Examining the Structural Relationships of Destinations Image towards Travel Intention to the Puncak Tourist Area: Mediating Role of Perceived Risk, Destination Attractiveness and Perceived Value

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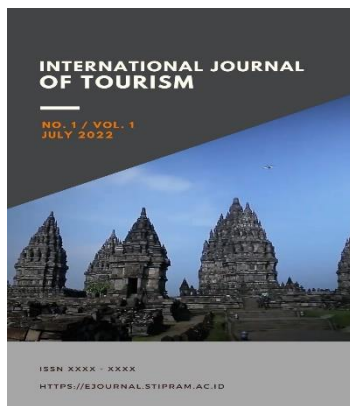
Abstract

Purpose: This research was conducted with the aim of determining whether tourist's perception related to destination image which is mediated by perceived risk, destination attractiveness, and perceived value will affect the intention of tourists to visit Puncak Tourism Area.

Research Methods: This research was conducted in Jakarta by distributing questionnaires to prospective tourists who had plans to travel to the Puncak Tourism Area. Data were collected using purposive sampling techniques. Data analysis was performed using Structural Equation Modeling with Lisrel 8.80.

Results and Discussions: At the 0.05 significance level, empirical data shows that directly destination image has a positive but insignificant effect on the intention to travel. Indirectly the influence of destination image through the mediating variable Perceived Value and through the mediating variable Destination Attractiveness on the intention to travel are also not significant.

Conclusion: Only through the mediating variable Perceived risk on the Intention to travel the indirect effect of destination image is significant.

Keywords: Destination Image; Intention to Travel; Perceived Risk; Destination Attractiveness; Perceived Value

INTRODUCTION

Puncak tourist area covers several sub-districts in Bogor Regency and Cianjur Regency, namely Cisarua, Ciawi, Megamendung, and Cipanas. All these sub-districts are connected by the Puncak Highway. So far, the Puncak area is still the prima donna of tourist destinations for residents of Jakarta and West Java. In addition to fresh air, the Puncak area offers beautiful panoramas and various tourist attractions. The Puncak tourist destination area is a mountainous area that stretches across two districts, namely Bogor Regency and Cianjur Regency. This tourist area is a target for tourists from Jakarta and Bogor to enjoy the holidays. Various alternative tours that can be enjoyed in the Puncak area, ranging from zoos, tea plantations, agrotourism, glamping, camping, waterfalls, and so on. The leading destinations in the Puncak tourist area that are the prima donnas are Taman Safari, The Highland Park

Resort, The Ranch, Kuntum Farmfield, The Forest Cisarua, Dairyland Farm Theme Park, Dairyland Riverside, Gunung Pancar, Paragliding Bukit Gantole, Agrowisata Gunung Mas, Taman Wisata Matahari, Nicole's River Park, Curug Cilember, Fantasy Land and Villa Khayangan (https://travel.kompas.com/read, 2024). All aspects available in the Puncak tourist area build the Destination image of the Puncak tourist area.

The problem found in connection with the Puncak area tourist destination is the extraordinary traffic jam during holidays or weekends. Almost every weekend and national holiday, long, winding traffic jams usually occur for hours and it is difficult to predict when the traffic jam can be resolved. Until now, there has been no permanent solution that can overcome the severe traffic jam in the area (https://dephub.go.id/post/read, 2024). The reputation of traffic jams in the Puncak tourist destination should be one of the obstacles to tourists' intentions to visit and enjoy the variety of attractions in the area, but in reality, until now the enthusiasm of tourists to enjoy various aspects of the Puncak tourist area has not diminished. This phenomenon is certainly interesting to study because the traffic jam that occurs certainly has an impact on the discomfort of tourists both in terms of time, cost and energy.

The emergence of an extraordinary traffic jam during holidays or weekends may not only make tourists inconvenience but can also affect risk perceptions of tourist destinations, which in turn affects their plans to travel and visit certain tourist destinations (Le & Le, 2020; Khan et al., 2017; Kim and Chen., 2016). In addition to the risks that arise from the extraordinary traffic jam during holidays or weekends, tourists also pay attention to several factors when they intend to visit a tourist destination such as a destination image, destination attractiveness and perceived value (Raimkulov et al., 2021; Ramanpong, et al, 2021).

Intention to travel to tourist destinations is also based on several other variables besides the risk perception of tourists, which in this study will be one of the mediating variables of destination image on intention to travel. In this context, the destination image of the Puncak tourist area is built from the reputation of the Puncak tourist area which is a magnet for visitors to flood the tourist area related to the positive and negative aspects inherent in the Puncak tourist area. Other variables that will be a mediating variable of destination image on intention to travel are the destination attractiveness of the Puncak tourist area which has so far been a motivator for tourists to enjoy various attractions and services in the tourist area, and also the Perceived value variable from the tourist's perspective which consider to become one of the mediating variables of Destination image on Intention to travel.

This research aims to determine whether tourists' perception related to destination image which is mediated by risk perception, destination attractiveness, and perceived value will affect the intention of tourists to visit The Puncak tourist area, which is also the novelty of this research.

LITERATUR REVIEW

Intention to Travel

Tourists' intention to visit a particular tourist destination has a positive impact on the destination itself, which makes the tourist destination earn more income and reduce costs and promotions. Tourists' intention to visit a particular tourist destination is an integration process that combines knowledge and evaluation of existing alternatives, and makes decisions to choose the desired destination. Various aspects that are considered include possible risks, destination image, the value that tourists will get from their visit to the tourist destination, and also destination attractiveness. All of these aspects are considered by tourists in determining their tourist destination (Woosnam et al., 2015; Tosun, et al., 2015; Whang et al., 2016; Sugiarto & Herawan, 2022).

Perceived Risk

Tourists in the post-pandemic era give a higher perception of tourist destinations that are safer from possible risks (Sugiarto, et al, 2024; Kiswantoro, et al, 2024a; Kiswantoro, et

al, 2024b) These risks can be caused by various factors including individual events (illness or injury), environmental conditions (war, weather, natural disasters) and social contact (culture shock, cross-cultural differences), inconvenience in traveling to certain tourist destinations and also various inconveniences at tourist destination locations (Bong, et al, 2019; Sugiarto, 2023a; Sugiarto, 2023b). In the post-pandemic era, safety, security, surety and conveniences are serious concern aspects for tourists when traveling because in general they want to minimize unwanted risks during their trip (Sugiarto & Herawan, 2022). Factors that influence these risks often play a role in changing the level of risk perception of tourists when planning to visit certain tourist destinations or carry out tourism activities (Sugiarto, et al, 2024; Sugiarto, et al, 2023; Hasan, et al, 2017; Hossain, et al, 2015).

Destination Attractiveness

The attractiveness of a tourist destination is the impression, idea, and belief of potential tourists about a tourist destination based on information from various sources, and is the ability of a tourist destination to provide benefits to tourists (Lesmana & Sugiarto, 2021). The attractiveness of a tourist destination is a vital force of the tourism system (Lesmana, et al, 2022; Lesmana, et al, 2023). The attractiveness of a tourist destination is formed from everything that makes tourists come and visit an area, including the beauty of the location, amenities, accessibility, supporting services, etc. The attractiveness of a tourist destination will increase if tourists feel comfortable and safe while carrying out tourist activities at the tourist destination (Jiang, et al, 2021; Sugiarto & Herawan, 2022).

Destination Image

Destination image is a tourist's perception of a tourist destination and influences the perceived value of their visit (Aprilia & Kusumawati, 2021). Destination image is defined as an individual's mental representation of knowledge (beliefs), feelings, and overall perceptions of a particular destination (Kakirala & Singh, 2020). Destination image is generally defined as a compilation of beliefs and impressions based on information processing from various sources over time that results in a mental representation of the attributes and benefits sought from a destination (Le & Le, 2020). Destination image influences the destination choice decision-making process and conditions subsequent decision-making behavior, including on-site experiences, satisfaction evaluations, and future behavioral intentions to revisit (Hallmann, et al, 2015).

The influence of effective destination image attributes concerns the exoticism of the tourist destination, how it provides positive effects for tourists and attractions, as well as cognitive attributes consisting of personal safety, restaurants, accommodation properties, friendliness of local people, and the uniqueness of the destination's architecture itself (Akgün, et al, 2019). Destination image attributes come from pre-visit images and post-visit images. Destination image is a tourist's perception of a tourist destination and the perceived value of their visit, both pre-visit and post-visit (Aprilia & Kusumawati, 2021). Pre-visit is defined as how tourists search for information and explore it first. While post-visit occurs when they have visited the tourist destination area which encourages them to promote and recommend the destination as well (Espiner, et al, 2017).

Hypothesis Formulation
Formulation of Hypothesis 1: Destination Image on Perceived Value
Destination image is one of the things that tourists pay attention to in determining their tour. Destination image will influence the perceived value of tourists, such as the results of research from several studies state that destination image has a positive and significant effect on perceived value (Rasoolimanesh et al., 2016). Increasing the destination image in the eyes of potential tourists will increase the perceived value of the tourist destination (Le & Le, 2020; Lesmana, Henky & Sugiarto, 2021; Lo & Sugiarto, 2021). Thus, the first hypothesis is formulated as follows:

H1 :   Destination Image has a Positive and Significant Effect on Perceived Value

Formulation of Hypothesis 2: Destination Image on Intention to Travel
Destination image is one of the things that tourists pay attention to in determining their tour. The main role of destination image affects the intention of tourists towards tourist destinations (Hallmann, et al, 2015; Mohammad, 2020; Mustafa, 2021; Stylos, et al, 2016). Thus, increasing the destination image in the eyes of potential tourists will increase the intention of tourists to travel to the tourist destination. In this regard, the second hypothesis is formulated as follows:

H2 : Destination Image has a Positive and Significant Effect on the Intention to Travel

Formulation of Hypothesis 3: Destination Image on Perceived Risk
Destination image affects perceived risk (Emami, A., & Ranjbarian, B, 2019; Cui, F.,et al, 2016). Research findings found that the perceived risk by tourists is influenced by destination image in the minds of tourists (Hasan, et al, 2017; Hossain, et al, 2015; Eshun, & Tichaawa, 2020). The better the destination image in the eyes of potential tourists, the better their perception regarding the perceived risk of the tourist destination. Thus, the third hypothesis is formulated as follows:

H3 : Destination Image has a Positive and Significant Effect on Perceived Risk

Formulation of Hypothesis 4: Destination Image on Destination Attractiveness
Destination image affects destination attractiveness (An, et al, 2019). Attractiveness is the impression, ideas, and beliefs about a destination based on information from various sources, and is the ability of a destination to provide an image that builds individual benefits (Jiang, et al, 2021). The higher the destination image, the higher the destination attractiveness. Thus, the fourth hypothesis is formulated as follows:

H4 : Destination Image has a Positive and Significant Impact on Destination Attractiveness

Formulation of Hypothesis 5: Perceived Value on Intention to Travel
Perceived value of consumers is an important thing in buying travel products or services. Perceived value and perceived perceptions are related to all perceptions of the value received during the trip based on the tour service plan (Rohman, 2020; Rasoolimanesh et al., 2016; Munhurrun, et al., 2015). Tourists pay attention to how the combination of various products, attractions, attributes, and personal perceptions through information selection affects perceived value. Perceived value is the overall consumer assessment of the usefulness of the product/service based on what is received and felt (Rasoolimanesh et al., 2016) and affects the intention to take a tour (Munhurrun, et al., 2015). Thus, the fifth hypothesis is formulated as follows:

H5 : Perceived Value has a Positive and Significant Effect on the Intention to Travel

Formulation of Hypothesis 6: Perceived Risk on Destination Attractiveness
Destination attractiveness can provide an in-depth understanding of the target market and tourist decision-making process and assist in tourism planning and tourism policy development (An, et al., 2019). When the perceived risk of potential tourists improves, the impact is on increasing Destination attractiveness (Lesmana, et al, 2022; Lesmana, et al, 2023; Sugiarto, et al, 2024). Thus, the sixth hypothesis is formulated as follows:

H6 : Perceived Risk has a Positive and Significant Effect on Destination Attractiveness

Formulation of Hypothesis 7: Perceived Risk on Intention to Travel
Perceived risk from tourists will affect the intention to travel. The desire of prospective tourists to visit tourist destinations will increase when prospective tourists have a better risk perception

of the security, comfort and safety of the tourist destinations they will visit (Sugiarto & Herawan, 2022). The perception of safety, comfortability, certainty are factors that are also considered by tourists when considering traveling (Bong, et al, 2019; Lo & Sugiarto, 2021; Sohn, et al, 2016; Artuğer, 2015). Thus, the seventh hypothesis is formulated as follows:

H7 :   Perceived Risk has a Positive and Significant Effect on the Intention to Travel

Formulation of Hypothesis 8: Destination Attractiveness on Intention to Travel
The desire of tourists to take a tour to a place is generated by destination attractiveness (Akgün, et al., 2019; Cong, 2016). The higher the attractiveness of a tourist destination, the higher the travel intention of tourists. Thus, the eighth hypothesis is formulated as follows:

H8 :   Destination Attractiveness has a Positive and Significant Effect on the Intention to Travel

Research Model
        Based on the eight research hypotheses, a research model was constructed as shown in Figure 1 below:
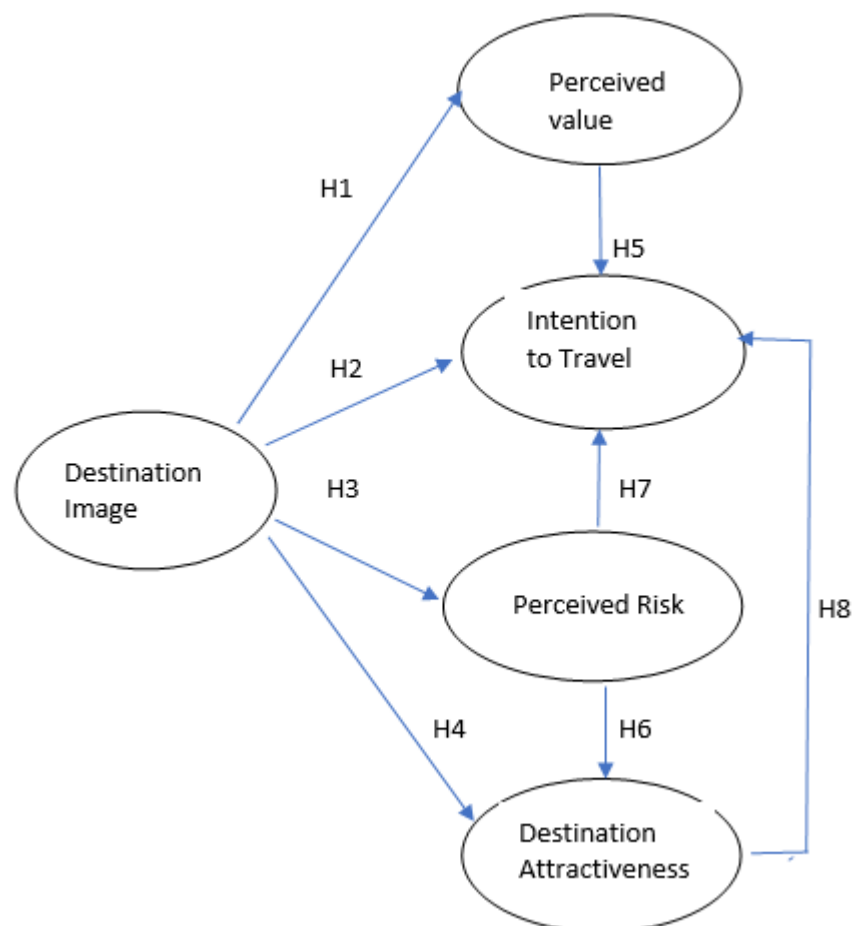

Figure 1. Research Model

RESEARCH METHODS
        This study uses a quantitative approach. Research variables consist of destination image, perceived value, perceived risk, destination attractiveness, and intention to travel. This research was conducted in Jakarta by distributing questionnaires to people who had plans to travel to Puncak Tourism Area. Data came from 261 respondents who returned a completed answer. This study uses a 5 point Likert scale with a scale of strongly disagree to a scale of

strongly agree in questions sent to respondents. Total number of indicators in the study were 24 indicators, so the minimum number of respondents was 240 respondents (Sugiarto, et al., 2023). The number of respondents in this study has met the criteria for the minimum number of respondents. The sampling technique used is purposive sampling which is part of the non-probability sampling technique (Sugiarto, 2022). To perform model testing, Structural Equation Modeling (SEM) with Lisrel 8.80 was used.

RESULT AND DISCUSSIONS
Validity Test and Reliability Test

From the data obtained, validity test and reliability test were performed. From the Confirmation Factor Analysis (CFA), all variables for standardized loading are greater than 0.50 and the t-value is greater than 1.96 so that these variables have shown good validity. After Confirmation Factor Analysis (CFA) were done, it is continued by conducting a Construct Reliability analysis which shows a value of 0.962. The resulting construct reliability value is greater than 0.70, and the Variance Extract shows a value of 0.515 which is greater than 0.50, meaning that the reliability of the measurement model is good.

Hypothesis Testing
From Table 1 below it can be seen that this research model is a good fit.

Table 1. Structural Model Fit Test

No.	Indicator	Standard	Degree of Fit
1.	*Minimum Fit function* *Chi-square = 310.40* (P=0.0025)	P > 0,05 Small values and narrow interval	Close Fit
	NCP = 51.10 (11.88 – 98.52)		Good Fit
2	RMSEA = 0,028	RMSEA ≤ 0.08	Good Fit
3	ECVI = 1.57 Saturated ECVI = 2.31 Independence ECVI = 68.71	Small value and close to saturated ECVI	Good Fit
4	AIC = 407.10 Saturated AIC = 600.00 Independence AIC = 17865	Small value and close to saturated AIC	Good Fit
5	NFI = 0,98 NNFI = 1.00 CFI = 1.00 IFI = 1.00	0,90 ≤ P ≤ 1,00 0,90 ≤ P ≤ 1,00 0,90 ≤ P ≤ 1,00 0,90 ≤ P≤ 1,00	Good Fit Good Fit Good Fit Good Fit
6	RFI = 0,98 GFI = 0,91 AGFI = 0.89 PGFI = 0,74	0,90 ≤ P ≤ 1,00 0,90 ≤ P ≤ 1,00 0,90 ≤ P ≤ 1,00 P > 0,50	Good Fit Good Fit Close Fit Good Fit

Table 2 shows the results of the hypothesis of this study.

Table 2. Hypothesis Testing Results

Hypothesis	Path	Standarized Solution	Value - t	Significant	Conclusion
1	Destination Image → Perceived Value	1.56	12.97	Significant	Data Support Hypothesis 1
2	Destination Image → Intention to Travel	0,33	1.19	Not Significant	Data Not Support Hypothesis 2
3	Destination Image → Perceived Risk	0.88	11.45	Significant	Data Support Hypothesis 3
4	Destination Image → Destination Attractiveness	0.95	7.26	Significant	Data Support Hypothesis 4
5	Perceived Value → Intention to Travel	-1.05	-0.76	Not Significant	Data Not Support Hypothesis 4
6	Perceived Risk → Destination Attractiveness	0.03	0.29	Not Significant	Data Not Support Hypothesis 6
7	Perceived Risk → Intention to travel	0.26	2.37	Significant	Data Support Hypothesis 7
8	Destination Attractiveness → Intention to Travel	0.26	0.57	Not Significant	Data Not Support Hypothesis 8

Discussion
Hypothesis 1: Destination Image on Perceived Value

Hypothesis 1 is accepted, destination image has a positive and significant effect on perceived value with t-value of 12.97. The results of this study are in line with the results of research by Le & Le, (2020) and Rasoolimanesh, et al. (2016), that every tourist who visits a tourist destination obtains their perceptions through their own experiences during their visit to a tourism destination and provides information about the attractiveness of a tourist spot thereby increasing a positive image. Destination image is the perception of tourists for tourist destinations and affects the perceived value of their visit (Aprilia & Kusumawati, 2021).

Hypothesis 2: Destination Image on Intention to Travel

Hypothesis 2, rejected, destination image has a positive but insignificant effect on the intention to travel with a t-value of 1.19. From this study, it was found that the destination image was not significant to encourage tourists to travel to tourist destinations. This study is in line with the research results of Stylos et al. (2016). The appeal of fresh air and beautiful panoramas in the Puncak tourist area and various tourist attractions that can be enjoyed in

the Puncak area cannot optimally show their driving power to tourists because they are hampered by the reputation of high traffic jams that make potential tourists uncomfortable, thus weakening their impact on the intention to travel of tourists to the tourist location.

Hypothesis 3: Destination Image on Perceived Risk

Hypothesis 3 is accepted, destination image has a positive and significant effect on perceived risk with a t-value of 11.45. The results of this study are in line with research from Emami & Ranjbarian (2019) and Cui, et al, (2016). Many destination images include items about risk factors such as safety, illness, and politics. Perceived risk is inherently linked to the image. Identifying the factors that influence risk perception is likely to contribute to a better understanding of the relationship between destination image and intention to travel (Sugiarto, et al, 2024). The better the destination image of potential tourists in the Puncak tourist area, the greater the perceived risk of potential tourists towards various attractions in the Puncak tourist area.

Hypothesis 4: Destination Image on Destination Attractiveness

Hypothesis 4 is accepted, destination image has a positive and significant effect on destination attractiveness with a t-value of 7.26. The results of this study are in line with the results of research by Lesmana, Henky & Sugiarto (2021) and An, et al, (2019). The results showed that tourists have a positive perception of tourism destinations with knowledge or belief in the destination image. This can be realized by the behavior of tourists who show positive things and recommend tourist attractions to others. The destination image in the Puncak tourist area has a significant effect on the image of a destination as an attraction. Destination attractiveness of Puncak Tourism Area can come from a positive image of a tourism destination as a result of the marketing system implemented so that tourists will develop a positive perception or positive image which will then trigger a better experience with the impact of increasing tourists' perceptions regarding destination attractiveness various attractions in the Puncak tourist area.

Hypothesis 5: Perceived Value on Intention to Travel

Likewise, hypothesis 5 is rejected, perceived value has a negative and insignificant effect on the intention to travel with a t-value of - 0.76. The results of this study are not in line with the results of Rasoolimanesh, et al. (2016). This research was conducted when traffic jams in the Puncak tourist area have not been resolved satisfactorily, which causes tourists who intend to visit the Puncak tourist area to pay more attention to safety and possible risks to be faced than other things such as destinations image, perceived value, and destination attractiveness of the place to be visited. The more widespread news of traffic jams in the area supported by the reality of traffic jams in the field has an impact on the perceived value of prospective tourists towards tourist destinations in the Puncak area so that at least it will reduce the intention to travel of prospective tourists to visit the Puncak tourist area, although not significantly.

Hypothesis 6: Perceived Risk on Destination Attractiveness

Hypothesis 6 is rejected, perceived risk has a positive but insignificant effect on destination attractiveness with a t-value of 0.29. The results of this study are not in line with the results of An, et al., (2019). The results of this study indicate that the risk of tourist travel is not related to destination attractiveness, because, in tourism, the risk is considered a threat when traveling, such as: terrorism incidents, economic fluctuations, political changes, pandemics, etc. Meanwhile, destination attractiveness is a significant component in that there is its uniqueness which will attract tourists to visit this tourist attraction. An area can become a tourist destination when the conditions are also favorable to be developed into a tourist attraction. Anything that is developed into a tourist attraction is called the capital or source of tourism in an area. To find the tourism potential in an area, one must have confidence in what tourists are looking for. Three capital attractions attract tourist arrivals, namely natural Resources, cultural tourism attractions, and man-made attractions themselves. The tourism capital can be developed into a tourist attraction where this capital has been found. There is

a tourism capital that can later be developed so that it can hold tourists for days and even enjoy it many times, or at other times and opportunities, tourists can visit the same place. The existence of these attractions in the Puncak tourist area is the reason and motivation for tourists to visit the Puncak tourist area as a tourist attraction.

Hypothesis 7: Perceived Risk on Intention to Travel
Hypothesis 7 is accepted, perceived risk has a positive and significant effect on the intention to travel with a t-value of 2.37. The perception of tourists about risk is one of the key factors in their decision-making process to travel to a destination, especially as currently happening in the Puncak tourist area. Sohn, et al. (2016) find the fact that generally, tourists try to avoid traveling to a destination if they consider it risky, even though some of them take risks as part of the joy of their journey. In addition, the risks associated with the purpose of travel are multidimensional in that the consequences and outcomes are uncertain. Congestion that occurs in the Puncak tourist area will cause tourists' perceived risk of this tourist area to decrease, thereby also reducing the intention to travel of potential tourists to the area. With the increasing ability to overcome traffic congestion in the Puncak tourist area, the perceived risk of potential tourists will increase, thereby increasing the intention to travel of potential tourists to visit the Puncak tourist area.

Hypothesis 8: Destination Attractiveness on Intention to Travel
Hypothesis 8 is rejected, destination attractiveness has a positive but insignificant effect on the intention to travel with a t-value of 0.57. The results of this study are not in line with the results of research by Akgün, et al. (2019) and also Cong (2016). The findings of this study confirm the reality in the field that rational tourist will consider their risk perceptions in relation to the tourist destinations they will visit regardless of the various attractions offered in the Puncak tourist area (Sugiarto & Herawan, 2022). As hypothesis 7 states perception of tourists about risk is one of the key factors in their decision-making process to travel to a destination, this condition applies to tourists who intend to visit the Puncak tourist area. However, because prospective tourists can be grouped into rational and irrational groups, the Destination attractiveness presented in the Puncak tourist area has a positive effect on travel intention but the effect cannot be optimal because it has not been able to move rational prospective tourists.

CONCLUSION

Empirical data shows that directly destination image has a positive but insignificant effect on the intention to travel. Indirectly the influence of destination image through the mediating variable Perceived Value and through the mediating variable Destination Attractiveness on the intention to travel are also not significant. Only through the mediating variable perceived risk on the intention to travel the indirect effect is significant. From this study, it was found that perceived risk has an effect on the intention to travel, but on the other hand, destination image, perceived value, and destination attractiveness have no effect on the intention to travel, indicating that tourists in deciding their trips are more concerned with perceived risk than anything else. The majority of tourists prefer to avoid traveling to a destination if they consider it to be a risk to their safety, while some of them take risks as part of the joy of their journey. Therefore, parties with an interest in managing the tourism business must make a marketing strategy that is able to demonstrate in maintaining the safety of the tourists during the trip to attract the arrival of tourists.

In the management of destination image, tourist attractions have an important role in attracting tourists, this is indicated by the results of this study that the destination image has an effect on perceived value, perceived risk, and destination attractiveness. Marketing in tourist attractions must be able to give a positive impression and image to attract tourists.

RECOMMENDATION

This research can be further done by using respondents which are prospective tourists from outside of Jakarta to get more comprehensive undertanding according to research variables.

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