

The Role of Destination Image in Shaping Foreign Tourist Satisfaction in Nusa Penida

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Abstract. Destination image is not only an attribute of the destination but also the overall impression displayed by the destination. Nusa Penida is one of the islands in Bali that has beautiful natural views and is very busy with foreign tourists. However, based on the results of reviews on Tripadvisor, several tourists gave negative assessments when visiting Nusa Penida due to the unclean physical environment and scattered rubbish, apart from that, the poor road infrastructure also creates dissatisfaction for tourists, resulting in a stigma that Nusa Penida is only for media content. This image will certainly give a bad impression and will have an impact on tourists who are going to Nusa Penida, and it is feared that tourists will not visit again. Based on this, this research was carried out. This research aims to determine the image of the tourist destination Nusa Penida Island, Bali among foreign tourists. The data collection technique in this research uses a questionnaire, then the sample determination technique uses purposive sampling, namely determining respondents based on certain criteria. In this research, the sample referred to is foreign tourists who have visited Nusa Penida Island, are over 17 years old, and use social media, totaling 300 respondents. The data analysis technique used in this research is quantitative descriptive, and the hypothesis testing applies professional smart PLS 3.0 software. The results of this research conclude that a destination image has a significant effect on satisfaction.

Keywords: destination image, foreign tourist, satisfaction

Introduction

The development of the tourism sector, apart from being supported by the development of transportation modes, is also growing due to the development of information technology such as the internet and social media. This is because information about destinations, accommodation, culinary, services and tourism products is widely circulated in cyberspace. The use of social media in the tourism industry has played an important role in marketing, promotion, and interaction with customers. Prospective tourists who have social media will certainly obtain or search for information first on social media based on content, reviews, and interactions with other social media owners who have experience when visiting a place to obtain valid and real-time information so as to facilitate the selection of destinations and compile itineraries or itineraries.

The process allows potential tourists to recognize the DTWs they will visit in advance based on the destination image that emerges during the information mining process. Today, a destination's image is based on the experiences of other travelers while visiting the destination as expressed on various platforms in the form of reviews/testimonials, imagery, marketing efforts and the quality of the destination. Activities on social media, including photos, videos and traveler experience stories, can build a positive or negative image of the destination. Engaging and positive content on platforms such as Instagram, Facebook and TikTok can improve the image of a destination. A positive image will provide a stronger opportunity for a destination to get visits especially when the image is formed by tourists themselves or often called Word of Mouth (WoM) with the development of information technology now transformed into e-Word of Mouth (e-WoM).

One of the platforms that is a role model for tourists when visiting a destination is Tripadvisor, which provides recommendations for travelers to take a vacation. In addition, Tripadvisor makes a survey of destinations that are favorites to visit. One of the destinations that is a favorite and popular among tourists is Bali Island which ranks second in the Best of The Best Destination by Traveler's Choice 2023. Tripadvisor also made a survey of favorite destinations in Bali, one of which is Nusa Penida Island, which received a 4-star rating with thousands of reviews on this site. Nusa Penida is famous for its beautiful beach destinations as well as its snorkeling and diving spots. Some of the leading destinations such as Kelingking Beach, Diamond Beach, Atuh Beach, Crystal Bay, Broken Beach, and many other destinations are the choice of tourists to visit Nusa Penida Island. There has been a lot of content and reviews uploaded by tourists to their personal social media and indirectly tourists become very effective promotional agents.

In addition to visiting destinations, activities that can be done by tourists are snorkeling or diving with marine animals and are often found in Nusa Penida, namely Manta Rays and Mola-Mola Fish, not surprisingly Nusa Penida has become one of the new paradises for tourists by being dubbed The Blue Paradise Island. Tourists who visit will certainly capture moments during tourism activities and express their activities by uploading content on their personal social media in the form of photos, videos, narratives and reviews. This is what causes other people to find out information about Nusa Penida and become more convinced after seeing and reading the reviews themselves. This means that potential tourists will first recognize the image of the destination they will visit.

Based on the thoughts described above, it is interesting to explore more deeply the tourist experience in Nusa Penida. It is hoped that with this research, problems and phenomena related to destination image and factors that make tourist satisfaction. In addition, there is still not much research that raises destination image, satisfaction and intention to revisit tourists to Nusa Penida. This also encouraged researchers to conduct this research. Therefore, this problem needs to be studied because if left unchecked, it will result in a decrease in the level of visits to Nusa Penida. This phenomenon is an interesting and important thing to get attention academically and practically regarding how the influence of destination image on the satisfaction of foreign tourists to Nusa Penida, Bali.

Literature Review

Destination Image

Image is a person's view and assessment of a particular brand that comes from his own or other people's experiences. According to Keller in Paludi and Nurchorimah (2021), image measurement can be carried out based on aspects of a brand, namely: strength, uniqueness, and favorability. Customers or consumers will choose products that have a good brand image in society. The better the image, the better the customer response in choosing products from the brand. A positive brand image will provide benefits for producers so that they are better known by consumers. In other words, consumers will determine their choice to buy products from producers who have a good image.

Meanwhile, when associated with tourism, tourism image according to Pitana and Diarta (2009) is the belief held by tourists about the products or services that tourists buy or will buy. Destination image is not always formed from experience or facts, but can be formed so that it becomes a strong motivating or driving factor for travelers to travel to a tourism destination.

According to Chen in Salman (2017: 04), the instruments used to measure destination image variables are nine indicators, namely:

1. Environment, namely the state of the environment in and around the tourist attraction. This includes the security of tourist sites, cleanliness, maintenance of destinations, hospitality of residents, and tranquility of the atmosphere.
2. Nature tourism, is the state of natural tourism or the beauty of the scenery at the tourist attraction
3. Events and entertainment, namely the variety of events and entertainment presented at the location of the tourist attraction
4. Historical / cultural attractions, namely the state of local culture that characterizes the tourist attraction
5. Infrastructure, namely supporting facilities that exist in and around the tourist attraction
6. Accessibility, namely the smoothness or ease of access to reach the location of the tourist attraction
7. Relaxation, which is a condition or situation where a tourist attraction can help visitors to calm their minds and refresh their bodies.
8. Outdoor activities, namely activities that visitors can do in nature in and around the tourist attraction
9. Price and value, namely all costs incurred by visitors / tourists while in the tourist attraction.

Tourist Satisfaction

The word satisfaction (satisfactions) comes from the words “Static” (meaning good enough, adequate), and “Facio” (to do or make), consumer satisfaction is the level of a person's feelings after comparing (performance or results) that is felt compared to his expectations. Consumers can experience one of three general levels of satisfaction, namely if the performance is below expectations, consumers will feel disappointed but if the performance is in accordance with customer expectations, they will feel satisfied and what if the performance can exceed expectations, the customer will feel very satisfied happy or happy, according to Kotler quoted again by Tjiptono (2012) consumer satisfaction is the level of a person's feelings after comparing the performance (or results) he perceives compared to his expectations. Various empirical studies in marketing and tourism have confirmed that there is a close relationship between overall tourist satisfaction and repeat visit intentions (Suwena & Widyatmaja, 2010). Therefore, higher tourist satisfaction can lead to a greater desire to repurchase and then provide recommendations for each stage of the tourist and visitor behavior model.

According to Wilkie in Manurung (2009), which is adjusted to the topic of tourism, states that there are 5 elements in customer satisfaction, namely:

1. Expectations
Understanding of tourist satisfaction is built during the pre-purchase phase through the decision-making process carried out by tourists. Before visiting, tourists have expectations or beliefs about what they expect from a destination when doing tourism activities. In short, expectations or beliefs about what is expected from a destination.
2. Performance
Consumers' experience of the actual performance of goods or services when used without being influenced by their expectations. When the actual performance of goods or services is successful, consumers will feel satisfied. So performance is the tourist experience of the actual performance of a destination or service when used without being influenced by their expectations.

3. Comparison

After traveling, a comparison is made between pre-visit and post-visit expectations and ultimately tourists will compare the two. So comparison is a comparison between the pre-visit and post-visit situations.

4. Confirmation/disconfirmation.

The result of the comparison will result in confirmation of expectation, which is when expectations and performance are at the same level or will result in disconfirmation of expectation, which is if the destination is better or less than expected. So confirmation is confirming expectations and reality at a level where the destination is better or less than expected.

5. Discrepancy.

If the performance level is not the same, discrepancy identifies how the performance level differs from expectations. For negative disconfirmations, i.e. when actual performance is below the expected level, an even wider gap will result in high levels of dissatisfaction.

Research Methods

This study uses a design using a quantitative approach or method. Quantitative methods are used to design research variables and formulate research hypotheses related to destination image on tourist satisfaction and revisit intentions. The quantitative method is used because it requires a detailed explanation of destination image including environment, nature tourism, infrastructure, accessibility, relaxation, outdoor activities, price and cost as exogenous factors as well as tourist satisfaction and revisit intention as endogenous variables so that it needs a relatively large amount of data from the respondent unit in the context of this research is visitors who are the subject of the research. This study uses a Likert scale or attitude scale as a standard of measurement in a questionnaire with a score of 1 to 5. The weighting of the Likert scale in this study can be explained in Table 1:

Table 1. Likert Scale

No.	Likert Scale Average Scores	Score	Category	Code
1.	1,00 – 1,79	1	Strongly Disagree	SD
2.	1,80 – 2,59	2	Disagree	D
3.	2,60 – 3,39	3	Moderately agree	MA
4.	3,40 – 4,19	4	Agree	A
5.	4,20 – 5,00	5	Strongly Agree	SA

Source: Sugiyono, 2013

Based on the data obtained in the field, it must be measured using a questionnaire as a research instrument. Therefore, the results of distributing questionnaires in the form of tabulated data can be analyzed using a predetermined data analysis method, namely using Structural Equation Modeling (SEM) with the SmartPLS 3.0 Student Version analysis tool. According to Ghazali (2014), SEM is a combination of factor analysis and path analysis. In SEM there are two main parts, namely the measurement part and the structure part. The measurement model serves to connect indicators with variables and the structural model serves to connect variables. The data obtained in this study were analyzed with SEM analysis techniques, to test the partial relationship between exogenous variables and endogenous variables and to be able to draw conclusions from the research hypothesis that has been set.

Result

Analysis of Responses on Destination Image and Satisfaction of Foreign Tourists to Nusa Penida Island, Bali

Variable category descriptions describe respondents' responses regarding Destination Image on Satisfaction and Intention to Revisit Foreign Tourists to Nusa Penida Island, Bali. The research data are categorized into five groups, namely strongly disagree, disagree, moderately agree, agree, and strongly agree according to the frequency distribution of each variable. Research is based on the total answers of respondents or visitors to each indicator in the variable. The following is the distribution on each of these variables which can be seen in the table below.

Table 2. Description of the research variables

Variables	Indicators	Classification Answers					Average Scores	Category
		SD	D	MA	A	SA		
Destination Image	1. Environmental cleanliness	2	33	55	126	84	3,9	Agree
	2. Well-maintained destination	2	22	92	115	69	3,8	Agree
	3. Quality of accommodation	3	21	64	153	59	3,8	Agree
	4. Quality of restaurants/dining places	4	8	74	161	53	3,8	Agree
	5. Quality of supporting facilities	2	33	54	125	86	3,9	Agree
	6. Ease of access to information	48	26	103	84	39	3,13	Moderately Agree
	7. Ease of access to destinations	2	9	78	160	51	3,8	Agree
	8. Smooth internet network	18	23	67	141	51	3,61	Agree
	9. Fun place	0	32	57	125	86	3,88	Agree
	10. A place that makes you excited	2	20	94	114	70	3,77	Agree
	11. Feeling of relaxation	2	22	64	154	58	3,81	Agree
	12. Feeling of safety	4	5	78	160	53	3,84	Agree
	13. Friendliness of the people	59	15	104	82	40	3,1	Moderately Agree
	14. Tranquility of the atmosphere	2	31	55	125	87	3,88	Agree
	15. Level of natural uniqueness	3	20	64	156	57	3,81	Agree
	16. Destination charm	5	6	75	161	53	3,84	Agree
Satisfaction	17. The quality of products in the destination meets the expectations / needs of tourists	0	39	36	168	57	3,81	Agree
	18. Services obtained by tourists while in the destination	0	42	87	99	72	3,67	Agree

19. Is an emotional state of a consumer in the form of feelings of pleasure, pride or satisfaction when visiting a destination	0	12	93	129	66	3,83	Agree
20. Expectations or beliefs about what has been expected from a destination.	0	12	105	138	45	3,72	Agree
21. Is a comparison between the pre-visit and post-visit situations.	0	6	102	129	63	3,83	Agree
22. Is a traveler's experience of the actual performance of the destination or service when used without being influenced by their expectations.	18	6	117	120	39	3,52	Agree
23. Confirms expectations and reality at the level at which the destination is better or less than expected.	48	0	111	105	36	3,27	Moderately Agree

The description of the research variables is presented in Table 2 above. Based on this table, it can be seen that the respondents' responses are as follows:

1. The Destination Image variable has an average score on each indicator of 3.73, which means it is good, that respondents assess the influence of the Destination Image on Nusa Penida Island in Bali, Judging from the average score on each indicator of the Destination Image variable, the lowest value is in the indicator of the level of natural uniqueness (X15) with a score of 3.1 while the highest value is in the indicator of environmental cleanliness (X1) with a score of 3.9 and the indicator of easy access to destinations (X7) with a score of 3.9.
2. The satisfaction variable has an average score on each indicator of 3.66, which means that respondents assess the satisfaction obtained on Nusa Penida Island in Bali is good. Judging from the average score on each indicator of the satisfaction variable, the lowest value is in the indicator of product quality at the destination meeting the expectations / needs of tourists (Y1.1) with a score of 3.81 while the highest value is in the indicator confirming expectations and reality at a level where the destination is better or less than expected (Y1.7) with a score of 3.27.

Construct Reliability and Validity

Composite reliability is a group of indicators that measure a variable that has good composite reliability. Chin in Ghazali (2014), states that a latent variable can be said to have good reliability if the composite reliability value is greater than 0.6 and the Cronbach's alpha value is greater than 0.7. The results of measuring composite reliability and Cronbach alpha in this study can be seen in the table below.

Table 3. Composite Reliability

Variables	Cronbach's alpha	Composite reliability
Destination Image	0,966	0,969
Tourist Satisfaction	0,897	0,918

The data shows that each variable has a composite reliability value greater than 0.6 and a Cronbach's alpha value greater than 0.7. Composite reliability measures the true reliability value of a variable while Cronbach alpha measures the lowest value of a variable's reliability so that the composite reliability value is > 0.6 and the Cronbach Alpha value is > 0.60 . For example, Composite Reliability for all constructs must be above the value of 0.60. Thus it can be concluded that all constructs have good reliability. By looking at the Cronbach Alpha value of the indicator block that measures the construct. The construct is declared reliable if the Cronbach Alpha value is greater than 0.60 (Ghozali, 2016).

R-Square

The value in this measurement indicates the magnitude of the influence of the independent variable (Exogenous) on the dependent variable (Endogenous). The assessment standard used in this study is according to the opinion of Ghozali, (2014) which states that the value range of 0.19-0.32 is categorized as weak or weak, the value range of 0.33-0.66 is categorized as moderate or moderate and the value range of more than 0.67 is categorized as strong or substantial. The R Square value can be seen in the following table below:

Table 4. Composite Reliability

Variable	R-square
Tourist Satisfaction	0,501

Based on result of R-square analysis, it can be seen that the R-square value data where the satisfaction variable has a value of 0.501 and the intention to revisit 0.479, where each variable is in the range of 0.33 to 0.66. Because of this, it can be concluded that the variable value in this study is included in the moderate criteria.

Model Fit

Apart from looking at the R-square value and Q-square value, you can also see the fit value of the model in PLS by looking at several values or categories, namely the value of Chi-Square more than 0.5 which indicates that the empirical data is identical to the theory and model, then the normal fit index (NFI) value is expected to be less than 0.90. The following is the value of the goodness of fit model in this study.

Table 5. Value of the goodness of fit model

	Saturated model	Estimated model
SRMR	0,102	0,102
NFI	0,411	0,411

Based on analysis, it can be seen that the chi-square value in this study is 8227.383 more than 0.5 which can indicate that the empirical data is identical to the theory and model, then the NFI value in this study, namely 0.411, is in accordance with the expected measurement standards which must be less than 0.90. So it can be concluded that this research is declared fit because all categories can be fulfilled, so it is feasible to test the research hypothesis.

Structural Model Analysis

Hypothesis testing is a way to see if there is a direct effect of each variable in this study. Hypothesis testing in this study uses PLS with the bootstrapping method then looks at the value of the direct effect test and then compares it with the t-statistic / t-test value in this study, which is 1.96, if the results of direct effect and indirect effect testing (> 1.96) then the variable has an influence in this study. This measurement aims to see the significance of each construct in the

study. The measurement criteria in the T-Statistics test are the measurement value must at least be or more than 1.96 in order to be said to be significant and the P-Value with a value of <0.05 , (Jogiyanto & Abdillah, 2015). The results of the direct effect test and the indirect effect of the destination image variable, satisfaction and intention to revisit tourists can be explained in the following table:

Table 6. Results of the direct effect test and the indirect effect of the destination image variable, satisfaction and intention to revisit tourists

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Destination Image → Tourist Satisfaction	0.708	0.710	0.033	21.748	0.000

Based on testing the analysis model, it can be concluded that the destination image variable has a positive and significant effect on the tourist satisfaction variable, with an original sample value of 0.708, a T Statistic value of 21.748 greater than the criterion value of 1.96 and a P Values value of 0.000 which is less than the criterion value of 0.05, so in this case, H_0 is rejected and H_a is accepted which states that destination image has a positive effect on the satisfaction of foreign tourists visiting Nusa Penida Island, Bali.

Discussion

The Destination Image variable showed very positive results based on the average assessment given by respondents for each indicator. Overall, respondents considered that the influence of Destination Image on Nusa Penida Island in Bali was very good. This is reflected in the various aspects assessed, ranging from environmental cleanliness to destination accessibility. However, there is variation in the assessment of each indicator. The indicators that stand out with the highest scores include environmental cleanliness and ease of access to the destination, indicating that respondents highly value well-maintained cleanliness and easy access to various locations on the island. On the other hand, the indicator with the lowest score is the level of natural uniqueness, which may indicate that respondents feel that the natural uniqueness of Nusa Penida can still be improved or explored further. This overall assessment provides a comprehensive picture of how visitors view Nusa Penida Island, while also providing valuable input for destination managers to continue to improve certain aspects to strengthen visitor appeal and satisfaction.

The overall assessment provides a comprehensive picture of how visitors view Nusa Penida Island. This data is not only useful as feedback for destination management to continuously improve the visitor experience, but can also be the basis for more effective strategic planning in promoting and developing tourism on the island. By understanding the aspects that are valued by visitors and the areas that need improvement, efforts can be made to strengthen visitor appeal and satisfaction, as well as to maintain the sustainability of the local environment and culture on Nusa Penida Island.

Based on the results of the analysis that has been carried out from testing model analysis, it is known that the effect of the destination image variable on the tourist satisfaction variable has met the value requirement criteria so that the first hypothesis is stated to be accepted from the results of testing the structural model, the results of the analysis show that destination image has a positive and significant effect on tourist satisfaction, thus the higher the destination image, in this case the higher the tourist satisfaction visiting Nusa Penida Island, Bali. This shows that tourists' positive perceptions of various aspects of the island's attractiveness, such as its natural beauty, cultural richness, adequate infrastructure, and the friendliness of its

people, are closely related to their level of satisfaction with the tourist experience on Nusa Penida Island.

This finding is in line with previous research which shows that destination image is one of the main determinant factors in influencing tourist satisfaction. A positive destination image can attract tourists to visit, increase their expectations, and ultimately result in a satisfying tourism experience (Prihatno, 2010). Later found that attractiveness, uniqueness, and local acceptance significantly impact overall tourist satisfaction and loyalty. This suggests that tourists who find destinations attractive, unique, and welcoming tend to be more satisfied with their travel experience and more likely to return (Hanif, 2014; Caroline, 2021; Wong et al., 2019). Further studies by Eid et al. (2019), support this positive influence by showing that destination image can satisfactorily influence travelers' expectations, perceived quality, and perceived value. A positive destination image can increase travelers' expectations and make them more satisfied with their travel experience. This satisfaction can then be a factor that will encourage tourists to return and recommend the destination to others.

Apart from the supporting statistical analysis results, the findings in the field also provide a deeper understanding of how destination image affects the satisfaction of tourists visiting Nusa Penida Island, Bali. Through the results of tourist respondents' responses from the results of direct questionnaire collection with a number of foreign tourists who have visited Nusa Penida Island, it was found that their perceptions of the destination image greatly influenced their level of satisfaction during their visit on this island. The tourists consistently stated that positive images of Nusa Penida, such as its natural beauty, the diversity of tourist activities, and the friendliness of the local people, significantly enhanced their experience during their vacation on the island. In addition, many of them also mentioned that the stunning natural scenery and the good quality of tourism services reinforced their positive impression of the destination, which in turn increased their overall level of satisfaction. From these findings, it can be concluded that destination image not only acts as an important determinant in enticing tourists to visit a destination, but also has a significant impact on their level of satisfaction during their stay in the destination.

In addition, direct observation also revealed that tourists tend to leave positive reviews about Nusa Penida Island on various social media platforms and travel review sites after they return to their home countries. These reviews, which often include the beautiful scenery, rich culture and diverse adventure activities offered by the island, become an important factor in influencing potential tourists' decision to choose Nusa Penida as their future vacation destination. Some tourists even expressed the intention to return to the island in the near future, not just because of its beautiful natural charm, but also because of the positive experience they had during their first visit. Thus, the findings in the field strongly confirm the importance of destination image in shaping foreign tourists' perceptions and satisfaction with Nusa Penida Island, and highlight the great potential for growth of the tourism industry in this area through continuous image promotion and the development of high-quality tourism experiences.

Conclusion and Recommendations

Conclusion

This study shows that destination image has a positive and significant influence on tourist satisfaction visiting Nusa Penida Island, Bali. This means that the more positive the destination image of Nusa Penida in the minds of tourists, the higher their level of satisfaction with their tourism experience on the island. Therefore, it is important to continue to strengthen the image of this destination through various efforts to maintain natural beauty, effective promotion, and quality service, in order to ensure a satisfying experience for every tourist or visitor who comes to Nusa Penida Island, Bali.

Recommendations

This study needs to be conducted to further investigate the role of social media promotion in influencing tourists' visiting decisions to Nusa Penida Island. Further research into the influence of social media content, interaction, and influence on tourists' perceptions and decisions can provide deeper insights into how social media platforms can be used effectively to increase tourist visits to the destination. With a better understanding of the factors that influence tourists' decisions through social media, more targeted and effective promotional strategies can be developed to strengthen the appeal of Nusa Penida Island as an attractive tourism destination.

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