perception will affect satisfaction and loyalty of tourists who have visited the destination [16,17].

Furthermore, Faullant [7] reveal that satisfaction is an important control towards loyalty, although it is not the only factor. Image has also a strong impact on tourists' loyalty. Emotional perception of tourists regarding tourist destinations image can motivate people to recommend a particular tourism spot to others. It also could make a tourist to do some planning to visit the same tourism destination in the future [12].

On the other hand, with regard to the attribute perceived by tourists, tourist destination image does not affect the satisfaction level of new tourists who have just had new tourism experience. However, the image is very influential to the experienced tourists regarding their tourism satisfaction experience [18]. In addition, the tourists' perception on tourism destination is also influenced by the degree of motivation to visit [19,20].

The perception of the tourists regarding the tourism destination image can be associated with tourist demography. For example, Mc Cartney, Lopesi and Dundar find that such demographic factors as age, gender, education and place of origin can contribute to different perceptions of the tourists regarding the tourism destination image [21,22,23]. Especially, Naidoo indicate that different tourist genderscan have different perceptions about the tourism destination image that the age cannot [15].

Research Methodology: To fulfill the research aims, a sample of Batu tourists is selected purposely in two phases. In the first phase, a subset of sample is chosen to

test and validate the questionnaire, while in the second phase another subset of sample is selected and was combined with the one obtained in the first phase to form the whole sample.

A questionnaire is devised and constructed based on previous research. Validity and reliability of this questionnaire is tested and improved using data sample of the first phase. Remaining attributes are used for further analysis. An exploratory factor analysis along with its statistical proceduresare employed to construct factors from these attributes. A one-way analysis of variance (ANOVA) is used to investigate possible differences of tourists perception based on demographic factors.

Overall, the sample consists of 240 tourists who visit Batu's tourism destinations. They are selected purpose fully while they are in a parking lot once they visited a tourism spot or about to leave Batu city. Respondents are requested to fill out a questionnaire provided to them. The sample is collected during peak and low seasons of tourists visit. Profile of the respondent based on the collected questionnaires is presented in Table 1.

Table 1 showed that the respondents encompass all groups of the population with respect to age, gender, education and origin. This data informs that tourists mostly are 25 years old or less. There is almost equal percentage of male and female tourists. Based on educational characteristics, the tourists are dominated by those who have middle level of education. With regard to the origin of the tourists, most of them are from area other than Malang city which is the closest to Batu city and the second most populous city in East Java Province of Indonesia.

The questionnaire consists of two parts. The first part consists of 24 statements which are intended to measure both functional and psychological characteristics of the tourism spots. Responses to the statements provided in the questionnaire are measured using 5 points Likert scale [24]. Attributes of the image of Batu tourism destinations presented within the questionnaire are adopted from [15, 25]. The second part addresses demographic characteristic of the respondents.

The validity and reliability tests of the questionnaireare carried out by using a preliminary sample consisting of 30 respondents. The validity test of the items (attributes) of the questionnaire is undertaken by identifying the value of correlation between item score and the average item score which is larger than 0.3. If the correlation has less than 0.3, then the associated items are invalid and eliminated. The results of validity test are shown in Table 2.

Based on the results of validity test shown in Table 2, the availability of ancient buildings, honest citizens and hard-working citizen attributes are considered invalid. Reliability test is then carried out towards the remaining 21 attributes within the questionnaire. From the test, it is found out that the *Cronbach'salpha* value is 0.841 indicating that the questionnaire is reliable for further data collection. The questionnaire is then used to collect data from a sample amount to 210 tourists. This sample is collected in the same way as the preliminary sample is.

Exploratory Factor Analysis of Attributes of Tourist Destination Image: The exploratory factor analysis is conducted towards all data (n = 240) with as many as 21 attributes serving as the variables for the analysis. The analysis procedure is undertaken as suggested by Malhotra [26]. Prior to conducting factor analysis, values of measure of sampling adequacy are calculated and tested. In this case, the value of Kaiser-Mayer-Olkin (KMO) is 0.802 indicating that the overall data is appropriate for factor analysis. In addition, the values of measure of sampling adequacy of individual attribute are greater than 0.5 which tells that they can be included for the analysis. These results are also consistent with Barltlett's test of sphericity which results in p-value equals to 0.000. This test shows that some of the attributes significantly correlate with each other.

Upon running factor analysis, the result is presented in Table 3. Using eigenvalue larger than 1.0, the analysis concludes with four factors. These four factors account for 64.579% of the original data. However, out of 21 attributes there are 10 attributes that have communality value less than 0.5, hence they are removed.

Table 3 indicates there are four meaningful image factors of Batu tourism destination along with their associated attributes. The assigned names of the factors are as follows.

One-Way ANOVA for Tourists' Perception Comparison: To investigate if there are differences of tourists' perception on each factor across age, gender, education and places of origin, F-tests of one-way Analysis of Variance (ANOVA) are conducted for each of the demography factor. In this case, for example, factor scores of the tourism attraction are compared among three age categories of tourist respondents (Table 1). The score for each respondent is obtained by summing each factor loading of the attribute multiplied by response score of the respondent for that attribute. Results of these tests are presented in Table 4.

Table 1: Profile of the respondents.

Demography Factors	Variables	%
Age	Less than or equal to 25 years old	59.17
	26-40 years old	29,17
	Older than 40 years old	11,67
Gender	Male	50.42
	Female	49.58
Education	Low (Junior high)	5.42
	Middle (Senior High/Vocational High Schools /Diploma 1 year)	59.17
	University (Diploma 2 years, Bachelor and above)	35.42
Place of origin	Malang	28.75
	East Java	52.50
	Outside East Java	18.75

Table 2: The results of validity and reliability tests.

No	Attributes	Correlation	Results
1	Many interesting spots	0.359	Valid
2	Relaxing and fresh circumstances	0.394	Valid
3	Beautiful views	0.348	Valid
4	Availability of tour packages	0.430	Valid
5	Availability of information centers	0.472	Valid
6	Availability of interesting tourism facilities	0.464	Valid
7	Ancient Buildings	0.222	Invalid
8	Exotic Images	0.413	Valid
9	Friendly citizens	0.430	Valid
10	Polite citizens	0.391	Valid
11	Honest citizens	0.285	Invalid
12	Hard working citizens	0.280	Invalid
13	Secure place to visit	0.509	Valid
14	Well organised city	0.388	Valid
15	Be suitable for different kinds of events	0.598	Valid
16	Shopping and culinary places	0.443	Valid
17	Clean and green city	0.622	Valid
18	Good reputation	0.565	Valid
19	Organic agriculture Centers	0.555	Valid
20	The city of flowers	0.553	Valid
21	Well organized agricultural fields	0.615	Valid
22	Good and accessible transportation	0.437	Valid
23	Relaxation place	0.591	Valid
24	The availability of good accommodation	0.518	Valid
	Cronbach's alpha = 0.841 (21 items)		

Table 3: Identified factors of attributes of Batu's tourism destination image

Attributes	Factor				Communality
	1	2	3	4	
Relaxation place	0.778				0.653
The city of flowers	0.735				0.561
Clean and green city	0.728				0.578
Secure place to visit	0.679				0.521
Beautiful views		0.804			0.671
Many interesting spots		0.801			0.698
Relaxing and fresh circumstances		0.727			0.565
Friendly citizens			0.836		0.737
Polite citizens			0.832		0.734
Shopping and culinary places				0.844	0.752
Good and accessible transportation				0.713	0.632
Percentage of variance (%)	26.462	17.049	11.407	9.661	64.579

- *Factor 1 is Tourism attraction which consists of relaxation places, the city of flower, the clean and green city and secure place to visit attributes. This factor accounts for 26.462% of the image.*
- *Factor 2 is Quality of location which consists of the beautiful view, many interesting spots and relaxing and fresh circumstance attributes. This factor accounts for 17.049% of the image.*
- *Factor 3 is Local citizens which consist of friendly citizens and polite citizen attributes.This factor accounts for 11.407% of the image.*
- *Factor 4 is Support factor which consists of shopping and culinary places and good accessible transportation attributes. This factor accounts for 9.661% of the image.*

Table 4: Results of the comparison of tourists' perception across demographical factors.

Tourists' Demography Factor	Destination Image	Sig F	Description
Age	Tourism attraction	0.271	No difference
	Quality of location	0.194	No difference
	Local citizens	0.294	No difference
	Supports	0.407	No difference
Gender	Tourism attraction	0.617	No difference
	Quality of location	0.643	No difference
	Local citizens	0.552	No difference
	Supports	0.462	No difference
Education	Tourism attraction	0.787	No difference
	Quality of location	0.367	No difference
	Local citizens	0.418	No difference
	Supports	0.422	No difference
Place of origin	Tourism attraction	0.020	Statistically different
	Quality of location	0.033	Statistically different
	Local citizens	0.036	Statistically different
	Supports	0.288	No difference

Empirical data analyzed by this research shows that image of Batu tourism consists of 11 attributes which form four meaningful factors. The factors are Tourism attraction, quality of location, local citizens and supports.

Considering its ability to explain overall image, which account for 26.46%, tourism attraction can serve as the primary factor. Therefore, it is necessary for Batu tourism stakeholders to pay close attention on this factor and its attributes. This is in the sense that Batu city needs to maintain and improve its image as a relaxation place for tourists. In addition, it is also important to keep the image as the city of flowers and as a clean and green city, while at the same time this city must be a secure place to visit.

Tourists' assessment on the tourism attraction is an important factor that encourages them to visit particular tourism spots [1]. In fact, this becomes the necessity in the field of tourism [27]. Tourists' attention to the tourism attraction needs to be maintained in such a way by keeping Batu a favorable tourism spot facilitated with relaxation places, being a city of flower, a green and clean city and a secure place to visit. Tourism attraction factor certainly has positive impacts on making tourist loyal with the tourism destination they have visited [5]. In general, the tourism destination image equipped with the favorable relaxation places and the comfort of visit time indeed has turned into a powerful attracting aspect for the tourism [28]. Moreira & Iao in [28] mention that doing relaxation and setting them free from daily routines or pressures are the motivation that drives the tourists to visit certain tourism destinations. In addition, the comfortableness issues during the visit become increasingly important among the tourists.

The quality of the location factor, accounts for 17.04% of the total image, encourages tourists to visit Batu city as an interesting tourism destination.

The quality of location like beautiful views and interesting fresh and cool places are among factors that make Batu unique which is inline with the findings of Martaleni's study on 2011. As the case of Mauritius [45], the image attribute as a relaxing tourism destination has been attracting tourists to visit Batu city. Therefore, from the tourism planning aspect, it is necessary for Batu city to maintain its tourism location quality.

Local citizen (11.40%) is also identified as an important factor that determines Batu's tourism destination image. Friendly and honest people are attributes that attracts tourists to make their decision to visit the same tourism destination [15]. They are regarded as assets in creating the image of tourism destination [29]. Increasing positive image of a tourism destination is the necessity in facing recent competition [30]. Strong image will both directly and indirectly affect the feeling of satisfaction and loyalty of the tourists. Hence, local people as the host become an important factor that determines the experience quality of the tourists during their visit in Batu city. Due to their important role in promoting current tourism condition, local people need to transform themselves into a tourism society. In the context of Batu city, people have to maintain and improve their friendliness and honesty if they want to make Batu's tourism destination image more and more favorable in the eyes of the tourists.

In this study, the supporting facility (9.66%) in the tourism spots such as the availability of shopping and culinary places, easily accessible transportation is another factor that accounts for Batu's tourism destination image. For that reason, it is important to have holistic and integrated planning in developing and increasing the supporting facilities of Batu city as tourism destination. Supporting facilities such as culinary places has been an

important thing considered by tourists when making a decision about which tourism destinations to visit or to revisit [31,32]. This finding is different from that of Ventinev [33] who find that shopping centers and transportation do not serve important factors for tourists to visit.

Comparison of Tourists' Perception across Demographical Factors: Table 4 indicated that there is no any statistical difference among the tourists' perception based on age, gender and education on Batu tourism destination image. This indicates that people of all ages, gender and education come to agreement to view Batu city as a tourism spot with interesting tourism attractions, high quality tourism location, friendly and honest people and favorable supporting facilities. Male and female tourists with low, middle and high education level perceive Batu city in similar ways. However, tourists coming from different place of origin have different perception on the tourism attraction, quality of location and local citizen factors which is inline with those that were found in [21, 23]. With regard to the age factor, the result of this study also similar with the one that is conducted by Dundar & Gucer [23], while for the education level categories this study dos not consistent with Lopesi [22] who found that different age has different perception on the tourism destination image.

People with different place of origin seem to have different assessment about Batu's image. Domestic tourists from outside East Java province view tourism attraction, location quality and local people less important than those from within East Java. Meanwhile, the tourists from different areas have good perception about Batu's tourism destination image.

CONCLUSIONS

This research shows empirically that, for Batu city, tourism image attributes that form the tourism attraction image factor can serve as the primary attributes. Consecutively, this is followed by those that construct the location quality, local citizens and supporting facilities factors. These reflect the reasons behind Batu visitors' perception that encourage them to visit Batu city. In addition, from the demography perspectives such as age, gender and education level, the tourists generally have the same perception regarding Batu's tourism destination image. However, places of origin of the tourists tend to influence their perception on the image of Batu city.

Regarding to these finding, it is important for Batu's tourism stakeholders to maintain and improve Batu's tourism image in order to sustain tourism industries. Tourism marketing strategies should consider those factors and their attributes to make it fruitful. Especially, the marketing is suggested to use different strategies in dealing with tourists from different places of origin.

In addition to those findings, it can be noted that there are 10 attributes that empirically do not contribute significantly Batu's tourism image development. Further studies might be necessary to investigate potential causes that keep the tourists from not selecting those attributes as the tourism destination image.

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