

Influence of MICE Destination Attributes, Destination Branding on Existing Image Destination and Selection Destination (Survey Meeting Planner in Jakarta and Bali Destination)

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Abstract:- This research aims to examine and analyze the effect of Destination Branding on Destination Image. Testing and analyzing the effect of destination branding on destination selection and destination image on destination selection. Meeting planners who live in Jakarta and Bali destination. This research used an explanatory research with simple random sampling technique. Data collection techniques were carried out with questionnaires that distributed to 165 respondents Meeting Planners who lived in Jakarta and Bali. The data analysis used in the study is General Structured Component Analysis (GSCA). The results of this study indicate that the GSCA analysis results have shown that Destination Branding has no significant effect on the Destination Image, with a path coefficient of 0.54554 with a value (p-value $0.272 > 0.005$). The results of the GSCA analysis have proven that Destination Branding has a significant effect on destination selection with a path coefficient of 0.2660 and a p-value < 0.001 . The results of the GSCA analysis have shown that destination image has a significant positive effect on Destination Selection with a path coefficient of 0.299 with a p-value of < 0.001 .

Keywords:- Destianation Branding, Destination Image, Destination Selection.

I. INTRODUCTION

Accordingly, it is that destination image that influences decision making, their behavior towards a specific destination, as well as their satisfaction levels and their revisit intentions. Therefore, the perceived images of destinations are at the basis of an evaluation or a selection process that can provide the link between the motivations and choices of destinations (Anholt Simon, 2009). More precisely, the image of a destination is a key element in attracting to the extent that the image perceptions of individuals about this destination are closely linked to their touristic behavior and thus with the choice of the destination.

The acronime MICE industry from Meetings, Incentive travel, Conventions and Exhibitions (Dwyer and Mistilis, 2000; Campiranon & Arcodia, 2008; Getz, 2008; McCartney, 2008; Rogerson, 2012; Gibson, 2012), have developed rapidly over the past few decades. The MICE industry is not only known as a service industry but also as one of the fast-growing tourism industry sectors (Dwyer & Forsyth, 1998). The MICE industry combines various sectors such as trade, transportation, travel, recreation, accommodation, food and beverage, venues, information technology and finance are described as multifaceted industries, which are mostly aimed under the umbrella of the Getz event industry (Di Marino, 2008).

The development of the MICE industry in Indonesia is currently being taken into account by the world MICE tourism market as one of the destinations for MICE events. This can be seen from a number of major international activities that began to be held in Indonesia as a form of world community trust in Indonesia (Jannah Bidriatul, 2014). MICE Tourism in Indonesia is growing because of the state of economic growth, political stability and security that is getting better. This situation has led to an increase in the interest of foreign and local investors to invest in organizing events and just simply participating as a participant in an MICE event (Malik Ibrahim, (2016).

II. LITERATURE REVIEW

➤ *The MICE Destination*

Attributes is a characteristic or quality that characterizes something, which in this case is the identity of the MICE destination. A tourism destination includes attributes that are very multi-dimensional, where the destination is the packaging of facilities and services (Aksu Caber, 2002). The results of research from Crouch and Ritchie (1998) states that a Meeting Planners (decision planners) in making decisions to determine a destination / host (host) for a destination need to consider the attributes of accessibility, meeting facilities, accommodation facilities, local support, opportunities during conference and meeting location environment (Anholt Simon, 2009).

MICE stands for Meetings, Incentives, Conferences or Congresses or Conventions and Exhibitions. This form of traveling is closely related to the term of business travel. Business tourism includes all aspects of the experience of travelers staying at least one night out of the places of permanent residence (Swarbrooke & Horner, 2001). MICE as the business travel can have the characteristics of every other form of a travel. World Tourism Organization (UNWTO) in the official definition of tourism suggests that people who travel for business or professional reasons are also considered as tourists (Štetiš, 2011).

The definition of International Congress & Convention Association (ICCA), “is relatively more complete and, according to it, business tourism is —a series of activities aimed at providing space and services to millions of delegates on the meetings, congresses, exhibitions, business events and incentive travels”. Bearing all this in mind, one comprehensive and complete definition of business tourism can be given in which there are business reasons and participation in meetings, congresses, conventions, conference exhibitions and incentive travels, where business travelers use whole set of tourist’s services and basic tourism products within tourist destinations (Štetiš, Cvijanoviš & Šimišević, 2014).

➤ *Destination Branding*

Destination branding is the process or effort to form a brand of a city to make it easier for destination owners to introduce their destination to the markets (events, tours, talents, investors) by using positioning sentences such as symbols, slogans, icons, exhibitions and various other media (Prasetyo, 2012). The target of a destination consists of three groups, the first group is destined community, the second is tourist, trader and investor and the third is talent (qualified HR, developer) and organizer (event organizer) and all parties who contribute to build regional competitive advantage. According to Simon Anholt in Vary (2011) city destination hexagon consists of 6 elements, they are: Presence, Pulse, Place, People, Potential and pre-quisite (Weaver, 2007).

➤ *Destination Image*

Destination images describe “beliefs, ideas and impressions that people have about a place or a destination” (Baloglu and McCleary, 1999). Destination image consists of cognitive and affective image (Beerli and Martin, 2004). While cognitive image illustrates the knowledge or belief that a person has about a destination. Affective imagery depicts the emotions or feelings they produce about the destination (Dimanche, 2003). Cognitive traits can be concrete (e.g. landscapes, elements of cultural attraction), or psychological elements (e.g. feelings about the atmosphere and friendliness). Emotional images consist of feelings or emotions that remind one of a particular destination (Martin and del Bosque, 2008).

Perceptions about determination form images, which are held and remembered in people's minds. Perception of purpose in the research literature has been divided into three conceptual components: cognitive, affective and overall

component. The cognitive component refers to knowledge and belief, the affective component for feelings and the overall component for impressions from different goals or similar to the last two components (Baloglu & McCleary, 1999b). All of these components must be considered when assessing the objective picture or trying to influence the market's view and its relationship with that image. It should also be considered that visitors with prior experience of a destination usually have a different, and often more positive view of the destination than those who do not. It deals with the three components of goal perception. It is also important to remember that the destination picture might be very different depending if someone sees it as a conference or holiday destination (Baloglu & Love, 2004).

➤ *Destination Selection*

Destination selection is a decision taken by a person before determining a place, region or destination by considering several factors. The concept of destination selection is taken from the concept of a purchasing decision on a product. According to Kotler (2009: 184) companies try to complete the process of purchasing decisions in full, all of their experiences in learning, choosing, using and even getting rid of products.

The destination selection process is an important component in the MICE industry and includes three key players: meeting suppliers, meeting buyers, and participants (Oppermann & Chon, 1997). Goals are considered meeting suppliers because they are both platform for the event and overall service suppliers (e.g., meeting rooms, rooms, and pre and post conference activities). Decision makers have many choices, and similar to choosing a hotel or catering company, destinations are considered as inventory (Rogers, 2008).

Buyers are decision makers: those who choose the location and structure of the event. Participants are the heart and soul of the event, without them there would be no event (Crouch & Ritchie, 1998). Previous research has investigated the selection of association locations because associations are the largest part in the MICE industry (International Congress and Convention Association, 2005). While the remaining segments (company meetings, trade shows, etc.) are left unexplored. Meeting suppliers (e.g., Objectives) need to understand all MICE industry segments to gain a competitive advantage and attract buyers and participants. Good relations with individuals or organizations that plan important meetings for destinations that they want to be considered appropriate meeting objectives.

III. RESEARCH HYPOTHESIS

The research hypothesis is central to all research endeavors, “whether qualitative or quantitative, exploratory or explanatory. At its most basic, the research hypothesis states what the researcher expects to find – it is the tentative answer to the research question that guides the entire study”. Developing testable research hypotheses takes skill, however, along with careful attention to how the proposed

research method treats the development and testing of hypotheses (Creswell, 2015).

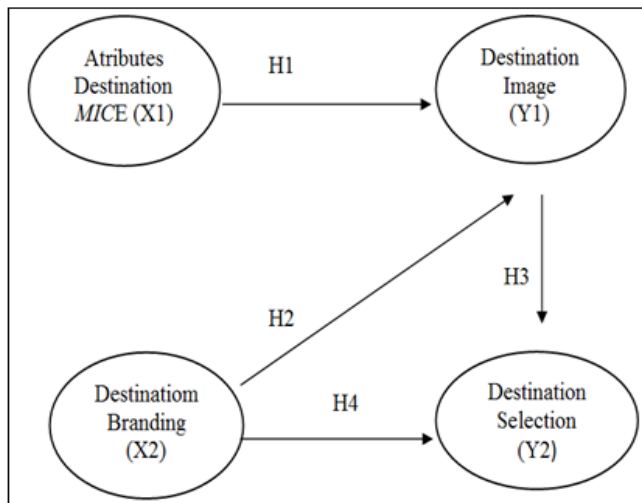


Fig 1:- Hypothesis Model

Based on the formulation of the problem, objectives and according to the model created in this study, the following hypothesis can be formulated.

- H1 : That it is suspected Attributes Destination MICE variable significantly influences Destination Image
- H2 : That it is suspected Destination Branding variable significantly influences Destination Image
- H3 : That it is suspected Destination Image Variable significantly influences Destination Selection
- H4 : That it is suspected Destination Branding Variable has a significant effect on Destination Selection

IV. METHODOLOGY

This research a quantitative method, “with statistical analysis has been conducted in order to understand the Influence of MICE Destination Attributes, Destination Branding on Existing Image Destination and Selection Destination (Survey Meeting Planner in Jakarta and Bali Destination)”. This method was used so the results would be interpreted in a numerical manner and the effect of independent variables would be explained in a statistical way, (Norman and Hull, 2008).

The Research sample are Meeting Planners living in Jakarta and Bali, the sampling techniques used simple random sampling. 175 questionnaires were distributed, 165 returned while 10 were did not returned.

Primary data were obtained directly from 165 respondents, “in meeting planners spread across two MICE destinations namely Jakarta and Bali as existing destinations. Primary data in the form of perceptions from respondents represent the overall Meeting Planners in the two destinations”. Secondary data is data about the general description of research objects sourced from Meeting Planners including: Meeting Planners profile data, scale of events handled, number of participants, and number of events held.

Inferential Statistical Analysis with Generalized Structured Component Analysis (GSCA) approach is used to test the research model and determine whether there is a relationship or influence between the research variables. The Component Based approach with the GSCA approach is predictive (predictive analysis), this tool can also be used to confirm theories or models with empirical data (Ghozali, 2008).

V. RESULTS AND DISCUSSION

Hypothesis testing on the GSCA uses the P-value (t-test) by applying the bootstrap resampling method. “Bootstrap sample size 165 then it has fulfilled the central limit argument, so testing the hypothesis on the GSCA does not require the assumption of data distribution, that is, normally distributed data. Hypothesis testing in this study was conducted on nine relationships between variables”. Hypothesis test results are directly summarized in the model as follows.

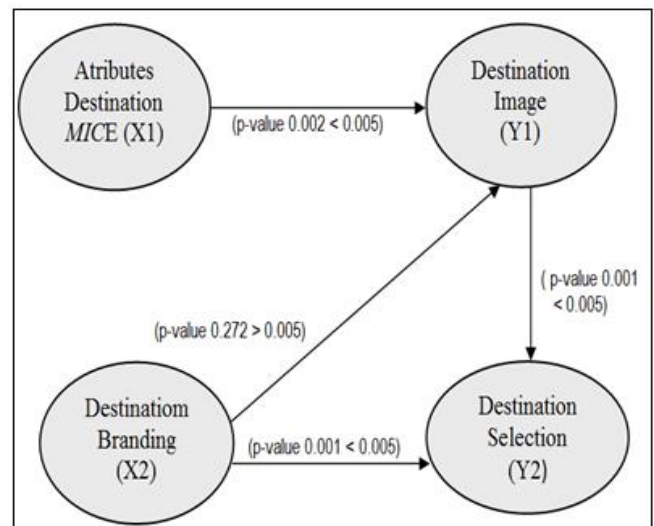


Fig 2:- Hypothesis Testing Results

- *The Effect of Attributes Destination (X1) significantly Destination Image (Y1)*

Obtained coefficient, “ value of 0.2837 with a p-value of 0.002 < 0.05 then there is a significant influence between the MICE Destination Attribute (X1) to the Destination Image (Y1). The results of statistical evidence shows that the path coefficient is positive, indicating that the relationship between the two is positive”. That is, the better the MICE Destination Attribute (X1), the better the Destination Image (Y1) will be.

- *The Effect of Destination Branding (X1) toward Destination Image (Y1)*

The results, “of the analysis have proven that Destination Branding has no significant effect on the Destination Image, with a path coefficient of 0.54554 with a value (p-value 0.272 > 0.005). This means it rejects the hypotheses that have been prepared, because the results of the study show that Destination branding has no significant effect on the destination image”.

This research does not support the hexagon branding theory proposed by Anholt (2007) with 6 main elements such as presence, “which is the status of the city in the eyes of the international world and how far the city is known by citizens in the world, place means public perceptions about the physical aspects of a city like the public feels comfortable when doing a city tour, the arrangement of a beautiful city and the climate in the city”. The pulse (spirit) of the city shows the nuances of the urban lifestyle as the most important part of the city's image and whether the public can easily find interesting things both as visitors and as a resident.

While people, they feel friendly with the locals, they make it easy to exchange cultures and languages and feel safe in the surrounding environment. “Potential economic and educational opportunities offered to visitors, employers, easy to find work, good location for business and a good place to get a higher education qualification. While prerequisite public potential for a city such as like to live there, available accommodation, easy access and fulfillment of needs such as infrastructure, etc”.

The results of this research support the research that conducted by Jannah et al, (2014) which states that destination branding has no significant effect on destination image, “meaning that even though Destination Branding is good or an attractive tagline such as Bali is the island of gods and Enjoy Jakarta, thus, empirical evidence is sufficient to accept the hypothesis that it is not significant”. But it is different from the results of research that conducted by Prilenska (2012); Bjerne (2013); Riza et al. (2012) Aksu et al. (2009) and Kavartzis (2007). which states that destination branding has a significant effect on the destination image.

➤ *The Effect of Destination Image toward Destination Selection*

The results, “of the analysis have shown that destination image has a significant positive effect on Destination Selection with a path coefficient of 0.299 with a p-value of <0.001. Thus, it is supported the hypothesis which stated that Destination Branding has a significant effect on Destination Selection”. Positive coefficient values have a positive effect toward Destination Selection.

The research finding supported the theory of (Crompton, 1979) which states that destination images are a set of beliefs, ideas, impressions that people have about a place or destination. The results of this research support and confirm the research of Schiffman and Kanuk (2008) which stated that destination images are images, portraits owned by people, companies, organizations and products. Oppermann and Chan (2002) stated that image is a factor that determines delegation or participants in the decision making process. Bozbay (2008) found that the relationship between destination images has a significant relationship.

The results of the descriptive statistical analysis, “of the research variables indicate that the average score of the two variables is the destination image variable of 4.11 which

is included in the high and the average category Both of these variables both have scores that included in the high category, where variations or changes in destination image are also followed by changes in selection”. This is what causes the influence of the Destination Image toward Destination Selection become significant.

Both of these variables have a significant influence relationship because the destination image describes the conditions, “the real situation at the destination, while the Destination Selection describes the decision to be taken to choose a destination. Therefore, it becomes reasonable if a good Destination Image tends to do a good Destination Selection. While item (Y2.1.3) policy 38.1% stated that the respondent does not need a destination policy. While 61.9% said they need a destination policy”. Respondents who stated that they did not need a destination policy mostly came from corporate meetings and travel incentives, while those who needed the availability of audiovisual equipment came from the conference and exhibition sectors.

➤ *The Effect of Destination Branding on Destination Selection*

The results analysis, “of the have proven that Destination Branding has a significant effect on destination selection with a path coefficient of 0.2660 and a p-value <0.001. Thus, there is support to accept the hypothesis that destination branding has a significant effect on destination selection”. Positive path coefficient values indicate that the MICE destination attribute has a positive influence on destination selection.

The decision of H4 that submitted empirically is proven, “therefore it can be interpreted that there is a significant influence of destination branding on destination selection. Positive estimation values indicate that the more good destination branding in a MICE destination than the better influence of that destination selection”.

The research finding supported the research of Malik (2016) who stated that there is a significant influence of destination branding toward destination selection in the context of tourist business. The results of this study also reinforce the results of previous studies by Wandari.

The results of the descriptive statistical analysis, “of the research variables indicate that the average score of the two variables is the destination branding variable of 4.22, it included in the very high category and the average destination selection of 4.11. Both of these variables have scores that are in the high category, where variations or changes in Destination Branding are also followed by changes in Destination Selection”. That causes the effect of Destination Branding on Destination Selection to be significant.

Both of these variables have a significant relationship and influence because Destination Branding describes the location, area or site with the logo, tagline, symbol of the respondent, while Destination Selection describes the decision to choose or not. Therefore, it becomes reasonable

if a high Branding Destination is followed by Destination Selection.

VI. CONCLUSIONS AND SUGGESTIONS

1. Conclusions

- a) Based on the research finding, “it is obtained that the hypothesis variable stating Destination Branding (X) influences is not significant to the Destination Image (Y1), thus the hypothesis stating that destination branding has a significant effect on the destination image (Y1) is rejected”.
- b) Based on the research finding, “it is obtained that the hypothesis variable obtained by Destination Branding has a significant effect on destination selection, thus the hypothesis stating that Destination Branding (x) has a significant effect on Destination Selection (Y1) is accepted”.
- c) Based on the research finding, “it is obtained that the Destination Image variable significantly influences destination selection, thus the hypothesis which states that the Destination Image (Y1) has a significant effect on Destination Selection (Y2) is accepted”.

2. Suggestions

a) Suggestions for Stakeholders

It is expected that the stakeholders in the destination, prepare the branding needed by the MICE industry, create a positive destination image, develop human resources so that they can compete with other MICE destinations.

b) Suggestions for Future Researchers

It is expected that the future researcher can develop into 16 other MICE destinations, so that it can expand other indicators, there are also new innovations in the use of technology, in the MICE industry. Entering Industry 4.0 in the digital age whether physical meetings are still needed is a challenge for future researchers.

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