



Behavioral Intention Analysis on Aspiring Geopark Tourists: A Case Study in Pangandaran

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ABSTRACT

Purpose –Pangandaran is still the prima donna of beach tourism in West Java and a favorite tourist destination for domestic tourists so that the Pangandaran area becomes one of the leading tourist areas that has the potential to become a Global Geopark area. This condition is in line with Pangandaran's strength as a mainstay natural tourist destination in West Java which displays aspects of its geodiversity through unique and distinctive rock formations and natural phenomena. Geopark status owned by an area is expected to be able to increase the number of tourist visits that contribute to local economic development. However, there is an imbalance in the visits of domestic tourists and foreign tourists to the Pangandaran tourist area.

Methodology/approaches –The method used in this study is verification with the population, namely tourists who have visited the Pangandaran Tourism Area throughout 2021 at least once. The analytical method used is Spearman's rank correlation, the coefficient of determination, and the t test with a significance level of five percent.

Findings –This study supports previous studies where the destination image has an influence on the behavioral intention of tourists with a magnitude of 62.09%.

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INTRODUCTION

Pangandaran is still the prima donna of beach tourism in West Java and is a favorite tourist destination for domestic tourists so that the Pangandaran area becomes one of the leading tourist areas (Rosana et al., 2019). Since 2015, the central and regional governments have opened discussions regarding the priority of tourism development in Pangandaran Regency to become a world-class tourist destination by making Pangandaran a Special Economic Zone (KEK) and Global Geopark (Fitriani et al., 2018). The development of the Pangandaran area is expected to be in line with the main objectives of developing the Geopark, namely to encourage the principles of conservation, education and sustainable economic development for the local community (Putra et al., 2020).

Geopark is an area that has prominent geological elements including meeting archaeological, ecological and cultural values (Hidayah, 2022; Nikolova & Sinnyovsky, 2019). This condition is in line with Pangandaran's strength as a mainstay natural tourist destination in West Java which displays aspects of

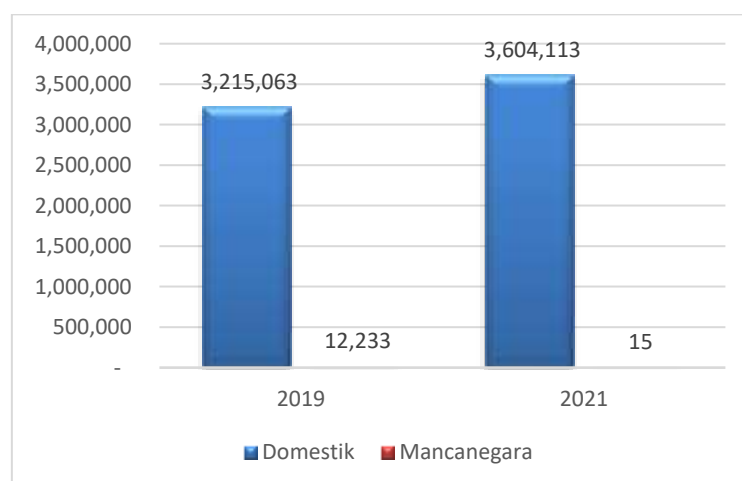


its geodiversity through unique and distinctive rock formations and natural phenomena.(Putra et al., 2020; Yuliawati et al., 2022). The readiness of Pangandaran as a world-class tourist destination can be seen from its fairly good accessibility, complete and varied accommodation and places to eat.(Rosana et al., 2019).

The Central Government of the Republic of Indonesia issued Presidential Regulation Number 9 of 2019 regarding Geopark development. The Presidential Decree provides guidance in developing Geoparks, realizing the preservation of geological heritage, biodiversity and cultural diversity which is carried out jointly between the Central Government, Regional Governments and stakeholders through conservation, education and sustainable community economic development efforts aimed at supporting the concept of sustainable development. Presidential Regulation No. 9 of 2019 strengthens the legal umbrella for the management and development of geoparks in Indonesia

Status Geoparks can be divided into three rankings, namely: (1) Aspiring Geopark, (2) National Geopark, and (3) UNESCO Global Geopark, in other words that if an area wants to become a UNESCO Global Geopark then the area must already be a National Geopark. previously it needs to be in the position of the area that is nominated to become a geopark or aspiring Geopark(Adisubroto & Pardede, 2021). Geopark status owned by an area is expected to be able to increase the number of tourist visits that contribute to local economic development(Farsani et al., 2013)as well as having an impact on the economic development of tourist destination areas, job availability, foreign currency exchange & development potential on community connectivity in the form of transportation & communication(Cheng & Lu, 2013).

Assessment of the performance of tourist destinations needs to be seen to measure the level of effectiveness of a tourist area and its ability to achieve the goals of establishing a Geopark as a tourist area. An indication of the performance of a destination to describe the level of tourist loyalty by some researchers will refer to the level of tourist visits, the higher the level of visits to a destination can be interpreted by the high level of tourist loyalty to that destination and vice versa(Almeida-Santana & Moreno-Gil, 2018; Coudounaris & Stapit, 2017a; KH Kim & Park, 2017; Sharma & Kumar Nayak, 2019; Suhartanto et al., 2020a). Figure 1 Comparison of Visits by Domestic and International Tourists to Tourism Objects in Pangandaran shows a significant disparity between visits by domestic tourists and foreign tourists to the Pangandaran tourist area.



Source: West Java BPS

Figure 1. Comparison of Visits to Tourism Objects in Pangandaran

The imbalance between domestic and foreign tourist visits to the Pangandaran tourist area can be seen from domestic tourist visits in 2019 of 3,215,063 tourist visits while foreign tourist visits were only 12,233 tourists. Furthermore, in 2021 inequality will be even higher when domestic tourist visits in 2021 have increased to 3,604,113 while foreign tourist visits amounted to 15. The presence of Geopark status and reputation can be a potential promotional tool to increase public awareness about geoparks and attract domestic and foreign tourist visits and promote sustainable regional economic development(Jia et al., 2023).

Measurement of tourist loyalty based on behavioral intention is able to provide comprehensive information related to efforts to attract new tourists, minimize the potential for tourist switching and measure tourist intentions to return and tourist intentions to convey positive information about tourist destinations to family, colleagues and relatives(Chi & Qu, 2008a; Sharma & Kumar Nayak, 2019). Several previous studies have shown that it is influenced by tourists' perceptions of a destination or the image of a destination(Afshardoost & Eshaghi, 2020a; Nazir et al., 2022a; Piramanayagam et al., 2020a). Destination image has been shown to play two important roles in tourist behavior, namely: 1. Destination image can influence the decision-making process of tourists in choosing the destination to visit; 2. The image of the destination can condition the behavior after making the decision, including tourist participation, post-visit evaluation and tourist behavior intentions in the future(Bigné et al., 2008; Chen & Tsai, 2007a).

The Pangandaran tourist area, which is currently being nominated as a National Geopark, is expected to increase foreign tourist visits so that it can compete with other leading destinations. This study aims to determine how much influence the destination image has on behavioral intentions which will later be manifested in the level of tourist visits in the future.

LITERATURE REVIEW (if any)

Destination Image

One of the important aspects of tourism destination marketing is planning, organizing, directing and controlling the image of the destination which has an impact on tourist behavior.(Tasci & Gartner, 2007). Destination image is the subjective perception of tourists about a particular destination(Chen & Tsai, 2007a)which is expected to be able to drive tourist behavior(Chi & Qu, 2008a). Destination image can also be said as an accumulation of assumptions, judgments, understandings and impressions that are in the minds of tourists about certain destinations(Chiu et al., 2014). A series of assumptions, judgments, understandings and impressions in the minds of tourists will be formed through a process of interaction with various aspects or attributes of the destination which manifest in positive and negative images.(Moon & Han, 2019).

Tourist perceptions can be subjective because images are formed based on information owned by tourists and the interpretation of this information is adjusted to the demographic and psychographic characteristics of the tourists themselves.(Iordanova & Stylidis, 2019a). Thus, some experts state that the subjectivity of tourists makes the image of the destination on the emotional side of tourists which represents beliefs, feelings(Assaker, 2014)expectations, impressions and perceptions of tourists in relation to a particular destination or a compilation of them(Zhang et al., 2018).

The magnitude of the role of tourist perception makes the image of the destination an important factor influencing tourists in selecting the destination to be visited(Li et al., 2018a). Information related to tourist perceptions of destination image can assist destination managers in measuring destination performance in terms of responses and responses to the efforts of the attributes of a destination which is the main choice of destination, the expected attractiveness and the level of tourist satisfaction.(Stylos et al., 2017). Several studies state that the measurement of destination image needs to involve three elements, namely cognitive, affective and conative(Michael et al., 2018).

Cognitive and affective dimensions are very important for understanding tourist behavior in directing their choices to certain destinations(Agapito et al., 2013; Assaker & Assaker, 2014). The cognitive



dimension in destination image is related to the attributes and characteristics possessed by certain destinations that are felt by tourists on previous travel experiences or information that can be accessed, so as to form certain perceptions, awareness and beliefs.(Iordanova & Stylidis, 2019b; Pike & Ryan, 2004; Tasci & Gartner, 2007). The affective dimension represents feelings(Rajesh, 2013)and tourists' emotions that can be associated with certain destinations(Iordanova & Stylidis, 2019b; Yüksel & Yüksel, 2007).

Behavioral Intention

Behavioral intention has the same meaning as Behavioral Intention(Hidayah, 2022; Lee, 2009). Behavioral intention itself represents an individual tendency to perform certain actions under certain conditions(Piramanayagam et al., 2020b). The tendency of consumers to take specific actions for certain products or services(Atunel & Hilarious, 2017). So it is important for marketers to predict consumer behavior and attitudes related to the products or services they offer(Piramanayagam et al., 2020b).

Manifestation of behavioral intention in the context of tourism is defined as a commitment to having a greater likelihood of being truly loyal to a destination as measured by the desire to make a return visit in the future and the willingness to recommend it to others (Chen & Tsai, 2007:1115) . Measurement of behavioral intentions can use the dimensions of tourists' desire to make repeated visits, intentions to recommend and the desire to promote the attractiveness of destinations and participate in supporting the development of certain tourist destinations by conveying positive information regarding certain destinations.(Prayag & Ryan, 2012; Suhartanto et al., 2020b). This research will use three dimensions of Behavioral Intention consisting of intention or desire to revisit, intention to recommend and intention to convey positive information regarding the destination.(Coudounaris & Stapit, 2017b; Suhartanto et al., 2020b).

Based on a collection of these dimensions, this research will use three dimensions of loyalty intention consisting of intention or desire to revisit, intention to recommend and intention to convey positive information regarding the destination.(Coudounaris & Stapit, 2017a; KH Kim & Park, 2017; Sharma & Nayak, 2019; Suhartanto et al., 2020b).Intention to return. The level of possibility of tourists to repeat tourist visits to certain destinations(Baker & Crompton, 2000). The desire to visit again includes the readiness of tourists to make a visit, such as having made a search or even purchased a tour package at the same destination(Stylos et al., 2016). Intention to recommend. The extent to which a tourist views a destination as a place that will be worthy of being recommended to others(Coudounaris & Stapit, 2017b). Intention to convey positive information. Forms of interpersonal communication or informal suggestions conveyed by tourists who have visited other parties(Schlesinger et al., 2020).

Hypothesis Development

Destination image is the subjective perception of tourists about a particular destination(Chen & Tsai, 2007b)which is expected to be able to drive tourist behavior(Chi & Qu, 2008b). The magnitude of the role of tourist perceptions impacting destination image is a crucial factor that influences tourists in selecting the destination to be visited(Li et al., 2018b). This confirms that tourist visits by tourists depend on the image of the destination that is formed in their minds(Nazir et al., 2022b).Destination image is formed from the quality of the destination, cultural closeness, and the uniqueness of the destination(Huang et al., 2013)which distinguishes it from other tourist attractions(Nazir et al., 2022b)thus forming a competitive advantage in the tourism industry(Kiráľová & Pavlíčka, 2015). Various research results have shown that the image attached to a destination in the minds of customers is able to influence the behavioral intention of tourists(Afshardoost & Eshaghi, 2020b; JH Kim, 2018; Nazir et al., 2022b).

METHODS

This study uses a quantitative approach because in this study the research data is in the form of numbers and data analysis uses statistical methods. Based on the variables studied, this type of research is a verification research. The population in this study are tourists who have visited the Pangandaran

Tourism Area throughout 2021 at least once. The number of tourists visiting the Pangandaran Tourism Area in 2020 is 3,604,113 tourists. The required number of samples is at least 5 times the number of indicator variables (Ferdinand, 2014). The number of indicators in this study were 15 indicators, so the minimum number of samples required was 15×5 or 75 samples or rounded up to 100.

The sampling method in this study used non-probability sampling using a purposive sampling technique. The analytical method used is Rank Spearman's correlation to determine the strength and lowness of the relationship between destination image and behavioral intention, measuring the effect that the destination image contributes to behavioral intention through the coefficient of determination, as well as testing the hypothesis through the t test with a significance level of five percent.

RESULTS AND DISCUSSION

Research result

In order to test the feasibility of a research instrument that has been distributed to all respondents, testing will be carried out in two stages which include validity testing and reliability testing. Testing the quality of research instruments through validity and reliability tests to 30 respondents using IBM Statistical Product for Service Solutions (SPSS) software version 25.0 for Windows. The following is Table 1. Results of the Validity Test and Reliability Test.

Table 1 Results Of Validity Tests And Reliability Tests.

Item No	validity	Minimum Validity Limit	Reliability	Reliability Minimum Limit	Conclusion
AT 1	0.351	1,654	0.934	0.700	Valid & Reliable
AT 2	0.772				
AT 3	0.840				
AT 4	0.599				
AT 5	0.761				
AT 6	0.783				
AT 7	0.825				
AT 8	0.839				
BI 1	0.750		0.931		
BI 2	0.778				
BI 3	0.757				
BI 4	0.805				
BI 5	0.832				
BI 6	0.696				
BI 7	0.838				

Table 1. The results of the Variable Validity and Reliability Tests show that all statements in the questionnaire are related to destination image and behavioral intention. A total of 15 statement items are assessed to get a corrected total item value greater than the minimum limit set at 1,654. All statement items related to destination image and behavioral intention can be said to be valid and can be processed further. In addition, based on Table 1, the results of the Variable Validity and Reliability Tests show that all the instrument variables used are reliable because the reliability coefficient of Cronbach's Alpha exceeds the specified limit value of 0.700. It can be concluded that all variables have adequate reliability and can be used further.

The questionnaire compiled in this study is aimed at tourists who have visited the Pangandaran Tourism Area throughout 2021 at least once, the details of the respondent's profile were obtained as follows:

Table 2 Respondent Profiles

	Variables	frequency	percent
Gender	Male	46	46 %
	Female	54	54 %
age	<20	25	25 %
	20-30	51	51 %
	>30	24	24 %
Profession	Student / Student	37	37 %



	Private employees	27	27 %
	Government employees	6	6 %
	Businessman	15	15 %
	Other	15	15 %
Education	SMA/Equivalent	25	25 %
	Diploma	24	24 %
	Bachelor	35	35 %
	Masters/Doctorate	16	16 %
Reference	Friend	27	27 %
	Family	17	17 %
	Social media	27	27 %
	Search engine	19	19 %
	Reviews	7	7 %
	Other	3	3 %

In an effort to determine the effect of destination image on behavioral intention, it is necessary to know in advance whether there is a relationship between destination image and Behavioral Intention and how strong or low this relationship is. So first the measurement will be carried out through the Spearman rank correlation test and the following results will be obtained:

Table 1. Spearman Rank Correlation Coefficient

correlations				
			Destination Image	Behavioral Intention
Spearman's rho	Destination Image	Correlation Coefficient	1,000	.788**
		Sig. (1-tailed)	.	.000
		N	100	97
	Behavioral Intention	Correlation Coefficient	.788**	1,000
		Sig. (1-tailed)	.000	.
		N	97	97
**. Correlation is significant at the 0.01 level (1-tailed).				

From the output table 1 above, it can be seen that the correlation coefficient (R) is 0.788. This value indicates a strong relationship between destination image and tourist behavioral intention. The value of the correlation coefficient (R) also shows a positive sign which means when the destination image is increased it will also have an impact on increasing tourist behavioral intention.

After knowing the relationship between the variables studied, the researcher will test the hypothesis first to ensure that the hypothesis proposed can be accepted through the t test, so the following results are obtained:

$$t_{count} = rs \sqrt{\frac{(n-2)}{1-rs^2}}$$

$$t_{count} = 0,788 \sqrt{\frac{(100-2)}{1-0,788^2}}$$

$$t = 12.67032$$

From the calculation results above, it can be seen that the tcount value obtained is 12.67032. This value will be compared with the ttable value in the t distribution table. With $\alpha=5\%$, a ttable value of 1.98397 is obtained. From the values above it can be seen that the value of tcount (12.67032) > ttable (1.98397). In accordance with the hypothesis testing criteria that H_0 is rejected and H_a is accepted, meaning that the destination image influences the behavioral intention of tourists in the Pangandaran Aspring Geopark Tourism Area.

After knowing the level of correlation and the results of hypothesis testing which confirm the effect of destination image on behavioral intention, the last step is to find out how much contribution is made by destination image to behavioral intention. So to measure this, it is necessary to know by using the calculation of the coefficient of determination and the following results are obtained

$$\begin{aligned} \text{KD} &= r_{yx}^2 \times 100\% \\ &= (0.788)^2 \times 100\% \\ &= 62.09\% \end{aligned}$$

Based on the calculation above, it can be seen that there is a 62.09% influence contributed by the destination image on the behavioral intention of Pangandaran Aspring Geopark tourists. While 42.4% contributed by other variables not examined in this study.

Discussion

Pangandaran is the prima donna of beach tourism in West Java and is a favorite tourist destination for domestic tourists so that the Pangandaran area becomes one of the leading tourist areas (Rosana et al., 2019) which is prioritized to become a world-class tourist destination by making it a Global Geopark Area (Fitriani et al., 2018). Geopark status owned by an area is expected to be able to increase the number of tourist visits that contribute to local economic development (Farsani et al., 2013) as well as having an impact on the economic development of tourist destination areas, job availability, foreign currency exchange & development potential on community connectivity in the form of transportation & communication (Cheng & Lu, 2013).

Measurement of tourist loyalty based on behavioral intention is able to provide comprehensive information related to efforts to attract new tourists, minimize the potential for tourist switching and measure tourist intentions to return and tourist intentions to convey positive information about tourist destinations to family, colleagues and relatives (Chi & Qu, 2008a; Sharma & Kumar Nayak, 2019). Several previous studies have shown that behavioral intention is influenced by tourists' perceptions of a destination or destination image (Afshardoost & Eshaghi, 2020a; Nazir et al., 2022a; Piramanayagam et al., 2020a).

Hypothesis 1 states that the destination image can influence behavioral intentions. Destination image is the subjective perception of tourists about a particular destination (Chen & Tsai, 2007a) which is expected to be able to drive tourist behavior (Chi & Qu, 2008a). This study found that the destination image held by tourists for a destination influences behavioral intentions. The findings in the study are in line with the results of the study Afshardoost & Eshaghi (2020b), Nazir et al. (2022b), and Piramanayagam et al. (2020b) which states that the image of a destination that is embedded in the minds of tourists for a destination can affect the intention of tourist behavior.

Pangandaran as an area known for its natural factors is not difficult to build an image as an area that offers the concept of Geotourism which is expected to attract new tourists to make tourist visits to Pangandaran. If the Pangandaran area becomes a Geopark, it can highlight the Green Canyon or Cukang Taneuh which is the main attraction apart from the tourist attractions of Pangandaran Beach and Karas Rock which have been able to attract tourist visits. However, it should also be noted that other attractions such as biodiversity and culture are pillars that are as important as the strength of geological diversity. So that it needs to be explored again by the management agency in the future. Areas that are able to display biological and cultural diversity.

CONCLUSION

Based on the results of the discussion of research that has been carried out using a verification analysis regarding the Model for predicting the behavioral intention of aspiring geopark tourists through destination image: a case study in Pangandaran it can be concluded that destination image embedded in the minds of tourists for a destination can influence tourist behavioral intentions. So that it can be said that the determination of geopark status, both national geopark and UNESCO global geopark, can help a destination to increase tourist visits in the future.

Based on the conclusions and results of the research previously described, it can be recommended to related parties for One of the challenges that may be faced is the lack of understanding and awareness of the geological value and geodiversity of Pangandaran. It is important for the government, community and tourism managers to understand the importance of the geological environment and make efforts to



raise awareness about the geological wealth that Pangandaran has. Besides that, the Pangandaran Area as a Geopark, it is important to maintain and protect the unique and important geological assets in Pangandaran. Challenges can arise in implementing adequate conservation practices, including maintenance of geological sites, erosional control, and restoration of damaged habitat. Pangandaran's success in becoming a Geopark Area is inseparable from the active involvement of the local community which is key in developing and maintaining Geopark status. Encouraging community participation in management, education, and conservation activities is essential to achieving success as a Geopark. Subsequent research will focus on factors related to the formation of behavioral intention which are associated with destination attributes for the Pangandaran Aspring Geopark Tourism Area.

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