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The Influence of Functional Destinations Image and Psychological Destinations Image Toward the Behavioral Intentions on Ecotourism of Foreign Tourists in Lombok

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Abstract

The purpose of the research is to give clear description on perception of foreign tourists toward the service quality of ecotourism in Lombok. This research wants to see whether the service quality of the ecotourism, functional destinations image, psychological destinations image influence toward behavioral intentions. This research uses a survey method. The number of samples is 150 foreign tourists in Lombok. The medium used to collect the data is a questionnaire and to make an analysis is used the multi-group of SEM. The Results of the research show that the service quality of ecotourism significantly influences the functional destinations image and the psychological destinations image, but the service quality of ecotourism does not influence significantly toward the behavioral intentions. The functional destinations image significantly influences the behavioral intentions. The psychological destinations image significantly influences the behavioral intentions.

Key Words: Ecotourism, Destination Image, Behavioral Intention, Tourist Destination.

Introduction

The tourism activity becomes the needs for human being after they have conducted their activity routinely. It refreshes the human brain and contributes to develop the freshness of feeling in their lives. To day, the tourism activity develops rapidly. This activity is motivated by the technology development that eases the people doing the tourism activity to travel anywhere with very cheap cost.

The tourism industry to be a power that covers the economic development of a country. According to WHO as it is quoted by Indonesia Daily (19 June 2013), the tourism is categorized into the world's largest industry. It is seen that around 8% of the export and shipping materials are from the tourism sectors. It becomes the largest supporter of the international trade and it is predicted that 37%, including 5-top exports categories of the 83% are from the WTO members. The people perception on the tourism is changing in accordance with the progression of their life quality. They are aware of the importance of the tourism existence. They tend to choose the tourism objects which are more natural, and safer to involvement such as the ecotourism. Basically, the ecotourism is the tourist activity in natural environment that maintains the natural conservation, social empowerment aspect, culture, education and empowerment of local economic. The ecotourism is massively developed in the world because it elicits the advantage of economic empowerment and natural conservation.

In attaining the global revalities of the ecotourism bissness, it becomes prior to provide the high level of the service quality. It can be achieved throughout giving the service benevolence which can fullfill the needs for the tourists or even exceed their expectation in the service (Parasuraman *et al.*,1986). The advantage of the excellent service quality is reflected from the benevelonce in the market revalities.

In an effort to win the global rivalry in the tourism business, it is necessary to provide the high service quality by providing benevolence service that can fulfill and even exceed the hope of the tourists who come to the spot. The advantage of the the benevolence service quality is reflected from the benevolence within the global market position (Grzanic, 2q 007).

This research takes location in Lombok Island exactly in West Nusa Tenggara. This place is chosen by considering that the presence of foreign tourists throuh the International airport of Lombok is hight if it is compared with other international airports in Indonesia. It is reported that the tourists coming to Lombok island through this location has the highest rate (BPS, No12/02/Th.XVII, 3rd. February 2014).

The objectives of the service quality in tourism sector are intended to attract the new tourists coming to the spot offered and to the tourists who have come to the spot are willing to revisit the place in the future. In reference with the ways the tourists choose the place for doing the tourism activity, it is affected by two factors, internal and external factors. Meanwhile, the relationship between the tourism and customer behaviors, this research is intended to analyze the relationship between the service quality of ecotourism, destinations image toward the behavior intentions. It is hoped to give a contribution that can be used as the principle to develop the model and theory of the tourist consumer behavior, mainly the foreign tourists.

In line with the service quality which is much discussed in this topic is shown that there is a significant relationship between the service quality and the behavioral intentions (Baker and Crompton, 2000). This research also conducted by Kang and Fames (2004), Mohamad *et al.* (2013) revealing that the service quality influences image. The measurement of the service quality which is usually measured by SERVQUAL proposed by Parasuraman *et al.* (1986, 1988, 1991). However, this measurement is criticised by the reasons that in the empirical study shows the inconsistency result (Cronin and Tailor, 1992; Teas, 1993; Buttle, 1996) and its scale fails to detect the dimension when it is used to measure the different industry (Carman, 1990; Buttle, 1996). Carman, furthermore, suggests to add a certain dimension (1990) which can be used to mesure the difference industry.

Based on the elaboratuons above, it is necessary to use a specific measurment that can be used to measure the ecotourism which is called the ECOSERV. It is used to measure the service quality which is used for mesuring the ecotourism research developed by Khan (2003).

The research on the destinations image is relatively scarce. Therefore, this research is empirically focused on the destinations image within two different dimensions: functional and psychological. The researcher differs the destinations image within two dimensions by considering that the interest of the foreign tourists for visiting the tourists objects is different. It is influenced by many factors. They can be influenced by a measurable factor (tangibles) and an unmeasurable factor (intangibles). The research conducted by Hunt (1975), Goodrich (1978), Pearce (1982), Woodside and Lysonski (1989) showed that the destinations image influences the behavior of the foreign tourists.

The destination image affects many models in making a decision for tourism as it is invented by Mayo (1975) which suggests that the image of a tourist object is an important factor in making a decision to choose the tourist object selected by the foreign tourists. The finding is strengtened by Crompton (1979) stating that the image of a tourist onject has an influence toward the intention of the tourists. With this facts to win the rivalry and selling the product and service in the tourism business, the destination image becomes very important.

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Within this context this research on the ecotourism is conducted. This research tries to find out the relationship between the service quality of ecotourism toward the destination image and the intention to behave and the past experience of the foreign tourists in moderating their behaviors.

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In reference with the description above, the purpose of this study is to find out the ways which influences the ecotourism, functional destinations image, psychological destinations image toward the behavioral intentions of the foreign tourists in Lombok.

The Theoretical Framework

The Service Quality of Ecotourism

Swarbrooke and Horner (2007:212) state that the quality is a perception which is lying in the head of the customers on the product's work in satisfying what they are looking for in the product. The good quality product is a product which satisfies the consumers in fulfilling their needs.

The ecotourism is an activity which having the following characteristics : 1) its basis is nature 2) the tourism activity is aimed at keeping the environment 3) the tourism which is safe to the environment and it is able to develop the welfare of the local society, Yoeti (2000:37); and Khan, (2003). In many researches, the service quality to be an important significant factor toward the work of the corporation (Busacca and Padula, 2005).

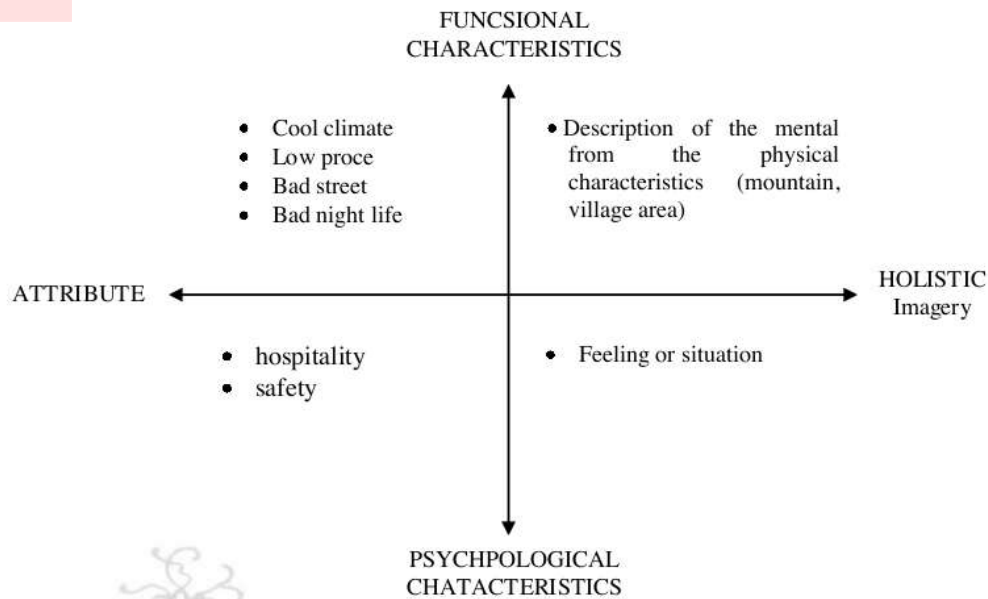
Parasuraman *et al.* (1986, 1988, 1991) developed the SERQUAL model in which it consisted of 10 dimensions at first and then they are used within five dimensions of the SERQUAL. They are Tangibles, Reliability, Responsiveness, Assurance, dan Empathy. The object of this research is about the ecotourism. In this research, the researcher uses the scale of ECOSERV, SERQUAL dimension which is adapted by Khan (2003) in which it elaborates that the SERQUAL scale is adapted from many experts of the ecotourism. Then, the ECOSERV comprise six dimensions. They are as follows:

1. Ecotangibles forming facilities with other physical apparatus which are safe to the environment.
2. Assurance forming the experience and politeness of workers and their ability to present believable information and valid.
3. Reliability is the ability to serve the customers as it is promised previously.
4. Responsiveness is the ability to help the customers and provide the service as it is promised.
5. Empathy is the ability to have care and to present the individual caring.
6. Tangibles is the presence of the personels in reflecting their local performance.

The service quality is a response toward the foreign tourists from the view of service process when it is presented during the transaction within the tourist setting. The discussion on the service quality and the image has been discussed widely among others by Kang and Fames (2004) and Mohamad *et al.*, (2013) suggesting that there is a positive relationship between the service quality and the image. The higher the customers' perceptions on the work of the service quality provided, the more positive the image of the company is. In short, the service quality factor is important in developing the image of the tourist destination.

7 Tourist Destination Image

The Destination image is seen as a part of the image measurement. The form and the measurement of the image learned from the psychology (Pearce in Jenkins, 1999). The images of the tourist destinations image are beliefs, ideas and impressions from an individual or groups which are wholistics about the tourist destination images (Crompton,1979; Lawson and Bovy, 1977; Blain, Levy and Richie (2005).



Picture 1. Destination Image (in epal)
Adapted from : Echtner, C. M., and Ritchie, J. R. B. (2003)

Martineau (1958) and Echtner and Ritchie (2003) classify the destinations image into functional characteristic and psychological characteristic. The functional characteristic is defined as the measurable dimension directly for example a store image and the store layout. Meanwhile, the psychological image is defined as the unmeasurable dimension directly for example the friendliness and the nice atmosphere. Each dimension has two measurement approaches which are measured from the individual attributes and the wholistic perception.

As it is described in the picture 1, the functional attribute involving an attribute which is compared such as the price rate and the accomadation type. The functional holistic is measured from the physical or the meaurable characteristic as it is shown like a store image in which its functional characteristic is seen from the mental state of the lay out or the front lay out.

The tourism has an important role in helping the development of a state. Some efforts to attract the tourists to visit, revisit even recommend others to come to the area of the tourist object is important to fasten in developing the tourist object development.

There are some researchers that make a study on the tourist destinations image toward the behavior. The important role of the destination image on the behavior are:

- 1) To influence the decision making of the tourist destination.
- 2) To create a behavior after the decision making, in this sense involving the the experience which is felt, satisfaction and the intension in the future (Lee et al., 2005)

The statements above are strenghtened by Chen and Tsai (2007) and Chi and Qu (2008) in their research which found that the positive tourist destinations image influences the intention to behave of the tourists to revisit the tourist destination in the future. Meanwhile the research conducted by Nunkoo and Ittoo

(2013) found the positive influence of the destination image toward the behavioral intentions. The description above reveals that there is an impact between the destination image and the behavioral intention.

Many researches conducted on the tourist destinations image and the choice the tourist destination. One of them is conducted by Court and Loupton (1997) which found that the positive of the tourist destinations image can influence the behavioral intentions of the tourists to revisit the tourist destination in their future.

The Behavioral Intention

The behavioral intention is a planned behavior by an individual in his future (Fishbein and Ajzen, 1975; Ouellette and Wood, 1998). Liu and Jang (2009) added that the behavioral intention is realized in the form of the word of mouth, recommendation and reselling. The understanding of the positive word of mouth and the recommendation for the tourist and reselling can become hints for the practitioners who are involving in the tourism world.

The high service quality elicits the positive image to the tourist destination. The next step is to deepen whether the service quality and tourist destination image can give positive change to the behavior of the tourists, whether there is a positive change in the behavior of the tourists. Because of this matter, then, the concept of the behavioral intention appears.

The research conducted by Baker and Crompton (2000) showed that there is a strong relationship between the service quality and the behavioral intention. The research conducted by Haque and Khan (2013) also denotes the strong relationship between the service quality and the behavioral intention in Malaysian tourist industry. The behavioral intention has been discussed by Zeithaml *et al.* (1996) which defined that the behavioral intention is a form of behavioral group or a certain activity on a product or a business by the time the customers have finished buying the things and they think that the retention indicators of the customers. This reveals that many things which become indicators of changing of the behavioral intention. Then, there are many indicators showing that there are many indicators that can be seen to see the behavioral intention, such as by Liu *et al.* (2001) that classifies the behavioral intention into two parts resulting in positive and negative. The positive one can form the loyalty to company and the positive word of mouth, and the negative one is the tendency to shift to other product or service.

Based on the brief elaboration above, the hypothesis of this research are

H1: There is a significant relationship between the service quality of ecotourism and the functional destination image to the foreign tourists.

H2: There is a significant relationship between the service of ecotourism and the Behavioral Intentions to the foreign tourists.

H3: There is a significant relationship between the service of ecotourism and the psychological destinations image to the foreign tourists.

H4: There is a significant relationship between the functional destination image and the behavioral intentions to the foreign tourists.

H5: There is a significant relationship between the psychological destinations image and the behavioral intentions to the foreign tourists.

Research Methods

This research is classified into explanatory because the purposes of the research are to find out the influence of the service quality of ecotourism toward the Functional destinations image, psychological destinations image and the behavioral intentions of the foreign tourists in Lombok West Nusa Tenggara. The approach of this research is called the survey research. This research is conducted in Lombok West Nusa Tenggara Indonesia. The population of this research are the foreign tourists who have come back

from Lombok and they have enjoyed the ecotourism in that island. And The foreign tourists are those who have reached ≥ 17 and the samples are 150. The technique for the sampling is accidental sampling. The data collection is by questioners. The data analysis is applying Structural Equation Modeling (SEM). To test the the hypothesis, this research uses the multivariate analysis with Structural Equation Modelling (SEM) with Amos program. The test for the hyposthesis using the significancy (α) with 0,05.

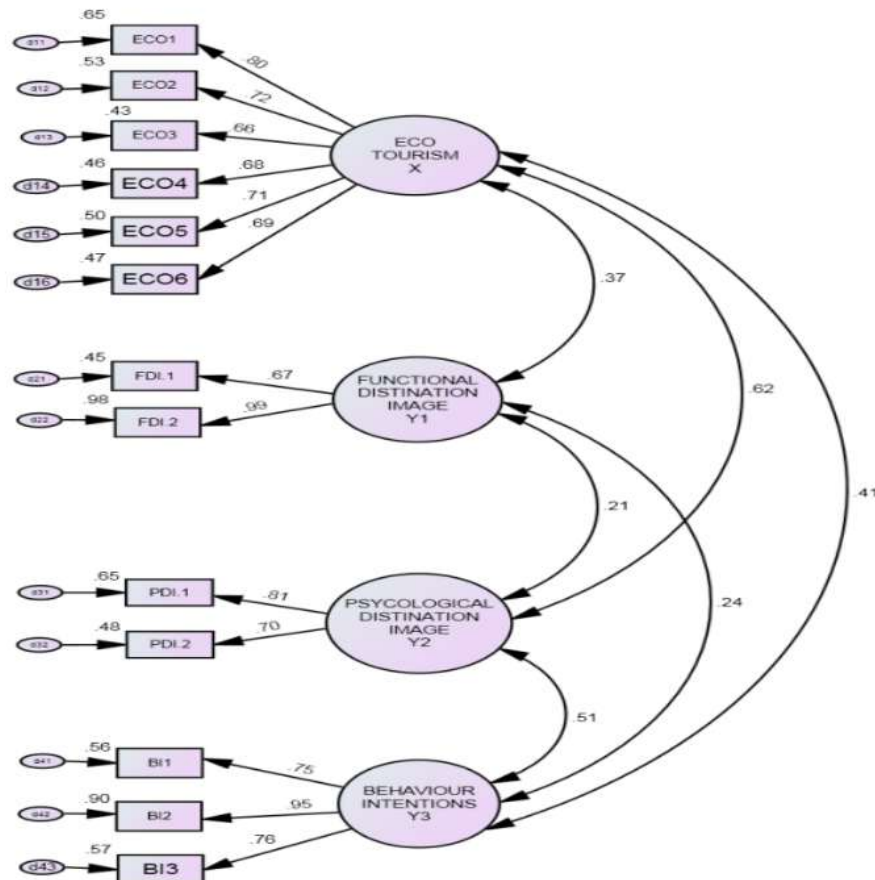
The Reserch Findings

The respondents are classified into: (1) sex, (2) age, (3) the education, (4) job, (5) home town (country) (6) types of tourist object preferred, (7) duration of staying in Lombok, (8) tourist object visited in Lombok, (9) the parners coming to Lombok. Based on the sex classification, the respondents consisting of male 88 people (41,33%) and the female are 62 people (58,67%). From the age classification, the respondents at the age of 17-21 years are 24 (16%) and the age of 28-28 are 51 people (34%), the age of 29-34 are 27 people (18%) the age of 35-40 are 16 (10,67%), the age of 41- 46 years are 13 people (8,67%), the age of 47 - 52 are 9 people (6%), the age of 53- 58 are 7 people (4,66%) and the age of more that 58 are 3 (1%). The respondents from the education background can be classified into the following descriptions: undergraduate (S1) consisting of 69 people (46%) and Magister (S2) comprising 81 people (54%). Based on the job classification, the respondents are categorized into the following details: businessman consisting of 4 people (2,67%), private workers 67 people (44,66%), State officials 37 people (26,67%) and other work 42 people (28%). The hometown of the respondents are 8 people (5,33%) from the United States, Australia 20 people (13,33%), Holland 14 people (9,33%), Belgium 4 people (2,67) England 6 people (4%), Italy 7 people (4,67%), Japan 14 people (20,81%). Germany 13 people (8,67%), Korea 8 people (5,33%), France 11 people (7,3%), New Zeland 2 people (1,33%), Spain 10 people (6,67%), dan Swizerland 4 people (2,67%). The duration of staying in Lombok, the respondents claim that they have stayed there within 1-2 days with the number is 23 people (15,33%), 3- 4 with 46 people (30,67%), 5-6 days with 18 people (12%), 7-8 days 35 people (23,33%) and more than 8 days with 28 people (18,67%). The places that the respondents visited are explained in the following details: the number of 105 (22,58%) people visited Gili Trawangan, 29 (6,24%) people visit Gili Meno, 12 (2,58%) people visited Gili air, 101 (21,72%) people visited Senggigi Beach, 65 (13,99%) people visited Kuta Beach, 68 (14,63%) people visited Malimbu beach, 13 (2,76%) people to Rinjani Mountain, 11 (2,37%) people visited Sade village, 37 (7,96%) people visited Pura Batu Bolong, 7 (1,51%) people has visited Sendanggile waterfall and 17 (3,66%) people visited other places.

The Result of the Factor Analysis

The result of the CFA shows that the sixth indicators significantly measure the service quality of ecotourism (X). It can be seen from the P-value which is less than 0,05. This means that the foreign tourists evaluate the quality service of ecotourism which is seen from the Eco-tangibles, Assurances, Reliability, Responsiveness, Emphaty and Tangibles. The Ecotangibles indicator has the highest loading factor, and it can be concluded that the Ecotangibles indicator becomes the strongest indicator as the measurer of the variable on the service quality of ecotourism (X). This shows that the vforeign tourists think that the service quality of ecotourism (X) is seen mainly from the ecotangibles. The strongest to the weakest indicators are evaluated regularly as the service quality (X) of ecotangible Assurance, Emphaty, Responsiveness, Tangibles, and Reliability.

The result of CFA also shows that both indicators significantly measure the functional destinations image (Y1). It is seen from the P-value which is less than 0,05. This means that the foreign tourists evaluate the impression of the functional destinations image is seen from the functional attribute and functional holistic imagery. The indicator of the functional holistic imagery is an indicator that has the highest loading factor and from this can be concluded that the indicator of the functional holistic imagery becomes the strongest one.



The Variabel of the psychological destinations image is measured using two indicators: psychological atribute (PDI1) and psychical holistic imagery (PDI2). The result of CFA shows that the two indicators are significantly measure the phyichological destinations image (Y2). It is seen from the P-value which is less that 0,05. This means that the foreign tourists evaluate that the impression of the phyichological destinations image is seen from the the psychical atribute. The indicator of the psychical atribute (PDI1) is the indicator which has the highest loading factor, so it can be concluded that the indicator of the psychical atribute (PDI1) to be the strongest one. The measurer of this part is used the strongest to the lowest indicators of the phyichological destination image (Y2) consisting of the psychical atribute and the psychical holistic imagery.

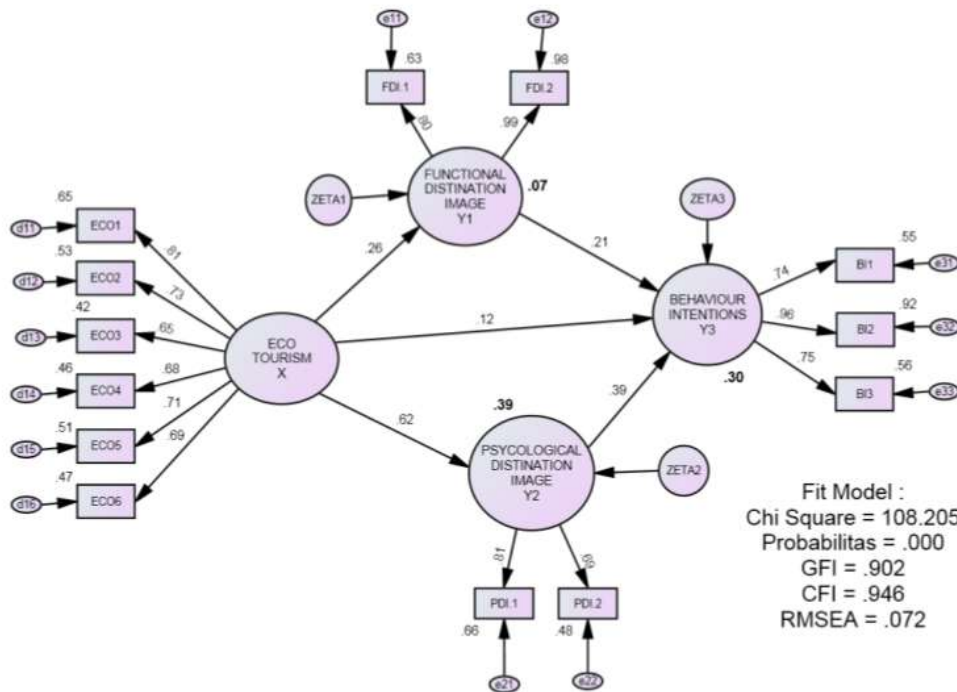
The variable of the behavioral intention is measured using three indicators: the intention to revisit the tourist destination (BI1), the intention to recommend to other people on the tourist destination image (BI2), and the word of mouth (BI3). The result of the CFA is seen that the three indicators significantly measure the behavioral intentions (Y3). It is seen from the P-value which is less than 0,05. This means that the foreign tourists evaluate the behavioral intentions from the intention to revisit the tourist destination, the intention to recommend to other people about the torurist destination and the intention to do the positive word of mouth about the spot. The intention to recommend to other people about the tourist destination becomes the highest loading factor and this can be concluded that the indicator of the intention to recommend to others to be the strongetst one.

The Assumption Hypothesis of SEM

The the assumption hypothesis uses the linerity test, normality test and the outlier. The tests state that all the SEM assumption (Outlier and linerity) are fulfilled. This results in the conclusion that test for knowing the relationship among the variables in SEM model can be used for the further discussion.

The Result Analysis of SEM

Before conducting the hypothesis test, it needs Goodness Of Fit model to identify whether the hypothesis model is supported by the empirical data. Based on the test of the Goodness of Fit Model on the table 5.19 and the picture 5.5 show that not all criteria indicate good model. The value of $P = 0,000 < \text{Cut-of value}$, because the normality test is not fulfilled, therefore, the P Chi quare follows the value of Bollen-Stine bootstrap with $p = 0,025$ showing that the model is not well appropriate. However, the Chi Square/DF is 1.774 which is less than 0,07 and it is less than 0,08 which have fulfilled the cut-of value. Based on the Arbuckle and Wothke in Solimun (2008) stating that the Chi Square/DF is less than 2 and the RMSEA which is less than 0,08 classified into good criteria and it is used as the indication in the good model. It can be concluded that the SEM model is appropriate to be used in this research.



Picture 2. The result analysis of SEM SEM: Goodness of Fit Model

The analysis using the SEM shows that the influence of the service quality of ecotourism toward the functional destinations image indicates coefficient with 0,26 and P-Value with 0,004, and this identifies that there is a significant influence between the the service quality and the functional destinations image. With this finding, the higher the perception of the service quality of ecotourism, the impression of the functional destinations image increases.

Table 1 The Structural Model of SEM

The Relationship among variablesar Variabel	Koefisien	P-Value	Explanation
The quality of the service of ecotourism → Functional Destination Image	0,26	0,004	Significant
The quality of the service of ecotourism → Behavioral Intentions	0,12	0,334	Unsignificant
The quality of the service of ecotourism → Psychological Destination Image	0,62	0,000	Significant
Functional Destinations Image → Behavioral intentions	0,21	0,008	Significant
Psychological Destination Image → Behavioral intentions	0,39	0,000	Significant

Source : data analysis

The test of the influence of the service quality of ecotourism toward the behavioral intention with the coefficient with 0,12 and P-Value with 0,334 and this identifies that the influence of the service quality of ecotourism and the behavioral intention are significant. This indicates that whenever the perception is high on the service quality of ecotourism, but it does not influence the high or the low of the behavioral intention of the foreign tourists. The test for the influence of the service quality of ecotourism toward the psychological destinations image with the coefficient of 0,62 and P-Value with 0,000. P-value < 0,05 and this identifies that there is a significant influence of the service quality of ecotourism toward psychological destinations image. The influence of the positive service quality on ecotourism toward the psychological destinations image shows that the higher the perception of the service quality of ecotourism is, it will develop the impression of the psychological destinations image.

The test of the influence of the functional destinations image toward the behavioral intentions with the coefficient of 0,21 and P-Value with 0,008. P-value < 0,05 identifies that there is a significant influence of the functional destinations image toward the behavioral intention. The positive influence of the functional destinations image toward the behavioral suggests that the higher the perception on the destinations image, the behavioral intentions becomes higher. The test for the influence on the psychological destinations image toward the behavioral intentions with the coefficient of 0,39 and the P-Value with 0,000. The P-value < 0,05 identifies that there is a significant influence on the psychological destinations image toward behavioral intention. The influence of the positive psychological destinations image toward the behavioral intention shows that the higher the perception on the psychological destinations image is, it will develop the behavioral intentions.

The Discussion

This research finds out that the variables of service quality on ecotourism influence the Functional Destinations Image. This means that the better the perception on the service quality on the ecotourism is can develop the impression on the functional destinations image. Such on the other hand, the less the perception on the service quality on the ecotourism will not develop the functional destination image. This research supports the research the research conducted by Kang and James (2004) and Mohamad *et al*, (2013) stating that the positive relationship between the service quality and image. The higher the perception on the service quality will present the positive view on the functional destination image.

The Variable of the service quality on ecotourism influences unsignifiacntly toward the Behavioral Intention. The unsignifiant influence of the service quality on ecotourism toward the Behavioral Intention means that how high the service quality on the ecotourism is will not influent the fluctuation or the high or the low of the behavioral intentions of the foreign tourists. The result of this research is not suitable with the research conducted by Baker and Crompton (2000), Haque and Khan (2013) stating that there is a strong relationship between the service quality and the behavioral intention.

The variable of service quality on ecotourism influences the terhadap psychological destinations image. The significant influence of the service quality on ecotourism toward the psychological destinations image reveals that the better the perception of the service quality of ecotourism is can develop the impression of the psychological destinations image. Such on the other hand, the lower the quality of the service quality on ecotourism is will decrease the psychological destinations image. This research supports the reaserch conducted by Kang and James (2004) dan Mohamad *et al.* (2013) stating that there is a positive relationship between the service quality and the image, the higher the perception on the service quality is will give more positive image, in this case the psychological destination image.

The Variable of the functional destinations image influences the behavioral intention. The better the functional destinations image is will develop the behavioral intentions foreign tourists. This research supports the research conducted by Chen and Tsai (2007) and Chi and Qu (2008), Guliling (2013), Rajesh (2003) that find out the positive tourist destinations image influences the behavioral intentions of the foreign tourists to revisit the tourist resort in the future. This research also supports the research conducted by Nunkoo and Ittoo (2013) revealing that the positive influence on the destinations image toward the behavioral intentions of foreign tourists.

The Psychological Destinations Image variable influences the Behavioral Intentions. This means that the better the psychological destinations image is , it will develop the behavioral intentions of the foreign tourists. The result of this analysis supports the research conducted by Chen and Tsai (2007) and Chi and Qu (2008) stating that the positive image of the tourist destinations influences the behavioral intentions of foreign tourists coming to the tourist destination in the future. This research also supports the research conducted by Nunkoo and Ittoo (2013) stating that there is a positive influence of the destinations image toward the behavioral intentions of the foreign tourists.

Contribution of the Study

The research on the behavioral intentions of the foreign tourists majority is based on the assumption that they always consider the high seervice quality as the principle to make a decision in choosing the location of the tourist destination. However, this research finds out that the destination image mainly the phychological destination image becomes the most important part in the process of making a decision to revisit the ecotourism.

The Limitation of the Research

The limitation of this research refers to the object of the research which is used in this research. This research only takes the object of the research of foreign tourists in general, so that it does not consier the background if the their national culture. It is caused by the limitation of the result generalization, because every different cultural background will present the different result. This research is not able to proof that the quality of the service quality has the role in decision making to revisit the tourist destination. The inability of the model to explain the relationship might be caused by the data collection does not classify the foreign tourist based on the different cultural background. The grouping of the cultural background can be able to represent the different perception on the quality of the ecotourism.

Conclusion

Based on the discussion above, it can be concluded that:

1. The service quality of ecotourism significantly influences the Functional Destinations Image.
2. The service quality of ecotourism does not influence the behavioral intentions.
3. The service quality of ecotourism significantly influences the Psychological Destinations Image.

4. The Functional destinations image positively influences the behavioral intentions.
5. The Psychological destinations image significantly influences the behavioral intentions. akan semakin meningkatkan Behavioral Intentions. Therefore, the hypothesis stating that the functional destinations image influences the behavioral intention.

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