IS CULTURAL BACKGROUND MODERATING THE DESTINATION PERSONALITY AND SELF IMAGE CONGRUITY RELATIONSHIP OF BEHAVIORAL INTENTION?

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Abstract: *Behavioral Intention* is one way of keeping a destination to be sustainable. *Destination Personality* is one crucial factor that influences *Behavioral Intention. The destination personality of* a tourist attraction that is following the *self-image congruity of* visitors will lead to positive *behavioral intention.* The subjects of this research are all visitors of Tanoker, Ledokombo. The sample in this study was 137 respondents and the method used was *non-probability sampling* with a *purposive sampling* approach *technique.* This research analysis technique uses the Moderated Structural Equation Modeling (MSEM) approach. The results of this study indicate that *destination personality, self-image congruity* affect *behavioral intention.* Also, cultural background moderating variables play a role in strengthening the relationship of destination personality, and self-image congruity towards behavioral intention. However, the cultural background has not been proven significant in moderating the relationship between destination personality and behavioral intention.

Keywords: Destination Personality, Self Image Congruity, Behavioral Intention, Cultural Background

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Tourism is a social phenomenon that continues to grow and is complex (Kumar & Nayak, 2014). The complexity of the tourism industry has its consequences, one of which is that tourist destinations are demanded to have the uniqueness that is a differentiator and an identity (Boksberger, Dolnicar, Laesser, & Randle, 2011; Kumar & Nayak, 2014; Zhang, Wu, & Buhalis, 2017). The uniqueness of the destination simply affects the positioning of the destination in the minds of consumers (Kotler & Keller, 2016), as well as the process of building a unique personality and following tourists or target consumers.

Uniqueness is the key (Aaker, 2011). The concept will underlie the concept of brand differentiation, increase the brand equity of a destination, build positive relationships between tourists and tourist destinations and strengthen the emotional ties of tourists with tourist destinations (Hosany & Martin, 2012; Murhpy, 2016; Schmitt & Zarantonello, 2013). The strength of a destination lies in the characteristics and personality that is built. Tourists who come to a destination have prepared themselves with preliminary information either through social media and the internet or get information through a reference group so that generally upcoming tourists already have perceptions and images and what activities will be carried out (Chen & Tsai, 2007).

Jember is one of the tourist destinations in East Java that is quite attractive to tourists. The tourist destinations in Jember are very diverse, both natural and artificial tourism as well as educational and religious tourism. One of the new tourist destinations in Jember is educational tourism based on local wisdom by exploiting the potential of existing villages. Tanoker educational tourism provides traditional games developed to maintain the cultural values contained therein. Tanoker chose "*egrang*" as an icon of these tourist attractions. Other traditional games favored by tourists are mud polo, clogs, sodor carts, hide and seek, marbles, "*congklak*", kites and tops. Tourists can also express their imagination by creating something new, for example, painting stilts from the shell using watercolors, making stilts from banana fronds, making finger puppets from flannel cloth, and tourists can bring home the handicrafts they have made. Tanoker's educational tour has the theme of simplicity and memorable tourism with the aim of the tourists to experience firsthand, giving a deep impression.

One of the cultural activities that can be enjoyed by tourists when visiting Tanoker is egrang dance accompanied by percussion. Performances performed by children who live in tanoker areas by using traditional instruments such as gamelan, jimbe, drums, and drums that can produce distinctive sounds. Local people can continue to work according to their character, and tourists can enjoy it with satisfaction, then it is expected to have an impact on tourist loyalty (Dodds & Holmes, 2019; Sangpikul, 2018). Tanoker was developed with its charm by upholding local wisdom that is expected to educate the visitors who come. The well-managed attraction is expected to generate positive reactions from visitors so that they can recommend Tanoker to others.

Tanoker educational tourism is educational education based on local wisdom, such as traditional games, mud polo outbound, and stilts festivals. Nowadays, people feel less interested when visiting a place that provides knowledge about ancient cultures. If it continues, it will undoubtedly make Tanoker a tourist destination that is less desirable and not very well known by tourists. Then a low level of behavioral intention will make tanoker have a low retention rate. The increasing behavioral intention will make Tanoker better known and visited by many tourists and has the right image in the eyes of the public. Destination personality is needed by Tanoker to face competition among other educational tourism destinations.

A thriving destination is a sustainable destination (Sangpikul, 2018). One way to keep a destination sustainable is to pay attention to behavioral intention measurement and assessment. Behavioral intention is a reference index that is important for the success of a tourist destination in maintaining its visitors, by understanding the behavioral intention of the tourist destination can increase the intention to visit again (Chen & Tsai, 2007; Lu, Tu, & Jen, 2011). Behavioral intention is an assessment of the desire of visitors to return to the same destination or a willingness to recommend that destination to others (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015). Destination Personality is one of the essential factors that influence Behavioral Intention (Ekinci & Hosany, 2006). Destination personality exists to give a compelling impression as a tool to distinguish a destination from its competitors (Murphy, Benckendorff, & Moscardo, 2007). According to Ekinci and Hosany (2006), Destination personality is a set of human characteristics associated with destinations. Destination personality is an essential strategy and must be applied by tourist destinations because destination per-

sonality can provide different characteristics so that it can attract visitors to continue to make repeated visits.

Usakli & Baloglu (2011) states that a tourism place that has a destination personality that is following the self-image congruity of visitors will be beneficial for tourist attractions. Kilic & Sop (2012) defines that self-image congruity is a match between the consumer's self-image and the product image. Consumers prefer to choose products or services that fit their respective self-images. Destination personality, following the self-image of tourists, will lead to positive behavioral intention.

Destination personality brings destinations to life and is close to visitors, thus forming a clear perception in the minds of visitors and making Tanoker different from other destinations. A product or service that has a relatively similar advantage to other products or services will usually look ordinary to consumers because, in principle, consumers often feel bored with offering products or services that are relatively the same superior to others (Aaker,

2011; Kumar, 2016). It is expected that Tanoker's destination personality, especially in this study as an education-based tourist destination, can be well-formed and emotionally attached to the personalities of visitors. This condition can increase the desire of visitors to visit again, recommend to others, and be willing to pay more to travel in Tanoker.

In addition to destination personality and self-image congruity that influences behavioral intention (Kilic & Sop, 2012; Usakli & Baloglu, 2011), some variables can moderate the relationship. Based on the results of previous studies, the cultural background (Rodriguez, 2014) can act as a moderating variable on the relationship of destination personality, self-image congruity, and behavioral intention (Kim, Malek, Kim, & Kim, 2017). Thus, the purpose of this study was to determine the effect of cultural background moderation on the path of destination personality, self-image congruity, and behavioral intention. The conceptual framework for the flow of relationships between variables in this research model can be seen in Figure 1 below.
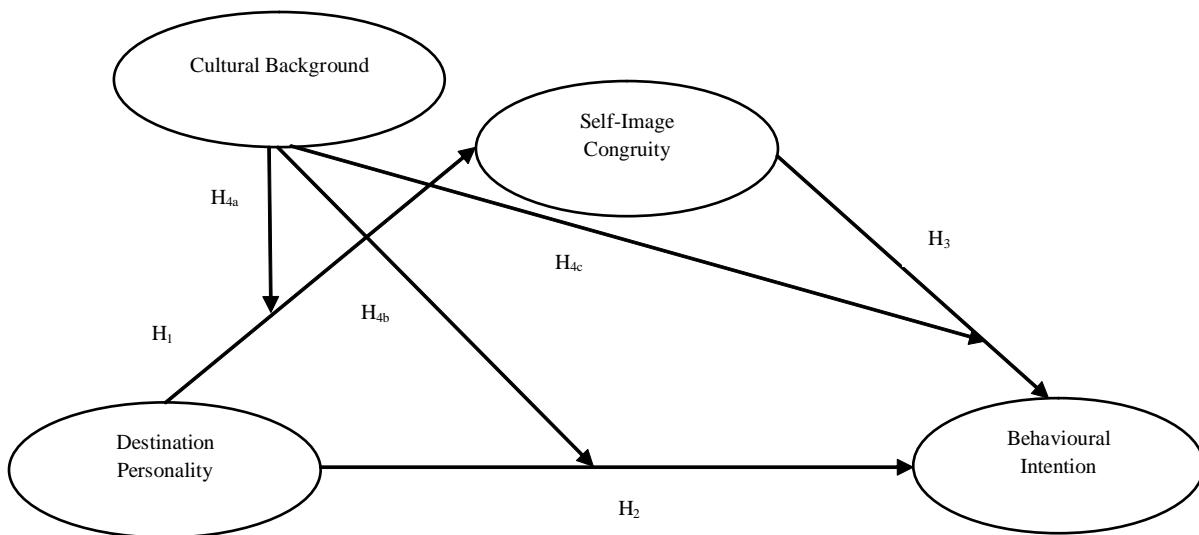

Figure 1   Conceptual Framework

METHOD

The study population was all visitors who had come to the Tanoker Ledokombo educational tour. The sampling method uses *purposive sampling technique* with sample criteria, namely (1) tourist visitors who have tried game facilities in Tanoker; and (2) respondents who are at least 18 years old. This criterion was chosen because respondents were at least 18 years old, meaning that at that age respondents were mature enough to answer the research questionnaire well. The sample used in the study was 1 37 respondents. The type of data used is quantitative data using a 1-5 point Likert scale. Data collection was carried out by dis-

tributing questionnaires to all local tourists who were at the Tanoker Ledokombo educational tour in Jember. The analysis technique used is Structural Equation Modeling (SEM) using the AMOS (Analysis of Moment Structure) program version 24.0. As one of the multivariate analysis techniques, SEM enables simultaneous analysis of a series of variable relationships to provide statistical efficiency. This approach is a Ping method where the indicator of a moderating variable uses a single indicator (Ghozali, 2017). The single indicator (interaction variable) is a multiplication between the exogenous latent variable indicator and the moderator variable indicator, with the following equation:

$$\eta = \gamma_1 + \xi_1 + \gamma_2 + \xi_2 + \gamma_3 + \xi_3 + \Psi_1\xi_1.\xi_2 + \Psi_2\xi_2.\xi_3 + \Psi_3\xi_3.\xi_1 + \xi_1 + \zeta \quad \text{.....................................} \quad (1)$$

The multiplication variable between ξ_1 and ξ_2 is also called a moderate variable because it illustrates the moderating effect of the ξ variable on the relationships γ_1 and γ_2.

Note:

η : Behavioural Intention Variable

$\xi_1.\xi_2$: Interaction of Destination Personality and Cultural Background on Behavioral Intention

ξ_1 : Destination Personality Variable

$\xi_2.\xi_3$: Interaction of Self Image Congruity and Cultural Background on Behavioral Intention

ξ_2 : Self Image Congruity Variable

$\xi_3.\xi_1$: Interaction of Destination Personality and Cultural Background on Self Image Congruity

ξ_3 : Cultural Background Variable

ζ : Error term

RESULTS

Characteristics of Respondents

Respondents in this study amounted to 137 respondents with the classification of respondents based on age, gender, occupation, number of visits, and types of activities. Table 1 criteria of re-

spondents based on age shows that the number of respondents aged 18-25 years is as many as 67 people (49%), aged 26-30 years as many as 45 people (33%), aged 31 - 35 years as many as 21 people 15%) and aged 36-40 years as many as four people (3%). The majority of respondents who visited Tanoker Ledokombo Education Tourism were 17-25 years old. Visitors to the Tanoker Ledokombo Education Tour with a productive age tend to be more open to new knowledge and experience, so they are more able to motivate themselves to continue learning. Visitors of productive age also tend to be more active so that they can convey what is experienced or felt.

Criteria for gender respondents indicate that the number of respondents who are male is 62 people (45%), while those who are female is 75 people (55%). It can be seen that the number of female visitor respondents has a large proportion compared to men. Dr. Paul, from the American Institute of Stress, says that women more often experience changes in hormone levels. Changes in hormone levels can make women more prone to depression. One way that women can do to eliminate depression is to travel, and it is the reason why female visitors have a large proportion compared to men.

Table 1 Classification of Respondents Based on Age, Sex, Occupation, Number of Visits, and Type of Activity

Age	amount	Percentage
18-25 years old	67	49%
26-30 years old	45	33%
31 - 35 years old	21	15%
36-40 years old	4	3%
Total	**137**	**100%**

Gender	amount	Percentage
Male	62	45%
Girl	75	55%
Total	**137**	**100%**

Profession	amount	Percentage
Student	76	55%
Government employees	25	18%
Private employees	21	15%
Entrepreneur	6	4%
Housewife	4	3%
Etc.	5	4%
Total	**137**	**100%**

Number of visits	amount	Percentage
Two times	98	72%
More than three times	39	28%
Total	**137**	**100%**

Type of activity	amount	Percentage
Outbound mud polo	37	27%
Become a day farmer/tourist	24	18%
Make Tanocraft	14	10%
Egrang Tourism	50	36%
Etc.	12	9%
Total	**137**	**100%**

Source: Primary data processed, 2019

Based on the characteristics of respondents based on work shows that the number of respondents who work as Students is 76 people (55%), Civil Servants are 25 people (18%), Private Employees are 21 people (15%), Entrepreneurs are six people (4%), Housewives as many as four people (3%), and others, as many as five people (4%). From these results refute the visitors who come to Tanoker dominant are students because students often hold events in Tanoker like activity intimacy between each member of the organization, training organizations, and so on. Students can also add insight when it comes to Tanoker about local wisdom that cannot be obtained when campus.

Respondent characteristics based on the number of visits showed that the number of visits was two times as many as 98 people (72%), and More than three times as many as 39 people (28%). Visitors who came two times to Tanoker more. It shows that Tanoker is an exciting tourism place to visit again. Likewise, the characteristics of respondents by type of activity shows that the types of activities outbound polo sludge as many as 37 people (27%), being a farmer a day / Travel as many as 24 people (18%), making tanocraft as many as 14 people (10%), stilts tourism as many as 50 people (36%), and others, as many as 12 people (9%). Stil tourism is still the most popular activity for visitors because stilts are an icon of Tanoker. Tanoker also has a stilts festival once a year, so that more and more visitors are increasingly interested in playing stilts. Not only stilts are many other games that are not less interesting, such as outbound polo mud, become a farmer one day, make tanocraft, etc.

The Goodness of Fit Test Results

The suitability of the conceptual framework model for data can be measured by several criteria from the resulting *goodness of fit*. Table 2 shows the results of the suitability of the model based on *goodness of fit* criteria that are assumed by SEM analysis.

Table 2 Results of Moderated Structural Equation Modeling

Model Suitability	Score	Criteria	Status
Chi-square	345,185	Small	Well
Probability	1,000	≥ 0.05	Well
RMSEA	0.059	≤ 0.08	Well
GFI	0.937	$\geq 0,90$	Well
AGFI	0.870	$\geq 0,90$	Marginal
CMIN / DF	0.799	≤ 2.00	Well
TLI	1,087	$\geq 0,95$	Well
CFI	1,001	$\geq 0,95$	Well

Source: AMOS output, data processed 2019

Table 2 shows that the results of the feasibility testing of the model were well-formed. The criteria that are rated as good as seven criteria out of a total of 8 criteria tested; only one criterion that does not meet is AGFI. It can be caused because these criteria are sensitive to the amount or small amount of data (Ghozali, 2017). CMIN / DF values and most of the measurements in this study meet the *applicable model* requirements.

Table 3   Structural *Regression Weight* Model Using Moderation Variables

Hypo-thesis to:	Influence of Variables	Testing Using Variable Moderation			
		Coefficient	CR	Prob.	Information
H_1	Destination Personality on Self Image Congruity	0.463	4,323	0,000	Significant
H_2	Destination Personality on Behavioral Intention	0.545	4,409	0,000	Significant
H_3	Self-Image Congruity on Behavioral Intention	0.576	3,569	0,000	Significant
H_{4a}	Cultural Background against Destination Personality on Self Image Congruity	0.351	4,019	0.002	Strengthen and Significant
H_{4b}	Cultural Background against Destination Personality on Behavioral Intention	0.027	0.340	0.734	Not significant
H_{4c}	Cultural Background against Self Image Congruity on Behavioral Intention	0.304	3,095	0.002	Strengthen and significant

Source: AMOS output, data processed 2019

Based on Table 3, it can be seen the magnitude of the effect of each independent variable on the dependent variable. The results of hypothesis testing indicate that the destination personality related to the self-image congruity variable has a CR value of 4.323 with a significance of 0.000, which means it has a significant relationship. The behavioral intention, according to table 3, shows that the significance level is 0,000 with CR values of 4.409 for destination personality on behavioral intention and CR value 3,569 for self-image congruity for behavioral intention.

Based on Table 3, the CR destination personality value against self-image congruity, after interaction with the moderating cultural background variable, the CR value is 4.019, and the probability is 0.002. Thus H_{4a} is accepted, meaning that the moderating variable significantly strengthens the influence of destination personality on self-image congruity. However, cultural moderation background on destination personality and behavioral intention have a CR value of 0.340 with a significance of 0.734 indicating that H_{4b} is rejected, meaning that the cultural background variable as moderation does not strengthen the influence of destination personality on behavioral intention. Next, the cultural background variable as moderation to self-image congruity to behavioral intention has a CR value of 3.095 with a significance value of 0.002. Thus H_{4c} is accepted, meaning that the cultural background variable as moderation reinforces the Self Image Congruity of Behavioral Intention.

DISCUSSION

Effect of Destination Personality on Self Image Congruity

Based on the t-test results that H0 is rejected and H1 is accepted, which states that Destination personality will positively influence the self-image congruity is accepted. The results of the SEM analysis on the t-test of the first hypothesis (H1) show that Destination Personality influences the Self Image Congruity by looking at the significance level of 0,000. The relationship shown by the regression coefficient is positive, meaning that the better the Destination Personality, the Self Image Congruity will increase. Usakli (2009) says that a

unique and characterful destination will create conformity to the visitor's self-image. The results of this study are in line with previous studies conducted by Kilic & Sop (2012) conducted research, and the results showed that destination personality has a positive influence on self-image congruity. Usakli & Baloglu (2011) empirically shows that there is a positive influence between the variables of personality destination to self-image congruity. The uniqueness of the destination as an added value as well as a differentiator so that the character of the destination can guarantee its sustainability and be the direction of innovation going forward (Boksberger et al., 2011). Cultural background as moderation carries an important role which is to strengthen destination personality towards self-image congruity. Cultural backgrounds contribute to strengthening the choice of destinations (Seddighi, Nutall, & Theocharous, 2001). Perceptions and attitudes of tourists have a significant influence in making decisions about choosing a destination. Simply put, traveler's perceptions can be shaped by the culture that formed, the environment grows and develops, and the reference group (Sasmita & Mohd Suki, 2015; Schiffman & Wisenblit, 2015).

The result shows indicators of destination personality influences Self Image Congruity. The excitement indicator shows that Tanoker can create enthusiasm for the personality of each visitor. Some visitors like challenging rides such as mud polo outbound others like something that can hone creativity like drawing stilts with color paint. Tanoker is proven to be able to provide what visitors want by the visitors' self-image. Meanwhile, Tanoker can create fun educational-based tourist attractions, visitors not only get happiness while in Tanoker, but visitors will also get new knowledge. It shows that Tanoker's educational tourism vehicle can create sophistication.

The results of the research prove Tanoker has complete facilities for every tourist activity there, it makes visitors more interested in Tanoker, so this is what is referred to as competence for tourist attractions. Next is the ruggedness indicator, which is proven by the security system that makes the visitors feel safe and comfortable while trying challenging rides at Tanoker. Also, the indicator of sincerity, namely Tanoker's ability to display works of art based on local wisdom by what is desired by visitors. Thus the findings of this study are that a tourist site must have a unique character (Ekinci dan Hosany, 2006) so that the place can attract visitors. Tanoker has unique characteristics that can attract visitors to come and visit again there.

Effect of Destination Personality on Behavioral Intention

The results of the SEM analysis on the second hypothesis (H2) show that destination personality influences behavioral intention by looking at the significance level of 0,000. The relationship shown by the regression coefficient is positive, meaning that the better the Destination Personality, the Behavioral Intention will increase. Destination personality is a set of human characteristics associated with destinations (Ekinci & Hosany, 2006). (Lee & Lijia, 2008) states that destination personality includes factors that can influence behavioral intention. According to (Apostolopoulou & Papadimitriou, 2015), behavioral intention is the attitude or behavior of designated by the consumer after receiving or performing a service. Behavioral intention is a reference index that is important for the success of a tourist destination. In maintaining its visitors, by understanding the behavioral intention of the tourist destination can increase of revisit intention (Chen & Tsai, 2007). The results of this study are in line with previous studies conducted by (Kim et al., 2017; Kumar, 2016; Lee & Lijia, 2008), that destination personality has a positive effect on behavioral intention. Apostolopoulou & Papadimitriou (2015) in the study n yes also found that the destination personality influential post it on behavioral intention. However, different conditions show that cultural background is not significant in moderating destination personality towards behavioral intention. Destination personality is how the character of a destination can be understood and perceived by consumers so that this will have a direct impact on subsequent behavior, while the cultural background is more about how the formation of values, perceptions which will impact on visiting decisions (Liu, Lu, Liang, &

Wei, 2010; Seddighi et al., 2001). The research implications prove that Tanoker can display local wisdom-based art that can make visitors interested in seeing it and will recommend it to others.

Effect of Self Image Congruity on Behavioral Intention

The results of the SEM analysis on the t-test of the third hypothesis (H3) show that Self Image Congruity influences Behavioral Intention by looking at the significance level of 0,000. The relationship shown by the regression coefficient is positive meaning that the higher the Self Image Congruity the Behavioral Attention will increase. It means that if the image of a visitor is following a tourist attraction, it will lead to positive behavioral intention. Suitability Consumer self-image that is following a product is critical (Hosany & Martin, 2012). Understanding consumer behavior through behavioral intention can provide a proper understanding so that there is no retention of customers who move to other destinations (Papadimitriou et al., 2015; Vanheems & Kelly, 2009). The visitor's self-image is increasingly becoming a priority for producers or services as an essential reason for improving services. Kilic & Sop (2012) said that Self Image Congruity is a significant predictor in a business. The results of this study are in line with the results of research from Usakli (2009), finding that self-image congruity has a positive effect on behavioral intention. Likewise, in this study, it was found that cultural background as a moderating variable showed significant and encouraging results. Self-image congruity is a human personal characteristic that is influenced by many things. Seddighi et al. (2001) emphasized that cultural factors are an essential note in shaping one's personality. The cultural background will further influence the formation of one's taste and related to the decision-making process (Liu et al., 2010). The results are in line with Usakli (2009) that self-image congruity has a positive effect on behavioral intention. Usakli & Baloglu (2011) also in his research shows that there is a positive influence between destination personality variables on self-image congruity (Kilic & Sop, 2012; Klabi, 2012; Papadimitriou et al., 2015) in his study also found

that destination personality has a positive effect on behavioral intention. So it can be concluded that Destination Personality influences Behavioral intention through Self Image Congruity in Tanoker Ledokombo Educational Tourism. The implication of the actual self-congruity indicator proves that when a visitor truly feels comfortable when he is on tour. Also, ideal self-congruity proves that when a visitor gets what he wants when he is in Tanoker, it makes visitors want to come back and will recommend his experience to others.

Moderating Role of Cultural Background

The results show that cultural background (H_{4a}) background as moderation significantly strengthens the destination personality towards self-image congruity (Rodriguez, 2014). On the other hand, cultural background (H_{4b}) as a moderating variable is not significant in supporting the relationship between destination personality and behavioral intention. Self-image congruity influences behavioral intention in Tanoker Ledokombo Educational Tourism, and cultural background significantly strengthens as a moderating variable.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results and discussion, the researchers have explained, it can be concluded that destination personality and self-image congruity influence on behavioral intention. Meanwhile, destination personality influences on behavioral intention through self-image congruity show a positive relationship. It means that the better the destination personality of a tourist spot, the higher the self-image congruity of visitors so that it will increase the behavioral intention of the visitor.

Likewise, cultural background as moderation significantly strengthens the destination personality towards self-image congruity. So in this study, it can be concluded that Destination Personality influences the Self Image Congruity in Tanoker Ledokombo Educational Tourism and cultural background is significantly able to strengthen the relationship. Hence, they are not reluctant to visit again on another oc-

casion. However, cultural background as a moderating variable is not significant in supporting the relationship between destination personality and behavioral intention. So it can be concluded that Destination Personality influences Behavioral Intention in Tanoker Ledokombo Educational Tourism, but the cultural background is not significant as a moderating variable. Likewise, cultural background as a moderating variable can strengthen significantly. So it can be concluded that Self Image Congruity influences Behavioral Intention in Tanoker Ledokombo Educational Tourism and cultural background significantly strengthens as a moderating variable.

Recommendation

Based on the results of the discussion and conclusions obtained, suggestions for the development of tourism marketing management science, especially destination personality, in its influence on behavioral intentions to be able to add different theories and methods or conduct research on different objects. Because, this research only uses two indicators of self-image congruity, namely: actual self-congruity and ideal self-congruity. Two other dimensions, namely social self-congruity, and ideal social self-congruity were not used in this study. It is expected that future researchers can examine the effects of social self-congruity and ideal social self-congruity in the context of tourist destinations. The media used by Tanoker as a means of information, publication, and promotion needs to be increased again, especially on the Tanoker website which according to the researchers' observations has not been updated about the uploaded news. Finally, the suggestion to the government is expected to be able to increase both material and non-material support to regions that have good potential to become tourist attractions.

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