

Factors Affecting Tourists' Destination Patronizing Intentions Toward Mount Papandayan Tourism, Indonesia

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Abstract

Purpose: The study aimed to identify and analyze factors affecting tourists' destination patronizing intentions toward Mount Papandayan Tourism, Indonesia.

Methodology: This study applied quantitative methods with a descriptive explanation design. The survey was conducted by distributing questionnaires to 100 respondents who have visited Mount Papandayan Tourism more than once.

Results: The collected data were analyzed by confirmatory factor analysis supported with SPSS. The result showed that two new factors namely testimony and loyalty were generated out of seven tested factors including telling experiences, giving recommendation to visit, desire to tell positive things, promoting tourism, desire to revisit, reluctance to changes, and not needing new experiences.

Applications/Originality/Value: The research implication is that it can be utilized as consideration for developing Mount Papandayan Tourism. The proposed managerial implications were creating attractions that encouraging the tourists to give testimony on the tourism objects and providing services that attract the tourists' intention to visit.

INTRODUCTION

The tourism industry has showed sustainable growth both in income and the number of tourists, and it has provided extensive economic, social, cultural, and environmental impacts in almost every country in the world, including Indonesia (Cholik, 2017). Tourism marketing is increasingly competitive in the world (Buhalis, 2000). Regarding this case, the tourism marketing paradigm has been shifted from profit to sustainability (Jamrozy, 2007). Ecotourism is the most popular type of tourism in Indonesia (Cahyadi, 2014) and it covers beaches, mountains, lakes, caves, and others.

Mount tourism can utilize a diverse mountain ecological and cultural characteristic (Nepal & Chipeniuk, 2005). Mount Papandayan Tourism Park is one of the most popular ecotourism destinations in Indonesia. Mount Papandayan is managed by an experienced private party that also manages other tourisms in the same field in this country. Mount Papandayan is categorized as the stratovolcano complex category found in a series of volcanoes. Volcanoes become fast-developing tourist destinations and it is called 'volcano tourism' (Cahyadi, 2014). Factors affecting tourists to visit volcano tourism cover the desire to have vacation, climbing, curiosity, photography, and research.

Business competition in the field of mount tourism has not been as competitive as other fields. However, poor access to the location of the tourist destination makes the management of Mount Papandayan Tourism rely on the presence of local tourists. Besides attracting tourists, tourism management has tried to make the visitors impressed and encourage them to revisit it in the future. The study aimed to identify factors affecting tourist' destination patronizing intentions in Mount Papandayan Tourism Park.

LITERATURE REVIEW

Customer Relationship Marketing

Customer relationship marketing (CRM) is a research framework to maintain customers and a strategic approach to the travel and tourism business (Tsiotsou & Ratten, 2010). Relationship marketing is defined as the identification, establishment, maintenance, improvement, modification, and termination of relationships with customers to create values for customers and profits for the organization through a series of relational exchanges both in the past and future (Kanagal, 2009). The key purpose of CRM is an effort to understand and treat customers better to increase loyalty and profits (Velnampy & Sivesan, 2012).

Chiu, Hsieh, Li, & Lee (2005) emphasize the relationship between relational ties, customer values, and customer loyalty in three different customer groups (stayers, dissatisfied switchers, and satisfied switchers). Customers Relationship Marketing can encourage customers to stick (stay) on a tourism product/service.

Tourism Marketing and Tourism Destination

Marketing research has tried to follow the dynamic evolution of the development of tourism research which continuously grows and requires a diverse of topics, one of which is tourism marketing (Tsiotsou & Ratten, 2010). Tourism marketing strategies may have significant impacts in terms of opportunities and challenges in the social development of tourism areas (Dolnicar & Ring, 2014). Tourism marketing has to balance the strategic objectives of all tourism stakeholders and the sustainability of local resources (Buhalis, 2000). Tsiotsou & Ratten (2010) states that theoretically, tourism marketing is shaped by customers' behavior, branding, electronic marketing, and strategic marketing.

Tourism marketers ensure that they meet two criteria, namely meeting the customers' needs and organizational goals (Mwinuka, 2017). Tourism marketing represents a systematic, coherent, and consistent Destination Marketing Organization's (DMO) effort to develop, formulate, and implement their strategies by offering unforgettable experiences for the visitors (Soteriades, 2012). The definition of tourism destinations can be grouped based on spatial, economic, managerial, system, and network approaches (Zemła, 2016). Tourism marketing can be done by increasing competitiveness, visibility, and local cooperation as well as reducing costs (Buhalis, 2000). The interesting part is the paradigm shift from production, sales, and consumers oriented to marketing alternatives such as social marketing, causal, green tourism, responsibility, and relationships.

Adapting the living systems theory, the sustainable tourism marketing model integrates tourism into a larger holistic context and focuses on quality of life marketing for all stakeholders in the system (Jamrozy, 2007). Pomeroy & Johnson (2009) propose a tourism marketing mix including ten elements of P tourism mix with 3P of triple-bottom-line reporting concept. Then, the 10P covers product, price, place, promotion, people, process, physical evidence, packaging, programming, and partnership. Whereas the element of 3P consists of population, planet, and profit. It is crucial for tourism to optimize tourism marketing because it positively contributes to revisit intentions (Su, Huang, & Pearce, 2018).

Tourist Revisit-Intention and Patronizing Intention

The revisit intention has been considered as an extension of customers' satisfaction rather than an extension of the decision-making process of revisit intention (Um, Chon, & Ro, 2006). Seetanah, Teeroovengadam, & Nunkoo (2018) confirm it by investigating the impact of the service quality in ensuring the tourists' satisfaction that contributes to revisit intentions.

Abubakar, Ilkan, Meshall Al-Tal, & Eluwole (2017) propose some factors affecting tourists' revisit intention, namely: (1) eWOM; (2) destination trust; (3) the impact of eWOM on the revisit intention for women is 1.3 times higher compared to men; (4) the impact of eWOM on destination trust reaches 1.2 times higher for men; and (5) the impact of destination trust on revisit intention is 2.3 times higher for women. Perceived attractiveness has a higher impact on revisit intention compared to overall satisfaction (Um et al., 2006). A conceptual model incorporating a relational (destination attachment) and a transactional (destination image) antecedent to patronizing intention (Lin & Morais, 2009). Patronizing Intentions are revisit-intention models that consider two factors namely intention to recommend and resistance to change. The research framework is presented in Fig. 1.

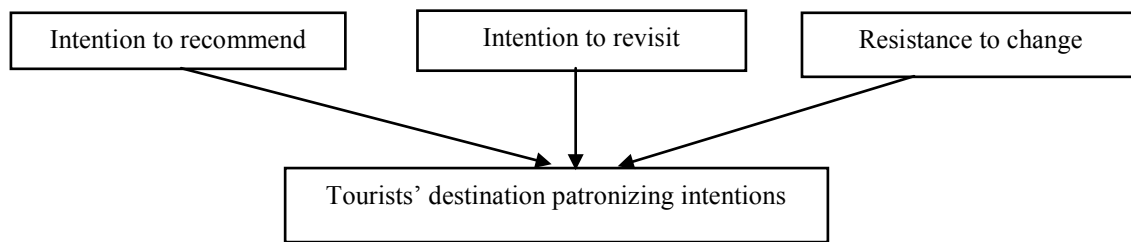


Figure 1. Conceptual framework (Lin & Morais, 2009)

METHODOLOGY

Based on the type and analysis of the data, the research was quantitative in nature with a descriptive design. Then, based on the study period, it was cross-section research. The data were collected through observation and distribution of the questionnaire. The observation was conducted five times in some locations predicted as the main attractions of Mount Papandayan tourism. The locations were the dead forest, Pondok Saladah camp, Edelweiss field, Papandayan Crater, and Papandayan Lake.

The population of this study was tourists who have visited Mount Papandayan more than once and it involved 100 respondents selected with a purposive sampling method. The questionnaire was designed based on the component of tourist revisit-intention proposed by Lin & Morais (2009) and it applied Likert scales. The operationalization factor of the study is presented in Table 1.

Table 1. The Operationalization Factor

Component	Indicators	Symbol
Intention to recommend	Telling experiences	Ind 1
	Giving recommendation to visit	Ind 2
	Desire to tell the positive things	Ind 3
	Promoting the tourist attractions	Ind 4
Intention to revisit	Intention to revisit	Ind 5
Resistance to change	Resistance to change	Ind 6
	Do not want to get new experiences	Ind 7

The respondents were grouped by gender, age, occupation, and the number of visits. The profile of the respondent is presented in Table 2.

Table 2. Profil Responden

Parameter	Level	Frequency	Percentage
Gender	Male	55	55%
	Female	45	45%
Age	≤ 19	9	9%
	20 - 24	57	57%
	25 - 29	15	15%
	≥ 30	19	19%
Occupation	Student/ Student University	40	40%
	Civil Servants	3	3%
	Employee	38	38%
	Miscellaneous	18	18%
Number of visits	2	77	77%
	3	10	10%
	>3	13	13%

The collected data were analyzed by Confirmatory Factor Analysis (CFA) with the help of SPSS. This analysis was selected to be able to explain the structure of the relationship among many factors representing some items of observed factors.

RESULT

The collected data from 100 respondents were analyzed with CFA supported by SPSS software. The analysis was started with the Determinant of Correlation test. The correlation matrix presented in Table 3 showed that the variables were interrelated if the determinant value was close to 0.

Table 3. Correaltion Matrix

		Ind1	Ind2	Ind3	Ind4	Ind5	Ind6	Ind7
Correlation	Ind1	1,000	,840	,757	,744	,359	,036	-,272
	Ind2	,840	1,000	,756	,762	,282	-,013	-,163
	Ind3	,757	,756	1,000	,762	,398	,074	-,214
	Ind4	,744	,762	,762	1,000	,342	,037	-,122
	Ind5	,359	,282	,398	,342	1,000	,445	,173
	Ind6	,036	-,013	,074	,037	,445	1,000	,387
	Ind7	-,272	-,163	-,214	-,122	,173	,387	1,000
Sig. (1-tailed)	Ind1		,000	,000	,000	,000	,363	,003
	Ind2	,000		,000	,000	,002	,448	,053
	Ind3	,000	,000		,000	,000	,231	,016
	Ind4	,000	,000	,000		,000	,356	,114
	Ind5	,000	,002	,000	,000		,000	,042
	Ind6	,363	,448	,231	,356	,000		,000
	Ind7	,003	,053	,016	,114	,042	,000	

Further, based on the result of the calculation in Table 3, the Determinant of Correlation Matrix showed a value of 0.016. It was close to 0, so the correlation matrix between variables was interrelated. The next analysis was by the Kaiser Meyer Olkin Measure of Sampling (KMO) test that was a comparative index of the distance between the correlation coefficient and its partial correlation coefficient. The KMO value is considered sufficient if it is more than 0.5.

Table 4. KMO dan Bartlett Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,793
Bartlett's Test of Sphericity	Approx. Chi-Square	393,350
	Df	21
Sig.		,000

Table 4. shows that the KMO value reached 0.793, thus the KMO meets the requirements as it was higher than 0.5. Moreover, Bartlett's test of Sphericity revealed that it met the requirements because the significance value reached 0.00 or lower than 0.05, then the indicators were correlated and feasible for further analysis, Measure of Sampling Adequacy (MSA) test.

Table 5. Anti-image Matrices

		Ind1	Ind2	Ind3	Ind4	Ind5	Ind6	Ind 7
Anti-image Covariance	Ind1	,226	-,131	-,039	-,050	-,064	-,033	,119
	Ind2	-,131	,230	-,065	-,067	,044	,046	-,073
	Ind3	-,039	-,065	,302	-,115	-,085	-,031	,083
	Ind4	-,050	-,067	-,115	,323	-,021	,027	-,054
	Ind5	-,064	,044	-,085	-,021	,635	-,240	-,108
	Ind6	-,033	,046	-,031	,027	-,240	,687	-,240
	Ind7	,119	-,073	,083	-,054	-,108	-,240	,705
Anti-image Correlation	Ind1	,799 ^a	-,573	-,150	-,186	-,170	-,084	,299
	Ind2	-,573	,794 ^a	-,246	-,245	,115	,116	-,182
	Ind3	-,150	-,246	,868 ^a	-,369	-,195	-,067	,181
	Ind4	-,186	-,245	-,369	,881 ^a	-,047	,058	-,114
	Ind5	-,170	,115	-,195	-,047	,747 ^a	-,364	-,161
	Ind6	-,084	,116	-,067	,058	-,364	,561 ^a	-,345
	Ind7	,299	-,182	,181	-,114	-,161	-,345	,522 ^a

Table 5. shows the result of the MSA requirement test for 7 indicators. An indicator can meet the MSA requirements if the MSA value in the Anti Image Correlation row with the "a" sign was higher than 0.5. All indicators in Table 5 met the MSA requirements because the value of each was higher than 0.5, thus there was no need for exclusion or reduction.

Table 6. Communalities

	Initial	Extraction
Ind1	1,000	,851
Ind2	1,000	,824
Ind3	1,000	,814
Ind4	1,000	,783
Ind5	1,000	,638
Ind6	1,000	,718
Ind7	1,000	,588

Table 6. shows to what extent an indicator can explain a factor, for example, indicator 1 with a value of 0.851, meaning that indicator 1 can explain a factor with 85.1% and so do the others. The Extraction value of all indicators was higher than 0.50, hence, it can be concluded that all indicators can explain the factors.

Table 7. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	3,550	50,716	50,716	3,550	50,716
2	1,665	23,787	74,503	1,665	23,787
3	,666	9,512	84,015		
4	,471	6,723	90,738		
5	,285	4,071	94,809		
6	,224	3,194	98,003		
7	,140	1,997	100,000		

Table 7. can be used for determining the possible factors that possibly be formed. Based on the Initial Eigenvalues column, 2 factors could be formed from the 7 analyzed indicators. The requirement of a factor, the Eigenvalues value have to be higher 1. The value of Eigenvalues for factor number 1 reached 3,550 or higher than 1, so it could explain 50.716% variation. Factor number 2 reached a value of 1.665, so it could explain 23.787% variation. If factors 1 and 2 were merged, they could explain 74.503% of the variation. However, components 3, 4, 5, 6, and 7 were not counted because the Eigenvalues value was less than 1 (not a factor). Table 8 shows to what extent an indicator correlates with the factors that will be formed. In Indicator 1, it correlated by 0.917 with a factor of 1 and correlated by -0.099 with factor 2.

Table 8. Component Matrix

	Component	
	1	2
Ind1	,917	-,099
Ind3	,902	-,023
Ind2	,902	-,106
Ind4	,884	-,022

Ind6	,099	,842
Ind7	-,225	,733
Ind5	,490	,630

Determination of the indicators for factors 1 and 2 was by looking at the highest correlation value based on Table 9. Factor 1 correlated by 0.922 for indicator 1, 0.907 for indicator 2, 0.901 for indicator 3, 0.884 for indicator 4, 0.847 for indicator 6, 0.714 for indicator 7, and 0.665 for indicator 5. Finally, these seven indicators were reduced to 2 factors as showed in Table 10.

Table 9. Rotated Component Matrix

	Component	
	1	2
Ind1	,922	-,031
Ind2	,907	-,039
Ind3	,901	,043
Ind4	,884	,044
Ind6	,036	,847
Ind7	-,279	,714
Ind5	,442	,665

New factor	Indicator	Factor loading
Factor 1	Telling experiences	0,922
	Giving recommendation to visit	0,907
	Desire to tell the positive things	0,901
	Promoting the tourist attractions	0,884
Factor 2	Intention to revisit	0,665
	Resistance to change	0,847
	Do not want to get new experiences	0,714

Next, the Component Transformation Matrix explained that the figures in the diagonal column between Component 1 and Components 1 and 2. Based on the results of Table 11., the correlation value of component 1 reached $0.997 > 0.5$ and 0.997 for component 2. As all components have a correlation value higher than 0.5, then factors 1 and 2 can be said accurately summarizing the seven indicators.

Table 11. Component Transformation Matrix

Component	1	2
1	,997	,074
2	-,074	,997

DISCUSSION

Based on the results of data analysis, it can be concluded that the seven analyzed factors which have been validated could be reduced into 2 factors.

Factor of Testimony

Factor 1 consists of several indicators namely telling experiences (Ind1), giving recommendation to visit (Ind2), desires to tell positive things (Ind3), and promoting tourist attraction (Ind4). This factor is called the testimony factor as it is the testimony from the tourists' experiences when enjoying the attraction, it is like a perceived satisfaction or dissatisfaction.

The valuable experience lingering on the tourists' memories will cause the desire to retell the experience and when they do it, they will like remembering and feeling their experience in Mount Papandayan or it can be called self-hypnosis. It will encourage tourists to re-visit Mount Papandayan, both to feel the experiences they had got or to get new experiences.

Experiences can be told orally or in the form of writing. Advances in information technology allow tourists who have travel blogs to write reviews of the service quality of tourist destinations (Pan, MacLaurin, & Crotts, 2007). In addition to affecting the readers, it also affects the writers who write the testimony and it has the potential to encourage them to revisit the tourist attraction. Molina, Rico, & Navarro (2010) state that sources of information provide several essential impacts for example on new technology, tourist consumer behavior, an increase in the number of tourist destinations, and tourist attraction competitiveness.

The role of a travel agent directly influences the tourists' perception of tourist destinations. It means that they can provide positive or negative perceptions for tourists (Molina et al., 2010). Leaders of reference groups can influence customers' decisions as they are part of joint opinion-makers with decision-makers and the affecting factors also have crucial roles in filtering information, orientation perception, and shaping customers' attitudes (Cornescu & Adam, 2013). Therefore, it is prominent for tour managers to encourage these leaders to give positive testimonials to their group members.

Place storytelling enables strategic communication which supports sustainable competitive advantages (Bassano et al., 2019). It means that positive testimony can grow by giving visitors a storytelling experience, for example by showing the history of Mount Papandayan through a large screen in the parking lot. Thus, tourists got interesting information that can be told when returning to their homes. The options to choose the name of testimony factor as a support to make the visitors have a revisit intention can be linked to Keke (2019) in which testimony is considered a significant variable that affects tourism destinations. It implies that testimony does not only affect someone to visit tourist destinations, but also to revisit these destinations in the future.

Factor of Loyalty

Factor 2 consists of three indicators, namely intention to revisit (Ind5), resistance to change (Ind6), and do not want to get new experiences (Ind7). These indicators can show tourists' loyalty to Mount Papandayan tourism, thus this factor is called loyalty factor. McDowall (2010) found that tourists' loyalty to a tourist destination can measure their likelihood to revisit and spread positive information about tourist destinations to others. Loyalty also affects the intention to revisit and recommend the visited attractions (Som & Badarneh, 2011). Besides the quality of tourist attractions, the management of complaints has a relationship with tourists' satisfaction and loyalty (Lee, Jeon, & Kim, 2011).

Out of the three levels of tourist loyalty (Zhang, Fu, Cai, & Lu, 2014), the impact on composite loyalty was destination image, attitude loyalty, and behavior loyalty respectively. It provides information to the tourism management in Mount Papandayan regarding the importance of growing a positive image to tourists in order to develop loyalty. Quintal & Polczynski (2010)

emphasize that positive perceptions are essential in developing customer loyalty, thus it has to be handled proactively to develop sustainable relationships.

CONCLUSION AND RECOMMENDATION

This study aims to identify the factors affecting local tourists in tourists' destination patronizing intentions. The results show that of the seven explored factors could form two new factors indicated to encourage revisit intention, namely factors of testimony and loyalty.

Future research on tourist revisit-intention has to adopt a holistic view and integrated marketing and to consider social justice, environmental protection, and economic condition to create sustainable tourism (Jamrozy, 2007). The key need of tourism marketers is to share experiences so they can coordinate their work and disseminate the results to create sustainable tourism (Mwinuka, 2017). Practical recommendations tourism management of Mount Papandayan to form positive testimony and loyalty cover:

- 1) Providing a testimonial post and a souvenir for tourists who post their testimony;
- 2) Organizing a festival or another event, for example by utilizing social media;
- 3) Displaying slogans or posters at certain locations, such as at the entrance and exit gates;
- 4) Welcoming tourists with music;
- 5) Providing special foods or drinks for free;
- 6) Creating new tourist attractions;
- 7) Increase tourist safety and share the latest information through electronic media.

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