

Tourists Behavioral Intentions Antecedent Meeting Incentive Convention & Exhibiton (MICE) in Bali

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Abstract

Tourism today not only about vacation activities but also develops into business tour, the combination of vacation and business activities. The kinds of tourist also develops, not only individual tourist but also group of tourists with business background. Tourism that uses MICE (Meeting Incentive Convention and Exhibition) has a large potential and high multiplier effect, in terms of tourist's quantity, quality and their high financial level. This research aims to clarify empirically whether the Convention Destination Image and Value become antecedent Behavioral Intention or not, whether Satisfaction variable to mediate the effect of Destination Image and Convention Value towards Behavioral Intentions; and whether the Novelty Seeking weaken the influence of Satisfaction towards Behavioral Intentions by observing 100 foreign tourists who attend International meeting/convention held in Bali. The data analysis of this research used Generalized Structured Component Analysis. The result shows that Destination Image gives the effects towards Behavioral Intentions directly or not through the tourist's satisfaction as the mediation variable. Novelty seeking is not moderation, but it has a role as predictor variable that directly influences the Behavioral Intentions.

Keywords: Destination Image, Convention Value, Novelty Seeking, Satisfaction, dan Behavioral Intentions

1. Preface

The rapid development of tourism makes people vigorously increase tourist visitation. One of many ways used to increase the number of tourists' arrival to Indonesia is holding MICE (Meeting, Incentive, Convention and Exhibition) even since it can attract many tourists only in once event. MICE tourists are business group with a large number of participants and will be repeat visitors if a good impression is presented (Oppermann, 1996). Repeat visitors contribute significantly to the increase of destination income so that the destination has to know the tourist's intention revisit the destination (Jang and Feng, 2007). Repeat visitors can save marketing costs because they acts as a marketing agent communication by spread the information voluntarily and informally from mouth to mouth, they also introduce products and services to their friends, acquaintances and other potential consumers. In fact, referrals from positive recommendations generate 60 percent of total sales to new customers. Thus, tourist's recommendation can be used as a fundamental strategy to attract many other consumers or tourists (Chi and Qu, 2008).

Behavioral intention is defined as direct antecedent of actual behavior (Ajzen, 1991). Behavioral intention can be studied through the intention to revisit and intention to recommend (Severt et al., 2007). Several research based on the tourist's point of view which is related to behavioral intention was done by Alcaniz et al. (2009); Martinez et al. (2010), Qu et al. (2011), it examined the effect of overall image towards the behavioral intention. The result shows that overall image of destination significantly gives the positive effect on behavioral intention. The different result explained by Lai, Griffin and Babin (2009), image does not influence significantly on loyalty. This result shows the inconsistency effect of image on behavioral intention.

2. Theoretical Framework and Hypothesis

a. Consumer Behavior

Consumer behavior is defined as the way consumers find, purchase/buy, use, evaluate and spend products and services that are expected to fulfill their needs (Schiffman and Kanuk, 2007). Consumer behavior focuses on how individual decides to spend available resources (time, money, and effort) related to consumption needs. Including what they buy, why they buy, when they buy, where they buy, how often they buy, how often they use them, how they evaluate after buying, the evaluation impact of the next purchasing and how they spend it.

According to Kotler et al. (1999), consumer behavior refers to the final buying behavior of the consumers, individual or household who buys goods and services for personal consumption. Consumer behavior according to Engel et al. (2006) is an action which is directly involved to obtain and consume the products and services, including the processes that precede and follow these actions. Purchasing are strongly influenced by culture, social, personal and psychological characteristics (Kotler et al., 1999). Cultural factors include culture, sub culture and social class. Social factors influenced by reference groups, families, the role and status. Personal factors include age and life stage, employment, economic circumstances, lifestyle, personality and self-concept.

Psychological factors consist of motivation, perception, learning, beliefs and attitudes.

b. Consumer Attitudes

In accordance with Schiffman and Kanuk (2007), attitude is a tendency to behave in a consistent manner by stating whether the object considered as good or not. Attitude conceptualized as an evaluation summary of the object: product, product category, brand, service, possession, use of products, cases or issues, people, advertisement, internet site, price, medium, or retailers. Attitudes related to the purchase behavior is formed based on direct experience towards the product, WOM information, marketing through the media, internet and various other forms of direct marketing such as catalog retailers. Attitudes are relatively consistent with the behavior, but it is not permanent. Changing attitudes influenced by the situation.

There are several models that describe the attitude, they are the three components of attitude model and multi-attribute attitude model. The three components of attitude model consists of three components, they are cognitive, affective and conative components. Cognitive component is knowledge and perception derived from a combination of direct experience and relevant information from various sources. Affective component associated with emotions or feelings toward the product or brand. Conative component is the tendency of individuals to act or behave.

b. MICE Tourism

Meeting, Incentive, Convention and Exhibition (MICE) are classified into the tourism industry. In Bahasa Indonesia, MICE Tourism is defined as Convention Tourism (Pendit, 1999). Explanation of the Law of the Republic of Indonesia Number 10 Year 2009 concerning tourism chapter 14 h, "the organization of business meetings, incentive travel, conferences, and exhibitions" is a business that provides services for a group of people gathering, organizing trips for employees and business partners as their rewards and achievements, as well as organizing exhibitions in order to spread the information and promotion of nationwide, regional, and international goods and services.

According to Kesrul (2004), the characteristics of MICE tourism industry is the quite large number of participants or MICE tourists, the status level of the participants is middle class to the upper (Businessman), larger expenses, either the participants or organizers, create potential opportunities and new jobs that need many human resource and can be an effective media campaign if it is organized nationally or internationally.

c. Behavioral Intention

Intention to behave (behavioral intention) comes from Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) that tell that the actual behavior can be predicted from intention which is directly related to the behavior (Ajzen and Fishbein 1975 in Ajzen, 1991). TRA and TPB are the theories that explain the relationship between attitudes and behavior. It was done because of the difficulty of measuring the actual behavior. Intention is assumed as the immediate antecedent of behavior or behavioral intention is the immediate antecedent of actual behavior.

Behavioral intention is the attitude interaction, subjective norm and perceived behavioral control (their own desired), come from beliefs, knowledge or previous information, which is used to measure the actual behavior of the consumers. Actual behavior of MICE tourists in this research will be assessed through their behavioral intentions. According to Zeithaml et al. (1996), measuring the behavior intentions of loyalty, telling about positive things, giving recommendations to other people, repeat purchasing, buying more and buying at a premium price. Opperman (2000) uses the intention to return of the destination to examine the value of previous experience in order to predict upcoming destination choices.

d. Satisfaction

The definition of satisfaction lies in the affective and cognitive aspects of satisfaction. Some researchers expressed satisfaction as a cognitive construct. Satisfaction as a response to perceived consumer evaluations on the difference between the expectations and actual performance of the product after consumption. There is also the statement of satisfaction as an affective/emotional constructs. Satisfaction/dissatisfaction of consumers is emotional feeling to response the confirmation/disconfirmation. Satisfaction as a combination of cognitive and affective dimensions. Consumer satisfaction is a function of affective and cognitive responses in which experience can operate through affective attributes to influence satisfaction indirectly.

Consumer satisfaction is buyer estimation based on the purchase of products and experiences. Satisfaction is needed to determine the behavioral intention with regard to the next arrival or interest to give the recommendation of conference to others. Kuo, Chen and Lin (2010) in the International conference explores the relationship between hotel maid and consumers' satisfaction attributes.

e. Destination Image

Destination image significantly affects the decision making of the participants association to attend the conventions (Oppermann and Chon, 1997; Zhang et al., 2006; Yoo and Chon, 2010; Mair and Thompson, 2009). In MICE tourism, conference participants also become leisure tourists who enjoy the destination. When participating MICE conventions, the tourists will be offered a series of tourist activity (leisure) which is included into convention program. The trip can be arranged before or after the convention activities (pre/post conference tour). Sometimes, convention participants invite their spouses, business partners or their families in that trip to spend a lot of time for recreation. Convention participants often extend vacation time to destination to make a tour before or after the conference. In incentive travel, travel (leisure) is given as a reward for the achievements/performance. Thus, the destination image is very influential in MICE tourism.

f. Convention Value

The value definition of the utility theory describes that the individual assesses the value based on the difference between the utility provided by the product or service attributes and disutility as reflected by the price. Value is the consumer assessment on product utility based on the perception of received and given. Dodds et al. (1991) states that consumer determines the value by comparing the quality and benefits. The quality can increase the value, while using money (price, cost) and non-money (time, effort, and finding) can decrease the value. Consumer who gets good quality and benefits than their sacrifices, they will have the high scores. Day (1990) describes the value of the consumer as the difference between the benefits received and the consumer costs. Woodruff (1997) states that the value as the result of positive consequences consideration (benefits) and negative consequences (sacrifice or cost). Zeithaml (1988) identified four unique definitions of customer value that consist of a low price, any desired of the product, the quality obtained from the price paid and what is obtained from what is given.

g. Novelty Seeking

Consumer satisfaction is an important antecedent factor in loyalty and switching intent, but there are consumers who switch despite increased satisfaction (Jung and Yoon, 2011). The cause of switching behavior on the product is different from the cause of the service switching (Keaveney, 1995). The cause of switching on the service is the deal price or variety seeking. The research about switching behavior can be explained by the variety-seeking theory (McAlister, 1982). In the tourism context, variety seeking is replaced with novelty seeking which has important relationship with tourist destinations (Jang and Feng, 2007). Variety and novelty seeking based on the concept of consumers seek optimal levels of stimulation in determining choice behavior (Hebb and Thompson, 1954).

Novelty is defined as the ratio between the perceived level now and the previous ones, making the opposite of familiarity (Pearson, 1970). Faison (1977) defines a novel travel as a trip that has new characteristics and unfamiliar experiences is different from previous life experiences. The tourist who has a high level of novelty seeking will rarely return to a previously visited destination, while the tourist who has a high level of familiarity (low novelty level) will often return to the same destination.

h. Hypotheses

- H1: Destination images affects behavioral intentions.
- H2: Destination image affects Behavioral Intentions which is mediated by Satisfaction
- H3: Convention Value affects Behavioral Intentions
- H4: Convention Value affects Behavioral Intentions which is mediated by Satisfaction
- H5: Satisfaction affects Behavioral Intentions
- H6: Novelty Seeking weaken the effect of Satisfaction on Behavioral Intentions

3. Subject and Methods

This research is considered as explanatory research since it is intended to explain the position of the variables and the relationship between the variables and other ones. Badung, Bali was chosen as the location of the research, destination host or the venue for the International Association convention. Bali set by the government as one of the flagship MICE destinations. This research was conducted in the period of February to March 2013.

The population was all foreign tourists who attended International convention/meeting held in Bali. The number of samples in this research is 100, set by accidental sampling technique. The primary data obtained from respondents' interviews and questionnaires, with 5-point Likert scale that is positive from 1 (high disagreement) to the number 5 (High Agreement). Validity and reliability of the questionnaire test is valid and reliable. The data were analyzed by applying Generalized Structured Component Analysis (GSCA).

4. The Result of Research

Based on GSCA output results, evaluation of goodness-of-fit of structural model and the overall model on this research can be described that FIT shows the total variance of all variables that can be explained by the model. FIT values obtained by 0509, it means that the model is able to explain all the variables created there by 50.9 percent. The diversity of Destination Image variables, Satisfaction, and Behavioral Intention can be explained by the model at 50.9 percent, it can be concluded that the model has good accuracy in this research.

Figure 1
 Path Diagram Involving Mediation Variable, Moderation and Interaction

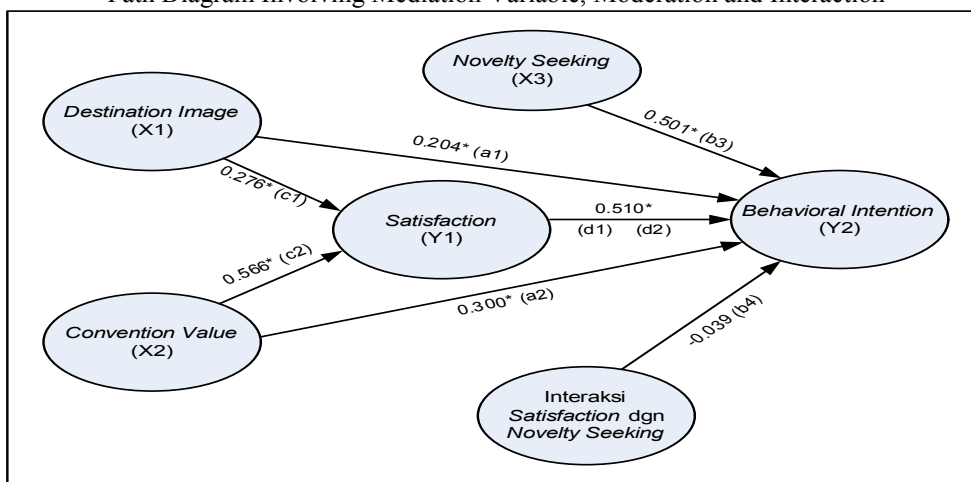
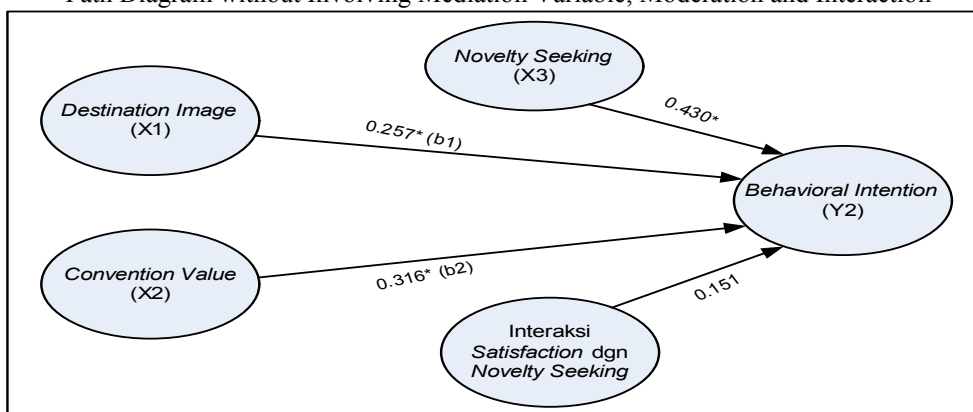


Figure 2
 Path Diagram without Involving Mediation Variable, Moderation and Interaction



Destination Image directly influences on significant positive towards behavioral intention or better image of a destination, it is able to increase the interest of tourists to return or recommend (as Hypothesis 1). Based on the model of Figure 1 and Figure 2, it can be seen that the path coefficient value (c1) and (d1) are significant (a1) is also significant, where the coefficient of (a1) is smaller than (b1). Thus, Satisfaction can be called as partially mediating variables (partial mediation). It means that Destination image influences directly and indirectly to behavioral intention. Thus, hypothesis empirically states that Destination image gives effects on behavioral intention mediated by Satisfaction acceptable. Path coefficient value (c2) and (d2) are significant and (a2) is also significant, where the coefficient of (a2) is smaller than (b2), Satisfaction can be called as mediating variable part (partial mediation). It means that, the Convention value affects directly and indirectly to behavioral intention. Thus empirically, the hypothesis states that Convention Value affects on behavioral intention and to be mediated by Satisfaction acceptable. The results of the testing moderation as shown in Figure 1, it can be seen that the path coefficient value (b3) is significant and (b4) is not significant, it can be identified that Novelty Seeking is the predictor variable. It means that the variable Novelty Seeking role as predictor variables in the model relationship is formed. Novelty Seeking direct effect on behavioral intention.

5. Discussion

Empirically, quality accommodation, quality services and quality restaurant identified as strong indicators to make up the Destination Image, so they become important elements in creating good image of a

MICE tourist destination. The result of the analysis was made based on the respondent's statements, the respondents are comfortable with the quality of accommodation, quality of service, and the quality of the restaurant where MICE events held. The quality of accommodation, service, and the best restaurant acquired MICE tourists are able to give a sense of comfort and safety for them. It gives the impacts to the tourists, they are in a good atmosphere so they can focus to follow the convention and give a positive impression of MICE tourism destinations. These empirical situations encourage the role of Destination Image directly effects on Behavioral Intentions. The result of this study supports the basic theory, Opperman theory related to the destination image. Destination image will give the effects to the tourists to return to the destination and recommend positive intentions that become an important information for potential buyers, in this case potential tourist is the one who have never visited the destination. In organizing a MICE event, all stakeholders should help to achieve a positive image for MICE tourists to come back to the destination or to give a positive recommendation for other potential tourists.

Destination Image positively and significantly influenced directly and indirectly to Behavioral Intentions. Thus, the better the image of a place, the more satisfied tourist will. The analysis shows that the destination image needs to be maintained. Empirical evidence shows that accommodation quality indicator is the most influential with the highest weighting factor indicator on Destination Image. However, shopping facilities and night entertainment should also be considered since it obtained an average value of less than four. Empirically, Satisfaction consists of three indicators, including *overall satisfied*, *as a whole happy*, and *believe did the right thing*. *As a whole happy* indicator identified as the strongest one with the highest weighting factors influencing Satisfaction. *Say positive things* indicator on Behavioral Intentions variable empirically proven as the most influential one on Behavioral Intentions with the highest weighting factor. This research analyzes integrated variables Destination Image, Satisfaction with Behavioral Intention, and prove that the Satisfaction variable is mediating variables. These finding reveals that Destination Image effects on behavioral intention mediated by Satisfaction. It means that Satisfaction is significantly influenced by Destination Image and Satisfaction significantly affect behavioral intention. Positive image of a destination can create satisfaction for MICE tourists, so it encouraging their intention to return to the destination and the intention to give a positive recommendation.

The results of the research analyzes that the influence of Convention Value towards Behavioral Intentions gained from positive and significant coefficient path values. If the MICE tourists get the benefits from the events followed, would push their intention to return and give a positive recommendation. However, in this research, the perceived convention value of MICE tourists after the event is not good enough so it needs to be improved. The finding become the subject of evaluation for the organizers of MICE events (event organizers and associations) to improve the quality of the event or the program in order to give benefits for MICE participants after attending a convention. Empirically, *well organize*, *reasonable priced*, and *feel better* identified as the strong indicators that affect Convention Value, so they are considered as important elements in creating value or benefit of the convention event. In order to create a good convention value, MICE event organizers need to organize properly in accordance with planned programs. In this research, respondents do not feel better after attending the conventions, conventions price is expensive, and it was not well organized. Thus, it affects the intention of the tourists to come back and recommend (low intention). Increasing competition in organizing international events, local event organizers are required to be creative in developing programs with competitive rates.

Positive and significant coefficient path values is gained from the effect of Convention Value towards Behavioral Intentions mediated by Satisfaction. Satisfaction is identified as a partial mediation. Empirically, the Convention Value variable is considered not good enough so it needs to be improved. The results of the analysis in accordance with the respondents' statements. They states that the event has not been good organized, the price is expensive, and the respondents do not feel better after attending the convention. Convention value which is not good causes MICE tourists do not feel maximum satisfaction, although the perceived image of the destination is good. This situation impacts on MICE tourists' intention to return and recommend positively (low intention). MICE tourist satisfaction is influenced by two products had enjoyed, they are destination (Destination Image) and conventions (Convention Value). Compared to the total effects of Destination Image and Convention Value direct influence towards the behavioral intention or mediated by satisfaction, the Convention Value stronger influences on Behavioral Intention directly or through satisfaction. MICE tourists have business background, which is more concerned with the value of the convention rather than enjoying the tourist destination. Thus, increasing MICE tourists behave intention to revisit or recommend the destination, is determined by the satisfaction of MICE tourists towards the convention value.

Positive and significant coefficient path values is gained from the results of Satisfaction path analysis towards Behavioral Intentions. Empirically, Satisfaction consists of three indicators include *overall satisfied*, *happy as a whole*, and *believe did the right thing*. *As a whole happy* indicator identified as the strongest indicator with the highest weighting factors that is able to influence Satisfaction This research empirically shows that the

tourists has not felt the maximum satisfaction yet.

These findings broaden and develop the study of Martinez et al. (2010), entitled "*Factors Influencing repeat visits to a destination: The Influence of Group Composition*" about tourists who visit Mallorca island, Spain for a vacation. Satisfaction most strongly affects the decision to come back compared to previous experience variable, while tourists' image towards the destination image is the weakest effect to the intention of revisit the destination. This research also widens the research belongs to Severt et al. (2007), which explains that Satisfaction significantly affects on Behavioral Intentions.

Novelty seeking as the predictor in this research was found significantly in positive way. It means that, the tourists who have high intentions/desire to get new and different experiences of tourism destination (High level of Novelty seeking) tend to repeat their visitation and give positive recommendation to others. This condition caused by the time influence, the tourists will revisit the same destination in longer period of time.

The theory about Novelty Seeking states that high novelty seeking is able to weaken the effects of Satisfaction towards Behavioral Intentions is not prevailed in this research. The main cause of this condition is the respondents' perception of time period. The effects of Novelty seeking towards the behavioral intentions is purposed in positive way since the intentions of repeat visitation to the same destination perceived in long period of time.

The second case of it is the cost of MICE tourists was gotten from organization or sponsor. Although the level of tourists novelty seeking is high, they will have the intention to come back to the same destination (Bali) since their cost is came from the sponsor. The sponsor cost causes the MICE tourist intention to visit the same destination.

The third cause is MICE tourists do not have any enough time to enjoy the unique of the destination (Bali) since the time is limited by other convention program. Thus, MICE tourists still have the intention to revisit the destination because they want to enjoy and explore the destination unique (Bali). Bali as the MICE destination is considered has the different and unique destination and able to fulfill the novelty seeking level of MICE tourists to revisit the destination and recommend it.

6. Conclusion

Based on the hypothesis test, the discussion and the result of this research, can be concluded that positive image of the destination is able to increase MICE tourists behavioral intentions to revisit and give positive recommendation directly or indirectly through their satisfaction as the mediation variable. Destination image is determined by accommodation, service and restaurant qualities. They improve the tourists' intentions to revisit and give positive recommendations to other people. A good Convention Value also increase Behavioral Intentions of the tourist to revisit and recommend the positive things about the destination directly or not which is mediated by Satisfaction. In order to create Satisfaction, MICE tourists Convention Value should be good although the destination image has been already good. MICE tourists more concern on convention value than destination image. Novelty Seeking has not been the moderation but it roles as predictor variable which directly affects towards Behavioral Intentions. The tourists who have high novelty seeking tend to have the intentions to revisit the same destination in longer period of time after current visitation. The cost source, the time limitation to enjoy the destination and the destination ability to fulfill the MICE tourists' novelty seeking level also affect their behavioral intentions to revisit the destination and give positive recommendation about it to others.

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