

IMPACT OF DESTINATION IMAGE AND MARKETING EFFECTIVENESS ON VISITING INTENTION WITH LOCAL GOVERNMENT POLICIES

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Abstract

Tourism is one sector that is very good and has the potential to be developed at this time. Promotion on social media is a popular way for companies, even government agencies. The purpose of this study was to see the impact of the image of the destination and the contribution of marketing effectiveness on the intention to visit with local government policies as moderation. The research method used in this study uses quantitative research, and the sampling technique in this study is the purposive sampling technique. Analysis of the data used is the Lisrel equational model (SEM) structure. The results showed that the effect of the Destination Image variable was positive and not significant on Intention to Visit. The influence of the Marketing Effectiveness variable on the Intention to Visit the effect is negative and not significant. The influence of the Government Policy variable on the Intention to Visit is positive and significant. The effect of the Destination Image Interaction variable and Government policy on the Intention to Visit is positive and not significant. This means that government policies do not moderate the relationship between Destination Image and Intention to Visit. The influence of the Interaction of Marketing Effectiveness and Government Policy (INT2) variable on Intentions to Visit is negative and not significant. Government policy does not moderate the relationship between Marketing Effectiveness and Intention to visit.

Keywords: destination image, marketing effectiveness, visiting intention, local government policies

INTRODUCTION

Tourism in the last two decades has proven to be one of the fastest-growing industrial sectors. According to data from the Ministry of Tourism in 2018 shows that since 2013 the tourism sector has been in the fourth position after oil and gas, coal, and palm oil as the country's largest foreign exchange earner (Yuristiadhi & Sari, 2017). Tourism in Indonesia is growing from the city to the islands outside the city, such as the thousand islands in Jakarta and the wayag island in Raja Ampat Papua. With more and more tourism, foreign and domestic tourists can visit (Selmi & Rofiah, 2018).

Tourism is a multidimensional and cross-sectoral industry. In this condition, tourism policy becomes very strategic and essential in tourism development. One of the stakeholders who has an important role is the understanding of the government in

planning and implementing all tourism plans consistently and sustainably. The government will certainly pay attention and ensure that tourism development will benefit while reducing social, economic, and environmental costs. (Wanhill, in Theobald, 2005). The government's hope to make the tourism sector a leading sector still encounters obstacles. Especially tourism that is built through the development of tourist villages. The development of a village into a tourist village often creates a conflict of interest between stakeholders and tourism service providers. As a result, the value of the benefits of tourism development becomes low, so customer satisfaction is also low. Thus, the expected value of the convention is also low. Richardson & Fluker (2008) and Aryaningsih et al. (2018) state that business has the main objectives of forming positive attitudes and behaviors, business competence to customers, having service standards, management, and service quality audits.

Through the Ministry of Tourism (Kemenpar) of the Republic of Indonesia, the government targets Indonesian tourism to be in the top 30 at the global level. With this target, the Ministry of Tourism calculates that in 2019 the tourism sector will contribute to the national economy by 15% and absorb as many as 13 million workers, with foreign exchange earnings of IDR 275 trillion (Sugihamretha, 2020). Problems that often occur so that Indonesian Tourism is still not able to be optimized, namely the lack of effective and efficient promotion and marketing, lack of awareness of the importance of the tourism sector, poor infrastructure as a means of support, limited information networks, lack of icons or characteristics. Less than the leading role of local governments in developing local tourism. Another problem, the significant increase in tourist visits to the Thousand Islands, it turns out, is not balanced with the readiness of Tourism products, one of the tourist attractions, are the prima donna of business to support all activities, accessibility, amenities, and attractiveness. Because the tourism industry in the marketing system is the development of tourist attractions to tourism areas or called destination attractiveness (Franch et al., 2010; Yacob, S. et al., 2019). Technological innovation and change, demographic transition, and socio-economic growth are the dominant factors creating more participation among different tourist destinations, which have increased optimistically over the current period. (Eugenio-Martin, J.L et al., 2004). Jayawardena, C., (2002) explains that the future of tourism is highly dependent on a country's ability to offer highly competent tourism products to meet the changing preferences, expectations, and needs of tourists around the world. In the tourism sector, it is essential to ensure that tourists revisit certain places in the future depending on the experience of the first visit and attraction (Osman and Sentosa., 2013).

The significance of the tourism sector is tourist satisfaction which has an impact on tourist loyalty, word of mouth tourists (W.O.M.), and intention to revisit places (Chi and Qu., 2008). Previous research has described that tourist satisfaction is the most crucial indicator of visitor loyalty for each attraction (Chen et al., 2016; Chiu et al., 2016; Canny., 2013). Research by Yacob, S. et al. (2019) shows the results of the

significant influence of destination attractiveness through the image of the destination on the development of visiting intentions; Purnama, W. and Wardi, Y., (2019), destination image has a positive and significant effect on the intention to revisit; Kanwel, S. et al., (2019), positive relationship between destination image, eWOM, tourist satisfaction, tourist loyalty, and intention to visit; Chew, E.Y.T. and Jahari, S.A., (2014), destination image significantly mediates the relationship between two risks, namely perceived socio-psychological and financial risk, and intention to revisit; Herstanti, G. et al., (2014) tourism service quality and destination image are negatively related to revisiting intentions, several destination attributes affect visitor satisfaction, and there is a positive influence between tourist satisfaction and repeat visit intentions.

The image of the country and the image of the destination have a positive effect on the intention to visit; Nam, S.A. et al., (2016) there is a relationship between cognitive and affective images of Australia on the one hand, and the intention of Korean tourists to visit Australia. The higher the response to the level of attractiveness, the higher the tourist population at the tourist attraction location; Yacob, S., and Erida., (2019). The image of a destination also has a direct and significant influence on tourists' visiting intentions; Pantouw, P. and Pangemanan, S.S., (2014) destination image and tourist satisfaction have a significant effect on revisit intentions; Banki, M.B. et al., (2014) there is no significant direct relationship between mental image and behavioral intention. Destination image, novelty search, and quality of information on Instagram partially or simultaneously have a positive and significant effect on the variable of visiting intention.

The direct influence of destination image on behavioral intention is greater than the indirect effect; Satyarini, N.W.M., et al., (2017) destination image has a direct and significant effect on tourists' visiting intentions; Santoso, S., (2019) Destination image and motivation directly affect satisfaction; and tourist satisfaction has a direct and positive impact on the intention of visiting tourists; Marpaung, H. and Sahla, H., (2017) attractiveness has a positive and significant effect on the interest of visiting tourists; Zhang, H. et al., (2015) macro destination country image (DCI) has an indirect effect on visit intentions through micro DCI; Ramkissoon, H. et al., (2011) destination image is an essential factor influencing tourist's cultural, behavioral intention; Wibowo, S.F. et al., (2016) the effect of destination image on intention to revisit is positive; research Jee, T-W. et al. (2019) provide partial support for the influence of the atmosphere, cultural environment, and destination brand on the intention of returning tourists.

Tourism is growing and becoming a more robust industry globally, which significantly affects a country's economy. Also, it is related to several other sectors, such as advertising, endorsement, product placement, sponsorship, and commercial organizations (Murphy, P.E., 2013; Chen, C.-C. et al., 2016). As emphasized by Hannam (2004), the importance of tourism marketing is in recognition of the emerging challenges posed by the increasing number of tourist destinations that

have provided tourists with a variety of attractions. f marine tourism infrastructure in the region.

Theoretically, marketing strategies help target and develop new market segments and also help to improve the poor public relations that occur as a result of some unfavorable events (Dore and Crouch, 2003). Thus, for a destination to benefit from the share of global tourism, as is evident today, the creation and marketing of tourism products must consciously keep their content confidential. As a result, this product, in other words, is recognized as an essential tourism product for destination marketing because it influences people's perception of the place and can influence their choices and behavior towards the place.

Sudiarta, I.N. et al., (2014) stated that several studies describe tourism as an industry that requires serious handling so that all components of tourism can enjoy its positive impact, especially the host community (Ritchie and Goldner, 2006; Wall and Mathieson, 2006). In the context of tourism, the study of tourism marketing is essential for every person or organization working in tourism, travel, and hospitality. Many kinds of research in tourism are associated with marketing because, essentially, tourism without marketing is necessary. After all, marketing is a subsystem of the tourism system and has a strategic position to bring in and retain customers (Mill and Morrison, 2009). As part of the tourism subsystem, marketing connects the Tourist Destination Country (TDC) with the Tourist Generating Country (TGC).

However, according to Bhaita (2006), tourism products are not tourist destinations but the experience of the place and what is happening there. The uniqueness of tourism products is that they usually cannot be sampled before purchasing, unlike cars or gas stoves, refrigerators, or bookshelves which can be checked before being purchased (Seth, 2006). This requires purchasing decisions based on available information and the projected and perceived destination image/brand. These attributes have made tourism marketing and promotion an essential factor for sustainable tourism development. High effectiveness of marketing efforts can be obtained from the principles of effective marketing management. Abishovnaa, B.A., (2014), in an article on Management Principles, states that the effectiveness of marketing management is a comprehensive assessment of the quality and quantity of distribution, promotion, and positioning of goods, services, and ideas in society with the mission and budget of each party's market turnover. Currently, marketing has developed along with technological developments. Marketing activities become more comprehensive with the internet. The use of the internet and the facilities on the internet to carry out marketing activities is known as e-marketing. E-marketing is the marketing side of e-commerce, which consists of the work of companies to communicate, promote, and sell goods and services over the internet (Armstrong and Kottler., 2004).

Ajake's study, Anim O., (2015) shows the results that all marketing strategies have an effect in the aggregate, but festivals; events and security ; the beauty of the environment is highly rated as the most influential marketing strategy on the choice

of tourist destination attraction; Lin and Chen., (2016) the highest source of tourism information for students is “have been to Kenting tourism recommended by friends and family”; Bowtell., (2015) Accessible tourism market is a distinct sector, has the capacity for broad future growth; Zulzilah, S. et al., (2019) search for novelty, and the quality of information on Instagram partially or simultaneously have a positive and significant effect on the variable of visiting intention; Blasco-Lopez, F., et al., (2018) there are significant differences between the two samples regarding the direct effect of perceived quality of information on visit intentions and perceptions of customer service on visit intentions; Hennessey, S.M. et al., (2016) actual visits are influenced directly by travel intentions and indirectly by responses to advertisements and use of official websites; Franch, M. et al., (2010) from a managerial point of view, to assess the expectations and behavior of “4L Tourists” (Landscape, Leisure, Learning, Limit), to regulate the tourist offer of tourist destinations and organizations, enabling them to follow trends emerging global market with the right strategy; Syahmardi & Erida, (2019) market attractiveness has a direct effect on visitor interest; Hidayat, A. and La Are, R., (2018) social media has a positive effect on visiting intentions; Li, Yi-Min., (2014) The highly positive effect of story marketing on behavioral intentions; Doosti, S. et al., (2016) e-WOM has a positive and significant influence on tourist attitudes and the image of the city as a whole; Hennessey, S.M. et al., (2010) intention to visit Prince Edward Island (PEI) is strongly related to the way potential travelers study official PEI visitor websites and the ability to remember certain forms of advertising seen or heard.

Chung, N. et al., (2015) showed that Technological Readiness (TR) is a predictor of perceived usefulness. In addition, the visual appeal and condition of the facility affect perceptions of ease of use. Perceived ease of use affects perceived usefulness; Park, J. et al., (2020) WOM social media has a positive effect on consumers' purchase intentions; Permana, Dudi., (2018) perceived value has a significant positive effect on satisfaction and satisfaction also has a significant positive effect on repeat visit intentions; Ramdhani and Astuti., (2019) experiential marketing and service quality have an indirect, positive, and significant effect on revisit intention; Mirabi et al., (2015) product quality, and brand and name advertising have the highest influence on customers' purchase intention; Shah et al., (2012) core brand image and brand attitude have a positive effect while environmental consequences have a negative effect on customer purchase intentions; Li, Yi-Min., (2014) story marketing has a significant positive effect on travel engagement; Canny, I.U., (2014) customer satisfaction has a positive effect on behavioral intentions; Kaplanidou, K., & Vogt, C. (2006) Web site is a significant predictor of intention to travel to a destination.

Research conducted by Ernawati (2010), several tourist villages in Bali such as Penglipuran, Bedulu, Tihingan, and Belimbing villages found the characteristics of tourism development, namely preserving traditional architecture, customs (community rituals), an ancestral heritage that maintains ancestral rules that provide positive values. For generations, Sjafii and Pratiwi. (2017) sustainable tourism

development in the regions has three dimensions: economic, socio-cultural, and environmental. An important factor in tourism development is the supervision of standards and quality of tourism services; Javier and Elazigue., (2011) the internal challenges of the central government are what coordination mechanisms will be explicitly adopted in the enforcement and compliance with tourism standards and in building competence in tourism development planning; Simamora and Sinaga., (2016) the role of the local government in developing tourism potential in North Tapanuli Regency is dominant as a facilitator compared to other roles, namely as a motivator and dynamist; Irianto et al., (2020) the growth of domestic tourist arrivals in Bali shows that government policies lead to social and cultural conflicts; Sentanu and Mahadiansar., (2020) ensure the quality of activities, facilities, services, to create experiences and value tourism benefits so as to provide benefits and benefits to the community and the environment, it is necessary to drive the tourism system through optimizing the participation of collaboration between business, government, community, academics, and media; Irianto et al., (2020) research results show that government policies cause social and cultural conflicts. Government policies that focus on the development of the tourism industry cause changes in people's behavior, namely towards consumerism; Shone, M.C., (2013) the use of tourism to stimulate regional economies has created a reconfiguration of the public sector, private sector, and public relations in the areas of tourism promotion, participation, and development. Government Management Of Tourism (GMT) has a significant influence on the perceived impact of tourism, both positively and negatively; Chile, N.S., and Xulu, N., (2015) sustainable tourism development must follow three principles, namely: the principle of justice, the principle of sustainability, and the principle of community, which are the basis for the sustainable development of the local government system to build and increase community positivity and prosperity through tourism.

Based on the opinions of experts and the results of previous research in the background of the problem above, it shows that the influence of destination image on the intention to visit tourists is inconsistent, the influence of marketing through social media on the intention of visiting tourists which is also inconsistent, as well as the role of the government for tourism development which is dominant as a facilitator compared to other roles, namely as a motivator and dynamist. Especially in the Thousand Islands, many problems hinder the development of tourism objects in Thousand Islands

METHOD

The research data was collected through a questionnaire survey. The questionnaire sheet contains several questions or statements related to the respondent's assessment of the destination image, marketing effectiveness, tourist visit intention, and the role and policies of the government. This question or statement will be the basis for conducting a descriptive analysis to be used as input for policymaking or formulating strategies in developing sustainable marine tourism to increase the

tourist attraction of the Thousand Islands. The data were analyzed using Structural Equation Modeling (SEM), which is based on evaluating the interdependence relationship between variables, for analysis using the Linear Structural Relationships (LISREL) v 8.80 software tool. 4.2. Research Location This research was conducted in the Thousand Islands Administrative District, DKI Jakarta Province

Participants

Participants in this study were domestic tourists who visited the Thousand Islands tourism object, both to resident islands and resort islands. The research sample was selected using a random sampling method, namely, that provides equal opportunities for sample members to be selected. The reason for choosing domestic tourists (WISNU) is based on data from the Tourism and Culture Office of the Thousand Islands Administration. The number of tourists visiting the Thousand Islands tourism object, the number of WISNU is greater than WISMAN foreign tourists.

Instrument

The instrument used in this study was in the form of a questionnaire with a Likert scale. The answers to the Likert scale included: strongly agree, agree, undecided, disagree, and disagree. Based on the study's conceptual framework, the operationalization of variables that affect the dependent variable of tourist visit intention is destination image and marketing effectiveness as independent variables, and the role and government policy as moderator variables. Tourists' Visit Intention or interest in visiting tourists is the Intention to plan certain behaviors. Revisit interest refers to the willingness of tourists to visit the same destination or other tourist objects in the same country. Destination image expresses all objective knowledge, prejudice, imagination, and emotional thoughts of individuals or groups about a particular location. Destination image is behavior that arises from the beliefs, ideas, impressions of tourists in observing and seeing tourism destinations. Marketing effectiveness is measured by how well a company's marketing strategy increases its revenue while reducing customer acquisition costs. *Effectiveness* is a measure that states how far the target (quantity, quality, and time) has been achieved, where the more significant the percentage achieved, the higher the effectiveness. The quality of information from online websites is faster and has a broader reach. The role of the government in developing and managing tourism, in general, is providing infrastructure (not only in physical form), expanding various forms of facilities, coordinating activities between government officials and the private sector, general regulation, and promotion to other regions abroad.

This study uses 4 (four) variables consisting of two independent variables, namely: Image Distinction (DIMG) and Marketing Effectiveness (MKEF), one moderating variable, Government Policy (KPEM), one dependent variable, Visit Intention (TVIN). Hypothesis analysis and testing were carried out using the Multivariate Analysis technique using Structural Equation Modeling (SEM).

Structural Model Testing

There are two stages of structural model testing, namely the model fit test and the path coefficient significance test. The causal relationship between the constructs shows the hypothetical relationship between the research constructs in the proposed model. After testing the measurement model, the next step is to test the structural model.

Tabel 1 Goodness of fit Indice Full Model

GoFI Statistics	Model Result	Requirements
χ^2/df (P)	69,23 /604 (0.19)	<i>good fit</i>
GFI ; AGFI	0.95 ; 0.92	<i>good fit</i>
CFI; IFI	1.00 ; 1.00	<i>good fit</i>
RMSEA	0.026	<i>good fit</i>
NFI; RFI	0.98 ; 0.97	<i>good fit</i>

Source: Widarjono (2010) and Ferdinand (2006)

RESULTS AND DISCUSSION

The path equations for exogenous, endogenous variables and the dimensions that make up the variables are presented in the Measurement Equations equation with the path coefficients in Standardized Solutions with Estimated Standard Error (SE) and t-value, can be explained as follows:

1). Variable Intention to Visit (TVIN)

Variable Intention to Visit (TVIN) is formed by two indicators, VIN1 with a path coefficient of 0.81; and VIN2 with a path coefficient of 0.74, all of which have a positive and significant effect on the t-value > 1.97. This means that in the complete model structure, these indicators significantly form the Intention to Visit and the VIN1: Intention to Visit indicator is dominant, while VIN2: Intention to recommend has a less dominant influence on the Intention to Visit variable.

2). Destination Image Variable (DIMG)

Three indicators from the Destination Image Variable (DIMG), DIM1 with a path coefficient of 0.76, DIM2 with a path coefficient of 0.78, and DIM3 with a path coefficient of 0.82 have a positive and significant effect, indicated by the t-value > 1.97. This means that these indicators significantly form the Destination Image and the DIM3 indicator in the whole model structure: the dominant Conative Factor, while

DIM1 and DIM2 have a less dominant influence on the Destination Image variable.

3). Marketing Effectiveness Variable (MKEF)

The Marketing Effectiveness Variable (MKEF) is formed by two indicators, MEF1 with a path coefficient of 0.78; and MEF2 with a path coefficient of 0.78 where all of them have a positive and significant effect indicated by the t-value > 1.97. This means that in the entire model structure, these indicators significantly form Marketing Effectiveness and indicators MEF1: Response to advertising and MEF2: Use of websites are equally dominant, the effect on the variable Marketing Effectiveness.

4). Government Policy Variables (KPEM)

The Government Policy Variable (KPEM) is formed by two indicators, KPE1 with a path coefficient of 0.87; and KPE2 with a path coefficient of 0.71, where all of them have a positive and significant effect indicated by the t-value > 1.97. This means that these indicators significantly shape Government Policy and KPE1 indicators in the whole model structure: Government's dominant role, while Tourism Development KPE2 has a less dominant influence on Government Policy variables.

5). Interaction Variables DIMG and KPEM (INT1)

Interaction variables DIMG and KPEM (INT1) are formed by three indicators, INT11 with a path coefficient of 0.83; INT12 with a path coefficient of 0.92 and INT13 with a path coefficient of 0.84 where all of them have a positive and significant effect indicated by the t-value > 1.97. This means that in the complete model structure, these indicators significantly shape the interaction of DIMG and KPEM and indicators INT12: Affective Factors and Tourism Development are dominant, while INT11: Cognitive factors and INT13: Conative factors have a less dominant influence on the Interaction variables DIMG and KPEM.

6). Interaction Variables of MKEF and KPEM (INT2)

The Interaction Variables of MKEF and KPEM (INT2) were formed by two indicators, INT21 with a path coefficient of 0.72; and INT22 with a path coefficient of 0.55 where all of them have a positive and significant effect indicated by the t-value > 1.97. This means that in the entire model structure, these indicators significantly shape the interaction of MKEF and KPEM and indicators INT21: Response to advertising and government's dominant role, while INT22 has a less dominant influence on the interaction variables of MKEF and KPEM. The results of the measurement model test above obtained a Structural Model based on the estimated parameters (coefficients) of the model that can explain the relationship of the structural model. The latent variable score is a combination of scores on each indicator in the first-order confirmatory factor analysis—the process of combining scores using the SIMPLIS facility in the LISREL v 8.80 software.

Based on the estimation results of the models in Figure 1 and Figure 2, structural equations (Structural Equations) can be drawn up with the estimated standard error

(SE) and t-value for the research variables as follows:

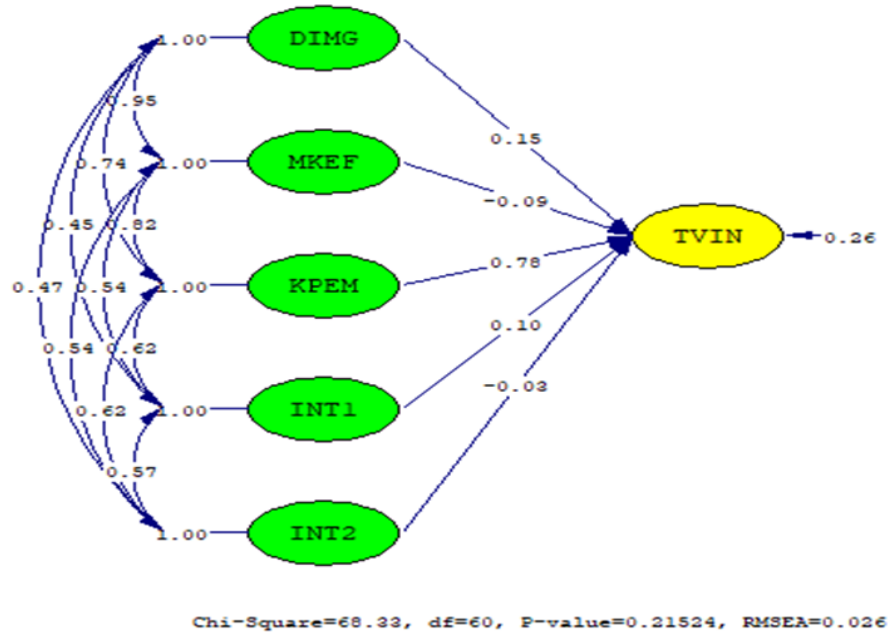


Figure 1. Structural Model Trajectory Diagram
(in Standard Solution)

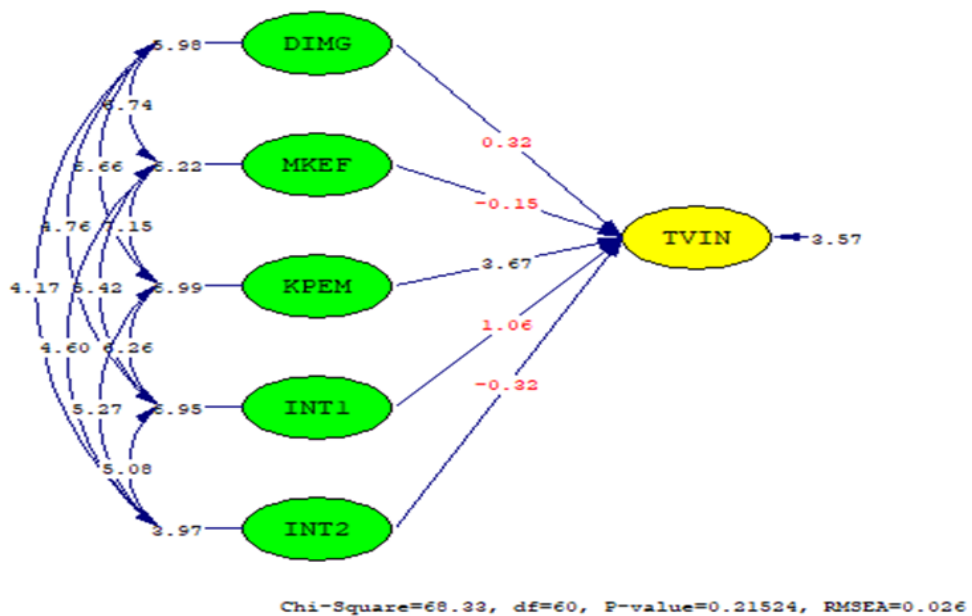


Figure 2 Structural Model Path Diagram (in t-value)

The complete structural equation of the model above shows: (1). The effect of the Destination Image (DIMG) variable on the Intention to Visit (TVIN) with a path coefficient of 0.15 and t-value = 0.32 < 1.97, the effect is positive and not significant, (2). The effect of the variable Marketing Effectiveness (MKEF) on Intentions to Visit (TVIN) with a path coefficient of -0.09 and t-value = -0.15 < 1.97, then the effect is negative and not significant, (3). The effect of the Government Policy (KPEM) variable on Visiting Intentions (TVIN) with a path coefficient of 0.78 and t-value = 3.67 > 1.97, the effect is positive and significant. This means that the higher the value of Government Policy will increase the value of Visiting Intentions, (4). The effect of the Destination Image Interaction variable and Government policy (INT1) on Visiting Intentions (TVIN) with a path coefficient of 0.10 and t-value = 1.06 < 1.97 then the effect is positive and not significant. This means that government policies do not moderate the relationship between Destination Image and Intention to Visit, (5). The effect of the Interaction of Marketing Effectiveness and Government Policy (INT2) on Visiting Intentions (TVIN) with a path coefficient of -0.03 and t-value = 0.32 < 1.97, the effect is negative and not significant. This means that government policy does not moderate the relationship between Marketing Effectiveness and Intention to Visit(6). The value of R² = 0.74 means that the coefficient of determination or the contribution of Destination Image (DIMG), Marketing Effectiveness (MKEF), Government Policy (KPEM), and Moderator Interaction (INT1 and INT2) together in explaining the Intention to Visit (TVIN) is 74.0%. In contrast, the remaining 26.0% is influenced by other variables not examined.

In the equation, it is known that the path coefficient is positive, indicating a positive effect of the independent variable on the dependent variable. Hypothesis testing is done through the path coefficient significance test with a partial significance test (T-test) at the alpha level = 5%. The results of hypothesis testing are presented in Table 2 as follows:

Table 2: Partial Hypothesis Testing Results (t-test)

Relation	Path Coefficient (γ)	t _{-tabl}	t-count	Conclusion
H1: DIMG → TVIN	0,15	1,97	0,32	t-count < t-table ; not significant H1 is rejected (not proven)
H2: MKEF → TVIN	-0,09	1,97	-0,15	t-count < t-table ; not significant H2 is rejected (not proven)
H3: KPEM → TVIN	0,78	1,97	3,67	t-count > t-table ; significant H3 accepted (proven)
H4: INT1 → TVIN	0.10	1,97	1,06	t-count < t-table ; not significant H4 rejected (not proven)

H5: INT2 → TVIN	-0.03	1,97	-0,32	t-count < t-table ; not significant
				H5 rejected (not proven)

Table 2 shows the significance of the test results partially. Testing the hypothesis that reflects the causal relationship in the SEM model is testing the significance of the path coefficient or Beta coefficient. If the statistical value of $t\text{-count} > t\text{-table}$ indicates a significant effect, the statistical value of $t\text{-count} < t\text{-table}$ indicates an insignificant effect. So it was decided that H_0 was rejected if $t\text{-count} > t\text{-table} = 1.97$ at $\alpha = 5\%$ and $df: n-k-1 = 200-5-1 = 194$ means that the effect is significant and the research hypothesis (alternative hypothesis) is accepted or proven. On the other hand, H_0 has accepted that if the $t\text{-count} < t\text{-table} = 1.97$, the effect is not significant, and the research hypothesis (alternative hypothesis) is rejected or not proven.

The results of testing the first hypothesis (H_1) are not proven (rejected), indicated by the destination's image having a positive and insignificant effect on visiting intentions. That is, increasing the value of the destination Image will not significantly (significantly) increase the value of Visiting Intentions; In the complete model structure, the dominant destination Image indicator is the DIM3 indicator: Conative Factors, consisting of Entertainment and outdoor activities, good and satisfying; and Prices of goods and services are reasonable. While the less dominant ones are DIM1: Cognitive Factors and DIM2: Affective Factors. Then the dominant indicators of Intention to Visit are VIN1: Intention to Visit: Compared to other tourist destinations, the Thousand Islands is better; I would like to travel back to the Thousand Islands shortly; I will be planning a return trip to the Thousand Islands in the future. While the less dominant VIN2: Intention to Recommend.

Management can make efforts to improve the image of the destination so that it significantly influences the visiting intention of tourists: to increase the delivery of information regarding the development of tourism products in the Thousand Islands in the form of attractions facilities current tourist conditions. In addition, the delivery of brochures or leaflets regarding the available facilities. Information by word of mouth from tourists who have just visited Pulau Seribu will provide and influence the destination's image to customers/tourists of the Archipelago. The destination's image needs to be supported by seminars or talk shows about marine tourism in the Thousand Islands so that it is expected to give a positive impression to Nusantara tourists, both tourists who have and have not made tourist visits to the Thousand Islands.

Testing the H_2 hypothesis shows that Marketing Effectiveness (MKEF) has a negative and insignificant effect on tourists' visiting intentions (TVIN). By increasing the value of marketing effectiveness, it will not significantly (significantly) increase the value of Tourist Visiting Intentions. In the entire model structure, the indicators of Marketing Effectiveness are MEF1: Response to advertisements and MEF2: Website use are both dominant, affecting the Marketing Effectiveness variable.

Efforts that can be made by management to improve Marketing Effectiveness to influence the Visiting Intentions of tourists significantly are: increasing the tourism promotion activities of the Thousand Islands in the form of, among others, such as the delivery of brochures, leaflets, advertising/advertising activities through television and radio programs or interesting arts/cultural attractions about the Thousand Islands. Promotional activities as a marketing effort can be done by developing and utilizing information technology, including the internet, digital marketing, online media, social media (print), and its supporters. In addition, promotion can be carried out through implementing travel education programs for the tourist community, such as students and students. This is done in collaboration with Tour and Travel Agent companies to invite tourists, including students and university students, to visit the Thousand Islands.

The hypothesis testing H3 shows that Government Policy (KPEM) has a positive and significant effect on Tourist Visiting Intentions (TVIN). By increasing the value of government policies, the value of tourists' visiting intentions will also increase. In the entire model structure, the dominant Government Policy indicator is KPE1: Government Role, while the less dominant is KPE2: Tourism Development. Efforts that can be made by management to improve government policies to influence the visiting intentions of tourists significantly are Strategies that can be carried out by providing innovations and different and unique activities on a regular and regular basis so that domestic tourists are interested in visiting and enjoying these tourist attractions, as well as experiencing a different experience every time you visit the Thousand Islands. Thus, the existing tourist attractions in the Thousand Islands can be maintained and optimized, and improved by adding other tourist attractions through the development of various tourist attractions in other tour packages, such as culinary tours, shopping tours, cultural tours, rowing competitions, diving, or snorkeling competitions, packages around the islands in the Thousand Islands as a cultural representation of 34 provinces in Indonesia. However, this tourism development needs to be supported by the availability of other facilities, such as amenities with hotels, restaurants, or food stalls, clean water, environmentally friendly tourism conditions (eco-tourism). Provide smooth service to domestic tourists. In line with that, government policies need to support opportunities for developing the tourism industry and increasing training for human resources (HR) who work in archipelago tourist services. Thus, local government policies will influence and encourage tourists to visit the Thousand Islands.

The hypothesis testing H4 shows that the interaction of destination image and government policy positively and significantly affects tourists' visiting intentions. This means that government policies do not moderate or increase the influence of the destination image on the intention to visit tourists.

Efforts that can be made by management so that government policies can increase the influence of destination image on tourist's visiting intentions are The local government/the Thousand Islands Regency together with business actors/partners to improve and strengthen the provision of information on all types of tourism objects

or products that have attractiveness, such as historical availability items of tourist objects that are still preserved. In addition, it is necessary to prepare and present annual tourist activities that attract the Thousand Islands to disseminate information to Nusantara tourists (wanus) to provide attractiveness and grow the intention to visit the Thousand Islands. In addition, local government policies need to work with relevant partners to provide price or cost information and complete transportation travel schedules for Nusantara tourists. Government policies need cooperation with partners to support efforts to disseminate information on tourist activities and attractions in the Thousand Islands, such as films, brochures, facilitating film-making activities, conducting art/cultural and music attractions and seminars. In order to maintain the condition of the tourism environment, it is necessary to have government policies regarding regulations for maintaining a healthy environment and safety regulations.

The hypothesis testing H5 shows that the Interaction of Marketing Effectiveness and Government Policy has a negative and insignificant effect on tourists' visiting intentions. This means that government policies do not moderate or increase the influence of marketing effectiveness on the intention to visit tourists. Efforts that can be made by management so that Government Policy can increase the influence of Marketing Effectiveness on Visiting Intentions of tourists are: The Regional Government/Regency of the Thousand Islands maintain and improve the image of the Thousand Islands by increasingly introducing and promoting the brand it has, especially concerning attractions diverse tours. Local government policies need to support efforts to promote tourism in the Thousand Islands, which can be done through, among others, print media, television programs, digital marketing, radio, and brochures. In addition, local government policies need to improve and strengthen the empowerment of the tourism community so that local communities in the Thousand Islands are involved in marketing the tourism business world in the form of small and medium enterprises (SMEs) to support marketing effectiveness to increase visiting intentions. It should be noted that the residents or people living in the Thousand Islands are not natives but are groups of immigrants from outside the Thousand Islands. For this reason, local government policies need to involve the empowerment of local communities so that they have a sense of belonging, concern, and interest in promoting and marketing Thousand Islands tourism, as well as opening up opportunities for the tourism business world and the livelihoods of local/local communities. Furthermore, the Regional Government in collaboration with Travel Agents (Travel Agents), undertake travel education efforts to various groups of people/tourists of the Archipelago, in terms of, among others, such as occupation, education, and age, to organize their trips with sponsorship costs that are affordable. Relatively low. This is intended to broaden the dissemination of the latest information on maritime tourism in the Thousand Islands and its development to the public/tourists of the Archipelago. In addition, the Regional Government/Regency of the Thousand Islands develops various tourist attractions in tour packages and prices related to Thousand Islands tourism activities.

The first hypothesis testing shows that the effect of the Destination Image (DIMG) variable on the Intention to Visit (TVIN) with a path coefficient of 0.15 and $t\text{-value} = 0.32 < 1.97$, the effect is positive and not significant. Hypothesis H1 is rejected or not proven. In the complete model structure, the dominant destination Image indicator is the DIM3 indicator: the dominant Conative Factor, consisting of Entertainment and outdoor activities, good and satisfying; and Prices of goods and services are reasonable. While the less dominant DIM1: Cognitive Factors and DIM2: Affective Factors. Then the dominant indicators of Intention to Visit are VIN1: Intention to Visit: Compared to other tourist destinations, the Thousand Islands is better; I would like to travel back to the Thousand Islands shortly; I will plan a return trip to the Thousand Islands in the future Moderate less dominant VIN2: Intentions Recommend.

Testing the second hypothesis shows that the effect of the Marketing Effectiveness (MKEF) on Visiting Intentions (TVIN) with a path coefficient of -0.09 and $t\text{-value} = -0.15 < 1.97$, then the effect is negative and not significant. Hypothesis H2 is rejected or not proven. (Figure 5.8; Figure 5.9 and Table 5.16). In the whole model structure, the indicators of Marketing Effectiveness MEF1: Responses to advertisements and MEF2: Use of websites, both have dominant effects on the Marketing Effectiveness variable.

The third hypothesis testing shows that the Government Policy (KPEM) variable on Visiting Intentions (TVIN) with a path coefficient of 0.78 and $t\text{-value} = 3.67 > 1.97$ means that the effect is positive and significant. This means that the higher the value of Government Policy will increase the value of Visiting Intentions. Hypothesis H3 is accepted or proven. In the whole model structure, the dominant Government Policy indicator is KPE1: Government Role, while the less dominant is KPE2: Tourism Development. The results of testing the fourth hypothesis show the effect of the Destination Image Interaction variable and Government policy (INT1) on Visiting Intentions (TVIN) with a path coefficient of 0.10 and $t\text{-value} = 1.06 < 1.97$, so the effect is positive and not significant. This means that government policies do not moderate the relationship between Destination Image and Intention to Visit. Hypothesis H4 is rejected or not proven.

The results of testing the fifth hypothesis show the effect of the Interaction of Marketing Effectiveness and Government Policy (INT2) variable on Visiting Intentions (TVIN) with a path coefficient of -0.03 and $t\text{-value} = 0.32 < 1.97$, so the effect is negative and not significant. This means that government policy does not moderate the relationship between Marketing Effectiveness and Intention to Visit. Hypothesis H5 is rejected or not proven. Based on the results of the analysis and hypothesis testing in this study. To increase the value of Tourist Visit Intention wherein the entire model, indicators: Compared to other tourist destinations, the Thousand Islands is better; I would like to travel back to the Thousand Islands shortly; I will plan a trip back to the Thousand Islands in the future, it needs to be maintained because it is the most dominant influence on tourists' visiting intentions. While the less dominant indicator: Intention to Recommend, needs to be improved because the less dominant one affects the intention to visit tourists.

Furthermore, to increase the value of the Destination Image by maintaining the indicators: the dominant destination Image indicator is the Conative Factor indicator, consisting of Entertainment and outdoor activities, good and satisfying; and Prices of goods and services are reasonable. Meanwhile, the indicators of Cognitive Factors need to be improved, consisting of Clean and attractive environment and tourism objects; Transportation is excellent and easy; It is easy to access tourist attractions, and it is also necessary to increase the score on the Affective Factor indicator, consisting of: I enjoy natural scenery; The atmosphere is comfortable and safe, and Residents are kind and friendly to tourists.

CONCLUSIONS AND SUGGESTION

The intention involves behavior that underlies a person to carry out tourism activities, while the determinant factor is behavioral intention (Alegre and Cladera, 2009). The intention in the tourism marketing concept is the tendency in individuals to be interested in an object or happy in something (purchase intention and intention to use). In the concept of tourism studies, an image can motivate tourists to commit or not to visit a destination through their perceptions (Gallarza, Gill & Claderon, 2001). Beerli and Martín (2004) stated that the image of a destination is one of the critical factors that can influence tourist decisions in determining destination choices. Most definitions of destination image refer to individual or group perceptions of the place (Jenkins, 1999). Destination image has been recognized as one of the influential concepts in selecting tourist destinations because image influences individual subjective perceptions, subsequent behavior, and destination choice (Jeong and Holland, 2012).

The goal of most tourism marketing strategies is to increase the number of visitors to a destination. Currently, marketing has developed along with technological developments. Marketing activities become more comprehensive with the internet. The use of the internet and the facilities on the internet to carry out marketing activities is known as e-marketing. E-marketing is the marketing side of e-commerce, which consists of the work of companies to communicate, promote, and sell goods and services over the internet (Armstrong and Kottler., 2004). In addition, frequent visitors to the website expect the information to be updated regularly. Informative websites have become an essential part of the marketing mix for a destination and individual tourism operators (Gretzel et al., 2000; Park & Gretzel, 2007). The tourism industry is one of the most affected by digital innovation, as potential visitors are increasingly using the internet as a means of communication

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