

Trip Quality, Tourist Satisfaction, and Behavioral Intention on The New Tourism Destination: A Case Study in Pabangbon Panoramic Hill, West Java

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Abstract

When the new tourist destination occurs, people usually come because of their curiosity. The purpose of this study was to analyze Trip Quality, Tourist Satisfaction, and Behavioral Intention of those who visited Bukit Panorama Pabangbon (Pabangbon Panoramic Hill) as a new tourism destination in Bogor district, West Java, Indonesia. The research method was descriptive quantitative. This research was a survey using a questionnaire. In the initial stages, validity and reliability tests were carried out, and the test results show that all items in the questionnaire were valid and reliable. The questionnaire was then distributed to respondents using a simple random sampling technique resulting 100 sets of data. Then the mean score of each variable and correlation value was calculated. The results showed that in general, the tourists' trip quality was good in which the affordable ticket got the highest score, while local transportation got the lowest. On the whole, they were satisfied with their experience visiting the site, and they were willing to return and recommend this new tourist attraction to friends and relatives. Among the construct under study, the correlation between trip quality and behavioral intention was stronger than the correlation between tourist satisfaction and behavioral intention. All are positive correlations.

Keywords: Trip Quality, Tourist Satisfaction; Behavioral Intention

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1. Introduction

Tourism is one of the important sectors in Indonesia that can help the economy of a region if it is developed well by the government and surrounding communities (Bimantara, 2019). The tourism industry is a unique combination of various factors so that the operational planning of a destination is different from other economic sectors. A tourist destination has many relationships with diverse stakeholders, with different goals and requirements. A tourism destination is always different in size, attractiveness, and benefits offered to tourists., but how to attract tourists to revisit or recommend a destination to others is complicated for the success of destination development. Good tourism management should enable tourists to enjoy tourism activities and benefit the welfare of local communities (Pitana and Diarta, 2009: 81).

Nowadays, with the extensive use of social media, many instagrammable tourism attractions occur, especially the attractions that explore beautiful scenery (Triandini and Yusrini 2018). One of the new tourist destinations is Panorama Pabangbon, located in Bogor District, West Java, Indonesia. This tourist destination provides a beautiful panoramic view for those who like nature and mountain view. This destination also fits for those who like photography because there are many beautiful and interesting spots to capture. However, beautiful scenery and interesting photo spots only cannot guarantee that tourists who come to this destination will be satisfied and willing to revisit or recommend the site to others.

As noted by Chen, Lee, Chen and Huang (2011), it is important to explore tourist satisfaction with the destination as well as the service quality, which are associated with tourist behavioral intention. According to Backman & Veldkamp, 1995 in Chen (2006: 2) "The tourist behavior includes the choice of a destination to visit and subsequent evaluations and future behavioral intention. The subsequent evaluations include the travel experience or perceived trip quality during the stay, perceived value and overall satisfaction, while the future behavioral intention includes the intention to revisit and the willingness to recommend. There has been a great body of studies focusing on the interrelationship between quality, satisfaction, and behavioral intention". By understanding the relationship between future behavioral intentions and their determinants, tourism and destination managers will better know how to build an attractive image and market their efforts to maximize the use of available resources.

In general, the success of tour operators relies on their ability to fulfill customer wants. From the viewpoint of demand, enticing the tourists to revisit and recommend the destination to others are main aspects of successful tourism destination development (Chen & Tsai, 2007). In order to succeed in the present competitive business environment, tourism operators need to be aware of patterns and dynamics in tourist demand. A better understanding of relationships between tourists' future behavioral intentions and its antecedents allow tourism operators to optimize customer satisfaction and improve marketing efforts (Perera and Vlosky 2013).

This paper seeks to provide a more comprehensive insight into the factors that make up tourists' future

4. Result and Discussion

Table 1. Mean Value of Trip Quality

Statement	Mean Value	Category
Affordable tourist attraction ticket price.	3.257	Very high
Good food and drinks at the tourist attraction.	2.986	high
Good service at the tourist attraction.	3.203	high
Affordable food and beverage	3.068	high
You feel safe when you are in the tourist destination	3.095	high
The cleanliness of tourist attractions is good.	3.014	high
Accessibility is good.	3.027	high
Good local transportation.	2.716	high
Adequate parking facilities	3.041	high
Sufficient travel information.	2.959	high
Clear signage to reach the destination.	3.027	high
Overall	3.036	high

Table 1 gives the results of calculating the level of trip quality during respondents' visit to Pabangbon. The measurement was based on the mean scores on a Likert scale from 1 to 4 (strongly disagree to strongly agree). The results show that overall trip quality is good, with a mean value is 3.036. The highest mean score is an affordable tourist attraction ticket price, which has a very high category, and the lowest one is local transportation. Even though local transportation has the lowest mean value, it is still included in the high category.

Table 2. Mean Value of Tourist Satisfaction

Indicator	Mean Value	Category
Overall you are satisfied with Pabangbon Panoramic Hill because the reality you received meets your expectations.	3.095	high

Tourist satisfaction questionnaire results are reported in Table 2. From the mean score of respondents' answers based on Likert scale from 1 to 4, it shows the mean score was 3.095 with a high category and indicated approval. Then it concluded that visitors were satisfied with their visit to Pabangbon Panoramic Hill.

Table 3. Mean Value of Behavioral Intention

Indicator	Mean Value	Category
Willingness to come back to Pabangbon Panoramic Hill in the future.	3.041	high
Willingness to recommend Pabangbon Panoramic Hill to friends and relatives	3.108	high

Table 3 presents the data of respondents' answers regarding behavior intention. It shows a mean of 3.041 and 3.108 with a high category. This means that the respondent in this study mostly had a tendency to revisit Pabangbon in the future and be willing to recommend Pabangbon to their friends and relatives.

In order to examine the relationship between variables, Pearson's correlation test was administered. The result showed a positive strong correlation between trip quality and behavioral intention with a correlation value of 0.612. Meanwhile, the correlation between tourist satisfaction and behavioral intention (intentions of recommendation and repeat visits) was positive moderate with correlation value of 0.419. Therefore, the correlation between trip quality and behavioral intention was stronger than the correlation between customer satisfaction and behavioral intention.

This positive relationship can be interpreted as satisfied tourists tend to have good behavioral intentions to revisit or return to the same destination after enjoying a good trip quality. The finding supports the previous research that suggests satisfaction has positive and direct relationships with intentions of recommendation and repeat visits (Chen et al. 2011).

Statistical tests were conducted to find the effect of trip quality and tourist satisfaction toward behavioral intention. The R-Square value was 0.382, which means Behavior Intention is influenced by the trip quality and tourist satisfaction for 38.2%. The rest is explained by other variables that are not examined in this study. F test was conducted to see the simultaneous effect of independent variable toward dependent variable. The significance value was 0.00, lower than the alpha value of 0.05. Therefore, trip quality and tourist satisfaction gave a simultaneous effect on behavior intention. T test was calculated to see the partial effect of trip quality and tourist satisfaction towards behavioral intention. The result in Table 5 showed that the significance of trip quality was 0.00, lower than alpha of 0.05. It means trip quality significantly affected behavioral intention. Meanwhile, tourist satisfaction did not give significant effect on behavioral intention because the significance value was higher than 0.05 (0.38) This finding is line with the previous study which shows that trip quality tends to highly influence future behavioral intention. Trip quality is of special importance to predict tourists' intention to revisit and

recommend the destination (Perera and Vlosky 2013). However, the result contradicts the findings of Chen and Tsai (2007) who reported insignificant effect of trip quality on behavioral intentions.

5. Conclusion

In general, the quality of the trip experienced by tourists visiting the Pabangbon Panoramic Hill has a good value, with the highest value being the affordable ticket to tourist attraction. The lowest mean value is local transportation. The tourists' satisfaction is generally good, and in general they want to come back and recommend Pabangbon Panoramic Hill to their friends and relatives. In this study, the relationships among trip quality, tourist satisfaction, and behavioral intention were also examined. The result showed a significant simultaneous effect of trip quality and tourist satisfaction on behavioral intention. Meanwhile, partially trip quality affects behavioral intention, but tourist satisfaction did not significantly affect behavioral intention.

In order to increase tourist's willingness to revisit, there are some things to be done, such as creating new attractions besides existing photo spots so tourists can get a different experience. Another important factor is providing local transportation from the main road to the location of the attraction so that these attractions are easier to reach. Finally, increase marketing through social media or conduct events to attract more tourists.

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