

THE ROLE OF CITY IMAGE AND VISITORS' SATISFACTION ON VISITORS' REVISIT INTENTION: A STUDY IN AN ENCLAVE CITY

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Abstract: This study aims to determine the influence of city image on visitors' revisit intention at Malang, Indonesia. This study also examines the influence of visitors' satisfaction on the paths from perceived image to visitors' revisit intention. This study uses a quantitative explanatory approach. The primary data were obtained using a questionnaire addressed to 180 visitors' who ever visit Malang for a holiday reason only. Analysis of the data used is Partial Least Square (PLS) with PLS-Path Modelling (PLS-PM) method. The results of this study are: first, visitors' perceived image about city plays an important role in enhancing visitors' revisit intention. Second, visitors' satisfaction directly affects to visitors' satisfaction. Third, visitors' satisfaction partially mediated the relationship between city image and visitors' revisit intention.

Keywords management, marketing, city image, satisfaction, revisit intention.



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Tourism activities become one of the most growth, the biggest and the fastest economic sector in the world. UNWTO (2016) noted that the number of foreign tourists in the year 2015 has increased about 76% compared to the number in the year 2000. This phenomenon also occurred in Indonesia. Indonesia Central Bureau of Statistics (2017) mentioned that the number of foreign tourists' arrival in year 205 has increased 97% compare to those in 1997 and Ministry of Tourism (2017) added that

the number of domestic tourists' trip in 2013 also increased 8.8% from those in 2009.

Malang city is one of the cities in Indonesia who catch this phenomenon and tried to sell their city advantage to the public in order to gain public attention to visit Malang city. As one of the popular holiday destination in Indonesia, Malang city significantly experienced their tourism growth approximately 21%. The number of tourists' who visit Malang city in 2015 was 3.298.692 and in 2016 this number was increased to 3.996.609 (Ida Ayu Made Wahyuni in Anggraeni, 2017). Malang city position is surrounded by Batu City and Malang District and all of them are also famous as a tourism destination. The city with the condition like this is also known as an enclave city. Tourists' whose visited Batu city or Malang district for holiday sometimes also visit Malang city. This condition required Malang city to

have an appropriate city marketing strategy in order to win the competition and to ensure that Malang city will become visitors' holiday destination continually.

In relation with an appropriate city marketing strategy that will be applied to Malang city, Malang city should be designed a strategy that accommodates the understanding about what mainly derives tourists to visit. Previous researchers found that city image are the fundamental reasons for a particular traveling behavior (Kim and Lee, 2015; Chou, 2013; Qu et al., 2011; Sri Astuti, et al., 2014) even though there is still another research that results in contradict founding (Ramseook-Munhurrin, et al., 2015).

Based on the previous research above, this study will try to examine how Malang city image find out whether Malang city image has a role in tourists traveling behavior that is the intention to revisit. Another reason why the image has been chosen at this research is city image considered suitable to illustrate the condition of Malang city that is famous with its beautiful scenery, architecture and has various culinary to be chosen.

Additionally, in order to make a comprehensive illustration regarding the role of city image on visitors' revisit intention, this study will use visitors' satisfaction as the mediation between city image and visitors' revisit intention due to previous studies has found connectivity between satisfaction and revisit intention variable. Chou (2013), study found that there is a relationship between image, satisfaction and revisit intention and that study also supported by Lee (2015), whose mentioned that the more visitors' satisfied with the destination, the more possibility for them to revisit the destination and even to recommend the destination to others.

Furthermore, the main objective of this study was to examine how city image explains the tourists' intention to revisit Malang city as well as with satisfaction as the mediation variable. Even though study about the relationship between city image and visitors' revisit intention has been conducted before, the study applied in an enclave city like Malang has not been thoroughly examined. This study result expected to become a guideline to design the proper

marketing strategies, especially for an enclave city. From a theoretical perspective, this study will extend our understanding about the effect of city image on visitors revisit intention towards tourism destination, especially on an enclave city and the role of visitors' satisfaction on the path of those relationships. For practical perspective, these findings could help destination manager and other tourism destination stakeholder such as tourism operators, local tourism organizations, and government to create a sustainable strategy to develop their tourism destination.

THEORY AND HYPOTHESES

City Image (CI)

Kotler, et al. (1993), consider place image as the sum of beliefs, and impressions people have toward a certain place. Those perceptions then reflected an image that will be memorized on Customer mind (Keller, 2008). Those theories explained that City image plays a critical role to create the positive and recognizable brand identity.

In addition, Baloglu and Brinberg (1997) and Basaran (2016), added place image consists of three components: cognitive, affective and conative. The cognitive image refers to individual own knowledge and beliefs about the destination, effective image defined as individual feelings or an emotional response of individuals toward a destination and conative image defined as how one acts on information and how they feel about the destination.

Image, including all the components, can be used to predict visitors' behavioral intentions' toward a destination in the future such as visitors' revisit intention and visitors' willingness to recommend such destination to others (Basaran, 2016). This theory also supported by Pratminingsih, et al. (2014) and Kim and Lee (2015), previous research which found out that a good city image has an important role in increasing visitors' revisit intention. Based on previous theory and research, the hypothesis 1 is as follow:

H1: City image has a positive relationship with visitors' revisit intention.

Visitors' Satisfaction (VS)

Satisfaction described as a reaction that shows after using products or services (Oliver, 1980). Consumers' considered satisfied if his weighted total of experiences shows a feeling of gratification when compared with his expectations (Choi and Chu, 2001). In general, visitors' satisfaction is an evaluation of places or destination based on what they are expected (Guntoro and Hui, 2013).

The researchers suggest that visitors' satisfaction consists of three indicators: novelty, knowledge, and facilities. Novelty means visitors' experience the unexpected, have an adventure and do what others have not done. Knowledge means visitors' learn something new from the destination such as art, culture, music and urban design. And facilities relate to safety and securities, cleanliness, available information, and entertainment.

Kotler, et al. (1993), research results stated that place image can be positive and attractive, negative and weak, mix from a positive and negative image and also can be contradictive which is positive on one side while negative on the others. All of those feeling that effect on the satisfaction level. Pratminingsih, et al. (2014), study the relationship between destination image, tourists' satisfaction and tourists' revisit intention has supported the previous research. The results of this research are destination image has an influence on tourists' satisfaction while tourists' satisfaction directly influenced tourists' revisit intention. Based on those previous study and research, the hypothesis 2 is as follow:
H2: City image has a positive relationship on visitors' satisfaction.

Revisit Intention (RI)

Revisit intention considered as visitors' judgment about the likeliness to revisit the same destination

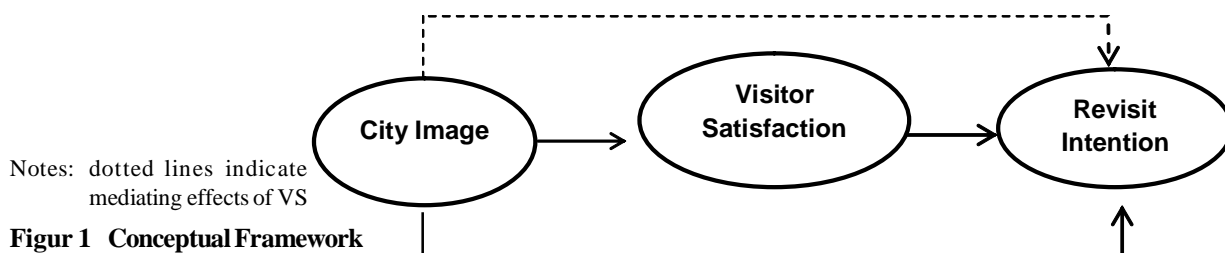
(Chen and Tsai, 2007). There are some reasons that influenced visitors' judgment to revisit the same destination that is visitors' desirable emotion to the destination which finds a match in self-congruity, visitors' memory and visitors' experienced (Kim and Lee, 2015; Barnes, et al., 2016).

Visitors' revisit intention can be divided into two dimensions: behavioral dimension and attitudinal dimension. The behavioral dimension represents consumers' decision to revisit the destination and attitudinal dimension represent the whole customers' behavior, not only their intention to revisit but also the possibilities for them to recommend the destination to others (Getty and Thompson, 1994; Bowen and Shoemaker, 1998; Kandapully and Suhartanto, 2000).

Chou (2013), has conducted research on Taiwan's Night Markets which examined the relationship between image, satisfaction and revisit intention and the results are visitors' satisfaction has a positive relationship on visitors' revisit intention. While Lee (2015), also conducted research that supports this results. Lee research suggests that the more visitors' satisfied with a destination, the more possibilities for them to revisit the destination and even recommend the destination to others (Lee, 2015). Based on the previous study and research, the hypothesis 3 is as follow:

H3: Visitors satisfaction has a positive relationship with visitors' revisit intention.

Suhartanto, et al. (2016), have conducted research toward shopping destination that examines the relationship between image, satisfaction and revisits intention. And the results are destination image play an important role in determine visitors' overall satisfaction which then affected the loyalty of visitors' to revisit the same destination. Based on this previous study, the hypothesis 4 is as follow:



H4: Visitors' satisfaction has mediated the relationship of city image and visitors' revisit intention.

CONCEPTUAL FRAME OF RESEARCH

The conceptual framework is constructed in fig. 1. The model presented in fig. 1 proposes that city image directly results in visitors' revisit intention (Hypothesis 1) as well as visitors' satisfaction (Hypothesis 2); Visitors' satisfaction directly results in revisit intention (Hypothesis 3) and visitors' satisfaction as the mediator between city image and revisit intention (Hypothesis 4).

RESEARCH METHODS

Data were collected during April 2017 from visitors' whoever visited Malang for holiday reason in the period of January 2015 to April 2017. This time period has been chosen to equalize the respondents' viewpoint about Malang city and by considering Malang city branding "Beautiful Malang" launched time which held on 2015.

This research has used a convenient sampling approach and using on-site and online surveys. Only visitors who completed their trip were asked to participate in this study. A total of 205 questionnaires were given out and all were returned, among which, 180 were used for data analysis and 25 were removed due to unqualified with the respondent criteria, representing an 87.81% response rate. This final sample size is considered sufficient to generate stable solutions using Partial Least Square (PLS) approach for data analysis (Chin, 1999). The respondent's profile can be seen in table 1.

Survey Instrument

A self-administered questionnaire was created to address the effect of city image as well as collect behavioral intentions and demographic information. This study used five points Likert-type scale, ranging from 1 = strongly disagree to 5 = strongly agree. The scale was used to obtain information about the effect of city image related to visitor experiences while visiting Malang city. Using the same measurement, information was also gathered pertaining to those visitors' satisfaction and visitors' behavioral intention to revisit Malang city. A total of

Table 1 Respondents Profile

Variable	Frequency	Percentage
Gender		
Male	76	42
Female	104	58
Age		
18 – 25	11	6
26 – 35	83	46
36 – 50	56	31
50 and above	30	17
Education		
Senior high school	7	4
College degree	13	7
University degree	126	70
Master degree	34	19
Occupations		
Student	3	2
Public service	62	34
Private company employee	63	35
Professionals	15	8
Housewives	30	17
Others	7	4
Place of Origin		
Jakarta	48	26
Surabaya	54	30
Another city in East Java (except Surabaya and Malang)	32	18
Another city in Indonesia	46	26
Number of visits		
1 time	33	18
2 times	83	46
Above 5 times	64	36

Sources: Primary data are processed, 2017

20 questions were developed and used to obtain visitors' data.

A set of questionnaire was adapted from prior studies were used to collect seven items on city image (Boo et al., 2010; Sirgy et al., 2000; Lin, 2011; Cesya Rizkika P et al., 2014), eleven items on visitors' satisfaction (Correia et al., 2012) and two items on revisit intention (A. Quintal and Polczynski, 2010)

RESULTS

There are two evaluation steps that were used in this measurement model: evaluation of outer model and evaluation of the inner model. Details will be explained below:

Descriptive Data Analysis

Based on table 1 below, the overall average value of city image (CI) variable indicators is 3.87. This average value indicates that, based on the questionnaire result, Malang city image leaves a good impression on visitors' mind. This conclusion based on the results of three city image items: identifica-

tion from others, city attractiveness, and city likable which value above the overall average. And for the other items which are personality fit, self-reflection, social image and consistent with self-image, even though the results were not far below the overall average, those four items need to put on an extra attention.

Table 2 City Image (CI) Frequencies Distribution

Indicator	Item	Results					% A and SA	Total Value	Average Value
		SD	D	N	A	SA			
		1	2	3	4	5			
Personality Fit	1	0	7	56	86	31	65	681	3.78
Self-Reflection	2	0	9	63	79	29	60	668	3.71
Identification from Others	3	1	8	40	85	46	73	707	3.93
Social Image	4	1	8	47	85	39	69	693	3.85
City attractiveness	5	1	4	33	80	62	79	738	4.1
City likeable	6	0	3	37	86	54	78	731	4.06
Consistent with Self Image	7	1	13	62	75	29	58	658	3.65
CI Variable Average Value									3.87

Based on table 3 the overall average value of visitors' satisfaction (VS) variable indicators is 3.49. This average value indicates that most visitors' feel satisfied when visited Malang city. It can be looked from the results of seven visitors' satisfaction items: experience the unexpected, doing what others have not done, have an adventure, safety, and security, cleanliness, available information and entertainment which value above the overall average result. The questionnaire results also state that 'to learn about music' has the lowest result on the average value compare to those overall. It indicates that tourists' who visited Malang city did not get enough knowledge about Malang city characteristically music.

To learn about design, to learn about art and to learn about culture are the other items which average value below the overall average value. Hence, even the result number not too far from the overall average value number; that three item also need an

extra attention due to this results also indicate that visitors' did not learn much about design, art, and culture while visited Malang city.

Based on table 4 below, the overall average value of visitors' revisit intention (RI) variable indicators is 4.14. This average value indicates that most visitors' have an intention to revisit Malang city in the future. This statement supported by the results of RI item about the intention to revisit which average value higher than those overall. Other RI item, that is an intention to do promotion, has an average value below the overall result. It means that after visited Malang city, there are some visitors' who did not promote Malang city to their family, friends or colleague. Malang city government need to put an extra attention on this due to there are some probabilities for visitors' feel unsatisfied while visited Malang city. And it affects the intention to promote Malang city.

Table 3 Visitors' Satisfaction (VS) Frequencies Distribution

Indicator	Item	Results					% A and SA	Total Value	Average Value
		SD	D	N	A	SA			
		1	2	3	4	5			
To experience unexpected	1	0	13	59	85	23	60	658	3.66
To do what others have not done	2	1	17	71	66	25	51	637	3.54
To have an adventure	3	0	15	65	74	26	56	651	3.62
To learn about urban design	4	3	19	74	69	15	47	614	3.41
To learn about art	5	5	31	83	45	16	34	576	3.2
To learn about culture	6	4	29	78	49	20	38	592	3.29
To learn about music	7	11	49	87	23	10	18	512	2.84
Safety and Security	8	2	11	63	79	25	58	654	3.63
Cleanliness	9	0	6	63	76	35	62	680	3.78
Available information	10	0	11	67	81	21	57	652	3.62
Entertainment	11	0	6	55	73	46	66	699	3.88
VS Variable Average Value									3.49

Table 4 Visitors' Revisit Intention (RI) Frequencies Distribution

Indicator	Item	Results					% A and SA	Total Value	Average Value
		SD	D	N	A	SA			
		1	2	3	4	5			
To revisit the destination	1	1	2	29	66	82	82	766	4.26
Promote destination to others	2	2	7	39	70	62	73	723	4.02
RI Variable Average Value									4.14

Partial Least Square Model (PLS)

Evaluation of Outer Model

The evaluation of outer model in this study is used to test the validity and reliability of the indicators and latent variables. Validity test is measured using two indicators namely convergent validity and discriminant validity. Convergent validity is measured by employing outer loadings from each indicator which the cut of value is higher than 0.6. Convergent validity can also be measured by using the value of Average Variance Extracted (AVE) which value of AVE for each latent variable should be higher than 0.5.

While convergent validity can be checked by using outer loading and AVE, discriminant validity is

indicated by the value of cross loadings for each latent variable that should not be higher than any other variables. To have a robust measurement, PLS technique also requires a model to have internal consistencies among used items. In this study, internal consistency is measured by composite reliability which should be higher than 0.7.

Based on the evaluation of outer model as seen in table 5 above, it can be concluded that there is no convergent validity, discriminant validity and internal consistencies problem found in this study. Meanwhile, Cross loadings details for each item can be shown in table 6 below. It shows that cross loadings score for each item is higher than the score of its correlations with other constructs.

Table 5 Results Summary of Validity and Reliability Test

Latent Variable	Indicators	Loadings	AVE	Composite Reliability
City Image (CI)	CI1	0.862871	0.767759	0.958569
	CI2	0.879147		
	CI3	0.866013		
	CI4	0.872880		
	CI5	0.889481		
	CI6	0.865043		
	CI7	0.897495		
Visitor Satisfaction (VS)	CA3	0.864092	0.609236	0.944624
	VS1	0.828720		
	VS2	0.842154		
	VS3	0.818999		
	VS4	0.734721		
	VS5	0.771747		
	VS6	0.843357		
	VS7	0.673092		
	VS8	0.723253		
	VS9	0.788260		
	VS10	0.828314		
Revisit Intention (RI)	VS11	0.710334		
	RI1	0.951376	0.913856	0.954988
	RI2	0.960518		

Sources: Primary data are processed, 2017

Table 6 Cross loadings

	CI	RI	VS
CI1	0.862871	0.630659	0.647044
CI2	0.879147	0.627570	0.643591
CI3	0.866013	0.697410	0.663077
CI4	0.872880	0.660093	0.610883
CI5	0.889481	0.747848	0.701469
CI6	0.865043	0.767193	0.721684
CI7	0.897495	0.642449	0.683240
RI1	0.714731	0.951376	0.637317
RI2	0.777226	0.960518	0.732582
VS1	0.664518	0.644432	0.828720
VS2	0.680435	0.639365	0.842154
VS3	0.626062	0.641273	0.818999
VS4	0.560701	0.488658	0.734721
VS5	0.525669	0.439957	0.771747
VS6	0.611089	0.531375	0.843357
VS7	0.401687	0.357854	0.673092
VS8	0.575147	0.536917	0.723253
VS9	0.585576	0.578712	0.788260
VS10	0.632763	0.608745	0.828314
VS11	0.615396	0.600834	0.710334

Source: Primary data are processed, 2017

In addition, reliability test is measured using internal consistency reliability in PLS, which the value of composite reliability and Cronbach's alpha should be higher than 0.7.

Table 7 Reliability Test

	Composite Reliability	Cronbach's Alpha
City Image	0.958569	0.949629
Revisit Intention	0.954988	0.905976
Visitor Satisfaction	0.944624	0.935404

Source: Primary data are processed, 2017

Based on table 7 above, both composite reliability and Cronbach's alpha results higher than 0.7, which means those all three variables are consistent and reliable.

Evaluation of Inner Model (Structural Model)

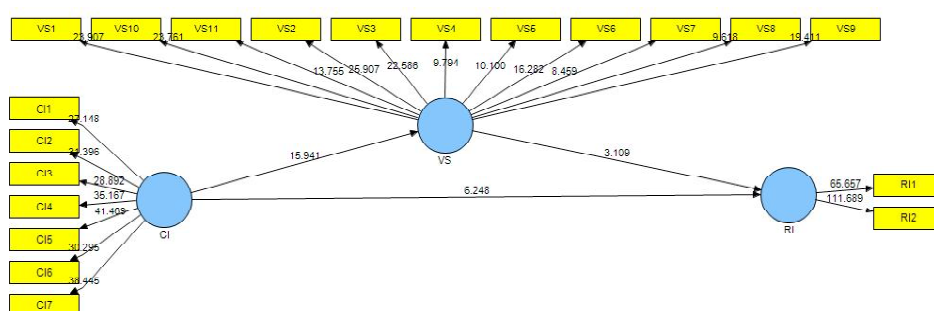
For this study, the evaluation of inner model is indicated by the value of R-Square (R^2). The higher

the value of R^2 , the more robust the model proposed. In this model, based on PLS measurement, the value of R^2 explained in table 8 below:

Table 8 R-Square (R^2) Value

	R-Square
City Image	
Revisit Intention	0.646805
Visitor Satisfaction	0.583431

Based on table 8 on the above, the value of R^2 for Revisit Intention is 0.646805, which means that visitors' revisit intention could be explained by city image and visitors' satisfaction 64.68%. Hence, the value of R^2 for visitors' satisfaction is 0.583431, which means visitors' satisfaction could be explained by city image 58.34%. From the R-Square results also can be concluded that the proposed model is robust and hypotheses can be tested. The research structure model can be explained on fig. 2 below:



Figur 2 Research Structure Model

HYPOTHESIS TESTING

In these hypotheses testing, latent variables are measured to evaluate whether there is any significant relationship or not. The hypotheses testing using PLS could be measured from the result of path coefficient and significance of model based on the T-statistics value. In path coefficient, a relationship

between two variables could be categorized as the significance of the value of path coefficient is higher than 0.1 and the value of T-statistic is larger than 1.96.

The result of hypotheses testing and the result of mediation hypotheses testing are shown in table 9 and table 10 below:

Table 9 Summary of Hypotheses Testing

	Path Coefficient	T-Statistics	Hypothesis
H1 (CI -> VS)	0.763827	15.941000	Supported
H2 (CI -> RI)	0.558691	6.247705	Supported
H3 (VS -> RI)	0.292130	3.108545	Supported

Table 10 Summary of Mediation Hypotheses Testing

Hypothesis	Path	Insignificant Path	Mediation	Result
H4	CI -> VS -> RI	-	Partially	Supported

As we can see from table 9 and table 10, there is demonstrable support for each of the hypotheses. In particular, in table 9 there is very strong support for city image component in determining visitors' revisit intention ($t = 0.558691$, $\alpha = 6.247705$) and visitors' satisfaction ($t = 0.763827$, $\alpha = 15.941000$). Similarly, there is strong support for the relationships between visitors' satisfaction and revisit intention ($t = 0.292130$, $\alpha = 3.108545$). Hence, hypothesis 1, 2, and 3 was supported.

In investigating the mediating effect of visitors' satisfaction on the relationship of city image and visitors' revisit intention, we confirmed that visitors' satisfaction was partially mediating the relationship between city image and visitors' revisit intention. Therefore hypothesis 4 was supported.

DISCUSSION

The effect of City Image on Visitors' Satisfaction

The research result proves that city image gives positive and significant effect towards visitors' satisfaction, which means an image of Malang city really has an important role in determining visitors' satisfaction level. The more Malang city image matched with visitors' expectation, the more visitors will feel satisfied. Seven city image indicators used in this research: personality fit, self-reflection, identification from others, social image, city attractiveness, city likeable and consistent with self-image considered valid in measuring Malang city image, even though based on descriptive analysis results, identification from others, city attractiveness, and city likeable indicators has the highest role. This result supports research by Hsiu-Jung Chou (2013) who explains that tourism image has a positive significant relationship on tourist satisfaction.

The effect of City Image on Visitors' Revisit Intention

The research result reveals that city image gives positive and significant effect towards visitors' revisit intention. It means that the memorable city image is important to capture visitors' mind and increase repeat visitors'. Two revisit intention indi-

cators used in this research that is an intention to revisit and intention to promote the destination to others. Those two indicators considered valid in measuring visitors' revisit intention which occurred as a result of congruence between city image expectation and reality. This result supports research done by Kim and Lee (2015) which stated that memorize able image has an important role in leaving a good impression towards visitors' mind and can increase visitors' intention to revisit the same destination.

The effect of Visitors' Satisfaction on Visitors' Revisit Intention

The research result explains that visitors' satisfaction has a positive and significant relationship towards visitors' revisit intention. This result indicates that visitors' satisfaction which determines as a degree of congruency between aspirations and experience reality has an important role in determining visitors' revisit intention. The more visitors' satisfied with Malang city, the more possibilities for visitors; to revisit in the future. This study has confirmed Guntoro and Hui (2013) statement which is satisfaction has a relationship with visitors' past experienced while enjoying destination and it makes satisfaction play an important role in attracting visitors; revisit intention.

The effect of City Image on Visitors' Revisit Intention by Using Visitors' Satisfaction as the Mediation

This research result proves that visitors' satisfaction partially mediating the relationship between city image and visitors' revisit intention. It can be interpreted that visitors' satisfaction feeling about city image can affect visitors' intention to revisit in the future, even though based on the path coefficient results, the effect of visitors' satisfaction as a mediation is not as big as the effect of city image directly on revisit intention. This study result supports Chou (2013) research that explains about tourists' satisfaction level toward destination has an effect on tourists' revisit intention.

CONCLUSION AND SUGGESTION

Conclusion

Malang city is one of the famous tourist destinations in Indonesia and its position is surrounded by Malang district and Batu City which also famous as a holiday destination in Indonesia. Malang city, Malang district, and Batu city are well-known as Malang Raya. This condition actually has an advantage, the number of tourists' who visited Malang city has been increased due to tourists' who mainly want to visit Malang district or Batu city usually will visit Malang city also, and vice versa. However, this condition also becomes a challenge for Malang city to create an appropriate marketing strategy in order to sell the city advantage to the public.

According to the research results, visitors' still considered Malang city image as the most attractive factors that influenced them to choose Malang city as their holiday destination and also as a reason to revisit in the future. Even though all city image indicators used in this study considered valid in reflecting the image of Malang city, but based on a descriptive analysis result, identification from others, city attractiveness and city likable indicators has the highest influence in reflecting Malang city image.

This research also found out that Malang city image has an influenced towards visitors' satisfaction level which means that the more Malang city image meets the visitors' expectations, the more visitors' will feel satisfied and decided to revisit Malang city in the future.

SUGGESTION

The study results provide guidance in developing visitors' revisit intention towards Malang city. The study reveals that city image has an important role in determining visitors' revisit intention, therefore decision maker, destination manager or in this case Malang city government must develop a positive image for visitors' if they want their city to compete effectively in the competitive market. Malang city image as an attractive city, likable city and a city that can give identification from others need to maintain and the other city image that is personality fit, self-reflection, social image and consistent with

self-image still need an extra attention to be developed in order to develop a pleasant presentation of Malang city.

Moreover, destination manager should conduct image marketing strategies and be doing a partnership with the travel agent, tour operators, and advertising media in order to promote the appropriate image to the traveling public and also be certain to design marketing programs that can sell the city strength. All of those actions urgently needed in order to foster positive attitude toward the brand as well as communicate the city competitive advantage.

Destination managers should recognize the role of visitors' satisfaction in advancing visitors' revisit intention. This study has confirmed that satisfaction has a direct effect on visitors' revisit intention. If visitors' are satisfied with their experience, it is more likely they are more eager to revisit Malang city and spread positive word-of-mouth recommendation about the destination. Thus, destination managers need to concentrate on developing a high level of tourist satisfaction in order to initiate tourist positive post-purchase behavior and increase the city competitiveness.

Furthermore, this study also has limitation. The findings from this study are reflective of one enclave city, which already branded itself based on image attributes. Future research might include other enclave cities that have branded themselves along with other dimensions or even cities that still have not found it's branding. Additionally, this research examined the influence city image on visitors' revisit intention and using visitors' satisfaction as mediation. Future research might explore another city branding elements such as uniqueness, authenticity, culture, history, identity and social condition and their relationship with visitors' revisit intention. And for the last, this study has a limitation on the number of respondents due to limited time for conducting this study. Adding more respondents for the future research might give more accurate results.

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