UNIVERSITAS INDONESIA

THE RELATIONSHIP BETWEEN CITY OVERALL IMAGE AND TOURIST BEHAVIOR CASE STUDY: CITY OF BANDUNG

UNDERGRADUATE THESIS

CANDRIKA SAGITASARI

1306438671

FACULTY OF ECONOMICS AND BUSINESS

INTERNATIONAL UNDERGRADUATED PROGRAM

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DEPOK

JULI 2017

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STATEMENT OF ORIGINALITY

This thesis represents my own efforts and any idea or except from other writers is this paper, either in form of publication, have been acknowledged in this paper in accordance to academic standard or reference procedure.

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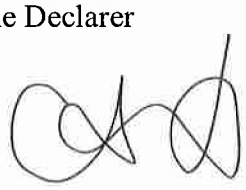

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LETTER OF APPROVAL

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Date : July, 2017

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Author

ABSTRAK

Nama : Candrika Sagitasari

Program Studi : International Undergraduate Program

Judul : Hubungan Antara Citra Keseluruhan Kota dan Perilaku Turis Studi Kasus: Kota Bandung

Sebagai salah satu sektor yang paling berkontribusi dalam Produk Domestik Bruto (PDB) Indonesia setelah minyak dan gas, pertambangan dan batu bara, dan minyak kelapa sawit, pariwisata telah menjadi salah satu sektor yang sedang diberikan perhatian lebih. Namum, untuk meraih titik tertinggi dalam kinerja sektor pariwisata, pemerintahan Indonesia masih harus banyak melakukan beberapa hal. Sebelum menarik wisatawan mancanegara, ada baiknya untuk fokus terlebih dahulu kepada wisatawan domestik. Bandung sebagai salah satu kota yang telah memiliki kinerja yang baik, dalam riset ini, Bandung akan dianalisa berdasarkan Kepribadian Tempat Tujuan, Citra Afektif, Kualitas Tempat Tujuan, Citra Keseluhuran, Intensi untuk Menyarankan, dan Intensi untuk Mengunjungi Kembali dengan tujuan untuk dapat membuat strategi pemasaran yang paling baik untuk Kota Bandung untuk menarik wisatawan.

Kata Kunci : pariwisata perkotaan domestik, citra tujuan, citra afektif, kepribadian tujuan, kualitas tujuan, pengalaman masa lalu, dan intensi perilaku.

ABSTRACT

Name : Candrika Sagitasari

Study Program : International Undergraduate Program

Thesis Title : The Relationship between Overall City Image and Tourist Behavior Case Study: City of Bandung

As the fourth biggest sector of contributor to Indonesia's Gross Domestic Product (GDP) after oil and gas, mining and coal, and palm oil, tourism has becoming one of the sector that Indonesian Government put more concern to. However, to reach the peakiest point of the tourism's performance, Indonesian Government still have to do a lot of things. Prior attracting foreign tourists, it is recommended to focus on the domestic tourist. Bandung as one of Indonesia's city that has been performing excellency, on this research Bandung will be analyzed based on Destination Personality, Affective Image, Destination Quality, Overall Image, Intention to Recommend, and Intention to Revisit in order to be able to make the best marketing strategy for Bandung to attract more tourists.

Keywords : domestic urban tourism, destination image, affective image, destination personality, destination quality, past experience, and behavioral intentions.

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CHAPTER 1

INTRODUCTION

1.1 Background

Travel and Tourism industry impacts on the economic and social development of a country can be enormous; opening up for business, trade and capital investment, creating jobs, and entrepreneurialism for the workforce and protecting heritage and cultural values (Tuner, 2015). To be specified, travel and tourism generated US$7.6 trillion, 10% of global GDP, and 277 million jobs for the global economy in 2014 (Tuner, 2015). Based on World Travel & Tourism Council: Travel and Tourism Economic Impact (2015), it has been predicted that travel and tourism will always escalation in contributing on global GDP and increasing on employment for 3.8% and 2%, respectively, in 2025. Based on United Nations World Tourism Organization in 2016, international tourist had increased for 4% in the first half of 2016 and also the exports from tourism sector had raised for 4% in 2015. But, it is also subject to constant and abrupt fluctuations: new destinations emerge rapidly and consumer preferences derive quickly, forcing destinations to find new ways to remain competitive (Couture, Arcand, Sénécal, & Ouellet, 2013).

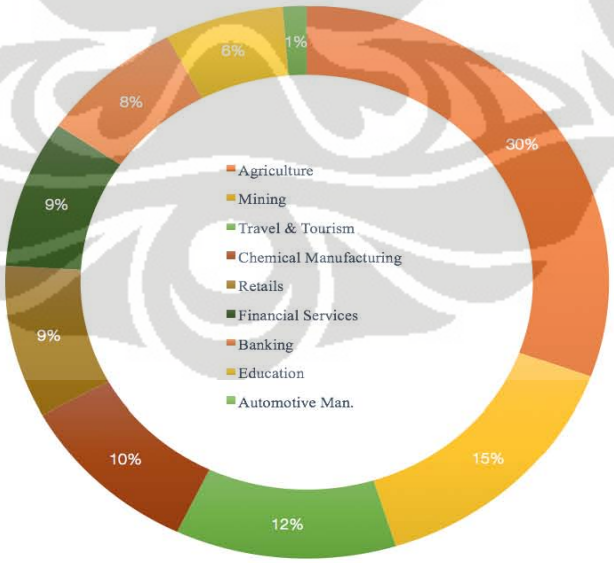


Figure 1.1 Contribution of Factors of GDP in Indonesia (in %)

Source: *Badan Pusat Statistik,* 2015

There are some roles of Travel & Tourism in Indonesia. First, international tourism is a vital source of foreign exchange and employment and an important feature of government's poverty-alleviation strategy (Harrison, David, Schipani, & Steven, 2007). Tourism effects economic growth positively through huge amount of foreign exchange earnings (Aktar, et al., 2014). According to Minister of Maritime and Resource, Rizal Ramli, said that tourism is the sector with the most potential to bring foreign exchange and the easiest to create jobs with low investment per person compare to capital-intensive industry (Ministry of Tourism, 2015). Secondly, based on *Badan Pusat Statistik,* tourism industry is on the fourth position after oil and gas sector, mining and coal sector, and palm oil sector. To be more precise, in 2015, based on Figure 1.1, Travel and Tourism sector has been contributing for 12% of all GDP of Indonesia. The 12% itself, it contributes around $US 80 billion and it has been always an increasing trend. Thirdly, if we wanted to see from the employment perspective, Travel and Tourism industry in Indonesia sustained a total 9.8 million direct, indirect, and induced jobs in 2014, this sector directly employs more people than all sectors in Indonesia, except for education, retail, and agriculture. To be compared, Travel and Tourism sector directly supports nearly twice as many jobs as mining sector.

Employment, 2014

	Direct, '000s	Indirect + Induced, '000s	Total, '000s	% Total Economy
Agriculture	39,400	10,760	50,160	43.0%
Mining	1,604	3,706	5,310	4.6%
Chemicals Manufacturing	400	3,038	3,437	2.9%
Automotive Manufacturing	288	858	1,146	1.0%
Retails (without wholesale)	8,045	15,116	23,161	19.9%
Financial Services	1,581	7,104	8,685	7.4%
Banking	1,077	2,184	3,261	2.8%
Education	5,200	5,059	10,259	8.8%
Travel & Tourism	3,326	6,488	9,814	8.4%

Figure 1.2 Employment in Indonesia, 2014

Source: World Travel & Tourism Council, 2014

But unfortunately, based on Blanke & Chiesa, in Travel and Tourism Competitiveness Report in 2013, despite all of the goodness that Indonesia has reached on the Travel and Tourism sector, if it compared to some other countries that has similar attraction, characteristics and travel destinations, Indonesia still has not been able to maximize its potential and still left behind to other country. Indonesia could only have contributed its Travel and Tourism sector on its GDP for 12%, while Thailand for 20% and Malaysia for 16%. According to Faculty of Tourism of University of Udayana's lecturer, I Putu Anom M Par, Indonesia still lacks supporting infrastructural facilities in Travel and Tourism sector (Marbun, 2014). In addition, according to Mari Elka Pangestu, former Minister of Tourism and Creative Industry of Indonesia, despite all of the exotic cultures and natures we have, we are unable to maximize our Travel and Tourism benefit due to several problems that we are facing, facilities and infrastructures, human resources, communications and publicities, policies and regulations, information technologies, community preparedness and investment that has not been much developed in rural area (Nursastri, 2014) and based on the Ambassador of Indonesia for Kazakhstan stated in (Syatiri, 2016), even though we have established free visa to 169 countries all over the world, the direct flight is still lacking. But in 2017, the Minister of Tourism of Indonesia, Arief Yahya, he believed in 2019 tourism industry will be the most contributed industry on the GDP.

With all the potentials and difficulties on Travel and Tourism sector, President of Indonesia, Joko Widodo, has been showing some seriousness to encourage Travel and Tourism as one of the economic drivers (Jefriando, 2016). Responding to the problem, the administration of President Joko Widodo has set an infrastructure target, to be achieved by 2019 by having bilateral agreements, in which 24 seaports, 15 airports, power plants with a capacity of 35,000 megawatts and nine million hectares of agriculture land will be developed (Putra, 2015). Some other steps had been done by the government to reach the target, for example by increasing the budget for Travel and Tourism from previously Rp.1.2 trillion to Rp 4.8 trillion for promotion and the development of travel destinations.

Knowing the importance of global Travel and Tourism's role in the economy, Joko Widodo did not forget to mention the importance of the domestic tourists as well, he said that he would like to start a new phase of Travel and Tourism by targeting

total visitors for foreigners 20 million and domestic tourist for 275 million tourists (Sihombing, 2016). In 2017, Joko Widodo asked all provinces and regions to find and develop its unique superiority so then each province and region has their own competitive advantage both in national and international level, he explained to look up to California that has been focusing to develop its region as the golf destination (Johara, 2017). Based on Mardianto (2017), Joko Widodo wanted to make ten "new Bali" destinations, Danau Toba, Belitung, Tanjung Lesung, Kepulauan Seribu, Candi Borobudur, Bromo-Tengger-Semeru, Mandalika, Labuan Bajo, Taman Nasional Wakatobi, and Morotai.

Aside from the list from Joko Widodo, Indonesia has other potential cities. In 2014, before Bandung was selected by UNESCO, a city that was included on the list made by UNESCO is Pekalongan which is also known as a "Batik City" (Nastiti, 2014). In Pekalongan, tourists can visit International Batik Center, Museum of Batik, and Kauman Batik Village. But based on Ricsa Mangkula, who used to be the Head of Kamar Dagang Indonesia of Pekalongan, the economics' climate has made the industry of batik went down, the currency exchange of Indonesia's rupiah to US dollar has made the price of the raw materials of batik went up, it affected the batik's industry directly because Indonesia, until now, is importing the raw material, both chemical and the more fabrics (Antara, Industri Batik Pekalongan Kian Menurun, 2015). Based on the Minister of Cooperatives and Small & Medium Enterprises of Indonesia, Anak Agung Gede Ngurah Puspayoga, in 2017, a city with a well-developed tourism industry will have a good Small & Medium Enterprises (SMEs), with this statement, Puspayoga wanted Pekalongan to develop more on its tourism industry because he believed Pekalongan has a lot of potentials, for example, use batik as the city's uniqueness because batik has been known worldwide (Antara, 2017).

In 2017, based on the Minister of Tourism of Indonesia, Arief Yahya, tourism industry of Banyuwangi is more promising than mining industry. He said that Banyuwangi can be in leading the tourism and creative economy industry with the support of its strategic geographic location and exotic natural resources (Rachmawati, 2016). MY Bramuda, the Head of Government of Tourism Office of Banyuwangi, said in 2017 that the potential of tourism aspects of Banyuwangi has already been decent in an international level. Furthermore, he said Banyuwangi is ready to be the "second of Bali" for Indonesia's tourism industry. On the other hand,

Banyuwangi is still having some troubles, like its lack in human resources for the tourism industry (Info Banyuwangi, 2017).

Based on an economist from Faculty of Economics and Business University of Indonesia in 2017, Dias Satria, Malang is no longer basing their economy on manufacture industry and cigarette industry because both are experiencing "sunset" now, and to keep Malang's economy growing, Malang is now focusing on tourism industry with their several famous tourist destinations. For example, Kota Batu that has been one of national tourist destinations (Anam, 2016). The growing trend of Kota Batu has triggered other industries grow, hotel accommodations, culinary, and souvenir. With these good factors, Malang's economy still might not perform really well because it still has some obstacles, including the airport and toll as the access for the tourist to enter Malang.

Bandung has been included on the list of Creative Cities Network by The United Nations Educational, Scientific, and Cultural Organization (UNECSO) with other 116 cities from 54 countries all over the world (Burhani, 2015). Bandung listed as a design city and an innovative hub for creativity and entrepreneurship. Ridwan Kamil as the current Mayor of Bandung has been using his education's background, Master of Urban Design that he got from University of Berkeley, to plan the development of Bandung. After being elected in 2013, Bandung has many new projects ever since, with 15 biggest projects, including Light Railway Transit, Cable Car, electronic bus for Trans Metro Bandung, Creative Centre, Innovation Centre, Art Market, revitalization of Market Cijerah, Sarijadi, Sukahaji, and Kosambi, and reservation big water tank to avoid flood (Ramdhani, 2016).

In 2017, aside from all other cities in Indonesia, Bandung received an "A" score in *Akuntabilitas Kinerja Instansi Pemerintah Kabupaten dan Kota* from the Ministry of Administrative Reform and Bureaucratic Reform for the second time and the minister, Asman Abnur, he also asked other regencies and cities to follow Bandung's trace and explained that Bandung has succeeded on cutting their budget by doing e-budgeting up to 35% or around Rp 2 trillion (Roni, 2017). Not only appreciation of the national region, Bandung was also rated by Jason Pomeroy, a world class architect, as a smart city that should be followed by other provinces and cities in Indonesia (Yoenus, 2017). After being elected in 2014 as the Regent of Lebak, Iti Octavia Jayabaya has asked Ridwan Kamil to guide her in developing Lebak and made an agreement with Bandung, so that Lebak could find and develop its potential

aspects (Nurmatari, 2017).

With many access and transportation to Bandung, starting with private cars, bus, train, and also airplane, Bandung has been one of the city-break destinations for people living outside Bandung, especially Jakarta's people because the distance between both cities is only around 150km. Also, it makes Jakarta's people like to spend their weekend in Bandung and according to Ridwan Kamil, in every week, there are more than 22,000 Jakarta's cars entering Bandung (Keteng, 2014). Based on the data from The Governance of Bandung, since 2012, Bandung has a positive trend of the number of domestic tourists. In 2012, it has 5,080,584, while in 2013, it has 5,388,292. In 2014, it has 5,627,421, and in 2015, it has reached the number of 5,877,162 tourists. Also, it has been predicted that it will be keep on increasing due to the in-progressing project of fast train connected Bandung and Jakarta (*Badan Pusat Statistik, 2015).*

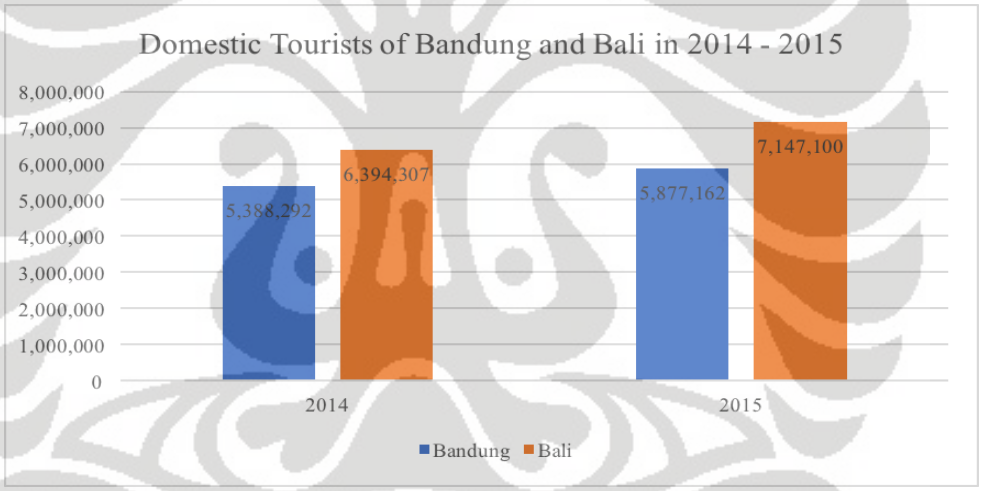


Figure 1.3 Domestic Tourists of Bandung and Bali in 2014 - 2015

Source: *Badan Pusat Statistik*, 2015

Even though Joko Widodo called the new ten destinations as the "new Bali", Bandung has leading number of tourists than other cities in Java, but still have number of domestic tourists below Bali. To be compared with Bali, Bali has domestic tourists for 6,394,307, and it keep on increasing until 2015, reaching the number of 7,147,100 (*Badan Pusat Statisik*, 2015). With these numbers, Bandung still has something to do to compete with Bali to increase its tourism industry. Other than that, according to Utama (2016), Bali as a tourism destination has image described

by the tourists as a rich culture, history, and art as the most prominent image of Bali. Bali is also perceived as a good destination for vacation and recreation. The social environment of Bali and the tourism infrastructure are still perceived to have a good image among the tourists. Thus, it is important that Bandung increasing their overall image to influence tourists' behavior. However, to find out the factors for the Bandung Local Government and Government Tourism Office of Bandung to increase Bandung's overall image effectively is crucial. Thus, this research purpose Destination Personality, Affective Image, and Destination Quality as the factor to increase Bandung's overall image. This research will provide information of what is its Destination Personality, Affective Image, and Destination Quality state based on customers' perception to make effective branding and promotion strategy as domestic urban destination.

1.2 Problem Statements

Factors that have relationships with overall city image to affect the tourists' behavior.

1.3 Research Objectives

Based on the problem statement, the research objectives of this study are as follow:

1. To determine whether there is a relationship between Destination Personality and Overall Image.
2. To determine whether there is a relationship between Affective Image and Overall Image.
3. To determine whether there is a relationship between Destination Quality and Overall Image.
4. To determine whether there is a relationship between Overall Image and Intention to Recommend the destination.
5. To determine whether there is a relationship between Overall Image and Intention to Visit the destination.
6. To determine whether Overall Image mediates the relationship between

Destination Personality, Affective Image, and destination quality and Intention to Recommend and Intention to Revisit.

1.4 Research Contribution

1.4.1 Research Contribution to Practitioner (Local Government of Bandung, Government Tourism Office of Bandung, Business and Citizens in general)

This research can be a source of information and a reference to create an effective marketing strategy to gain visitors to Bandung and to improve its tourism industry. It will help the Government Tourism Office of Bandung to make the promotion of Bandung to attract tourists coming to Bandung. Aside from that, this research can broaden up knowledge of marketing management especially on customer's perception to know about their travel intention.

1.4.2 Research Contribution to Readers

This research will give explanations about destination personality, affective image, destination quality, overall city image, intention to visit and intention to recommend the destination, specifically in Bandung, and it may become a reference for the further research.

1.4.3 Research Contribution to the Researcher

This research will give the researcher a chance to explore and apply all of the knowledge that has been received and learned in the University of Indonesia. Also as a form of matter and dedication as an Indonesian to increase its Travel and Tourism industry.

1.5 Scope of Analysis

1.5.1 Unit of Analysis

This research respondent is limited Indonesian who is living in any city in Indonesia other than Bandung and have gone or known about Bandung with age between 18 until 55 years old. This is because based on Global Business Travel Association (2011), age between 18 until 55 years old is a range of age where people go travel.

1.5.2 Geographic Scope

The research will be conducted in Jakarta, the capital city of Indonesia because of its large and diverse population, with over 9.608 millions of citizens coming from all of other cities in Indonesia.

1.6 Writing Systematic

The following systems are the one to be used in segmenting the parts of the research paper:

CHAPTER 1 - BACKGROUND

The first chapter, it will consist on matters as background, problem formulation, research purpose, scope of research, methodology, and lastly the systematic writing.

CHAPTER 2 – LITERATURE REVIEW

The second chapter, it will consist of the secondary data obtained. In this chapter we will explain about theories, knowledge and literature studies that will help and provide support for this research paper. Literature studies are obtained through journals, articles, and books relevant in this research paper's topic.

CHAPTER 3 – RESEARCH MODEL

The third chapter, it will consist the model of this research. The following chapter mainly discuss about research design, population, samples, and lastly the means of obtaining the samples.

CHAPTER 4 – RESEARCH METHOLOGY

The fourth chapter, it will consist of the methodology of this research. The following chapter will be discussing about research method, means of obtaining and storing data, the model used, the variables and the operations of the variables, the

instruments, and lastly the techniques used.

CHAPTER 5 – ANALYSIS AND FINDINGS

The fifth chapter, it will focus on explaining the analysis results of all the research activities, data collected, and model that is used to answering the problem formulation that was previously created.

CHAPTER 6 - CONCLUSION

The sixth and final chapter, the discussion here will mainly be the conclusion of the research and what we believe can be contributed to parties that can used this research in good cause. Other than that comments and critics concerning the research is also explained here, including future preferences in elevating the research.

CHAPTER 2

LITERATURE REVIEW

2.1 Tourist

Tourism is the definition of a travel activities that is done by an individual or a group of people by visiting a particular destination to recreation purpose, self-developing, or learning about unique tourist attractions temporarily. Meanwhile, tourist is every individual that is visiting a place where it is not their habitation in a certain period of time, pushed by one or several purposes without any intentions to get some incomes, for example, holiday, recreation and sport, visiting relatives and friends, mission, attending a meeting, conference, health, study, and religion (Ministry of Tourism Indonesia, 2014).

2.2 Domestic Tourist

The term of domestic tourists refers to residents of a certain region who join cultural attractions in locations other than their residential city (Molinillo & Japutra, 2016). Cultural attractions are usually a primary enthusiasm for domestic tourists to visit a destination (Wu, Wall, & Zhou, 2014). Since domestic tourism has been found to have a great effect on the regional growth (Cortés-Jiménez, 2008; Xiao, 2013), a better acknowledgment of domestic tourist behaviors would be beneficial both to regional policy makers and to business managers, who could smear this information to fulfill visitors' needs and maximize the return on investment by targeting the most profitable tourist (Perdue, 1996).

2.3 Tourism Industry

The tourism itself is the relations and impacts that are created from foreigners who are stopping at a certain place, as long as the staying is not permanently. While based on UU RI about the tourism (Bab I, Pasal I), tourism is formulated with all of the things that has a relation with tour, including object and tour attraction and all of the business that is related to that industry.

In 2002, Morrison & Anderson, said that tourism has to merge the ideas about

the tourism and has to get many encouragements from all parties on managing and marketing of the tourism. This industry is shapeless, so that many experts state this industry as a smokeless industry. Based on Hunzier (1952) on (Yoeti O. , 2008), tourism industry is as an arrangement of business activities in which consist of various kind of producing goods and services to fulfill and satisfy the needs of the tourists. Based on Yoeti (2008), tourism industry will not survive if there is no support from some parties, for example like, airlines, hotel accommodations, restaurants, and others that are directly giving services to the tourist, because without these factors, tourists will not be able to fulfill their needs during their stay.

Based on Middleton (1988) on (Yoeti O. , 2008) the product of the tourism industry is a bundle consists of both tangible and intangible products that are used by the tourists while they are visiting a certain tourist destination. The tourists will assess the package as an experience that can be bought with a certain price. Based on that explanation, Yoeti (2008), categorized five main components for total production of tourism industry:

1. Destination Attractions

   Destination Attractions is about the attractiveness of the tourist destination that can urge the tourist to visit. The attractiveness itself is including natural attractions, building attractions, cultural attractions, and social attractions.

2. Destination Facilities and Services

   What is meant by Destination Facilities and Services is all the facilities that are owned by the tourist destination to fulfill the needs of the tourists while they are visiting the destination, it includes accommodations, restaurants, and transportations.

3. Accessibility of the Destination

   Accessibility of the Destination is about the paid access with a certain price by the tourists that they can have while they are visiting a destination, for example, road infrastructures, tolls, airports and railways.

4. Images and Perception of the Destination

Image is an important factor for a tourist destination. The image itself can give influences to the potential tourists on choosing which packaged they want to pay and have. Images between different tourist destinations are always competing to each other. Therefore, operation activities to increase the image are necessary so then the image can make the potential tourists have a sense of desire that leads to the acceleration on purchasing the tourist packages offered.

5. Price of the Consumer

   The price needed for traveling is not cheap. The price of traveling is often competing with the price of the luxury products; this makes the tourism marketers have to be able to approach potential tourists that have more income that can be spent for them to travel.

2.4 Service

Service is defined by different ways from time to time. On a simple term, service is an action, a process, and an implementation. According to that simple term, Wilson, Zeithaml, Bitner, & Gremler (2012), on their book Service Marketing: Integrating Customer Focus Across the Firm, they distinct service as all economic activities resulting something not a physical product or a construction, in general, it consumed when the service is being produced, and adding some values, for example, easiness, happiness, on time, comfort, and healthiness.

Based on Kotler & Armstrong (2010), service is an action proposed by a party to another party, where it has a characteristic as an intangible product and not generates a possession. Lovelock & Wirtz (2007), defined service as an action or a performance causing a benefit to the customers by creating a change that is need by the customers. Service products have to be adapted from the customers' needs, with a realistic price, distributed through a safe channel, and actively promoted to the customers.

In general, service has four characteristics distinguishing it from a product and it affects the strategy, tools, and framework that is used to provide it. The four characteristics are (Wilson, Zeithaml, Bitner, & Gremler, 2012):

1. Intangibility

Service refers more on the action from an object. Service is cannot be seen, be felt, be sensed, be touched, unlike tangible products.

2. Heterogeneity

   Service is an action, often produced by humans so that there will not be two services with the same results (non-standardized output). The variance of service's result is also influences by different customers, each customer will have different demand and perceives the service in a different way.

3. Inseparability

   In general, service is sold first before it being produced and it consumed in a simultaneous way. This situation means that customer comes when the service is being produced, thus the customer can see and even they are able to take some parts on the production process.

4. Perishability

   Perishability refers to a fact that service is not a durable commodity, cannot be saved to reuse it in a another time, cannot be resold, or retuned.

2.5 Tourism Marketing

Marketing is as a completed system of business activities that is assigned to plan, pricing, promotion, and distribution of the goods or services fulfilling the needs of both consumers and potential consumers. Based on Macintosh (1995), he defined tourism as a compilation of relations that is happened because of the interactions happening between tourists, companies that are offering the services to the tourists, the government and the citizens that are being the host for the tourists in a certain tourist destination (Yoeti, 2003). Meanwhile, marketing tourism is defined as the completed activities that meet the needs and wants, so then the consumer, in this case is the tourists, will be satisfied and the seller will receive profits with the minimum risks (Yoeti, 1995 in Muljadi, 2014).

Tourism marketing is different from other types of marketing because it needs a unique marketing approach. Based on Morrison (2010), tourism marketing has five unique approaches:

1. Using More than 4Ps

While other marketing mix is only using Product, Price, Promotion, and Place, tourism marketing is adding another three elements, People, Packaging & Programming, and Partnership, or we can call it as 7Ps.

2. Word-of-Mouth

   Information from Word-of-Mouth is highly significant because this industry cannot apply sample or testing so that the potential tourists have to depend on previous tourists' experience and tips.

3. Emotional Appeals

   On doing tourism marketing, the marketers have to use more Emotional Appeals because tourism is an intangible service, the consumers are focusing more on emotional attractiveness on purchasing. Therefore, emotional attractiveness is one of the important role on this type of marketing.

4. New Concept Testing

   Tourism marketing needs a higher level of New Concept Testing because service business model is more easy to imitate compared to products. Therefore, organization or manager have to always try new concept to keep on leading the market.

5. Relationship with Complementary Organizations

   Tourism industry consists of several kinds of organizations. Therefore, it is important to keep the Relationship with Complementary Organizations, for example, supplier, Destination Marketing Organizations (DMO), tourists, and citizens.

2.6 City Branding

A brand is defined as a term that identifies goods and services to differentiate them from competitors (Bennet, 1995). It is a set of assets and liabilities linked to the brand name and a symbol that generates value for the firm, improving the efficiency of marketing programs (Aaker, 1996). A brand represents a firm's personality and enables differential positioning against competitors (Anholt, 2006; Hankinson & Cowking 1993). Brands apply both to products and services and even to places (Hankinson, 2007).

The concept that identifies the application of marketing to destinations, which emerged in the 1990s, is called place marketing (Ashworth &Voogd, 1990). This concept is termed city branding, and it was developed based on place marketing (Kotler & Gertner, 2002). This growing trend emerged as a reaction to the increasing competiveness in tourism as a result of globalization, starting in the 1990s (Berg, Klaassen & Meer, 1990; Kavaratzis & Ashworth, 2006; Kotler, Asplund, Rein & Haider, 1990). Because of its link to competition between destinations, city branding is a topic of interest for academics and politicians (Page et al., 2015).

In a global marketplace, competitiveness among cities as tourist destinations is primarily focused on building a unique attitude and brand image, providing memorable experiences, and developing positive word-of-mouth branding (Sahin & Baloglu, 2014).

2.7 Destination Personality

Initially, Biel (1993), suggested that brand personality evokes the emotions of the brand. Aaker (1996), following Biel's (1993) stance, stated that 'brand personality can deliver a link to the brand's emotional and self-expressive benefits as well as a basis for customer/brand relationships and differentiation' (p. 112). In this vein, Aaker (1997), asserted that brand personality can capture the emotional link between the consumer and the brand due to its pervasively symbolic, holistic and emotion-evoking nature.

Destination personality refers to the set of human characteristics associated with a destination (Ekinci & Hosany, 2006). It has been suggested that when tourists sense similarity or 'match' between destination personality and their own personality, this match could result in tougher emotional ties to the destination and lead to positive evaluation of the destination and higher intentions to travel by tourists (Ekinci & Hosany, 2006).

2.8 Affective Image

Theorists in tourism management have determined images as compilation of impressions, ideas, expectations, and emotional thoughts tourists maintain of a

place (i.e. Assaker, 2014), representing some associations and parts of information allied with a destination (Kotler, Haider, & Rein, 1993). Images reflect the perceptions of tourists of a destination that are constructed in their memory and mind (Cai, 2002).

The attribute-based conceptualization of destination image was initially developed by (Gartner, 1993) explaining that destination image consists of three components:

1. Cognitive
2. Affective
3. Conative

Cognitive assessments of a destination embrace beliefs and associated knowledge, which reflect tourists' evaluations of the perceived attributes of the destination (Bigné et al., 2009). The affective image component signifies tourists' emotional responses or appraisals of the destination (Hallmann, Zehrer, & Müller, 2014), while the conative image component entitles tourists' active consideration of a place as a potential travel destination, outlining a preferred future state tourists aim to carry out for themselves (Dann, 1996 and White, 2014). It has been generally accepted in the literature that destination image has influence on tourist behaviors (Lee, Lee, & Lee, 2005) Destination image plays two important roles in behaviors: (1) to influence the destination choice decision-making process and (2) to condition the after-decision-making behaviors including participation, evaluation satisfaction and future behavioral intentions, both intention to revisit and intention to recommend (Lee at al., 2005).

2.9 Destination Quality

According to Marketing Science Institute (2002), one of marketing research's goal is to determine the brand equity's strength. If a brand was managed accurately, it would be able to generate a strong brand or have dimensions that reflect the brand equity (Aaker, 1992). According to Aaker, (1991), brand equity is a collection of assets and expenses in a brand which is an accumulation of the values attached in the brand itself, as in the symbol, logo, and the name used by the brand. According to Kotler (1993), a brand has the brands equity if consumers were preferring a

product than other products, even though the products are not unique to each another product. At the end, brand equity will affect how consumers construct value on a product.

Zeithaml, Lemon, & Rust (2001), also said that brand equity can influence equity's formation in three specific ways, which are (1) brand equity generates stimulus for consumers, so that it can attracts new potential consumers for the company, (2) brand equity will remind the consumers to a product from the company, so that it can be resulting repetitious purchase, (3) brand equity can be an emotional intermediary between consumers and the brand. Kim, Ferrin, & Rao (2008), said the brand equity will impact the consumer's preferences, purchase intentions, and brand choice.

In conclusion, destination brand equity can be defined as the compilation of key factors that can be described as the overall utility that tourists place in the destination brand then parallel compared to its competitors (Ferns & Walls, 2012). Capon, Berthon, Hulbert, & Pitt (2001), suggested two types of brand equity; organizational brand equity and customer based equity. The organizational brand equity emphases on financial values, potential earning, market value, and replacement costs (e.g., Simon & Sullivan, 1993). While customer brand equity measures are categorized into four dimensions: awareness, image, perceived quality, and loyalty (Konecnik & Gartner, 2007).

As one of the aspect of Brand Equity, according to Zeithaml (1988), brand quality is referred as the customer's judgement about a brand's overall excellence. The term of quality can be objective from time to time, specifically for tangible products. It can be an important factor that will be influencing the consumer behavior in delivering values by offering a reason to purchase or consume (Aaker, 1991).

Even though according to Konecnik & Gartner (2007), none of the recent overviews of the literature explicitly mention the actuality of a quality dimension, based on Keller (2003), there are seven dimensions of product quality:

1. Performance
2. Features

3. Conformation Quality
4. Reliability
5. Durability
6. Serviceability
7. Style and Design

Moreover, in reviewing previous studies focusing on destination development, only few were found covering the topic of perceived quality (Fick and Ritchie 1991; Murphy, Prichard and Smith 2000; Weiermair and Fuchs 1999). This left Konecnik and Gartner in difficulties because the tourist's overall evaluation of a destination is a compilation of products, services, and experiences which in all these examples, quality is a vital element influencing consumer behavior.

Probably this abstractness of quality was led by the difficulty on how to operationalized the concept. Keane (1997), was endeavored to linked quality with pricing, which its importance has been recognized by others investigating destination development (Baloglu and Mangaloglu 2001; Crompton 1979; Echtner and Ritchie 1993). Thus, price is essential to quality. But other than price, the quality of the experience is also one of the factors that hypothesize the image construct (Baloglu & McCleary, 1999). Aside from that, based on Buhalis (2000), dimensions like environment and service infrastructure should be taken into the account to measure quality and as aforementioned, service quality has been recognized as the antecedent of satisfaction and behavioral intentions in a service setting. Quality, perceived value and satisfaction have been recognized as the antecedents of behavioral intentions (Petrick, 2004).

2.10 Overall Image

Overall image can become an important influence of perceptions and intentions to visit (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015). Formed by a variety of informational and promotional sources as well as travelers' personal knowledge of and direct experience with a location, image

is a driving force behind the evaluation of a destination and its selection for visitation (Gartner 1993). Similar to consumer brands, the image of a destination is critical in making it desirable for prospective visitors and offers "a pre-taste of the destination" (Fakeye and Crompton 1991, p. 10).

Affective image components can account for more variance in overall image evaluations and predict behavioral intentions (e.g., Baloglu and Brinberg 1997; Baloglu and McCleary 1999; Crompton 1979; Echtner and Ritchie 1991; Qu, Kim, and Im 2011). No study so far has simultaneously explored the predictive power of affective destination image and brand personality on overall destination image and behavioral intentions, both intention to recommend and to revisit the destination. This is important because if certain destination brand components are more influential than others in the formation of summary judgments, then pertinent weight can be given to their management to achieve more positive perceptions and increase visitation (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015).

2.11 Tourist Behavior

2.11.1 Intention to Recommend

The conception of customer loyalty has been conceptualized in three different ways (Uncles, Dowling, & Hammond, 2003) including: (a) attitudinal loyalty to the brand, (b) behavioral loyalty, and (c) co-determinants of brand purchases. From a behavioral standpoint, loyalty can be calculated directly by observing purchasing behavior, while from an attitudinal standpoint, loyalty can be calculated indirectly by the attitude or intention to recurrence the purchase (Hernandez-Lobato et al., 2006). Likewise, it is argued that 'loyalty can be assessed from the cognitive phase (for example, when the consumer receives information), affective phase (for example, an attitude of the fondness to the brand), conative stage (for example, behavioral intention) and action control (for example, behavioral consistency of repurchase)' (Lee, Graefe, & Burns, 2007). Therefore, recommendation intention could be observed as an indirectly measured loyalty or in the conative stage. In the

tourism situation, the level of destination loyalty is replicated in tourists' willingness to recommend the destination to others and the intention to revisit (Oppermann, 2000).

The importance of word of mouth has generated interest in the use of intention to recommend as a predictor of firm performance (Keiningham et al. 2007, Morgan and Rego, 2006 and Reichheld, 2003). Some resulting indication shows intention to recommend forecasts firm performance better than customer satisfaction (Keiningham Timothy et al., 2007 and Pingitore et al., 2007).

2.11.2 Intention to Visit

Acknowledging travelers' destination visit intentions is relevant for destination marketers because intentions are found to be robust predictors of future behaviors (Bianchi, Milberg, & Cúneo, 2016). Visit intention measures travelers' possibility of visiting a destination in the near future (Ferns & Walls, 2012). Intention to visit a destination is determined as the willingness to visit the destination (Abubakar & Ilkan, 2016). The choice to visit a destination is construed as a rational calculation of the costs and benefits of a compilation of alternative destinations (Chen, Shang, & Li, 2013). Based on Han, Hsu & Hseu (2009), when the evaluated outcomes are positive, the individual likely to possess a preferable attitude and he or she tends to perform a specific action, which in this case visit the destination (Na, Onn, & Meng, 2016). Based on Peter & Olson (2010), it is very important to forecast the visit intention of the consumers because it will help the marketers to make the most effective marketing strategy decisions in the future.

2.12 Profile Bandung

Bandung is the capital city of West Java Province in Indonesia located about 180km from Jakarta. Bandung has an area of 167.67 km^2 with 2,575,478 citizens and divided into 38 districts and 153 villages making it the nation's fourth largest city by the area, the third largest city by the population, and the second largest metropolitan by the division of the city.

Table 2.1 The Area Divisions of Bandung

Districts (*Kecamatan)*	Villages (*Kelurahan)*	Districts (*Kecamatan)*	Villages (Kelurahan)
Andir	6 villages	Cicendo	6 villages
Antapani	4 villages	Cidadap	3 villages
Arcamanik	4 villages	Cinambo	4 villages
Astanaanyar	6 villages	Coblong	6 villages
Babakanciparay	6 villages	Gedebage	4 villages
Bandung Kidul	4 villages	Kiaracondong	6 villages

Table 2.1 The Area Divisions of Bandung (Continue)

Districts (*Kecamatan)*	Villages (*Kelurahan)*	Districts (*Kecamatan)*	Villages (Kelurahan)
Bandung Kulon	8 villages	Lengkong	7 villages
Bandung Wetan	3 villages	Mandalajati	4 villages
Batununggal	8 villages	Panyileukan	4 villages
Bojongloa Kaler	5 villages	Rancasari	4 villages
Bojongloa Kidul	6 villages	Regol	7 villages
Buahbatu	4 villages	Sukajadi	5 villages
Cibeunying Kaler	4 villages	Sukasari	4 villages
Cibeunying Kidul	6 villages	Sumurbandung	4 villages
Cibiru	4 villages	Ujungberung	6 villages
	Total	**30 districts**	**153 villages**

Source: Compiled by the Researcher

Bandung has many historical stories as in the Dutch East Indies government planned to move its capital city from Batavia (Jakarta) to Bandung, that what made Bandung has many colonial buildings, for example, the famous *Gedung Sate* that

is now used as governmental building, but the plan was stopped because of the World War II. One of the reasons that makes Bandung special is the cooler temperature compare to other cities in Indonesia due to the altitude influence, making it one of the favorable city to plant and becoming an exclusive European resort area. Braga Street that people still can visit until now, grew into promenade street with cafés, restaurants, and boutiques shops and made "Paris van Java" as its nickname. After the Indonesia's independence, Bandung held several important events, for example, the first Asian-African Conference.

2.13 Tourism Industry in Bandung

Tourism Industry in Bandung is controlled by Tourism and Cultural Service of Bandung based on *Perda* 13 *Tahun* 2007. As a modern city, Bandung has been developed rapidly by increasing its number of new tourist destinations, for example like, entertainment centers, hotels, and restaurants. Aside from new tourist destinations, Bandung has many historical sites that was built since colonial era and also cultural sites, for example like, *Angklung* Center.

Bandung that has been known as one of the most creative city in Indonesia, especially in arts, music, and garments, making it has many factory outlets, distros, restaurants with live music, and also art centers. Under Ridwan Kamil's leadership, Bandung has built and renovated its parks becoming theme parks that has been successfully attracted tourists, in total Bandung now has 600 themed parks, including *Taman Jomblo, Taman Film, Taman Fotografi, Taman Musik, Taman Lansia, Taman Lalu Lintas,* and *Taman Persib* (PPID Kota Bandung, 2015).

Bandung has several destinations for tourists to visit, based on tourism website, TripAdvisor, Bandung has a lot to offer, including museums, theme parks, malls, streets, which will be listed below for at least 4 stars rated out of 5 stars based on the survey TripAdvisor conducted:

Table 2.2 Tourist Destination in Bandung

Tourist Destination in Bandung			
No	**Destination**	**No**	**Destination**
1	Geology Museum	16	Salman Mosque ITB

2	Braga Street	17	Patenggang Lake
3	Trans Studio Bandung	18	Sudirman Street
4	Bandung Grand Mosque	19	Tea Country
5	Paris Van Java	20	Pertapaan Karmel OCD
6	Cihampelas Walk	21	Ciater Hot Spring
7	Rumah Mode Factory Outlet	22	Cimahi Waterfall
8	Asian-African Conference	23	Keraton Cliff

Table 2.2 Tourist Destination in Bandung (Continue)

No	Destination	No	Destination
9	Gedung Sate	24	Cihampelas Walk Shopping Mall
10	Saung Angklung "Udjo"	25	Bank Indonesia Building
11	Forest Park Conservation	26	Trans Studio Mall
12	St. Peter's Cathedral	27	Asia Afrika Street
13	Bandung Institute of Technology	28	The Ranch
14	Sari Ater Hot Spring	29	Masjid Agung TSB
15	NuArt Sculpture Park	30	Selasar Soenaryo

Source: TripAdvisor (2017) Compiled by the Researcher

CHAPTER 3

RESEARCH MODEL

3.1 Research Design

Research design constitute the blueprint for the collection, measurement, and analysis of data (Cooper & Schindler, 2014). An appropriate research design is essential in guiding research process to ensure the analysis is conducted within a designated time (Malhotra, 2010).

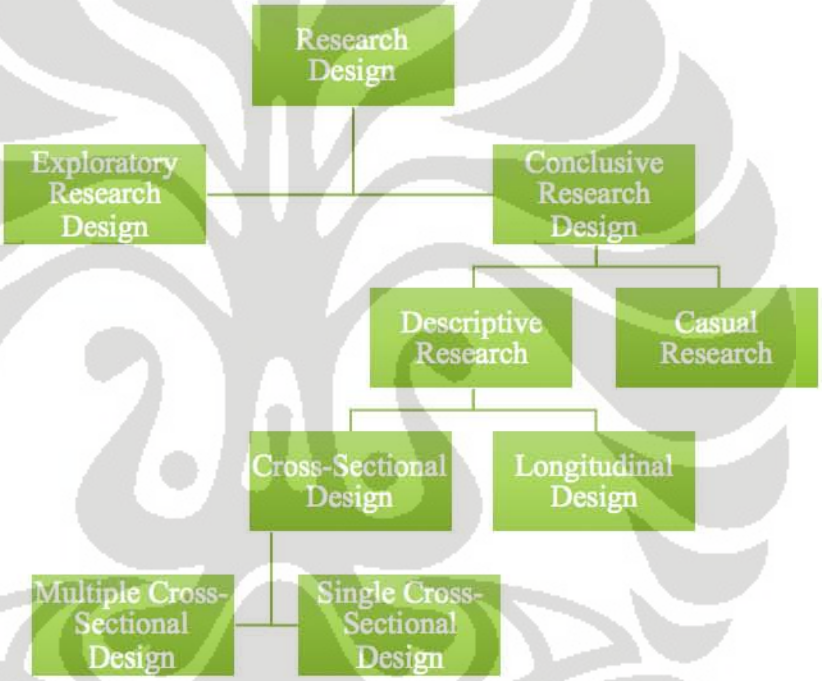


Figure 3.1 Classification of Marketing Research Design

Source: Marketing Research Sixth Edition (Malhotra, 2012)

According to Malhotra (2010), research design can be classified as exploratory and conclusive. Exploratory research is a type of research design that has as its primary objective the provision of insights into and comprehension of the problem situation confronting the researcher (Malhotra, 2010). Meanwhile, the conclusive research is a research that is designed to assist the decision maker in determining, evaluating, and selecting the best course of action to take in a given situation (Malhotra, 2010). By this definition, this research is using conclusive research design.

Furthermore, conclusive research design can be descriptive or causal (Malhotra, 2010). If the research is concerned with finding out *who, what, where, when,* or *how much,* then the study is descriptive (Cooper & Schindler, 2014). Thus, this research satisfies one of the objective of descriptive research, which is to discover of associations among different variables.

Moreover, based on the time dimension descriptive research can be classified into cross-sectional study and longitudinal study (Malhotra, 2010). Cross-sectional studies are carried out once and represent a snapshot of one point in time and only conducted by one person (Cooper & Schindler, 2014). While longitudinal studies involve making a series of observations more than once on members of the study population over a period of time (Cooper & Schindler, 2014). Since this research using the one-time data collection, which means using cross-sectional studies.

On this research, the researcher intended to analyze the relationship between destination personality, affective image, destination quality, overall city image, intention to recommend, and intention to revisit, especially in the City of Bandung. The researcher will examine whether there are any relationships between those six variables. The researcher will collect the data in accordance with research's objects that has been determined. The data that has been collected will be sorted and accounted as needed. Furthermore, the researcher will estimate the relationship between the data collected with partial least square on testing the hypotheses. The findings will be formulated on the last chapter of this research.

On the data collection, the researcher will use a structured questionnaire that will be distributed to the respondents. The distribution of the questionnaire will be conducted one time on one period (cross sectional section). On this research, the respondents are limited for Indonesian people who are whether have gone, known, and not living in Bandung, aging between 18 until 55 years old. In order to get the fitted respondents, at the beginning of the questionnaire, the researcher will put some screening questions.

Before the data collection for the main test, the researcher will conduct a wording test proses to 10 respondents and pre-test to 30 respondents in order to decrease the possible mistakes that could happen during the main test data collection, for example like the problem of wording. Wording test itself is beneficial for testing the understanding of the respondents to the whole questionnaire, filling instructions, list

of the questions, layout, and the words inside the questionnaire. Meanwhile, pre-test is conducted with the intention to see whether the questionnaire has already been accurate and consistent on measuring what should be measured.

In conclusion, this research is using conclusive research design with descriptive cross sectional study. Because the research is aim to discover of associations among different variables with data collection is conducted one time to get the sample from the population. Primary data collection of this research will be using survey by questionnaire to respondent who represent the research population will be explained more in the next part.

3.2 Data Collection Method

On this research, it will collect two types of data, primary data and secondary data.

3.2.1 Primary Data

Primary data is data originated from research for specific purposes of addressing the research problem (Malhotra, 2010). As Malhotra (2010), stated that questionnaires are the main means of collecting qualitative data in marketing research. Thus, this research will use primary data, which the researcher will obtain data through questionnaire to the respondents (The 6 point Likert scale and semantic differential). Primary data are data that are collected for the specific research problem at hand, using procedures that fit the research problem best. In addition, since nowadays the users of smartphones are keep on increasing, this research will use online questionnaire through GoogleForm by distributing the link of the questionnaire to potential respondents.

3.2.2 Secondary Data

Secondary data is easily accessible, that can be search through the internet that holds several interesting websites where individuals or research unites offer access to their data. This method will also be considered in this research as supporting data that obtained from the journal article, online journal, articles from newspaper, or any other media (Hox & Boeije, 2005).

In conclusion, to gather the primary data, the researcher will conduct by doing online survey using GoogleForm and the researcher will distribute the link to potential respondents. The questionnaire will be filled by the respondents or we can call it as

self-administered questionnaire. For the secondary data, the researcher will use some medias to gather the needed information and data through books, magazines, websites, and literature study owned by the local governments.

3.3 Population and Sample Research

A population is the total collection of elements about which we wish to make some inferences (Cooper & Schindler, 2014). The population of this study is Indonesian who are whether have gone, known, and not living in Bandung, aging between 18 until 55 years old.

In general, the minimum sample has to be five times from the measurement indicator (question). In this case the proposed question for measurement is 31 questions. Thus, the suitable respondent size is 155 respondents (Malhotra, 2010).

3.4 Sampling Method

The sampling method used is non-probability sampling, where the elements of the population does not have more than one chance to become a sample. This method is based on the personal assessment from the researcher, because the researcher can choose what kind of elements that will be included into the sample based on the criteria that is made by the researcher. This method can estimate the characteristic of the population but there is a chance that the result cannot be evaluate objectively (Hair et al., 2010).

On this research, the technique of the non-probability sampling that will be used is convenience sampling and snowball sampling. Convenience sampling is the technique to get the sample based on the convenience of the researcher. The selecting of the sample that is conducted by the researcher and the respondents will be selected generally because they both are in the same place and time (Hair et al., 2010). The researcher will do the convenience sampling by distributing the questionnaire to the respondents that is known or the researcher meet.

Snowball technique is the sampling method by choosing the respondents randomly and afterward, the selected respondents will choose other potential respondents based on that respondent's references and information. This method is conducted to make the researcher be able to get the characteristic that is difficult to be found in the population (Malhotra, 2010). The first characteristics of the respondents are must be Indonesian

with the age between 18 until 55 years old. The second characteristic is that the respondents must be whether have gone, known, and not living in Bandung.

The method that will be used to distribute the questionnaire is by distributing the link that will direct the respondents to the questionnaire that is made using GoogleForm, the website to make an online questionnaire.

3.5 Research Model

This conceptual model is adapted from reference journal by Dimitra Papadimitriou, Artemisia Apostolopoulou, and Kyriaki (Kiki) Kaplanidou, in the article "Destination Personality, Affective Image, and Behavioral Intentions in Domestic Urban Tourism" in journal of Travel Research (p. 302 – 315) (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015).

This research has six hypotheses. In the first hypothesis, there are one independent variable and one dependent variable. The independent variable is destination personality and the dependent variable is overall image. The second hypothesis also has one independent variable and one dependent variable. The independent variable is affective image and the dependent variable is overall image. The third hypothesis also has one independent variable and one dependent variable. The independent variable is destination quality and the dependent variable is overall image. The fourth hypothesis also has one independent variable and one dependent variable. The independent variable is overall image and the dependent variable in intention to recommend. The fifth hypothesis also has one independent variable and one dependent variable. The independent variable is overall image and the dependent variable is intention to visit. The last hypothesis has three independent variables, which are destination personality, affective image, and destination quality. While the dependent variables are two, which are intention to recommend and intention to visit and this hypothesis has one mediating variable, which is overall image.

In conclusion, this research has six variables with three variables contributing purely as independent variables, one variable contributing as an independent variable, mediating variable, and also as a dependent variable. While the last two variables are contributing purely as dependent variables.

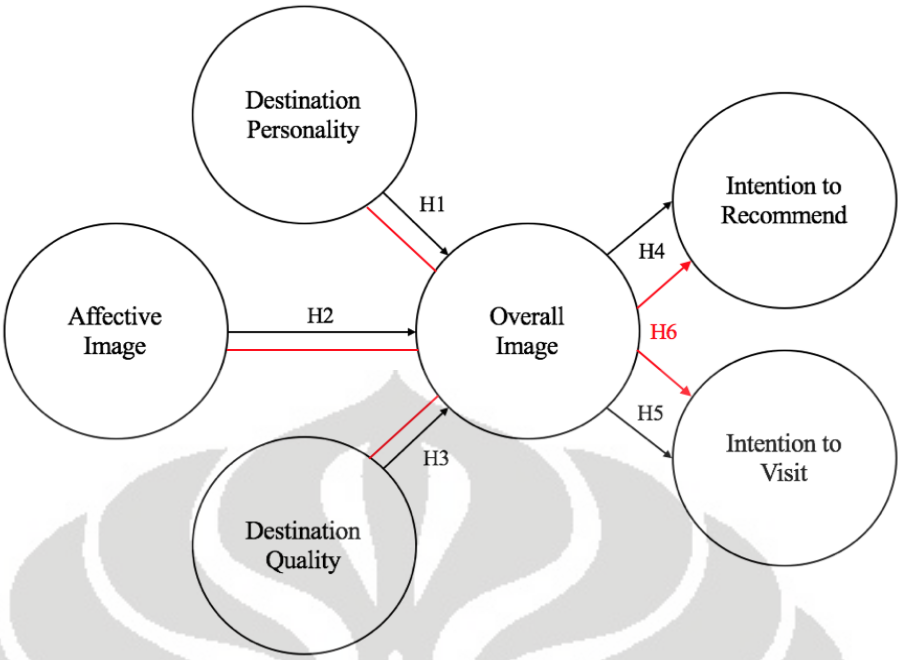


Figure 3.2 Research Model

Source: Constructed by the Researcher

3.6 Research Hypothesis

Based on the research model that has been explained before, this research will analyze six hypotheses as below.

3.6.1 Destination Personality has a relationship with Overall Image.

Brand personality can function as a point of differentiation for a brand and make it more competitive in its respective industry, especially when there is little distinction among products in that market (Aaker & Joachimsthaler, 2000). Based on Kim and Lee, brand personality and brand image apply to destination. The design has also been associated with other brand-related benefits such as the creation of strong and favorable brand associations and positive brand image as well as increased the scores of trust and loyalty by consumers (Phau & Lau, 2000). In addition, it has been found a relationship between destination personality and destination image (Hosany, Ekinci, & Uysal, Destination Image and Destination Personality: An Application of Branding Theories to Tourism Places, 2006). Furthermore, it has been suggested that value-expressive meanings of the destinations for example, destination personality, can be essential in understanding destination image (d'Astous & Boujbe, 2007).

H1: Destination Personality has a relationship with Overall Image.

3.6.2 Affective Image has a relationship with Overall Image.

When both the cognitive and affective dimensions of the destination image are considered, research has consistently highlighted the powerful role of affective image in the assessment of a destination (Sahin & Baloglu, 2011) . More clearly, findings by Baloglu & McCleary in 1999 explained that a large portion of the variability in the overall image of four international destinations was explained by the affective rather than the cognitive image dimension. Some studies found that other than cognitive elements, affective image components can be counted for more variance in overall image evaluations (e.g., Baloglu & Brinberg in 1997; Baloglu & McCleary in 1999; Echtner & Ritchie in 1991; Qu, Kim, & Im in 2011). Furthermore, on a previous research by Baloglu & McCleary in 1999 was saying that affective components have positive impact to the travel intention. In addition, when both the cognitive and affective components of destination image are considered, research has consistently highlighted the powerful role of affective image in the evaluation of a destination (e.g., Baloglu & McCleary in 1999; Hosany, Ekinci, and Uysal in 2007; Sahin & Baloglu in 2011). More specifically, findings by Baloglu and McCleary (1999) revealed that a large portion of the variability in the overall image of four international destinations was explained by the affective rather than the cognitive image component.

H2: Affective Image has a relationship with Overall Image.

3.6.3 Destination Quality has a relationship with Overall Image.

The enthusiast tends to have knowledge or experience necessary to make judgments of destination quality and will choose destinations with adequate products and services to fulfill or exceed his/her expectations (Ferns & Walls, 2012). As related to a destination, Konecnik and Gartner (2007) posited that brand quality is a strong and influential component of customer-based brand equity when applied to a destination.

H3: Destination Quality has a relationship with Overall Image.

3.6.4 Overall Image has a relationship with intention to Recommend the destination and to Revisit the destination.

Based on Papadimitriou, Apostolopoulou and Kaplanidou (2015), overall image can become an important influence of perceptions and intentions to visit. The importance of tourists' affective evaluations of a destination in assuring positive behavior and word of mouth behavior has also been highlighted in more recent work (Hosany in 2012; Hosany & Gilbert in 2010). In addition, Hosany and Gilbert (2010) showed that emotions along with satisfaction are significant predictors of tourists' intention to recommend the destination to others. Moreover, Russel & Pratt in 1980 suggested that affective image can be used to explain behavioral intentions, an argument supported by Ekinci and Hosany (2006) who showed that affective image (with destination personality) was a better predictor of intention to recommend a destination to others. Furthermore, previous research saying that the importance of tourists' affective evaluations of a destination in ensuring positive attitudes and word of mouth behavior has also been highlighted in more recent work (Hosany 2012; Hosany and Gilbert 2010).

H4: Overall Image has a relationship with Intention to Recommend the destination.

H5: Overall Image has a relationship with Intention to Revisit the destination.

3.6.5 Overall Image mediates the relationship of Destination Personality, Affective Image, and Destination Quality with Intention to Recommend and Intention to Revisit the destination.

Some studies indicate that besides cognitive elements, affective image components can predict behavioral intentions (e.g., Baloglu and Brinberg 1997; Baloglu and McCleary 1999; Crompton 1979; Echtner and Ritchie 1991; Qu, Kim, and Im 2011). Ekinci and Hosany (2006) showed that a destination's personality and the affective component of its destination image are significant predictors of visitors' intention to recommend the location to others. In addition, similar findings were produced by

Ekinci, Sirakaya-Turk, & Baloglu (2007), who found that the *conviviality* dimension of destination personality positively and significantly influenced travelers' intention to return to the destination (Turkish Riviera) and their willingness to engage in word-of-mouth communication. In addition, previous research conducted by (Jalilvand et al. (2012) saying that destination image has a positive significance to travel intention.

H6 A : Overall Image mediates the relationship between Destination Personality and Intention to Recommend.

H6 B : Overall Image mediates the relationship between Destination Personality and Intention to Revisit.

H6 C : Overall Image mediates the relationship between Affective Image and Intention to Recommend.

H6 D : Overall Image mediates the relationship between Affective Image and Intention to Revisit.

H6 E : Overall Image mediates the relationship between Destination Quality and Intention to Recommend.

H6 F : Overall Image mediates the relationship between Destination Quality and Intention to Revisit.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Operationalization of Research Variable

The operationalization will elaborate each item from each variable from the questionnaire. On this research, it has six variables, Destination Personality, Affective Image, Destination Quality, Overall Image, Intention to Recommend, and lastly Intention to Revisit. Destination Personality has ten items using Likert Scale 1 – 6 adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015). Affective Image has four items using Semantic Differential 1 – 6 adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015). Destination Quality has five items using Likert Scale 1 – 6 adapted from (Ferns & Walls, 2012), (Tosun, Dedeoglu, & Fyall, 2015), and (Assaf & Tsionas, 2015). Overall Image has four items using Likert Scale 1 – 6 adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015) and (Han, Li-Tzang, & Lee, 2009). Intention to Recommend has three items using Likert Scale 1 – 6 adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015) and (Han, Li-Tzang, & Lee, 2009). While the last variable, Intention to Revisit has 5 items using Likert Scale 1 – 6 adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015) and (Ferns & Walls, 2012).

Table 4.1 Operationalization of Research Variable

Variable	Definition	Item	Scale	Reference
Destination Personality (DP)	Destination personality refers to the set of human characteristics associated with a destination (Ekinci & Hosany, 2006).	I think Bandung is exciting.	Likert Scale 1 - 6	Adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2014).
		I think Bandung is daring.	Likert Scale 1 - 6	
		I think Bandung is spirited.	Likert Scale 1 - 6	
		I think Bandung is original.	Likert Scale 1 - 6	
		I think Bandung is honest.	Likert Scale 1 - 6	
		I think Bandung is reliable.	Likert Scale 1 - 6	

Table 4.1 Operationalization of Research Variable (Continue)

Variable	Definition	Item	Scale	Reference
Destination Personality (DP)	Destination personality refers to the set of human characteristics associated with a destination (Ekinci & Hosany, 2006).	I think Bandung is wholesome.	Likert Scale 1 - 6	Adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2014).
		I think Bandung is down to earth.	Likert Scale 1 - 6	
		I think Bandung is creative.	Likert Scale 1 - 6	
		I think Bandung innovative.	Likert Scale 1 - 6	
Affective Image (AI)	Theorists in tourism management have defined image as sets of impressions, ideas, expectations, and emotional thoughts tourists maintai of a place (Assaker, 2014).	I think Bandung is unpleasant / pleasant.	Semantic Differential	Adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2014).
		I think Bandung is distressing / relaxing.	Semantic Differential	
		I think Bandung is ugly / pretty.	Semantic Differential	
		I think Bandung is gloomy / exciting.	Semantic Differential	
Destination Quality (DQ)	The tourist's overall evaluation of a destination of a destination is a combination of products, services, and experiences (Konecnik and Gartner, 2006).	I think Bandung has good hotel accommodations.	Likert Scale 1 - 6	Adapted from (Ferns & Walls, 2012).
		I think Bandung offers good shopping venues.	Likert Scale 1 - 6	
		I think Bandung is clean.	Likert Scale 1 - 6	Adapted from (Tosun, Dedeglu, & Fyall, 2015)
		I think Bandung has a good ground infrastructure.	Likert Scale 1 - 6	Adapted from (Assaf & Tsionas, 2015).
		I think Bandung has a good air transport infrastructure.	Likert Scale 1 - 6	

Table 4.1 Operationalization of Research Variable (Continue)

Variable	Definition	Item	Scale	Reference
Overall Image (OI)	The overall image of a destination can be formed even in the absence of actual visitation (Russell & Snodgrass 1987; Tuan 1975).	Evaluate the overall image of the city as a tourist destination.	Likert Scale 1 - 6	Adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2014).
		Overall image for visiting Bandung.	Likert Scale 1 - 6	Adapted from (Han, Li-Tzang, & Lee, 2009).
		Overall image I have about Bandung.	Likert Scale 1 - 6	
		Overall, I have a good image about Bandung.	Likert Scale 1 - 6	
Intention to Recommend (IR)	In the tourism context, the degree of destination loyalty is reflected in tourists' willingness to recommend the destination to others and the intention to revisit (Oppermann, 2000).	I would like to say positive things about Bandung.	Likert Scale 1 - 6	Adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2014).
		I would like to recommend Bandung.	Likert Scale 1 - 6	
		I would like to encourage my friends to visit Bandung.	Likert Scale 1 - 6	
Intention to Revisit (IV)	Intention to visit a destination is defined as the willingness to visit the destination (Abubakar & Ilkan, 2016).	One-day revisit intention.	Likert Scale 1 - 6	Adapted from (Papadimitriou, Apostolopoulou, & Kaplanidou, 2014).
		Three-days revisit intention.	Likert Scale 1 - 6	
		It is likely for me to visit Bandung in the next month.	Likert Scale 1 - 6	Adapted from (Ferns & Walls, 2012)
		It is likely for me to visit Bandung in the six months.	Likert Scale 1 - 6	

Table 4.1 Operationalization of Research Variable (Continue)

Variable	Definition	Item	Scale	Reference
Intention to Revisit (IV)	Intention to visit a destination is defined as the willingness to visit the destination (Abubakar & Ilkan, 2016).	It is likely for me to visit Bandung in the twelve months.	Likert Scale 1 - 6	Adapted from (Ferns & Walls, 2012)

Source: Compiled by The Researcher

4.2 Questionnaire's Design

Questionnaire is a structured data collection technique. Questionnaire consists of a bunch of questions, both in verbal or in written, that is answered by the respondents (Malhotra, 2010). On this questionnaire, it consists of several questions that can be used. The researcher is using several types of question:

a. Close-ended Question is a type of question that is giving some alternative answers for the respondents to choose.

b. Open-ended Question is a type of question that is not giving some alternative answers for the respondents, so the respondents have a full right on how they want to answer the questions.

c. Dichotomous Question is a type of structured question that only have "yes" or "no" answer. This type of question will be used on the screening questions.

d. Scaled Response Question is a type of question with a scale on the answer. This type of question is used to get the tendency of the respondents' attitude on the questions of the questionnaire. Types of Scaled Response Question that are used on the questionnaire are Likert Scale with a scale of 1-6, 1 for strongly disagree, 2 for disagree, 3 for moderately disagree, 4 for moderately agree, 5 for agree, and 6 for strongly disagree and Semantic Differential, using synonym word and the respondent has to choose the scale between 1-6.

Questionnaire used on this research is divided into some parts:

a) First Part

This part consists of screening questions made for ensuring that the respondents of this research is accordance with the criteria characteristic that has been made by the researcher. On this part of the questionnaire, the respondents have to meet the criteria. For example, an Indonesian man or woman, with the age raging between 18 until 55 years old, who are whether have gone, known, and not living in Bandung. Here are some questions for the first part of the questionnaire:

1. Are you an Indonesian?
2. Are you living, working or studying in Bandung?
3. Do you know Bandung?
4. Have you gone to Bandung?

b) Second Part

The second part of this questionnaire will be divided based on the six variables:

1. Part A consists of questions based on variable destination personality. The respondents will be given some questions about their perception towards Bandung's personalities. This part will be using Likert Scale 1-6 point, 1 for strongly disagree, 2 for disagree, 3 for moderately disagree, 4 for moderately agree, 5 for agree, and 6 for strongly disagree.
2. Part B consists of questions based on variable affective image. The respondents will be given some questions about their perception towards Bandung's affective image. This part will be using Semantic Differential with 1-6 point.
3. Part C consists of questions based on variable destination quality. The respondents will be given some questions about their perception towards Bandung's quality. This part will be using Likert Scale 1-5 point, 1 for strongly disagree, 2 for disagree, 3 for moderately disagree, 4 for moderately agree, 5 for agree, and 6 for strongly disagree.
4. Part D consists of some questions based on variable overall city image. The respondents will be given some questions

about their perception towards Bandung's overall city image. This part will be using Likert Scale 1-6 point, 1 for strongly disagree, 2 for disagree, 3 for moderately disagree, 4 for moderately agree, 5 for agree, and 6 for strongly disagree.

5. Part E consists of some questions based on variable intention to recommend. The respondents will be given some questions about their perception towards their intention to recommend Bandung to others. This part will be using Likert Scale 1-6 point, 1 for strongly disagree, 2 for disagree, 3 for moderately disagree, 4 for moderately agree, 5 for agree, and 6 for strongly disagree.
6. Part F consists of some questions based on variable intention to revisit. The respondents will be given some questions about their perception towards their intention to revisit Bandung in another time. This part will be using Likert Scale 1-6 point, 1 for strongly disagree, 2 for disagree, 3 for moderately disagree, 4 for moderately agree, 5 for agree, and 6 for strongly disagree.

c) Third Part

The third part or the last part of this questionnaire is made to collect some information about social demographic of the respondents of the research. The questions will ask about their sex, age, level of study, and their preference activities when they are visiting Bandung. Here are some questions for the first part of the questionnaire:

1. How old are you?
2. What is your gender?
3. How much is the mean of your expenses in a month? (Excluding fixed expenses, including house credit, car credit, apartment rent, etc.).
4. Where do you live?
5. What is your occupation?
6. What is your last degree?

7. Mention cities that you have been to.
8. Mention cities that you are going to visit for the first time in 2017.
9. Mention cities that you are going to visit for several times.
10. What is your phone number?

    (For the researcher to contact the respondent if the respondent made some mistakes on filling the questionnaire).
11. What is your email address?

    (For the researcher to contact the respondent if the respondent made some mistakes on filling the questionnaire).

4.3 Data Analysis

4.3.1 Wording Test

In order to test the understanding level from each question on the questionnaire, the researcher conducted a Wording Test because the researcher had to translate the questions from English to Bahasa Indonesia and had to test whether the translated words are representing the English questions correctly. Testing to ten people resulting the researcher had to change some words into the most fitted and most understandable words before distributing the questionnaire to a bigger population to avoid

4.3.2 Pre-test (Validity and Reliability Test)

In order to test the questionnaire is reliability and validity is satisfied the statistics requirement, the researcher will do pre-testing. The respondents of the pre-test are 30 people to satisfy the normal distribution criteria (Cooper & Schindler, 2014).

With using SPSS, the researcher run the data for measure the validity and reliability. *Validity* is the extent to which a test measures what we actually wish to measure (Cooper & Schindler, 2014). Using SPSS, the result is accepted validity if the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and factor loadings of each item is 0.5 or above (Malhotra, 2010).

While, reliability has to do with the accuracy and precision of a measurement procedure. By also using SPSS the indicator of reliability is the Cronbach's Alpha is

higher than 0.6 (Malhotra, 2010).

For the main test part, validity and reliability test will be using Smart PLS 3. The validity and the reliability value will be assessed from Cronbach's Alpha and the value of Average Variance Extracted (AVE). The value of the Cronbach's Alpha will be rated as good of the value is higher or equal to 0.6 (Malhotra, 2007), and for AVE, it will be rated as good if the value is higher or equal to 0.5.

4.3.3 The Beginning of the Analysis

The beginning of the analysis is held for getting the respondents that are meeting the criteria that has been made by the researcher. The characteristics are Indonesian man or woman, with the age raging between 18 until 55 years old, who are whether have gone, known, and not living in Bandung.

4.3.4 Questionnaire Analysis

Questionnaire analysis is a stage on examining the questionnaire that has been distributed to the respondents. Based on Malhotra (2010), this stage has to be conducted because it prevents some unwanted things happened during the data collection that may cause the data cannot be measure. There are five things that need to be prevented:

1. Incomplete pages of the questionnaire.
2. There are some indications of uncertainty, unclear, or inability from the respondents on understanding the instructions and the questions.
3. The lack of the variance of the answers from the respondents or the existence of the central tendency. For example, the respondents only choosing the same point of scale in all questions.
4. The existence of unanswered questions.
5. Mismatching criteria of the respondents to answer the questions.

4.3.5 Frequency Distribution Analysis

Frequency distribution is a mathematic distribution with the intention to count the whole responses that have relationships with different value from one variable and show that value into one percentage (Hair et al, 2010). This analysis is usually used by the researcher to see the profile of the respondents.

4.3.6 Partial Least Square Structural Equation Method

Hair et al. (2009) defined Structural Equation Modelling (SEM) as a statistic model aims to explain the relationship between some variables and test some dependent relations at the same time. SEM is known as a statistic technique that has an ability to analyze the relationship's pattern between constructed latent and the indicators, one constructed latent to other constructed latent (multiple relationships), and also it measures the error directly. SEM is categorized as multivariate dependent statistics, it means there is a variable inside SEM has a role as an independent variable.

On this research, the researcher is using regression Partial Least Square Structural Equation Method (PLS-SEM). PLS-SEM has some excellences, which as below:

1. PLS can be used for a relation with a formative character (Hair et al., 2014).
2. Secondly, PLS can be used to estimate the model with a small sample size (Chin & Newsted, 1999) (Hair et al., 2014). But the greater the sample the greater the consistency of the calculation would be.
3. PLS can be used for a model that has plenty latent variables and manifest (World, 1985) in (Hair et al., 2014).
4. PLS can be used when is distribution of the data is skew, it happens when there is an occurrence of the interdependency of the observed data that cannot be guarantee because there is no distribution assumption needed (Fornell, 1982) in (Hair et al., 2014).
5. PLS-SEM can minimize the error that could happen on the data. Then the high variabilities and errors can be overcome.
6. PLS-SEM is highly flexible to be used for both reflective measurement model and formative. all variables on this research are reflective variables and PLS-SEM can count them.

4.3.6.1 Measurement of Reflective Model

On the analysis of measurement model, it can be analyzed between indicators and the measurement of latent variable. For the formulation of the model is depending to the arrow of that particular relation. The evaluation on this outer model is divided into two model, reflective model and formative model.

Table 4.2 Feasibility Test of Outer Model

Reflective Variable Model	Formative Variable Model
Cronbach's Alpha	Redundancy Analysis
Composite Reliability (CR)	Variance Inflated Factor (VIF)
Average Variance Extracted (AVE)	T-Statistic
Cross Loading	

Source: Designed by the Researcher

4.3.6.1.1 Reflective Variable Model

The measurement of the reflective model can be measured through Internal Consistency (Cronbach's Alpha and Composite Reliability), Convergent Reliability (Average Variance Extracted), and Discriminant Validity (Cross Loading).

1. Internal Consistency

   Internal Consistency is measured using the Cronbach's Alpha where Cronbach's Alpha is measuring the reliability based on the correlation between indicators on each variable. However, Cronbach's Alpha assumed that each indicator has the same outer loading. In addition, Cronbach's Alpha is highly sensitive to the amount of the item that is being measured and the result of the measurement is tend to be underestimated. PLS-SEM is prioritizing the reliability based on each indicator. Therefore, the measurement of the Internal Consistency is not only from Cronbach's Alpha, but also including Composite Reliability (CR). Composite Reliability is assessing outer loading of each indicator (Hair et al., 2014). To make a variable can be rated as reliable, on the SmartPLS application, if both Cronbach's Alpha and Composite Reliability were resulting a number greater than 0.7 (Yamin & Kurniawan, 2011).

2. Convergent Validity

   Convergent Validity occurs when an indicator positively correlated with other indicators in one variable. To measure the convergent validity, the researcher has to see the Outer Loading indicator and Average Variance

Extracted (AVE). The high Outer Loading signifies that all indicators in one variable has a lot similarity to one another. This characteristic is also can be called as Indicator Reliability (Hair et al., 2014). The indicator can be called as valid if the Outer Loading is higher than 0.708 or 0.70.

3. Discriminant Validity

Based on Hair et al. (2014), Discriminant Validity is when a variable can differentiate itself compare to other variable in one model. Hence, by measuring the Discriminant Validity, a variable can be called as unique and it described a different phenomenon with other variable inside the model. The method used to measure Discriminant Validity is by testing cross-loadings from each indicator. The value of Outer Loading from indicators on a variable must be bigger than the loading indicator on other variable (cross loading).

4.3.6.2 Measurement of Structural Model

After the researcher already had the result of reliability and validity test, the next step is to conduct the measurement of structural model. The measurement of structural model consists of testing the capability of the model and the relation from each variable. Based on Hair et al. (2014), the steps needed to be taken are:

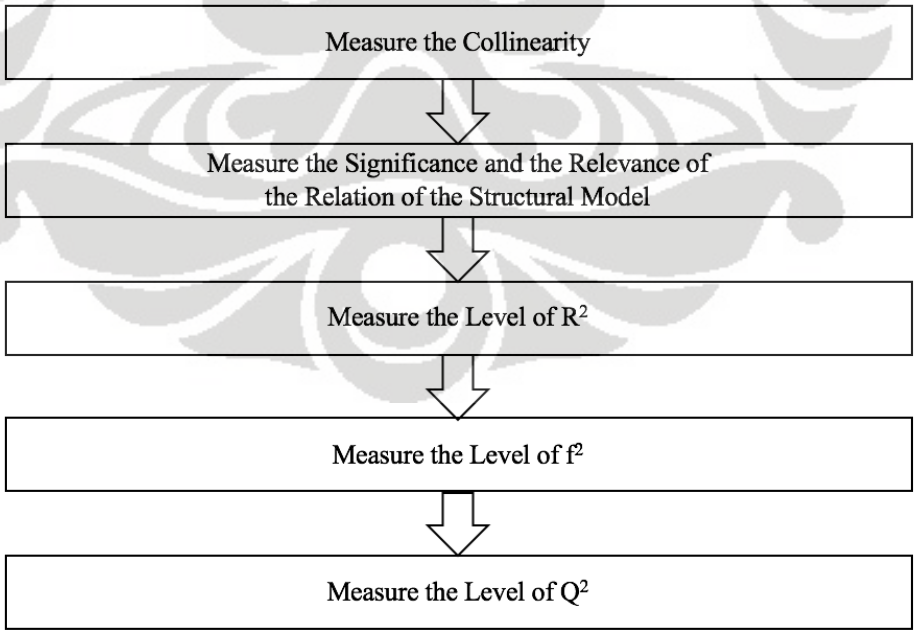


Figure 4.1 The Steps of the Measurement of Structural Model

Source: Hair et al. (2014) Compiled by the Researcher

1. Measure the Collinearity

   The high correlation between variables is called as Collinearity. The high level of Collinearity between each variable can cause a problem on the research. Collinearity is measured by Variance Inflation Factor (VIF). When the value of Collinearity is high, under 0.2 or higher than 5.0, it shows that it has to be considered to delete the variable from the model (Hair et al., 2014).

2. Measure the Significance and the Relevance of the Relation of Structural Model

   When processing the data using PLS-SEM algorithm, one of the result is path coefficient which is describing the relation of the hypothesis between variables. The value from path coefficient is ranging between -1 to 1. The closer it gets to 1, the more positive the relation between variables it could be (vice versa). The stronger the relation the more it could be assumed as significant.

   To know whether the relation between variables is significant is depending on the standard error from bootstrapping method. Standard error on the bootstrapping is based on the t value. If the hypothesis is significant, then the t value (2 tailed) will show the number higher than 1.65 for significance level = 10%, higher than 1.96 for significance level = 5%, and higher than 2.57 for significance level = 1% (Hair et al., 2014).

3. Measure the R^2 Level

   The most common on measuring the structural model is the coefficient of determination (R^2 value). The R^2 value of a variable is explaining how big exogenous latent variable able to explain the variability of the endogen latent variable (Yamin & Kurniawan, 2011). Until now, there is no fixed measurement of what level R^2 can be accepted because it depends on the complexity and the discipline of the researcher. However, based on Hair et al. (2014), the value of R^2 0.75, 0.5, and 0.25 showing the value of R^2 substantial, moderate, and weak, in respectively. The problem that can be aroused when using R^2 is when relating the insignificant exogenous latent variable to the related endogenous latent variable, the value of R^2 will

increase. To avoid being biased, then the value of R^2 adjusted can be used.

4. Measure the Effect of f^2

   To add the evaluation of R^2 value towards all variables, then f^2 value is used. f^2 is the changing value of R^2 when deleting on exogenous variable and see whether by deleting one exogenous variables will have substantial effect to the endogenous variables.

5. Measure the Prediction of Stone-Geisser Q^2

   As the addition to evaluate the value of R^2, the researcher also need to analyze the predictive relevance of an indicator model using the Q^2 value. Q^2 predictive relevance is used to validate the ability the model prediction. This model will be fitted if the endogenous latent variable had reflective model measurement. Q^2 value that is higher than 0 will be assumed have fulfilled the Predictive Relevance (Hair et al., 2014).

4.3.6.3 Analysis of Structural Model (Inner Model)

Yamin & Kurniawan (2011) said that to use PLS method, it starts with see the significance relation between variable by using T-value that the researcher got from the bootstrapping process. T-value is being seen to describe the summed strength between variable based on the hypotheses. This is by looking at the one-way test at the level of significance as 10% and it will be stated as significance if the T-value is higher than 1.645. After that, the researcher will conduct another evaluation using R^2 to know the amount of the variability on the endogenous variable that is explained by the exogenous variable. The range of R^2 is 0-1 with 0.19 as weak, 0.33 as moderate, and 0.67 as substantial.

4.3.6.3 Goodness of Fit

To validate the model as a whole, then the measurement of Goodness of Fit is needed. Godness of Fit is a single measurement used to validate the combined performance between model measurement and structural mode (Yamin & Kurniawan, 2011). To calculate the Goodness of Fit is by the root of mean value of communalities index times the mean of R^2. The value of communalities is from squared loading (Yamin & Kurniawa, 2011).

$$\text{GoF} = \sqrt{Average\ Communatilies\ \times\ Average\ R\ Sqaures}$$

The range of Goodness of Fit is ranging between 0 to 1 with 0.1 is small Goodness of Fit, 0.25 is moderate Goodness of Fit, and 0.36 is big Goodness of Fit (Yamin & Kurniawan, 2011).

CHAPTER 5

ANALYSIS AND FINDING

5.1 The Process of the Research

The process of the research will be elaborating how the researcher collect and process the data specifically to be analyzed. The method used to analyze the collected data is Structure Equation Modeling Smart Partial Least Square. This research is consisting of six variables, including Destination Personality, Affective Image, Destination Quality, Overall Image, Intention to Recommend, and Intention to Revisit. From all of these variables, it has 37 questions each representing the related variable's indicator. From 37 questions, 27 questions are using 6 points Likert scale, 6 questions are using 6 points semantic differentials, and rest 6 questions are open ended questions.

Before making distributing the questionnaire for pre-test, the researcher has to translate the existed questions into Bahasa Indonesia because the respondents are Indonesian people. The intention to translate the questionnaire into Bahasa Indonesia is to make sure that the respondents are understanding the given questions. After that, the researcher conducted the wording test to 10 persons, the wording test's intention is to check whether the questions are easy to read, to understand, and most importantly to make sure that the questions are not mistranslated. On doing the wording test, the researcher changed some words for a couple of times until the researcher had firm enough to do the further research.

After wording test was completed, the researcher conducted the pre-test to 36 respondents by spreading the online questionnaire through GoogleForm. Beside the validity and the reliability test through SPSS on the pre-test, the researcher was also checking the understanding level of the respondents on filling the questionnaire and whether the instruction of the questionnaire was already clear enough. The pre-test's intention is to diminish or decrease the potential mistakes on the main test.

When the pre-test has finished and all the indicators for each variable are valid and reliable, the researcher continued to conduct the main test. Same as the pre-test, the researcher spread the link of the online questionnaire made by GoogleForm for one week which the will computed directly on the Google Sheets. On the main test,

the researcher collected 214 respondents where the data will be analyzed through SEM SmartPLS3.

5.2 Reliability and Validity Test (Pre-Test)

The researcher conducted the pre-test by spreading the online questionnaire to 36 respondents and afterward the researcher did the reliability and validity test for each item from each variable on the questionnaire. The result of the reliability test is based on the value from the parameter of Cronbach's Alpha > 0.6, while the result of the validity test is based on Kaiser-Mayer-Olkin (KMO), Bartlett's Test of Sphercity, and the Component Matrix. If the value of the KMO > 0.5, the value of the Bartlett's Test of Sphercity < 0.05, and the value of the Component Matrix > 0.5, the items and the variables can be further analyzed and assumed as valid enough to conduct the next research (Malhotra et al., 2011). The result of the reliability and validity test with N=36 is shown on the table 5.1 below:

Table 5.1 The Results of the Reliability and the Validity Test Pre-Test (Continue)

Latent Variable	Indicator	KMO	Bartlett's Test	Component Matrix	Conclusion	Cronbach's Alpha	Conclusion
Destination Personality	DP1	**0.836**	0.000	0.575	Valid	**0.891**	Reliable
	DP2			0.600	Valid		
	DP3			0.759	Valid		
	DP4			0.822	Valid		
	DP5			0.874	Valid		
	DP6			0.731	Valid		
	DP7			0.754	Valid		
	DP8			0.757	Valid		
	DP9			0.542	Valid		
	DP10			0.690	Valid		
Affective Image	AI1	**0.749**	0.001	0.754	Valid	**0.701**	Reliable
	AI2			0.736	Valid		
	AI3			0.672	Valid		
	AI4			0.751	Valid		

Table 5.1 The Results of the Reliability and the Validity Pre-Test (Continue)

Latent Variable	Indicator	KMO	Bartlett's Test	Component Matrix	Conclusion	Cronbach's Alpha	Conclusion
Destination Quality	DQ1	**0.699**	0.000	0.576	Valid	**0.703**	Reliable
	DQ2			0.613	Valid		
	DQ3			0.540	Valid		
	DQ4			0.783	Valid		
	DQ5			0.841	Valid		
Overall Image	OI1	**0.826**	0.000	0.902	Valid	**0.907**	Reliable
	OI2			0.865	Valid		
	OI3			0.918	Valid		
	OI4			0.858	Valid		
Intention to Recommend	IR1	**0.739**	0.000	0.883	Valid	**0.852**	Reliable
	IR2			0.891	Valid		
	IR3			0.890	Valid		
Intention to Revisit	IV1	**0.714**	0.000	0.828	Valid	**0.834**	Reliable
	IV2			0.794	Valid		
	IV3			0.588	Valid		
	IV4			0.919	Valid		
	IV5			0.870	Valid		

Source: Output SPSS Compiled by the Researcher

Based on the result the researcher got, it is shown that all items from all variables, which are Destination Personality, Affective Image, Destination Quality, Overall Image, Intention to Recommend, and Intention to Revisit, they all have the value of the Cronbach's Alpha bigger than 0.6. The results showed that each questions on the questionnaire has a good reliability level and can be applied to this research. It is showed also from the table that all items from all variables fulfilled the minimum requirement of the validity test, value of the KMO bigger than 0.5 and the Component Matrix bigger than 0.5, it all mean that all questions are valid enough and the researcher no need to exclude a variable.

5.3 Respondents' Profile

On this part, the researcher will be explaining in more detail about the profile of the respondents, including gender, age, average expenses, the city they are living in, occupation, and the last degree. The gathered data will be relevancy adjusted to the research.

5.3.1 Gender of the Respondents

The following figure will explain the gender distribution on this research.

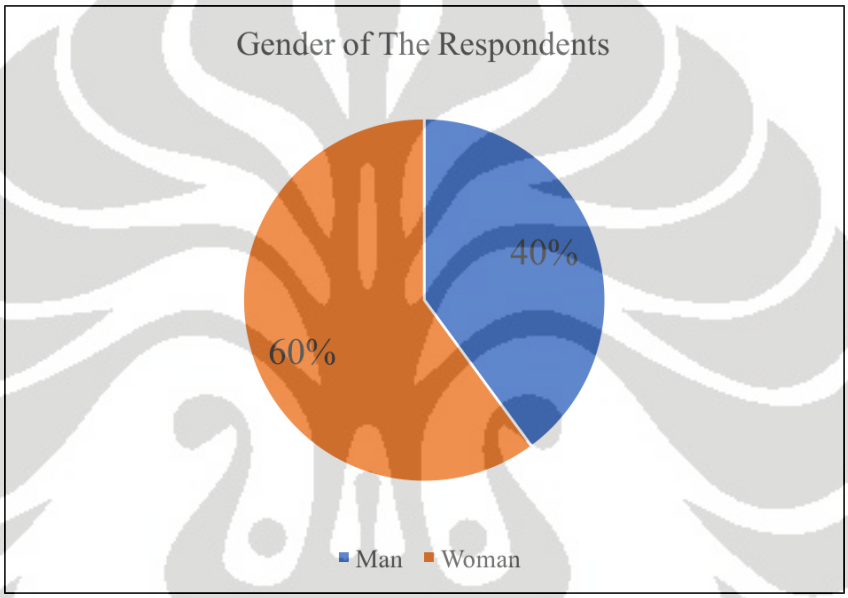


Figure 5.1 Gender of the Respondents

Source: Microsoft Excel's Output Designed by the Researcher

Figure 5.1 is showing based on gender, the majority of the respondents are woman, specifically there are 128 women (60%) from the overall total of the respondents. Meanwhile, there are 85 (40%) men.

5.3.2 Age of the Respondents

The following figure will explain the variances of the occupation of the respondents on this research.

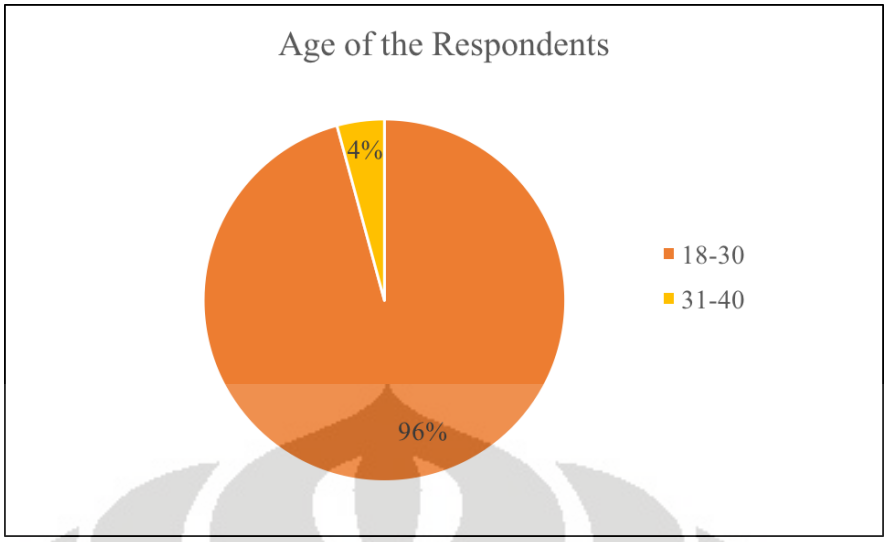


Figure 5.2 Age of the Respondents

Source: Microsoft Excel's Output Designed by the Researcher

Figure 5.2 is showing based on the range of age, the respondents are majorly aging between 18 to 30 years old, specifically, 204 respondents (96%) and the rest, 9 respondents (4%) are 31 to 40 years old.

5.3.3 Occupation of the Respondents

The following figure will explain the variances of the occupation of the respondents on this research.

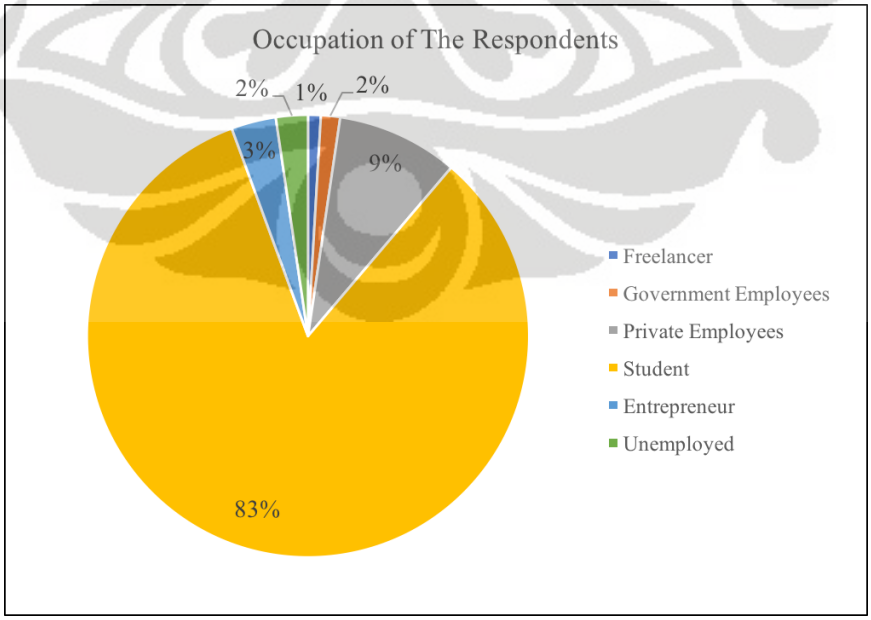


Figure 5.3 Occupation of the Respondents

Source: Microsoft Excel's Output Designed by the Researcher

Figure 5.3 is showing based on the occupation of the respondents, they have different types of occupation, freelancer, government employees, private employees, student, entrepreneur, and unemployed. From the data, 83% of the respondents are students, specifically, 178 respondents. The least category is freelancers with only 2 respondents (2%).

5.3.4 Expenses of the Respondents

The following figure will explain the variances of the occupation of the respondents on this research.

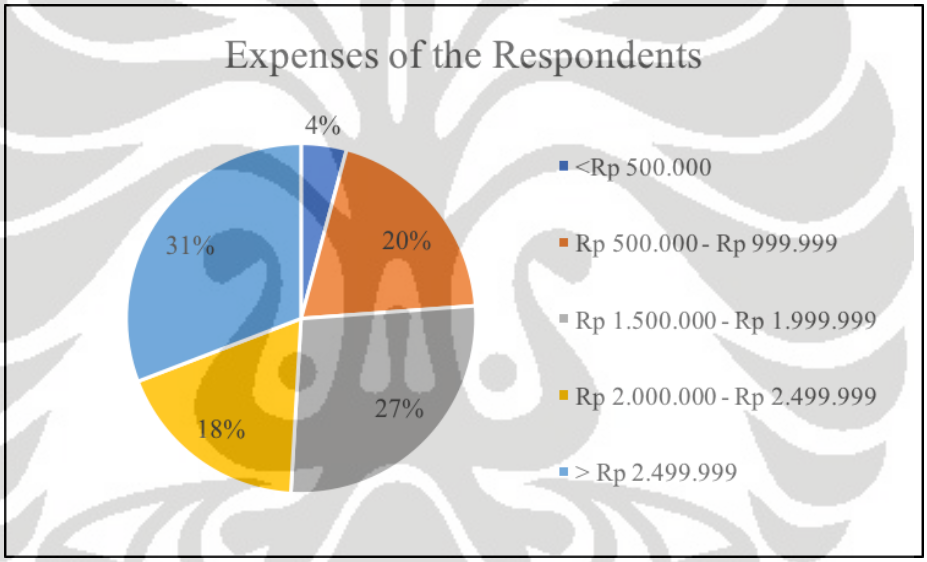


Figure 5.4 Expenses of The Respondents

Source: Microsoft Excel's Output Designed by the Researcher

Figure 5.4 is showing based on the monthly expenses; the respondents are categorized into 5 different expenses. What is meant with expenses on this research is excluding fixed expenses, including house credit, car credit, apartment rent, etc. Out of all respondents, 66 respondents (31%) have monthly expenses for more than Rp 2,499,999, 58 respondents (27%) have monthly expenses ranging from Rp 1,500,000 to Rp 1,999,999, 42 respondents (20%) have monthly expenses ranging from Rp 500,000 to Rp 999,999, 39 respondents (18%) have monthly expenses ranging from

Rp 2,000,000 to Rp 2,499,999, and the rest of the respondents, 9 respondents (4%) have monthly expenses under Rp 500,000.

5.3.5 Residences of the Respondents

The following graph will explain the variances of the occupation of the respondents on this research.

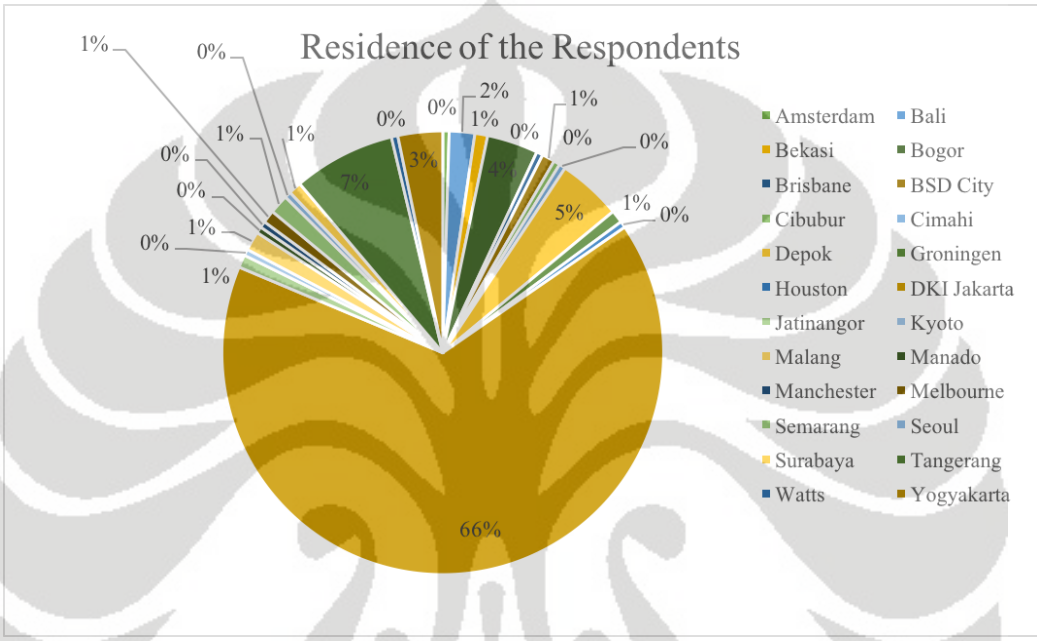


Figure 5.5 Residence of The Respondents

Source: Microsoft Excel's Output Designed by the Researcher

Figure 5.5 is showing based on the residence that this research has various cities of residence of the respondents, including cities from Indonesia and some cities from outside Indonesia. Majorly, the respondents are living in DKI Jakarta, specifically, 141 respondents (66%). The rest, 16 respondents (7%) are living in Tangerang, 10 respondents (5%) are living in Depok, 8 respondents (4%) are living in Bogor, 7 respondents (3%) are living in Yogyakarta, 4 respondents are living in Denpasar, Malang and Semarang have 3 respondents each. While Bekasi, BSD City, Groningen, Jatinangor, Melbourne, and Surabaya have 2 respondents each. Lastly, Amsterdam, Brisbane, Cibubur, Cimahi, Houston, Kyoto, Manado, Manchester, Seoul, and Watts have 1 respondent each.

5.3.6 Degrees of The Respondents

The following graph will explain the variances of the occupation of the respondents on this research.

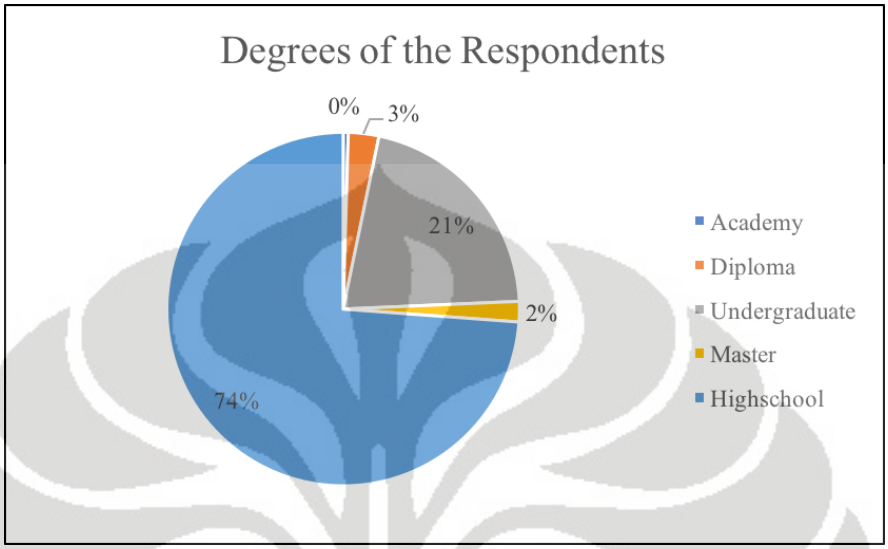


Figure 5.6 Degree of The Respondents

Source: Microsoft Excel's Output Compiled by the Researcher

Figure 5.6 is showing based on the latest degrees the respondents have is categorized into 5 groups. Out of all respondents, 158 respondents (74%) are high school graduates, 45 respondents (21%) are undergraduates, 6 respondents (3%) are diplomas, 4 respondents (3%) are master graduates, and 1 respondent is police academy graduate.

5.4 Descriptive Analysis

Descriptive analysis is an analysis method conducted to give some descriptions toward the data of the questionnaire that has been filled by the respondents. This analysis is run by categorizing the mean of the respondents' answers for each questions on the questionnaire. On this research, the total collected data is 214 respondents, more than the minimum requirement that had been determined by the researcher. The researcher is using two types of scale, Likert Scale 1 – 6 and Semantic Differential Scale 1 – 6.

The result of the descriptive analysis will be shown in the form of a table for each variable, which then will be used to answer the questions on the problem

identification. The result of the analysis is including the minimum value, maximum value, and the mean. On determining the range of the score category, it will refer to the point 1 – 6 scale. Score category is used to divide the difference between the highest score and the lowest score. The range of the score that will be used for each category is 0.83.

Table 5.2 Range of Score Category on Descriptive Analysis

Score Category	Explanation
1.00 – 1.83	Strongly Disagree
1.84 – 2.66	Disagree
2.67 – 3.49	Moderately Disagree
3.50 – 4.32	Moderately Agree
4.33 – 5.17	Agree
5.18 – 6.00	Strongly Agree

Source: Compiled by the Researcher

5.4.1 Descriptive Analysis on Destination Personality

The explanation of the descriptive analysis on Destination Personality will be as below.

Table 5.3 Descriptive Statistic on Destination Personality

Indicator	N	Minimum	Maximum	Mean
DP1	214	4.00	6.00	5.121
DP2	214	2.00	6.00	4.481
DP3	214	3.00	6.00	4.603
DP4	214	3.00	6.00	4.682
DP5	214	2.00	6.00	4.430
DP6	214	3.00	6.00	4.449
DP7	214	3.00	6.00	4.650
DP8	214	3.00	6.00	4.589
DP9	214	4.00	6.00	5.379
DP10	214	4.00	6.00	5.187
			Total Mean	4.757

Source: Output SPSS Compiled by the Researcher

From table 5.3, it shows that in general, the mean of the respondents' answers related to the Destination Personality variable is 4.757. The total of mean, 4. 757, shows that the respondents' attitude toward determining the personality of Bandung City is high. The indicators included on this variable are explaining the agreements of the respondents toward some personalities of Bandung as a city. From table 5.3, it shows that the indicator with the highest mean is DP9 with the mean value of 5.379, which is categorized as very high. DP9 is asking the respondents their agreement on stating Bandung as a creative city, with the high mean, it means that the respondents are very highly agree stating that Bandung is a creative city. Another indicator with a very high mean is DP10, 5.187, the indicator is asking the respondents' agreement on stating that Bandung is an innovative city, with the very high result, it means that the respondents are very highly agree determining Bandung as a creative city. Meanwhile, DP1, DP2, DP3, DP4, DP5, DP6, DP7, DP8 are having mean as 5.121, 4.481, 4.603, 4.682, 4.430, 4.449, 4.650, and 4.589, respectively, these means are categorized as high, it means that the respondents are highly agree to accept Bandung as exciting, daring, spirited, original, honest, reliable, wholesome, and down to earth city. Therefore, Bandung now can know what is its personalities, by that, Bandung can make its tourism marketing or projects based on its personalities so then it would be fit to the tourist perception towards it.

Table 5.4 Qualitative Answers on Destination Personality

Qualitative Answer Categories on Destination Personality	
Category	**Answers**
City	A well-constructed city, West of Java, quick progressing city, perfect little escape, asset city, nature city, original city, tourist city, treasure city, complete city, a better city than Jakarta, holiday city, one of the best city in Indonesia, and a city with many destination.
Adjective	Fun, sensation, youthful, beautiful, comfortable, harmony, memory, attractive, trendy, relaxing, smart, special, futuristic.

Table 5.4 Qualitative Answers on Destination Personality (Continue)

Category	Answers
Adjective	Friendly, peaceful, homey, cool, fantastic, dreamy, aesthetic, spectacular, impressive, lovable, and outstanding.
Creative & Unique	Creative, unique, authentic, a place to be creative, full of creative people, community city, full of ideas, and a city where people can create something.
Weather	Chilly and cold.
Culinary	A city to eat, food, culinary tour, and heaven of food.
Fashion	City of fashion and factory outlet.
Art	Artful and music.
Education	Student city and a perfect city to study.
Price	Affordable.
Others	Holiday, entertainment, hometown, Ridwan Kamil, close to Jakarta, and city of heroes.

Source: Compiled by the Researcher

At the end of the Destination Personality's part on the questionnaire, the researcher is asking the respondents one open ended question towards the destination personality. The respondents were asked about if they had to describe Bandung in words, what would it be. The answers are varied that made the researcher had to categorized the answers. The category is including city, adjective, creative & unique, weather, culinary, fashion, art, education, price, and others. From table 5.4, it shows the variation of respondents' answers based on the category, it also describes that the respondents are having positive answers toward Bandung City. What is meant by city category is when people answer the questions by imagining it as a whole city, for example some of the respondents are answering that Bandung is a holiday city, one of the best city in Indonesia, and a complete city. The next category, adjective, it means that the respondents' answer by describing Bandung in adjective words will be counted to this category, for example, Bandung is friendly, youthful, and trendy. On

the creative and unique category, it is when the respondents are answering the questions by saying that for example, Bandung is a place to be creative and a city with full of creative people. Even though creative and unique are adjective words, the researcher decided to make a new category because of the high numbers of the respondents answering Bandung is a creative and unique city, which is similar with the data from table 5.3 showing that DP9, which is asking about the respondents' agreement on stating that Bandung is a creative city, having the highest value compare to others. Weather category is when the respondents are answering the question based on the weather of Bandung, for example, chilly and cold since Bandung has a different climate and temperature compare to most of the cities in Indonesia, it means that one of the reason why people go to Bandung because they want to have a cooler temperature. The next category is culinary, which makes Bandung has some culinary activities to offer to the tourists, the answers of the respondents counted on this category for example, heaven of food and culinary city. By having a nickname as Paris Van Java, Bandung has been known as a fashion city in Indonesia, the answers that counted on this fashion category for example, city of fashion and Bandung has a lot of factory outlet. On the art category, the respondents are answering the question by describing Bandung as an artful city. Since Bandung has some famous university or institution, *Institut Teknologi Bandung*, *Universitas Padjajaran*, and *Universitas Parahyangan,* some of the respondents are answering the question by saying that Bandung is a city lo learn or a student city. On the price category, the respondent is describing Bandung as an affordable city. Lastly, on the others category is where the answer of the respondents is not fitted to other categories for example, Bandung is close to Jakarta and Ridwan Kamil, the Major of Bandung.

Table 5.5 Frequencies of Qualitative Answers on Destination Personality

Category	Frequency	Percent
City	41	19.2%
Adjective	95	44.4%
Creative & Unique	34	15.9%
Weather	13	6.1%
Culinary	9	4.2%

Table 5.5 Frequencies of Qualitative Answers on Destination Personality (Continues)

Category	Frequency	Percent
Fashion	2	0.9%
Art	7	3.3%
Education	1	0.5%
Price	1	0.5%
Others	11	5.1%
Total	214	100%

Source: Output SPSS Compiled by the Researcher

Meanwhile, from the table 5.5, it describes the frequencies of the answers from the respondents per category on the destination personality category. The highest frequency is from adjective category (44.4%), followed by city category (19.2%), creative and unique (14.9%), weather (6.1%), others (5.1%), culinary (4.2%), art (3.3%), fashion (0.9%), and education and price (0.5%). It means that to describe Bandung's personality, the respondents tend to describe it in adjectives.

5.4.2 Descriptive Analysis on Affective Image

The explanation of the descriptive analysis on Affective Image will be as below.

Table 5.6 Descriptive Statistic on Affective Image

Indicator	N	Minimum	Maximum	Mean
AI1	214	3.00	6.00	5.098
AI2	214	3.00	6.00	4.986
AI3	214	3.00	6.00	4.963
AI4	214	2.00	6.00	4.692
			Total Mean	4.935

Source: Output SPSS Compiled by the Researcher

From table 5.6, it shows that in general, the mean of the respondents' answers related to the Affective Image variable is 4.935. The total of mean, 4. 935, shows that the respondents' attitude toward determining the affective image of Bandung City is

high. The indicators included on this variable are explaining the agreements of the respondents toward some images of Bandung as a city. From table 5.6, it shows that the indicator with the highest mean is AI1 with the mean value of 5.098, which is categorized as high. AI1 is asking the respondents their agreement on stating whether Bandung is a pleasant or an unpleasant city, with the high mean, it means that the respondents are very highly agree stating that Bandung is a pleasant city. Not only AI1, AI2, AI3, AI4 are also having high means, 4.986, 4.963, and 4.692, respectively, or in other words, the respondents are highly agreed stating Bandung as a relaxing, pretty, and exciting city. The lowest mean, which is AI4, the reason why it has the lowest mean probably because some respondents are determining Bandung as a gloomy city, which is the opposite of exciting because Bandung has a cooler weather compare to other cities in Indonesia. Therefore, Bandung now can understand their image based on tourists' perception and be able to make new destination with fitted image.

Table 5.7 Qualitative Answers on Affective Image

Qualitative Answer Categories on Destination Personality	
Category	**Answers**
City	A well-structured city, a city of memories, historical city, a developing city, a green city, a dignified city, a refreshing city, and a modern city.
Adjective	Entertaining, fun, comfortable, festive, satisfying, beautiful, peaceful, attractive, relaxing, cool, romantic, calm, inspirational, good, yearning, clean, tidy, complete, amazing, interesting, dynamic, charming, and not boring.
Creative & Unique	Creative, unique, and innovative.
Weather	Chilly, cool, and cold.
Others	Ridwan Kamil.

Source: Compiled by the Researcher

At the end of the Affective Image's part on the questionnaire, the researcher is asking the respondents one open ended question towards the affective image of Bandung. The respondents were asked about if they had to describe Bandung in words, what would it be. The answers are varied that made the researcher had to categorized the answers. The category is including city, adjective, creative and unique, weather, and others. From table 5.7, it shows the variation of respondents' answers based on the category, it also describes that the respondents are having positive answers toward Bandung City. What is meant by city category is when people answer the questions by imagining it as a whole city, for example some of the respondents are answering that Bandung is a developing city, a dignified city, and a historical city. The next category, adjective, it means that the respondents' answers by describing Bandung in adjective words will be counted to this category, for example, Bandung is entertaining, relaxing, and romantic. On the creative and unique category, it is when the respondents are answering the questions by saying that for example, Bandung is creative and unique. Even though creative and unique are adjective words, the researcher decided to make a new category because creative is a well-known nick name for Bandung. The next category is weather, the respondents who are answering the questions by describing Bandung based on its weather will be counted on this category for example, Bandung is chilly, cool, and cold. The last category, others, is when the respondents' answers are not fit to other category, for example, when the respondents are answering the question with Ridwan Kamil, the major of Bandung City.

Table 5.8 Frequencies of Qualitative Answers on Affective Image

Category	Frequency	Percent
City	12	5.6%
Adjective	147	68.7%
Creative & Unique	11	5.1%
Weather	36	16.8%
Others	8	3.7%
Total	214	100%

Source: Output SPSS Compiled by the Researcher

Meanwhile, from the table 5.8, it describes the frequencies of the answers from the respondents per category on the affective image variable. The highest frequency is adjective category (68.7%), followed by weather category (16.8%), city category (5.6%), creative and unique category (5.1%), and lastly, others category (3.7%). It means that to describe Bandung's affective image, the respondents tend to describe it in adjectives.

5.4.3 Descriptive Analysis on Destination Quality

The explanation of the descriptive analysis on Destination Quality will be as below.

Table 5.9 Descriptive Statistic on Destination Quality

Indicator	N	Minimum	Maximum	Mean
DQ1	214	4.00	6.00	5.112
DQ2	214	3.00	6.00	4.911
DQ3	214	3.00	6.00	4.500
DQ4	214	3.00	6.00	4.173
DQ5	214	3.00	6.00	4.126
			Total Mean	4.564

Source: Output SPSS Compiled by the Researcher

From table 5.9, it shows that in general, the mean of the respondents' answers related to the Destination Quality variable is 4.564. The total of mean, 4.564, shows that the respondents' attitude toward determining the quality of Bandung City is high. The indicators included on this variable are explaining the agreements of the respondents toward some qualities of Bandung as a city. From table 5.5, it shows that the indicator with the highest mean is DQ1 with the mean value of 5.112, which is categorized as high. DQ1 is asking the respondents their agreement on stating whether Bandung has a good hotel accommodation, with the high mean, it means that the respondents are very highly agree stating that Bandung has a good hotel accommodation. Not only DQ1, DQ2 and DQ3 have mean value as 4.911 and 4.500, respectively, which can be categorized in high category as well. The mean values that

DQ2 and DQ3 have mean that the respondents are highly agree on stating Bandung has a good shopping venues and Bandung is a clean city. Meanwhile, DQ4 and DQ5 have mean value as 4.173 and 4.126, respectively, they both can be categorized in the moderately high category or in other words, the respondents are moderately highly agreed on stating that Bandung has a good ground infrastructure and a good air transportation. In addition, Bandung now can keep on increasing their quality on having good hotel accommodations, good shopping venues, and its cleanness and Bandung has to keep on developing its ground and air transportations.

Table 5.10 Qualitative Answers on Destination Quality

Qualitative Answer Categories on Destination Personality	
Category	**Answers**
Culinary	Restaurants, cafés, good culinary, delicious culinary, bars, and street foods.
Hotel	Good hotel accommodation.
Creative & Unique	High creativity, good creative spirits, many creations, innovative, millions of uniqueness, and creative industry.
Scenery	Good scenery and good panorama.
Transportation	Good public transportation
Tourist Destination	Unique parks, good tourist destinations, variation of new places to visit, outdoor activity, good open spaces, *Gedung Sate*, fun destination, and well developed tourism.
Fashion	Shopping venues, good factory outlets, boutiques, and distros.
Citizen	Good human resource, beautiful citizens, culture, and good citizens.
City's System	Regulated system, good public facilities, good urban planning, secured city, good pedestrian, and developing infrastructure.

Table 5.10 Qualitative Answers on Destination Quality (Continue)

Category	Answers
Adjective	Developing, full of characteristics, fun, clean, beautiful, chill, friendly, attractive, green city, dreamy, charismatic, and relaxing.
Others	Ridwan Kamil, good major, *Institut Teknologi Bandung*, good universities, and funny major.

Source: Compiled by the Researcher

At the end of the Destination Quality's part on the questionnaire, the researcher is asking the respondents one open ended question towards the destination quality of Bandung. The respondents were asked about what do they think that Bandung has as a city. The answers are varied that made the researcher had to categorized the answers. The category is including culinary, hotel, creative and unique, scenery, transportation, tourist destination, fashion, citizen, city's system, adjective, and others. From table 5.10, it shows the variation of respondents' answers based on the category, it also describes that the respondents are having positive answers toward what Bandung has as a city. What is meant by culinary category is when people answer the questions by stating that Bandung has a lot of culinary related to offer for example, restaurants, cafés, and street foods. The next category, which is hotel is when the respondents answering the question by saying for example, Bandung has good hotel accommodations. On the creative and unique category is when the respondents are answering the questions by saying for example, Bandung has creativeness and uniqueness compare to other cities in Indonesia. Scenery category is when the respondents are answering the question by stating that Bandung has a good scenery and panorama. On the transportation category, the answers that are counted on this category are the respondents who are saying for example, Bandung has a good transportation. Next is the tourist destination category which has the highest frequencies compare to other category, the answers that are included on this category are the respondents who are saying for example, Bandung has unique parks, good tourist destinations, and good open spaces. The next category is fashion category, on this category, the respondents are answering the questions by saying for example, Bandung has good shopping venues, good factory outlets, and boutiques. On the

citizen category, the respondents are answering the question by saying for example, Bandung has beautiful citizens, good culture, and friendly citizens. Meanwhile, on the city's system category, the respondents are answering the questions by saying for example, Bandung has a well-regulated system, good public facilities, and a secured city. On the adjective category, the answers that are included on this category is respondents' answers who are saying for example, Bandung is fun, clean, and attractive. The last category is others category, it contained of answers that are no fit on the other categories, for example, Bandung has Ridwan Kamil, *Institut Teknologi Bandung,* and Bandung has aa funny major. With the plenty of categories that the researcher has made, it can be concluded that Bandung has a lot of things that it has as a city.

Table 5.11 Frequencies of Qualitative Answers on Destination Quality

Category	Frequency	Percent
Culinary	42	19.6%
Hotel	4	1.9%
Creative	6	2.8%
Scenery	10	4.7%
Transportation	8	3.7%
Tourist Destination	49	22.9%
Fashion	5	2.3%
Citizen	12	5.6%
City's System	23	10.7%
Adjective	41	19.2%
Others	14	6.5%
Total	214	100%

Source: Output SPSS Compiled by the Researcher

Meanwhile, from the table 5.11, it describes the frequencies of the answers from the respondents per category on the destination quality variable. The highest frequency is tourist destination category (22.9%), followed by culinary category (19.6%), adjective category (19.2%), city's system category (10.7%), others category (6.5%), citizen category (5.6%), scenery category (4.7%), transportation category

(3.7%), creative category (2.8%), fashion category (2.3%), and lastly, hotel category (1.9%). It means that to describe Bandung's quality, the respondents tend to answer it based on Bandung's tourist destinations.

5.4.4 Descriptive Analysis on Overall Image

The explanation of the descriptive analysis on Affective Image will be as below.

Table 5.12 Descriptive Statistic on Overall Image

Indicator	N	Minimum	Maximum	Mean
OI1	214	3.00	6.00	4.827
OI2	214	3.00	6.00	4.748
OI3	214	3.00	6.00	4.850
OI4	214	3.00	6.00	4.925
			Total Mean	4.838

Source: Output SPSS Compiled by the Researcher

From table 5.12, it shows that in general, the mean of the respondents' answers related to the Affective Image variable is 4.838. The total of mean, 4.838, shows that the respondents' attitude toward determining the overall image of Bandung City is high. The indicators included on this variable are asking what are the respondents' perception towards the overall image of Bandung City. From table 5.6, it shows that the indicator with the highest mean is OI4 with the mean value of 4.925, which is categorized as high. OI4 is asking the respondents their agreement on stating that they have good image for Bandung in general, with the high mean, it means that the respondents are very highly agree stating that they have good image about Bandung City. Not only OI4, the rest of the indicators, OI1, OI2, and OI3, they all have mean values categorized as high as well, 4.827, 4.748, and 4.850, respectively. OI1 is asking the respondents' evaluation for Bandung City as a tourist destination, its mean value describes that, the respondents are highly rating Bandung as a tourist destination. OI2 is asking the respondents' perception toward their activities in Bandung, its mean value describes that the respondents are highly satisfied on their activities in Bandung. Lastly, OI3 is asking about their perception toward their score in general about Bandung, its mean value describes that the respondents are highly agree on having a

good image about Bandung City. In addition, Bandung now can know their tourists' perception toward their overall image and since the result is good, Bandung can keep on developing its city to keep their good overall image.

Table 5.13 Qualitative Answers on Overall Image

Qualitative Answer Categories on Destination Personality	
Category	**Answers**
Very Good	Very good, the best, satisfying, amazing, great, must visit city, perfect weekend getaway, perfect, 5/5, a leading city, generally good, 90, 'A', a complete package.
Good	Good, okay, almost perfect, and 80.
Adjectives	Friendly, interesting, beautiful, calm, fun, modern city, comfortable, peaceful, chill, not boring, promising, down to earth, lively, potential, and attractive.

Source: Compiled by the Researcher

At the end of the Overall Image's part on the questionnaire, the researcher is asking the respondents one open ended question towards the overall image of Bandung. The respondents were asked about in overall how would the rate Bandung as a city. The answers are varied that made the researcher had to categorized the answers. The category is including very good, good, and adjectives. From table 5.13, it shows the variation of respondents' answers based on the category, it also describes that the respondents are having positive answers to evaluate Bandung as a city in overall. What is meant by very good category is when the respondents are answering the question by saying for example, they rate Bandung as a very good city, the best city, or a complete package city. The next category is good category, the answers that are included on this category is the respondents' answers saying for example, Bandung is a good city, an almost perfect city, and an okay city. The last category, adjective category, is when the respondents are answering the questions by saying positive adjectives for example, Bandung is friendly, beautiful, calm, fun, and a promising city. Based on the answers form the respondents, Bandung now can know

that it has a positive evaluation based on the tourists' perception and now they can keep up the good work to maintain its positive evaluations.

Table 5.14 Frequencies of Qualitative Answers on Overall Image

Category	Frequency	Percent
Very Good	75	35%
Good	73	34.1%
Adjective	66	30.8%
Total	214	100%

Source: Output SPSS Compiled by the Research

Meanwhile, from the table 5.14, it describes the frequencies of the answers from the respondents per category on the overall image variable. The highest frequency is very good category (35%), followed by good category (34%), and lastly, adjective category (30.8%). Since all categories are describing positive overall image toward Bandung, it can be concluded that the respondents are having positive overall image toward Bandung City.

5.4.5 Descriptive Analysis on Intention to Recommend

The explanation of the descriptive analysis on Affective Image will be as below.

Table 5.15 Descriptive Statistic on Intention to Recommend

Indicator	N	Minimum	Maximum	Mean
IR1	214	3.00	6.00	4.925
IR2	214	3.00	6.00	4.935
IR3	214	3.00	6.00	4.832
			Total Mean	4.897

Source: Output SPSS Compiled by the Researcher

From table 5.15, it shows that in general, the mean of the respondents' answers related to the Affective Image variable is 4.897. The total of mean, 4.887, shows that the respondents' attitude toward determining the intention to recommend Bandung City to others is high. The indicators included on this variable are asking what are the

respondents' perception towards recommending Bandung City to others. From the table 5.7, it shows that the indicator with the highest mean IR2 with the mean value of 4.935, which is categorized as high. IR2 is asking the respondents their agreement on their willingness to recommend Bandung to others, with the high mean, it means that the respondents are very highly agree stating that they would like to recommend Bandung to others. Not only IR2 categorized in the high category, the rest of the indicators, IR1 and IR3, are also categorized in the high category, with the value of mean as 4.925 and 4.832, respectively. IR1 is asking the respondents about their agreement on stating that they would like to say positive things about Bandung to others, with the high value of mean, it means that the respondents are highly agree to say positive things toward Bandung. Meanwhile, IR3 is asking the respondents about their agreement to encourage their friends to visit Bandung, with its high value of mean, it can be concluded that the respondents are highly agree to encourage their friends to visit Bandung. In addition, Bandung now can know the perception of their tourist toward their intention to recommend Bandung and since the result is good, Bandung now can keep their good performance to keep on making their tourist to always be intended to recommend Bandung City.

Table 5.16 Qualitative Answers on Intention to Recommend

Qualitative Answer Categories on Destination Personality	
Category	**Answers**
Tourist Destination	Good tourist destinations, outdoor activities, unique destination, entertaining places, cheap drinks, historical places, and night activities.
Culinary	Restaurants, good culinary, cafés, affordable foods, and culinary tour.
Weather	Chilly, cool, good weather, and beautiful weather.
Scenery	Beautiful scenery and different scenery compare to other cities.
Adjective	Clean, comfortable, fun, beautiful, must visit, peaceful, calm, affordable, and original.
Recreation	Recreation, refreshing, and holiday.
Experience	Previous experience and good experience.

Table 5.16 Qualitative Answers on Intention to Recommend (Continue)

Category	Answers
Culture	Sundanese culture.
Fashion	Shopping venues and affordable shops.
Other	Beautiful citizens and a dream city.

Source: Compiled by the Researcher

At the end of the Intention to Recommends part on the questionnaire, the researcher is asking the respondents one open ended question towards the intention to recommend of Bandung. The respondents were asked about what is the reason they have to recommend Bandung to others. The answers are varied that made the researcher had to categorized the answers. The category is including tourist destination, culinary, weather, scenery, adjective, recreation, experience, culture, fashion, and others. From table 5.16, it shows the variation of respondents' answers based on the category, it also describes that the respondents are having positive reasons why they have to recommend Bandung to others. What is meant by tourist destination category, is when the respondents have reasons to recommend because Bandung has good tourist destination for example, good tourist destinations, unique destinations, and great night activities. On the culinary category contains of reasons basing on Bandung's culinary for example, good restaurants, affordable foods, and variation of cafés. Answers that are included on the weather category are the respondents with answers for example Bandung is chilly, has a good weather, and cool. The next category is scenery, on this category, it includes respondents' answers for example, Bandung has good sceneries and has different scenery compare to other city in Indonesia. On the adjective category is when the respondents are answering for example, Bandung is a comfortable, a fun, and a peaceful city. Meanwhile, on the recreation category, it includes respondents who are answering for example, Bandung is refreshing, a recreation, and a holiday city. The next category is experience where it includes respondents with reasons for example, because they have a good previous experience towards Bandung. On the culture category, the respondents are answering because they are attracted to the Sundanese culture. Meanwhile on the fashion category, it includes respondents with answers for example, Bandung has good shopping venues and affordable shops. The last category, others category, it includes

answers that are not fitted to other category for example, because Bandung has beautiful citizens and Bandung is a dream city.

Table 5.17 Frequencies of Qualitative Answers on Intention to Recommend

Category	Frequency	Percent
Tourist Destination	46	21.5%
Culinary	32	15%
Weather	17	7.9%
Scenery	2	0.9%
Adjective	87	40.7%
Recreation	14	6.5%
Experience	11	5.1%
Culture	1	0.5%
Fashion	1	0.5%
Others	3	1.4%
Total	214	100%

Source: Output SPSS Compiled by the Researcher

Meanwhile, from the table 5.17, it describes the frequencies of the answers from the respondents per category on the intention to recommend variable. The highest frequency is adjective category (40.7%), followed by tourist destination variable (21.5%), culinary category (15%), weather category (7.9%), recreation (6.5%), experience category (5.1%), others category (1.4%), scenery category (0.9%), culture category (0.5%), and lastly, fashion category (0.5%). It means that to describe the reason why they have to recommend Bandung to others, the respondent tend to answer it in adjective.

5.4.6 Descriptive Analysis on Intention to Revisit

The explanation of the descriptive analysis on Affective Image will be as below.

Table 5.18 Descriptive Statistic on Intention to Revisit

Indicator	N	Minimum	Maximum	Mean
IV1	214	3.00	6.00	5.070

Table 5.18 Descriptive Statistic on Intention to Revisit (Continue)

Indicator	N	Minimum	Maximum	Mean
IV2	214	3.00	6.00	4.907
IV3	214	2.00	6.00	4.579
IV4	214	3.00	6.00	5.009
IV5	214	2.00	6.00	5.061
			Total Mean	4.925

Source: Output SPSS Compiled by the Researcher

From table 5.18, it shows that in general, the mean of the respondents' answers related to the Affective Image variable is 4.925. The total of mean, 4.925, shows that the respondents' attitude toward determining the intention to revisit Bandung City to others is high. The indicators included on this variable are asking what are the respondents' perception towards revisiting Bandung City in another time or in the future. From the table 5.8, it shows that the indicator with the highest mean IV1 with the mean value of 5.070, which is categorized as high. IV1 is asking the respondents about their agreement on their willingness to revisit Bandung to others after visiting Bandung for one day, with the high mean, it means that the respondents are very highly agree stating that they would like to revisit Bandung after one-day visit in the future. There is a decreasing of the mean value on IR2, 4.907, IR2 is asking the respondents about their agreement on their willingness to revisit Bandung to others after visiting Bandung for three days, it means that people are enjoy more visiting Bandung for not a long period of time, because they are assuming Bandung just a city break on the weekend. The rest of the indicators, IV3, IV4, and IV5 are also having high values of mean, 4.579, 5.009, and 5.061, respectively. The mean of the IV3 describes that the respondents are highly agree to revisit Bandung next month, the mean of the IV4 describes that the respondents are highly agree to revisit Bandung for the next 6 months, and lastly, IV5 describes that the respondents are highly agree to revisit Bandung for the next 12 months. By the results, the tourists of Bandung have a high intention to revisit Bandung in the future and now Bandung can develop its city to keep on making their tourist willing to revisit Bandung.

Table 5.19 Qualitative Answers on Intention to Revisit

Qualitative Answer Categories on Destination Personality	
Category	**Answers**
Culinary	Culinary, delicious food, bakery, and visiting new restaurants.
Recreation	Recreation, holiday, refreshing, visiting the tourist destinations, weekend getaway, and taking pictures.
Work	Work, shooting, business activities, business meeting, organization's tasks, and research.
Family	Family event, graveyard, *lebaran*, and hometown.
Friend	Visiting lover, friend's graduation, and visiting friends.
Hotel	Interesting hotel.
Events	Event, wedding invitation, and music events.
Fashion	Shopping.
Others	Clean, missing Bandung, the nuance, the citizens, the weather, Ridwan Kamil, and beautiful citizens.

Source: Compiled by the Researcher

At the end of the Intention to Revisit's part on the questionnaire, the researcher is asking the respondents one open ended question towards the intention to revisit Bandung City. The respondents were asked about what is the reason they have to revisit Bandung in another time or in the future. The answers are varied that made the researcher had to categorized the answers. The category is including culinary, recreation, work, family, friend, hotel, events, fashion, and others. From table 5.19, it shows the variation of respondents' answers based on the category, it also describes that the respondents are having positive reasons why they have to revisit Bandung in another time or in the future. What is meant by culinary category is when the respondents are having reasons for example, Bandung has delicious foods, bakery, and to visit new restaurants. The next category is recreation category which includes respondents' answers for example, to have a holiday, to have a recreation, and to have a weekend getaway. On the work category, it includes respondents' answers for example, because they have to work related activities, shooting, and business meetings. On the family category, it includes respondents' answer for example, they

have family events, *lebaran,* and visiting graveyards. The next category is friend category, it includes respondents' answers for example, going to friend's graduation, visiting lover, and visiting friends. The respondents' answers by saying that interesting hotel will be included on the hotel category. Meanwhile, on the event category is when the respondents' reasons to revisit Bandung is because for example, they have wedding invitation and music events. On the shopping category, it includes respondents' answers for example, because they want to go shopping in Bandung. The last category, others category, it includes respondents' answer that are not fitted on the other category for example, because they will miss Bandung, the citizens, and the weather.

Table 5.20 Frequencies of Qualitative Answers on Intention to Revisit

Category	Frequency	Percent
Culinary	31	14.5%
Recreation	76	35.5%
Work	19	8.9%
Family	24	11.2%
Friend	27	12.6%
Hotel	2	0.9%
Event	10	4.7%
Fashion	1	0.5%
Others	24	11.2%
Total	214	100%

Source: Output SPSS Compiled by the Researcher

Meanwhile, from the table 5.20, it describes the frequencies of the answers from the respondents per category on the intention to revisit variable. The highest frequency is recreation category (35.5%), followed by the culinary category (14.5%), friend category (12.6%), family category (11.2%), others category (11.2%), work category (8.9%), event category (4.7%), hotel category (0.9%), and lastly, fashion category (0.5%). From the table 5.20, we can conclude that most of the respondents are answering the question toward the reason why they have to revisit Bandung is to have a recreation.

5.5 Measurement of Reflective Model

When conducting the measurement of reflective model, it will be elaborated to a measurement between one indicator to the variable (latent variable). On this measurement of reflective model, in consists of 3 types of measurements, internal consistency, convergent validity, and discriminant validity.

5.5.1 Indicator Analysis on each Variable

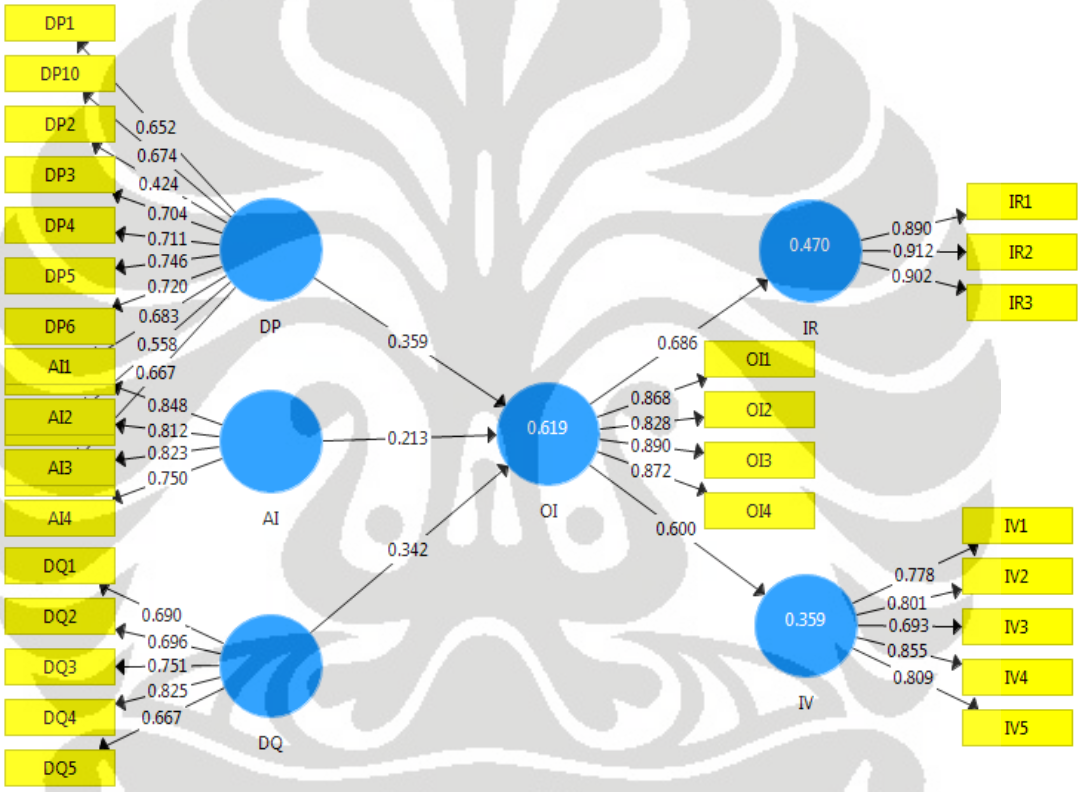


Figure 5.7 Confirmatory Factor Analysis

Source: Output SmartPLS3 Compiled by the Researcher

5.5.1.1 Destination Personality Variable

Destination Personality variable is analyzed through Standardized Loading Factors (SLF) based on figure 5.7 from the output of SmartPLS3. The values of SLF on the Destination Personality are all bigger than the determined requirement value, $\geq$ 0.50, except for DP2, with each value as (1) DP1 = 0.652, (2) DP2 = 0.424, (3) DP3 = 0.704, (4) DP4 = 0.711, (5) DP5 = 0.746, (6) DP6 = 0.720, (7) DP7 = 0.683, (8) DP8 = 0.558, (9) DP9 = 0.667, and (10) DP10 = 0.674.

Table 5.21 Constructed Model Indicator Measurement of Destination Personality

Variable	Indicator	Item	SLF / Outer Loading	Cronbach's Alpha	CR	AVE
Destination Personality (DP)	DP1	I think Bandung is exciting.	0.652	0.823	0.883	0.436
	DP2	I think Bandung is daring.	0.424			
	DP3	I think Bandung is spirited.	0.704			
	DP4	I think Bandung is original.	0.711			
	DP5	I think Bandung is honest.	0.746			
	DP6	I think Bandung is reliable.	0.720			
	DP7	I think Bandung is wholesome.	0.683			
	DP8	I think Bandung is down to earth.	0.558			

Table 5.21 Constructed Model Indicator Measurement of Destination Personality (Continue)

Variable	Indicator	Item	SLF / Outer Loading	Cronbach's Alpha	CR	AVE
Destination Personality (DP)	DP9	I think Bandung is creative.	0.667	0.823	0.883	0.436
	DP10	I think Bandung innovative.	0.674			

Source: Compiled by the Researcher

Based on table 5.21, Destination Personality variable has Cronbach's Alpha value as 0.823 and Composite Reliability value as 0.883. Meanwhile, the value of Average Variance Extracted that the Destination Personality variable has is 0.436.

However, Destination Personality variable is only fulfilling two requirements, Cronbach's Alpha $\geq$ 0.6 and CR $\geq$ 0.6, because its AVE value is 0.436, which is under the requirement of AVE that must be higher or equal to 0.50. To see which indicator that makes AVE value of Affective Image variable low, then outer loading relevance testing is needed. The outer loading relevance testing consists of three analyses, the first one is delete the indicator if outer loading < 0.40, keep the indicator if outer loading > 0.7, and analyze the indicator that has outer loading value ranging between >0.4 and <0.7. Based on table 5.21, Destination Personality has one indicator with the value of SLF below 0.5, which is DP2, 0.424. The value is ranging between >0.4 and <0.7, so then the researcher has to consider whether to delete the indicator or not.

On making the decision, the researcher use the theory from Igbaria et al., (1997), if there is SLF value lower than 0.5, but higher than 0.3, researcher could reconsider to delete the observed variable (Wijanto, 2015). Then the researcher decided not to delete it.

5.5.1.2 Affective Image Variable

Affective Image variable is analyzed through Standardized Loading Factors (SLF) based on figure 5.7 from the output of SmartPLS3. The values of SLF on the Affective Image are all bigger than the determined requirement value, $\geq$ 0.50, with each value as (1) AI1 = 0.848, (2) AI2 = 0.812, (3) AI3 = 0.823, and (4) AI4 = 0.750.

Table 5.22 Constructed Model Indicator Measurement of Affective Image

Variable	Indicator	Item	SLF / Outer Loading	CA	CR	AVE
Affective Image (AI)	AI1	I think Bandung is unpleasant / pleasant.	0.848	0.853	0.883	0.655
	AI2	I think Bandung is distressing / relaxing.	0.812			
	AI3	I think Bandung is ugly / pretty.	0.823			
	AI4	I think Bandung is gloomy / exciting.	0.750			

Source: Compiled by the Researcher

Based on table 5.22, Affective Image variable has Cronbach's Alpha value as 0.853 and Composite Reliability value as 0.883. Meanwhile, the value of Average Variance Extracted that the Affective Image variable has is 0.655. It can be concluded that all results of Affective Image variable have already had a good reliability

measurement model by having Cronbach's Alpha ≥ 0.6, and Composite Reliability (CR) ≥ 0.6, and AVE value ≥ 0.50.

5.5.1.3 Destination Quality Variable

Destination Quality variable is analyzed through Standardized Loading Factors (SLF) based on graph 5.7 from the output of SmartPLS3. The values of SLF on the Destination Quality variable are all bigger than the determined requirement value, ≥ 0.50, with each value as (1) DQ1 = 0.690, (2) DQ2 = 0.696, (3) DQ3 = 0.751, (4) DQ4 = 0.825, and (5) DQ5 = 0.667.

Table 5.23 Constructed Model Indicator Measurement of Destination Quality

Variable	Indicator	Item	SLF / Outer Loading	CA	CR	AVE
Destination Quality (DQ)	DQ1	I think Bandung has good hotel accommodations.	0.690	0.776	0.849	0.530
	DQ2	I think Bandung offers good shopping venues.	0.696			
	DQ3	I think Bandung is clean.	0.751			
	DQ4	I think Bandung has a good ground infrastructure.	0.825			
	DQ5	I think Bandung has a good air transport infrastructure.	0.667			

Source: Compiled by the Researcher

Based on table 5.23, Destination Quality variable has Cronbach's Alpha value as 0.776 and Composite Reliability value as 0.849. Meanwhile, the value of Average Variance Extracted that the Affective Image variable has is 0.530. It can be concluded that all results of Destination Quality variable have already had a good reliability measurement model by having Cronbach's Alpha $\geq$ 0.6, and Composite Reliability (CR) $\geq$ 0.6, and AVE value $\geq$ 0.50.

5.5.1.4 Overall Image Variable

Overall Image variable is analyzed through Standardized Loading Factors (SLF) based on figure 5.7 from the output of SmartPLS3. The values of SLF on the Overall Image variable are all bigger than the determined requirement value, $\geq$ 0.50, with each value as (1) OI1 = 0.868, (2) OI2 = 0.828, (3) OI3 = 0.890, and (4) OI4 = 0.872.

Table 5.24 Constructed Model Indicator Measurement of Overall Image

Variable	Indicator	Item	SLF / Outer Loading	CA	CR	AVE
Overall Image (OI)	OI1	Evaluate the overall image of the city as a tourist destination.	0.868	0.884	0.928	0.748
	OI2	Overall image for visiting Bandung.	0.828			
	OI3	Overall image I have about Bandung.	0.890			

Table 5.24 Constructed Model Indicator Measurement of Overall Image (Continue)

Variable	Indicator	Item	SLF / Outer Loading	CA	CR	AVE
Overall Image (OI)	OI4	Overall, I have a good image about Bandung.	0.872	0.884	0.928	0.748

Source: Compiled by the Researcher

Based on table 5.24, Overall Image variable has Cronbach's Alpha value as 0.884 and Composite Reliability value as 0.928. Meanwhile, the value of Average Variance Extracted that the Affective Image variable has is 0.748. It can be concluded that all results of Overall Image variable have already had a good reliability measurement model by having Cronbach's Alpha $\geq$ 0.6, and Composite Reliability (CR) $\geq$ 0.6, and AVE value $\geq$ 0.50.

5.5.1.5 Intention to Recommend

Intention to Recommend variable is analyzed through Standardized Loading Factors (SLF) based on figure 5.7 from the output of SmartPLS3. The values of SLF on the Intention to Recommend variable are all bigger than the determined requirement value, $\geq$ 0.50, with each value as (1) OI1 = 0.868, (2) OI2 = 0.828, (3) OI3 = 0.890, and (4) OI4 = 0.872.

Table 5.25 Constructed Model Indicator Measurement of Intention to Recommend

Variable	Indicator	Item	SLF / Outer Loading	CA	CR	AVE
Intention to Recommend (IR)	IR1	I would like to say positive things about Bandung.	0.890	0.848	0.891	0.812
	IR2	I would like to recommend Bandung.	0.912			
	IR3	I would like to encourage my friends to visit Bandung.	0.902			

Source: Compiled by the Researcher

Based on table 5.25, Intention to Recommend variable has Cronbach's Alpha value as 0.848 and Composite Reliability value as 0.891. Meanwhile, the value of Average Variance Extracted that the Affective Image variable has is 0.812. It can be concluded that all results of Intention to Recommend variable have already had a good reliability measurement model by having Cronbach's Alpha $\geq$ 0.6, and Composite Reliability (CR) $\geq$ 0.6, and AVE value $\geq$ 0.50.

5.5.1.6 Intention to Revisit Variable

Intention to Revisit variable is analyzed through Standardized Loading Factors (SLF) based on figure 5.7 from the output of SmartPLS3. The values of SLF on the

Intention to Revisit variable are all bigger than the determined requirement value, ≥ 0.50, with each value as (1) IV1 = 0.778, (2) IV2 = 0.801, (3) IV3 = 0.693, (4) IV4 = 0.855, and (5) IV5 = 0.809.

Table 5.26 Constructed Model Indicator Measurement of Intention to Revisit

Variable	Indicator	Item	SLF / Outer Loading	CA	CR	AVE
Intention to Revisit (IV)	IV1	One-day revisit intention.	0.778	0.887	0.922	0.623
	IV2	Three-days revisit intention.	0.801			
	IV3	It is likely for me to visit Bandung in the next month.	0.693			
	IV4	It is likely for me to visit Bandung in the six months.	0.855			
	IV5	It is likely for me to visit Bandung in the twelve months.	0.809			

Source: Compiled by the Researcher

Based on table 5.26, Intention to Revisit variable has Cronbach's Alpha value as 0.887 and Composite Reliability value as 0.922. Meanwhile, the value of Average Variance Extracted that the Affective Image variable has is 0.623. It can be concluded that all results of Intention to Revisit variable have already had a good reliability measurement model by having Cronbach's Alpha $\geq$ 0.6, and Composite Reliability (CR) $\geq$ 0.6, and AVE value $\geq$ 0.50.

5.5.2 Internal Consistency

The result of the outer model analysis on the measurement of the reflective variable is evaluating internal consistency by using Cronbach's Aloha and Composite Reliability (CR).

The next step is by analyzing the value of Average Variance Extracted (AVE) to see the validity. The last step is by analyzing the convergent validity through cross loading (Hair et al., 2014).

To test the reliability indicator, then conduct the measurement on the outer model to see the result the Cronbach's Alpha and Composite Reliability (CR). Reliability value will be stated as good if the Cronbach's Alpha $\geq$ 0.6 (Maholtra, 2007) and Composite Reliability (CR) $\geq$ 0.6 (Vinzi, 2010) and AVE value $\geq$ 0.50 (Vinzi, 2010).

Table 5.27 Table Internal Consistency

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
Destination Personality	0.823	0.883	Reliable
Affective Image	0.853	0.883	Reliable
Destination Quality	0.776	0.849	Reliable
Overall Image	0.884	0.928	Reliable
Intention to Recommend	0.848	0.891	Reliable
Intention to Revisit	0.887	0.922	Reliable

Source: Output SmartPLS 3 Compiled by the Researcher

From table 5.27, it is showing the results of Cronbach's Alpha and the Composite Reliability on all variables on this research, including Destination Personality,

Affective Image, Destination Quality, Overall Image, Intention to Recommend, and Intention to Revisit. Destination Personality has Cronbach's Alpha value as 0.823 and Composite Reliability value as 0.883. The next variable is Affective Image and it has Cronbach's Alpha value as 0.853 and Composite Reliability value as 0.883. Destination Quality has Cronbach's Alpha value as 0.776 and Composite Reliability value as 0.849. The next variable is Overall Image and it has Cronbach's Alpha value as 0.884 and Composite Reliability value as 0.928. Intention to Recommend has Cronbach's Alpha value as 0.848 and Composite Reliability value as 0.891. Lastly, Intention to Revisit has Cronbach's Alpha value as 0.887 and Composite Reliability value as 0.922.

5.5.3 Convergent Validity

On Convergent Validity, it can be stated as a valid indicator if the indicator has value of loading factor or Standard Loading Factor (SLF) is $\geq$ 0.5 and Average Variance Extracted above 0.5 (Wijanto, 2015).

Table 5.28 Convergent Validity

Variable	Indicator	SLF / Outer Loading	AVE	Conclusion
Destination Personality	DP1	0.652	0.436	Valid
	DP2	0.424		Invalid
	DP3	0.704		Valid
	DP4	0.711		Valid
	DP5	0.746		Valid
	DP6	0.720		Valid
	DP7	0.683		Valid
	DP8	0.558		Valid
	DP9	0.667		Valid
	DP10	0.674		Valid
Affective Image	AI1	0.848	0.655	Valid
	AI2	0.812		Valid
	AI3	0.823		Valid

Table 5.28 Convergent Validity (Continue)

Variable	Indicator	SLF / Outer Loading	AVE	Conclusion
Affective Image	AI4	0.750	0.655	Valid
Destination Quality	DQ1	0.690	0.530	Valid
	DQ2	0.696		Valid
	DQ3	0.751		Valid
	DQ4	0.825		Valid
	DQ5	0.667		Valid
Overall Image	OI1	0.868	0.748	Valid
	OI2	0.828		Valid
	OI3	0.890		Valid
	OI4	0.872		Valid
Intention to Recommend	IR1	0.890	0.812	Valid
	IR2	0.912		Valid
	IR3	0.902		Valid
Intention to Revisit	IV1	0.778	0.623	Valid
	IV2	0.801		Valid
	IV3	0.693		Valid
	IV4	0.855		Valid
	IV5	0.809		Valid

Source: Output SmartPLS 3 Compiled by the Researcher

Affective Image, Destination Personality, Overall Image, Intention Recommend, and Intention to Revisit are all fulfilling the requirement of the convergent validity by having loading factor value above 0.5 and Average Variance Extracted value above 0.5.

Meanwhile based on table 5.28, Destination Personality has one indicator with loading factor value below 0.5, DP2 with loading factor value as 0.424 and its Average Variance Extracted is below 0.5, to be precise, it has 0.436 AVE value. To see which indicator that makes AVE value of Destination Personality variable low, then outer

loading relevance testing is needed. The outer loading relevance testing consists of three analyses, the first one is delete the indicator if outer loading < 0.40, keep the indicator if outer loading > 0.7, and analyze the indicator that has outer loading value ranging between >0.4 and <0.7. Since there is DP2 with the factor loading value ranging between 0.4 and 0.7, the researcher has to reconsider whether to delete or keep the indicators. On making the decision, the researcher also put the Composite Reliability into the account to determine whether to delete the invalid indicators or not. Destination Personality has Composite Reliability value as 0.883, which is higher than the minimum requirement, Composite Reliability (CR) ≥ 0.6 (Vinzi, 2010), so then the researcher decided to not delete the invalid indicator and also the researcher is using the theory from Igbaria et al., (1997), if there is SLF value lower than 0.5, but higher than 0.3, researcher could reconsider to delete the observed variable (Wijanto, 2015). Then the researcher decided not to delete it.

5.5.4 Discriminant Validity

On the Discriminant Validity test it is showing that a variable can be differentiated to other variables in one research model. Discriminant Validity can be conducted through the measurement of cross loading values, by comparing the loading values on an indicator inside a variable by having that loading value on other variable. Afterwards, the Discriminant Validity test will be continued to The Fornell-Lacker Criterion by seeing whether AVE from a variable has a higher value compare to the correlation value between that variable.

5.5.4.1 Cross Loading

The explanation of the cross loading analysis will be as below.

Table 5.29 Table of Cross Loadings

Indicator		AI	DP	DQ	IR	IV	OI
I think Bandung is unpleasant / pleasant.	**AI1**	0.848	0.573	0.426	0.540	0.547	0.552
I think Bandung is distressing / relaxing.	**AI2**	0.812	0.573	0.392	0.525	0.416	0.489

Table 5.29 Table of Cross Loadings (Continue)

Indicator		AI	DP	DQ	IR	IV	OI
I think Bandung is ugly / pretty.	**AI3**	0.823	0.514	0.427	0.491	0.413	0.515
I think Bandung is gloomy / exciting.	**AI4**	0.750	0.505	0.432	0.424	0.370	0.481
I think Bandung is exciting.	**DP1**	0.542	0.652	0.364	0.571	0.503	0.530
I think Bandung innovative.	**DP10**	0.479	0.674	0.469	0.477	0.422	0.487
I think Bandung is daring.	**DP2**	0.260	0.424	0.204	0.244	0.211	0.247
I think Bandung is spirited.	**DP3**	0.446	0.704	0.348	0.406	0.354	0.486
I think Bandung is original.	**DP4**	0.465	0.711	0.448	0.404	0.388	0.572
I think Bandung is honest.	**DP5**	0.445	0.746	0.379	0.375	0.295	0.441
I think Bandung is reliable.	**DP6**	0.463	0.720	0.394	0.446	0.377	0.441
I think Bandung is wholesome.	**DP7**	0.403	0.683	0.588	0.461	0.463	0.524
I think Bandung is down to earth.	**DP8**	0.413	0.558	0.372	0.321	0.277	0.387
I think Bandung is creative.	**DP9**	0.445	0.667	0.358	0.357	0.363	0.460
I think Bandung has good hotel accommodations.	**DQ1**	0.427	0.458	0.690	0.548	0.539	0.522
I think Bandung offers good shopping venues.	**DQ2**	0.433	0.430	0.696	0.362	0.384	0.422
I think Bandung is clean.	**DQ3**	0.425	0.483	0.751	0.314	0.306	0.488
I think Bandung has a good ground infrastructure.	**DQ4**	0.355	0.455	0.825	0.372	0.339	0.550
I think Bandung has a good air transport infrastructure.	**DQ5**	0.244	0.378	0.667	0.358	0.332	0.441
I would like to say positive things about Bandung.	**IR1**	0.532	0.610	0.499	0.890	0.648	0.622
I would like to recommend Bandung.	**IR2**	0.576	0.528	0.448	0.912	0.620	0.614
I would like to encourage my friends to visit Bandung.	**IR3**	0.551	0.557	0.512	0.902	0.588	0.617

Table 5.29 Table of Cross Loadings (Continue)

Indicator		AI	DP	DQ	IR	IV	OI
I would like to revisit Bandung after one-day visit.	**IV1**	0.480	0.451	0.441	0.613	0.778	0.509
I would like to revisit Bandung after three-days visit.	**IV2**	0.440	0.425	0.386	0.594	0.801	0.500
It is likely for me to visit Bandung in the next month.	**IV3**	0.349	0.420	0.419	0.438	0.693	0.379
It is likely for me to visit Bandung in the six months.	**IV4**	0.465	0.481	0.455	0.528	0.855	0.486
It is likely for me to visit Bandung in the twelve months.	**IV5**	0.395	0.459	0.370	0.516	0.809	0.475
Evaluate the overall image of the city as a tourist destination.	**OI1**	0.521	0.613	0.596	0.600	0.505	0.868
Overall image for visiting Bandung.	**OI2**	0.542	0.575	0.572	0.583	0.538	0.828
Overall image I have about Bandung.	**OI3**	0.556	0.642	0.566	0.579	0.497	0.890
Overall, I have a good image about Bandung.	**OI4**	0.562	0.623	0.585	0.608	0.533	0.872

Source: Source: Output SmartPLS 3 Compiled by the Researcher

A method to check the discriminant validity is through analyzing the cross loading from each indicator. Specifically, outer loading from each indicator associated with the construct must be greater than indicator outer loading on other construct. According to Vinzi (2010), it can be stated that the largest value on each indicator correlates most strongly to its latent variable.

Based on 5.29, indicator AI1, AI2, AI3, and AI4 of Affective Image variable have the highest values to its variable compare to other variables. Cross loadings on Affective Image variable are 0.848, 0.812, 0.823, and 0.750, respectively. Indicator

DP1, DP2, DP3, DP4, DP5, DP6, DP7, DP8, DP9, DP10 of Destination Personality variable have the highest values to its variable compare to other variables. Cross loadings on Destination Personality are 0.652, 0.424, 0.704, 0.711, 0.746, 0.720, 0.683, 0.558, 0.667, and 0.674, respectively. Indicator DQ1, DQ2, DQ3, DQ4, and DQ5 of Destination Quality variable have the highest values to its variable compare to other variables. Cross loadings on Destination Quality are 0.690, 0.696, 0.751, 0.825, and 0.667, respectively. The next indicators, IR1, IR2, and IR3 on Intention to Recommend variable have the highest values to its variable compare to other variables. Cross loadings on Intention to Recommend are 0.890, 0.912, and 0.902, respectively. The next indicators, IV1, IV2, IV3, IV4, and IV5 of Intention to Revisit variable have the highest values to its variable compare to other variables. Cross loadings on Intention to Revisit are 0.778, 0.801, 0.693, 0.855, and 0.809, respectively. The last indicators, OI1, OI2, OI3, and OI4 of Overall Image variable have the highest values to its variable compare to other variables. Cross loadings on Overall Image. Table 5.29 can conclude that all indicators used on this research is strongly correlated to its latent variable.

5.5.4.2 Fornell-Lacker Criterion

a. Correlation

The table of correlation is as below.

Table 5.30 Correlations

	AI	DP	DQ	IR	IV	OI
AI	1.000					
DP	0.669	1.000				
DQ	0.518	0.607	1.000			
IR	0.613	0.627	0.540	1.000		
IV	0.543	0.567	0.524	0.687	1.000	
OI	0.631	0.710	0.671	0.686	0.600	1.000

Source: Output SmartPLS3 Compiled by the Researcher

b. Average Variance Extracted

Average Variance Extracted of this model will be as below.

Table 5.31 Average Variance Extracted

Variable	Average Variance Extracted
Destination Personality	0.655
Affective Image	0.436
Destination Quality	0.530
Overall Image	0.812
Intention to Recommend	0.623
Intention to Revisit	0.748

Source: Output SmartPLS3 Compiled by the Researcher

The explanation of Fornell-Lacker based on table 5.30 and table 5.31 is as below:

1. AVE value of Destination Personality variable is 0.655 and AVE value of Affective Image variable is 0.436. The correlation value of both of them is 0.669.
2. AVE value of Destination Personality variable is 0.655 and AVE value of Destination Quality variable is 0.530. The correlation value of both of them is 0.607.
3. AVE value of Destination Personality variable is 0.655 and AVE value of Overall Image variable is 0.812. The correlation value of both of them is 0.710.
4. AVE value of Destination Personality variable is 0.655 and AVE value of Intention to Recommend variable is 0.623. The correlation value of both of them is 0.627.
5. AVE value of Destination Personality variable is 0.655 and AVE value of Intention to Revisit variable is 0.748. The correlation value of both of them is 0.567.
6. AVE value of Affective Image variable is 0.436 and AVE value of Destination Quality variable is 0.436. The correlation value of both of them is 0.518.
7. AVE value of Affective Image variable is 0.436 and AVE value of

Overall Image variable is 0.812. The correlation value of both of them is 0.631.

8. AVE value of Affective Image variable is 0.436 and AVE value of Intention to Recommend variable is 0.623. The correlation value of both of them is 0.613.
9. AVE value of Affective Image variable is 0.436 and AVE value of Intention to Revisit variable is 0.748. The correlation value of both of them is 0.543.
10. AVE value of Destination Quality variable is 0.530 and AVE value of Overall Image variable is 0.812. The correlation value of both of them is 0.671.
11. AVE value of Destination Quality variable is 0.530 and AVE value of Intention to Recommend variable is 0.623. The correlation value of both of them is 0.540.
12. AVE value of Destination Quality variable is 0.530 and AVE value of Intention to Revisit variable is 0.748. The correlation value of both of them is 0.671.
13. AVE value of Overall Image variable is 0.812 and AVE value of Intention to Recommend variable is 0.623. The correlation value of both of them is 0.686.
14. AVE value of Overall Image variable is 0.812 and AVE value of Intention to Revisit variable is 0.748. The correlation value of both of them is 0.600.
15. AVE value of Intention to Recommend variable is 0.623 and AVE value of Intention to Revisit variable is 0.748. The correlation value of both of them is 0.687.

Based on the explanations above, the AVEs and the related variables that have higher values compare to other variables are point 5 and point 14. Other points have AVEs and the related variables that are lower compare to other variable, this happened because the researcher was adding one variable, Destination Quality, to the original model and the researcher was also adding some items to Destination Personality variable, Overall Image variable, and Intention to Revisit variable, because they were

not having enough indicator to be processed through SPSS and SmartPLS. It can be concluded that some items on the variables are related and not distinguished enough.

5.6 Measurement of Structural Model Analysis

Measurement of structural model is including test to the capability of the model and the relation between variables. Measurement of structural model is conducted through collinearity measurement, significance measurement, and the relevance of the relation of structured model, measure the level of R2, measure the level of f2, and make a prediction of Q2.

5.6.1 Collinearity Statistics

The level of collinearity between variables can cause a problem to the research. Collinearity is measured by Variance Inflation Factor (VIF). When the value of the collinearity is high, which is below 0.2 or higher than 5.0, it is showing that the researcher need to reconsider to delete the variable from the model.

Table 5.32 Inner VIF Values

	AI	DP	DQ	IR	IV	OI
AI						1.877
DP						2.176
DQ						1.643
IR						
IV						
OI				1.000	1.000	

Source: Output SmartPLS3 Compiled by the Researcher

Table 5.32 is showing the value of Inner VIF between correlated variables based on the model. The explanation is as below:

1. The value of VIF between Destination Personality and Overall Image is 2.176.
2. The value of VIF between Affective Image and Overall Image is 1.877.
3. The value of VIF between Destination Quality and Overall Image

is 1.643.

4. The value of VIF between Overall Image and Intention to Recommend is 1.000.
5. The value of VIF between Overall Image and Intention to Revisit is 1.000.

With all of the explanations above, all of the VIF inner values are ranging between 0.2 and 5.0, so then there is no variables that need to be deleted on this research.

5.6.2 Significance and Relevance of Structural Relations

Down below is coefficient for each hypothesis on this research.

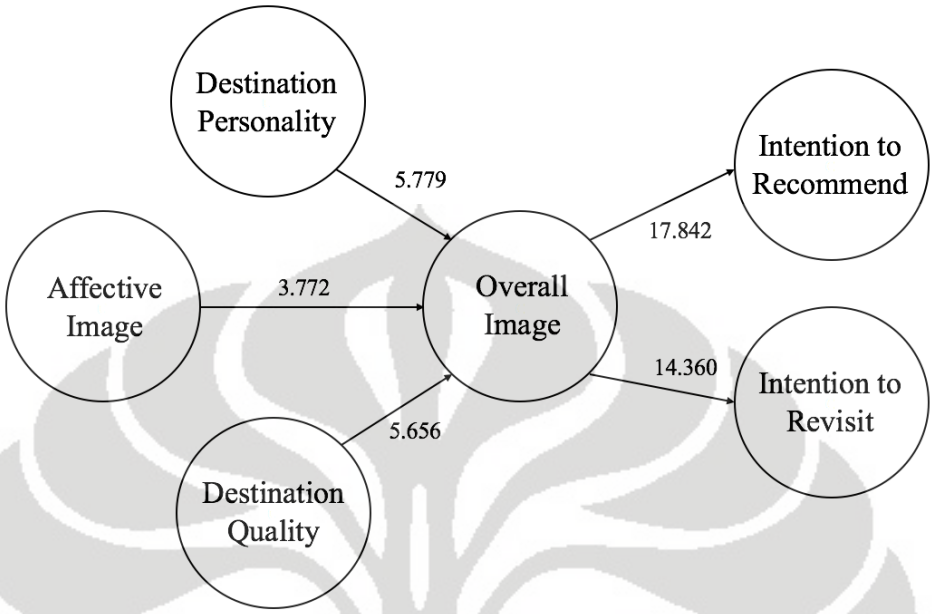
Table 5.33 Path Coefficient

	AI	DP	DQ	IR	IV	OI
AI						0.213
DP						0.359
DQ						0.342
IR						
IV						
OI				0.686	0.600	

Source: Output SmartPLS3 Compiled by the Researcher

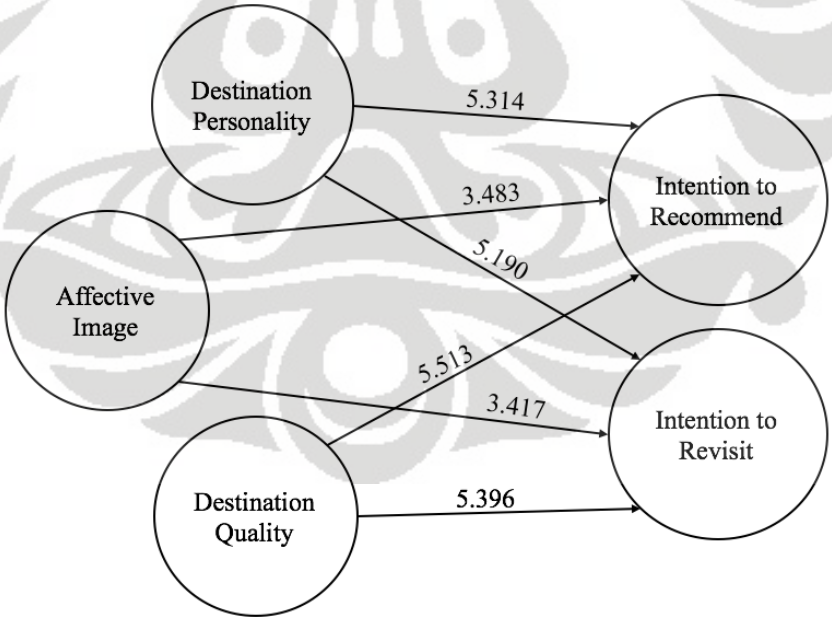
1. Destination Personality variable and Overall Image variable have path coefficient value as 0.359.
2. Affective Image variable and Overall Image variable have path coefficient value as 0.213.
3. Destination Quality variable and Overall Image variable have path coefficient value as 0.342.
4. Overall Image variable and Intention to Recommend variable have path coefficient value as 0.686.
5. Overall Image variable and Intention to Revisit variable have path coefficient value as 0.600.

Down below is the path diagram T-value based on the result of the research:



Graph 5.8 T-Values of the Model

Source: Output SmartPLS3 Compiled by the Researcher



Graph 5.9 T-Values of the Model with Mediation

Source: Output SmartPLS3 Compiled by the Researcher

Table 5.34 T-Values

Hypotheses	T-Value	Conclusion
H1: Destination Personality has a relationship with Overall Image.	5.779	Significance
H2: Affective Image has a relationship with Overall Image.	3.772	Significance
H3: Destination Quality has a relationship with Overall Image.	5.656	Significance
H4: Overall Image has a relationship with Recommend.	17.842	Significance
H5: Overall Image has a relationship with Intention to Revisit	14.36	Significance
H6 A: Overall Image mediates the relationship between Destination Personality and Intention to Recommend.	5.314	Significance
H6 B: Overall Image mediates the relationship between Destination Personality and Intention to Revisit.	5.19	Significance
H6 C: Overall Image mediates the relationship between Affective Image and Intention to Recommend.	3.483	Significance
H6 D: Overall Image mediates the relationship between Affective Image and Intention to Revisit.	3.417	Significance
H6 E: Overall Image mediates the relationship between Destination Quality and Intention to Recommend.	5.513	Significance
H6 F: Overall Image mediates the relationship between Destination Quality and Intention to Revisit.	5.396	Significance

Source: Output SmartPLS3 Compiled by the Researcher

H1: Destination Personality has a relationship with Overall City Image.

Based on the result of the analysis that the researcher conducted through SmartPLS3, the relationship between Destination Personality variable towards Overall Image variable has T-value as 5.779, this makes H1: Destination Personality has a relationship with Overall City Image, accepted. The relationship is significance since the T-value is 5.779, which is higher than the minimum requirement of T-value with 97.5% confidence interval, 2.243. From that analysis, then it can be concluded that H0 is rejected and the hypothesis (H1) is accepted. Based on the result, the higher the value of the destination personality Bandung has, the higher the value of the overall image of Bandung will be. The result supports previous assertions that brand personality and brand image apply to destination (Kim, Lee & Suh, 2015). Another research that matched with this result is by Fournier (1998), Keller (1993), Phau and Lau (2000), and Sirgy (1982), stating that the personality design has also been linked with other brand-related benefits such as the creation of strong and favorable brand associations and positive brand image. Based on Souiden, Ladhari & Chiadmi (2017), they said that the effect of destination image on tourists' attitudes is mediated by destination personality, which is the same with this result.

Based on the descriptive analysis on Destination Personality variable, most of the respondents are answering the question by stating adjective words to describe Bandung's personality, it means that they had good experiences when they visited Bandung, the second largest frequency is coming from the city category which consists of variance of answers about how they distinguish Bandung with another city, they are saying Bandung some superiorities of Bandung that other cities do not have. Just like what UNESCO has counted Bandung as one of creative city in the world, some of the respondents are also saying that Bandung is creative, these answers may because the respondents see Bandung's creative projects that other cities do not have. The least category is about the price of staying in Bandung, to be compared to other cities, Bandung might not be as affordable as other cities for example like, Malang and DIY Yogyakarta, this might be because what Bandung offers a lot are cafés and restaurants instead of street foods just like what Malang and DIY Yogyakarta offer. Since all of the respondents are having positive answers, it makes positive relationship with Bandung's Overall Image.

H2 : Affective Image has a relationship with Overall Image.

Based on the result of the analysis that the researcher conducted through SmartPLS3, the relationship between Affective Image variable towards Overall Image variable has T-value as 3.772, this makes H2: Affective Image has a relationship with Overall City Image, accepted. The relationship is a significance since the T-value is 3.772, which is higher than the minimum requirement of T-value with 97.5% confidence interval, 2.243. From that analysis, then it can be concluded that H0 is rejected and the hypothesis (H2) is accepted. Based on the result, the higher the value of the affective image Bandung has, the higher the value of the overall image of Bandung will be. The result is supporting the previous research of Baloglu and McCleary 1999; Hosany, Ekinci, and Uysal 2007; Sahin and Baloglu 2011, by stating that when both the cognitive and affective components of destination image are considered, research has consistently highlighted the powerful role of affective image in the evaluation of a destination. It is also supporting previous research saying that affective components have positive impact to the travel intention (Baloglu & McClearly, 1999). One of other previous research was also stating that overall image of a destination is not significantly made by cognitive component but affective component.

Based on the descriptive analysis on Affective Image variable, most of the respondents are answering the question by stating adjective words to describe Bandung's affective image. The respondents are having different kind of affective images that make Bandung is rich of it. Affective is related to moods, feelings, and attitude, which is matched with the respondents' answers for example, Bandung is fun, satisfying, peaceful, relaxing, romantic, and attractive. Other than adjective, the respondents are also answering the question by saying about Bandung's weather. What they feel about Bandung's weather is that Bandung is chilly, cool, and cold. Bandung's weather is a good competitive advantage towards other cities because weather is not something that can be built, it is given instead because weather is coming from the geographical background. Indonesia is laying on the equator line making its most cities are having high or hot temperature, but not with Bandung because it is located on highlands. It can be concluded that the affective image of Bandung is generating a greater value on Bandung's overall image.

H3 : Destination Quality has a relationship with Overall Image.

Based on the result of the analysis that the researcher conducted through SmartPLS3, the relationship between Destination Personality variable towards Overall Image variable has T-value as 5.656, this makes H3: Destination Quality has a relationship with Overall Image, accepted. The relationship is significance since the T-value is 5.779, which is higher than the minimum requirement of T-value with 97.5% confidence interval, 2.243. From that analysis, then it can be concluded that H0 is rejected and the hypothesis (H3) is accepted. Based on the result, the higher the value of the destination quality Bandung has, the higher the value of the overall image of Bandung will be. The enthusiast tends to have knowledge or experience necessary to make judgments of destination quality and will choose destinations with adequate products and services to fulfill or exceed his/her expectations (Ferns & Walls, 2012). Such finding seems to be in line with Assaf & Josiassen (2012) who put infrastructure quality as one of the most important drivers of tourism destinations' attractiveness.

Based on the descriptive analysis on Destination Quality variable, most of the respondents are answering the question by saying that Bandung has a good quality because of its tourist destinations. Bandung has different kind of tourist destinations, including outdoor or open air activities, theme parks, museums, and public parks. The tourist destination of Bandung is now still developing because they have a major with architect background who is focusing more on the development of the city itself. Bandung has some ongoing tourist destination projects for example, Babakan Siliwangi, and Bandung Innovation Center. Other than tourist destination, the respondents are also saying that Bandung has a good culinary, both foods from the restaurants, Sundanese foods, and street foods. The category with a small frequency is transportation category, even though it is easy to reach Bandung via Cipularang toll by car, by train or even by plane, most of the time to reach Bandung, tourists have to spend a lot of time to get there because of the traffic jam or a long duration on the train. These problems may be solved soon because the fast train from Jakarta to Bandung is now on the process which is projected to be done by the end of 2019. Not only trans-city transportation that the respondents are considering, but also the inside city transportations, Bandung now have some projects to decrease the traffic inside the city by making electricity bus, bike sharing program, and regulating the *Angkot* (local public transportation). Aside transportation, hotel category is also having a small frequency this may be because the cost to stay in a hotel in Bandung is quite pricey. To develop its hotel accommodation, Bandung can build more hotels with a

large range of cost so then it will fit on every different class category. The answers from the respondents are not only focusing on what Bandung has as a city, some of them are also answering that by having Ridwan Kamil as Bandung's major has been a good quality for Bandung. The existence of Ridwan Kamil has been a good competitive to Bandung because ever since Ridwan Kamil leading Bandung, Bandung has been having a good performance as a city. To be concluded, quality is something that can be built, to keep on maintaining the quality, Bandung has to keep on creating new quality while developing the current quality to generate positive overall image.

H4 : Overall Image has a relationship with Intention to Recommend the destination.

Based on the result of the analysis that the researcher conducted through SmartPLS3, the relationship between Overall Image variable towards Intention to Recommend variable has T-value as 17.842, this makes H4: Overall Image has a relationship with Intention to Recommend, accepted. The relationship is significance since the T-value is 17.842, which is higher than the minimum requirement of T-value with 97.5% confidence interval, 2.243. From that analysis, then it can be concluded that H0 is rejected and the hypothesis (H4) is accepted. Based on the result, the higher the value of the overall image Bandung has, the higher the value of the intention to recommend of Bandung will be. The result is correlated the previous research saying that the importance of tourists' affective evaluations of a destination in ensuring positive attitudes and word of mouth behavior has also been highlighted in more recent work (Hosany 2012; Hosany and Gilbert 2010).

Based on the descriptive analysis on Overall Image variable, most of the respondents are evaluating Bandung very good and the rest are evaluating Bandung as good, it can be concluded that Bandung has good overall image. Meanwhile, based on the descriptive analysis on Intention to Recommend variable, most of the respondents are saying the reasons why they have to recommend Bandung to others in adjective words for example because Bandung is fun, comfortable, beautiful, calm, and peaceful. The second largest frequency is coming from the tourist destination category where the respondents are saying that they have a reason of recommending others about Bandung because Bandung has good tourist destinations. One category with a small frequency is scenery, yet scenery is one of the most potential aspect that Bandung could get. Located in highlands make Bandung has a lot of good scenery to

offer, Bandung should develop and enhance it more. It can be concluded that the good overall image generates the high willingness of the tourists to recommend Bandung to ohers.

H5 : Overall Image has a relationship with Intention to Revisit the destination.

Based on the result of the analysis that the researcher conducted through SmartPLS3, the relationship between Overall Image variable towards Intention to Revisit variable has T-value as 14.360, this makes H5: Overall Image has a relationship with Intention to Revisit, accepted. The relationship is significance since the T-value is 14.360, which is higher than the minimum requirement of T-value with 97.5% confidence interval, 2.243. From that analysis, then it can be concluded that H0 is rejected and the hypothesis (H5) is accepted. Based on the result, the higher the value of the overall image Bandung has, the higher the value of the intention to revisit of Bandung will be. The result is supporting the previous research conducted by Jalilvand et al. (2012) saying that destination image has a positive significance to travel intention.

Based on the descriptive analysis on Overall Image variable, most of the respondents are evaluating Bandung very good and the rest are evaluating Bandung as good, it can be concluded that Bandung has good overall image. Meanwhile, based on the descriptive analysis of Intention to Revisit, the category with the highest frequency is coming from recreation. The reason why they want to revisit Bandung is to have a recreation time because they think Bandung is refreshing and a perfect weekend getaway. It can be concluded that the good overall image generates a high value for people to have intention to revisit Bandung.

H6 A : Overall Image mediates the relationship between Destination Personality and Intention to Recommend the destination.

H6 B : Overall Image mediates the relationship between Destination Personality and Intention to Revisit the destination.

H6 C : Overall Image mediates the relationship between Affective Image and Intention to Recommend the destination.

H6 D : Overall Image mediates the relationship between Affective Image and Intention to Revisit the destination.

H6 E : Overall Image mediates the relationship between Destination Quality and Intention to Recommend the destination.

H6 F : Overall Image mediates the relationship between Destination Quality and Intention to Revisit the destination.

Based on the result of the analysis that the researcher conducted through SmartPLS3, the relationship between Destination Personality, Affective Image, and Destination Quality variables towards Intention to Recommend and Intention to Revisit variables mediated by Overall Image has T-value as 5.314, 5.190, 3.483, 3.417, 5.513, and 5.396, this makes H6: Overall Image mediates the relationship between Destination Personality, Affective Image, and Destination Quality and Intention to Recommend and Intention to Revisit, accepted. The mediation is significance since all of the T-values are significance with a minimum significance as 0.000. From that analysis, then it can be concluded that H0 is rejected and the hypothesis (H6) is accepted. This result supports the previous finding by Ekinci and Hosany (2006) who showed that a destination's personality and the affective component of its destination image are significant predictors of visitors' intention to recommend the location to others. Similar findings were produced by Ekinci, Sirakaya-Turk, and Baloglu (2007), who found that the *conviviality* dimension of destination personality positively and significantly influenced travelers' intention to return to the destination (Turkish Riviera) and their willingness to engage in word-of-mouth communication.

5.6.3 Measurement of R^2 and R^2 Adjusted

R^2 on a variable is explaining about how strong the latent variable can describe the variability of the observed variable.

Table 5.35 R^2 and R^2 Adjusted

	R Square	R Square Adjusted
IR	0.470	0.468
IV	0.359	0.356
OI	0.619	0.613

Source: Output SmartPLS3 Compiled by the Researcher

The explanation of table 5.35 is as below:

1. Intention to Recommend variable has a R square value as 0.470. It means that Intention to Recommend variable can be described by its latent variable, Overall Image, by 47%.
2. Intention to Revisit variable has a R square value as 0.359. It means that Intention to Revisit variable can be described by its latent variable, Overall Image, by 35.9%.
3. Overall Image variable has a R square value as 0.619. It means that Overall Image variable can be described by it latent variables, Destination Personality, Affective Image, and Destination Quality, by 61.9%.

Problem with a measurement using R^2 is that when it is connected to insignificant latent variables, then the R^2 will increase. Therefore, R2 adjusted is also being measured to decrease the possible problem. The explanation of the R^2 adjusted as below:

1. Intention to Recommend variable has an adjusted R square value as 0.468. It means that Intention to Recommend variable can be described by its latent variable, Overall Image, by 46.8%.
2. Intention to Revisit variable has an adjusted R square value as 0.356. It means that Intention to Revisit variable can be described by its latent variable, Overall Image, by 35.6%.
3. Overall Image variable has an adjusted R square value as 0.613. It means that Overall Image variable can be described by it latent variables, Destination Personality, Affective Image, and Destination Quality, by 61.3%.

5.6.4 Measurement of f^2

f^2 is the changing value of R^2 when deleting on exogenous variable and see whether by deleting one exogenous variables will have substantial effect to the endogenous variables.

Table 5.36 Changing Value of R^2 (f^2)

	AI	DP	DQ	IR	IV	OI
AI						0.064
DP						0.156
DQ						0.187
IR						
IV						
OI				0.887	0.561	

Source: Output SmartPLS3 Compiled by the Researcher

The explanation of table 5.36 is as below:

1. If Affective Image variable was deleted, it would increase the value of R square of variable Overall Image variable as much as 0.064.
2. If Destination Personality variable was deleted, it would increase the value of R square of Overall Image variable as much as 0.156.
3. If Destination Quality variable was deleted, it would increase the value of R square of Overall Image variable as much as 0.187.
4. If Overall Image variable was deleted, it would increase the value of R square of Intention to Recommend variable as much as 0.887.
5. If Overall Image variable was deleted, it would increase the value of R square of Intention to Revisit variable as much as 0.561.

5.6.5 Goodness of Fit

The measurement of the Goodness of Fit is as below.

Table 5.37 Table of Communalities and R Squares

Variable	Communality	R Square
Destination Personality	0.655	
Affective Image	0.436	
Destination Quality	0.530	
Overall Image	0.812	0.619

Variable	Communality	R Square
Intention to Recommend	0.623	0.47
Intention to Revisit	0.748	0.359
Sum	3.804	1.448
Average	0.634	0.483

Source: Output SmartPLS3 Compiled by the Researcher

$$GoF = \sqrt{Average\ Communalities \times Average\ of\ R\ Squares}$$

$$GoF = \sqrt{0.634 \times 0.483}$$

$$GoF = 0.385$$

Based on table 5.38, it shows all of the numbers needed to conduct the test of Goodness of Fit. The average of the communalities is 0.634 and the average of the R square is 0.483. After that, we root the value of average of the communalities times to the average of R square. The result of the Goodness of Fit value is 0.385. Hence, it can be concluded that the research has a good value of Goodness of Fit and it means that measurement model and structural model on this research has a good validity.

CHAPTER 6

CONCLUSION

6.1 Conclusion

The purpose of this research is to proof the existence of relationships between Destination Personality, Affective Image, Destination Quality, Overall Image, Intention to Recommend, and Intention to Revisit with a case study of Bandung City. Based on the analysis and the results that have been conducted before, it can be concluded as below:

1. It is found that Destination Personality of Bandung has a relationship with Overall Image of Bandung. In other words, the better Bandung's personality has the better the overall image of Bandung will be. This finding makes destination personality is an important aspect for Bandung to make its overall image better.
2. It is found that Affective Image of Bandung has a relationship with Overall Image of Bandung. In other words, the better Bandung's affective image has the better the overall image of Bandung will be. This finding makes affective image is an important aspect for Bandung to make its overall image better.
3. It is found that Destination Quality of Bandung has a relationship with Overall Image of Bandung. In other words, the better Bandung's quality has the better the overall image of Bandung will be. This finding makes destination quality is an important aspect for Bandung to make its overall image better.
4. It is found that Overall Image of Bandung has a relationship with Intention to Recommend Bandung. In other words, the better Bandung's overall image has the better the intention to recommend of Bandung will be. This finding makes overall image is an important aspect for Bandung to increase tourists' intention to recommend it to others.
5. It is found that Overall Image of Bandung has a relationship with Intention to Revisit Bandung. In other words, the better Bandung's overall image has the better the intention to revisit of Bandung will be. This finding makes overall Image is an important aspect for Bandung to increase tourists'

intention to revisit Bandung in another time or in the future.

6. It is found that Destination Personality, Affective Image, and Destination Quality have relationships with Intention to Recommend and Intention to Revisit Bandung with the mediation of Overall Image. This finding makes Bandung's personality, affective image, and quality are important aspects for tourists' intention to recommend and revisit Bandung through the existence of overall image.

6.2 Managerial Implications

Based on the results of this research, on this section, the researcher will be offering some suggestions that may help related parties, especially the government which in this case are Local Government of Bandung and Government Tourism Office of Bandung, and other Government Tourism Office. It is hoped that these suggestions might help on developing the tourism of Bandung City in general. The suggestions will be divided into two, managerial implications and academic implications. The managerial implications will be explained as below:

1. Strategy to increase Destination Personality of Bandung in order to increase Bandung's Overall Image.

   Destination Personality is a significant dimension of Overall Image. The outcome indicates as the Local Government of Bandung along with the Government Tourism Office of Bandung increase the tourists' evaluation on Bandung's Destination Personality, the destination competitive advantage will improve as the level of Bandung's Overall Image improves. Same as brands or human beings, destinations can be considered to have personalities that make them distinguish between one destination to another destination. People determine the personality of a destination as if it was a person's personality. On this research, the respondents are describing Bandung for example as fun, sensational, friendly, beautiful, impressive, and lovable. Through these results, if Local Government of Bandung along with the Government Tourism Office of Bandung wanted to make an advertisement about Bandung to attract their potential tourists or to attract their past tourists to revisit Bandung again, they could make it based on the result of this research on the Destination Personality variable, so then it would be matched

what Bandung "sell" on the advertisement with what they really have based on tourists' perceptions.

For example, Bandung can make an advertisement with a dominant color of green because based on the color psychology, green color is representing peaceful, which is one of the most frequent answers from the respondents when they were asked to describe Bandung's image, green color is also matched with Bandung's sceneries which most of them are hills and trees. On the advertisement, Bandung can also show how friendly their citizens are, smiling with their traditional clothes while playing their authentic music instrument, *Angklung*.

2. Strategy to increase Affective Image of Bandung in order to increase Bandung's Overall Image.

   Affective Image is a significant dimension of Overall Image. The outcome indicates as the Local Government of Bandung along with the Government Tourism Office of Bandung increase the tourists' evaluation on Bandung's Affective Image, the destination competitive advantage will improve as the level of Bandung's Overall Image improves. Based on Gartner, Ruzzier, & Koneckik (2011), images are used to create awareness and reduce risk to consumer associated with visiting a place one knows very little about, hence, destinations use images extensively in their promotional effort to gain awareness for the attribute that set them apart with other destinations. Affective image is coming from tourists' emotional responses or appraisals of the destination making it more important than cognitive image. Based on the results, the respondents have Affective Image toward Bandung by saying Bandung is entertaining, fun, comfortable, festive, satisfying, beautiful, peaceful, attractive, relaxing, cool, romantic, calm, and inspirational. Therefore, Local Government of Bandung along with the Government Tourism Office of Bandung should keep on managing the city so then the tourists or visitors can always feel Bandung's Affective Image.

   For example, Bandung can do these suggestions:

   - Bandung's Official YouTube's Channel

     Through this Youtube's Channel, Bandung can create creative

content for people to watch. For example, making a video for each tourist destinations they have which includes how to get there, how does the destination cost for the tourists, and also what they can do inside the tourist destinations. By creating such video, it will attract the tourists because they already have an imaginary what is inside the destination and also the tourists can be prepared before visiting the destination. Another example, Bandung also can create a video of people testing their authentic foods which will attract kind of tourists who like to taste foods from different places, these kind of videos will also make the tourists easier when they are visiting Bandung because they already have some references where to eat in Bandung.

- Cultural Events or Festival

  Events or festivals both can create affective image to the tourists because when they watch it, not only their eyes who sense it but also their feelings. Any kind of performance will leave something in people's heart. For example, Bandung can create *Angklung*'s festival with all musicians are singing with *Angklung.*

- Unique Souvenir

  Japan has been succeeding on creating unique souvenir until people can recognize that it is coming from Japan only by looking at the packaging of the souvenir. Bandung can make unique packaging or maybe creating little *angklung* so then people can bring it home and display it on their home, so whenever they see the little *angklung,* it will remind them of Bandung.

- English Preparation

  Even though since elementary school students in Bandung City has been learning English, the human resource in Bandung, specifically the one who will work in the tourism sector need to get intensive English lesson before working on the field. The English lesson includes day to day conversation and some other core English vocabularies related to the tourism industry because an English-friendly city will be remembered by the tourists because it eases them when they are visiting that city.

3. Strategy to increase Destination Quality of Bandung in order to increase Bandung's Overall Image.

   Destination Quality is a significant dimension of Overall Image. The outcome indicates as the Local Government of Bandung along with the Government Tourism Office of Bandung increase the tourists' evaluation on Destination Quality of Bandung, the destination competitive advantage will improve as the level of Bandung's Overall Image improves. Based on Assaf & Tsionas (2015), to measure the quality of a city, it has to be measured based on three dimensions, Infrastructure Quality, Human Resource Quality, and Natural & Environmental Quality.

   - Infrastructure Quality

     Infrastructure is an important aspect for a city to increase its economic condition, including its Travel & Tourism. By having good infrastructure, roads, bridges, toll, and accommodations, the tourists will be more convenient to have Bandung as their destination because they do not have to worry about their access to go around the city and to stay in the city.

   - Human Resource Quality

     Human Resource on the Travel & Tourism industry mostly has direct communications or direct services to the tourists. The level of the service they have for their tourists or customers depends highly on the quality of the Human Resource they have. Therefore, it is essentials for hotels, restaurants, tourist destinations, or museums to have skillful (both hard skills and soft skills) and well-trained workers. Including, the way they greet the tourists, the way to talk to the tourists, how to work efficiently and effectively, and how to talk in Bahasa Indonesia correctly.

   - Natural & Environmental Quality

     One of the reason why a tourist visits a certain destination is because of its Natural & Environmental Quality. Therefore, Local Government of Bandung along with the Government Tourism Office of Bandung can maintain the existing Bandung's natural sites and cultural sites and also they can start to develop the new one to attract the tourists.

4. Strategy to increase Overall Image of Bandung in order to increase tourists' Intention to Recommend and Intention to Revisit.

   Overall Image is a significant dimension of Intention to Recommend and Intention to Revisit. The outcome indicates as the Local Government of Bandung along with the Government Tourism Office of Bandung increase the tourists' evaluation on Bandung's Overall Image, the destination competitive advantage will improve as the level of tourists' Intention to Recommend and Intention to Revisit improve. A high Overall Image will increase the tourists' Intention to Recommend and Revisit because they feel satisfied with what they have in Bandung and they want to share it to others and makes them want to revisit Bandung again in another time. These two tourists' behaviors will help Bandung to increase their potential tourists and to grab a larger market.

6.3 Limitation

The limitation of this research will be explained below:

1. There are some respondents who did not understand well about the questionnaires and they had a difficulty to ask the researcher.
2. The perceptions were limited by not asking the non-visitor of Bandung. The results are only based on the tourists who had been gone to Bandung.
3. Most of the respondents are with ages ranging between 18 to 30 years old, which makes the result of the research is not enough to describe the whole Bandung's visitors.
4. Most of the respondents are living in Jakarta, it makes the research possible to have a different result if the respondents are having a broader domicile.
5. Most of the respondents are students, it makes the research possible to have a different result if the respondents are having a broader occupation.
6. Since the researcher had a limited time for doing this research, it made the researcher did not able to reach a higher number of respondents, because if the researcher could, it would have a different result of the research.

6.4 Recommendation for the Next Research

Based on some points that has been explained on the Limitation's part, the result of this research is still having some weakness and flaws that need to be fixed on the

next research. Therefore, the researcher has some recommendations for the next research in order to decrease the weakness and to make the next research generates a better results and findings. Some of the recommendation will be explained below:

1. On the next research, it is better to spread offline questionnaire as well to make sure that the respondents are understand the questions or if they were misunderstood the questions, they could ask the researcher directly.
2. On the next research, it is better to ask the non-past-visitor as well in order to get a different perspective from a person who had never been to that city.
3. On the next research, it is better to have a higher number of respondents in order to get a better result and to have a more normal distributed respondents based on their demographic profile.

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Attachment 1: Questionnaire of the Research

Research Questionnaire

Survei Citra Kota dan Perilaku Berwisata di Kota Bandung

Yth. Bapak/Ibu

Saudara/Saudari

Perkenalkan nama saya Candrika Sagitasari, mahasiswi tingkat akhir jurusan Bisnis Internasional pada Fakultas Ekonomi dan Bisnis Universitas Indonesia. Saat ini saya sedang melakukan penelitian untuk skripsi saya tentang Hubungan antara Citra Kota dan Perilaku Wisatawan dengan kasus Kota Bandung. Saya mengundang kesediaan Anda untuk mengisi kuesioner penelitian ini.

Dengan mengisi kuesioner ini, Anda telah berpartisipasi dalam salah satu studi penting tentang kebutuhan inovasi suatu kota dan dampaknya terhadap perilaku wisatawan dan pertumbuhan perekonomian dan bisnis di kota tersebut.

Atas bantuan Anda, saya sampaikan terima kasih.

*Wajib

Pembukaan

Survei ini terdiri dari tiga bagian yaitu Pembukaan, Isi (A, B, C, D, E, F) dan Penutup. Anda akan membutuhkan 15-30 menit untuk mengisi kuesioner ini dengan lengkap.

Apakah Anda berkewarganegaraan Indonesia?*

- Ya
- Tidak

Apakah Anda tahu Kota Bandung?*

- Ya
- Tidak

Apakah Anda pernah atau sedang tinggal, bekerja, dan belajar di Kota Bandung?*

- Ya
- Tidak

Apakah Anda pernah berkunjung ke Kota Bandung?*

- Ya
- Tidak

Bagian A – Kepribadian Kota Bandung*

Pada bagian ini, Anda diminta membayangkan bahwa Kota Bandung memiliki beberapa kepribadian seperti layaknya seorang manusia. Jawablah sesuai dengan pandangan Anda sejujurnya, sesuai dengan petunjuk skala jawaban yang diberikan.

Pada bagian ini, Anda diminta untuk menjawab pertanyaan dengan memilih salah satu skala yang sesuai dengan jawaban Anda dengan alternatif jawaban Sangat Tidak Setuju (STS), Tidak Setuju (TS), Agak Tidak Setuju (ATS), Agak Setuju (AS), Setuju (S), dan Sangat Setuju (SS).

Pertanyaan	STS	TS	ATS	AS	S	SS
Menurut saya, Bandung adalah kota yang menarik.						
Menurut saya, Bandung adalah kota yang menantang (memiliki kegiatan yang tidak biasa).						
Menurut saya, Bandung adalah kota yang bersemangat.						
Menurut saya, Bandung adalah kota yang tidak dibuat-buat (orisinal).						
Menurut saya, Bandung adalah kota yang jujur.						

Menurut saya, Bandung adalah kota yang dapat dipercaya.						
Menurut saya, Bandung adalah kota yang sehat.						
Menurut saya, Bandung adalah kota yang sederhana.						
Menurut saya, Bandung adalah kota yang kreatif.						
Menurut saya, Bandung adalah kota yang inovatif.						
Bila saya harus menggambarkan dalam kata-kata saya sendiri, bagi saya Bandung itu adalah…						

Bagian B – Gambar Afektif Kota Bandung*

Pada bagian ini, Anda membayangkan bahwa Kota Bandung dapat bersifat emosional, memiliki kepribadian seperti layaknya seorang manusia yang bisa merasa senang atau sebaliknya. Jawablah sesuai dengan pandangan Anda sejujurnya yang Anda persepsikan atau rasakan, sesuai dengan petunjuk skala jawaban yang diberikan.

Pada bagian ini, Anda diminta untuk menjawab pertanyaan dengan memposisikan jawaban Anda pada salah satu skala yang sesuai dengan jawaban Anda.

Pertanyaan	**Skala**							
Menurut saya, Bandung adalah kota yang…	Tidak Menyenangkan							Menyenangkan
Menurut saya, Bandung adalah kota yang…	Menyusahkan							Menenangkan
Menurut saya, Bandung adalah kota yang…	Buruk							Indah

Menurut saya, Bandung adalah kota yang…	Suram							Cerah
Dengan menggunakan kata-kata saya sendiri, menurut saya, Bandung adalah kota yang…								

Bagian C – Kualitas Kota Bandung*

Pada bagian ini, Anda diharapkan untuk mempersepsikan dan menyampaikan kualitas-kualitas yang melekat pada Kota Bandung dan menilainya sesuai dengan skala yang disediakan.

Pada bagian ini, Anda diminta untuk menjawab pertanyaan dengan memilih salah satu skala yang sesuai dengan jawaban Anda dengan alternatif jawaban Sangat Tidak Setuju (STS), Tidak Setuju (TS), Agak Tidak Setuju (ATS), Agak Setuju (AS), Setuju (S), dan Sangat Setuju (SS).

Pertanyaan	STS	TS	ATS	AS	S	SS
Menurut saya, Bandung memiliki akomodasi hotel yang baik.						
Menurut saya, Bandung memiliki tempat belanja yang baik.						
Menurut saya, Bandung adalah kota yang bersih.						
Menurut saya, Bandung memiliki transportasi darat yang baik.						
Menurut saya, Bandung memiliki transportasi udara yang baik.						
Menurut saya, Bandung memiliki… (silahkan isi menurut pendapat Anda)						

Bagian D – Gambaran Kota Bandung secara Keseluruhan*

Pada bagian ini, Anda diharapkan untuk menggambarkan Kota Bandung secara menyeluruh. Jawablah sesuai dengan pandangan Anda sejujurnya yang Anda persepsikan atau rasakan, sesuai dengan petunjuk skala jawaban yang diberikan.

Pada bagian ini, Anda diminta untuk menjawab pertanyaan dengan memilih salah satu skala yang sesuai dengan jawaban Anda dengan alternatif jawaban Sangat Tidak Baik (STB), Tidak Baik (TB), Agak Tidak Baik (ATB), Agak Baik (AB), Baik (B), dan Sangat Baik (SB).

Pertanyaan	STB	TB	ATB	AB	B	SB
Secara keseluruhan, evaluasi saya terhadap Kota Bandung adalah…						
Secara keseluruhan, penilaian saya terhadap aktivitas mengunjungi Kota Bandung adalah…						
Secara keseluruhan, penilaian saya terhadap Kota Bandung adalah…						
Secara keseluruhan, saya memiliki penilaian yang baik terhadap Kota Bandung…						
Secara keseluruhan, saya menilai Kota Bandung… (silahkan isi menurut pendapat Anda)						

Bagian E – Intensi untuk Merekomendasikan Kota Bandung*

Pada bagian ini, Anda diharapkan untuk memberikan masukan terkait intensi merekomendasikan Kota Bandung. Jawablah sesuai dengan pandangan Anda sejujurnya atau yang Anda persepsikan atau rasakan, sesuai dengan petunjuk skala jawaban yang diberikan.

Pada bagian ini, Anda diminta untuk menjawab pertanyaan dengan memilih salah satu skala yang sesuai dengan jawaban Anda dengan alternatif jawaban Sangat Tidak Setuju (STS), Tidak Setuju (TS), Agak Tidak Setuju (ATS), Agak Setuju (AS), Setuju (S), dan Sangat Setuju (SS).

Pertanyaan	STS	TS	ATS	AS	S	SS
Saya akan membicarakan hal-hal yang baik tentang Kota Bandung kepada orang lain.						
Saya akan merekomendasikan Kota Bandung kepada orang lain.						
Saya akan mendorong orang lain mengunjungi Kota Bandung.						
Alasan Anda merekomendasikan orang lain untuk mengunjungi Kota Bandung adalah…						

Bagian F – Intensi untuk Mengunjungi Kembali Kota Bandung*

Pada bagian ini, Anda diharapkan membayangkan alasan mengapa orang-orang mengunjungi Kota Bandung. Jawablah sesuai dengan pandangan Anda sejujurnya atau yang Anda persepsikan atau rasakan, sesuai dengan petunjuk skala jawaban yang diberikan.

Pada bagian ini, Anda diminta untuk menjawab pertanyaan dengan memilih salah satu skala yang sesuai dengan jawaban Anda dengan alternatif jawaban Sangat Tidak Setuju (STS), Tidak Setuju (TS), Agak Tidak Setuju (ATS), Agak Setuju (AS), Setuju (S), dan Sangat Setuju (SS).

Pertanyaan	STS	TS	ATS	AS	S	SS
Saya ingin mengunjungi Kota Bandung lagi setelah						

mengunjunginya selama satu hari.						
Saya ingin mengunjungi Kota Bandung lagi setelah mengunjunginya selama tiga hari.						
Saya memiliki kemungkinan untuk mengunjungi Kota Bandung pada bulan depan.						
Saya memiliki kemungkinan untuk mengunjungi Kota Bandung pada 6 bulan ke depan.						
Saya memiliki kemungkinan untuk mengunjungi Kota Bandung pada 12 bulan ke depan.						
Kemungkinan lain yang membuat saya harus mengunjungi Kota Bandung adalah…						

Bagian Penutup

Selamat dan Terima Kasih Anda telah sampai pada bagian terakhir survei Citra Kota & Perilaku Berwisata.

Berapa usia Anda?*

- <18
- 18-30
- 31-40
- 41-55
- >55

Apa jenis kelamin Anda?*

- Laki-laki

- Perempuan

Berapa pengeluaran rata-rata Anda dalam sebulan?* (Di luar pengeluaran rutin, seperti cicilan rumah, cicilan mobil, sewa kost, dan semacamnya)

- < Rp 500.000
- Rp 500.000 – Rp 999.999
- Rp 1.500.000 – Rp 1.999.999
- Rp 2.000.000 – Rp 2.499.999
- > Rp 2.499.999

Dimana kota tempat tinggal Anda saat ini?*

…….

Apa pekerjaan Anda saat ini?*

- Pelajar/Mahasiswa
- Ibu Rumah Tangga
- Pegawai Swasta
- Pegawai Negeri
- Wiraswasta
- Tidak bekerja
- ……

Apa tingkat pendidikan terakhir yang telah Anda selesaikan?*

- SMP/sederajat
- SMA/sederajat
- Diploma
- S1
- S2
- S3
- ……

Sebutkan kota-kota yang sudah pernah menjadi tujuan wisata Anda.

……

Sebutkan kota-kota yang akan Anda kunjungi pada tahun 2017 untuk yang pertama kalinya.

……

Sebutkan kota-kota yang akan Anda kunjungi pada tahun 2017 untuk kesekian kalinya.

……

Berapa nomor telepon seluler Anda? (No. Seluler Anda hanya akan saya gunakan untuk mengontak Anda jika ada kekurangan data dalam pengisian survei. Saya menjamin kerahasiaan nomor Anda).

……

Apa alamat email Anda? (Kami akan mengirimkan Ringkasan Hasil Survei kepada Anda melalui Email Anda. Saya menjaga kerahasiaan email Anda).

……

Terima kasih.

Attachment 2: Output SPSS Reliability Pre-Test

Destination Personality

Reliability Statistics

Cronbach's Alpha	N of Items
.891	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DP1	43.0000	42.171	.492	.889
DP2	44.0278	38.999	.512	.891
DP3	43.3611	38.980	.696	.877
DP4	43.4167	35.393	.743	.873
DP5	43.4444	35.911	.821	.866
DP6	43.6944	40.275	.649	.880
DP7	43.6111	37.502	.679	.877
DP8	43.6389	38.409	.689	.877
DP9	42.8333	42.543	.448	.891
DP10	42.9722	40.085	.610	.882

Affective Image

Reliability Statistics

Cronbach's Alpha	N of Items
.701	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

AI1	14.6389	3.437	.518	.625
AI2	14.7500	3.107	.494	.633
AI3	14.9167	3.336	.432	.671
AI4	15.2778	3.006	.513	.621

Destination Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.703	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DQ1	18.0278	7.628	.364	.690
DQ2	18.3056	7.533	.410	.673
DQ3	18.8056	7.304	.342	.704
DQ4	18.9722	6.542	.556	.612
DQ5	19.0000	5.886	.640	.567

Overall Image

Reliability Statistics

Cronbach's Alpha	N of Items
.907	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
OI1	15.4444	4.540	.818	.872

OI2	15.6111	4.244	.759	.892
OI3	15.4167	4.136	.843	.860
OI4	15.1944	4.504	.751	.893

Intention to Recommend

Reliability Statistics

Cronbach's Alpha	N of Items
.852	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IR1	10.1944	2.961	.733	.791
IR2	10.0556	3.083	.750	.787
IR3	10.3611	2.123	.748	.807

Intention to Revisit

Reliability Statistics

Cronbach's Alpha	N of Items
.834	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IV1	19.7222	12.549	.688	.790
IV2	20.0833	12.936	.591	.813
IV3	20.5556	11.454	.442	.889

IV4	20.0000	11.200	.847	.742
IV5	19.7500	12.136	.769	.770

Attachment 3: Output SPSS Validity Pre-Test

Destination Personality

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.836
Bartlett's Test of Sphericity	Approx. Chi-Square	175.362
	df	45
	Sig.	.000

Anti-image Matrices

		DP1	DP2	DP3	DP4	DP5	DP6	DP7	DP8	DP9	DP10
Anti-image Covariance	DP1	.617	-.037	-.134	-.100	.063	-.090	-.020	.043	.005	-.023
	DP2	-.037	.466	-.219	.091	-.040	.054	-.095	-.114	.083	.017
	DP3	-.134	-.219	.368	-.042	.006	-.090	.060	-.013	-.072	-.043
	DP4	-.100	.091	-.042	.255	-.134	-.032	-.017	-.072	.022	.037
	DP5	.063	-.040	.006	-.134	.199	-.061	-.025	-.062	-.015	-.113
	DP6	-.090	.054	-.090	-.032	-.061	.461	-.115	.026	-.141	.112
	DP7	-.020	-.095	.060	-.017	-.025	-.115	.450	-.070	.052	-.162
	DP8	.043	-.114	-.013	-.072	-.062	.026	-.070	.446	-.034	.035
	DP9	.005	.083	-.072	.022	-.015	-.141	.052	-.034	.670	-.161
	DP10	-.023	.017	-.043	.037	-.113	.112	-.162	.035	-.161	.455
Anti-image Correlation	DP1	.852[a]	-.070	-.282	-.252	.178	-.168	-.038	.082	.009	-.044
	DP2	-.070	.734[a]	-.529	.264	-.133	.116	-.208	-.250	.148	.038
	DP3	-.282	-.529	.825[a]	-.138	.023	-.219	.147	-.032	-.145	-.106
	DP4	-.252	.264	-.138	.822[a]	-.595	-.093	-.052	-.215	.054	.108
	DP5	.178	-.133	.023	-.595	.828[a]	-.203	-.083	-.209	-.042	-.374
	DP6	-.168	.116	-.219	-.093	-.203	.861[a]	-.253	.058	-.254	.244
	DP7	-.038	-.208	.147	-.052	-.083	-.253	.878[a]	-.157	.095	-.358
	DP8	.082	-.250	-.032	-.215	-.209	.058	-.157	.917[a]	-.063	.078
	DP9	.009	.148	-.145	.054	-.042	-.254	.095	-.063	.839[a]	-.291
	DP10	-.044	.038	-.106	.108	-.374	.244	-.358	.078	-.291	.804[a]

Communalities

	Initial	Extraction
DP1	1.000	.331
DP2	1.000	.360
DP3	1.000	.576
DP4	1.000	.676
DP5	1.000	.763
DP6	1.000	.535
DP7	1.000	.568
DP8	1.000	.572
DP9	1.000	.293
DP10	1.000	.476

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.150	51.500	51.500	5.150	51.500	51.500
2	1.074	10.739	62.240			
3	.934	9.343	71.582			
4	.756	7.560	79.143			
5	.593	5.926	85.069			
6	.487	4.868	89.937			
7	.383	3.830	93.767			
8	.256	2.561	96.328			
9	.239	2.389	98.717			
10	.128	1.283	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
DP1	.575
DP2	.600
DP3	.759
DP4	.822
DP5	.874
DP6	.731
DP7	.754
DP8	.757
DP9	.542
DP10	.690

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Affective Image

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.749
Bartlett's Test of Sphericity	Approx. Chi-Square	21.865
	df	6
	Sig.	.001

Anti-image Matrices

		AI1	AI2	AI3	AI4
Anti-image Covariance	AI1	.729	-.194	-.139	-.185
	AI2	-.194	.748	-.116	-.176
	AI3	-.139	-.116	.812	-.154
	AI4	-.185	-.176	-.154	.734
Anti-image Correlation	AI1	.736[a]	-.263	-.180	-.253
	AI2	-.263	.746[a]	-.149	-.237
	AI3	-.180	-.149	.783[a]	-.199
	AI4	-.253	-.237	-.199	.741[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
AI1	1.000	.568
AI2	1.000	.541
AI3	1.000	.451
AI4	1.000	.563

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.124	53.101	53.101	2.124	53.101	53.101
2	.701	17.526	70.627			
3	.595	14.887	85.513			
4	.579	14.487	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
AI1	.754
AI2	.736
AI3	.672
AI4	.751

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Destination Quality

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.699
Bartlett's Test of Sphericity	Approx. Chi-Square	33.529
	df	10
	Sig.	.000

Anti-image Matrices

		DQ1	DQ2	DQ3	DQ4	DQ5
Anti-image Covariance	DQ1	.849	-.104	-.016	-.030	-.137
	DQ2	-.104	.829	-.166	-.060	-.078
	DQ3	-.016	-.166	.865	-.011	-.111
	DQ4	-.030	-.060	-.011	.546	-.309
	DQ5	-.137	-.078	-.111	-.309	.492
	DQ1	.825[a]	-.124	-.019	-.044	-.212

	DQ2	-.124	.816[a]	-.196	-.088	-.123
Anti-image	DQ3	-.019	-.196	.792[a]	-.016	-.170
Correlation	DQ4	-.044	-.088	-.016	.648[a]	-.595
	DQ5	-.212	-.123	-.170	-.595	.641[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
DQ1	1.000	.332
DQ2	1.000	.376
DQ3	1.000	.291
DQ4	1.000	.613
DQ5	1.000	.707

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.319	46.386	46.386	2.319	46.386	46.386
2	.885	17.708	64.095			
3	.782	15.638	79.732			
4	.693	13.863	93.595			
5	.320	6.405	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
DQ1	.576
DQ2	.613

DQ3	.540
DQ4	.783
DQ5	.841

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Overall Image

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.826
Bartlett's Test of Sphericity	Approx. Chi-Square	90.277
	df	6
	Sig.	.000

Anti-image Matrices

		OI1	OI2	OI3	OI4
Anti-image Covariance	OI1	.313	-.147	-.124	-.037
	OI2	-.147	.401	-.066	-.051
	OI3	-.124	-.066	.274	-.159
	OI4	-.037	-.051	-.159	.402
Anti-image Correlation	OI1	.816[a]	-.416	-.421	-.106
	OI2	-.416	.863[a]	-.200	-.126
	OI3	-.421	-.200	.791[a]	-.478
	OI4	-.106	-.126	-.478	.846[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
OI1	1.000	.813
OI2	1.000	.748
OI3	1.000	.844
OI4	1.000	.736

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.141	78.532	78.532	3.141	78.532	78.532
2	.403	10.079	88.611			
3	.265	6.624	95.235			
4	.191	4.765	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
OI1	.902
OI2	.865
OI3	.918
OI4	.858

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Intention to Recommend

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.739
Bartlett's Test of Sphericity	Approx. Chi-Square	47.723
	df	3
	Sig.	.000

Anti-image Matrices

		IR1	IR2	IR3
Anti-image Covariance	IR1	.459	-.176	-.173
	IR2	-.176	.436	-.192
	IR3	-.173	-.192	.440
Anti-image Correlation	IR1	.751[a]	-.394	-.386
	IR2	-.394	.731[a]	-.437
	IR3	-.386	-.437	.734[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IR1	1.000	.779
IR2	1.000	.795
IR3	1.000	.792

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues	Extraction Sums of Squared Loadings

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.366	78.877	78.877	2.366	78.877	78.877
2	.329	10.971	89.848			
3	.305	10.152	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
IR1	.883
IR2	.891
IR3	.890

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Intention to Revisit

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.714
Bartlett's Test of Sphericity	Approx. Chi-Square	109.333
	df	10
	Sig.	.000

Anti-image Matrices

		IV1	IV2	IV3	IV4	IV5
Anti-image Covariance	IV1	.325	-.209	-.116	-.038	.033
	IV2	-.209	.294	.170	-.050	-.048
	IV3	-.116	.170	.571	-.114	-.050
	IV4	-.038	-.050	-.114	.213	-.162
	IV5	.033	-.048	-.050	-.162	.276
Anti-image Correlation	IV1	.717[a]	-.675	-.270	-.145	.109
	IV2	-.675	.658[a]	.416	-.199	-.170
	IV3	-.270	.416	.650[a]	-.327	-.126
	IV4	-.145	-.199	-.327	.747[a]	-.667
	IV5	.109	-.170	-.126	-.667	.759[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IV1	1.000	.685
IV2	1.000	.630
IV3	1.000	.345
IV4	1.000	.845
IV5	1.000	.756

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.263	65.251	65.251	3.263	65.251	65.251

2	.965	19.304	84.555			
3	.463	9.259	93.814			
4	.168	3.365	97.180			
5	.141	2.820	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
IV1	.828
IV2	.794
IV3	.588
IV4	.919
IV5	.870

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

AVE

	AVE
AI	0.655
DP	0.436
DQ	0.530
IR	0.812
IV	0.623
OI	0.748

Composite Reliability

	CR
AI	0.883
DP	0.883
DQ	0.849
IR	0.928
IV	0.891
OI	0.922

Cronbach's Alpha

	Cronbach's Alpha
AI	0.823
DP	0.853
DQ	0.776
IR	0.884
IV	0.848
OI	0.887

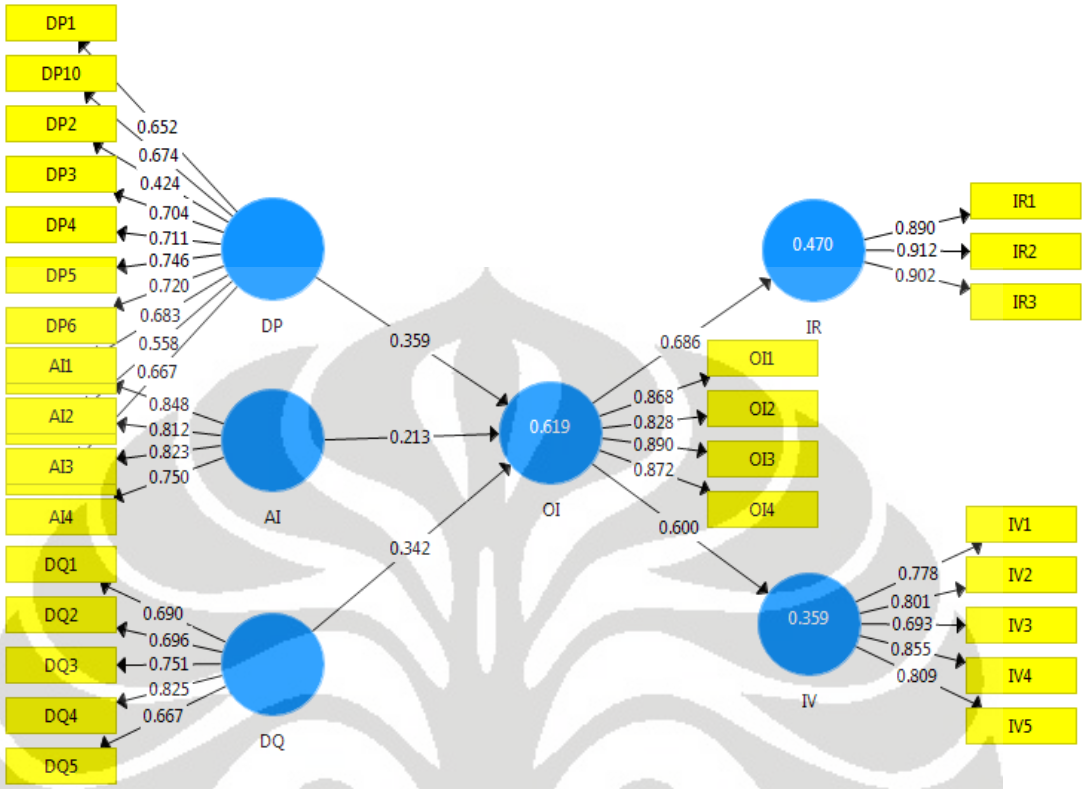
Outer Loadings

	Outer Loadings

AI1 <- AI	0.848
AI2 <- AI	0.812
AI3 <- AI	0.823
AI4 <- AI	0.750
DP1 <- DP	0.652
DP10 <- DP	0.674
DP2 <- DP	0.424
DP3 <- DP	0.704
DP4 <- DP	0.711
DP5 <- DP	0.746
DP6 <- DP	0.720
DP7 <- DP	0.683
DP8 <- DP	0.558
DP9 <- DP	0.667
DQ1 <- DQ	0.690
DQ2 <- DQ	0.696
DQ3 <- DQ	0.751
DQ4 <- DQ	0.825
DQ5 <- DQ	0.667
IR1 <- IR	0.890
IR2 <- IR	0.912
IR3 <- IR	0.902
IV1 <- IV	0.778
IV2 <- IV	0.801
IV3 <- IV	0.693
IV4 <- IV	0.855
IV5 <- IV	0.809
OI1 <- OI	0.868
OI2 <- OI	0.828
OI3 <- OI	0.890
OI4 <- OI	0.872

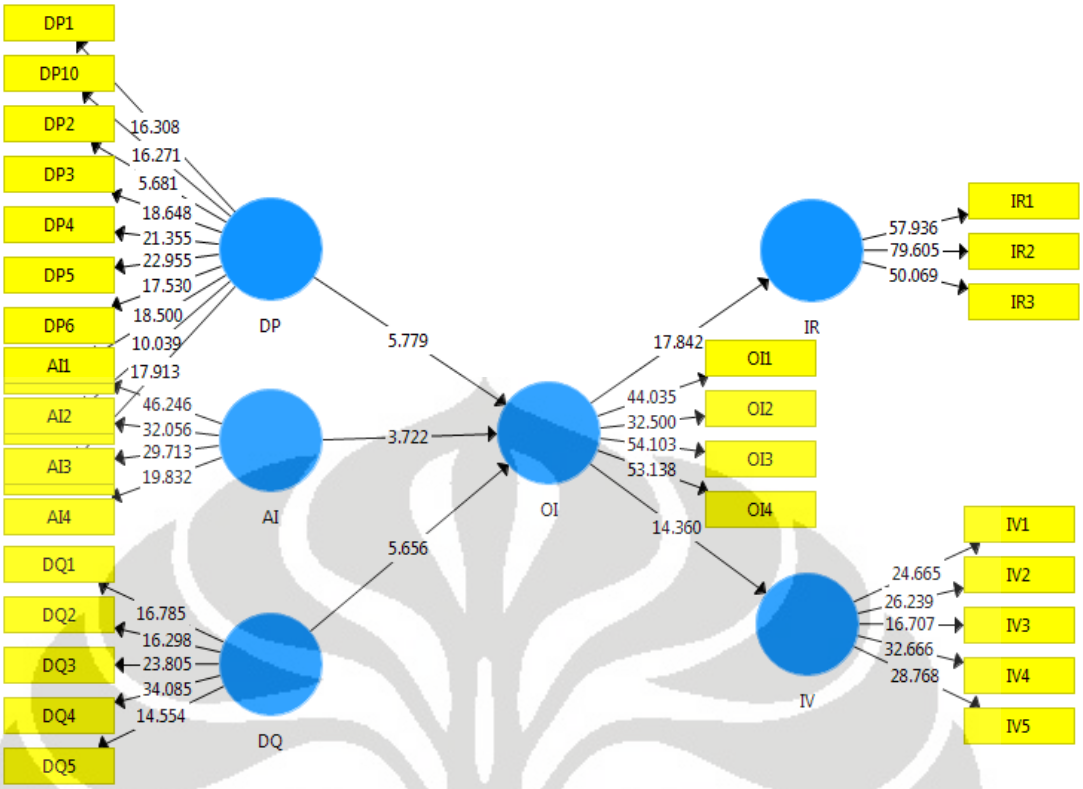
Cross Loadings

	AI	DP	DQ	IR	IV	OI
AI1	0.848	0.573	0.426	0.540	0.547	0.552
AI2	0.812	0.573	0.392	0.525	0.416	0.489
AI3	0.823	0.514	0.427	0.491	0.413	0.515
AI4	0.750	0.505	0.432	0.424	0.370	0.481
DP1	0.542	0.652	0.364	0.571	0.503	0.530
DP10	0.479	0.674	0.469	0.477	0.422	0.487
DP2	0.260	0.424	0.204	0.244	0.211	0.247
DP3	0.446	0.704	0.348	0.406	0.354	0.486
DP4	0.465	0.711	0.448	0.404	0.388	0.572
DP5	0.445	0.746	0.379	0.375	0.295	0.441
DP6	0.463	0.720	0.394	0.446	0.377	0.441
DP7	0.403	0.683	0.588	0.461	0.463	0.524
DP8	0.413	0.558	0.372	0.321	0.277	0.387
DP9	0.445	0.667	0.358	0.357	0.363	0.460
DQ1	0.427	0.458	0.690	0.548	0.539	0.522
DQ2	0.433	0.430	0.696	0.362	0.384	0.422
DQ3	0.425	0.483	0.751	0.314	0.306	0.488
DQ4	0.355	0.455	0.825	0.372	0.339	0.550
DQ5	0.244	0.378	0.667	0.358	0.332	0.441
IR1	0.532	0.610	0.499	0.890	0.648	0.622
IR2	0.576	0.528	0.448	0.912	0.620	0.614
IR3	0.551	0.557	0.512	0.902	0.588	0.617
IV1	0.480	0.451	0.441	0.613	0.778	0.509
IV2	0.440	0.425	0.386	0.594	0.801	0.500
IV3	0.349	0.420	0.419	0.438	0.693	0.379
IV4	0.465	0.481	0.455	0.528	0.855	0.486
IV5	0.395	0.459	0.370	0.516	0.809	0.475
OI1	0.521	0.613	0.596	0.600	0.505	0.868
OI2	0.542	0.575	0.572	0.583	0.538	0.828
OI3	0.556	0.642	0.566	0.579	0.497	0.890
OI4	0.562	0.623	0.585	0.608	0.533	0.872



Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
AI -> OI	0.213	0.213	0.058	3.646	0.000
DP -> OI	0.359	0.362	0.064	5.605	0.000
DQ -> OI	0.342	0.341	0.060	5.668	0.000
OI -> IR	0.686	0.686	0.037	18.631	0.000
OI -> IV	0.600	0.601	0.040	15.087	0.000



R Square

	R Squares
IR	0.470
IV	0.359
OI	0.619

F Square

	F Square
AI -> OI	0.064
DP -> OI	0.156
DQ -> OI	0.187
OI -> IR	0.887
OI -> IV	0.561