

Destination Image Tourism Attractiveness And Testimonial with Tourist-Satisfaction As Moderating

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Abstract: Banten Lama area is one tour-destination. Many sites have experienced a decrease in the physical quality. But that's unfortunate are some lack of maintenance and arrangement of this area. And also absence of arrangement of vehicle circulation. Beside it, existence of beggars and extortion in several places. This condition made uncomfortable and unfavorable assessment of experience of traveling in this area. This study uses a quantitative method with a descriptive approach. The population are tourists who came-in this area, where samples are 100 respondents by using Bernoulli's method. Data collection was carried out by distributing questionnaires to the tourists. The analytical method used was descriptive analysis using SPSS version 25. The data analysis showed that partially there was a positive and significant effect of destination image on testimony, where T-count was 6.507 greater than T-table is 1.984 with a significance level of 0.000 (<0.05) and a regression coefficient of 0.369. attraction on tourist testimonials found T-count was 5.300 greater than T-table is 1.984 with a significance level of 0.000 (<0.05) and a regression coefficient of 0.220. Tourist satisfaction on testimonials found that T-count was 5.493 greater than T-table is 1.984 with a significance level of 0.000 (<0.05) and a regression coefficient of 0.293. Destination Image on tourist satisfaction had a T-count of 0.739 which was smaller than T-table is 1.984 with a significance level of 0.462 (>0.05). Tourist attraction on tourist-satisfaction had a T-count of 1.1661 which was smaller than T-table is 1.984 with a significance level of 0.100 (>0.05).

Keywords: Testimonial; Destination Image; Attractiveness; Tourist Satisfaction

INTRODUCTION

Banten Lama is an area that has several historical sites. The area is a cultural heritage located in the Serang City. The development of the Banten Lama area is currently experiencing a decline. Although the local official regulators have had been spent and allocate some budget to support the progress and maintenance of this area. Many sites have experienced a decrease in the physical quality and function of the area. The surrounding environment is a slum settlement and there are informal traders around the area. Based on observations and interviews with some officers, regarding the rate of increase and decrease in the number of tourist visits in the Banten Lama area, this area has experienced a decrease in the number of tourists in several tourist objects from October - December 2022. The desire of tourists to visit again can be encouraged by the factor of tourist testimonies while in tourist attractions. To make the image of the destination, attractive, and better tourist satisfaction to grow good testimonials from tourists.

by Khoni'ah and Sidanti (2022), Sappewali, et al (2022), Apriliyanti, et al (2021), Wulandari, et al (2019), Sulistyanda, et al (2022) previous studies have shown that destination images are positive and meaningful. Also effected to tourist happiness. Previous studies such as Kawatu, et al (2020), Khoni'ah and Si-

danti (2022), Sappewali, et al (2022), Apriliyanti, et al (2021) showed that tourist attractions are positively important. It shows that you have an impact on visitors satisfaction.

Literature review that researcher used for this research are (1) Marketing Management is the process of planning and implementing the realization of purchase prices, promotions, products, and distribution. (2) Tourism is a temporary journey from one place to another, undertaken by individuals or groups. (3) Testimony is an evidence or testimony submitted by someone regarding an item or service that has been used. (4) Destination Image is a personal perspective of tourist, thus creating an impression in the feasibility of the destination to visit. (5) Tourist Attraction is all things in which there is uniqueness, beauty and value which are the destinations of tourist visits. (6) Tourist Satisfaction is defined as a tourist response in the form of feelings of pleasure or disappointment when finished enjoying a travel experience. (Santoso & Alawiyah, 2021)

METHOD

The Research Approach

This research chooses to use a quantitative approach, which is an approach based on positive philosophy used to determine the effectiveness of the research. Conduct surveys on specific populations or samples and to analyze numerical data for the purpose of testing given hypotheses. (Satoto, 2023)

Population, Sample, Sampling

The population in this study are tourists visiting the Banten lama area in 2023. In this study, because the population amount is unknown, to determine the amount of the sample taken from the population, the authors use Bernoulli's Lemeshow equation. Here is the Lemeshow Equation formula:

$$n = \frac{z^2 p (1 - p)}{d^2}$$

n = amount of samples

z = standard value = 1.96

p = estimated maximum = 50% = 0.5

d = alpha (0,10) or sampling error = 10%

So it was concluded that the results of the minimum number of samples needed in this study were 96 respondents which would be rounded up to 100 respondents. In this study, researchers used probabilistic sampling. Probabilistic sampling is a sampling technique in which each item or population member have an same probability of be selected as a sample. Simple random sampling was chosen by the researchers in this study.

Data Analysis Technique

This Research, SPSS 25 was used to perform test of validity, reliability tests, classical acceptance tests (normality tests, multicollinearity tests, heteroskedasticity tests), multiple linear regression and relaxation tests, coefficient of determination Process, interpret and present data such as tests and hypotheses tests (simultaneous F-test and partial t-test).

RESULTS AND DISCUSSION

Result

1. Destination Image and Testimony

- Coefficient of determination

The ability of the models to illustrates the variations of the independent variable is measured by the co-efficient test. The ability to ilustrated the dependent variable is limited due to the small R-Squared value, A small R-squared value means that the independent variable has a very limited ability to ilustrated the variaton in the dependnt variable, while an R-squared value close to 1 indicates that the independent variable is unlikely to be able to explain the variation. This means it provides almost all the information you need to predict the independent variable.

Table 1 Coefficient of determination test result of Destination Image on Testimony

Model Summary				
Model	R	R-Square	Adjusted R Squaree	Std. Error of the Estimate
1	.549 ^a	.302	.295	2.269
a. Predictrs : (Constants), Destination Image				

The coefficient of determination is indicate by the adjusted R-Squared. An adjusted R-squared of 0.295 indicates that only 29.5% of the test variables can be explained by the target image variable.

- F-Test

To get simultaneously the pengaurh of the independent variable on the dependent variable, the F test is used. F-tests can be used to test hypotheses and check the accuracy of the methods used.

If F-count more than F-table and significance $\leq \alpha$ 0.05 then Ho is rejected and Ha is accepted. Then it can be concluded that the hiptesis is accepted or the independent variable affects the dependent variable.

If F count less than F table and significance value $\geq \alpha$ 0.05, then Ho is accepted and Ha is rejected. This means that we can say that the independent variable has no effect on the dependent variable or hypothesis rejected.

Table 2. Simultaneous hypothesis test result of Destination Image on Testimony

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	218.068	1	218.068	42.345	.000 ^b
	Residual	504.682	98	5.150		
	Total	722.750	99			
a. Dependent-Variable: Testimony						
b. Prediktors: (Constant), Destination Image						

As can be viewed from the table above, the F count of 42.345 is greater than the F table value of 3.089 with a significanced level of 0.000 (<0.05). This indicates that the Destination Image has something to do with Testimony.

- T-Test

Subtests are used to see the partial influence of each independent variable on variabel of dependent. If T count > T table, the first hypothesis (H0) is rejected and (Ha) is accepted. This means that the variable of independent independently influences the dependent variable. If T count < T table, then (H0) is not rejected and the alternative hypothesis (Ha) is rejected. This means that the variable of independents do not individually affect the dependents variable.

Table 3. Partial hypothesis test result of Destination Image on Testimony

Coefficients ^a						
Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.731	1.937		6.572	.000
	Destination Image	.369	.057	.549	6.507	.000

a. Dependent Variable: Testimony

This study result explain that destination images have a positive and significant impact on tourists' experiences about tourist destinations in the Banten Lama area. After testing the hypothesis, the authors found that the destination image T-count (X1) was 6.507 greater than T-table = 1.984 with a significance levelof 0.000 (<0.05) and 0.369 aregression coefficient.

2. Tourist Attraction and Testimony

Table 4. Coefficient of determination test result of Tourist Attraction on Testimony

Summary Models				
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.472 ^a	.223	.215	2.394

a. Predictor= (Constant), Tourist Attraction

The adjusted Rsquare number shows the coefficient of determination. The adjusted 0.215 for R square figure indicates that only 21.5% of the testimonial variable can be ilustrade by the tourist attraction variable.

Table 5. Simultaneous hypothesis test result of Tourist Attraction on Testimony

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	161.002	1	161.002	28.088	.000 ^b
	Residual	561.748	98	5.732		
	Total	722.750	99			
a. Dependent Variable: Testimony						
b. Predictor =(Constant), Tourist Attraction						

As can be seen from the table above, the F-count value of 28.088 is greater than the F-table of 3.089 with a significance level of 0.000 (<0.05). This shows that tourist attraction has a relation with Testimony.

Table 6. Partial hypothesis test result of Tourist Attraction on Testimony

Coefficients ^a						
Model		Unstandardized Coefficients		Standardize Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.289	1.708		9.538	.000
	Tourist Attraction	.220	.042	.472	5.300	.000
a. Dependent Variable= Testimony						

Based on this study, Tourist Attraction has a psitive and significant influence on tourist testimonials in the Banten Lama area. After testing the hypothesis, the authors found that T-count Attractiveness was 5.300 greater than T-table = 1.984 with a signficnce level of 0.000 (<0.05) and a regresion coefficient of 0.220.

3. Tourist Satisfaction and Testimony

Table 7. Coefficient of determination test result of Tourist Satisfaction on Testimony

Summary Models				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.485 ^a	.235	.228	2.375
a. Predictors = (Constant), Tourist Satisfaction				

The adjusted R square number shows the coefficient of determination. The adjusted R square figure of 0.228 indicates that only 22.8% of the testimonial variable can be explained by the tourist satisfaction variable.

Table 8. Simultaneous hypothesis test result of Tourist Satisfaction on Testimony

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.149	1	170.149	30.175	.000 ^b
	Residual	552.601	98	5.639		
	Total	722.750	99			
a. Dependent Variable: Testimony						
b. Predictors = (Constant), Tourist Satisfaction						

As can be illustrated from the table above, the F-count value is 30.175 greater than F-table 3.089 with a significantly level of 0.000 (<0.05). This shows that tourist satisfaction has a relation with Testimony.

Table 9. Partial hypothesis test result of Tourist Satisfaction on Testimony

Coefficients ^a						
Model		Unstandardized Coefficients		Standardize Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.621	1.769		8.830	.000
	Tourist Satisfaction	.293	.053	.485	5.493	.000
a. Dependent Variable: Testimony						

4. Destination image on testimony with tourist satisfaction as a moderating variable

Table 10. Coefficient of determination test result of Destination Image on Testimony with tourist satisfaction as a moderating variable

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553 ^a	.306	.291	2.275
a. Predictors = (Constant), XZ, Destination Image				

the adjusted R square number shows the coefficient of determination. The adjusted R square figure of 0.291 indicates that only 29.1% of the testimonial variable can be illustrated by the destination image variable with tourist satisfaction as a moderating variable.

Table 11. Simultaneous hypothesis test result of Destination Image on Testimony with tourist satisfaction as a moderating variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.399	2.979		4.834	.000
	Destination Image	.260	.159	.386	1.631	.106
	XZ	.002	.002	.175	.739	.462

a. Dependent Variable: Testimony

As can be seen from the table, the F-count value of 21.347 is greater than the F-table of 3.089 with a significance level of 0.000 (<0.05). This shows that destination image with tourist satisfaction as a moderating variable has a relationship with Testimonials.

Table 12. Partial hypothesis test result of Destination Image on Testimony with tourist satisfaction as a moderating variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.399	2.979		4.834	.000
	Destination Image	.260	.159	.386	1.631	.106
	XZ	.002	.002	.175	.739	.462

a. Dependent Variable: Testimony

This study result indicate that torism place image has an insignificant effect on testimonials with tourist satisfaction as a moderator. After testing the hypothesis, the authors found that Destination Image and Visitors Satisfaction have a T-count of 0.739 which is smaller than the T-table = 1.984 with significance level of 0.462 (>0.05).

5. Tourist attraction on testimony with tourist satisfaction as a moderating variable

Table 13. Coefficient of determination test result of Tourist Attraction on Testimony with tourist satisfaction as a moderating variable

Summary Models				
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.494 ^a	.244	.229	2.373

a. Predictors = (Constant), XZ2, Tourist Attraction

The adjusted R square number shows the coefficient of determination. The adjusted R square figure of 0.229 indicates that only 22.9% of the testimonial variable can be illustrated by the tourist attraction variables with tourist satisfaction as a moderating variable.

Table 14. Simultaneous hypothesis test result of Tourist Attraction on Testimony with tourist satisfaction as a moderating variable

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	176.543	2	88.271	15.676	.000 ^b
	Residual	546.207	97	5.631		
	Total	722.750	99			
a. Dependent-Variable = Testimony						
b. Predictors: (Constant), XZ2, Tourist Attraction						

From the table above as can be viewed, the F count value of 15.676 is greater than the F table value of 3.089 with a significance level of 0.000 (<0.05). This indicates that tourist attraction, with tourist satisfaction as the moderating variable, is related to this statement.

Table 15. Partial hypothesis test result of Tourist Attraction on Testimony with tourist satisfaction as a moderating variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardize Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.447	3.022		6.767	.000
	Daya Tarik	-.023	.152	-.048	-.148	.882
	XZ2	.004	.003	.540	1.661	.100
a. Dependent Variable = Testimony						

The study results is indicate that attractiveness has an insignificant effect on testimonials with tourist satisfaction as a moderation. After testing the hypothesis, the authors found that tourist attraction (X2) and tourist satisfaction (Z) had a T-count of 1.1661 which was smaller than T-table = 1.984 a significance grade of 0.100 (>0.05).

Discussion

1. Destination image has the positive and significant effect on testimonial

The test results show that the Destination Image has a relation with the Testimonials received. Based on this, it means that the image of a destination or a tourist's view of a tourist attraction can make a person do a testimonial or assessment of other people, either based on visiting experience or a view that arises in the minds of consumers regarding tourist destinations in the Banten Lama area.

2. Tourist attraction has the positive and significant effect on testimonial

The results show that Attractiveness has a relation with Testimonials received. That is, the attraction that exists in tourist destinations in the Banten Lama area can make tourists give testimonials or recommendations. Whether it's a good testimonial or a bad testimony, depends on how much tourists feel interested and happy with the attractiveness that tourism has in the Banten Lama area.

3. Tourist satisfaction has the positive and significant effect on testimonial

The results show that tourist satisfaction has a relation with the testimonials received. From these results, tourist satisfaction can form or encourage someone to provide testimonials or recommendations to others. This means that if the tourist is satisfied, then he will give good recommendations to others. However, if tourists are dissatisfied or have an unpleasant experience, the recommendations given will be bad or not even recommended to others.

4. Destination image on testimony with tourist satisfaction as a moderating variable

Tourist satisfaction as a moderator here weakens the relationship between destination image and testimonials. This means that tourist satisfaction from the destination image owned by a tourist destination in the Banten Lama area has not been able to be a strong reason for someone to provide testimonials. Because the satisfaction felt has not been able to make tourists provide testimonials or recommendations.

5. Tourist Attraction on testimony with tourist satisfaction as a moderating variable

Tourist satisfaction weakens the relation between attractiveness and testimonials. Based on these results, tourist satisfaction from the attractions possessed by tourist destinations in the Banten Lama area has not been able to become a strong reason for someone to give a testimony. Because the satisfaction felt from the attractiveness of tourist objects in the Banten Lama area has not been able to encourage tourists to provide testimonials or recommendations.

CONCLUSION

This research it can be concluded that the results and discussion entitled "Destination Image Tourism Attractiveness and Testimonial with Tourist-Satisfaction as Moderating" are as follows:

1. There is a relation between Destination Image and Testimony because the test result show that $T\text{-count} > T\text{-table}$.
2. There is a relation between Tourist Attraction and Testimony because the test result show that $T\text{-count} > T\text{-table}$.
3. There is a relation between Tourist Satisfaction and Testimony because the test result show that $T\text{-count} > T\text{-table}$.
4. Tourist Satisfaction as a moderating variable weakens the relation between Destination Image and Testimony based on the test result.
5. Tourist Satisfaction as a moderating variable weakens the relation between Tourist Attraction and Testimony based on the test result.

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