# THE EFFECT OF DESTINATION IMAGE AND TRAVEL MOTIVATION ON VISIT INTENTIONS IN TOURISM TELAGA WAHYU, MAGETAN REGENCY

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**Abstract**

Tourism is currently very important for someone, this can be realized because in free time and feeling bored with work and daily routines, they will carry out tourism activities according to predetermined goals. This study aims to analyze and discuss the effect of destination image and travel motivation on visiting intentions. Respondents in this study were respondents aged 19-41 years or born in 1978 – 2000. The sample used was 200 respondents. The sampling method used nonprobability sampling and the sampling technique was judgmental sampling. The analysis technique used is multiple linear regression with the help of SPSS program. Based on the results of the study, it is shown that: (1) there is a positive and significant effect of destination image on the intention to visit and (2) there is a positive and significant influence of travel motivation on the intention to visit.

**Keywords:** Destinatin Image, Travel Motivation, Tourism, Visit Intention

## 1. INTRODUCTION

Tourism is an activity that aims to provide tourism services, provide and operate tourist objects and attractions, tourism facilities and other related businesses in the field Utama, (2017). Tourism is currently a very important activity for life. someone, because without realizing it when they feel bored with their daily routine and have free time to travel one of the activities that will be chosen. Tourism growth has a positive impact on a country. Tourism growth increased in 2019 foreign exchange from the tourism sector reached US$ 17 6. The increase in foreign exchange earnings from the tourism sector has a positive impact on the country's development. In addition, the tourism sector has made brilliant achievements, Indonesia's tourism is included in the top 10 of The World Travel & Torism Council (WWTC) which is ranked ninth (Liputan6.com, 2018).

In general, the type of tourism is divided into several categories (Utama, 2017) natural tourism, cultural tourism, and the last is artificial tourism. With the classification of the type of tourism can make it easier to determine tourist destinations. Nature tourism is currently increasingly in demand by tourists (Kompas.com, 2019). According to Hidayah (2019) here are several factors that influence visiting intentions, namely psychological factors including: personality, hobbies, profession, attitudes, motivation, perception, and understanding of the surrounding environment, destination marketing activities (information and communication), and destination image.

According to Chen et al., (2014) visit intention is mentioned as a desire to visit a tourist destination, then visit intention refers to the possibility that tourists feel during a certain time Whang et al., (2015). There are several factors that influence tourists in visiting destinations according to Ariyanto, (2005) in Utama (2017) including location, facilities, image, price and service. The intention of tourists to visit a destination can be influenced by the image of the destination Hidayah (2019). Utama (2017) explains that in essence it is the image that moves and encourages tourists to determine tourist destinations. The concept of destination image proposed by Lopes (2011) states that the image of a destination is an expression of all object knowledge, prejudice, imagination, and emotional thinking individual or group about a certain location. There are 3 dimensions in the destination image, namely cognitive, affective, and conative images (Agapito et al., 2013). Several previous researchers have proven that the image of the destination has a positive and significant effect on visiting intentions (Ramadhani & Kurniawati, 2019). Ryu et al., (2013) destination image has a positive impact on tourist intentions to visit New Orlans in the near future. Prayogo et al., (2017) destination image affects visit intention, and Ramadhani et al., (2020) states that the image of the destination affects the intention to visit.

Tourist intentions are not only influenced by the image of the destination, but can be moved by the motives that drive them to travel. According to Suwena & Widyatmaja, (2017) travel motivation is very important because it is a driving factor for the occurrence of a trip. In addition, according to (Yoeti, 1996) tourist travel motivation is influenced by various reasons, including education and culture, leisure, fun, adventure, health, sports, recreation, family, business, competition and prizes. Several previous studies have shown that travel motivation has a significant effect on visiting intentions. In addition, research conducted by Chelliah, (2017) states that travel motivation has a significant effect on visiting intentions. Khan et al.,( 2017) which states that travel motivation has a significant effect on visiting intentions. However, this study does not side with the research of Yacoub & Hamouda, (2018) which states that travel motivation has no effect on visit intentions.

East Java Province has 38 cities/districts, with details of 9 cities and 29 regencies, all of which have various kinds of tourism that are worth visiting by tourists. East Java Province is one of the provinces in Indonesia that has the most complete natural tourist destinations (Liputan6.com, 2019). One of the areas included in the list of tourism development based on the Strategic Plan of the East Java Culture and Tourism Office is Magetan Regency. The Magetan Regency Government continues to develop existing tourism to attract tourist visits. In 2017 Magetan Regency received the East Java Tourism Award for commitment and development in the tourism sector. From the tourism sector, it has a positive impact on the local revenue of Magetan Regency, along with data on the local revenue of Magetan Regency.
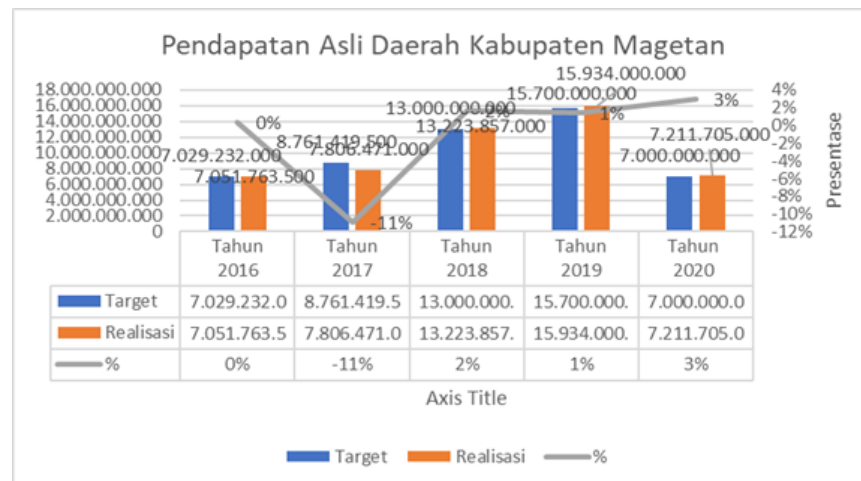
**Figure 1. Magetan Regency Original Revenue**

Based on Figure 1, it is the local revenue of Magetan Regency from the tourism sector. Original income from the tourism sector has a positive impact on Magetan district, where the realization can be achieved in accordance with the predetermined targets. In 2016 local revenue has reached the specified target, but in 2017 it decreased by 11%, in 2018 it reached the predetermined target with an increase of 2%, in 2019 regional income increased by a percentage of 1% and in The 2020 target was set at 18 billion before the Covid-19 outbreak, after the Covid-19 virus the target was set at 7 billion, with the realization until October 2020 of 7,211,705 million (Department of Tourism and Culture of Magetan Regency, 2020). From the original regional income, it can be used as a benchmark for the development of tourism objects in Magetan Regency.

Every year the Magetan Regency Government sets a target for tourist visits. In 2016 visitors who came were 968,225, an increase of 42%, in 2017 by 939,804, in 2018 visitors who came decreased by 762,865 with a percentage of 20%, in 2019 with a number of visitors 929,078, and the target of visits in 2020 before the virus Covid-19, namely 1,045,810 after the pandemic, the target was set at 396,518, the realization of tourist visits until October was 434,267.

Of the several tourist attractions managed by the Department of Tourism and Culture of Magtean Regency, one of the natural attractions managed by the Department of Tourism and Culture is Telaga Wahyu Tourism. Telaga Wahyu tourism visitors in the last 3 years have decreased, in 2016 as many as 19,277 people, in 2017 as many as 27,021 visitors, in 2018 as many as 14,232, and in 2019 as many as 11,872 visitors, in 2019 there was a decrease of 2,360. Telaga Wahyu Tourism is included in the Strategic Plan of the Magetan Regency Tourism and Culture Office. In 2019 the Magetan Regency Government held a fishing competition, one of the goals of which was to introduce and promote Wahyu Lake Tourism (timesindonesia.co.id, 2019). ourism development in Telaga Wahyu continues to be carried out, such as the construction of a jogging track, construction of bathrooms plus toilets and construction of a prayer room. In addition, further development is carried out such as the development of educational tourism, conservation tourism (Grand Lawu), hanging kite sports, and meeting places. However, the number of visitors

continues to decline (Department of Tourism and Culture of Magetan Regency, 2020). This study aims to determine the effect of destination image and travel motivation on visit intentions.

# 1. LITERATURE REVIEW

## Destination Image

Destination image is a collection of memories and perceptions attached to the minds of tourists Hidayah, (2019). Furthermore, Utama, (2017) explains that the image of a destination is an individual's knowledge and belief about a tourism destination that is perceived or evaluated. Lopes, (2011) destination image is objective knowledge, prejudice, imagination and emotional feelings of individuals and groups towards a particular location. In addition, Stylos, N., (2016) estination image is a person's knowledge of products, objects, behaviors, and events that are driven by beliefs, feelings, and various goals that have ideas or expectations for a particular place or journey.

In the destination image there are 3 dimensions of the destination image, namely cognitive, affective and conative images (Agapito et al., 2013). The image of a cognitive destination is more directed to a person's knowledge and rational thoughts such as quality, friendliness of residents, attractions, weather and price. Affective image is a person's imagination, hopes, and thoughts that are more emotional about a place. And finally the conative destination image is a combination of cognitive destination image and affective image, which is determining the destination based on the information obtained. The indicators used to measure the destination image variable in this study used the research of Chi & Qu,(2008); Qu et al., (2011); Çoban, (2012); Yang et al., (2015), which include: environment, infrastructure, accessibility, and price.

## Travel Motivation

Utama, (2017), travel motivation is a motive that encourages and moves potential tourists to travel to Bali tourism destinations. Furthermore Suwena & Widyatmaja, (2017) motivation is very necessary because it is a driving factor for the occurrence of a tourist trip. In addition, Pitana, ( 2005) travel motivation is an important factor for prospective tourists in determining tourist destinations to be visited.

According to Macintos (1986) in Utama, (2017) travel motivation can be grouped into 4 as follows: first is physical motivation related to the desire to recover physical condition, rest, relax, exercise and maintain health so that the spirit appears again. The second cultural motivation relates to a person's desire to travel to know the customs, traditions, culture and arts of other people's areas, the third interpersonal motivation which is driven from the desire to meet with family, friends, or avoid association. work environment, making new friends and others, the last is the status and pristage motivation of someone who wants to show who he is, his status, his status in a certain society for the sake of personal dignity.

Holloway, (2009) travel motivation is divided into 2 types, namely general motivation whose purpose is to achieve broad goals such as distancing oneself from routine and pressure from work to enjoy a different environment, the second is specific motivation which aims to achieve

different goals be more specific, such as taking a walk to enjoy the fresh air and varied scenery. The indicators used to measure the travel motivation variable in this study were Spears & Kennon, (2012); Phillips & Jang, (2007); Hosany et al., (2019) which includes: relieve stress, and novelty.

## Visit Intention

According Hidayah, (2019) the intention to visit is someone who believes a tourist destination will affect the attitude of interest of potential tourists who intend to visit. Intention to visit is referred to as the desire to visit a destination (Chen et al., 2014). Furthermore, according to Whang et al., (2015) refers to the possibility of what tourists feel during a certain time. Furthermore, the intention to visit is the impulse felt by the customer to determine the purchase after an evaluation of an item is carried out Ramadhani et al., (2020). The indicators used to measure the variable of visiting intention in this study adopted research from Doesti et al., (2016); Quintal et al., (2015) include: seeking information and planning to visit.

## Hypothesis

### The Effect of Destination Image on Visit Intention

According to Hidayah, (2019) the destination image is one of the external factors that can influence a person to act to visit tourist attractions. The results of this study support the research of Ramadhani & Kurniawati, (2019) explaining that the destination image has a significant effect on visiting intentions. According to Ramadhani et al., (2020) the destination image has a positive effect on visit intentions. According to Ryu et al., (2013) destination image has a positive effect on tourist intentions to visit New Orleans in the nearest future. Furthermore, Prayogo et al., (2017) the destination image has a positive and significant effect on visiting intentions. So the first hypothesis proposed in this study is:

H1: There is a positive and significant effect of the destination image on the intention to visit.

### The Effect of Travel Motivation on Visit Intention

Hidayah, (2019) travel motivation as a driving force that can influence a person's actions to visit tourist attractions. This supports the research of Chelliah, (2017) which shows that travel motivation has an effect on visiting intentions. Furthermore Khan et al., (2017) travel motivation has an influence on visiting intentions. In addition, Khan et al., (2019) travel motivation has a positive effect on visiting intentions. However, according to Yacoub & Hamouda, (2018) travel motivation has no effect on visiting intentions. Therefore, the researcher proposes the second hypothesis as follows:

H2: There is a positive and significant influence of travel motivation on the intention to visit.

The research design used to determine the effect of destination image and tourist motivation on visiting intentions at Telaga Wahyu Tourism, Magetan Regency in Figure 2.
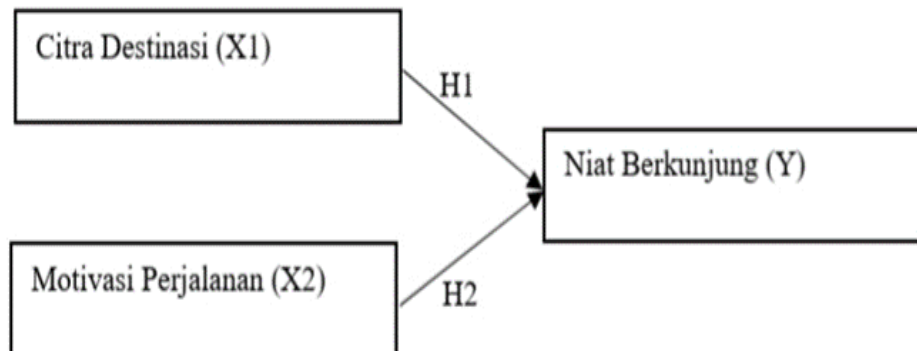
**Figure 2. Research Model**

## 2.METHOD

This research is a quantitative research with the type of research that is conclusive research that aims to test certain hypotheses and test the relationship between variables which are then analyzed quantitatively (Malhotra, 2017). Primary data is obtained from respondents' answers, secondary data is obtained through literature study which is used to complete primary data. The population in this study is infinity with the characteristics of the respondent is someone who has never visited Telaga Wahyu Tourism, Magetan Regency, and is 19 - 41 years old or born in 1978-2000. Respondents in this study amounted to 200 respondents, and used non-probability sampling technique with judgmental sampling technique according to the characteristics of the respondents. The data collection technique was in the form of an online questionnaire distributed through Goggle From. The measurement scale uses a Likert scale. The scale ranges from 1 to 5, the former strongly disagree, disagree, undecided, agree, and the last strongly agree. Then the instrument was tested to determine the validity and reliability. This study uses multiple linear regression.

## 3. RESULTS ANALYSIS AND DISCUSSION

### Characteristics of Respondents

Based on table 1 regarding the characteristics of respondents, the data collected from 200 respondents who have participated in this research can be seen in the table below:

## Table 1 Characteristics of Respondents

| Characteristics of Respondents | | Amount | % |
|---|---|---|---|
| Age | 19 – 25 years | 141 | 70,5% |
| | 26 – 35 years | 36 | 18% |
| | 36 – 41 years | 23 | 11,5% |
| Gender | Man | 88 | 44% |
| | Girl | 112 | 56% |
| Last Education | Middle Schole Equivalent | 2 | 1% |
| | High School Equivalent | 132 | 66% |
| | S1 | 57 | 28,5% |
| | S2 | 9 | 4,5% |
| Profession | Student | 4 | 2% |
| | College Student | 98 | 49% |
| | Government Employees | 16 | 8% |
| | Private Employees | 47 | 23,5% |
| | Entrepreneur | 35 | 17,5% |
| Income | <Rp. 1.000.000 | 104 | 52% |
| | Rp. 1.000.000 – Rp. 2.500.000 | 51 | 25,5% |
| | Rp. 2.500.000- Rp 4.000.000 | 22 | 11% |
| | >Rp. 4.000.000 | 23 | 11,5% |
| | Total | 200 | 100% |

Source: Data processed by the author

Table 1 shows the results of the characteristics of respondents in this study, of the 200 respondents who participated, most of them were dominated by female sex as many as 112 people (56%), with ages 19-25 years as many as 141 (70.5 %), and the last education was high school Equivalent as many as 132 people (66%). The average occupation is dominated by students with a total of 98 people (49%), with an average income of <Rp. 1,000,000 (in million rupiah) as many as 104 people (52%). Overall, most of the prospective tourist visitors are women with an age range of 19-25 years who earn less than 1,000,000 million who dominate the results of this study.

**Validity Test and Reliability Test**

Before the research data were analyzed, the validity and reliability were tested first. The validity and reliability test in this study was conducted by distributing questionnaires to 30 respondents online. statement items can be said to be valid if r arithmetic > r table (0.361) and reliable if the Cronbach alpha value > 0.70 (Ghozali, 2016). Based on the results of the analysis of the validity

test, it shows that all items in this research questionnaire proved valid because the value of r count > r table (0.361) so that it can be used to measure the effect of destination image and travel motivation on visiting intentions. In addition, the results of the reliability test show that all items in this questionnaire have a Cronbach alpha value > 0.70 (Ghozali, 2016). So that the statement items in this study were declared valid and reliable as a tool to test the effect of destination image and travel motivation on visit intentions.

**Classic Assumption Test Results**

In this study, the collected data were analyzed using multiple linear regression to ensure that the variables were normally distributed. The normality test is normally distributed if the significance value is > 0.05 (Ghozali, 2016), the results of the normality test obtained in this study are normality by looking at Asym. Sig. (2-tailed) is 0.429 exceeding 0.05 so that it meets the assumption of normality. The multicollinearity test was carried out to determine the correlation between variables by looking at the VIF (Variance Inflation Factor) value and tolerance value (Ghozali, 2016), the tolerance value for all variables was more than 0.10 and the VIF (Variance Inflation Factor value) was less than 10, VIF value of destination image is 1.063 and travel motivation is 1.063. The results of the multicollinearity test meet the assumption of multicollinearity. While the heteroscedasticity test was carried out to test whether there was an inequality of variance and residuals from one experience to another. The results of the heteroscedasticity test are seen from the sig value. (2-tailed) the value of each variable is greater than 0.05 (Ghozali, 2016), the destination image has a significance value of 0.910>0.05 and travel motivation 0.566>0.05. The results of the heteroscedasticity test showed that the data had met the assumptions of the heteroscedasticity test.

**Multiple Linear Regression Test**

Based on table 2 hypothesis testing, obtained the following equation.

$Y = 12,204 + 0,061 X1 + 0,195 X2$

Deskription:
Y: Visit Intention
X1: Destination Image
X2: Travel Motivation

From the results of the regression equation above, it can be explained that if the image of the destination is not built or there is no motivation that encourages respondents, the intention to visit will still be built with a value of 12.204. An increase in the image of the destination (X1) by one unit will increase the intention to visit (Y) by 0.061. An increase in travel motivation (X2) will increase the intention to visit (Y) by 0.195 with a positive coefficient. Based on the results of the analysis test above, travel motivation has a greater influence, namely 0.195. In addition, the t-test also shows that the destination image and travel motivation variables have a positive effect on visit intentions.

**Hypothesis Test Results**

In one study, hypothesis testing was conducted to determine the dominant independent variable influencing the dependent variable. To determine the relationship between the independent variable and the dependent variable can be seen from the significance value, the level of significance (α) in this study is 0.05. if the significance value <0.05, the independent variable is declared to have a significant effect on the dependent variable, and if the significance value is >0.05, it means that the independent variable has no effect on the dependent variable. accepted or rejected a hypothesis can be done by comparing the value of t count with t table. Based on table 2, the results of H1 and H2 are accepted. The results of testing the first hypothesis (H1) show the results of t count X1 2,532 > t table 1,65 and a significance value of 0.020 <0.05, then H0 is rejected and H1 is accepted. Then the destination image variable has a significant effect on visiting intentions. The second hypothesis test (H2) shows the results of t count sebesar 6,707 > t table 1,65 then a significance value of 0.000 <0.05 then H0 is rejected and H2 is accepted. So that the travel motivation variable has a significant effect on visiting intentions.

**Table 2 Hypothesis Test**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std.Error | Beta | t | Sig. |
| 1 | (Constanta) | 12,204 | 1,694 | | 7,204 | ,000 |
| | Destination Image | ,061 | ,026 | ,151 | 2,352 | ,020 |
| | Travel Motivation | ,195 | ,029 | ,430 | 6,707 | ,000 |

Source: Data processed by the author

**Discussion**

**The Effect of Destination Image on Visit Intention**

The results showed that there was a positive and significant influence on the image of the destination on the intention to visit. Regarding the research conducted on Telaga Wahyu Tourism, one of the bases that influence a person's visit is the image of the destination. This is if the image of the destination is built well and creates a strong perception in the minds of potential tourists, it will affect the intention to visit. The image built by the manager of Telaga Wahyu Tourism has been maximized by improving facilities, accessibility, infrastructure to attract potential tourists to visit, but what happened was the opposite with the number of visitors who had decreased, this became the basis for taking the destination image variable. From the results of the research above, this proves the opinion of Hidayah (2019) which explains that the image of the destination is one of the factors that can affect the intention to visit.

The results of this study are in accordance with previous research conducted by Ryu et al., (2013) the destination image has a positive effect on the intention to visit New Orleans tourists in the near future. Research from Ramadhani & Kurniawati, (2019) which shows that the destination image affects the intention to visit. Furthermore, the results of Prayogo et al, (2017)

explain that the destination image affects the intention to visit and Ramadhani et al., (2020) which explains that the destination image affects the intention to visit.

The deatination image in this study was measured using 4 indicators, namely environment, infrastructure, accessibility, and price. Telaga Wahyu Tourism has a clean and unpolluted environment from garbage and pollution, road access to the location is easy to reach, there are several public transportation available to get to these tourist sites, and infrastructure facilities at tourist sites there are prayer rooms and clean toilets, gift shops for prospective tourists who visit, various choices of food stalls and there are various choices of lodging/hotels around the tour. Based on respondents' answers, the price indicator with the item "Affordable Telaga Wahyu entrance ticket" has the highest average value of answers. This means that Telaga Wahyu has an affordable ticket price, this is because the entrance ticket for the tour is Rp. 5,000 for each visitor. Respondents with female sex ages ranging from 19-25 years with income <Rp 1,000,000 (in million rupiah) who dominate in this study. When viewed from the results of female respondents aged 19-25 years with an income of less than Rp. 1.000.000 and a job as a college student traveling to Telaga Wahyu is the right choice, because the price of admission is affordable and the price of tickets for rides available at tourist attractions is also affordable.

### The Effect of Travel Motivation on Visit Intention

The results showed that there was a positive and significant influence of travel motivation on visiting intentions. This means that if motivation increases, it can increase the intention to visit tourists. So this proves the theoretical concept of Hidayah (2019:55) which shows that travel motivation is one of the factors that can influence visiting intentions. The results of this study support previous research conducted (Khan et al., (2017); (Chelliah, 2017); (Khan et al., 2019) which stated that travel motivation had an effect on visiting intentions, but the results of this study contradicted previous researchers who conducted by (Yacoub & Hamouda, (2018) the result is that travel motivation does not affect the intention to visit, due to differences in indicators.

Travel motivation in this study was measured using 2 indicators, namely relieving stress and novelty. Based on the results of respondents' answers, the indicator of relieving stress with the statement item "I visited Telaga Wahyu Tourism relieves stress" has the highest average value. This is because Telaga Wahyu Tourism is an unspoiled tour and has a cool and calm atmosphere so that tourists can enjoy the natural beauty that is in tourist attractions. Female respondents with an age range of 19-25 years who dominate in this study. If it is associated with the research results of female respondents aged 19-25 years, they tend to have the motivation to break away from the daily routine at work, with routines that make traveling tired the main choice. In this study, the travel motivation variable is a variable that has a greater influence than other variables.

### 4. CONCLUSIONS

The results of the research and discussion that have been carried out can be concluded that there is a positive and significant influence between the image of the destination on the intention to visit, and there is a positive and significant influence of travel motivation on the intention to visit

Telaga Wahyu Tourism, Magetan Regency. In this study, it has limitations in terms of distributing questionnaires conducted online. In addition, this study did not provide an open questionnaire, so the discussion about the destination image, travel motivation and intention to visit was not deep. Future research can use newer variables such as travel constraints, city image, and is expected to continue and develop this research in the future, through more in-depth research related to destination image statements, travel motivation and visit intentions, and it is hoped that researchers will distributing online or offline questionnaires to avoid fraud that occurs.

The practical implication of the results of this research is that the Magetan Regency Culture and Tourism Office is expected to optimize development in the Telaga Wahyu area so that it can attract potential tourists to visit these tourist attractions, such as adding to the construction of game rides, and holding competitions in tourist areas to increase tourist visits. In addition, the Magetan Regency Government, especially the Tourism and Culture Office, must support and improve the tourism image of Telaga Wahyu so that the perception of potential tourists is better towards their tourism, while the theoretical implication is that the travel motivation variable has the biggest influence compared to the destination image. will increase the intention to visit Telaga Wahyu Tourism.

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