

The Influence of Destination Image on Tourist Satisfaction and Tourist Loyalty: A Case Study of Urban Tourism in Semarang

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The Influence of Destination Image on Tourist Satisfaction and Tourist Loyalty: A Case Study of Urban Tourism in Semarang

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ABSTRACT

Urban tourism has gained its popularity as an alternative tourism product that takes place in cities. Urban destinations offer various cultural, architectural, technological, social, and natural experiences and products for both businesses and leisure, not only for the visitors but also for the residents of the cities. As the capital city of Central Java province, Semarang has evolved as one of the major urban tourism destination in Indonesia showing an increasing visitor arrival every year. The city has a wide range of tourism potential to attract both domestic and foreign travellers including heritage tourism; religious tourism; shopping tourism at traditional markets, and culinary tourism. In the past few years, the local government of Semarang has devoted to building a positive destination image and to delivering memorable experiences for the visitors. However, despite its potential tourism growth and extensive efforts of local government to promote the destination, the number of tourists who visit Semarang is still behind its neighbouring cities like Jogjakarta and Solo. Prior to the primary data collection, an informal survey was completed to obtain a preliminary overview of the image of Semarang as a tourism destination. On this basis, the aim of the current study is to identify the image of Semarang as a tourism destination and to examine whether the image would affect tourist satisfaction and tourist loyalty. Destination image construct is adopted from Beerli and Martin (2004) that is divided into two of cognitive and affective images. The survey was undertaken to a minimum of 300 respondents, with these following sample criteria: domestic tourists who do not reside in Semarang and have ever visited the city at least within the past year. Partial Least Square statistical method was applied to test the significance of the relationship amongst the concepts in the examined structural model.

Keywords: *Cognitive image, affective image, tourist satisfaction, and tourist loyalty*

1. Introduction

Currently, urban centres become a trend for people to do their activities for vacation, culinary, and business. The increasing trend is due to immigration that encourages urban population growth. Therefore, it is called urban tourism (International Organization for Migration, 2015; World Health Organization, 2016). With the increase in population in this destination, the development of infrastructure, trade, and more is also growing. In other words, the destination will be "urban" due to the diversity of the area (Griffin & Dimanche, 2017). Sharpley (2002) states that urban tourism or urban tourism is undoubtedly one of the socio-economic phenomena that mainly arise from the modern era. Selby (2004) also

suggested urban tourism related to the increase of tourism activity in the urban area as an activity of supporting city economy (Wardhani, 2012). According to Wardhani (2012), states that culture is used to renew the image of the city. Therefore, cities become more attractive and gain economic benefits. Cultural and entertainment activities can create a certain image for a city. Urban tourism is also supported by marketing venues (marketing place) which are a major driver in urban economic development.

Many emerging countries are promoting tourism, such as Singapore, Thailand, Indonesia, and others. This phenomenon also occurs in Indonesia which is an archipelagic country that has many tourist destinations. One of the interesting city is Semarang City. Semarang city is one of the old city in Indonesia which has many historical buildings that can attract tourists. The city of Semarang is the capital of Central Java province as well as the fifth largest metropolitan city in Indonesia after Jakarta, Surabaya, Medan, and Bandung. In 2014, the number of tourist arrivals in Semarang increasingly increasing, this can be seen from the data in the Central Statistics Agency of Central Java Province, Department of Culture and Tourism Semarang city which records the number of tourists in the city of Semarang in 2014 is 4,007,192 people.

Starting from the importance of the image of a destination as a determinant of visiting tourists to the city of Semarang that can lead to satisfaction and loyalty, the researchers are interested to examine the image (image) of Semarang in the eyes of tourists. The author has conducted a short survey by way of an informal interview on September 29 - October 1, 2017, against some domestic tourists in the city of Semarang. In this survey, the writer asked how the image of Semarang City as a destination for tourists who visit, as well as the impression what they get during being in the city of Semarang. The author finds visitors who argue that during this Semarang City is a transit city visitors to go to Solo, Jepara, and surrounding areas. In addition, quoted from the article republika.co.id, Benk Mintosih as Chairman of the Tourism Promotion Board Semarang suggests that the city of Semarang has not been able to optimize the potential of tourism. The impression of Semarang as a transit city needs to be transformed into a tourist city. According to him, changes need to be encouraged to further promote the tourism city of Semarang. Because Semarang actually able to become the main tourism destination of Central Java (Hanifa, 2012). To be able to build the image of the city of Semarang as a tourist city, can be done by identifying the image of Semarang in the minds of tourists who visit the city of Semarang. Based on this tourist image can be set policy to build the image of Semarang city so it is also known as a tourist city. For that, the image analysis of

tourist destinations on Semarang City became one of the inputs for various parties, especially the government of Semarang City to build the image of Semarang as a tourist city.

Updates that have been made in terms of resources to infrastructure will have an impact on the image of a destination. The image of a destination is not just a photograph, it is an impression, perception, understanding, belief, and emotional thinking (Yeh, 2012). According to Beerli & Martin (2004) states that there are two factors that affect the image of the destination information sources (information sources) and personal factors (personal factors). Information sources are the most important factors in influencing perception formation and evaluation. Tourists refer to the number and variety of information obtained about a destination. Information sources are components in the cognitive image. The second factor is the personal factor is psychological, an emotional impression of tourists. So, people are not just visiting but have a positive impression. Personal factor is a component in the affective image. Both of these factors have an important influence on image formation of a destination and have an influence on satisfaction. If the evaluation results and emotional impression of good tourists, then tourists will be satisfied. Conversely, if the evaluation results and an emotional impression that tourists have is not good, then the tourists are not satisfied. The higher the level of satisfaction will have an impact on the level of loyalty of tourists (Coban, 2012). When tourists are satisfied, then tourists will make the next visit, so that loyalty is achieved. Loyalty must be maintained so that it can provide recommendations to colleagues and can form an image on a destination (Artuger et al., 2013).

2. Literature Review

2.1 Urban Tourism

According to Iskandar (2017) urban tourism is a destination with multimotivasi, unlike the resorts in general. Tourists come to a city with various destinations such as business, vacation, visiting family and relatives, or other personal affairs. Often, tourists visit the city for more than one reason. People who go to a city to do business, take the time to visit museums or art galleries in the city he visits, or from abroad (foreign tourists) to visit and travel in certain cities as a start to visit other areas around him. For example, tourists visit the Old Town in Semarang because it is one of the hallmarks of Semarang.

Iskandar (2017) mentions that there are characteristics of urban tourism, among others:

1. Tourist Attraction, the city of this attraction is more easily accessible and often become one of the reasons people to be able to increase interest in travel.

2. Distance, which must be passed by the city of this tour is easier than the tourist village because the city of this tour is easier and especially at the distance tourist attractions.
3. The availability of infrastructure, this tourist city has a more complete infrastructure and make it easier for people to travel so that in sustainability, the infrastructure helps tourists to simplify the process of tourism.

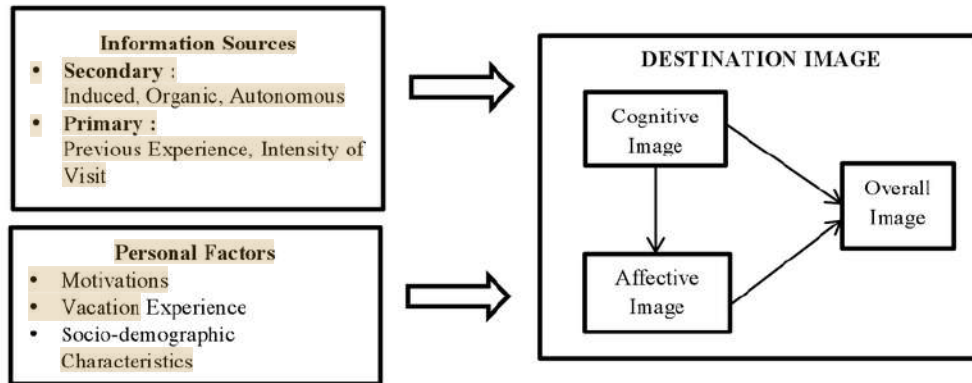
The following resources contained in the city that can be packed into a tourist attraction, namely (1) City Hall, wherein each city has City Hall which deliberately built to reflect the characteristics of the city, (2) certain street areas that usually have mythology such as horror , nostalgia, and so on which are usually attached and become distinctive features for each city, (3) City Monument, which has a history of educational messages that are usually owned by the cities, (4) Culinary is also a special attraction that can be packed by each city to become an attractive tourist attraction, (5) The university is designed as an asset of the city so it can be used as an educational tourist attraction, (6) Mall or Traditional Market is also characteristic for every city, (7) Alun-alun and Taman Kota is an open space that is usually a tourist attraction of the city and also attached to the identity of a city. (8) The Museum of the City is also owned by cities administered as part of a preservation of ancient objects considered a cultural heritage. (9) The Night Market is also characteristic of a city, and if it can be managed professionally it will be a tourist attraction of the city (Bagus, 2015).

2.2 Destination Image

Destination image is one important factor that can influence tourists in choosing a destination. The definition of the destination image focuses on a person's perception of a region (Chiu, 2016). In addition, the image of a good destination will also have a positive impact that affects the satisfaction and loyalty of tourists (Coban, 2012). According to Kotler and Keller (2009), the image of a destination is a number of beliefs, ideas, and impressions held by a person about an object. While the image contained in a tourist destination known as the destination image (Priyanto, 2015).

The term image of a destination can be defined as a cognitive representation of a place that can be perceived or assessed by potential visitors. The image of a destination is not just a photograph, it is an impression, perception, understanding, belief, and emotional thinking (Yeh, 2012). The image of a positive destination will indirectly affect the satisfaction of tourists, and it is the basis for tourists to make the next visit. If each destination provides adequate accommodation and accessibility for travellers, it will also provide job opportunities and improve the economy of the area (Coban, 2012).

Beerli and Martin (2004) also stated that there are several factors that affect the image of the destination, namely:



From the picture above, it can be explained that there are two factors that affect the image of the destination, namely Information Sources and Personal Factors.

1. Information Sources

Source of information is the factor that most influence the formation of perception and evaluation. Tourists refer to the number and variety of information obtained about a destination. There are various sources of information (1) Overt induced, can be found in advertisements in mass media, and institutions related to destinations such as tour agents, (2) Covert Induced, using celebrities in promotional activities of these destinations, (3) Autonomous, can be found in mass media broadcasting news, movies, television programs, (4) Organic, involving people like friends or relatives in providing information about destinations, based on personal experience, (5) Visit The Destination, based on visits to destinations. Images formed by organic, induced, and autonomous sources of information are essentially formed before visiting a destination, therefore called secondary sources. Conversely, the primary sources are formed when the destination has been visited. Sources of information obtained by tourists have an influence on the cognitive image. As has been explained previously that cognitive image is the result of the evaluation of tourists who have visited in an area, and will affect the perception of tourists (Coban, 2012).

2. Personal Factors

Personal factors refer to internal factors such as the socio-demographic of the individual (gender, age, educational level, etc.), as well as psychological ones such as motivation, values, personality, lifestyle, and so on. These personal factors influence a person's

cognitive perception so that it can also influence the perception of the environment and the resulting image. Motivation can also affect the process of image formation and choice of destinations, and gives a direct influence on the affective component, where affective image refers to the feelings generated by a place and people with different motives can assess the destination in a similar way if the perception meets its needs. Ultimately, affective image is a value attached to goals based on motivation, either directly or indirectly, impacting the overall image. Experience also affects the image of the destination, this is because the relationship between the information obtained is currently associated with past experience, where the influence of one's experience tends to be stronger when compared with the information obtained. In addition, individual socio-demographic factors (age, gender, educational level, and others) may also affect the image of a destination. This is because each individual has a different way of view so as to cause a different image.

2.3 Tourist Satisfaction

According to Kotler and Keller (2009, p.164), the concept of satisfaction is generally defined as the feeling of satisfied or disheartened consumers that results from comparing perceived performance of a product (or outcome) with consumer expectations. If performance fails to meet expectations, then consumers will not be satisfied. The opposite will happen, if the performance in accordance with expectations, then the consumer will be satisfied. Another definition of consumer satisfaction is the consumer's assessment of a product or service in terms of assessing the product or service has met the needs and expectations of consumers. Consumer satisfaction is the main strategy, because satisfied consumers will recommend (word of mouth) and be able to attract new customers (Zeithaml, 2009, p.104).

In the context of tourism, customer satisfaction is also called tourist satisfaction. Traveler satisfaction or tourist satisfaction can be regarded as a post-visit evaluation to a destination. Hunt (1983) argues that satisfaction is not just about the joy of travel experience but also the evaluation makes the experience as good as it should be. That is, satisfaction is generated when consumers compare their initial expectations with perception. Once the experience is felt greater than expectation, the consumer is satisfied (Chiu, 2016). The satisfaction of tourists is an overall measure of the opinions of tourists on each destination quality. These measures can be considered as the value of the quality of the outcomes of tourism destinations, such as the treatment and service that tourists perceive to tourism destinations, but not just the results at the end of their experience (Coban, 2012). Coban

(2012) also revealed that there is a comparison between performance and expectations. If perceived performance is higher than expectations, then the customer is happy. Conversely, if perceived performance is lower than expectations, then it will be regarded as dissatisfaction with the customer experience.

In the tourism sector, the satisfaction of tourists plays an important role as a marketing tool to attract consumers and also make plans about what products and services are provided in the tourism market. The level of traveler satisfaction is evaluated by the difference between past tourist experience and current conditions, as well as the comparison between current travel objectives with alternative destinations or other places visited in the past (Wang, 2017).

2.3.1 Measuring Tourist Satisfaction

Yuksel (2010) measures tourist satisfaction with three indicators, namely:

1. Related to the pleasure or not of tourists to his decision to visit the destination.
2. The belief that choosing a related destination is the right thing.
3. The overall level of satisfaction during a trip to a tourism destination.

2.4 Tourist Loyalty

Oliver (1999) states loyalty is a very strong commitment to buy back or subscribe to products / services that are consistently favored in the future, causing the purchase of the same brand, regardless of experiments and marketing efforts that have the potential to cause switching behavior. Saren and Tzokas (1998) argue that the main point focuses on identifying repeat purchases as evidence of strong relationships between suppliers of products or services with consumers (Campon et al, 2013).

Consumer loyalty in the field of tourism in question is the loyalty of tourists who visit the area. Loyalty of tourists or tourist loyalty is a very strong commitment to buy back products / services consistently in the future. Tourist loyalty is an important aspect for marketers of a destination, as it is more attractive and less expensive to retain existing tourists than to find new travelers (Chiu, 2016). Travelers with a high level of loyalty is the most important asset for the market segment of a destination. This is because in general, tourists will stay longer when compared with tourists who come first, and will tend to spread positive information from mouth to mouth (WOM) to the family, and colleagues. This will be beneficial for marketers as it can reduce marketing costs compared to attracting visitors for the first time (Chiu, 2016).

Loyalty can be interpreted as a guarantee in the future to buy a product or service. Loyalty can be done by observing the direct purchasing behavior and frequency of purchase or by focusing on the sales figures of the product or service and measuring the attitude to buy it again indirectly (Lobato et al, 2006). Related to the study of loyalty in the field of tourism, there are several indicators to measure the loyalty of tourists. First, loyalty can be measured by observing behavior when repurchasing. Second, it can be measured by analyzing trends in tourist behavior toward tourist destinations. Thus, a measurement of loyalty includes a combination of attitudes and behavior of tourists towards a goal (Lobato et al, 2006).

2.5 Measuring Tourist Loyalty

Artuger et al (2013) suggests that there are two determinants to measure tourist loyalty:

1. Intention to revisit the destination, meaning travelers show their loyalty by revisiting related tourism destinations in the future.
2. Say positive things about the destination and recommendations to others, meaning that tourists show their loyalty by saying positive things about tourism destinations and then recommending the tourism destinations to others.

2.6 Study Framework and Hypotheses

The study which was made to establish the cognitive and emotional image of Semarang City on tourist satisfaction and loyalty and to investigate the effect of satisfaction on loyalty was carried out according to the search model in figure 1.

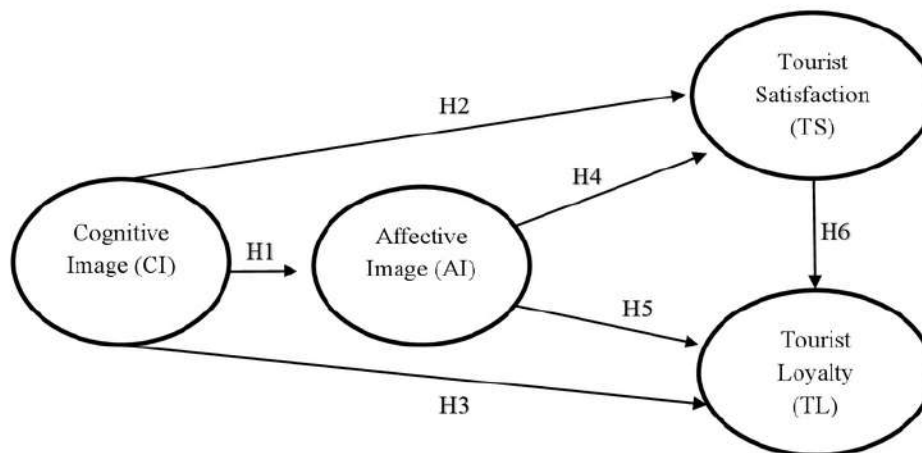


Figure. 1 Conceptual Model

2.6.1 Cognitive Image and Affective Image

Cognitive image refers to the knowledge and understanding of tourists on the attributes of destinations, while affective images relate to the feelings of tourists towards a destination. The overall picture of a destination is formed by the interaction between cognitive and affective (Zhang, 2014). Research conducted Prayag (2009) found that affective image will be formed after the tourists make a visit to the desired destination and then evaluate the information that has been obtained (cognitive image). The combination of the two stages will result in the image of the destination in each tourist. From the results of two previous studies, the authors formulated the first hypothesis as follows:

H1 : *Cognitive image has a positive impact on affective image.*

2.6.2 Cognitive Image and Tourist Satisfaction

According to Beerli and Martin (2004), cognitive image has an influence on the satisfaction of tourists, this is because tourists are attracted to the natural beauty and atmosphere that can provide a sense of satisfaction. In line with Beerli & Martin (2004), Lee (2015) states that one of the attributes included in the cognitive image is also a great security role in shaping the satisfaction of tourists. From the results of two previous studies, the authors formulated the second hypothesis as follows:

H2 : *Cognitive image has a positive impact on tourist satisfaction.*

2.6.3 Cognitive Image and Tourist Loyalty

Based on the research of Artuger et al (2013) shows that cognitive image has a greater influence on the loyalty of tourists when compared with affective image. This is seen in the attributes of natural resources, infrastructure, and social environment that has greater value than other attributes. Tourists tend to be more interested in natural beauty as well as friendly locals, so tourists can have loyalty to the destination. In line with Artuger (2013), Coban (2012) argues that some components of cognitive image should also be developed such as tourist attractions and basic facilities, because it makes tourists have an interest to visit again. From the results of two previous studies, the authors formulated the third hypothesis as follows:

H3 : *Cognitive image has a positive impact on tourist loyalty.*

2.6.4 Affective Image and Tourist Satisfaction

Yuksel (2010) states that affective image will be formed if the tourists have made a visit directly to the desired destination. In addition, Hou (2005) argued that the satisfaction of tourists lies in the attractiveness of an area, the involvement of tourists to the destination, and quality of service. Satisfaction will be created if expectations in accordance with reality, thus raises a positive image of its own for tourists. Conversely, if expectations do not match the reality, it will result in a negative image for tourists. From the results of two previous studies, the authors formulated the fourth hypothesis as follows:

H4 : *Affective image has a positive impact on tourist satisfaction.*

2.6.5 Affective Image and Tourist Loyalty

Chiu (2016) argues that the destination image consisting of two elements of cognitive image and affective image can influence the behavior of tourists to recommend it to others, or to return to tourism destinations. In line with Chiu (2016), Hanif (2012) states that affective image has a significant effect on the loyalty of tourists. Travelers who are emotionally or affective image tend to intend to revisit in the future, say positive things, and will recommend to others. From the results of two previous studies, the authors formulated the fifth hypothesis as follows:

H5 : *Affective image has a positive impact on tourist loyalty.*

2.6.6 Tourist Satisfaction and Tourist Loyalty

Lovelock et al. (2010) explains that true loyalty lies in customer satisfaction (tourists) where tourists who are very satisfied or enjoy the service tend to be loyal supporters of the company (tourism destinations). This form of loyalty can be in the form of combining all purchases with one service provider, in terms of tourism by returning to a destination, and spreading positive news related to the destination. In addition, Prayag (2011) mentioned that satisfaction is very closely related to the assessment of the image attributes of the overall destination. The overall attributes tend to produce satisfaction and loyalty levels. From the results of two previous studies, the authors formulated the sixth hypothesis as follows:

H6 : *Tourist satisfaction has a positive impact on tourist loyalty.*

3. Research Method

3.1 Data Collecting

The questionnaires were distributed to 300 respondents where the division consists of 30 offline questionnaires conducted in pre-test on 12-14 February 2018, 150 offline questionnaires distributed in Semarang City on 16-18 February 2018 currently coincides with the holidays Imlek, 20 questionnaires distributed at Pasar Turi Surabaya Station, 50 questionnaires to use, 15 questionnaires online through *Instagram* app using direct messaging feature, and 35 questionnaires online through *Whatsapp* application using private chat and group chat.

3.2 Analysis Techniques

3.2.1 Results of Validity and Reliability Test

Validity and reliability test have been done by the writer by using pre-test method of questionnaire and method of measuring seven points Likert scale, where the pre-test questionnaire was disseminated on 12-14 February 2018 to 30 respondents aged from 17 years and above in environment around the author. Based on table 3.1, it can be seen that every indicator statement about cognitive image (cognitive image), affective image, tourist satisfaction, and tourist loyalty have significance level <1% and <5%. Therefore, it can be concluded that the statement items used in the questionnaire are valid or in other words, the statement items contained in the questionnaire can measure what the author intended to measure. Here is the SPSS data that has been processed by the author to test the validity:

Table 3.1 Results of Validity Test – Cognitive Image

No.	Questions	Pearson Correlation Coefficient	Sig. Value	Level Sig.	Note
1.	The natural landscape of Semarang city is beautiful	0.755	0.000**	0.01	Valid
2.	The price of goods sold in Semarang city is relatively cheap	0.749	0.000**	0.01	Valid
3.	The conditions of tourism objects (beaches, recreation parks, etc.) are clean	0.796	0.000**	0.01	Valid
4.	Public transport and infrastructure are adequate	0.783	0.000**	0.01	Valid
5.	Modern shopping mall (mall) is adequate	0.590	0.000**	0.01	Valid
6.	Traditional (market) shopping center is clean	0.793	0.000**	0.01	Valid
7.	The tourist information center in Semarang City	0.315	0.090	-	Invalid

	is easy to reach				
8.	Food & beverage service facilities (restaurant, café) are adequate	0.518	0.003**	0.01	<i>Valid</i>
9.	Accommodation facilities (hotel, homestay) are clean	0.574	0.001**	0.01	<i>Valid</i>
10.	Information about Semarang City (banners, advertisements) is easy to get	0.836	0.000**	0.01	<i>Valid</i>
11.	Information about Semarang City (banner, advertisement) complete	0.796	0.000**	0.01	<i>Valid</i>
12.	The condition of the city layout is neat and clean	0.732	0.000**	0.01	<i>Valid</i>
13.	Access to Semarang City is easy to reach	0.482	0.007**	0.01	<i>Valid</i>
14.	Semarang City has a unique and diverse culinary tour	0.546	0.002**	0.01	<i>Valid</i>
15.	Semarang city is a clean city	0.543	0.002**	0.01	<i>Valid</i>
16.	Tourist security in Semarang city is guaranteed	0.799	0.000**	0.01	<i>Valid</i>
17.	Friendly locals	0.551	0.002**	0.01	<i>Valid</i>

Table 3.2 Results of Validity Test – Affective Image

No.	Questions	Pearson Correlation Coefficient	Sig. Value	Level Sig.	Note
1.	Semarang city is a vibrant city / life	0.884	0.000**	0.01	<i>Valid</i>
2.	Semarang city is an interesting city to visit	0.918	0.000**	0.01	<i>Valid</i>

Table 3.3 Results of Validity Test – Tourist Satisfaction

No.	Questions	Pearson Correlation Coefficient	Sig. Value	Level Sig.	Note
1.	I feel happy to visit Semarang	0.906	0.000**	0.01	<i>Valid</i>
2.	I am sure the decision to visit Semarang is correct	0.925	0.000**	0.01	<i>Valid</i>
3.	Overall, I am satisfied during my stay in Semarang	0.934	0.000**	0.01	<i>Valid</i>

Table 3.4 Results of Validity Test – Tourist Loyalty

No.	Questions	Pearson Correlation Coefficient	Sig. Value	Level Sig.	Note
1.	If visiting Central Java, the first choice is	0.928	0.000**	0.01	<i>Valid</i>

Semarang City.					
2.	I will make a return visit to the city of Semarang in the future	0.865	0.000**	0.01	Valid
3.	I will give positive information about Semarang City to others	0.877	0.000**	0.01	Valid
4.	I would recommend Semarang to others	0.895	0.000**	0.01	Valid

Based on table 3.1 above, after the authors tested the validity of the cognitive image, the authors found that there is one indicator that is considered invalid from the total of 17 cognitive image indicators, namely: the reason of the tourism information center in Semarang City reachable. Therefore, the authors finally decided to eliminate or not use these indicators and continue the study with the remaining 16 indicators.

Meanwhile, for this test of reliability alone, performed using statistical test that is Cronbach's Alpha, which is a method to measure the consistency reliability of multiple item scales. The reliability test is used to generate the same data from two or more researchers, or if the same researcher in different time produces the same data or a group of data when split into two showing no different data (Sugiyono, 2016). Based on table 3.5, Cronbach Alpha value of cognitive image, affective image, tourist satisfaction, and loyalty of tourists is more than 0.6, so the variable is declared reliable. Cronbach Alpha value in this study will use the value of 0.6 with the assumption that the list of questions tested will be said reliable when the value of Cronbach Alpha > 0.6 (Hanaya, 2017). From table 3.5 below, the authors can deduce the items of destination image measurement questions that affect the satisfaction of tourists and loyalty of tourists who visit the city of Semarang has been reliable, so the author can process research to the next stage.

Tabel 3.5 Results of Reliability Test

3	Variable	Cronbach Alpha	Critical Value	Description
	Cognitive Image	0.919	0.6	Valid
	Affective Image	0.763	0.6	Valid
	Tourist Satisfaction	0.919	0.6	Valid
	Tourist Loyalty	0.922	0.6	Valid

4. Results

4.1 The Distribution of Demographic Characteristic

Table 4.1 The Distribution of Demographic Characteristics

Category	Characteristics	n	%
Gender	Man	143	49,14

	Woman	148	50,86
Age	17 – 22 th	37	12,71
	23 – 28 th	69	23,71
	29 – 34 th	36	12,37
	35 – 40 th	53	18,21
	41 – 46 th	24	8,25
	≥ 46 th	72	24,74
Length of Visit	1 day	34	11,68
	2 days	86	29,55
	3 days	87	29,90
	4 days	40	13,75
	5 days	15	5,15
	≥ 5 days	29	9,97
Visit Motivation	Holiday	119	40,89
	Business	81	27,84
	Visiting Family / Friends	85	29,21
	Others	6	2,06
Image of Semarang City	Transit City	74	25,43
	Business City	44	15,12
	City Tour	66	22,68
	Culinary City	70	24,05
	Shopping City	20	6,87
	Industrial City	16	5,50
	Others	1	0,34

Total n = 291

¹ Based on table 4.1 it can be seen that the majority of respondents are women as many as 148 people (50.86%), and men as many as 143 people (49.14%). While the majority of respondents age is ≥ 46 years old as 72 people (24,74%) representing older age group, and age 23-28 year counted 69 people (23,71%) representing youth group.

For long visits there are balanced results between 2 to 3 days. The duration of the majority of visits was 3 days as many as 87 people (29.90%), while the duration of 2 days visit as many as 86 people (29.55%). This means that some respondents spend their time visiting Semarang City for 2-3 days.

In terms of motivation or purpose of visit, it can be seen that as many as 119 people (40.89%) of the total number of 291 respondents have a goal that is vacation. As for other destinations as many as 6 people (2.06%) of the church activities, there are wedding invitations, seminars, just passing, and escorting boyfriend for the selection of work.

Regarding the most identical image with Semarang City, most respondents in this study chose transit city. This is because tourists only visit for a few days and continue their journey to other cities in Central Java such as Solo, Yogyakarta, and surrounding areas. There is also another image of 1 person (0.34%) where respondents chose the image of Semarang City as an alternative city in Central Java.

4.2 Descriptive Analysis of Research Variables

In the description of respondents' answers described the respondent's answer about destination image variable consisting of two factors, namely cognitive image and affective image, tourist satisfaction, and loyalty of tourists. Description of the respondent's answer is done by calculating the bottom three boxes and top three boxes. If measured on the likert scale, the bottom three boxes will combine the percentage of respondents' answers to the three lowest scores (score 1, 2 and 3), while the top three boxes will combine the percentage of respondents' answers to the three top-scoring answers (score 5, 6 and 7). In addition the description of the respondent's answer is also done by calculating the average value and standard deviation value.

4.2.1 Destination Image: *Cognitive Image*

Table 4.2 Cognitive Image

	Indicator	BTB (%)	TTB (%)	Mean	Std. Deviation	Note
CI-13	Akses menuju Kota Semarang mudah dijangkau	1.4	90.0	5.73	0.98	Baik
CI-14	Kota Semarang memiliki wisata kuliner yang khas dan beragam	2.7	91.4	5.60	1.10	Baik
CI-15	Kota Semarang merupakan kota yang bersih	5.5	73.2	5.57	1.07	Baik
CI-8	Fasilitas penyedia jasa makanan dan minuman (restoran, cafe) memadai	3.1	74.6	5.57	0.82	Baik
CI-17	Penduduk lokal yang ramah	2.7	88.7	5.43	1.10	Baik
CI-16	Keamanan wisatawan di Kota Semarang terjamin	2.1	80.1	5.20	0.76	Baik
CI-12	Kondisi tata kota rapi dan bersih	6.9	75.9	5.07	1.08	Baik
CI-5	Pusat perbelanjaan modern (mall) memadai	4.8	80.1	5.03	1.22	Baik
CI-9	Fasilitas akomodasi (hotel, <i>homestay</i>) bersih	7.2	67.7	4.83	0.99	Baik
CI-3	Kondisi obyek wisata (pantai, taman rekreasi, dll) bersih.	11.3	67.4	4.77	1.41	Baik
CI-1	Pemandangan alam di Kota Semarang indah.	10.3	69.4	4.73	1.44	Baik

CI-2	Harga barang yang dijual di Kota Semarang relatif murah.	10.7	68.7	4.73	1.28	Baik
CI-4	Transportasi umum dan infrastrukturnya memadai	11.3	70.8	4.60	1.38	Baik
CI-6	Pusat perbelanjaan tradisional (pasar) bersih	12.7	65.0	4.53	1.22	Cukup Baik
CI-11	Informasi mengenai wisata Kota Semarang (spanduk, iklan) lengkap	21.6	54.3	4.17	1.56	Cukup Baik
CI-10	Informasi mengenai wisata Kota Semarang (spanduk, iklan) mudah didapat	22.3	56.4	4.00	1.55	Cukup Baik
Total Mean				4.97		

Table 4.2 shows that the top three boxes value in the cognitive image indicator ranged from 56.4% -90.0%, while the bottom three boxes had values ranging from 1.4% -22.3%. This shows that most travelers have answers with the categories agreed in each cognitive image indicator. In other words, most tourists have a positive perception about the cognitive aspect of Semarang City. Based on the above table, the highest score of the average respondent's answer is 5.73 on the indicator CI-13 "access to the city of Semarang easy to reach." Which means tourists feel the ease of access to the city of Semarang. Meanwhile, the smallest average value of the respondent's answer is 4.00 which is the CI-10 indicator "information about Semarang city tour (banners, advertisements) is easy to obtain." Which means that tourists have the lowest perception of access to get information about the city Semarang. The results show there are 22.3% respondents who have not felt the ease in accessing information about the city of Semarang. The other result is the standard deviation value in cognitive image ranged from 0.98 to 1.55. This means that the respondent's data has a low diversity, meaning that the respondent's data tends to be homogeneous.

4.2.2 Destination Image: Affective Image

Table 4.3 Affective Image						
	Indicator	BTB (%)	TTB (%)	Mean	Std. Deviation	Note
AI-2	Kota Semarang merupakan kota yang menarik untuk dikunjungi	5.5	83.5	5.30	1.32	Baik
AI-1	Kota Semarang merupakan kota yang dinamis / hidup	5.5	83.8	5.27	1.11	Baik

Total Mean	5.28
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Table 4.3 shows that the top three boxes value in the affective image indicator ranged between 83.5% -83.8%, while the bottom three boxes had values ranging from 5.5%. This shows that most tourists have answers with the categories agreed in each indicator affective image. In other words, most tourists have a positive perception about the affective aspect of Semarang City. Based on the above table, the highest score of the average respondent's answer is 5.30 on indicator AI-2 "Semarang City is an interesting city to visit." Which means that tourists have the highest perception about affective image that is located in the interest to visit Semarang city. Meanwhile, the smallest average value of the respondent's answer is 5.27 that is on the AI-1 indicator "Semarang city is a dynamic city / live." This indicates that tourists have the lowest perception about the statement that Semarang City is a living city. The results of this study indicate that there are still as many as 5.5% of respondents who voted the lowest points of the statement. The other results are standard deviation value in affective image ranged from 1.11-1.32. This means that the respondent's data has a low diversity, meaning that the respondent's data tends to be homogeneous.

4.2.3 Tourist Satisfaction

Table 4.4 Tourist Satisfaction

	Indikator	BTB (%)	TTB (%)	Mean	Std. Deviasi	Ket
KW3	Secara keseluruhan, saya puas selama berada di Semarang	2.7	88.0	5.70	1.12	Baik
KW2	Saya yakin keputusan untuk berkunjung ke Semarang benar	2.7	86.9	5.67	1.27	Baik
KW1	Saya merasa senang berkunjung ke Semarang	4.1	85.2	5.53	1.14	Baik
	Total Mean			5.63		

Table 4.4 shows that the top three boxes value in the tourist satisfaction indicator ranged from 85.2% -88%, while the bottom three boxes have values ranging from 2.7-4.1%. This shows

that most tourists have answers with the categories agreed in each indicator affective image. In other words, most tourists feel satisfied during being in Semarang City. Based on the above table, the highest score of the average respondent's answer is 5.70 on the KW-3 indicator. Can be concluded that the tourists have the highest perception of the satisfaction of tourists that lies in the sense of satisfaction that is owned during a visit to the city of Semarang. Meanwhile, the smallest average value of the respondent's answer is 5.53 on the KW-1 indicator, which means that tourists have the lowest perception about the statement that tourists feel happy to visit Semarang City. The results show that there are still 4.1% of respondents who chose the answer with low points for the statement. The other result is the standard deviation value in the satisfaction of tourists ranged from 1.12-1.27. This means that the respondent's data has a low diversity, meaning that the respondent's data tends to be homogeneous.

4.2.4 Tourist Loyalty

Table 4.5 Tourist Loyalty

	Indikator	BTB (%)	TTB (%)	Mean	Std. Deviasi	Ket
LW3	Saya akan memberikan informasi positif tentang Kota Semarang kepada orang lain	3.1	85.9	5.60	1.30	Baik
LW2	Saya akan melakukan kunjungan kembali ke Kota Semarang di masa yang akan datang	6.8	83.8	5.53	1.46	Baik
LW4	Saya akan merekomendasikan Semarang kepada orang lain	5.5	84.5	5.43	1.36	Baik
LW1	Jika mengunjungi Jawa Tengah, pilihan pertama adalah Kota Semarang.	25.1	53.6	4.13	1.96	Baik
Total Mean				5.17		

Table 4.5 shows that the value of top three boxes on loyalty indicators ranges between 53.6% -85.9%, while the bottom three boxes have values ranging from 3.1% -25.1%. This shows that most tourists have answers with the categories agreed in each indicator affective image. In other words, most tourists have a high level of loyalty to the city of Semarang. Based on the above table, the highest score of the average respondent's answer is 5.60 on the LW-3 indicator. It can be concluded that tourists have the highest perception of loyalty of tourists lies in the positive information given to others. Meanwhile, the smallest average value of respondents' answers is 4.13, which is indicator LW-1, which means that tourists have the lowest perception about the statement that tourists will prioritize the city of Semarang if they want to visit Central Java. The results of this study indicate that there are still 25.1% of respondents who have answers with low points on the statement. Tourists still do not

prioritize the city of Semarang if they want to visit Central Java. The other result is the standard deviation value in the satisfaction of tourists ranged from 1.30 to 1.96 which indicates that the respondent's data has a low diversity, meaning the data respondents tend to be homogeneous.

4.3 Partial Least Square: Outer Model

4.3.1 Convergent Validity

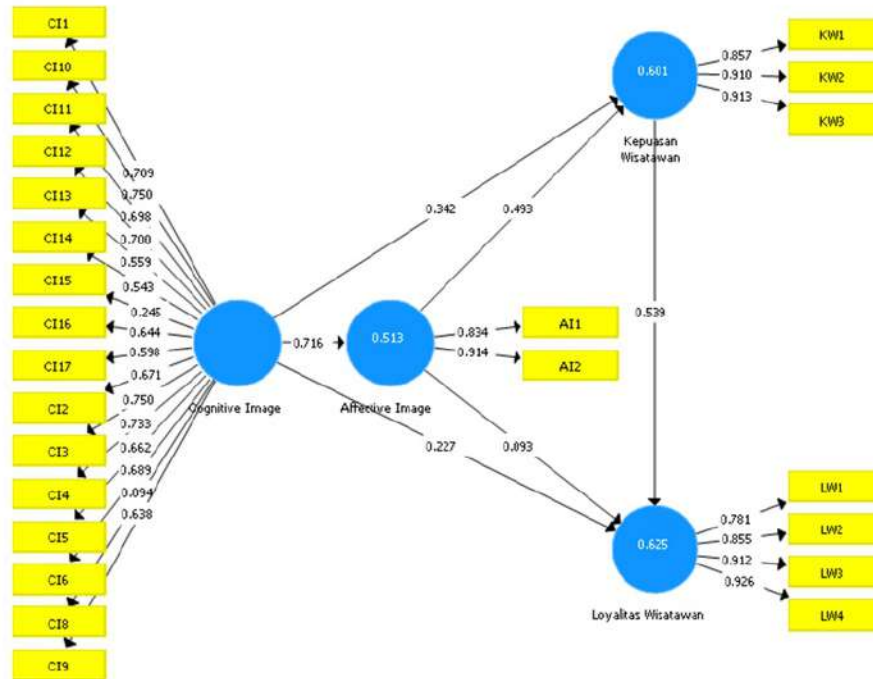


Figure 1. Outer Model-1

2 The first evaluation of the outer model is convergent validity. To measure the convergent validity by looking at the value of each outer loading. An indicator is said to meet convergent validity if it has an outer loading value > 0.5 . This means that the indicators used in the questionnaire are valid and may reflect or represent the variables in question. From the picture above, it is known that CI-8 and CI-15 have outer loading values below 0.5. CI-8 (adequate food and beverage service facilities (restaurant, café) has an outer loading value of 0.094 and CI-15 (Semarang City is clean city) has an outer loading value of 0.245. This means that these two indicators have not met the requirements of convergent validity, so in the next analysis the two indicators will be reduced. Here is a picture of the model where CI-8 and CI-15 have been reduced:

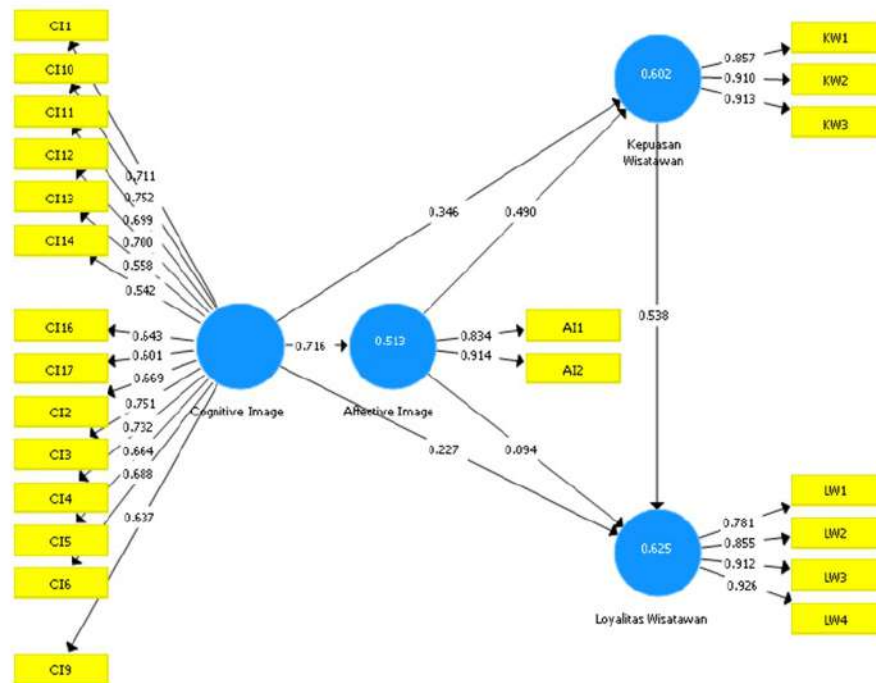


Figure. 2 Outer Model-2

From the picture above, it can be seen that there is the highest outer loading value on cognitive image variable that is on indicator CI-10 (Information about Semarang city tour (banner, advertisement) is easy to get) equal to 0,752. In affective image variable there is the highest outer loading value that is on indicator AI-2 (Semarang City is an interesting city to visit) of 0.914. Furthermore, the KW-3 indicator (as a whole, I am satisfied while in Semarang) is an indicator that has an outer loading value on the variable satisfaction of tourists that is equal to 0.913. In terms of the loyalty variable of tourists, there are indicators that have the highest outer loading value of the indicator LW-4 (I would recommend Semarang to others) of 0.926. When viewed from the overall indicators, then the indicator LW-4 has the highest outer loading value compared with others that is equal to 0.926. Thus, it can be concluded that tourists who have a high level of loyalty, will voluntarily recommend the city of Semarang to others.

2 4.3.2 Discriminant Validity

A second evaluation of the outer model is discriminant validity. Discriminant validity test is done by comparing the square root of average variance extracted (AVE) value of each construct, with correlation between other collisions in the model. Recommended values of discriminant validity measurements should be greater than 0.50. The following table shows the AVE values:

Table 4.6 Discriminant Validity

	AVE	Akar AVE	Cognitive Image	Affective Image	Tourist Satisfaction	Tourist Loyalty
3 Cognitive Image	0,450	0,671	1,000			
Affective Image	0,766	0,875	0,716	1,000		
Tourist Satisfaction	0,799	0,894	0,697	0,738	1,000	
Tourist Loyalty	0,757	0,870	0,669	0,654	0,766	1,000

Based on Table 4.6 **2** it is known that the smallest AVE root value is 0.671. While the largest value of correlation that occurs between variables is 0.766. On the basis of these values can be concluded **2** that the AVE root value in each variable is greater than the correlation value that occurs. Thus all indicators in each variable in this study have met the discriminant validity.

4.3.3 Composite Reliability

Further evaluation of the outer model is composite reliability. Composite reliability tests the reliability of indicators on a variable. A variable is said to meet composite reliability if it **2** has a composite value of ≥ 0.7 . Here is a table of composite reliability results :

Table 4.7 Composite Reliability

1 Variable	Composite Reliability
Cognitive Image	0,919
Affective Image	0,867
Tourist Satisfaction	0,923
Tourist Loyalty	0,926

Based on the above table explained that the value of composite reliability for cognitive image, affective image, tourist satisfaction, and tourist loyalty **3** is greater than 0.7. Thus, the structural model of the variables studied has met the composite reliability.

4.4 Partial Least Square: Inner Model

The first evaluation of the inner model is seen from the R-Square value. R-Square shows the ability of exogenous variables in explaining endogenous variables. Based on data processing with SmartPLS, the result of R-Square value as follows:

Table 4.8 R-Square

Variable	R-Square
Cognitive Image	
Affective Image	0,513
Tourist Satisfaction	0,602
Tourist Loyalty	0,625

From the table above, it can be seen that the obtained value of R-Square for the dependent variable is entirely greater than 0 (zero). Variable affective image of 0,513, tourist satisfaction of 0.602, and tourist loyalty of 0.625. The value of Q2 showing the relevance value of the model that has been compiled can be calculated using the following formula:

$$\begin{aligned}
 Q2 &= 1 - (1 - R2 \text{ affective image}) \times (1 - R2 \text{ tourist satisfaction}) \times (1 - R2 \text{ tourist loyalty}) \\
 &= 1 - (1 - 0,513) \times (1 - 0,602) \times (1 - 0,625) \\
 &= 1 - 0,487 \times 0,398 \times 0,375 \\
 &= 0,927
 \end{aligned}$$

From the calculation results known value of Q2 of 0.927 which means the ability of Partial Least Square to illustrate the model of 92.7%. Based on these results, the structural model in the study can be said to have goodness of fit good.

4.5 Hypothesis

The research hypothesis is acceptable if t-statistic > t-table at the 5% error level (α) is 1.96. Here is the value of the coefficient (original sample estimate) and t value (t-statistic) generated in the analysis in this study:

Table 4.9 Results of Hypothesis

	Original Sample Estimate	Mean of Subsamples	Standart Deviation	T-Statistic	Result
Cognitive -> Affective	0,716	0,721	0,036	20,030	Accepted
Cognitive -> Satisfaction	0,346	0,351	0,090	3,851	Accepted
Cognitive -> Loyalty	0,227	0,229	0,083	2,730	Accepted
Affective -> Satisfaction	0,490	0,488	0,087	5,605	Accepted
Affective -> Loyalty	0,094	0,093	0,058	1,604	Rejected

Satisfaction -> Loyalty	0,538	0,537	0,079	6,793	Accepted
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H1: *Cognitive image has a positive impact on affective image.*

The coefficient of cognitive effect on affective image is 0.716 with positive coefficient. Can be interpreted that the better the evaluation of tourists who live and visit to the city of Semarang (cognitive image), the better the emotional impression (affective image) owned by tourists. The t-count value of 20.030 is greater than the value of t-table 1.96. This means that cognitive image proved to affect affective image. From this result, the first hypothesis of this study is acceptable.

⁸
H2: *Cognitive image has a positive impact on tourist satisfaction.*

The coefficient value of cognitive effect on the satisfaction of tourists is 0.346 with positive coefficient direction. Can be interpreted that the better the evaluation of tourists who live and visit to the city of Semarang (cognitive image) then the satisfaction felt by tourists is also higher. The t-count value of 3.851 is greater than the value of t-table 1.96. This means cognitive image gives influence to the satisfaction of tourists. From this result, the second hypothesis of this study is acceptable.

H3: *Cognitive image has a positive impact on tourist loyalty.*

The coefficient value of cognitive effect on tourist loyalty is 0.227 with positive coefficient direction. Can be interpreted that the better the evaluation of tourists who live and visit to the city of Semarang (cognitive image) then the higher the level of loyalty owned by tourists. The t-count value of 2.730 is greater than the value of t-table 1.96. This means that cognitive image affects the loyalty of tourists. From this result, the third hypothesis of this study is acceptable.

⁸
H4: *Affective image has a positive impact on tourist satisfaction.*

The coefficient value of affective image to the tourist satisfaction is 0.490 with positive coefficient. Can be interpreted that the better the emotional impression (affective image) then the higher the level of satisfaction that is owned by tourists. The t-count value of 5.605 is greater than the value of t-table 1.96. This means affective image affects the satisfaction of tourists. From this result, the fourth hypothesis of this study is acceptable.

H5: *Affective image has not a positive impact on tourist loyalty.*

Coefficient effect of affective image to loyalty of tourists is equal to 0,094. The t-count value of 1.604 is smaller than the value of t-table 1.96. This means affective image does not affect the loyalty of tourists. From this result, the fifth hypothesis of this study was rejected.

H6: *Tourist satisfaction has a positive impact on tourist loyalty.*

The value of tourist satisfaction coefficient to the satisfaction of tourists is 0.538 with the direction of positive coefficient. Can be interpreted that the better the reputation is, the higher the level of loyalty tourists. The t-count value of 6.793 is greater than the value of t-table 1.96. This means the problem between the satisfaction of tourists and the loyalty of tourists. From this result, the sixth hypothesis of the study is acceptable.

5. Conclusions and Suggestions

5.1 Conclusions

From the results of research and discussion that has been done, it can be concluded as follows:

1. From 291 questionnaires that have been through the data processing shows that the majority of respondents of domestic tourists who visit the city of Semarang is women and aged over 46 years. The majority of travelers travel in a 3-day holiday period for the purpose of vacation. The assessment of the respondents regarding the image of the most identical destinations with the city of Semarang is a transit city. This is because, tourists only visit the city of Semarang for a few days then continue his journey to other cities in Central Java such as Solo, Yogyakarta, and surrounding areas. Although most respondents stated that the image of Semarang City's destination was a transit city, but found 70 respondents who had another opinion that is culinary city. This shows that although the most prominent image of the city of Semarang is a transit city, but the various culinary tours available are also interesting to visit.
2. The results showed that cognitive image variables affect affective image. Cognitive image is the result of evaluation of tourists who live and visit to the city of Semarang. The results of these evaluations will affect the emotional impression (affective image) in each tourist. The emotional impression that tourists have will have an impact on satisfaction. If the perceived experience exceeds expectations, then the tourists are satisfied. Conversely, if the perceived experience does not exceed expectations, then tourists are not satisfied. Such perceived satisfaction tends to affect the level of loyalty.

Based on the research results, it can be seen that there are five accepted hypothesis, and one hypothesis rejected. The hypothesis rejected is the relationship between affective image with loyalty tourists. Referring to the analysis of chapter 4, affective image proved to have no effect on the loyalty of tourists. This finding is consistent with Coban (2012) and Prayag (2011) that travelers should be satisfied in advance and then reach the point of loyalty.

3. Referring to the analysis description in chapter 4, where in each variable has good mean and standard deviation value but there are some important factors that must be considered that is easy access in obtaining information about Semarang City and the cleanliness of tourism object. Both factors are very important role in shaping the evaluation result of tourists who live and visit to Semarang City (cognitive image). If seen in the results of research (according to table 4.3) there are some tourists who still have a low perception of the ease of accessing information Semarang tourism and the cleanliness of tourist attractions.
4. The results revealed that there are several components in the image of the destination in good condition so it needs to be maintained. The various components are accessibility, culinary variety, cleanliness of the city, and the hospitality of the local population. Various components should be maintained so it remains an attraction for tourists to visit the city of Semarang.

5.2 Suggestions

Based on the research that has been done to know the destination image, the satisfaction of tourists, and the loyalty of tourists who visit the city of Semarang, the suggestions that can be given are as follows:

1. From the image of tourists who have visited the city of Semarang, it is expected the tourism office of Semarang City can conduct more vigorous and evenly distributed throughout Indonesia. Promotion can be done either in electronic media, social media, and print media. Promotion that has been done so far is quite good, it's just that there are still some tourists who do not know about the development of Semarang city that has been growing (in accordance with the results of research in table 4.3). In addition, also to private parties such as travel agents in order to create and offer tour packages to the city of Semarang. This is very necessary to be done in order to attract tourists to visit the city of Semarang.

- 5
2. From the image of tourists who have visited the city of Semarang, it is hoped the government can pay more attention to cleanliness in the tourism object (in accordance with the analysis of chapter 4). The results showed that there are still respondents who have perceptions of low answers about the cleanliness of tourism objects. This aspect of hygiene is very important because hygiene has a significant influence in the cognitive component image (according to outer loading results).
 3. The concept of urban tourism is still relatively new in Indonesia. As for some cities that have developed the concept of urban tourism such as Bandung, Jakarta, and Surabaya, so the authors provide suggestions for further research is the model and results in this study can be used as consideration to apply the concept of urban tourism (urban tourism).

The Influence of Destination Image on Tourist Satisfaction and Tourist Loyalty: A Case Study of Urban Tourism in Semarang

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