

Effect of Destination Image on Destination Selection, Event Organizer Satisfaction

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Abstract

Objective: In the business of organizing MICE events, the place (venue) is the main raw material in determining destinations that are in accordance with the concept of the event. The destination image is important for a event organizers in determining the host destination for a MICE event. The purpose of this research is to explain the effect of destination image on destination selection and satisfaction from event organizers. **Materials and Methods:** Data collection was carried out using a questionnaire with a random sampling technique on 60 respondents who were in the MICE destination of Jakarta. The data analysis used in this research is General Structured Component analysis (GSCA). **Results:** The results of this research prove that destination image has a significant effect on destination selection with a path coefficient value of 0.299 with a P-value of <0.001 . has a positive relationship, then destination selection has a significant effect on satisfaction with a path coefficient of 0.1013 and a p-value of 0.047, while destination image has a significant effect on satisfaction of 0.101 with a p-value <0.001 .

Keywords: Destination Image, Destination Selection, Satisfaction.

Convention or tourism business is usually called MICE business, an acronym for Meetings, Incentive travel, Conventions and Exhibitions) (Agung et al., 2015). MICE tourism, as described by Kesrul, involves group activities that blend business and leisure aspects (Indrajaya, 2015). Regina (2015), emphasizes the crucial role of meeting facilities in shaping the perception of an event venue. Specifically, she highlights that accessibility stands out as the primary facility with a particularly strong impact on the venue's image. This suggests that how easily attendees can reach and navigate the location performs a critical function in determining the whole impression of an event space. Indonesia is one of the countries that has potential location options

but apparently has not been able to rank as the preferred location for international events (Sugianti & Anwar, 2021).

IVENDO survey results regarding the dynamics of the event industry in Indonesia 2022-2023 stated that 92.86% of event organizers have returned to normal in 31 provinces in Indonesia. Events held include meetings (14.82%), exhibitions (12.14%), incentive travel (11.61%), entertainment (11.61%), festivals (9.8%), conventions (8, 21%), Training (8.04%, Sport (5.36%) and others (18.40%).

Cooper et al (1998) conceptualize destinations in the context of tourism as focal points that concentrate various amenities and

services. These locations are specifically designed and developed to cater to the diverse needs and expectations of tourists. Meanwhile, Buhalis (2000) expands on the concept of a tourism destination by defining it as an integrated package. According to this view, a destination is not just a place, but rather a comprehensive blend of products, services along with experiences. Framke & Bærenholdt (2000) asserts that a location is considered a destination when its activities, interests, infrastructure, and attractions contribute to its unique character. This opinion is almost the same as that expressed by Leiper (1979) who explains that a destination can be described as a location that attracts travelers and where they opt to spend a limited period of time, to be able to experience certain experiences and features that they feel are attractive. When viewed from a tourist perspective, a destination may be seen as an area in particular that has various attributes, features, attractions and various services according to the needs of tourists (Gartrell, 1988).

The term "destination image" is used by Fakeye & Crompton (1991) to describe the sum of a person's thoughts, emotions, anticipated outcomes, perceptions, also beliefs on a certain location. An individual's visual representation of a location or vacation spot is known as their "destination image" (Baloglu & McCleary, 1999). This mental picture is often based on the unique qualities of a certain city. Many people in the tourist industry are interested in the topic of destination image (Chew & Jahari, 2014). Recent studies have explored the positive relationship between the Bogor Botanic Garden and the satisfaction experienced by visitors (Safarinanugraha et al., 2018). According to Allameh et al (2015), which cites research by Beerli & Martin (2004), location image is a key factor that tourists consider when choosing a destination.

Satisfaction is the level of tourist feelings in the form of feelings or disappointment that arise after comparing perceptions/impressions of the destination's performance with previous

expectations (Aksu et al., 2009). The aim is to see whether consumers are satisfied after choosing a destination (Triansya & Budisetyorini, 2018). In the context of this research, satisfaction is operationalized as the level of event organizers' feelings, feelings of happiness or disappointment in choosing a destination or host (Dwyer & Forsyth, 1997). To organize event I destinations by comparing perceptions/impressions of destination performance (Getz, 2008).

Materials and methods

In this research, the respondents studied were Event Organizers who live in Jakarta, while the research method used survey techniques with a population of Event Organizers in the MICE sector who lived in Jakarta (Indriani & Kuswoyo, 2017). The destination Jakarta was chosen for the reason that it is in the existing destination category based on the following criteria: has an international airport and direct flights (direct flights to dozens of cities in the world are one of the important factors, has active stakeholders such as BPPD, INCCA, professional associations and industrial associations, has international standard meeting facilities with a capacity to accommodate 10,000 people to more, and human resources have competence in their fields and have good experience as hosts and have held various meetings both nationally and internationally).

Using questionnaires, sampling was done to respondents who were present at the MICE coordination meeting at the Jakarta Convention Center totaling 70 respondents who met the criteria for being sampled, namely that the Event Organizer had already held MICE events 3 times and the human resources were certified in the MICE field and the company had established for a minimum of 1 year.

Those who were eligible to participate were selected at random using a basic random sampling method. An evaluation of the destination image variable is based on 6

indications, the destination selection variable is measured with 3 items while the satisfaction variable uses 4 items (Chahal & Devi, 2015). The measurement scale uses Likert level 5. Then validity and reliability tests are carried out. Data analysis uses the General Structured Component Analysis (GSCA) approach (Jannah et al., 2014).

Results

The results of the statistical data processing of the respondent profile based on male gender were ranked 1st (66.8%), average age 40-45 years, average educational level Bachelor's degree, average company has been established for more than 5 years segment The market being worked on is government events (44.24%), followed by companies (23.79%), association events (18.79%) and the rest are other events (Campiranon & Arcodia, 2008).

The reliability assessment of research tools reveals the whole Cronbach Alpha values are >0.6, thus the question items on the variables of meeting facilities, location image and event location selection are declared reliable or consistent in measuring these variables so that they can be used as data collection tools.

Table 1: Reliability Test Results

Variable	Coefficient Alpha-Cronbach	Result
Destination image	0,891	Reliable
Destination selection	0,860	Reliable
Satisfaction	0,793	Reliable

Table 2: Hypothesis Testing Results

No.	Relationship Between Variables	Path coeff.	t-test	Description
1	Destination image ----- destination selection	0,299	0,002	Significant
2	Destination selection----- Satisfaction	0,296	<0,001	Significant
3	Destination selection----- Satisfaction	0,101	0,202	Significant

Based on table 2, we can explain as following:

Destination Image on Destination Selection

Results show that there is a strong, positive-linear relationship between one's image of a location and the actual likelihood with which this individual would choose the respective venue for

3.1. Variables and Measurement

There is one exogenous variable, namely destination image, while the endogenous variable is destination selection (Nusantini, 2016). and satisfaction. Data analysis uses Structured General Component Analysis (GSCA) (Crouch & Brent Ritchie, 1997). The variables used to test hypotheses are listed in Figure 1 follows.

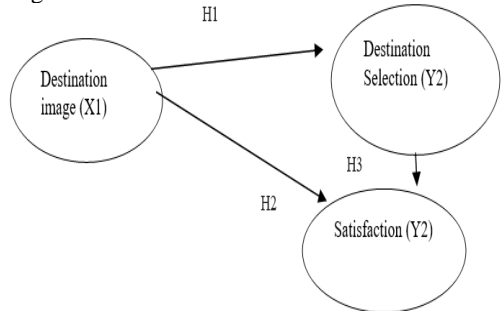


Figure 1: Hypothesis Testing Model

In order to look into the connections among IV and DV, present study employed General Structured Component Analysis (GSCA). Statistical significance was determined using a t-test, with the reliability of results enhanced through bootstrap resampling (65 iterations). This method allowed for hypothesis testing without strict data distribution assumptions. Table 2 summarizes the results of this investigation.

an event. This is a meaningful relation ($P < 0.001$) with coefficient of 0.299. These findings support our first hypothesis, which states that a positive destination image has significant impact on their decision-making by event organisers. The better the image, reputation and association connected with various destinations; The more

likely it is that these places will be first choice for event right owners to host their events contributing greatly towards the success of an event (Kim, 2014; Lin et al., 2007).

Further evidence of the significance of destination image in regard to site selection for an event comes from research connected to both tourism and branding (e.g. Destinations often organize events to pursue economic benefits and improve destination-branding/perception (Alves et al., 2018). Therefore, the stronger is a destination's image; the greater consumer-based brand equity of those events - since tourists can take back home and spread to other people their positive travel experience living in that place (Alves et al., 2018).

Destination Image on satisfaction

Data analysis results indicate a positive relationship between destination image and visitor satisfaction. This can be confirmed by a coefficient of 0.296 and very much significant p-value ($p < 0.001$) which is highlighted in bright blue color. Put simply, a positive destination perception results in better tourism experiences overall by helping create happier visitors. Examinations show that visitors' perceptions of the site prove important in determining their levels of enjoyment. Thus, event organizers' elements and destination marketing organizations need to take image factors into consideration in order to enhance visitor satisfaction.

The results of this study give justification for the place destination image to create visitor satisfaction that links with previous investigations as reflected by significantly positive relationship between destination Image and Visitor Satisfaction (Veasna et al., 2013) which in turn leads to life overall happiness. This research thus emphasises the importance of creating and maintaining a positive depiction of place in order to supplement visitor experiences and resultant satisfaction levels, aligning with existing literature (Chen & Phou, 2013; Kim, 2014; Lee et al., 2015).

The finding also supports a number of past studies that have made good the claim for destination image as an important predictor in determining visitor satisfaction (see, e.g., (Chen & Phou, 2013; Kim, 2014; Lee et al., 2015). These results have important implications for event organizers and destination marketing managers, who need to pay attention toward creating/maintaining a favorable image of the host city as a strategy in enhancing visitor experience and satisfaction. According to the dynamic notion of destination image discussed in previous studies (Lee et al., 2015), this research figure out that on-site experience can change their perception of a destination and affect overall satisfaction as an intangible aspect.

Destination Selection on Satisfaction

Based on data analysis, the relationship between destination selection and satisfaction is constructive and statistically significant. The p-value of 0.047 and coefficient value of 0.101 are a good indication that this relationship is real. These results confirm the proposition on significant effect of effective destination selection in influencing the satisfaction of event organizers in determining a host location (Mahdzar et al., 2015). Previous research has emphasized the importance of destination selection on event organizers' satisfaction with location decision making (Bernini & Cagnone, 2014; Federica Codignola & Paolo Mariani, 2017).

Conclusions

This study employed General Structured Component Analysis (GSCA) that can show the interactions among destination image, selection of a destination and level of satisfaction with visitors. To meet this objective, descriptive and inferential statistical analyses were performed. Key findings suggest that the destination image highly influences both destination preference and visitor satisfaction. This discovery illustrates that the image of a destination plays an important role in affecting behaviors and experiences

among prospective visitors. Moreover, these studies indicated that one of the important determinants to satisfaction is choice of place.

Practical Contribution

These research results are expected to provide important references not only for companies involved in event organization and operation, but also for the MICE industry as well as central governance powers or regional governments; meanwhile, they will contribute significantly to setting new directions of future researchers. The purpose of these contributions is to stimulate a basis for place or destination marketing policies and inputs. This information can serve as valuable data for event organizing companies and the MICE industry, VMPCO (Professional Congress Organizers), PEOs (Professional Exhibition Organizers) MM/EO's meeting planners/event organizers to make more informed decisions while selecting destinations. It can be used to help event planners make better decisions, create more meaningful experiences for attendees or increase the return on events.

The research is intended to lead regional governments (Pemda) in the process of drafting policies concerning licensing and provision, and expectations for HRD development at MICE site. In turn, this will improve his supporting infrastructure and administration to ensure your MICE events are managed well. Through the implementation of these lessons, regional governments may be able to catalyze their local economies through MICE tourism. This research will also be useful to the investors, so that it can guide them out how they should construct places of international bench mark. It also makes hosting events at numerous MICE destinations more accessible, thus encouraging a richer and fragmented event ecosystem.

Further, it will act as a resource for other researchers keen on conducting minted inquiry in the similar areas - establishing basic principles and research outcomes to be developed into future works. These new insights discovered in the interviews with key informants or professional congress organizers could help

better understand what is necessary to investigate further when it comes to events and conventions, contributing a unique view into future studies on MICE industry.

Research Limitations

Several limitations have been identified in the course of this research. The first limitation refers to the fact that the research examines meeting facilities at one location/destination, excluding other existing or potential destinations. It is possible to assume that different results and insights, or oppositely directed findings, will be achieved if the research is replicated somewhere else. Therefore, all those limitations are specifically linked to a comparative analysis of only one destination. Significantly, the second limitation mentioned in this reflection involves the fact that the study does not specifically reflect any type of the event, such as corporate events or conferences, because different events require certain participation in order to achieve more relevant and profound information. Moreover, the research could be biased to features special for that location and cultural or economic/infrastructural issues related only with this place may not work in other regions. Finally, due to the dynamic nature of MICE industry some findings may soon to be expired and new ultimate knowledge should be conducted by using longitudinal studies or panel data.

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Conflicts of Interest

The authors declare that they have no conflicts of interest.

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