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## ANALYSIS OF THE EFFECT OF DESTINATION IMAGE, ATTITUDE, AND SUBJECTIVE NORMS ON TOURIST VISIT INTENTION TO BEACH TOURISM IN BATAM

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### Abstract

This research was conducted to show that the aspect of Desire to Visit has a relationship with the components of Destination Image, Attitude, and Subjective Norms. Coastal tourism destinations are one of the destinations visited by domestic tourists. The quality of a destination creates a desire to visit that destination. This study uses the purposive sampling technique research method. IBM SPSS Statistics 20 is used as a program for data processing. Objects and samples in this study are domestic tourists in Batam who want to visit beach tourist destinations in Batam. This study used 411 respondents who were collected through distributing questionnaires on social media. The independent variables used in this study are destination image, attitudes, and subjective norms, the results of the study prove a significant positive effect on the desire to visit as the dependent variable.

**Keywords:** *Destination Image, Attitude, Subjective Norms, and Visit Intention*

### Introduction

Tourism is one of the sources of foreign exchange in Indonesia which contributes greatly to the economy of a country. Data from the Ministry of Tourism of foreign exchange earnings from the tourism sector in 2019, is targeted to reach US \$ 20 billion and become the largest source of foreign exchange, beating the results of exports of palm oil and oil and gas. (Kunjana, 2018). Based on data obtained from the Ministry of Tourism, Bali is the largest foreign exchange-producing tourist destination, Jakarta is in the second position. While in the third position, namely the Riau Islands which contributed 20%. (Kunjana, 2018). Recognizing the importance of the tourism industry sector to the economy of a country, the state strives to provide the best service for foreign tourists and domestic tourists. The state seeks to build a strong destination image to generate the attractiveness of a destination and to build the interest and perception of foreign tourists and domestic tourists to visit their tourist destinations. When tourists decide to visit a destination they assess and evaluate the destination, perception, and image of the

destination they will visit. These are the criteria for tourists to visit or not. Therefore, destination image will play an important role, both in attracting or holding tourists to visit. Indonesia is one of the countries that has become a tourist destination for both foreign and domestic tourists. Based on data from the Ministry of Tourism of the Riau Islands, it contributed 20%. One of the cities with the largest contribution in Batam City, which is the most popular tourist destination and is visited by many tourists from Singapore, Malaysia, South Korea, China, and others. In addition to foreign tourists, domestic tourists from Tanjung Pinang, Tanjung Balai Karimun, Selat Panjang, Dumai and others have also contributed to Batam City. This can be proven by data from the Head of the Batam City Central Statistics Agency (BPS), the number of domestic tourist visits to Batam City in 2019 was recorded as 56,808 tourists. The total number of domestic tourist arrivals recorded from the beginning to the end of the year was 664,645 tourists. (Badan Pusat Statistik, 2019)

**Table 1 Number of Tourist Visits to Batam City 2019**

# The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES) Taichung, Taiwan 3-6 March, 2022

Kunjungan Wisatawan ke Kota Batam 2019												
Negara	Jan	Feb	Mar	Apr	Mei	Juni	Juli	Agus	Sep	Okt	Nov	Des
Indonesia	54298	63128	59141	44611	47812	75120	47181	65769	55298	48071	47408	56808
												Total
												664645

Source : (Badan Pusat Statistik, 2019)

The destination image will be the initial guideline for tourists in determining how attractive a tourist destination is. These guidelines will be the criteria for tourists in deciding which tourist destinations to visit. (Sam Al-Kwafi, 2015). According to (Whang et al., 2016) destinations with preferred images are more likely to be included in the decision-making process. In addition to the destination image, attitudes also affect a desire to visit. (Jalilvand & Samiei, 2012) stated that the attitude of tourists is considered a strong predictor of their decision to travel to a particular destination. According to (Alhakimi & Esmail, 2020), individuals will have intentions towards an object or behavior if they are influenced by the surrounding community. Individuals will do what they believe if the environment or society around them supports what they do. This means that the desire of tourists when they want to visit a destination is also influenced by the people around them to believe in what they are doing and their desire to visit a place.

## Literature Review

### Visit Intention

In general, the desire to visit can be interpreted as a consumer's desire to buy which shows the behavior of the consumer's commitment to making purchases of goods and services. Similarly, the tendency of tourists to visit a tourist destination. (Kinnear & Taylor, 1998)

(Whang et al., 2016) interpreting the desire to visit is the possibility of what tourists feel when visiting a tourist destination to build a subjective perspective that will later influence behavior and the final decision to visit. This definition is also in line with the research investigated by (Baloglu & McCleary, 1999) which states that the desire to

visit refers to the perceived probability of visiting a place within a certain period.

According to (Su et al., 2020) The desire to visit is defined as the subjective intention and tendency of potential tourists to visit a certain destination which is stimulated by internal and external information such as destinations and social media.

### The Influence of Destination Image on Visit Intention

Destination Image is defined as a representation of individual thoughts on knowledge, feelings, and perceptions of the overall destination of a particular tourist destination. Destination image has also been investigated to have a significant influence on tourist behavioral intentions (Assaker et al., 2011). Destination image is a tourist's perception of a product, object, behavior, and event accompanied by beliefs, feelings, and a set of goals (Stylos et al., 2016). In general, the image of a destination is a picture of the overall impression of tourists. Destination image is the first impression of a product, attractions, and attributes that will be the criteria in the selection process (Whang et al., 2016).

Researchers who have examined the effect of destination image on the desire to visit, namely, (Whang et al., 2016); (Khan et al., 2017); (Prayogo et al., 2017); (Yin et al., 2020);. These researchers revealed the same result, namely that the destination image had a positive effect on the desire to visit.

### The Influence of Attitude on Visit Intention

Attitude is defined as the character of an individual in responding favorably or unfavorably to an object, person, institution, or event (Han et al., 2009). In general, the attitude

# The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES) Taichung, Taiwan 3-6 March, 2022

towards a behavior is described as an individual who has a beneficial judgment or not when performing a certain behavior, the positive attitude of a person towards a behavior, the more likely the behavior will be carried out. The influence of attitudes on the desire to visit has been studied by several researchers and has a positive relationship with the desire to visit. (Jalilvand & Samiei, 2012) found that attitudes had a relevant relationship to the desire to visit. Meanwhile, (Albarq, 2013) has similar results, namely that attitudes have a relevant relationship with the desire to visit because it has been shown to influence tourists visiting Jordan. (Lita et al., 2014) also found that there was a positive relationship between attitudes towards visiting intentions. (Verma et al., 2019) also revealed a positive relationship between consumer attitudes towards the desire to visit environmentally friendly hotels.

### **The Influence of Subjective Norms on Visiting Desire**

Subjective Norm is defined as a person's response to social pressures to behave. According to (Alhakimi & Esmail, 2020) Subjective Norm is the influence felt by the individual by other individuals or groups who are important or close to him (such as friends, neighbors). Subjective norms (subjective norms) are social influences that influence a person's behavior. If a person is influenced by the surrounding community to do something or that he believes that the environment or society around him supports what he does, he will have the desire to behave. The

influence of subjective norms on the desire to visit has been investigated and has a positive relationship with the desire to visit. Some of these researchers have examined the relationship between subjective norms and the desire to visit, (Shen et al., 2009); (Verma & Chandra, 2018); (Tuan Mansor & Ngah, 2018) (Leung, 2019). The researchers who studied found a positive influence on subjective norms and intention to visit.

### **Research Methods**

The research method used is based on the characteristics of the problem, this research can be categorized as causal-comparative research. Causal-comparative research is a type of research with problem characteristics in the form of cause-and-effect relationships between independent variables (influenced variables) and dependent variables (influenced variables). Causal-comparative research aims to investigate possible cause and effect relationships by observing the effects that exist, then tracing the causal factors that make them possible. (Prajitno, 2008). The object in this study is the desire to visit (Visit Intention) for domestic tourists who want to visit or have visited beach tourist destinations in Batam City. The population in this study were domestic tourists who had visited coastal tourist destinations in Batam City. Based on data obtained from BPS (Badan Pusat Statistik, 2019) the number of domestic tourists visiting Batam City is 664,645, which can be seen in the table below.

**Table 2 Number of Tourist Visits to Batam City 2019**

Kunjungan Wisatawan ke Kota Batam 2019												
Negara	Jan	Feb	Mar	Apr	Mei	Juni	Juli	Agus	Sep	Okt	Nov	Des
Indonesia	54298	63128	59141	44611	47812	75120	47181	65769	55298	48071	47408	56808
												Total 664645

*Source* : (Badan Pusat Statistik, 2019)

The sample used for this research is using a non-probability sampling technique. Nonprobability sampling is a random sampling

technique. Researchers usually use subjects that represent a certain number of characteristics. The sampling technique in this study used purposive

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sampling. The sample in this study prefers domestic tourists compared to the people of Batam City in general. The research sample is domestic tourists who have visited or want to visit beach tourist destinations in Batam City such as Ranoh Island, Nongsa Beach, and other tours.

## Data collection technique

The type of data used is primary data. Primary data was obtained from the results of distributing questionnaires to respondents. The sources for obtaining this primary data are respondents who are relevant to the research to be conducted. The method used in this study is a quantitative method through distributing online questionnaires through Google Forms to local tourist respondents in Batam City. The questionnaire is closed in which the respondent can choose the available answers. Questionnaires are used to determine whether the destination image, attitudes, and subjective norms influence the respondents' willingness to visit beach tourism destinations in Batam City. This questionnaire was measured using a 5-point Likert scale (with a range of 1 being strongly disagreed, 2 being disagreeing, 3 being neutral, 4 being agreeing, 5 being strongly agreeing). Then the data collection technique was also carried out through studying journals, articles, and studies contained in the existing Google Scholar related to the topic/problem being studied. Then secondary data was obtained through statistical

data on domestic tourist visits through the website of the Central Statistics Agency.

## Results and Discussion

### Descriptive Test

In this study, the authors collected data from questionnaires distributed from May 2021 to July 2021. Questionnaires were distributed using an online questionnaire (Google Form) as many as 425 questionnaires to domestic tourists who had visited coastal tourist destinations in Batam City. Questionnaires that have been returned and filled out amounted to 411 questionnaires so that they can be used for research analysis. Based on the results of the questionnaires answered by 411 respondents, the largest percentage was dominated by female respondents with a total of 236 respondents. Among the younger generation, 20-30 years with students employment status and private employees are among those who often make visits to beach tourist destinations in Batam City with a total of 269 respondents. Furthermore, based on data on the frequency of beach tourist destinations in Batam City that have been visited, Nongsa Beach is the most visited destination with a total of 81 respondents. Based on the results of the frequency of visits to beach tourist destinations, the average respondent visits beach tourist destinations more than once a year with a total of 140 respondents.

**Table 3 Validity Test Results**

Pertanyaan	Muatan Faktor	Keterangan
CD1	,757	<i>Valid</i>
CD2	,793	<i>Valid</i>
CD3	,682	<i>Valid</i>
CD4	,775	<i>Valid</i>
CD5	,735	<i>Valid</i>
S1	,614	<i>Valid</i>
S2	,820	<i>Valid</i>
S3	,828	<i>Valid</i>
S4	,854	<i>Valid</i>
S5	,868	<i>Valid</i>

**The 2nd Conference on Management, Business, Innovation,  
Education, and Social Science (CoMBInES)  
Taichung, Taiwan 3-6 March, 2022**

NS1	,791	<i>Valid</i>
NS2	,788	<i>Valid</i>
NS3	,672	<i>Valid</i>
NS4	,772	<i>Valid</i>
NS5	,793	<i>Valid</i>
KB1	,621	<i>Valid</i>
KB2	,727	<i>Valid</i>
KB3	,722	<i>Valid</i>
KB4	,736	<i>Valid</i>
KB5	,752	<i>Valid</i>

Source: Primary Data Processed (2021)

Based on the data in table 3, there are 20 questions tested with the destination image variable, attitude variable, subjective norm variable, and the desire to visit variable having 5 questions each. It can be seen that the variables of Destination Image, Attitude, Subjective Norm,

and Desire to Visit have the appropriate criteria, namely, a significance value  $> 0.6$  so that all indicators tested pass the significance criteria so that the variables are considered valid.

**Table 4 Reliability Test Results**

<b>Variable</b>	<b><i>Cronbach's Alpha</i></b>	<b>Keterangan</b>
Citra Destinasi	0.801	<i>Reliable</i>
Sikap	0.856	<i>Reliable</i>
Norma Subjektif	0.819	<i>Reliable</i>
Keinginan Berkunjung	0.741	<i>Reliable</i>

Source: Primary Data Processed (2021)

Based on the data in Table 4, four variables are declared reliable because they have a Cronbach value  $> 0.6$ . Therefore, it can be

concluded that the respondents' answers to the four variables are consistent

**Table 5 T-Test Results**

Variabel	<u><i>Unstandardized</i></u> <u><i>Coefficients</i></u>		T	Sig.	Keterangan
	<i>B</i>	<i>Std. Error</i>			
<i>(constant)</i>	6.206	0.921	6.739	0,000	
Citra Destinasi	0.143	0.030	4.711	0.000	<b>H<sub>1</sub></b> : Signifikan Positif
Sikap	0.253	0.028	8.979	0.000	<b>H<sub>2</sub></b> : Signifikan Positif

# The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES) Taichung, Taiwan 3-6 March, 2022

Norma Subjektif	0.357	0.033	10.693	0.000	<b>H<sub>3</sub>: Signifikan Positif</b>
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Source: Primary Data Processed (2021)

Based on the results of the t-test, all hypotheses can be accepted and all the variables tested have a significant positive effect on the variable of visiting desire. The results of the t-test show results that are in line with the research

studied by ((Ferns & Walls, 2012); (Jalilvand & Samiei, 2012); (Lita et al., 2014); (Doosti et al., 2016); (Tan & Wu, 2016); (Prayogo et al., 2017); (Seow et al., 2017)and (Leung, 2019))

**Table 6 Adjusted R Square Test Results**

Model	R	R Square	Adjusted R Square
1	0.685 <sup>a</sup>	0.470	0.466

Source: Primary Data Processed (2021)

Based on the data in table 6, the adjusted R Square value is 0.466. The independent variables of Destination Image, Attitude, and Subjective Norms have a simultaneous influence on the dependent variable of Visiting Intention by 46.6%.

### Conclusions

Based on the results of hypothesis testing, the independent variables of Destination Image, Attitude, Subjective Norms proved to have a significant positive effect on the dependent variable of visiting intentions. This proves that the components contained in the Destination Image, Attitude, Subjective Norm variables have factors that can attract the desire to visit domestic tourists to visit beach tourist destinations in Batam City. The author recommends further research to examine other tourist destinations such as historical, cultural, culinary tourism destinations, conventions, and so on, apart from tourist destinations that have been used by researchers. In addition, it is recommended to add other independent variables that influence the desire to visit such as E-WOM (Tuan Mansor & Ngah, 2018) and perceived behavioral control (Verma & Chandra, 2018); (Leung, 2019). Further research can also use different approaches, models, and samples that also influence the desire to visit such as the research

studied by (Tuan Mansor & Ngah, 2018); (Verma & Chandra, 2018), and(Leung, 2019).

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# The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES) Taichung, Taiwan 3-6 March, 2022

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**The 2nd Conference on Management, Business, Innovation,  
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