

## Destination Image Dimension: A Descriptive Analysis of Foreign Visitors At Borobudur, Indonesia

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### Abstract

This study aims to determine the dominant factors forming the image in the context of tourism destinations. The quantitative method with the survey format chosen in this study, where the data obtained through convenience sampling were analyzed using Principal Component Analysis (PCA). The results showed that the image of Borobudur as a destination was formed by 4 dominant factors, namely: Core Attractions, Supporting Attractions, Services, and Experience. The results of this study have implications for destination marketers to get a clear picture of how the image is in the eyes of tourists so that programs or activities for developing and improving the quality of a destination are more focused and right on target. This paper fills a gap in the generic branding literature by adopting an empirical stance in describing image-forming factors in the context of tourism destinations.

**Keywords:** Brand image, destination branding, destination image, tourism destinations.

### INTRODUCTION

From several studies show that the image has become one of the most important determinants on the decision to visit tourist destinations. Visitors' decision-making is one of the consumers behavior dimensions that are in the consumers' insight area. Numerous studies have pointed out the influence of tourism images on consumer behavior [1-7]. In fact, destination image plays an important role in tourist behaviour during the various moments which make up a tourist's experience: in the decision-making process of choosing a destination (*a priori*); in the process of comparing expectations with experience, which precedes the state of satisfaction and perceived quality (*in loco*); and in the process of revisiting, spreading word of mouth and recommending the destination to friends and family (*a posteriori*) [8].

The concept of destination image has been used in tourism research since the early 1960s, and the influence of tourism images on the choice of destination has been considered by many researchers when they develop decision models [4,9-12]. There is a broad agreement that the destinations with stronger positive images will have a higher probability of being selected by tourists when they make their decisions [13,14].

The above description shows that the image of a destination will determine the tourists to be interested in coming and visiting the destination. It can be understood because the image of the destination is the impression

of tourists in general to a tourist destination, acts, and influences in buying behavior and satisfaction, and understand the behavior of tourists in travel with the characteristics and patterns of tourism [15-18].

In the context of competitiveness, the destination image is one of the key sources of competitive advantage. When planning destination development, an emphasis must be placed on the formation of a positive image of the destination in the markets it targets to achieve a competitive edge over competing destination. The image of a tourism destination responds to the needs of tourists seeking a choice within diversified tourist supply, but with a humane component that includes elements of the tourism destination's uniqueness. There is a great need to develop a distinctive destination image as it is the foundation of the destination's positioning, providing it with particularities and differentiating it from competitors [19].

From some of the above, it can be concluded that the image of the destination has a very vital role in the management of tourism destinations at this time. But, from some research results about the concept of the destination image, it is seen that the factors forming the destination image are still not steady and from many studies on the factors that form the destination image has different results. For that, this research would like to find the factors of the destination image again, to contribute to the concept of the destination image for steadier.

This research conducted in Borobudur, Central Java, Indonesia. According to CNN Indonesia in 2017, as a cultural heritage temple listed in UNESCO, Borobudur still cannot compete with similar temples in other countries

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[20]. The number of tourists visiting the Borobudur Temple is considered still slight compared with similar destinations in other countries. If the average tourist arrivals to Borobudur temple as much as 250,000 people per year compared with the number of tourists visiting the Angkor Wat, which is 2.5 million people per year, of course the number of tourist visits to Borobudur is still very far below expectations. Though in terms of architecture, Borobudur Temple is also not less beautiful than the Buddhist temples abroad, such as Angkor Wat in Cambodia. Other than that, Borobudur temple is the biggest Buddhist temple on earth, which was built by King Smaratungga between 760 until 830 A.D [21].

This research is a conceptual work to evaluate the latest empirically about the image of tourist destinations. This research is a confirmation of the existence of Borobudur tourism attraction by involving the participation of tourists, who in this case are tourists from Europe. This research is expected to produce meaningful information for Borobudur tourism sustainability. In this context, what is important to be studied is the attractiveness of Borobudur and the motivation of tourists from Europe traveling to Borobudur.

Brand image is an important concept in consumer behavior [22-24]. Research during the past three decades has demonstrated that the image of a place is a valuable concept in understanding the destination selection process of tourists. Many studies have focused on the relationship between destination image and consumer behavior [4-6,25-27].

#### **Brand Image**

Brand image is a set of consumer beliefs about a particular brand, which is reflected by the consumer, by holding on to the memory to form a certain picture of a trace of meaning left in the minds of consumers [28-31]. Brand image is a representation of the overall perception of the brand and is shaped by the information and knowledge of the brand. The image of the brand relates to an attitude in the form of beliefs and preferences to a brand, where consumers who have a positive image of a brand will be more likely to make a purchase [32].

Brand image is a multidimensional construct [33] and consists of functional and symbolic brand benefits [34]. Similar to the strong interest in studying brand image for the past three decades, destination image has been a dominating area of tourism research [35].

#### **Destination Image**

The brand image of a destination is called destination image. There is broad agreement that destination image represents a consumer's overall perception or impression of a destination after they experienced it [4,36,37] or the psychological representation of a place [4,13]. Therefore, it is reasonable to assume that an image will have an impact on consumers' behavior when they shop for a tourist destination [4,36,38]. In the tourism industry, many researchers have investigated the importance of understanding forces that influence image development [4,5,39,40].

Some researchers have studied destination image by using three dimensions, namely cognitive, affective and conative such as previous studies [8,41-50]. They have proven that the relationship between cognitive, affective, and conative processes plays a crucial role in the building destination image.

The cognitive component of the image describes the beliefs and information that people have about a place, generally coming as a result of the evaluation of the people living in that place and the events taking place in that place. Cognition is the sum of what is known about a destination, which may be organic or induced [27,42,51]. In other words, this is awareness, knowledge or beliefs, which may or may not have been derived from a previous visit. After all, destination images can only exist if there is at least a small amount of knowledge [42,52].

The affective component refers to the evaluation stage concerning the feelings that the individual associates with the place of the visit [8,43,44,53-55]. The affective or element describes what people feel about a place, like or dislike of a place [23,55-57].

The conative component comprises action, i.e., the individual's actual conduct or intention to revisit and recommend the destination to others [8,42,45-47,54,58]. The conative image is analogous to behavior since it is the intent or action component. Intent refers to the likelihood of brand purchase [42].

The majority of studies confine to assess the cognitive dimensions of destination image [35]. Some notable exceptions exist that combine both cognitive and affective components. In terms of method, researchers have a strong preference for structured research designs. Five to seven points semantic differential and Likert-type scales are most common among researchers [59-61]. As

for the number of destination image attributes, it diverges largely from 4 [53] to 48 [62].

To date, most studies dealing with the assessment of destination image were predominantly concerned with the measurement of cognitive aspects, which are usually related to certain attributes a destination has. It has resulted in the negligence of affective and conative image components, which are more difficult to detect. Although it is assumed that they play an even more crucial role in destination image formation [50] as the affective domain represents emotions of either positive, negative, or neutral nature towards a destination. Hence indicates the likelihood of choosing a certain destination over another [63], and the conative domain represents the intention to return and loyalty. The latter is even more important in a competitive environment such as events [64].

To measure the destination image, Coban provides a clearer direction and can be seen from six aspects: (1) Tourist attractions, assessing nightlife and entertainment, restaurant quality, varieties of shopping opportunities, and local food; (2) basic facilities, assessing security and safety, community hospitality, service standards, and local tour and recreation; (3) cultural attractions, assessing landscapes, cultural attractions, and cultural heritage; (4) touristy substructures and access possibilities, assessing tourism information, accessibility, and foreign language abilities; and (5) natural environments, assessing polluted environments, weather, and climate; and (6) variety and economic factors compose, assessing tourist spending, activity varieties, and accommodation quality [56]. Some research results indicate that the perception of tourists is influenced by factors such as historical and cultural attractions, affordability of destinations, travel environment, natural attractions, entertainment and infrastructure. The results of this study imply that building a destination image must be balanced by factors such as infrastructure and facilities, cultural attractions, natural attractions, destination safety and hygiene, friendly locals and a quiet atmosphere, service and affordability.

#### **MATERIAL AND METHOD**

This research uses a quantitative method with a deductive approach. Principal Component Analysis (PCA) is used to find the factors that can shape the image of the destination with the cognitive, affective, and conative approach method.

#### **Data Collection**

Data were collected in Borobudur, Indonesia, for around two weeks. To participate in the survey, respondents were approached with convenience sampling. That sampling method was taken because it was more suitable to the situation faced by the researcher, in which the population characteristics are not known with certainty or infinite. The distribution of questionnaires with this technique produced 150 samples. In general, respondents were responsive and willing to participate, and refusal rates were predominantly low ( $\pm 5\%$ ).

In this research, validity testing was performed using the Statistical Package Social Science program (SPSS-IBM, 24). From the 17 items of the manifest variable, two invalid items are item number one and number four. Both of these items are still used in this research by fixing the item statement. For reliability testing, this study using Alpha Cronbach with a result of 0.7, which means the questionnaire used is quite reliable.

#### **Profile of Respondents**

Based on country of origin, the majority of respondents came from Germany, Netherlands, France, Britain, and other European countries.

**Table 1.** Profile of respondents

Profile	Characteristic	F	%	Cumulative (%)
Country	Austria	13	8.7	8.7
	France	16	10.7	19.3
	Germany	37	24.7	44
	Mexico	3	2	46
	Netherland	18	12	58
	Canada	5	3.3	61.3
	Spain	9	6	67.3
	England	11	7.3	74.7
	Portugal	2	1.3	76
	Egypt	3	2	78
	India	2	1.3	79.3
	Japan	2	1.3	80.7
	Poland	2	1.3	82
	Tunisia	2	1.3	83.3
Asean	3	2	85.3	
Others	22	14.7	100	
Age	18 or younger	25	16.7	16.7
	19-20 years	19	12.7	29.3
	25-44 years	76	50.7	80
	45-64 years	23	15.3	95.3
	> 64 years	7	4.7	100
Gender	Male	86	57.3	57.3
	Female	64	42.7	100
Occupation	Civil servant	14	9.3	9.3
	Entrepreneur	20	13.3	22.7
	Professional	22	14.7	37.3
	Student	58	38.7	76
	Others	36	24	100

In terms of age, most respondents were between 25-44 years old (50.7%) and under 18 years (16.7%). Cumulatively 80% are under 45 years of age. Approximately 57.3% of respondents were male, with majority of students (38.7%) and professional (14.7%), and Entrepreneur (13.3%).

**Data Analysis Technique**

The main data analysis technique used in this study was factor analysis to look for interdependence relationships between variables to identify the dimensions or factors that create them. The calculation of factor analysis was done with SPSS-IBM 24 software with following steps [65]:

1. Determine the manifest variables that are considered feasible to enter the factor analysis stage; testing using Bartlett test of sphericity method and measurement of MSA (Measure of Sampling Adequacy).
2. Factoring; core process of extracting one or more factors from the variables that have passed in the previous variable test.
3. Interpretation of the factors formed, specifically, naming the factors that have been formed and considered to represent the variables of the factors members.
4. Validation of factor results to ensure that the factors formed are valid by dividing the sample into two parts, then comparing the sample factor one with sample two.
5. Testing the causal modeling of image forming variables, which was done by using multiple linear regression. It is used to know the direction of the relationship between the independent variables, in this case, the image generation factor (Core Attraction, Supporting Attraction, Services, and Experiences) in affecting the image as the dependent variable, whether each independent variable is positive or negative. It is also to predict the value of the variable dependent if the value of the independent variable increases or decreases. Hypothesis testing together Core Attraction, Supporting Attraction, Services, and Experiences on the image as a dependent variable is done by using the F test. While testing each image forming factor to image as dependent variable is done with t-test.

**RESULT AND DISCUSSION**

The response of foreign tourists to the image of Borobudur consisting of six dimensions: tourist attractions, basic facilities, cultural attractions,

sub-structures of tourists and access, variability and economic factors, and emotional factors, as measured by 17 manifest variables (Table 2). Of the 17 items used to measure the image of Borobudur, it appears that the overall image of Borobudur is considered positive in the eyes of foreign tourists. An overview of the perception of foreign tourists to Borobudur can be seen from the results of the descriptive statistics (Table 3).

**Table 2.** Foreign tourist perception of borobudur

No	Item	Option	F (%)	Cumulative (%)
1	Borobudur provides many varieties for shopping.	Strongly Disagree	2	2
		Disagree	7.3	9.3
		Neutral	40.7	50
		Agree	32	82
		Strongly Agree	18	100
2	Local culinary products are available and vary.	Strongly Disagree	2	2
		Disagree	6	8
		Neutral	38.7	46.7
		Agree	34.7	81.3
		Strongly Agree	18.7	100
3	Borobudur provides adequate attention to the security and safety of visitors.	Strongly Disagree	0.7	0.7
		Disagree	1.3	2
		Neutral	19.3	21.3
		Agree	43.3	64.7
		Strongly Agree	35.3	100
4	The people around Borobudur are friendly to visitors.	Strongly Disagree	0.7	0.7
		Disagree	1.3	2
		Neutral	12.7	14.7
		Agree	46	60.7
		Strongly Agree	39.3	100
5	The quality of service provided to visitors is optimal.	Disagree	6	6
		Neutral	24.7	30.7
		Agree	52	82.7
		Strongly Agree	17.3	100
6	Local tours and recreation are great fun.	Strongly Disagree	3.3	3.3
		Disagree	6	9.3
		Neutral	36	45.3
		Agree	34	79.3
		Strongly Agree	20.7	100
7	The scenery of Borobudur and its surroundings is amazingly beautiful.	Disagree	1.3	1.3
		Neutral	10.7	12
		Agree	30	42
		Strongly Agree	58	100
8	Borobudur is rich in cultural attractions.	Disagree	2	2
		Neutral	12	14
		Agree	39.3	53.3
		Strongly Agree	46.7	100

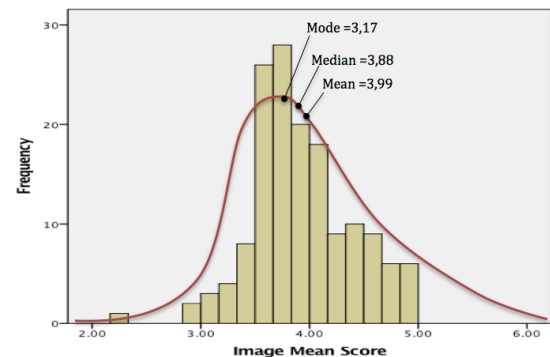
No	Item	Option	F (%)	Cumulative (%)
9	Tourism information is available and quite helpful to visitors.	Strongly Disagree	2	2
		Disagree	12.7	14.7
		Neutral	24	38.7
		Agree	40	78.7
		Strongly Agree	21.3	100
10	Accessibility to Borobudur is good.	Strongly Disagree	0.7	0.7
		Disagree	5.3	6
		Neutral	25.3	31.3
		Agree	46	77.3
		Strongly Agree	22.7	100
11	The ability of local communities to speak foreign languages is adequate.	Strongly Disagree	2	2
		Disagree	8	10
		Neutral	26.7	36.7
		Agree	37.3	74
		Strongly Agree	26	100
12	Expenses for travel are very affordable.	Strongly Disagree	4	4
		Disagree	10	14
		Neutral	28	42
		Agree	37.3	79.3
		Strongly Agree	20.7	100
13	Borobudur provides various tour activities.	Disagree	8	8
		Neutral	47.3	55.3
		Agree	30.7	86
		Strongly Agree	14	100
14	The quality of accommodation around Borobudur is good.	Strongly Disagree	0.7	0.7
		Disagree	3.3	4
		Neutral	32.7	36.7
		Agree	38.7	75.3
		Strongly Agree	24.7	100
15	Doing a tour in Borobudur gives a pleasant impression.	Strongly Disagree	1.3	1.3
		Disagree	1.3	2.7
		Neutral	16.7	19.3
		Agree	44.7	64
		Strongly Agree	36	100
16	Borobudur has a unique history.	Strongly Disagree	0.7	0.7
		Neutral	12	12.7
		Agree	36	48.7
		Strongly Agree	51.3	100
17	Borobudur Temple is an enchanting historical building.	Strongly Disagree	1.3	1.3
		Neutral	6.7	8
		Agree	28.7	36.7
		Strongly Agree	63.3	100

From Table 3, the average image score of 3.99 shows that the eyes of foreign tourists view the positive image of Borobudur, where the variation

of foreign tourist image to Borobudur is quite homogeneous, as seen from the variance coefficient of 12% (standard deviation ratio to average). The skewness price of statistics is 0.076 (greater than 0), which means the data distribution is leaning or extending to the right (the tail is right/positive), and the value of the statistical kurtosis is  $0.587 < 3$ , which means that the shape of the data distribution has the peak almost flat but not symmetrical (Fig. 1). The skewness of the visual image scores distribution shows that the slope of the data distribution ramps to the right (the tail is leaning right/positive) where the mean value is more than the median and mode (mean > median > mode). It means that the majority of foreign tourists tend to have a positive view of Borobudur as a destination.

**Tables 3.** Descriptive statistics of destination images

	Mean	Std. Deviation	Skewness	Kurtosis
<b>Average Image Score</b>	3.9333	.46476	.076	.587
<b>Valid N (list wise)</b>				



**Figure 1.** Image score skewness.

Borobudur image measurement according to the view of tourists was using 17 variables manifest (indicator). The determination of manifest variables that are considered feasible to enter the factor analysis phase is tested by the Bartlett test of sphericity and the measurement of MSA (Measure of Sampling Adequacy). The first test involving 17 result variables obtained shows that there are 5 variables whose MSA value below 0.5 so removed from the matrix and leaving 12 variables for further processing of factoring and validation of factors formed by dividing the sample into two parts (case 1: samples 1-75, case 2: 76-150), then compare the

results of case 1 and case 2 factors with the initial factoring. If the above three factors (the whole sample), the factors for case 1 (samples 1-75) and case 2 (samples 76-150), particularly on the matrix component, parts are compared, are seen that all still referring to the final result 4 (four) factors, although factor loading rates vary. In other words, the separation of cases into two parts does not change the number of factors generated, and certainly also the interpretation. It means that the initial factor is stable, and that factor can be generalized to the population [65], in this case, foreign tourists visiting Borobudur at the time of the research. Thus, this study yields four image-forming factors with the factor names are: Core Attraction, Supporting Attraction, Services, and Experiences (Table 4).

**Tables 4.** Borobudur image forming factors

Factors	Initial	Variable
1. Core Attraction	CORE	<ul style="list-style-type: none"> <li>- The scenery of Borobudur and its surroundings is very beautiful.</li> <li>- Borobudur is rich in cultural attractions.</li> <li>- Borobudur provides a variety of tourist activities.</li> </ul>
2. Supporting Attraction	SUPP	<ul style="list-style-type: none"> <li>- Borobudur provides many variations for shopping.</li> <li>- Local culinary products are available and varied.</li> <li>- Borobudur gives adequate attention to the security and security of visitors.</li> </ul>
3. Services	SERV	<ul style="list-style-type: none"> <li>- People around Borobudur are friends with visitors.</li> <li>- Quality of service provided to visitors is optimal.</li> <li>- Accessibility to Borobudur is good.</li> </ul>
4. Experiences	EXP	<ul style="list-style-type: none"> <li>- Local tourism and recreation are very pleasant.</li> <li>- Borobudur has a unique history.</li> <li>- Borobudur Temple is an enchanting historical building.</li> </ul>

By using SPSS, it can be concluded that the significance of F test <0,05 so that it can be concluded that the linear regression model is estimated to be used to explain the effect of image-forming factors (Core Attraction, Supporting Attraction, Services, and Experiences) as independent variables to the image as the dependent variable. The probability value of the t- test of free variables CORE, SUPP, SERV, and EXP of 0.000 is smaller than 0.05 so that all free variables (Core Attraction, Supporting Attraction,

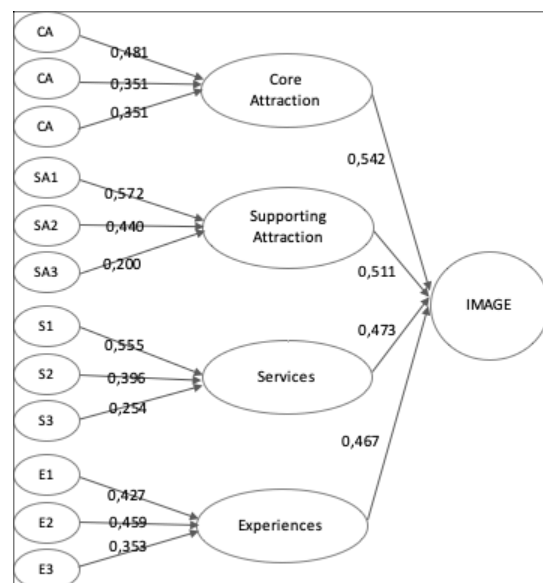
Services, and Experiences) have a significant effect on image formation.

The Standardized Coefficients Beta column in Table 5 shows the magnitude of the direct effect coefficient of the Core Attraction Supporting Attraction, Services, Experiences to Image. The magnitude of the contribution of each factor in shaping the image is more clear Core attraction has the biggest influence on the image of Borobudur, which is equal to 29.38%. Supporting attraction and services give the second and third influence on Borobudur image, which is 26.11% and 22.37%. Meanwhile, the factor experiences has the lowest impact to the image of Borobudur that is equal to 21.81%.

**Tables 5.** Contribution factor against image formation

Variable	Factors	Contribution (%)
Image	Core Attraction	29.38
	Supporting Attraction	26.11
	Services	22.37
	Experiences	21.81

The causal relationship of Core Attraction Supporting Attraction, Services, Experiences to Image and gives an idea of how the causal relation of image formers is expressed in standardized regression coefficients (direct effect), where the core attraction factor is a form factor with the greatest contribution to the image, followed by supporting attraction, services and experiences (Fig. 2). Figure 2 also explains how the four factors consisting of core attraction, supporting attraction, services, and experiences are each formed by three manifest variables.



**Figure 2.** The causal relationship of the image

**Tables 6.** Manifest variable contribution to image forming factors

Factors	Manifest Variable	Contribution (%)
<b>Core Attraction</b>	• The scenery of Borobudur and its surroundings is amazingly beautiful.	23.14
	• Borobudur is rich in cultural attractions.	12.32
	• Borobudur provides various tour activities.	12.32
<b>Support Attraction</b>	• Borobudur provides many varieties for shopping.	32.72
	• Local culinary products are available and vary.	19.36
	• Borobudur provides adequate attention to the security and safety of visitors.	4.00
<b>Services</b>	• The people around Borobudur are friendly to visitors.	30.80
	• The quality of service provided to visitors is optimal.	15.68
	• Accessibility to Borobudur is good.	6.45
<b>Experiences</b>	• Local tours and recreation are great fun	18.23
	• Borobudur has a unique history	21.07
	• Borobudur Temple is an enchanting historical building	12.46

The result of research, which produces dominant factors of the image forming Borobudur, namely core attraction, supporting attraction, services and experiences, increasingly emphasized that the image of a destination will be good in the eyes of tourists when four components of image formers are packaged and well managed. A better image of a destination will make tourists visit the destination. The results of this study are in line with and strengthen the results of previous research conducted by Roostika in 2012 with the title of Tourism Destination Image and Tourist Behavior. The study showed that tourism as a form of service is identical with the image, so the brand image must be able to be developed in a positive direction [66].

Having a positive image of the expected tourists will build a positive perception and make decisions to visit. The results of this study support the Kalebos in 2016 research where the image of tourist destination affects the satisfaction of foreign tourists in Indonesia [67].

Destination image can affect tourist satisfaction and tourist loyalty. Tourist satisfaction with tourist destinations will bring in loyal tourists, who will come repeatedly. Therefore, objectively, a tourist spot must be able to become a destination that can serve various needs and supporting tourism facilities [68-70].

This research is also in line with Suradnya [71] about the perception of tourists visiting Borobudur tourist destination and its implications for market segmentation and strategy to position it. Suradnya identified eight factors that become attractions for tourists to choose Borobudur as a tourist destination. The

factors are: (1) Prices are reasonable for tourism products, (2) Culture with all forms of attraction, (3) beach with attractions offered, (4) leisure during travel, (5) Opportunity for relaxation, (6) image or reputation or big-name owned by Borobudur, (7) natural beauty, and (8) hospitality of the local people.

The previous brand image study involved many tangible product images, and still rarely studies that specifically examine the brand image of tourist destinations empirically. The theoretical implication of this research is the model of the influence of the brand image of the tourist destination on the replicated tourist behavior in Borobudur enriches the science of marketing and tourism. It also strengthens the theory that states the positive influence of the brand image of the tourist destination on the positive behavior of tourists in the geographical sphere of the developing country.

The practical implication, in this case, is that stakeholders in the tourism sector need to be more proactive in responding to the phenomenon of national and global tourism development. The marketing strategy must be well planned through structured research and involving tourism stakeholders. Indonesia (especially Borobudur), as an area that has a lot of tourism potential, needs to be properly managed to become a tourist destination with international standards. The government cannot act alone, and of course, other stakeholders, especially the community, must be involved in shaping the brand image of a tourist destination. It is because the image must be a reflection of the spirit of daily life and the culture of the local community. Furthermore, this condition is what distinguishes this area from other destinations.

## CONCLUSION

From the 17 initial variables used as image formers, there are 12 variables and dominant factors that form the image of Borobudur, namely core attraction, supporting attraction, services, and experiences, where core attraction gives the greatest influence to the destination image. Meanwhile, the supporting attraction and services factors have the second and third largest impacts on the destination image, while the factor experiences give the lowest impact on the image of the destination.

This study has implications for Borobudur's management and other destination managers. First, the management must concentrate more on the forming factors of images, namely core attraction, supporting attraction, services, and experiences, because these four factors greatly influence the intention to visit Borobudur. Secondly, improvements need to be made by Borobudur managers to increase visits there. However, these improvements must be done by prioritizing the improvement of elements related to core attraction and supporting attraction as the priority and elements related to services and experiences as a second priority.

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