

DESTINATION SERVICE QUALITY, DESTINATION AFFECTIVE IMAGE AND REVISIT INTENTION IN LOCAL DESTINATION TOURISM

Lia Febria Lina, Berlintina Permatasari², Dian Novita³, Annisya Lutfi Septanti⁴
Universitas Airlangga^{1,3}, Universitas Teknokrat Indonesia², Universitas Muria Kudus⁴

lia.febria.lina-2022@feb.unair.ac.id

Abstract

The aim of this research is to examine Destination Service Quality (DSQ) on destination image then will influence revisit intention as a measurement of tourism success in area. This research conducting a survey to 152 respondents from local and foreign tourists using quantitative approach and Warp PLS 7.0 tools. positive image of Lampung formed by hospitality services, activity, and airport services. Examined and evaluation of Destination Service Quality (DSQ) is the important factor and should be the aim of management in tourism department. Practical and theoretical contributions are discussed in this research.

Keywords: Destination Service Quality (DSQ), Revisit Intention, Destination Affective Image

INTRODUCTION

The tourism industry is one of the businesses that continues to growing recently, has very good prospects and has links with several other industries, which are driving the growth economy. (Primananda et al., 2022). In several country, tourism sector has contributed to the socio-economic development of a country such as foreign exchange earnings, regional income and regional development and investment absorption and also closely related to the development of the workforce and business development (Prentice & Kadan, 2019; Wang et al., 2017; Chaulagain et al., 2019). The importance of the tourism sector encourages countries to have strategies in order to form a positive image of a place in order to attract both local and international tourists to visit (Kominfo, 2015). Indonesia is one of the countries that has attractive tourist destinations not least the province of Lampung. Lampung Province is one of the centers the development of the national creative economy because it has great potential in the tourism industry (BPS, 2021). Reporting from the Lampung Province website, the latest data shows that number of tourists that visit Lampung is increasing continuity. In the year 2016, tourist arrivals reached 155 053 visitors in Lampung. However, there are several problems in Indonesian tourism one of them is infrastructure that does not support development and growth and services that are not optimal so that it requires development of an effective and efficient strategy (Prayogo & Kusumawardhani, 2016).

There are various concepts that can form the image of a destination, one of which is the push and pull factors that will shape the motivation of tourists. The driving factor explains why someone needs to travel, while the pull factor is more towards the cognitive image of the destination such as attractions, infrastructure, accommodation, food, transportation and information (Primananda et al., 2022). This research related to destination image has been carried out in various research in different areas, such as the research of (Tosun et al. 2015; Papadimitriou et al., 2015; Ali Musallam Abdulla et al., 2020; Farrukh et al., 2020; Jeong & Kim, 2020; Yin et al., 2020; Prayogo & Kusumawardhani, 2016)). Tosun et al., 2015 examined dimation of destination quality namely accomodation, local transport, cleanless, hospitality, activities, language communication, quality of the airport on destination image then affect to foreign revisit intentions in Alanya, Turkey. Finding of research quality of the airport, the local transportation and cleanliness has no significant effect on the destination image. It is influenced by some aspects, such as survey period, respondent factors and the experience felt by consumers. Different results in Prentice & Kadan, (2019) finding, Airport services is an important factor in improving destination access and has paved the way for entirely new routes to operate, thereby playing a role in expanding the scope of the tourism sector. Then, problems in tourism in Indonesia also include language and communication. Based on Tosun et al. (2015) finding, language is also an influential factor in the formation of the destination affective image. However, it is necessary to evaluate the quality of tourism services and tourism destinations in Lampung to be able to evaluate the services provided and examine their effect on revisit intentions. this is needed to be able to form an effective and efficient strategy for the future. Evaluation of the destination is a factor in the formation of future behavioural intentions (Papadimitriou et al., 2015; Primananda et al., 2022). So, this research goal filling the gap previous research (Tosun et al., 2015) recommended that further research to conduct reasearch about destination image in different areas and different periods. Then, this reseach goal consistent with Government effort, it analyzed and examined dimensions of Destination Service Quality (DSQ) on Destination Affective Image (DAI) of Lampung Province to revisit intention as tourism destination success measurement.

LITERATURE REVIEW

Destination Service Quality (DSQ)

Service quality is a general concept in marketing, especially consumer behaviour that has been defined and explained in various fields (Tosun et al., 2015). Service quality is defined as a comparison of customer expectations before and after the use of services (Parasuraman et al., 1985). Destination Service Quality (DSQ) is "parental concept" in service quality (Tosun et al., 2015). It means DSQ is a tourist's assessment of the service performance that is felt or consumed when going to tourist attractions (Tosun et al., 2015). DSQ has various dimensions and has been tested in various previous studies. Tosun et al. (2015) using a accommodation, local transport, cleanliness, hospitality, activities, language communications, airport services. The results of the study conclude that accommodation, hospitality and services have a positive affect on destination image. Air transport is an important factor in improving destination access and has paved the way for entirely new routes to operate, thereby playing a role in expanding the scope of the tourism sector (Prentice & Kadan, 2019). If the quality of service in transportation is good, it can increase the positive image of a destination country. This is supported by the findings (Prentice & Kadan, 2019) the quality of airport services has a positive effect in shaping the destination image. Overall perceptions of destination service quality and destination image are the determining factors in attracting tourists to revisit. When destination quality is good and in accordance with consumer expectations, it can encourage satisfaction and can also encourage repeat visit intentions (Wang et al., 2017). Ali Musallam Abdulla et al. (2020), DSQ-dimensional testing, such as accommodation, local transport, cleanness, hospitality, activities, language communication, and airport services on tourist satisfaction in Dubai. When the perception of service quality is good will create favourable behaviour intention such us repurchase, engage in positive word of mouth (Prentice & Kadan, 2019) or in this context will make the positive image of tourism. So, the following hypotheses are formed.

H_{1a}: Accommodation has a positive significant effect on Destination Affective Image (DAI).

H_{1b}: Hospitality has a positive significant effect on Destination Affective Image (DAI).

H_{1c}: Cleanliness has a positive significant effect on Destination Affective Image (DAI).

H_{1d}: Activity has a positive significant effect on Destination Affective Image (DAI).

H_{1e}: Language communication has a positive significant effect on Destination Affective Image (DAI).

H_{1f}: Airport services has a positive significant effect on Destination Affective Image (DAI).

H_{1g}: Local transport services has positive significant effect on Destination Affective Image (DAI).

The Effect Destination Affective Image (DAI) on Revisit intention

Revisit intention is defined as a person's willingness to revisit the destination (Gholipour Soleimani & Einolahzadeh, 2018) or the intention of consumers to experiment on a product, brand or region even at the same point in the future (Tosun et al., 2015). When determining a tourist destination, consumers can pay close attention to the destination image as a reference before making a purchase. A good destination image and good service quality felt by tourists when they are on their visit will make tourists have the intention of visiting again (Prayogo & Kusumawardhani, 2016). This is in line with Martínez & Alvarez, (2010); Tosun et al., (2015) the findings in their research confirmed that destination image has positive relation to tourist satisfaction and ultimately encourages destination loyalty. Based on this perspective, it is expected that the tourist destination image will have a positive effect on the interest in revisit intention. Thus, the following hypothesis is formed:

H₂: Destination Affective Image (DAI) has a positive significant effect on revisit intention.

RESEARCH METHOD

This research used quantitative approach, sampling technique used was nonprobability sampling it used purposive sampling, in which sample decided based on the certain categories:

- a. People who stay in outside Lampung, whether they are from Indonesia or from other countries.
- b. People have ever visited Lampung.

For collect the data, this research using survey method with instrument was adapted from several studies. Accommodation, hospitality, cleanliness, activities, language, airport services, local transportation modified from Wen, Kozak, Yang, & Liu (2021), Tosun, Temizkan, Timothy, & Fyall (2007), and Moutinho, Albayrak, & Caber (2012), destination image modified from Russell & Pratt (1980), Baloglu & McCleary, 1999), Hosany, Ekinici, & Uysal (2006), and revisit intention modified from W. G. Kim & Moon (2009), Žabkar, Brenčić, & Dimitrović (2010), Hyun (2012), Ryu & Haban (2011) then perceive risk modified from Yin et al. (2020). Then, the data collected will be analysis using Warp-PLS 7.0 tools.

RESULTS AND DISCUSSION

After passing the screening questions, only 152 met the criteria, namely having visited Lampung. Respondents in this study consisted of local and foreign. Local tourism from Bali Jakarta, Banten, Tangerang, Bandung, Tasikmalaya,

Kepulauan Riau, Padang, Bengkulu, Palembang, Semarang, Yogyakarta, Madiun, Surabaya, Bali, then foreign from Egypt, German, Australia, dan Greece.

The characteristic of the respondents in this research dominated with mostly women it was about 57,7% with the income rate 1-3 million as much as 63%, age 17-25 as much as 68% and the visiting frequencies >5 times as much as 56% with favourite destinations are beach, mountain, and water fall as much as 91%, but the cultural destination only get 1,7%. Favourite local destination can be seen in Table 3, as follow:

Table 1. Favourite Local Destinations at Lampung Province

Local Destinations		
Nature (Beach, Mountain, and waterfall)	144	91%
Artificial (Zoo)	4	2,4%
Cultural (Museum, Monument, and Tower)	1	1,7%
Food and night tours	3	4,4%
	152	100%

Before testing the hypotheses, we need to ensure whether the model is fit. The fits model value can be seen from Tenenhaus GoF value supported by Warp-PLS 7.0 test, Tenenhaus GoF (GoF) value is 0.655 (Tenenhaus et al., 2004) it means the model is appropriate. Then, validities and reliability test of this research also meets the criteria, which includes cronbach alpha, composite reliability, and AVE are > 0,05. Based on this, this research can proceed to hypothesis testing.

Hypoteses Testing Result

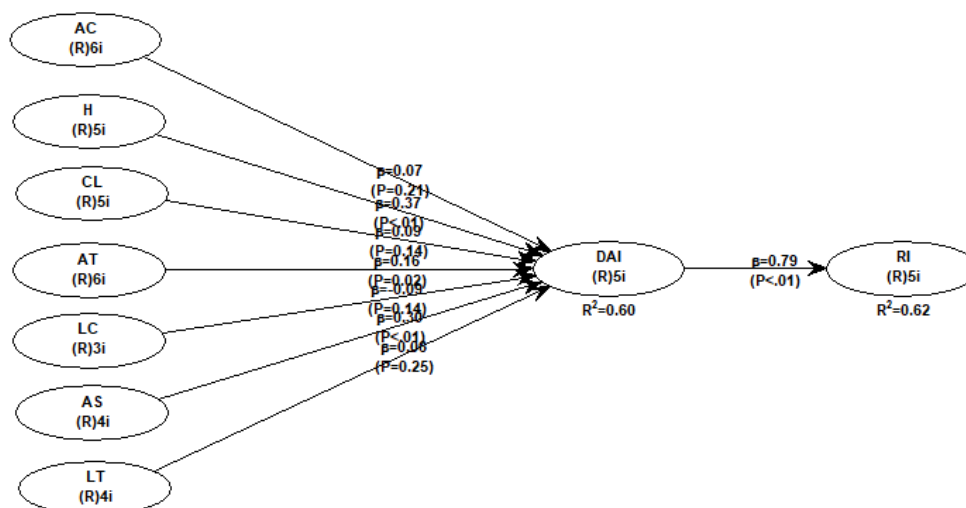


Figure 1. Research Result

Based on hypothesis testing, Testing result for H_{1a} has value ($P < 0,21$ dan $\beta = 0,07$) accommodation has no significant effect on Destination Affective Image (H_{1a} Not supported). Finding H_{1b} ($P < 0,01$ dan $\beta = 0,37$), hospitality has positive significant effect on Destination Affective Image (H_{1b} Supported), H_{1c} ($P < 0,14$ dan $\beta = 0,09$), cleanliness has no significant effect on Destination Affective Image (H_{1c} Not supported), H_{1d} ($P < 0,02$ dan $\beta = 0,16$) Activity has positive significant effect on Destination Affective Image (H_{1d} supported) H_{1e} ($P < 0,14$ dan $\beta = -0,09$) language communication has no significant effect on Destination Affective Image (H_{1e} Not supported), H_{1f} ($P < 0,01$ dan $\beta = 0,30$) airport services has positive significant effect (H_{1f} supported) ($P < 0,25$ dan $\beta = 0,06$) local transport has no significant effect (H_{1g} Not supported), then H_2 ($P < 0,01$ dan $\beta = 0,79$) Destination Affective Image (DAI) has positive effect on revisit intention (H_2 supported). Based on hypothesis testing, it proved that hospitality, activity and airport services in Lampung province have been good and able to support the image of Lampung province to be much better in the future. This finding in line with Tosun et al.(2015) finding hospitality and activities positively affected on Destination Affective Image (DAI) and could form satisfy on tourism destination. As stated on the research by Abdulla, et al. (2020). Dedeoğlu (2019) also proved that tourism has positive perception on Destination *Service Quality* (DSQ) include perception of

hospitality, it could form a good attitude and positive behaviour such as increasing revisit intention or providing a good recommendation.

However, the result accommodation, cleanliness, language communication and local transport have no significant affected on destination affective image. This finding proves that accommodation, cleanliness, language communication and local transport which is include facilities inside of the tourism destination, such as mall, health facility and foreign language ability and the availability of public transportation are not the main factors in forming positive image in Lampung province. This is of course influence by several factors of respondent that prefer experience that they felt when travelling. Based on the highest effect of all dimensions of Destination Service Quality (DSQ) it is hospitality services, the second is airport services and last is activity. It means respondent prefer service that give direct experience, such as attitude of the staff in the tourist spot are nice and friendly. Based on the results of testing hypothesis 2 proves that destination affective image is a determining factor for revisit intention in line with the findings (Prayogo & Kusumawardhani, 2016; Tosun et al., 2015)

CONSLUSION, LIMITATIONS AND SOME SUGGESTION FOR FUTURE RESEARCH

Finding in this research proved that positive image of Lampung formed by hospitality services, activity, and airport services. Examined and evaluation of Destination Service Quality (DSQ) is the important factor and should be the aim of management in tourism department. The research relates to dimension of Destination Service Quality (DSQ) in this area need to be re-examined due to the inconsistent findings. So, it is necessary to re-examined with different context. Then, perceived risk and consumer experience are essential moderator variables in tourism. The future research can examine the moderation variable which affect the revisit intensions in different context.

THE ORETICAL AND PRACTICAL CONTRIBUTION

This research gives a contribution to tourism management, by filling the previous research gap, through done some test on Destination Service Quality (DSQ) on Destination Affective Image (DAI) which still has inconsistent and detailed results on the previous research. From the results of the study, based on the filter questions, it is known that 91% respondent chose nature tourism as a favourite destination in Lampung Province. Thus, it will motivate Lampung government to keep improve qualities and support facilities and services and improve promoting of nature tourism to introduce natural wealth of Lampung Province to the world. Thus, the number of tourist visit will keep increasing annually. Not only domestic but also international. The last cultural tourism has the smallest point in favourite destination criteria, it was only 1,7%, so, there is a room of improvement, to enhance tourist visit by giving more exposure to the cultural wealth of Lampung, so that it will improve tourist awareness of Lampung culture and it will affect to the revisit intention.

REFERENCES

- Ali Musallam Abdulla, S., Khalifa, G. S. A., Abuelhassan, A. E., Bin Nordin, B., Ghosh, A., & Bhaumik, A. (2020). Advancement of Destination Service Quality Management Technology in Tourism industry. *Journal of Critical Reviews*, 7(11), 2317–2324.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868–897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing and Management*, 12(October 2018), 1–11. <https://doi.org/10.1016/j.jdmm.2019.01.005>
- Dedeoğlu, B. B. (2019). Shaping tourists' destination quality perception and loyalty through destination country image: The importance of involvement and perceived value. *Tourism Management Perspectives*, 29(June 2018), 105–117. <https://doi.org/10.1016/j.tmp.2018.11.006>
- Farrukh, M., Shahzad, I. A., Sajid, M., Sheikh, M. F., & Alam, I. (2020). Revisiting the intention to travel framework in the perspective of medical tourism: The role of eWord-of-mouth and destination image. *International Journal of Healthcare Management*, 0(0), 1–8. <https://doi.org/10.1080/20479700.2020.1836733>
- Gholipour Soleimani, A., & Einolahzadeh, H. (2018). The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies). *Cogent Social Sciences*, 4(1), 1–14. <https://doi.org/10.1080/23311886.2018.1560651>
- Hosany, S., Ekinci, Y., & Uysal, M. (2006). Destination image and destination personality: An application of branding theories to tourism places. *Journal of Business Research*, 59(5), 638–642. <https://doi.org/10.1016/J.JBUSRES.2006.01.001>
- Hyun, S. (2012). An Extension of the Four-Stage Loyalty Model: The Critical Role of Positive Switching Barriers. *Journal of Travel & Tourism Marketing*, 29, 40–56. <https://doi.org/10.1080/10548408.2012.638559>
- Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940–960. <https://doi.org/10.1108/APJML-02-2019-0101>
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), 144–156. <https://doi.org/10.1016/J.IJHM.2008.06.010>

- Kominfo. (2015). *Kementerian Komunikasi dan Informatika*.
https://kominfo.go.id/index.php/content/detail/3415/Kominfo+%3A+Pengguna+Intern+et+di+Indonesia+63+Juta+Orang/0/berita_satker
- Martínez, S. C., & Alvarez, M. D. (2010). Country Versus Destination Image in a Developing Country. *Journal of Travel & Tourism Marketing*, 27(7), 748–764. <https://doi.org/10.1080/10548408.2010.519680>
- Moutinho, L., Albayrak, T., & Caber, M. (2012). How Far does Overall Service Quality of a Destination Affect Customers' Post-Purchase Behaviours? *International Journal of Tourism Research*, 14, 307–322. <https://doi.org/10.1002/jtr.856>
- Papadimitriou, D., Apostolopoulou, A., & Kaplanidou, K. (Kiki). (2015). Destination Personality, Affective Image, and Behavioral Intentions in Domestic Urban Tourism. *Journal of Travel Research*, 54(3), 302–315. <https://doi.org/10.1177/0047287513516389>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41–50. <https://doi.org/10.1177/002224298504900403>
- Prayogo, R. R., & Kusumawardhani, A. (2016). Examining Relationships of Destination Image, Service Quality, e-WOM, and Revisit Intention to Sabang Island, Indonesia. *Asia Pacific Management and Business Application*, 5(2), 85–96. <https://doi.org/10.21776/ub.apmba.2016.005.02.3>
- Prentice, C., & Kadan, M. (2019). The role of airport service quality in airport and destination choice. *Journal of Retailing and Consumer Services*, 47(July 2018), 40–48. <https://doi.org/10.1016/j.jretconser.2018.10.006>
- Primananda, P. G. B. N., Kerti Yasa, N. N., Sukaatmadja, I. P. G., & Setiawan, P. Y. (2022). Destination Image Development in Tourism: Literature Review. *International Journal of Research and Innovation in Social Science*, 06(07), 198–202. <https://doi.org/10.47772/ijriss.2022.6713>
- Russell, J., & Pratt, G. (1980). A Description of the Affective Quality Attributed to Environments. *Journal of Personality and Social Psychology*, 38, 311–322. <https://doi.org/10.1037/0022-3514.38.2.311>
- Ryu, K., & Han, H. (2011). New or repeat customers: How does physical environment influence their restaurant experience? *International Journal of Hospitality Management*, 30(3), 599–611. <https://doi.org/10.1016/J.IJHM.2010.11.004>
- Tenenhaus, M., Amato, S., & Esposito Vinzi, V. (2004). A global goodness-of-fit index for PLS structural equation modelling. *Proceedings of the XLII SIS Scientific Meeting*, 739–742.
- Tosun, C., Dedeoğlu, B. B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing and Management*, 4(4), 222–234. <https://doi.org/10.1016/j.jdmm.2015.08.002>
- Tosun, C., Temizkan, S., Timothy, D., & Fyall, A. (2007). Tourist Shopping Experiences and Satisfaction. *International Journal of Tourism Research*, 9, 87–102. <https://doi.org/10.1002/jtr.595>
- Wang, T. L., Tran, P. T. K., & Tran, V. T. (2017). Destination perceived quality, tourist satisfaction and word-of-mouth. *Tourism Review*, 72(4), 392–410. <https://doi.org/10.1108/TR-06-2017-0103>
- Wen, J., Kozak, M., Yang, S., & Liu, F. (2021). COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*, 76(1), 74–87. <https://doi.org/10.1108/TR-03-2020-0110>
- Yin, J., Cheng, Y., Bi, Y., & Ni, Y. (2020). Tourists perceived crowding and destination attractiveness: The moderating effects of perceived risk and experience quality. *Journal of Destination Marketing and Management*, 18(September), 100489. <https://doi.org/10.1016/j.jdmm.2020.100489>
- Žabkar, V., Brenčić, M. M., & Dmitrović, T. (2010). Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism Management*, 31(4), 537–546. <https://doi.org/10.1016/J.TOURMAN.2009.06.005>