

# Analysis of Tourism Destination Image Value Creation through Emotion on Spa Health Tourism in Bandung West Java

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**Keywords:** Tourist Emotion, Tourist Destination Image, Behavioral Intention, Health Tourism, Spa.

**Abstract:** The purpose of the study was to develop a behavioral intention model of urban tourists in visiting Health Spa tourism during the Covid-19 pandemic in Bandung City. The city of Bandung has its own charm through Spa health tourism, lots of tourists visit while relaxing by enjoying the Spa in Bandung. This is also supported by the Minister of Culture and Tourism who held an event titled Spa & Wellness Tourism Award 2019 which was at Spa industry business players. Factors identified in the study include tourist emotion and tourist destination image. The goal is set based on the problem of knowing the factors that influence the behavioral intentions of tourists in the new normal era. The data collection method is in the form of a questionnaire with a sample of 70 samples. The data processing method uses simple data analysis using SPSS and the Regression and Correlation method to determine the relationship between factors that influence behavioral intentions in the new normal era. The results of the study found that there was an influence of Tourist Emotion and Tourist destination image through Behavioral intention.

## 1 INTRODUCTION

Healing is a key tool in this transformative economic era in the tourism industry. (Davis, 2000) claims that the nature of desire has shifted from an interest in the basic needs for food, shelter and housing, to the pursuit of a fine balance between mental healing and spiritual pleasure. Prior to the experience economy, customer needs and wants were directly correlated and influenced by how customers felt and what they experienced and remembered through tourism products. But in a transformative economy, customers want physical and mental transformation. Its economic goal is to persuade consumers who want to nourish body and soul.

Following popular terms describing a healthy life, "well-being" in the 1980s and "lifestyle health and sustainability" (LOHAS) in the 1990s, the term "healing" is now popular. Healing is pervasive in life, as seen in the media, marketing, goods and services, and the arts. People enjoy healing in cosmetics, food, clothing, home, music, art, sports, travel and entertainment (yang, jae yeon; paek, soyon; kim, taegoo; lee, 2015).

Indonesia has extraordinary human resource potential in the tourism sector, the spa industry is

included in 3 areas of the tourism industry. Its business standards are regulated in accordance with Permenparekraf Number 24 of 2014 where spa products have 8 Spa management standards in them. The Spa and Wellness industry in the country has the potential to encourage the Indonesian tourism sector to be more highly competitive and competitive both at regional and global levels, Spa and Wellness tourism are developed for the purpose of prevention and health maintenance, so before going to the doctor, we can do treatment at the Spa, by Therefore, the Ministry of Tourism supports efforts to optimize Spa Indonesia as a tourism attraction (Kemenpar, 2019b). So before going to the doctor, we can do treatment at the Spa, therefore the Ministry of Tourism supports efforts to optimize Spa Indonesia as one of the tourist attractions (Kemenpar, 2019b).

This is supported by the Minister of Culture and Tourism, who held an Event titled Spa & Wellness Tourism Award 2019 themed (Heritage Spa Indonesia) held by the Ministry of Tourism aimed at Spa industry business players, Spa Professionals, this event will provide awards for 5 professional categories, 17 industry categories and the selection of 3 Spa Ambassadors (Kemenpar, 2019a). but the perception that appears in the community towards

Spa in Indonesia is considered negative, this is supported by the Tribunnews article. Spa and tourism have a strong relationship and need each other. Tourists need relaxation after traveling, and spas need tourists to keep growing. Spa can be a new industry that can support the community's economy. The spa industry in Indonesia still has a negative impression, except for Bali. Because it has applied the right concept and standardization (tribunnews, 2019)

Indonesia is not a popular health tourism destination, while the Global Wellness Economy Monitor 2017 (GWEM) reports that Indonesia is ranked 17th out of the Top 20 Wellness Tourism Market 2015. In 2017, Heavenly Spa by Westin, Nusa Dua, Bali was announced as the Winner of Global Best Luxury Wellness Spa by World Luxury Spa Awards 2017. The health tourism market includes two types of health tourists namely primary and secondary health tourists. Primary travelers are those whose main objective factor is health, while secondary are brands that seek to maintain a healthy lifestyle. Most wellness tourism is carried out by secondary tourists, who account for 89% of all health trips, and the majority of health tourism is carried out by domestic tourists, driven by short-term and weekend trips. (Lucky Kurniawan, 2018).

Studies of the spa industry model in the new normal era are still rarely found in Indonesia. This research will initiate a study of the model of the spa industry in Indonesia, especially in Bandung. This research is expected to contribute to the spa industry to survive and adapt to the new normal era. In addition, it can support companies to formulate the best business strategies to maintain customer satisfaction, which can also indirectly affect economic growth in Indonesia.

## 2 LITERATURE REVIEW

### 2.1 Concept of Behavioural Intention in Customer Behaviour

Understanding of behavioral intentions (Behavioral Intention) according to experts: (John C, Mowen; Micheal, 2012) the consumer's desire to behave in a certain way in order to have, dispose of and use products or services. So, consumers can form a desire to seek information, tell others about their experiences with a product, buy a certain product or service, or dispose of the product in a certain way.

Opinion (Zeithaml, Berry, & Parasuraman, 1996) which states that the indicators used to measure behavioral intention are:

1. Revisit intention, Intention to visit is defined as the possibility of a consumer to be interested in revisiting a certain place he has seen, besides that other factor are recommendations from other parties which are very important because they can influence someone for the purchase process. Buying interest is a consumer's urge to make a purchase or a person's urge to make a repeat purchase. Repeat purchase behavior is often associated with brand loyalty. However, the difference between the two. When loyalty to reflect the psychological commitment to a particular brand. Then repurchase behavior is solely related to the purchase of the same particular brand repeatedly.
2. Positive word of mouth, Informal communication about products or services is different from formal communication because in informal communication the sender does not speak in the capacity of a professional or commercial communicator, but tends to be a friend. This communication is also called word of mouth communication which tends to be more persuasive because the sender of the message has no interest at all in the actions of the recipient. Most of the process of communication between humans is done through word of mouth. Every day someone talks to each other, exchanges ideas, exchanges information, gives each other opinions and other communication processes. Perhaps the actual knowledge of consumers on various kinds of products is mostly due to word-of-mouth communication. This happens because information from friends will be more reliable than information obtained from advertisements.
3. Willingness to recommend. Customers who more positively evaluate the quality of products/services are more likely to spread word of mouth, are willing to recommend to others and intend to revisit in the future.

### 2.2 Tourist Destination Image Concept in Customer Image

The concept of image is defined as the affinity between event and destination as perceived by tourists. Therefore, the image is developed in one's mind and therefore subjective. Before evaluating the suitability of an image, it is important to come to a mutual agreement about the image. (Hallmann & Breuer, 2010). In the marketing literature, image is determined by: 1. Affective image (emotional); 2. Cognitive image (factual knowledge); 3. Conative Component. It is defined as a starting-dimensional

construct that represents the subjective image of an object in one's mind, based on affective, cognitive and conative. This is in line with what was stated by (Chi & Qu, 2011) that the dimensions of the destination image are:

1. Cognitive destination image: means the response or perception of a belief towards the destination. The goal is to make knowledge easy to remember. cognitive image consists of quality of experience, touristic attractions, environment and infrastructure, entertainment/outdoor activities and cultural traditions;
2. Unique destination image: a response or perception of tourists about the uniqueness of a destination that is different from other tourist attractions. Unique image consists of natural environment, appealing destination, and local attraction; Affective destination image: a statement about whether you like or dislike a destination. Affective image consists of pleasant, arousing, relaxing, and exciting

### 2.3 Tourist Emotion Concept

Emotions on the other hand are more intense from a specific stimulus than moods arising from the cognitive interpretation of events that are influenced by cognitively assessed internal (e.g. personality, beliefs, goals) and external (e.g. product performance, other people's responses) conditions. And interpreted as harmful or beneficial (deng, zhaohua; liu, shan; hinz, 2016). The results of this evaluation may be in the form of positive and negative emotions. The results of specific emotions obtained during product consumption are called emotional consumption (deng, zhaohua; liu, shan; hinz, 2016). The literature shows that emotions can be classified both by specific emotions and expressions (e.g. happy, disappointed, angry, etc.)

1. Positive Emotion, which can be further categorized as emotions such as passion, relax, pleasure, joy, etc.
2. Negative Emotion, which can be further categorized as emotions such as displeasure, discomfort, tension.

The stages of developing the research model are determining the basic model, studying literature, formulating hypotheses to operationalizing variables based on the literature study that has been carried out. The explanation can be described in the following framework:

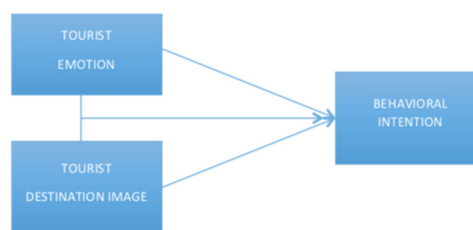


Figure 1: Research Model

Based on the existing theory and in accordance with this research, the authors put forward the research hypothesis as follows:

Hypothesis 1: Tourist Destination Image has a positive effect on Behavioral Intention

Hypothesis 2: Tourist Emotion has a positive effect on Behavioral Intention

Hypothesis 3: Tourist Emotion and Tourist Destination Image have a positive effect on Behavioral Intention

## 3 RESEARCH METHODOLOGY

The data collection stage begins with the initial data collection process, then the determination of the number of samples, to the collection of research data. The research population is residents who live in the city of Bandung (unknown population). The study was not conducted on the entire population, due to limited statistical data, the presence of scattered respondents, limited time, cost, place, and manpower. Therefore, this study took part of the population object. Based on these considerations related to the structural path in the research model, it was found that the minimum sample in this study was 10 times rule (Hair, 2014) the largest number of formative indicators used to measure one construct (10 x 7), so that it can be determined the number of samples in this study is as many as 70 samples. Sampling of the target population will be carried out using the simple random sampling method (Sugiama, 2008) with data collection techniques using online questionnaires distributed. Testing the validity of the research construct in the initial data collection using the Spearman rank method and testing the reliability of the measurement tool intended in this study is a questionnaire with the consistency method. between items using Cronbach's alpha which was calculated using SPSS 20 software.

Descriptive data analysis was conducted to describe the profile, characteristics, or relevant aspects of the variables observed in the study, whether related to humans, organizations, and others.

While the verification data analysis was carried out using an explanatory structural research method to find and analyze the relationship between behavioral intentions and tourist emotions and the image of the tourist destination through Multiple Regression analysis, multiple correlations, and coefficients of determination on the research objects involved in this study.

## 4 RESULT AND ANALYSIS

Based on instrument testing, there are 70 respondents who have been valid ( $>0.05$ ). Reliability value data as much 0.923 for tourist emotion, 0.909 for tourist destination, and 0.955 for behavior intention, Cronbach's Alfa showed that the instrument of the research was reliable ( $> 0.07$ ). Then, *Table 1* shows the profile of the respondents based on the results of the questionnaire. Respondent are customer Spa Health Tourism in Bandung, mostly female, aged 26-35 year sold, work in private companies, have a bachelor's degree, they have money income 5-10 million rupiah per month.

Double regression analysis is used to measure how the influence of Tourist Destinations image on Behavioral Intention. Based on the *Table 2*, it can be seen that the destination does not have a significant influence on behavioral intention with a positive relationship direction. This can be seen from the f-test analysis value of F is 35.863 with sig. 0.000 ( $<0,05$ ), so it can be concluded tourist destination has a significant effect on tourist behavioral intention. This result means the behavioral intention is directly affect by tourist destination. This result is in line with Papadimitriou (2015) the influential role of destination personality and affective image is a mediator of the relationship between destination personality and affective image with tourist behavioral intentions. The tourist destination has effect on behavioral intention 0.02958 or 2,95% (*Table 1*).

Table 1: Profile of Respondents

Profile Of respondents	Percentage
<b>Gender</b>	
Male	74,29
Female	25,71
<b>Age</b>	
19-25 yearsold	18,57
26-35 yearsold	60,00
36-45 yearsold	12,86
>45 yearsold	8,57
<b>Marital status</b>	
Maried	72,86
Single	27,14
<b>Occupation</b>	
Housewife	12,86
student	8,57
Government employees	11,43
Private employees	52,86
Does not work	4,29
Entrepreneur	10,00
<b>Education</b>	
Senior High School	18,57
Diploma	8,57
Bachelor degree	40,00
Master degree	28,57
Doctoral Degree	4,29
<b>Monthly Income</b>	
< Rp. 1.000.000	2,86
Rp. 1.000.001 - Rp. 3.000.000	4,29
Rp. 3.000.001 – Rp 5.000.000	32,86
Rp. 5.000.001 - Rp. 10.000.000	41,43
Rp. 10.000.001 – Rp 15.000.000	12,86
Rp. 15.000.001 – Rp. 20.000.000	1,43
> Rp. 20.000.000	4,29
<b>Monthly Expenses</b>	
< Rp. 5.000.000	51,43
Rp. 5.000.001 - Rp. 10.000.000	41,43
Rp. 10.000.001 – Rp 15.000.000	4,29
Rp. 15.000.000 - Rp. 20.000.000	0,00
Rp. 20.000.001 – Rp. 25.000.000	1,43
> Rp 25.000.001	1,43

Table 2: The results of F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2532.597	2	1266.299	35.863	.000 <sup>b</sup>
	Residual	2365.746	67	35.310		
	Total	4898.343	69			

a. Dependent Variable: Behavioral Intention

b. Predictors: (Constant), Tourist Destination Image (X2), Tourist Emotion (X1)

Table 3: The results of t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.280	4.545		.062	.951
	Tourist Emotion (X1)	.496	.110	.581	4.505	.000
	Tourist Destination Image (X2)	.227	.170	.172	1.331	.188

a. Dependent Variable: Behavioral Intention



Based on the results of t-test analysis, (Table 3) it can be seen that tourist emotion has a significant influence on behavioural intention with a positive relationship direction. This can be seen from the t-value is 4.505 which is above the t table value for level 0.05, which is 1.960 and sig.value is 0.000 (<0.05), so it can be concluded that tourist emotion has a significant effect on behavioural intention. This result is in line with Prayag et. al. (2015) that the emotional experience of tourists acts as an antecedent of the overall perceived image and satisfaction evaluation. In addition, the overall image has a positive effect on tourist satisfaction and intention to recommend. The tourist emotion has effect on behavioral intention 0.3376 or 33,76% (Table 3).

**Influence of Tourist Emotion and Tourist Destination on Behavioural intention**

To answer this hypothesis, Sobel test analysis was used with the following results:

Input:		Test statistic:	p-value:
t <sub>a</sub>	12.432	Sobel test: 0.4407228	0.65941369
t <sub>b</sub>	0.441	Aroian test: 0.43930567	0.66044007
		Goodman test: 0.44215373	0.65837797
Reset all		Calculate	

Figure 2 Result Tourist Emotion effect on Behavioural Intention through Tourist Destination

The results of the Sobel test calculation for hypothesis 8 show that the t-statistic Sobel test value is 0.440 and this value is less than 1.960. Thus, it means that tourist destinations are not able to be a mediating variable between tourist emotion and behavioural intention.

Table 4: The results of correlation Tourist Emotion and Tourist Destination through Behavioural Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.517	.503	5.94219

a. Predictors: (Constant), Tourist Destination Image (X2), Tourist Emotion (X1)

According to Table 4 can be seen that R(correlation) is 0.719. This value indicates that the degree of strength of the relationship between Tourist Emotion and Tourist Destination through Behavioral Intention is in the range of a close relationship (in range 0.70-0.90). Meanwhile the contribution of Tourist Emotion and Tourist Destination as an independent variable or variable that affects Behavioral Intention is 0.517 (51.7%), the remaining

48.3% is influenced by other factors not examined in this study.

**5 CONCLUSIONS**

Based on the research analysis "Analysis of Tourism Destination Image Value Creation Through Emotion on Spa Health Tourism in Bandung West Java", it can be concluded that the Tourist Emotion and Destination image variable has a positive and significant effect on Behavioral Intention.

**ACKNOWLEDGEMENTS**

The author would like to thank The Ministry of Education and Culture Research and Technology as the funder for this research and Pos Indonesia Polytechnic, which has supported the conduction of the study.

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