

The Analysis of Tourist Perceptions Toward the Tourist Attractions in Larike Village at Central Maluku Regency

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DOI: 10.31364/SCIRJ/v12.i01.2024.P0124978

<http://dx.doi.org/10.31364/SCIRJ/v12.i01.2024.P0124978>

Abstract

Purpose – This study aims to analyze the effect of the perception of information quality, service quality, and destination image on tourist satisfaction and to formulate alternative strategies for developing tourist destinations in Larike Village.

Methodology – This research was conducted in tourist destinations in Larike Village using 297 visitors as respondents for two weeks. The survey conducted to get respondents to fill out the questionnaire was direct and through an online questionnaire. Data were collected through observation, direct interviews, focus group discussions, and questionnaires. The analysis technique uses SEM AMOS.

Findings – The results of the analysis show that there is a positive and significant influence between perceptions of information quality and service quality on destination image, information quality and service quality on tourist satisfaction, and destination image perceptions on visitor satisfaction.

Originality – The findings of this study show that the influence of destination image is quite important in terms of information quality and service quality on tourist satisfaction. In this study, it was found that the quality of information affects destination image which has not been tested by previous researchers.

Keywords: *Perception of Information Quality; Service Quality; Destination Image; Tourist Satisfaction.*

1. Introduction

This research was conducted to find out the potential that exists in Larike Village that can be developed as a tourist object and attraction. Tourism development in Larike Village should be able to reduce the community pressure on the use of resources in tourist areas and improve people's welfare, and also become an alternative economic source for today's society without reducing the potential for further use of natural resources in these tourist attractions. Tourism development has an important role in regional development and opening or increasing employment and employment opportunities for communities around tourist areas. Thus, the concept of tourism development is expected to support providing a diversity of tourism types and increasing the competitiveness of tourism development, including in Central Maluku.

The importance of tourism development is an absolute requirement to increase the interest of tourists visiting a destination. Access to information provides an opportunity to find out more about tourist destinations in a particular area. On the other hand, the information quality and service quality at various destinations are important factors in enhancing the image of a tourist destination. Based on observations made at several tourist objects in Larike Village, it was found that Larike Village has various good potentials to be developed. These potentials are agriculture, fisheries, and tourism. Related to the tourism potential, Larike Village has tourist objects that have become icons in Maluku, including Batu Layar, Morea (eels), and Pancuran Kuning among several other tourist attractions. The tourism potential so far has not been managed properly. Therefore, the right development needs to be done to improve the image of a tourist object based on the perception or behavior of tourists.

Tourist behavior (Tosun et al., 2015) consists of three stages; the choice to visit a destination, the evaluation results, and subsequent behavioral intention. The evaluation results include travel experience or perceived service quality during the stay,

perceived value, and satisfaction. Meanwhile, behavioral intention is related to the intention to review and willingness to recommend to others. The relationship between quality, satisfaction, and behavioral intention has been studied in the field of hospitality and tourism over the last two decades (Baker & Crompton, 2000; Cronin, Brady, & Hult, 2000; Oh, 1999), where image is an important factor in encouraging tourists to visit a destination.

The Good image plays an important role in tourist behavior (Aliman et al., 2014) and provides a greater likelihood of returning to the same destination (Bigne et al., 2001; Chi & Qu, 2008). Some researchers claim that tourist loyalty increases if destination image has a direct effect on behavioral intentions through quality, perceived value, and satisfaction, which in turn affect behavioral intentions (Jin et al., 2013). Previous studies have found that destination image influences tourists in the process of selecting a destination, then can influence their intentions (Chi & Qu, 2008).

Several studies have shown that destination image facilitates a positive influence on perceived tourism service quality as well as satisfaction and intention to return to the intended destination (Aliman et al., 2014; Allameh et al., 2015). On the other hand, other studies have shown that service quality has a stronger influence on destination image (Yang et al., 2014; Akroush et al., 2016). Tourists with a good image perception will show a higher preference for other alternative destinations in the decision-making process and it will be an attraction to that destination. If the perception and the experience of visiting a place as a whole are compatible and profitable, then this can lead to loyalty behavior, which is the intention to visit again or recommend it to other tourists. However, tourists who show a negative image of a destination will be more likely to avoid and show reluctance to travel to a place or change destinations as a consequence of their desire to make a visit which will reduce their loyalty behavior (Zhang et al., 2014). Furthermore, Bigne et al., (2009) showed different results, where destination image and satisfaction were not related to tourists' intention to return. Meanwhile, other studies claim there is an effect of destination image on visitor satisfaction, where the image has a positive and very strong impact on visitor satisfaction (Munhurrin et al., 2015; Allameh et al., 2015).

One of the supporting aspects of tourism development is tourism promotion. Chen et al., in Aunalal (2017) stated that tourism service providers must be able to design, develop, and provide services with high-quality innovation to consumers. Technology adoption is needed in service innovation and customer needs need to be identified to be able to design good services. One way that can be used is through social media which can provide quality information. The importance of a tourism development strategy is an absolute requirement to increase the interest of tourists visiting a destination. Access to information provides an opportunity to find out more about tourist destinations in a particular area. On the other hand, the quality of information and quality services at various destinations is the important factors in enhancing the image of a tourist destination. Therefore, this study aims to analyze the effect of perceived information quality, service quality, and destination image on tourist satisfaction.

Literature Review

Service quality is a concept that has generated a great deal of interest and debate in the research literature due to the difficulty in defining and measuring it without any other consensus developing. There are many different definitions of service quality. One definition that is commonly used to define service quality is the extension of services needed or expected by consumers (Zeithaml et al., 2002).

Tasci and Gartner (2007) state that "destination image is interactive between thoughts, opinions, feelings, visualization and intentions towards the destination" which not only shows cognitive, affective, and conative dimensions but also has an impact on tourists' decisions in choosing tourist destinations. Destination image is used to explain the attributes of a tourist attraction holistically (Echtner and Ritchie, 1991). Tourism literature that reviews the relationship between destination image and value has not been studied much. Lai et al., (2009) in their research found that the image of company customers is influenced by their perceptions of perceived value. Several studies have shown that destination image has an impact on the value felt by tourists (Ryu et al, 2008; Jin et al, 2013). Many tourism researchers have discussed the reasons why people travel. They have studied tourist behavior; and found many important things from the image of a tourist destination and this perception has an impact on tourist' satisfaction (Prayag and Ryan, 2012).

Many studies have identified the factors that cause the success of information technology systems. One of the well-known studies related to the quality of information technology is conducted by DeLone and McLean (1992). The information technology system success model was developed by DeLone and McLean (1992) in their study of various previous studies and theories which were then developed in a parsimony model. This model was later developed under the name of the DeLone & McLean

information system success model (D&M IS Success Model). The proposed model reflects the interdependence of six information system success measures. The six elements or factors or components or measurements of this model are 1) system quality; (2) Information Quality; (3) Use; (4) User satisfaction; (5) Individual impact; and (6) Organizational impact. This success model is based on the process and causal relationships of the dimensions in the model. This model does not measure the six dimensions of information system success measurement independently but measures them as a whole influencing one another. In its development, various criticisms emerged against this model, the criticism is from Seddon and Alter in Jogiyanto (2007). But in the end, after 10 years, the revised model of the success of this information system was finally accepted by many parties and supported in many empirical studies (DeLone & McLean, 2003). The communication theory framework (DeLone and McLean, 2003) develops measures to evaluate the effectiveness of information system designs. The model then adds service quality as a variable that influences not only user satisfaction but also user intention.

Oliver (1993) states that customer satisfaction is a summary of the psychological conditions that result when the emotions surrounding expectations do not match and are multiplied by the feelings that are formed about the consumption experience. Westbrook & Reilly in Tjiptono (2011) mentioned that consumer satisfaction is the emotional response of tourists to their experiences related to the product or service purchased. Consumer satisfaction is very dependent on consumer perceptions and expectations. In tourism, the level of satisfaction is generally displayed as a function of expectations before and after the trip, i.e., when the tourist experiences a pleasant feeling, he will be satisfied but when he experiences an unpleasant feeling, he will not be satisfied. Tourist satisfaction is a behavioral phenomenon, which is shaped by the emotional and cognitive factors of tourism activities and evaluations of various elements and forms of destinations.

Theoretical framework and Hypothesis

This framework begins by identifying factors that are considered as supply and demand from the tourism aspect and contribute to increasing community economic growth. Destination competitiveness obtained through the identification and evaluation of supply and demand factors determine the destination's image through the perception of destination information and the destination services qualities. Then it affects tourist satisfaction and even their decision to re-visit the tourist destination and recommend it to others or not. Tourism demand is influenced by the availability of free time and increased income. More free time and income will increase the desire of tourists to travel. Followed by advances in land, sea, and air transportation technology that are increasingly safe, comfortable, and inexpensive, it can increase the ability of the lower and middle class to enter the air transportation market. Tourism supply is considered to be a factor forming the image of the destination.

Quantitative testing of the model built by the research was carried out to determine tourist perceptions of destination images formed from tourism demand (motivation and experience) and tourism supply (promotion, accessibility, and infrastructure) which encourage the formation of tourist perceptions of information and services which in essence will result in tourist satisfaction with the intended destination. The satisfaction of tourists can make them loyal to the destination. This loyalty will be shown in the form of their intention or behavior to return to the destination.

Based on the literature review and the theoretical framework, the hypotheses raised in this study are:

Hypothesis 1: Perception of Information Quality has a positive effect on Destination Image

Hypothesis 2: Perception of Service Quality has a positive effect on Destination Image

Hypothesis 3: Perception of Information Quality has a positive effect on Tourist Satisfaction

Hypothesis 4: Service Quality Information has a positive effect on Tourist Satisfaction

Hypothesis 5: Destination Image has a positive effect on Tourist Satisfaction

2. Research Method

This research was conducted in Larike Village, West Leihitu District, Central Maluku Regency. Data collection was carried out through desk study, observation, interview, and questionnaires as well as Focus Group Discussions. The sampling technique was carried out through non-probability sampling using purposive sampling with the criteria that the sample is the tourists who have visited Larike Village. The sample size in this study is 297 visitors. The operational definitions of the variables are: (a). Perception of information quality (X1) is a measure of the output of the information system. Perception of quality information in the context of tourism is measured subjectively by visitors or tourists who are related to a tourist attraction. This variable is measured in 2 dimensions with 6 questions adopted from research by Rodgers et al., (2005), Ladhari & Leclerc, (2013), and Lin &

Lee, (2013); (b) Perceptions of Service Quality (X2) are tourists' perceptions of the performance of a service in an area that attractive for tourists to visit. This variable is measured by 5 dimensions which include 8 questions adopted from research by Parasuraman et al. (1988), Chen & Tsai (2007), and Akroush et al., (2016); (c) Tourist Attraction Image (Y1) is a psychological construct formed from someone's perception toward the different attributes/components on a tourist attraction. This variable uses two dimensions which include 6 questions adapted from research by Hankinson, (2005), Tosun et al., (2015), and Qu et al., (2011); (d) Tourist satisfaction (Y2) is the level of someone's feelings on the results of a comparison of the performance of tourism services that received and expected. This variable is measured using one dimension and 8 questions adapted from research by Lee et al., (2011) and Aliman et al., (2014). The hypothesis testing was carried out using Structural Equation Modeling through Amos Software version 23.

3. Findings and Discussion

3.1 Respondent Description

The respondent in this study were as many as 297 people. Respondent characteristics include gender, age, occupation, income, the frequency of visits, time of last visit, and sources of information on tourist attractions. The complete description of the respondents can be seen in Table 1.

Table 1. Characteristics of Respondent

Characteristics	Category	Frequence	Percentage (%)
Type Gender	Man	163	54,9
	Woman	134	45,1
Age	18 - 25 years	70	23,6
	26 - 35 years	106	35,7
	36 – 45 years	69	23,2
	> 45 years	52	17,5
Occupation	Student	90	30,3
	PNS/BUMN/TNI/Polri	125	42,1
	Self-employed	34	11,4
	Pensioner/Retired	6	7,7
	Unemployment	19	2,0
	others	35	6,4
Income	<= Rp. 2 Million	108	36,4
	> Rp 2 – 5 Million	98	33,0
	> Rp 5 – 10 Million	72	24,2
	> Rp 10 Million	19	6,4
Frequency of visit	First time	74	24,9
	Second time	87	29,3
	> Second time	136	45,8
Last of visit	2022	114	38,4
	2021	60	20,2
	2020	71	23,9
	2019 and before	52	17,5
The source of tourist attraction	Family/Friends	88	29,6
	Internet	106	35,7
	Tourist Event	99	33,3
	News Paper	4	1,3
Total		297	100

Source: Process Data (2023)

3.2 Testing Result

Hypothesis testing is done using Structural Equation Modeling. The results of testing the research instruments consist of Confirmatory Factor Analysis, Reliability, AVE, and Composite Reliability (Table 2).

Table 2. CFA, Reliabilitas, AVE, Composite Reliability Test

Item	Model and Item Index			
	Standard Loading	Cronbach Alpha	Composite Reliability	AVE
Information Quality		0,827	0,923	0,513

KI1	0.706			
KI2	0.660			
KI3	0.725			
KI4	0.622			
KI5	0.622			
KI6	0.652			
Service Quality		0,854	0,845	0,537
KP1	0.709			
KP2	0.722			
KP3	0.682			
KP4	0.686			
KP5	0.608			
KP6	0.641			
KP7	0.712			
KP8	0.726			
Destination of image		0,853	0,855	0,557
CD1	0.652			
CD2	0.779			
CD3	0.700			
CD4	0.745			
CD5	0.688			
CD6	0.694			
Tourist Satisfaction		0,819	0,927	0,519
KW1	0.698			
KW2	0.731			
KW3	0.706			
KW4	0.735			
KW5	0.745			
KW6	0.676			
KW7	0.737			
KW8	0.663			

Source: Process Data (2023)

Furthermore, the hypotheses testing proposed in the study was carried out. The results of the Goodness of Fit test can be seen in Table 3. Based on the results of testing the suitability of the model through absolute fit measures, incremental fit measures and parsimonious fit measures can show all model suitability indices have a good values, it can be concluded that this research model is categorized as good. Furthermore, the results of hypothesis testing can be seen in Table 4.

Tabel 3. Goodness of Fit

Type goodness of fit model	Index goodness of fit model	Cut of value	Result	Information
Absolute fit measures	Chi square statistic (χ^2 or CMIN)	Minimal Value	82,864	Good
	Normed χ^2 (CMIN/DF)	$\leq 2,00 \leq 3,00$	1,923	Good
Incremental fit measures	GFI	$\geq 0,90$	0,921	Good
	RMSEA	$\leq 0,08$	0,054	Good
	CFI	$> 0,95$	0,956	Good
Parsimonious fit measures	TLI	$> 0,95$	0,955	Good
	AGFI	$> 0,90$	0,912	Good

Source: Process Data (2023)

Table 4.
Hypothesis Measurement and Analysis

	Hypothesis	Estimated Value	Standardized Estimation	Critical Ratio (CR) = t	p-value	Results
H1	Perception of Information Quality has a positive effect on Destination Image	0,304	0,062	4.879	0,000	Accepted
H2	Perception of Service Quality has a positive effect on Destination Image	0,463	0,078	5,919	0,000	Accepted
H3	Perception of Information Quality has a positive effect on Tourist Satisfaction	0,424	0,075	4,904	0,000	Accepted
H4	Service Quality Information has a positive effect on Tourist Satisfaction	0,210	0,051	4,095	0,000	Accepted
H5	Destination Image has a positive effect on Tourist Satisfaction	1,253	0,211	5,935	0,000	Accepted

Source: Process Data (2023)

The test results as shown in Table 4 show that all the hypotheses proposed in this study are supported. Furthermore, the results of hypothesis testing can be shown in the structural model image as shown in Figure 1.

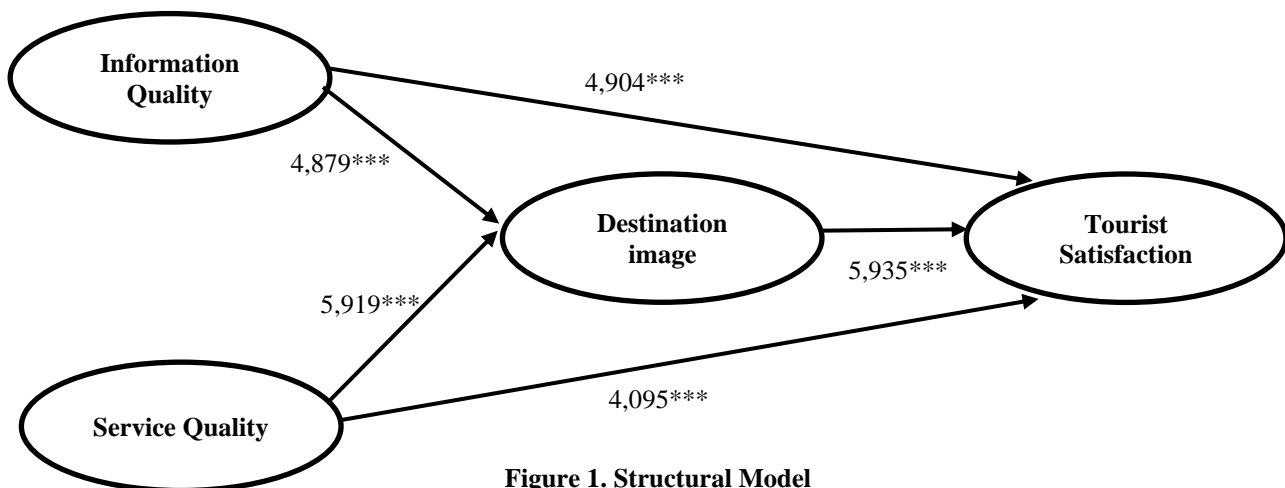


Figure 1. Structural Model

3.3 Discussion

The first hypothesis in this study is that there is a significant positive relationship between perceptions of information quality and perceptions of destination images. The results of the analysis using SEM AMOS showed a path coefficient value of 0.304 with a statistical value of 4,879 (> 2.53) at a 95% confidence level (0.05). This result can be interpreted that the influence of the perception of quality information on perceptions of the destination image is significant. Thus it can be concluded that the first hypothesis is supported because it is proven empirically. These results are in line with the findings of Riera et al., (2015) which provide an overview of tourist destinations that depend on information and content generated by tourists. This is also in line with the findings of Beerli & Martin (2004) who concluded that the internet can influence the perceived image of a destination, generally considering that the internet is a source of induction information. These findings are also in line with the theory of DeLone & McLean which makes information quality together with service quality and system quality as one of the variables that predict the successful use of information technology which will have an impact on the user. Sources of information to promote tourist destinations can be done through blogs, social networks, photos, videos, and reviews on hospitality websites. Because these different web platforms define image building for tourist destinations, providers and marketing organizations have to analyze content differently for both their agents and users. By doing this, tourists can determine whether the projected image is following

the image they want. This is also in line with the findings of Beerli & Martin (2004) who concluded that the internet can influence the perceived image of a destination, generally considering that the internet is a source of induction information. Based on these findings, it is important to analyze the influence of tourist behavioral information on destination images. The process of building an image for this destination involves two basic issues. On the one hand, this indicates that people may have already created a destination-specific image before accessing and using the destination's promotional information source. This image measurement is a key factor in designing your marketing strategy, so you can modify your targeted advertising strategy to efficiently respond to the strengths and weaknesses, accuracy and inaccuracy of your target images. On the other hand, facts have proven that images can change during a trip to a destination, so the image held by tourists who have visited the destination and those who have not visited the destination are different. You have to distinguish between the images you have.

The second hypothesis in this study is that there is a positive and significant influence between the perception of service quality and the perception of the destination image. The results of the analysis using SEM AMOS showed a path coefficient value of 0,463 with a statistical value of 5,919 (> 2.53) at a 95% confidence level (0.05). The test results show that the service quality has a positive effect on the image of tourist attraction destinations in Larike Village. This finding is in line with research conducted by Akroush et al., (2016) which tested whether service quality from a tourism perspective influences tourist loyalty through the destination image. The test results show a positive and significant influence between the dimensions of service quality (Assurance, Reliability, Tangible Facilities, Empathy, and Responsiveness) with the destination image. Similarly the research from Lai et al., (2009) that they have tested the model of integration between service quality, value, image, satisfaction, and also loyalty. Based on these insights, it is important to analyze the impact of service quality on destination image. The process of building an image for this destination involves two basic issues. On the one hand, this indicates that people may have already created a destination-specific image before accessing and using the destination's promotional information source. This image measurement is an important factor in designing your marketing strategy, allowing you to modify your targeted advertising strategy to efficiently address the strengths and weaknesses, accuracy and inaccuracy of your target images. On the other hand, it has been proven that the image formed by tourists who have visited the destination and the image formed by tourists who have not visited the destination change during the trip to the destination. must be distinguished.

The third hypothesis is that there is a positive and significant relationship between the perception of information quality and tourist satisfaction. The results of the analysis using SEM AMOS showed a path coefficient value of 0,424 with a statistical value of 4,904 (> 2.53) at a 95% confidence level (0.05). The test results show that the perception of information quality has a positive effect on tourist satisfaction at tourist attractions in Larike Village. This finding is in line with the findings of Rodgers et al., (2005) who tested the effect of online experience on satisfaction and the relationship between satisfaction and loyalty. The findings prove that the quality of information is not directly related to online user satisfaction. Other findings that support this research are research conducted by Elias et al., (2015) which examined the factors that influence consumer satisfaction with online flight services by using 213 online flight services in Malaysia. The research results found a positive and insignificant relationship between information quality and user satisfaction. Tourists who feel that the availability of information about destinations is exactly what is needed will have high satisfaction with the destinations visited. The second indicator, namely the availability of timely information about destinations, makes a major contribution to tourist satisfaction with destinations. This means that promotional opportunities for tourist destinations are important, and it is important to prepare the necessary facilities, such as operator staff and destination staff, to constantly respond to information requests and provide information on an ongoing basis. It is indicated by the perception of tourists that there is. Accuracy is the activity of presenting information when a transaction occurs or when a competitor needs the information to deduce opportunities to make good and speedy decisions. Timeliness in this study is the timeliness of providing the information users need. However, this does not encourage travelers to be content with the destinations they visit. Based on these findings, it is important to examine tourists' perceptions of information quality and user satisfaction. High-quality information on user satisfaction influences travelers' intention to return to the destinations they visit. The tourism service industry and local authorities need to produce information that is accurate, timely, easy to use and perfectly tailored to the needs of tourists. This decision also requires that information presented at hotels, inns, airports, ports, tourist attractions, restaurants/restaurants, and other tourist assistance services should help customer service find the information they need. is. Information is also a prerequisite for building positive partnerships between tourism service providers and tourists. This view of information quality relates to the actual situation in terms of accuracy, timeliness and consistency. Contextual tourist information is also helpful as it is relevant, complete and up-to-date. Information quality is therefore a strong indicator of a traveler's satisfaction with a destination.

The fourth hypothesis is that there is a positive and significant influence on the perception of service quality and tourist satisfaction. The results of the analysis using SEM AMOS showed a path coefficient value of 1,253 with a statistical value of 5,935 (> 2.53) at a 95% confidence level (0.05). The test results show that perception of service quality has a positive effect on tourist satisfaction at tourist attractions in Larike Village. This finding is in line with research conducted by Bigne et al., (2001), Castro et al., (2007), Lee et al., (2011), Lin & Lee (2013), Jalilvand et al., (2014), Kim et al., (2012), Allameh et al., (2014),

Aliman et al., (2014) and Ridwan et al., (2015) in the tourism context. Their research results support the relationship between the perception of service quality and tourist satisfaction. Furthermore, Allameh in his research examining the relationship between perception of quality and tourist satisfaction emphasized that the perception of service quality at a tourist destination is an important factor that influences satisfaction and behavioral intentions and must receive special attention in the management of tourist destinations.

The fifth hypothesis is that there is a positive and significant influence between the perception of destination image and tourist satisfaction. The results of the analysis using SEM AMOS showed a path coefficient value of 0,210 with a statistical value of 4,095 (> 2.53) at a 95% confidence level (0.05). The test results show that destination image has a positive effect on tourist satisfaction with tourist objects in Larike Village. The construction of the destination image is represented by two dimensions, namely affective and cognitive dimensions with six indicators. The influence of each indicator of destination image perception on tourist satisfaction at a tourist attraction in Maluku Province can be explained as follows: An attractive destination environment contributes to tourist satisfaction. Someone doing travel, they are driven by a motive to do a tour. This finding is further strengthened by recent findings by Allameh et al., (2014) who found a positive and significant relationship between destination image and tourist satisfaction which gives strong support to tourist empathy and efficiency thus managers must increase tourist satisfaction at the destinations. As well as Hau & Omar (2014) proved that destination image strongly can predict tourist satisfaction. These findings support the results of this study by concluding that tourist satisfaction can be created by having a positive destination image.

4. Conclusion

The study results show support for the five hypotheses proposed in this study. A few conclusions can be drawn from this. For example, it is important to analyze the impact of the quality of information and services on tourist behavior and image of destinations. Information is also a prerequisite for building positive partnerships between tourism service providers and tourists. In addition, the impact of destination image on tourist satisfaction is underpinned by tourism knowledge of the destination and the reasons for visiting it. In addition, it is necessary for those involved in tourism to consider improving the quality of information and services that hold the key to current tourism development.

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