The Destination of Cognitive Image, Personality Destination, and Hedonic Value, Intention to Recommends (Study on Sightseeing North Sulawesi)

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ABSTRACT: *The tourism industry is an important role in development efforts and development of a region. North Sulawesi is one of the tourist destinations in Indonesia. An effective concept should be elaborated to ensure the progressive growth in the industry. This study develops the concept of cognitive and affective cognitive variables destination image, personality and hedonic value destinations on the intention to recommend. Findings recently admitted the use of the affective aspects influencing intention to recommend more tourists than the cognitive aspects.*

Keywords: *Cognitive destination image, personality destinations, hedonic value, Intention to Recommends.*

I. INTRODUCTION

Behavior visit has long been the subject of research in tourism, how well the rating to evaluate interest in the visit will influence his intention to make a return visit or to recommend to others (Bigne et al, 2005), and in an attempt to get a positive recommendation and memorable rating, tourism marketers must have the capability to show differentiation of their travel destinations to other destinations in order to meet the expectations of travelers. This causes many marketers in this industry compete for the difference in their travel destination brand (Lee et al, 2012).

Furthermore, in addition to the personality of the destination, the image of destinations also increased study of different approaches to one another. Backer and Crompton (2000) suggested that post-visit consumer behavior can be used to measure the strength of affection / feeling a destination image. Affective approach is considered to be able to explain why and how a tourist would like to visit again and recommend candidates for other travelers to visit. In contrast to some researchers believe, although the study of cognitive image of the destination has received significant attention in the study of tourism but for cognitive destination was directly observed, descriptive and measurable thereby giving meaning more concrete and interpretative uniqueness of destination (Gallarza, et al, 2002). Moreover, so far there has been no construct that has won universal scale cognitive destination image (Beerli and Martin, 2004). This is the reason for choosing the cognitive destination image.

Furthermore, although the concept of cognitive image of the destination and personality destinations have become an important study in establishing the uniqueness and difference of a tourist destination as well have played a major role in influencing the intention to recommend tourists, but not all studies have found such as that concluded by Hosany, et al (2007), Lee and Lijia, (2011). For example in the study Correia and valle, (2007); Murphy, et al (2007) that shows the theoretical concept of the brand remains unclear destination in predicting intention to recommend, so the study on this matter still needs to be done. The flow of research in marketing as a long-term relationship, the creation of added value on the knowledge and experience, the role of marketing resources and so have created new ways to enrich the understanding of cognitive destination image, personality and intention to recommend destinations.

McIntosh and Siggs, (2005) in his study show that the experience of tourism to consider by unique, emotional, and relevant to value, not as consumer goods, traveled rich attributes and reflect hedonic experience. Hedonic value the customer experience associated with feelings, fantasies, pleasure and the senses, where such experiences affect a person's emotions (Hirsman and Holbrook in Johnstone and Conroy, 2005). Emotions person relates to the physical environment based on experience with the environment (Johnstone and Conroy, 2005). According to Lee and Lijia, (2011), cognitive destination image associated with the environment of a tourist destination. Some researchers have reflected that hedonic value can be affected by environmental image or cognitive image of tourism destinations within a destination and hedonic value travelers can encourage behavioral intention to recommend a travel destination.

Tang and Jang (2014) revealed the findings of their study that the hedonic value a positive impact on the image of destinations in China. Giacinto and Micucci (2014) in their study findings show that the hedonic value is influenced by the cultural attractions and the local environment at tourist destinations of Italy. Alexander and Hamilton (2015) also disclose environmental train station in Scotland may cause hedonic value rating for the place. Tyrvainen, et al. (2013) in their study findings show that the hedonic value qualities influenced by Finnish landscape, the environment, the protection of habitat, green infrastructure, easy access to get to the natural forest area in Finland. Later, Turk, et al. (2015) in their findings support that the hedonic value to encourage the intention to come back and traveler intentions for recommending travel destinations in Turkey.

Furthermore, Hosany, et al. (2007) also suggests that the experience of having closely associated with hedonic value, which is characteristic of enjoyment and fun and can explain these three indicators of personality destinations, and according Gnoth (1997) thoughts traveled evoke emotions that are considered as the basic determinants of satisfaction tourist and intention to recommend tourists. Hosany, et al. (2014) in his research that explores the emotional destination travel destinations Thaliand shows indicators joy, love and positive surprise may affect the character of a destination, it indicates emotional response / affective they are relevant to the hedonic value and personality of the destination. Lo (2015) also in the findings of the study showed that the hedonic value is able to positively influence the emotional response / affective and satisfaction of tourists in tourist destinations traveled in Macao. According to Lee and Lijia (2008) personality is a construct affective destination because it is consistent with the definition of the meaning afection. Some researchers also support that position, basically affective destination will be reflected in the personality destinations Caprara, et al. (2001); Hosany, et al. (2006); Lee and Lijia, 2008). Furthermore, Hosany and Gilbert (2010) revealed that the hedonic value can push intention to recommend in the UK tourist destinations. Abdalla, et al. (2014) in a study on travel destinations in Brazil also found that hedonic value may affect the intention to recommend. Thus the findings of some researchers above shows the hedonic value relevant to cognitive destination image and destination personality and can evoke emotions so as to encourage travelers intention to recommend a travel destination. The role of hedonic value has not been considered explicitly and concretely in influencing cognitive relation destination image, personality destinations with the intention to recommend. This concept is mostly used in the retail world, to study towards tourist destinations rarely put hedonic value.

On the basis of theoretical concepts were strong enough then to understand the influence of cognitive destination image, personality destinations, hedonic value and intention to recommend, this study will conduct analysis using SmartPLS. North Sulawesi province in this case selected as a research site in its capacity as one of tourist destinations in Indonesia, which has the infrastructure that is supporting tourism and in recent years international events have become an important asset for the city, but it is not followed by a significant increase in traffic. Trend rate of tourists visiting the archipelago are still rising quite slowly, while the level of tourist arrivals is still fluctuating.

II.   METHODOLOGY
Based on theoretical and empirical studies, then a brief explanation of each variable indicator of research are follows:
Cognitive destination image
Cognitive destination image is the knowledge and the confidence rating of the views or atmosphere of the region most visited tourist destinations (Lee and Lijia, 2011). These variables are measured by four indicators referring to Bradley (1996) in Dibb and Simkin (1996) in Lee and Lijia, (2011), and using a Likert scale (1) strongly dissagree and (5) strongly agree.

Personality destinations
Whatever personality, defined as a collection of the characteristics of people or human form and assist travelers in perceiving and thinking clearly identify personality traits areas in kunjunginya (Hosany, et al., 2007). This variable was measured with five indicators refer to Aaker (1995) in Hosany, et al. (2007) and using the Likert scale (1) strongly disagree and (5) strongly agree.

Hedonic value
Hedonic value the customer experience associated with feelings, fantasies, pleasure and the senses, where such experiences affect a person's emotions (Hirsman and Holbrook in Johnstone and Conroy, 2005). Variable hedonic value reflects the value received from the senses, fantasy and emotional aspects of the consumption experience (Babin et al, 1994). Variable consumption hedonic value measured by indicators that refer to Hausman, et al /. (2000) in Fathur Rochman (2010) and using the Likert scale (1) strongly disagree and (5) strongly agree.

Intention to recommend

Intention to recommend is the intention to submit a statement (in a personal or non-personal) or message and impression to be conveyed by tourists against others over the state felt after a visit to a tourist destination (Lovelock and Wright, 2012). This variable is measured by three indicators that refer to Rosen and Olshavsky (1987) in the East, Lomax and Narain (2001) in Darmastuti and Triadmojo (2009) and using the Likert scale (1) strongly dissagree and (5) strongly agree.

Samples of 200 were taken, that number is valid with 42 items of variables observed were used in this study, sampling by visiting the tourist resorts of the most visited in North Sulawesi, according to entry like airport Sam Ratulangi, the Port of Bitung and Bus Station Malalayang, within four months from the beginning of april and until the end of August 2015. The respondent is a domestic traveler who has visited the North Sulawesi at least one time, and was 18 years old when filling out the questionnaire.

III. RESULTS

Attention to test the validity, reliability and linearity in the test showed, reliable with a Cronbach alpha of more than 0.6, valid to have a correlation value> 0:30, so that the whole question is valid indicator, all relationships are significant linear model so that the assumption of linearity met. Furthermore, it can be continued on the use of models Partial Least Square (PLS). The data were deemed fit by relevance predictive value of 96.75%, which indicates that the information contained in the data 96.75% can be explained by the model.

Path analysis
The aim of verifying whether the data in accordance with model or not, and to prove the hypothesis formulated earlier.
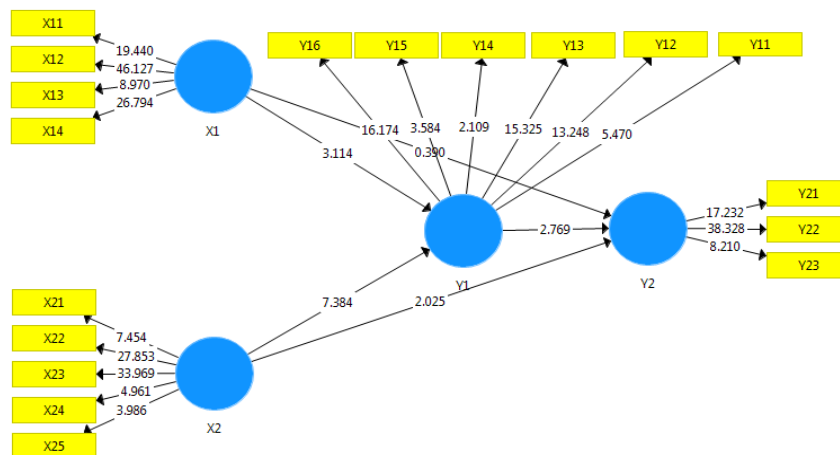

Figure 1. Path Analyse Results

Cognitive destination image

These facts mean that the recognition of the natural beauty of North Sulawesi rating average has been good, but the other travelers are also more concerned with things that support their convenience in traveling, environment Building is considered the most dominant in the support they traveled. Travelers assess local infrastructure, cultural activities and the arts, hygiene, safety and local transport is an indicator that is more important in supporting them in the tour. The results also showed that the indicators of social responsibility to the environment or concern for the natural environment of the government and its people are perceived in the category quite well by tourist to an average value of 3.11 and a value sufficient loading factor of 0.680. From these results we concluded that to improve the cognitive image of the destination in North Sulawesi, the attitude of locals towards tourists to be more active in responding to their existence at the time traveled in North Sulawesi, it shows the necessary role of government to build public awareness of North Sulawesi, to better show hospitality and concern in helping travelers traveled, due to improved attitude of local residents is very helpful encourage travelers to give a positive recommendation on this destination.

Personality destinations

The facts show that excitement, competence and Roughness can appear as strengths or unique character of these destinations by traveler ratings. The joy indicators show that the rating assesses both these destinations because it has a bold personality characteristics or challenging, imaginative and expressive so of these characters makes

the tourists become excited during the tour. Further indicators of competency, rating considers perpetrator of this tourist destination is trustworthy, reliable, and efficient in helping travelers during the tour. Then indicators roughness of the personality of this destination indicates that the rating assesses high this destination because in these destinations depict elements of outdoor or open atmosphere, meaning the atmosphere nature is still wide open to be explored, it is still natural and adventurous, for example, plenty of diving exotic sea around northern Sulawesi, the travel path of the river rafting with unspoiled so that there is an element of adventure, and there are still many open areas in northern Sulawesi, such as forests and mountains with the flora and fauna unspoiled. Elements loud, describing tourist destinations have the characteristics of travel harsh and challenging tourists to explore these destinations, for example the number of mountainous areas in these destinations unspoiled by natural flora and fauna in the forest surrounding mountains are still original, but access to the location is still a natural or dirt road / off-road, on the other hand, the emergence of tourist objects are new in this destination for example, beautiful beaches in the minahasa and minahasa north that at the moment the access towards the beach is still passing through roads damaged, as well as culinary tours unique and extreme in this destination that makes tourists perceive item Roughness indicator of the high personalities of this destination. Whatever personality indicator is the average assessed less in reflecting the character of family-oriented destinations, what is / is not made up, cheerful and friendly (cheerful and friendly). This means that local people in these destinations less family oriented, less whole despite some quite cheerful and friendly (cheerful and friendly).

Hedonic value
These facts mean that travelers are more concerned with these three elements as the foundation that motivates their visits to this destination. It shows most tourists have a motif wish to satisfy curiosity about these destinations, in addition to their destinations traveled to gain new experiences, and traveled also rated rating can be a powerful way to relieve stress or forget about problems. Good response also indicated rating for indicators to meet others who reflect the response of tourist motivation to meet other people because tourists want to see the customs, the characteristics and behavior of the local people, but the response of tourist motivation, has a loading factor is small so not too strong describe the role of the hedonic value. It shows the indicator to meet others considered important by tourists but not the primary motive for the visit at this destination. Further to the indicators seek solace in value was an average value of 3.03 but the response of the tourist motivation also has a small factor loading value which is equal to 0.469, so not too strong to describe the role of the hedonic value. This can be input on management to further enhance the entertainment indicator of this destination, because the hedonic value becomes strongly associated with these destinations if many exciting entertainment and entertain tourists with a wide variety of entertainment. This shows the traveler perceives this destination cannot give the experience a fun tour. Travelers who expressed less agreed travelers can be considered rational in the tour. The responses indicate that the value traveled rating can be categorized as utilitarian value, ie rating traveled based on objective and rational and hedonic value, which traveled for pleasure and usually emotional.

Intention To Recommend
These facts mean that the willingness to come back to be an indicator that is foremost in respondents' perceptions of Intent to recommend. This means that travelers intend going back to this tourist destination, if there is an opportunity and considers this tourist destination is on the list of tourist destinations. Indicators reflect the tendency to recommend the tourists will still intend to recommend to friends though will not visit again and will continue to promote the tourist destination because destination is indeed worth visiting.

Hypothesis Testing Results
H1: Cognitive image of the destination has yet to have an impact on the intention to recommend. It gives the sense that the higher cognitive destination image perceived by tourists not been able to encourage travelers intention to recommend this destination. H2: Cognitive destination image affects the hedonic value. It gives the sense that the stronger indicators of cognitive destination image perceived by tourists then further increased hedonic value travelers to this destination.H3: hedonic value rating turned out to have an impact on the intention to recommend. It gives the sense that the stronger motive hedonic value rating, the more increases the intention of the travelers to recommend this destination. H4: The effect of cognitive destination image to the hedonic value and influence of hedonic value on the intention to recommend the results of which are equally significant and positive. This meant that when the cognitive destination image perceived by tourists cause emotional or motivational value of their hedonic value then this further increase or encourage tourists to intend recommending this destination. It also shows that the hedonic value full role in mediating the effects of cognitive destination image on the intention to recommend.H5: Personality destination turned out to have an impact on the intention to recommend. It gives the sense that the stronger indicators of personality tourist destinations perceived by the greater increase of the tourists intent to recommend this destination.

IV. CONCLUSION

The analysis showed that perceived cognitive destination image tourists have not been able to influence travelers intention to recommend. The findings of this study indicate although this destination has a stunning natural beauty, but not strong enough to affect the intent traveler recommends this destination, it is in line with the opinion of Pike (2009), which suggests that the current trend traveled not just to look at the physical appearance of tourism. the study's findings also show tourists consider this destination is less accentuate the uniqueness of their culture, a lack of willingness of local people to help tourists traveled and less attention to the preservation of the natural environment in North Sulawesi, so it can be assumed these aspects can explain why cognitive image of the destination has not impacted on Traveller intention to recommend. Other findings from the study also showed that the indicator sincerity or sincerity of these destinations not considered optimal. That is the personality of these destinations are represented by destination stakeholders is considered less reflects the character-oriented kinship or grounded / down to earth, and less whole-some / what it is. Thus, in order to form the intention travelers to recommend positive, the government and the parties concerned, need to improve the cultural uniqueness of the area and more attention to the preservation of the natural environment in North Sulawesi and to build awareness of the local population to be more oriented family (down to earth) and sincere (wholesome) to help tourists traveled. The study findings suggested to improve cognitive destination image that has not been able to encourage travelers intention to recommend and sincerity of personality dimensions destinations perceived less by tourists. Furthermore, the results showed that the value hedonic rating proved to be very instrumental to the cognitive destination image, personality and intention to recommend destinations, either directly or as mediation. Effect of cognitive destination image and destination personality is able to increase motif hedonic value rating as to satisfy curiosity, to gain new experiences, and to forget about the problems and may increase the urge travelers intention to recommend. This shows the rating is more concerned with things that support their convenience in traveling, travelers are more concerned with aspects of affective feelings of pleasure, joy and satisfaction in the tour, but indicated also that the destination is not yet provide an element of pleasure is new for tourists, because the stakeholders need designing tourist destinations more attractive and innovative. His advice, building a new recreational facility either in tourism object or location is strategically creating innovative adventure travel packages and fun. In addition, stakeholders need to give a touch of affective against tourists through a fun and exciting services and supported by providing support facilities traveled comforts such as better sanitation. This is important because the hedonic value directly related to the emotional response / rating in assessing the uniqueness affective cognitive destination image and destination personality and encourage travelers intention to recommend positively to this tourist destination. In addition, it can strengthen the cognitive environment image of this destination.

The role of hedonic value can also be an emotional strength / affective intention to encourage travelers to recommend this tourist destination, this is due to hedonic value rating arising from their emotional response after evaluating cognitive image of the destination and the unique personality of a given destination destinations. For North Sulawesi tourism managers is essential to increase the motivation of hedonic value rating that can affect experience of having them as a foundation that encourages their intention to recommend. Due to the needs of tourists the highest rating in the hedonic value motivation is the satisfaction to find something new, varied and something surprising. It explains, the manager of tourism should be more innovative in the face of competition because of what the tourism business in the beauty of the show is no longer just a tourist location, but an interesting experience and a unique viewpoint of people who travel. For example, by creating a package of adventure travel and further enhance the attractive activities, events or seminars both nationally and internationally regarding the cultural, artistic, sporting, social, and others. Based on the above description can also be shown in this study that use of the affective aspect (personality destinations and hedonic value) affects the intention to recommend tourists rather than cognitive. The role of hedonic value can also be an emotional strength / affective intention to encourage travelers to recommend this tourist destination, this is due to hedonic value rating arising from their emotional response after evaluating cognitive image of the destination and the unique personality of a given destination destinations. For North Sulawesi tourism managers is essential to increase the motivation of hedonic value rating that can affect experience of having them as a foundation that encourages their intention to recommend. Due to the needs of tourists the highest rating in the hedonic value motivation is the satisfaction to find something new, varied and something surprising. It explains, the manager of tourism should be more innovative in the face of competition because of what the tourism business in the beauty of the show is no longer just a tourist location, but an interesting experience and a unique viewpoint of people who travel. For example, by creating a package of adventure travel and further enhance the attractive activities, events or seminars both nationally and internationally regarding the cultural, artistic, sporting, social, and others. Based on the above description can also be shown in this study that use of the affective aspect (personality destinations and hedonic value) affects the intention to recommend tourists rather than cognitive.

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