The Influence of Perceived Value on Destination Image (Survey at Bair Island Tourist Destination)

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ARTICLE INFORMATION

ABSTRACT

Maritime tourism is a leading sector. However, tourist visits fluctuate. Variables that are suspected to be the cause of the fluctuating number of visits are because they have not been able to create perceived value, and the destination image is not optimal. The purpose of this study is to determine the effect of perceived value on destination image in the tourist destination of Bair Island. The type of research used is descriptive and verification. The survey was conducted using a questionnaire to 223 respondents (tourists) who are currently and have traveled to Bair Island. With a SEM (structural equation model) analysis tool using the lisrel program. The results of the descriptive research show that the destination image that they have is only good. While the results of the verification research show that the variables studied have a significant effect.

Keywords: Bair Island, Destination Image, Maluku Province, Perceived Value, Tourist Destination

JEL Classification: L80, L89, M30

INTRODUCTION

The tourism sector is one of the leading service sub-sectors to be developed in order to improve the country's economy. The following is data on tourist visits to Maluku Province in table 1 below.

Table 1. The Development of Tourist Visits to Maluku Province in 2016-2020

No	Tourist	Y E A R				
		2016	2017	2018	2019	2020
1.	International	15.015	18.075	18.979	13.153	2.010
2.	National	103.947	111.332	116.899	76.842	41.188
3.	Local	129.068	174.431	183.153	147.434	173.110
	T O T A L	248.030	303.838	319.031	237.429	216.308

Source: BPS Maluku, Maluku Publications in 2016-2021

Data on tourist arrivals in 2020 decreased drastically, especially for foreign / international tourists, considering the covid 19 pandemic. Meanwhile, foreign tourists who visited Maluku a lot came from the Netherlands, Germany, Hong Kong, France, Australia, China, America and India.

Table 2. Data On Tourist Visits to Bair Island From 2017 to 2019

Year	Number of visitors	Percentage
2017	18.431	11%
2018	58.625	35%
2019	88.918	54%

Source: Disparbud Tual City

Problems
1. How is the perceived value and destination image in Bair Island tourist destinations?
2. How is the effect of perceived value on destination image in Bair Island tourist destinations?

Research Purposes
1. To examine how the perceived value and destination image in Bair Island tourist destinations
2. To examine the effect of perceived value on destination image in Bair Island tourist destinations

LITERATURE REVIEW

Perceived Value
Value is one of the key factors in gaining competitive advantage (Zeithaml, 1988; Woodruff, 1997; Holbrook, 1999; Hightower et al, 2002, Kuo, Wu & Deng, 2009). According to Sweeney and Soutar (2001) that the PERVAL scale or perceived value consists of several items in measuring the four dimensions of perceived value, namely:

(1) functional value/quality, (2) emotional value, (3) price functional value, and (4) social value. Sanchez et al (2006) there are 2 (two) approaches to the concept of value that have been put forward by many experts, namely: 1) the concept of value with a simple unidimensional approach but does not describe the perception of value completely and intact because it does not calculate the intangible, intrinsic factors. and emotional from the construct that was built, 2) a multidimensional approach that describes the concept of value in a more representative and holistic way from a complex situation and provides better research results. Seymour (2012) states that the functional value for a destination can be measured by the following items: visiting the place is reasonably priced, visiting the place is, the place is a good quality tourism product and while visiting the place, I received good. Value is the key to gaining competitive advantage (Gallarza & Soura, 2008). The dimensions of perceived value in this study are as follows: emotional value: social-psychological benefits, functional value: perceived benefits obtained in order to function, physical performance, social value: perceived utility obtained from one or more specific social groups. risk value: utility derived from risk reduction factors for product use. And epistemic value: epistemic value is to arouse curiosity,

Destination Image
Buhalis (2000) reveals that the benefits of branding an area or destination include increasing the standard of living of local residents, increasing the number of tourists, and stimulating aspects of regional development. The brand of a region can further create an emotional connection between the region and its stakeholders (Morgan & Pritchard, 2005 in Buhalis 2000). Mona Bouzari (2012) citing Qu, Kim, & Im (2011) who believes that destination image has different dimensions and can influence tourist behavior. In this study, the dimensions of the destination image used are more perceptual or cognitive aspects (Alca-Niz et al. 2009; Echtner & Ritchie, 1991) and affective aspects as the emotional response of tourists to the destination, which will be measured through: 1) destination atmosphere, 2) travel information, 3) travel environment, 4) shopping, 5) community, 6) accessibility.

RESEARCH METHOD

This research is descriptive and verification. Descriptive research is a type of research that describes the nature and attributes of a subject (Askarzai et al., 2017). The method applied is descriptive survey and explanatory survey. Time horizon is cross section/one shot. The research population and the unit of analysis are tourists who visit Bair Island. The sample size was determined by taking into account the analytical techniques used in hypothesis testing using the structural equation modeling (SEM). Data collection in this study used a combination of several techniques consisting of: interviews, questionnaires, observation. between the destination image and the previous perceived value. In this study, this relationship is a recent finding in the context of tourism.

RESULTS

Perceived Value
The perceived value variable consists of five dimensions and each dimension is measured using several indicators so that this measurement model follows the second order model. Measurement model path diagrams such as:

Figure 1. The Measurement Model of The Perceived Value Variable

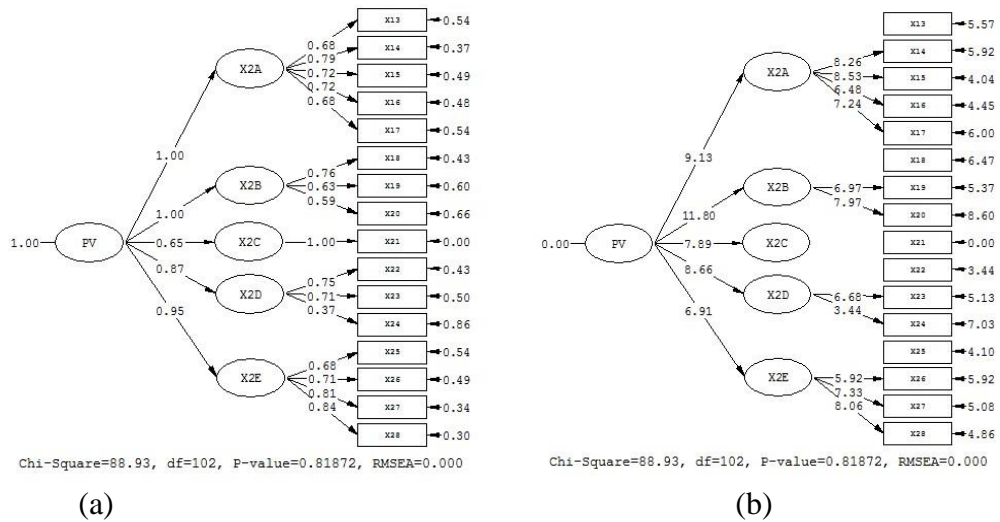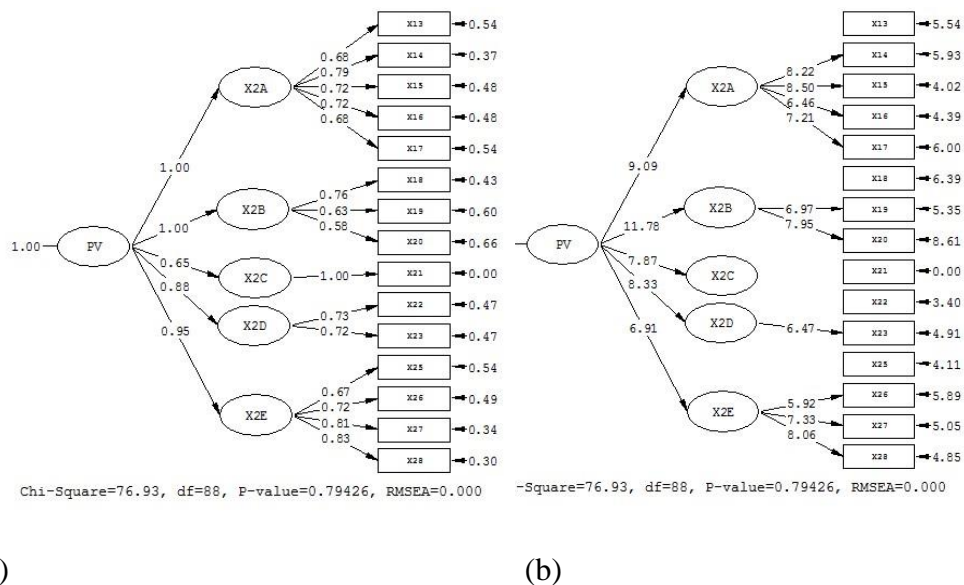(a)   (b)

Figure 1 (a) shows the measurement model with the loading factor value and Figure 1 (b) shows the measurement model with the calculated t value. If you pay attention to the loading factor value from Figure 1 (a) not all indicators have a loading factor value greater than 0.50 with a loading factor of 0.37 so that this item in the subsequent analysis is not included.

The following is a measurement model with item X24 removed from the model:

Figure 2. The Results of The Measurement Model of The Perceived Value Variable

(a)   (b)

Destination Image
The destination image variable consists of six dimensions and each dimension is measured using several indicators so that this measurement model follows the second order model. The path diagram of the destination image variable measurement model is presented in the following figure:

**Figure 3.** Destination Image Variable Measurement Model
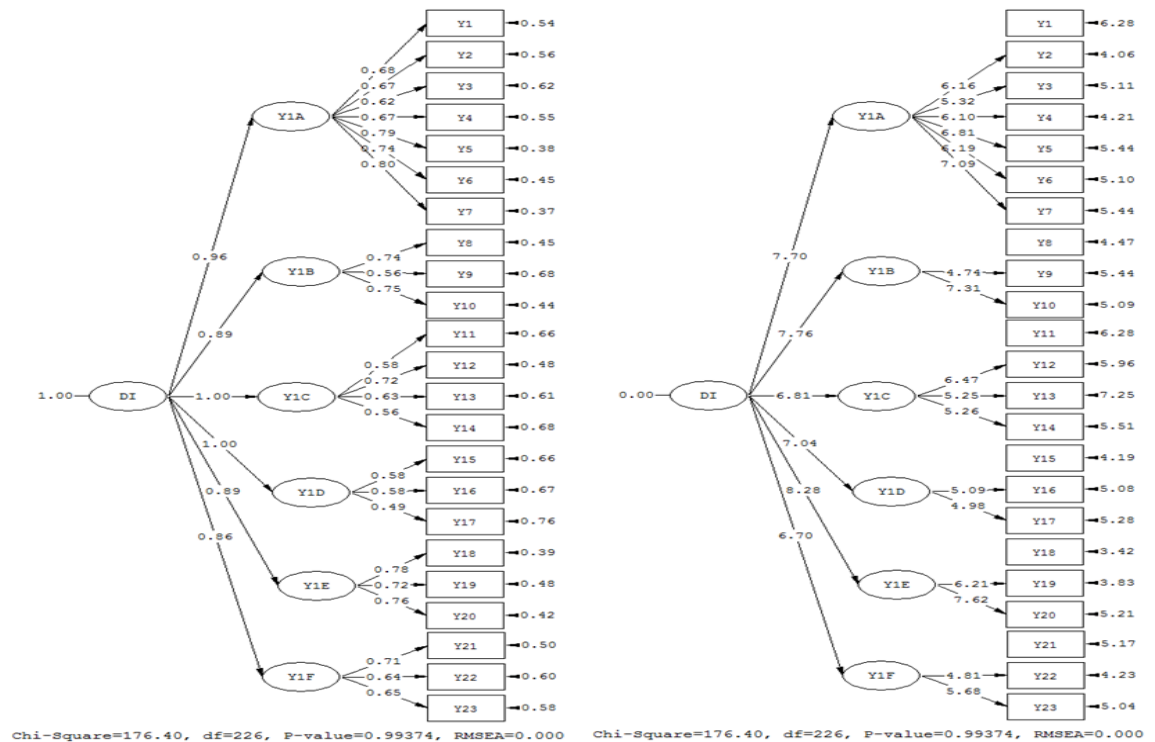
| (a) | (b) |

Figure 3 (a) shows the measurement model with the loading factor value and Figure 3 (b) shows the measurement model with the calculated t value. If you pay attention to the loading factor value from Figure 3 (a) not all indicators have a loading factor value greater than 0.50, namely the Y17 indicator, but this indicator is still maintained other than because the value is not much different from 0.50 also because it has a t-count value greater than 1970. Thus, all indicators can be concluded as valid.

Partially, all dimensions are dominant in measuring destination image variables.

Figure 4. Model of the Relationship Between Perceived Value and Destination Image
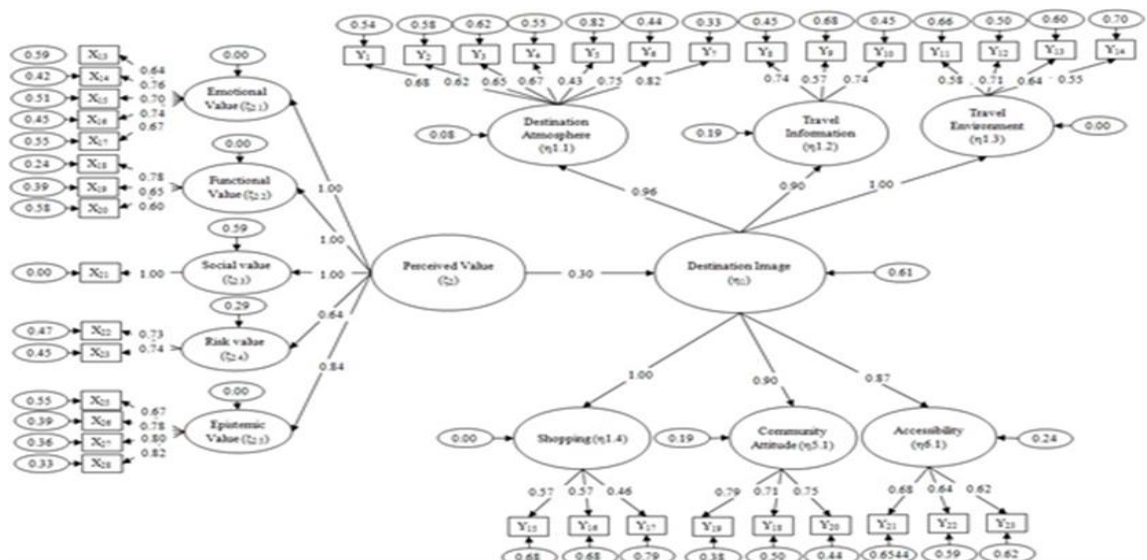
The effect of perceived value on destination image is 0.30 standard deviation with partial R2 of 9%. The relationship between perceived value and destination image in this study is relatively rare in the context of marine tourism destinations. This relationship has previously been carried out in the research of Milfelner, Snoj and Pisnik Korda (2009) which examines the relationship between destination image and perceived value at several hotels in Slovenia and Italy with significantly positive results. In this study, this relationship is a recent finding in the context of tourist destinations.

DISCUSSION

It is necessary to pay attention to important or strategic indicators in increasing perceived value and destination image, especially the collaboration of all important elements in the tourism ecosystem in Maluku Province in general and specifically on Bair Island, as well as the development of further research.

CONCLUSION

The perceived value received by tourists at this destination is classified as running well, where this destination generally shows a strong risk value and emotional value to tourists; the destination image owned by this destination is classified as going well, where this destination broadly shows the destination atmosphere, community attitude, and travel information. Destination image is also influenced by perceived value.

DECLARATION OF CONFLICTING INTERESTS
We declare that we have no conflict of interest with the ICPM Bali 2021 committee or staff from AIBPM or any conflict regarding this article.

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