THE EFFECT OF PROMOTION AND SERVICE QUALITY TO THE REVISIT INTENTION BY DESTINATION IMAGE AS AN INTERVENING VARIABLE

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ABSTRACT

Tourism industry is one of significant factors that are useful to boost local economy. The tourism site not only purposes to increase exchange gain, but also to become one of main income source of a region. This research aims to analyze the factors which influence to revisit intention of tourists who have been visited Pulau Gili Labak Kabupaten Sumenep. This research is categorized into descriptive and explanatory research with quantitative approaches. The research population is all tourists who have ever been visited Pulau Gili Labak Kabupaten Sumenep along the research period from January, 01 2018 – February, 28 2018. The research sample is around 384 respondents (tourists) using the technique of accidental sampling. This research conclude the results as mentioned below: (1) Promotion affects positively and significantly to the destination image, (2) Service quality affects positively and significantly to the destination image, (3) Destination image affects significantly to the revisit intention, (4) Promotion affects positively and significantly to the revisit intention, (5) service quality affects positively and significantly to the revisit intention, (6) Promotion indirectly affects positively and significantly to the revisit intention through the destination image, (7) Service quality indirectly affects positively and significantly to the revisit intention through the destination image.

Keywords: Promotion, service Quality, Destination Image, and Revisit Intention

1. INTRODUCTION

Industry of tourism has an important role to develop a region. Even in some places, the tourism showed potential to boost and alter local backwardness into main income source, since Acts 32 of 2004 about Regional Autonomy was issued. This act purposes to provide decentralized flexibility to each region to manage independently and to give freedom to increase the main local income by utilizing the local potential.

Based on the Acts of 32 of 2004 related to the Local Autonomy, some regions start to explore each local potential, for instance a tourism site of beach located in Kabupaten Sumenep, East Java. One of beaches that are located in Kabupaten Sumenep would be this research object, beach tourism of Pulau Gili Labak Sumenep which is recently one of tourism destinations found in East Java, precisely Madura. Tourism sector of Kabupaten Sumenep has been greatly increased by the existence of natural tourism. Further, the tourism destination that recently becomes so popular and trending topic is Pulau Gili Labak. The underwater of Pulau Gili Labak is very fascinating and popular for the tourists especially who have passion in diving and snorkeling activity. The beauty of Pulau Gili Labak is greatly proper to be promoted in overseas in order to boost the potential of tourisms in Indonesia. According to Department of Tourism and Culture of Kabupaten Sumenep, the total of tourism visit of Pulau Gili Labak has reached highest visit percentage during these three years continually from 2014 to the last of 2016, it is around 66.256 visitors. The increase of tourism total number could not be separated from the role of stakeholders who have put so much effort to develop the infrastructure for the tourist pleasure who are visiting Pulau Gili Labak.

The promotion and service quality is always improved and influential to the destination image of that tourism site. If the tourist valued that the destination image is good and valuable to visit, they might revisit that place. According to Umar (2003), to revisit is an act that might come up as the response towards the objects that aroused the customer's intention to repeat the visit. As for the factors that might influence the tourist's interest to revisit (revisit intention) such as good destination image, this destination image could be from service quality and good promotion.

Based on those descriptions, the researcher wants to do the research under the title "The Effect of Promotion and Service Quality to the Revisit Intention by Destination Image as an Intervening Variable (Study on Pulau Gili Labak Kabupaten Sumenep)".

2. THEORETICAL FRAMEWORKS

2.1 Revisit Intention (Y)

Revisit intention is a positive act of tourist as response after visiting certain place that might raise an intention to revisit that place. Revisit intention is a positive effect which might be produced by creating good destination image, it means that the visitors' hope and interest towards that place is fulfilled and deliver satisfaction and intention to revisit the place. As for the definition of intention is tourist appraisal related to the conformity to revisit to the same place or tourist willing to recommend the destination place to other people (Chen & Tsai, 2007). According to Chi & Qu (2008), there are two indicators that could build the variable of revisit intention, they are: to revisit and to recommend the place.

2.2 Destination Image (Z)

Destination image is a perception or appraisal of the tourist to the objects which has been visited. According to Kotler & Keller (2009), the destination image is subject of confidence, idea, impression that appear to an individual to see a particular object. The image of tourism destination is merely called as the term destination image. According to Cronin et al (2000), perception of service quality is cognitive response to the offered service, whereas whole satisfaction is emotional response that is based on the phenomenon of whole opinion. Based on Chen & Tsai (2007), destination image is image, idea, belief, feeling, and perception of particular destination. This image could not be appeared by itself, but from individual perception to particular object. Echtner & Ritchie (2003) stated that within the process of building destination image, an individual might have destination image even he has never been visiting a particular object, because that destination is already popular through information media around him.

Based on Chi & Qu (2008) there are three dimensions that could build destination image: cognitive destination image, unique image, and affective destination image.

2.3 Service Quality (X$_2$)

Quality is whole characteristics from a product or service to be able to fill certain needs or else (Lupiyoadi, 2001). According to Kotler & Keller (2012), service is an act or activity that is provided by an individual to other individual, which is based on intangible thing and not to result in ownership. According to Tjiptono (2005), he defined service quality as a way to measure how good the service that is offered to achieve the customer's expectation. According to Kotler & Keller (2012), there are five dimensions of service quality that have to be fulfilled, they are: tangibles, reliability, responsive, assurance and emphaty.

2.4 Promotion (X$_1$)

Promotion aims to help the stakeholders of tourism site to communicate with the prospective tourists or visitors. To do the promotion, the stakeholders could deliver information or knowledge to introduce the tourism which they are offering. According to Kotler & Armstrong (2014), promotion refers to a communication activity to persuade the targeted customers to buy the product. Moreover, promotion is also defined as all forms of communication that are used to inform, to persuade, or to remind particular product (Simamora, 2003). Based on Swastha (2009), the promotion activity functions as: to attract the customer, to create and produce interest to the prospective customer, to evolve curiosity of prospective customer to have and experience particular product. Therefore, Lupiyoadi (2013) stated that to build the variable of promotion,

this research applies three indicators, they are: advertising, public relation, word of mouth.

Here are a number of hypothesis of this research:

H_1 : Promotion affects positively and significantly to destination image

H_2 : Service quality affects significantly to destination image

H_3 : Destination image affects significantly to revisit intention.

H_4 : Promotion affects positively and significantly to revisit intention

H_5 : Service quality affects positively and significantly to revisit intention.

H_6 : Destination image becomes intervening variable which is significant to build promotion variable to revisit intention.

H_7 : Destination image becomes intervening variable which is significant to produce variable of service quality to revisit intention.

3. METHOD

This research is categorized into quantitative research and type of explanatory research. The method of quantitative research exerts some approaches to examine the theory by analyzing the relation between variables (Creswell, 2014). Explanatory research is a method of research which aims to clarify those variables position and the influence of each variable to the other one (Sugiyono, 2014). The research population is all tourists that have been visited to Pulau Gili Labak Kabupaten Sumenep during the research period from Jnauari, 01 2018 – February, 28 2018. The research sample is approximately 384 respondents (tourists) by using the technique of accidental sampling. The technique of data analysis, the research employs the descriptive analysis and path analysis by utilizing SPSS 22 for Windows. The research model is figured below:
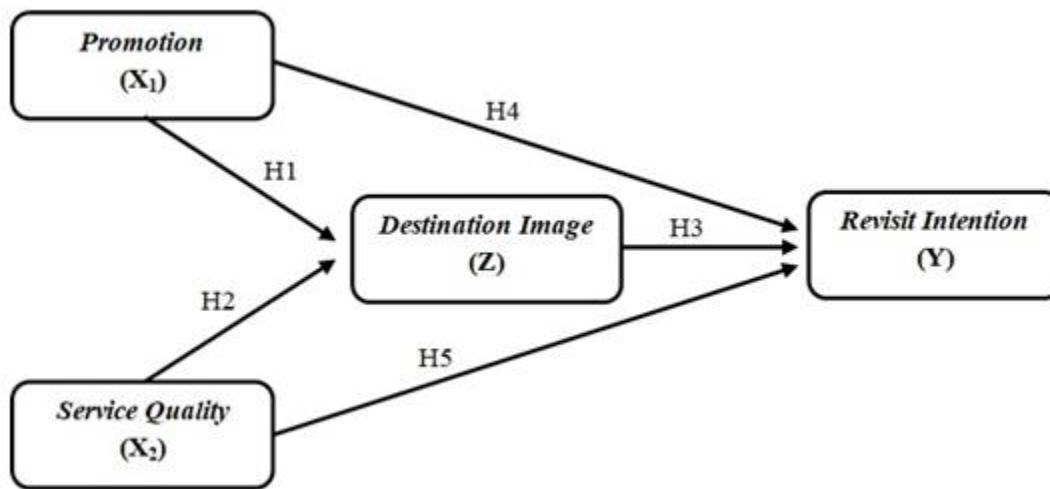
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Figure 1: Research Model

Source: Researcher (2018)

4. RESEARCH FINDINGS

4.1 Descriptive Analysis

Descriptive analysis aims to deliver an image or empirical description from the data collection in particular research (Ferdinand, 2006). The researcherinterpret the average value of respondent answer based on the criteria that are determined by Narimawati (2008):

Table 1: Mean Average Value on Research Variables

No.	Score	Interpretation
1	1,0 – 1,80	Poor/Unimportant
2	1,81 – 2,60	Less
3	2,61 – 3,40	Enough
4	3,41 – 4,20	Good /Important
5	4,21 – 5,0	Very good/ Very important

Source: Narimawati (2008)

Variable of Promotion (X_1)

From the percentage calculation of promotion variable, it results the average score 2,86. Based

on this result, it is concluded that the promotion that is done by the stakeholders of Pulau Gili Labak is in enough criterion.

Variable of Service Quality (X_2)

From the percentage calculation of variable of service quality, it results the average score 3,30. Based on this result, it is concluded that the promotion that is done by the stakeholders of Pulau Gili Labak is in enough criterion.

Variable of Destination Image (Z)

From the percentage calculation of variable of service quality, it results the average score 3,26. Based on this result, it is concluded that the destination image that is created by the stakeholders of Pulau Gili Labak is in enough criterion.

Variable of Revisit Intention (Y)

From the percentage calculation of variable of service quality, it results the average score 3,22. Based on this result, it is concluded that the destination image that is created by the stakeholders of Pulau Gili Labak is in enough criterion.

4.2 Path Analysis

Here is the research discussion of path analysis which resulted the variable of promotion (X1), service quality (X2) and destination image (Z) affect simultaneously to the variable of revisit intention (Y).
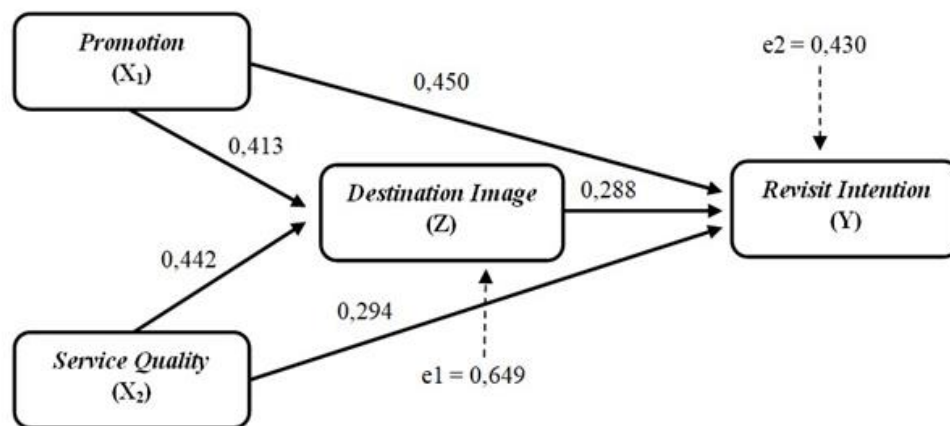

Figure 2: Result of Path Analysis
Source: Researcher (2018)

Based on the image of connection structure among the variables with the value of parameter that is determined above, it indicates the effect among the variables in either direct or indirect effect.

Table 2: Result of Path Analysis Test

Variable	Effect		Total
	Direct	Indirect	
Promotion → Destination Image	0.413	-	0.413
Service Quality → Destination Image	0.442	-	0.442
Destination Image → Revisit Intention	0.288	-	0.288
Promotion → Revisit Intention	0.450	-	0.450
Service Quality → Revisit Intention	0.294	-	0.294
Promotion → Destination Image → Revisit Intention	-	0.413 x 0.288 = 0.118	0.450 + 0.118 = 0.568
Service Quality → Destination Image → Revisit Intention	-	0.442 x 0.288 = 0.127	0.294 + 0.127 = 0.421

Test of Hypothesis 1

Effect of Promotion (X1) to Destination Image (Z)

From the research analysis, it results the value $\beta1$=0.413 while on the value t_{hitung} is 10.098. This value comparison indicates that t_{hitung}> t_{tabel} (10.098 > 1.694), Sig value is lesser than 0.05 (0.00 < 0,05). It concludes that the direct effect from the variable of promotion to the variable of destination image through value comparison of t_{hitung} and t_{tabel} by the freedom degree is 95% (α = 5%).

Effect of Service Quality (X2) to Destination Image (Z)

From the research analysis, it results the value $\beta2$=0.442 while on the value t_{hitung} is 10.799. This value comparison indicates that t_{hitung}> t_{tabel} (10.799 > 1.694), Sig value is lesser than 0.05 (0.000 < 0,05). It concludes that the direct effect from the variable of service quality to the variable of destination image through value comparison of t_{hitung} and t_{tabel} by the freedom degree is 95% (α =

5%).

Effect of Destination Image (Z) to Revisit Intention (Y)

From the research analysis, it results the value β3=0.288 while on the value t_{hitung} is 8.742. This value comparison indicates that t_{hitung}> t_{tabel} (8.742 > 1.694), Sig value is lesser than 0.05 (0.000 < 0,05). It concludes that the direct effect from the variable of service quality to the variable of destination image through value comparison of t_{hitung} and t_{tabel} by the freedom degree is 95% (α = 5%).

Effect of Promotion (X1) to Revisit Intention (Y)

From the research analysis on the table 4.15, it results the value β4=0.450 while on the value t_{hitung} is 14.717. This value comparison indicates that t_{hitung}> t_{tabel} (14.717 > 1.694), Sig value is lesser than 0.05 (0.000 < 0,05). It concludes that the direct effect from the variable of service quality to the variable of destination image through value comparison of t_{hitung} and t_{tabel} by the freedom degree is 95% (α = 5%).

Effect of Service Quality (X2) to Revisit Intention (Y)

From the research analysis, it results the value β4=0.294 while on the value t_{hitung} is 9.483. This value comparison indicates that t_{hitung}> t_{tabel} (9.483 > 1.694), Sig value is lesser than 0.05 (0.000 < 0,05). It concludes that the direct effect from the variable of service quality to the variable of revisit intention through value comparison of t_{hitung} and t_{tabel} by the freedom degree is 95% (α = 5%).

Test of Hypothesis 2:

Effect of Promotion (X1) to Revisit Intention (Y) through Destination Image (Z) After calculating the direct effect, it indicates that the value of direct effect of the variable of promotion (X1) to the variable of destination image (Z) is approximately 0.413 whereas indirect effect from the variable of promotion (X1) to the variable of revisit intention (Y) through destination image (Z) is seen from the multiplication result between beta value of the variable of promotion (X1) and beta value of the variable of destination image (Z) to the variable of revisit intention (Y) is: 0.413 x 0.288 = 0.118. Therefore, the total effect on the variable of revisit intention (Y) in both direct and indirect effect shows 0.450 + 0.118 =0.568. Based on this calculation, the value of direct effect is 0.450 and indirect effect is 0.118 which means that the indirect effect is lesser than the direct one. From this result, it refers that indirectly, the variable of promotion (X1) has significant effect to the revisit intention (Y) through destination image

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(Z).

Effect Service Quality (X2) to Revisit Intention (Y) through Destination Image (Z)

After calculating the direct effect, it indicates that the value of direct effect of the variable of service quality (X2) to the variable of destination image (Z) is approximately 0.442 whereas indirect effect from the variable of service quality (X1) to the variable of revisit intention (Y) through destination image (Z) is seen from the multiplication result between beta value of the variable of service quality (X1) and beta value of the variable of destination image (Z) to the variable of revisit intention (Y) is: 0.442 x 0.288 = 0.127. Therefore, the total effect on the variable of revisit intention (Y) in both direct and indirect effect shows 0.294 + 0.127 = 0.421. Based on this calculation, the value of direct effect is 0.294 and indirect effect is 0.127 which means that the indirect effect is lesser than the direct one. From this result, it refers that indirectly, the variable of service quality (X1) has significant effect to the revisit intention (Y) through destination image (Z).

5. DISCUSSION

5.1 Effect of Promotion to Destination Image

Based on the research findings, it indicates that the variable of promotion has positive and significant effect to the variable of destination image. Kotler & Armstrong (2014) asserted that the promotion refers to communication activity which aims to persuade the targeted customers to buy the product which are offered. Furthermore, according to Oka Yoeti (2002), Tourism promotion is regarded as main variable in planning marketing strategy of tourism destination and is considered as an unsure to deliver opportunities and possibilities to take over the market. The stakeholders of destination Pulau Gili Labak Kabupaten Sumenep executed the promotion strategy through internet, social media (facebook, twitter, instagram, et al), print media (banner and newspaper or magazine). This strategy is considered as good enough. However, it needs some correction and innovation to be more attractive to the targeted tourists who will see and read the ads of Pulau Gili Labak Kabupaten Sumenep. This promotion is one of factors that determine the success of particular tourism destination. By conducting this promotion strategy, people would know and notice the tourism product. Based on this analysis result, the effect of the variable of promotion (X1) to the variable of destination image (Z) on Pulau Gili Labak Kabupaten Sumenep shows positive and significant effect by the sig value 0.000 is lesser than 0.05. It concludes that the result of descriptive analysis shows that the promotion is precisely affect to the destination image of Pulau Gili Labak Kabupaten Sumenep.

5.2 Effect of Service Quality to Destination Image

From the research findings, it indicates that there is significant effect from the variable of service quality to the variable of destination image. The variable of service quality is part of marketing management strategy. The service quality has been dominant factor to the success of tourism destination. The increase amount of tourist of Pulau Gili Labak Kabupaten Sumenep in every year could not be separated from the service quality provided by the stakeholder. Moreover, the service quality provided by the stakeholder of Pulau Gili Labak Kabupaten Sumenep is regarded as good. Based on this analysis result, there is significant effect from the variable of service quality (X2) to the variable of destination image (Z) by the significance value 0,000 is lesser than 0.05. This result is in line with the previous research by Mamoun, et al (2016) which concluded that the result of service quality delivers positive and significant effect to the destination image.

5.3 Effect of Destination Image to Revisit Intention

From the analysis findings, it indicates significant effect from the variable of destination image to the variable of revisit intention. This result is in line with the research by Chen & Funk (2010) who stated that there is significant effect from the destination image to revisit intention. The destination image is a number of image, belief, perception, and concept of the tourist towards particular destination which involves many products and attributes of related tourism destination. According to Aksoy, et al (2011), the image is opinion of the people about an object, an institution, or person. The good destination image would be always remembered by the tourists and they might revisit the place in another chance. It concludes that the destination image of Pulau Gili Labak is considered as enough, it is also seen from the result of descriptive analysis within this research and the delivery of positive and significant effect from the Sig value 0.000 or it is lesser than 0.05. This result is in line with the previous research accomplished by Chew & Jahari (2013) where the destination image affected positively and significantly to the revisit intention.

5.4 Effect of Promotion to Revisit Intention

From the research findings, it indicates the significant effect from the variable of promotion to the variable of revisit intention. It is in line with the previous research done by Pietro & Virgilio (2011). They asserted that the promotion affects to the revisit intention by utilizing media social which is able to arouse intention and interest to revisit the destination. The variable of promotion (X1) to the revisit intention (Y) in this research shows its Sig value 0.000 which is lesser than 0.05. Then, from this result, it indicates that the activities of promotion which are executed by the stakeholder of Pulau Gili Labak Kabupaten Sumenep affect to the revisit intention of tourists.

5.5 Effect of Service Quality to Revisit Intention

Service quality is an important factor in all sphere of business or labor. The good and appropriate service quality and tourist intention would impact to the intention to revisit the place. Based on the research findings, it indicates the significant effect from the variable of service quality (X2) to the revisit intention (Y). this result is in line with the previous research accomplished by Baker & Crompton (2000) that asserted that the service quality has direct effect to revisit intention. Moreover, this result is also supported by the other previous research done by Nuraeni (2015) who concluded that the service quality is effective to arouse revisit intention.

5.6 Effect of Promotion to Revisit Intention through Destination Image

From the analysis of the variable of promotion (X1) to the variable of revisit intention (Y) through the variable of destination image (Z) on Pulau Gili Labak Kabupaten Sumenep, it shows the result that the promotion affects positively and significantly to the revisit intention through destination image by the Sig value 0.000 or it is bigger than 0.05. From this condition, the stakeholders have to improve the activities of promotion and be more innovative in advertising the tourism place in the hope that the promotion could persuade the tourists to revisit the place, which then affects positively to the destination image. Based on this research finding, it indicates the indirect effect from the variable of promotion (X1) to the variable of intention (Y) through the variable of destination image (Z).

5.7 Effect of Service Quality to Revisit Intention through Destination Image

The analysis result of the variable of service quality (X2) to the variable of revisit intention (Y) through the variable of destination image (Z) on Pulau Gili Labak Kabupaten Sumenep, it indicates that the service quality affects positively and significantly to the revisit intention through destination image by the Sig value 0.000 or it is bigger than 0.05. From this condition, the stakeholders have to improve the service quality for the tourists who are visiting to Pulau Gili Labak Kabupaten Sumenep in order to attract more tourists and deliver revisit intention and positive effect to the destination image. Based on this research finding, it indicates the indirect effect from the variable of service quality (X2) to the variable of intention (Y) through the variable of destination image (Z).

6. CONCLUSION

6.1 Promotion directly affects positively and significantly to the destination image of Gili Labak Kabupaten Sumenep. From this result, the stakeholders are able to promote the tourism object to create good destination image.

6.2 Service quality directly affects positively and significantly to the destination image of Pulau

Gili Labak Kabupaten Sumenep. This result indicates that if the stakeholders have delivered the good service quality to the tourists, then they would appraise a good destination image.

6.3 Destination image directly affects to the revisit intention of Pulau Gili Labak Kabupaten Sumenep. This result shows that if the tourists valued the tourism destination as good, they might revisit in another chance.

6.4 Promotion directly affects positively and significantky to the revisit intention of Pulau Gili Labak Kabupaten sumenep. This result indicates that if the stakeholders do well promotion and some innovation, they could grab the more tourists' intention to revisit the tourism place.

6.5 Service quality directly affects significantly to the revisit intention of Pulau Gili Labak Kabupaten Sumenep. This result indicates that good service quality managed by the stakeholders could impact on the revisit intention.

6.6 Promotion indirectly affects positively and significantly to the revisit intention through destination image. This result draws a conclusion that a good promotion would improve the tourist's valuation about a destination image and impact on high possibility of revisit intention.

6.7 Service quality indirectly affects positively and significantly to the revisit intention through destination image. This result indicates that the service quality has a significant role to the improvement of creating the destination image. If the tourism place has good quality of service, it would produce good valuation of the tourist and arouse the revisit intention.

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