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The Influence of Destination Image on Tourist Revisit Interest in the Bogor Botanical Gardens

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ABSTRACT

To create sustainable tourism, it is necessary to have an interest in returning to visit. One of the factors a tourist comes to visit again is influenced by several tourism factors, one of which is the image of the destination. This research was carried out at one of the tourist attractions in West Java province, namely the Bogor Botanical Gardens. In this study, SmartPLS was used using the SEM method. The results of the research show that destination image influences tourists' intention to revisit with an R-square of 71.7%.

Keywords: *Destination Image, Tourist Revisit Interest, Bogor Botanical Garden, Sustainable Tourism*

1. INTRODUCTION

The tourism sector in Indonesia is currently developing rapidly. The positive contribution of a region's tourism sector has implications for all parties involved in the tourism industry to manage tourism professionally. The ability of a region to manage and develop its tourist objects will provide great benefits for the region concerned [1]. Bogor City is one of the cities in West Java province which has a very potential tourist destination area, various types of tourist attractions are offered including natural tourism, artificial tourism, religious tourism, cultural tourism, educational tourism and so on. The icon of this city is the Kujang Monument and the nickname for this city is called the rainy city because it has high rainfall but not only that, according to quotes (ITS Campus, HMPL News, 2022) the various nicknames were added not for free, but there is a purpose and background to it. First, Bogor City is known as the City of Rain. Due to the high rainfall, Bogor is located in an area surrounded by 3 mountains, namely Mount Gede, Mount Pangrango and Mount Salak. So, it got the nickname Rain City. Second, the City of a Thousand Angkots. There are lots of Inter-City Transport (Angkot) looking for passengers around the shoulders of the road causing traffic jams, it's no surprise that on the roads around Bogor there are lots of public transport available. Third, Snack City, because Bogor City has very diverse and varied culinary snacks. Apart from that, the city of Bogor is also known for its tourist icon, namely the Bogor Botanical Gardens.

Quoted in the article [2] Packaging the tourism industry must involve all parties so that the development process can run according to the desired goals. The aim is to build a strong image in producing superior attractions in a tourist destination. Tourists will provide assessments and evaluations to determine decisions when visiting a tourist attraction. So, related to this, the destination image has a strong influence on the level of tourist visits. This statement is supported by research [3] that destination images are also very vulnerable to ongoing global issues. Tourism is closely related to development dimensions such as economic dimensions, political dimensions, historical dimensions, socio-cultural dimensions, security dimensions, health dimensions, marketing dimensions, planning dimensions, environmental dimensions and others. The image of the destination is described as an object, as well as the impressions and beliefs that a person has about a tourist attraction. In order to realize the development of a good tourist destination, it is necessary to

improve the quality and quality of the destination in order to create a good image of the destination in the eyes of visitors and the public. Empirical studies [4], explain aspects of destination image as a manifestation of the quality of attractive views, cultural conditions and historical sites at tourist destinations. This means that the image of the destination is more attached to the atmosphere of the tourist attraction.

The city of Bogor is one area that has well-known tourism potential, namely the Bogor Botanical Gardens. Bogor Botanical Gardens is a large botanical garden located in Bogor City, Indonesia. Precisely on Jl. Ir. H. Juanda No.13, Paledang, Central Bogor District, Bogor City, West Java 16122. The area reaches 87 hectares and has a collection of 15,000 types of trees and plants. Initially, this garden would only be used as an experimental garden for plantation crops that would be introduced to the Dutch East Indies. Bogor Botanical Gardens has 5 Pillars, namely conservation, education, research, natural tourism, environmental services. Empirical studies [4], explain aspects of destination image as a manifestation of the quality of attractive views, cultural conditions and historical sites at tourist destinations. This means that the image of the destination is more attached to the atmosphere of the tourist attraction. Based on the explanation previously explained, researchers are interested in conducting research with the title "The Influence of Destination Image on Tourist Revisit Interest in the Bogor Botanical Gardens.".

2. METHODS

This research was conducted at the Bogor Botanical Gardens, Jl. Ir. Juanda No.13, Paledang, Central Bogor District. Bogor city. West Java. There are various kinds of plants with varying ages, making the Bogor Botanical Gardens have a positive destination image influence that can attract tourists to repeat visits. The ideal potential of this destination makes tourists feel comfortable and happy when they want to visit the Bogor Botanical Gardens again to relieve boredom from daily activities.

Types of Research and Data Sources

The research that the author conducted is included in the quantitative type. According to [5], quantitative research is a research procedure that produces data in the form of written words (numbers/letters) and spoken words from the people being observed. There are also data sources that the author uses in research, including the following:

1. Primary data, is data obtained directly from the field or data obtained from respondents through a list of questions in the questionnaire.
2. Secondary data, secondary data is obtained from literature studies, related documentation, previous research and so on which are documentary in nature such as theories.

Data Collection Technique

In this research, researchers used data collection techniques by distributing questionnaires, namely written questions asked to respondents in certain statements. The list of statements was prepared in a question format consisting of several questions related to the image of the destination and its influence on interest in revisiting the Bogor Botanical Gardens and respondents were unable to provide other alternative answers. Answers will be quantified using a Likert scale. There are 5 answer categories according to [6].

Tabel 1 : Answer Category

Answer Category	Score
Strongly Disagree	1
Disagree (TS)	2
Netral (N)	3
Agree (S)	4
Strongly Agree (SS)	5

Source: Sudaryono, 2017

The analysis used as a hypothesis test in this research is Structural Equation Modeling (SEM) analysis with the Partial Least Square (PLS) approach. Structural Equation Modeling generally tests causality or theory, while PLS is more of a predictive model. PLS is a powerful analysis method because it is not based on many assumptions. For example, data must be normally distributed, the sample does not have to be large. Besides being able to be used to confirm theory, PLS can also be used to explain whether there is a relationship between dependent variables. PLS analysis is carried out in two stages, namely:

1. The first stage is to test the measurement model, namely testing the validity and reliability of the construct of each indicator.
2. The second stage is to carry out a structural model test which aims to determine whether there is an influence between variables/correlation between constructs as measured using the t test from PLS itself

3. RESULTS AND DISCUSSION

The results of the characteristics of respondents based on gender show that the majority are 70 men (56.9%) and 53 women (43.1%), the dominant age of respondents ranges from 18 to 27 years with an average education level of diploma level/scholars with a frequency of visits dominated by respondents more than once.

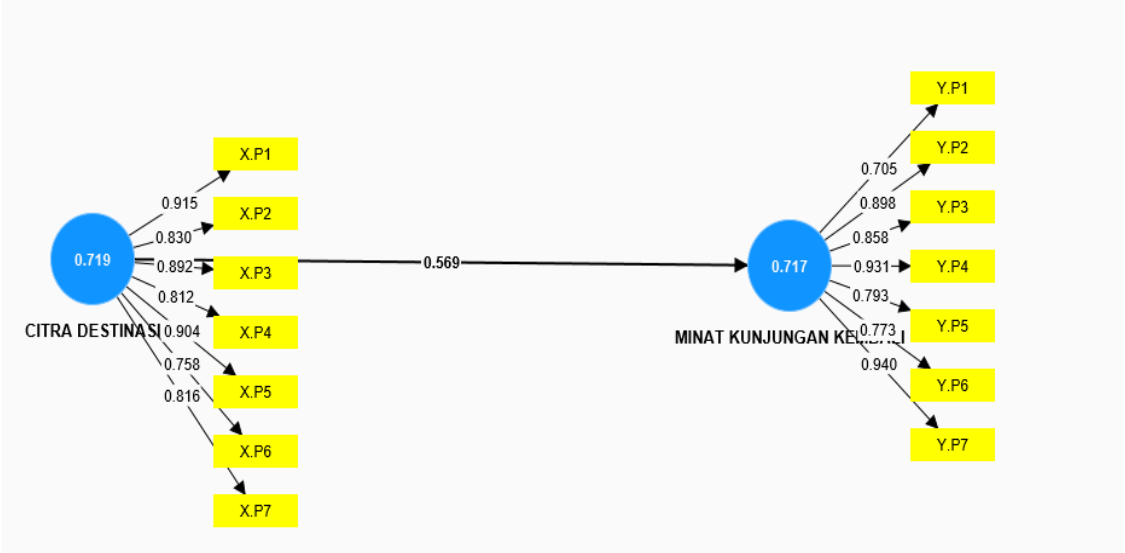

Figure 1. Research Result Model

There are three criteria in using data analysis techniques with SmartPLS 4 to assess the outer model, namely Convergent Validity, Discriminant Validity, and Composite Reliability. The following are the results of the outer model:

Convergent Validity

Tabel 2. Convorgent Validity

Variabel	Indikator	Loading Factor	Rule of Thumb	Conclusion
Destination Image	X1.P1	0.915	0.700	Valid
	X1.P2	0.830	0.700	Valid
	X1.P3	0.892	0.700	Valid
	X1.P4	0.812	0.700	Valid
	X1.P5	0.904	0.700	Valid
	X1.P6	0.758	0.700	Valid
	X1.P7	0.816	0.700	Valid
Tourist Revisit Interest	Y.P1	0.705	0.700	Valid
	Y.P2	0.898	0.700	Valid
	Y.P3	0.858	0.700	Valid
	Y.P4	0.931	0.700	Valid
	Y.P5	0.793	0.700	Valid
	Y.P6	0.773	0.700	Valid
	Y.P7	0.940	0.700	Valid

Source: Data Processed, 2024

Convergent validity of the measurement model can be obtained from the correlation between the item/instrument score and the construct score (loading factor) with the criteria for the loading factor value of each instrument being > 0.7, then the data is declared valid or meets the required convergent validity. Based on the variable table Destination Image and Revisit Interest > 0.7, meaning the data is valid.

Discriminant Validity

Discriminant validity assessment has become a generally accepted prerequisite for analyzing relationships between latent variables. For variance-based structural equation modeling, such as partial least squares, the Fornell-Larcker criterion and cross-loading checks are the dominant approaches to evaluating discriminant validity. To test discriminant validity, it can be done by examining Cross Loading, namely the correlation coefficient of an indicator with its associated construct (cross loading) compared with the correlation coefficient with another construct (cross loading).

Tabel 3 Fornell-Lacker Criterion Descriminant Validity

	Destination Image	Tourist Revisit Interest
Destination Image	**0.848**	
Tourist Revisit Interest	0.569	**0.847**

Source : Data Processed, 2024

Composite Reliability

After testing the validity of the construct, the next test is the construct reliability test which is measured by Composite Reliability (CR) from the indicator block that measures the CR construct which is used to display good reliability. A construct is declared reliable if the composite reliability value is > 0.6. According to [7] the composite reliability coefficient must be greater than 0.7 although a value of 0.6 is still acceptable. However, it is not absolutely necessary to carry out an internal consistency test if construct validity has been met, because a valid construct is a reliable one, whereas a reliable construct is not necessarily valid.

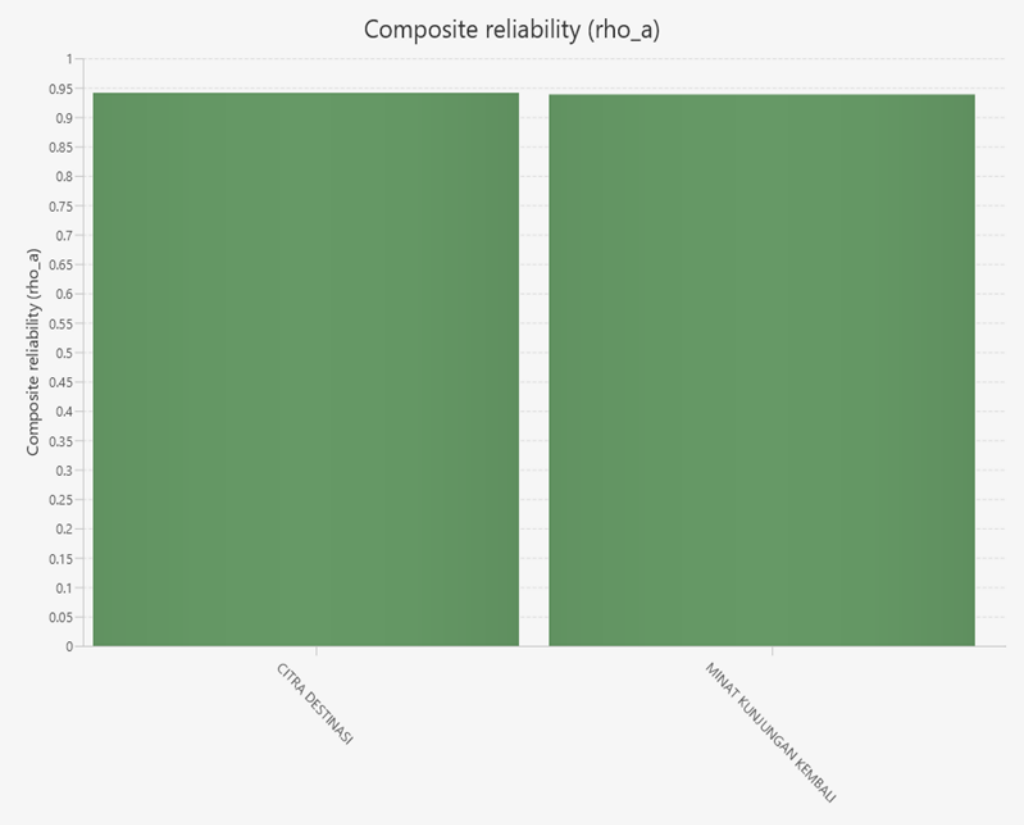

Figure 2. Composite Reliability

Based on the output image of the SmartPLS results, the 4 construct values for each variable Destination Image (X) and Tourist Revisit Interest (Y) have a value greater than > 0.60, which means that all variables are declared reliable.

Inner Model Analysis

After evaluating the model and finding that each construct meets the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, the next step is to evaluate the structural model which includes testing model fit, Path Coefficient, and R. Model fit testing is used to find out whether a model fits the data

Path Coefficient

The significance test for the influence of exogenous variables (Interior Design and Taste) on endogenous variables (Service Purchasing Decisions) is carried out using the T test where the criteria are if the t-count/statistical value > t-table or p-value < 0.05 then the variable is exogenous has a significant effect on endogenous variables and vice versa if t-count/statistics < t-table or p-value > 0.05 then Ha1 is accepted. H01 is rejected, Destination Image has an effect on Tourist Revisit Interest.

Tabel 4. Path Coffecient

	T statistics	P values
Citra Destinasi -> Minat Kunjungan Kembali	5.948	0.000

Source : Data Processed, 2024

Test the Taste Hypothesis on Destination Image

H_{01}: Destination image does not significantly influence tourists' repeat visit interest

H_{a1}: Destination image does not have a significant effect on Visitor Loyalty

Based on the table with a P-Value value of 0.000 < 0.05 or with a t-statistic of 4.350 > 1.660, H_{01} is rejected and H_{a1} is accepted, which means that Taste has an effect on Customer Loyalty

Fit Models

	Saturated model	Estimated model
NFI	0.705	0.705

NFI values ranging from 0 – 1 are derived from a comparison between the hypothesized model and a certain independent model. The model has a high suitability if it is close to number 1. Based on the SmartPLS 4 test results in the table above, it can be concluded that the NFI value is 0.705, which means that the model suitability can be described as good [8].

R square

The inner model (inner relations, structural model, and substantive theory) describes the relationship between latent variables based on substantive theory. The structural model is evaluated using R-square for the dependent construct. The R value can be used to assess the influence of certain endogenous variables and whether exogenous variables have a substantive influence (Ghozali, 2014). The R results of 0.67, 0.33, and 0.19 indicate that the model is "good", "moderate", and "weak" [9].

Variabel	R-Square
Tourist Revisit Interest	0.717

Based on table 4.8, the R Square value is 0.717, this means that 71.7% of variations or changes in Consumer Satisfaction are influenced by Product Quality, Price and Promotion while the remaining 28.3% is explained by other causes. So it can be said that the R Square for the Consumer Satisfaction variable is good.

CONCLUSION

Destination image has a positive influence on interest in repeat visits. A positive relationship means that as a good destination image increases, tourist interest in repeat visits will increase. there needs to be increased efforts in the form of maintaining natural attractions, namely beautiful natural scenery; improving infrastructure, namely adequate facilities; increasing the atmosphere, namely a comfortable and pleasant atmosphere; improving the social environment where workers and local communities are friendly and helpful: and there is value for money, namely tourists who visit are willing to pay the price for the experience they get. Then it is recommended to continue to give the impression of a lively Bogor Botanical Gardens destination, an exciting or interesting destination and also a pleasant destination so that tourists will have a higher interest in returning to visit.

It is hoped that the results of this research will increase the reader's knowledge and can become a reference for further research. It is hoped that in further research the scope of research can be further expanded, including types of data processing and also a larger research sample.

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