

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Indonesia is one of the best countries to be visited as the tourist destination in the world. According to voting done by Condé Nast Traveler (2020), Indonesia is on the 6<sup>th</sup> place of “The best countries in the world 2020”, which shows the attractiveness of the country itself and the tourist destination. The number of international visitors to Indonesia keep on increasing before the Covid-19 pandemic spread over the world. According to the data provided by (Badan Pusat Statistik, 2020), the number of international visitor arrivals in 2019 were about 16.11 million and this number was increased by 1.88% compared to the visitor arrivals in 2018 which were 15.81 million. The data provided shows how the tourism sector has attracted more and more visitors to enjoy the attractiveness of Indonesia.

Tourism sector in Indonesia definitely has an important role in which this important role has been stated strongly in the Outlines of State Policy 1998 as following:

“Tourism development is directed at the development of tourism as a major and superior sector in a broad sense is capable of being one foreign exchange earner, stimulate of the economic growth, increase the local revenue, empower the community's economy, expanding of the employment and business opportunities, and improve recognition and marketing of national products in order improve the welfare of the people by constantly maintaining the national identity, religious

values as well as the preservation of function and quality of the environment” (Outline of State Policy, 1998, as cited in Made & Sumarniasih, 2017)

Indonesian tourism sector also has contributed around USD17 billion to the foreign exchange and the growth of the sector itself has reached 22% which is much higher compared to the world tourism growth which is 6%-7% (Office of Assistant to Deputy Cabinet Secretary for State Documents & Translation, 2019). The tourism sector in Indonesia needs to be given more attention by the government as this sector could trigger more foreign exchange earnings while providing more employment for the society. By having a great destination management by each area in Indonesia, it will give more potential for Indonesia to compete on the international scene and also it will give benefits for each area to increase their economic.

Technology advancement has helped many people in the daily life and also in the business sector. Technology also has made everything become much easier, faster, and better as it keeps on developing every day and more and more revolutions are on their way to offer easiness and effectiveness for human. This digital era has made it easier for people to look for information of any kind of things including the destination as well as the responses written by the past visitors about the destination.

In order to build trust and awareness to the potential customers, destination image is the important factors that should be considered to be developed. A destination should give a good image which could act as the first impression to the customers when visiting a destination. According to Crompton (1979:18 cited Ab

2018) destination image could be referred as a number of cognitive beliefs and affective impressions a person has towards a destination. Thus, it is believed that destination image is one of the factors that could give a competitive advantage for a destination and give the ability to compete with the other destination worldwide. Moreover, destination image also one of the ways to develop a sustain business especially in the tourism sector, as the better the image of a destination, the higher probability a destination will attract more visitors (Aryianto & Prihandono, 2018).

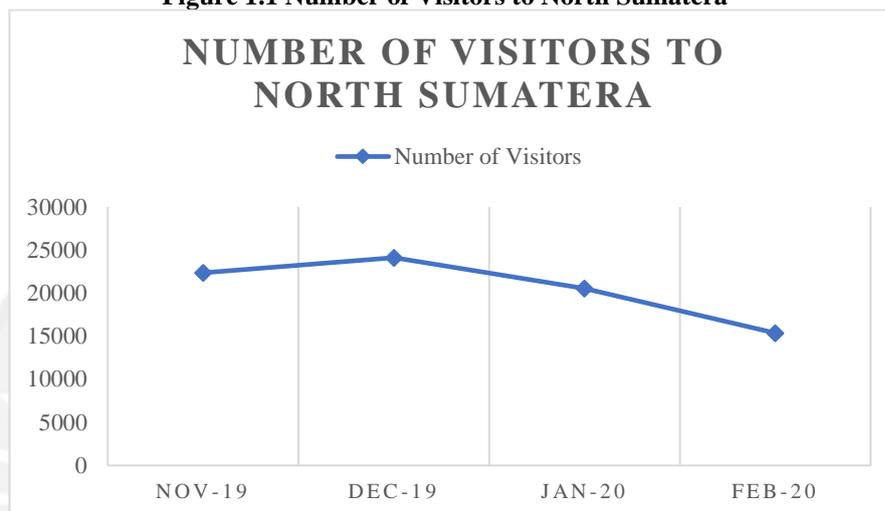
A positive perspective of a destination image that is perceived by the past tourists would likely to bring back the tourists to a destination, which also stated by Mulya & Aruan (2020, p. 481) where” revisit intention will be obtained when tourists have a positive image of the previous trip.”

According to Bintarti & Kurniawan (2017), revisit intention could be defined as an individual’s intention in order to revisit a destination in a year and also the intention to come to a specific destination frequently. Furthermore, it is also believed that the tourists who would like to revisit a destination also would like to have an intention to recommend a destination to others which could help a destination to compete in a wider business market.

North Sumatera is one of the cities in Indonesia that offers many attractions, culture, and also destination place to the tourist. North Sumatera is best known for the world’s largest volcanic lake also for the orangutan’s habitat. Other than that, North Sumatera also known as the best place for ecotourism as the city adopting the eco-conscious travel habits. The visit rate to North Sumatera fluctuates during

the end of 2019 to the beginning of 2020 in which the number of visitors to North Sumatera during 2020 decrease quite significantly compared to the same period in 2019 (Badan Pusat Statistik Provinsi Sumatera Utara, 2020)

**Figure 1.1 Number of Visitors to North Sumatera**



Source: (Badan Pusat Statistik Provinsi Sumatera Utara, 2020)

The number of visitors to North Sumatera in November 2019 reached 22.340 visitors and the number of visitors increased in December 2019 to 21.113 visitors. However, in January 2020, the number of visitors to North Sumatera decreased by 14.82% to 20.539 visitors and kept decreasing in February 2020 to 15.367 visitors (Badan Pusat Statistik Provinsi Sumatera Utara, 2020). The biggest factor that impacted the falling number of visitors to North Sumatera is caused by the Covid-19 pandemic, as the China government made a regulation to ban the Chinese citizens for travelling overseas (Kompas.com, 2020). It is known that China is one of the countries that play a role in the increasing number of visitors to North Sumatera after Malaysia and Singapore.

In order to bring the visitors to North Sumatera and to reach the target that has been set by the government, it is important for every destination place to

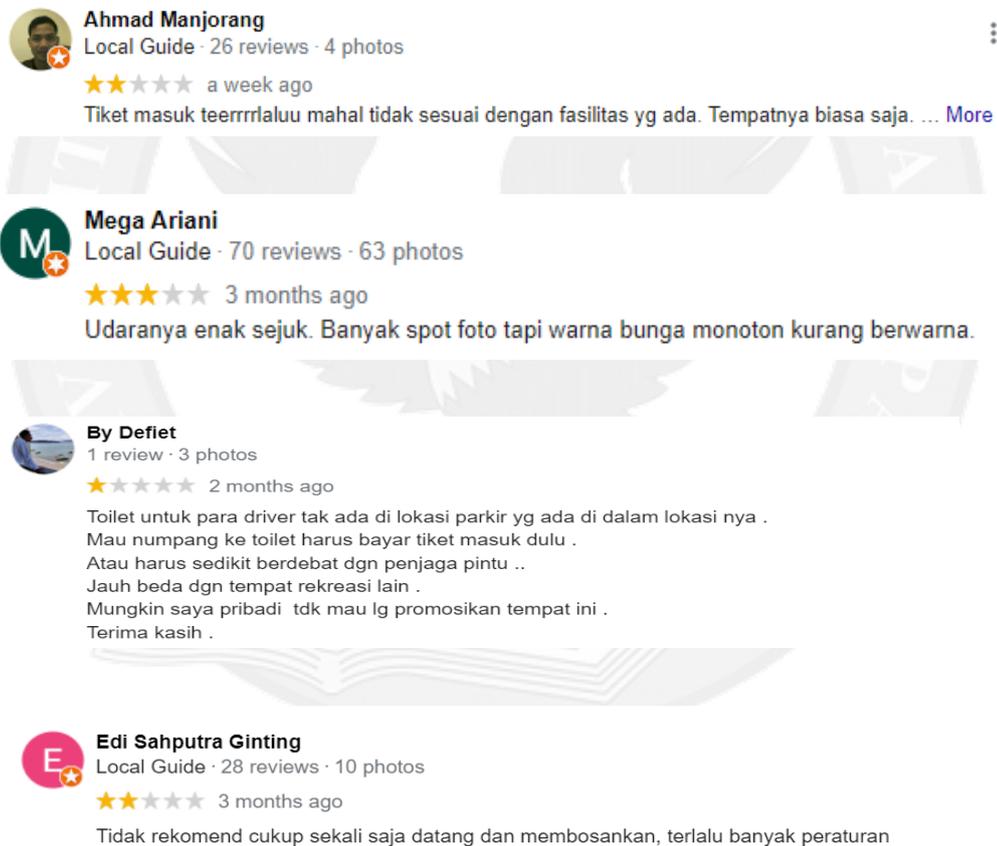
develop the destination place in order to give a memorable and unforgettable experience for the visitors which will result in increasing number of visitors to North Sumatera. An effective marketing strategy is also an important factor that needs to be considered by every business in the tourism sector in order to attract the millennials.

There are many attractions and destination places which could be found around North Sumatera, and one of the destinations could be found in Karo Regency. Karo Regency offers many attractions in terms of ecotourism in which ecotourism allows the visitors to enjoy and experience the nature while learning about the nature at the same time. Karo Regency itself has been more well-known after an event called 'Tour de Sinabung' was held in 2017 for the fourth time, in which the other destinations also benefited by this event including Berastagi, Kabanjahe, Air Terjun Sipiso Piso, and the other destinations (CNN Indonesia, 2017).

The latest destination place in North Sumatera which just opened in 2018 or known as 'Kebun Madu Efi' also offers many great experiences for the tourist in which this destination adopts the agritourism concept with the eye-catching view. Furthermore, Kebun Madu Efi also has been one of the most popular and trendy destinations in Kabanjahe where Kebun Madu Efi also has been recommended by one of the largest world's travel platforms which is known as 'TripAdvisor'. As cited on the website of TripAdvisor, Kebun Madu Efi is known as one of the best attraction places located in Kabanjahe along with five other destinations (TripAdvisor, 2021).

Even though Kebun Madu Efi has attracted many visitors with the pictures that spread widely through the Internet to visit Kebun Madu Efi, it could not be denied that there are several problems faced by the tourists that might affect the tourists' mind which resulting in low probability of revisiting Kebun Madu Efi.

The past experiences that have been found using Google Review regarding to the reviews written by the past visitors about the experiences to Kebun Madu Efi will be presented below:



The rating for Kebun Madu Efi based on calculation of the reviews left by the past visitors on the Google Reviews is 4.2/5, which shows that some visitors might found the destination needs to be improved more. Based on the reviews that

have been found by the author, most of the reviews are talking about the destination including the atmosphere, infrastructure, value for money, and the natural attractions which are the dimensions of destination image stated by Zulzilah, Prihantoro, & Wulandari (2019) in the previous research, where it might influence the revisit intention by the tourists.

In order to seek the intention to revisit the destination and also the responses by the tourists that have visited Kebun Madu Efi before, the author then has conducted a number of preliminary interviews with those who had visited Kebun Madu Efi and come up with results as follows.

**Table 1.1 Preliminary Interviews**

No	Name	Notes	
		Visit Number	Responds on Revisit
1	SL	1 time	Not too sure to revisit, because she thinks the place does not really worth the price she paid, and not many experiences as well
2	T	1 time	She does not think of coming back if there is no improvement, because she thinks nothing to do beside the great view, and she hopes more activities could be conducted there
3	P	1 time	Maybe she will revisit, since the scenery is beautiful. However, the facility such as toilet is inadequate and not much activity to do
4	AS	1 time	Not sure to revisit, because he thinks the destination is not that special, and there is not much to do there
5	S	1 time	Not really has the willing to revisit since she thinks the ticket price is not worth the facilities provided

Source: Prepared by Author (2021)

From the table 1.1, the author has collected the responds regarding the tourists' intention to revisit Kebun Madu Efi, where the past tourists mostly do not have the intention to revisit Kebun Madu Efi caused by some factors of the destination image. Therefore, it could be stated that destination image could be one of the majoring factors in influencing the tourists' intention to revisit Kebun Madu

Efi. Thus, the author decides to conduct a research entitled **‘The Influence of Destination Image Towards Tourists’ Intention to Revisit Kebun Madu Efi’**.

## **1.2 Research Limitation**

The research conducted by the author is limited to analyze the destination image as the independent variable also tourists’ revisit intention as the dependent variable at Kebun Madu Efi that located in in Jalan Kabanjahe-Siosar Km.13, Tigapanah, Karo Regency, North Sumatera due to the time ability and knowledge.

The indicators used for Destination Image (X) variable including affective and cognitive image (Beerli & Martín, 2004, as cited in Khan, Chelliah, & Ahmed, 2017,). While, for the indicators for Revisit Intention (Y) variable including intention to recommend and intention to replan Yuniawati & Finardi (2016).

The research also is limited to 100 people as the sample that has fulfilled the criteria of: (1) Those people who has been to Kebun Madu Efi before, and (2) Minimum age is 17 years old.

## **1.3 Problem Formulation**

1. How is the destination image at Kebun Madu Efi?
2. How is the tourists’ revisit intention at Kebun Madu Efi?
3. Does the destination image have influence towards the tourists’  
intention to revisit Kebun Madu Efi?

## **1.4 Research Objective**

- 1 To explain about the destination image at Kebun Madu Efi
- 2 To explain about the tourists’ revisit intention at Kebun Madu Efi

- 3 To analyze whether destination image has influence towards the tourists' intention to revisit Kebun Madu Efi.

## **1.5 Benefit of the Research**

### **1.5.1 Theoretical Benefit**

This research is expected to give benefit in order to strengthen the theory related to the destination image towards the tourists' intention to revisit a destination.

### **1.5.2 Practical Benefit**

1. For the author

The research will give benefit for the author in term of knowledge, in which the research will broaden the author's knowledge and also it will help the author to identify whether the destination image have influence on the tourists' revisit intention.

2. For the company

The research will give explanation and help the company to find out how destination image could have influenced the tourists' revisit intention which will give the company broader view on how to attract more customers.

3. For other researchers

The research could be used for other researchers as a reference to do the further research related to the destination image and tourists' revisit intention.