

# Can Consumer Image be manifested in Product Quality and Referral Behavior? Another Evidence from Tourism Destinations

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## Abstract

*This study analyzes the image of the destination, value, cultural collectivism on the quality of local products sold in a tourism destination, and tourists' referral behavior. The sampling method was conducted using purposive sampling in which the sample is a tourist visiting the tourist area. The sample size involved is 200 respondents obtained from two regions of Sumatra and Java, Indonesia. This study uses a quantitative descriptive method. The analysis tool uses SEM with two approaches. Based on the results of tests performed on the SEM, the results showed that the image of the destination has a positive effect on destination image. Another finding reveals that the the quality of local products sold in tourism destination positively influences consumer interest to provide a reference to others. Meanwhile, there are no significant effect of collectivist cultures on purchasing decisions of local product*

**Keywords:** destination image; product value; collectivism; product quality; referral behavior.

## 1. Introduction

Over the last few decades, tourism has been developed and become one of the fastest growing economic sectors in the world (Kim, et al., 2013; Bellia et al., 2016). In academic literature, many tourism studies have focused on the linkage between destination image, values, culture on product quality, and behavioral intentions (Cronin et al., 2000; Lanfranchi et al., 2015). According to some experts these three are have positive relationship with the performance of quality of local products sold in a tourims destinations and behavioral intentions of consumers in the future (Tian-Cole et al., 2002). It is argued that the motivation of consumers to buy goods or services is fueled by hopes that the object of the purchase will satisfy their needs by comparing the perceived attributes at the time of receiving and consuming a good or service. In the service sector such as tourism, the image factor, values and culture are attributes that can be perceived by the consumer. Therefore, when visiting a tourist destination, image, value and culture factors can be attributes that are evaluated by consumers when visiting a tourist destination.

In recent years, some experts involved role of value as an antecedent of tourism the quality of local products sold in tourism destination (see Murphy et al, 2000; Oh, 2000; Petrick, 2004; Petrick and Backman, 2002). Several studies have found that quality measurements should be measured by value, destination image, and culture (Oh, 2000; Woodruff, 1997). Some experts also state that perceived value may be a better repurchase intention indicator than satisfaction (Cronin et al., 2000). This is because the use values perceived indeed will affect the quality in general, and will push up the price of a tourist destination (Chen and Tsai, 2007). Furthermore, some empirical studies also reveal that there is a positive impact of perceived

value to future consumer behavior (see Cronin et al., 2000; Petrick, 2004). Therefore, the perception of value, is a good predictor for determining the quality and behavior that will be made by the consumer in the future. Baloglu and McCleary (1999), Chi and Qu (2008) also show that the image of the destination may influence visitors in the process of choosing their destinations, evaluations and future intentions. According to some researchers, the image of the destination has a positive influence on the perception of quality, satisfaction and intention to return (Court and Lupton, 1997; Bigne et al., 2001). In addition, some of the results of empirical studies have also found that the perceived value positively affect intentions and actual behavior (word-of-mouth) in the future (Hutchinson et al., 2009; Meng et al., 2011). Shoemaker and Lewis (1999) state that customers feel the quality of a product is more likely to act as intermediaries in promoting by means of word-of-mouth (WOM) to friends, relatives, and potential customers to try different products / services. Hence, this research aims to re-tested the comprehensive role of destination image, and cultural values as antecedents of the quality of products sold in tourims destinations and referral intentions in the context of tourism in Indonesia.

## 2. Literature review and hypothesis development

### 2.1. Destination Image

The evaluation of the objective image has been the concern of many academics and has contributed significantly to the understanding of tourist behavior (Beerli and Martin, 2004). According to Chen and Tsai (2007), the image of the destination is the visitor's subjective perception of the targeted area. Furthermore, the image of a destination is defined as the expression of

all objective knowledge, impression, prejudice, and imagination in a particular place (Lawson and Baud-Bovy, 1977) and the overall perception of an individual toward a place (Phelps, 1986). Chon (1990) states that the image of the destination has an important role in decisions regarding individual purchase.

The destination image is a very important factor in the consumer decision-making process (Baloglu and McCleary, 1999; Fridgen, 1984; Gartner, 1993; Goodrich, 1978). From an empirical point of view, some studies have found that the image of a destination can positively impact the decision-making process of choice of purpose, and also influences the conditions of decision-making behavior (experience in tourist destinations), evaluation (satisfaction) and future behavioral intention (intention to review and willingness to recommend) (Teviana et al., 2017; Bigne et al., 2001; Lee et al., 2005; Mansfeld, 1992). For example, when a tourist destination that has a positive purpose is more likely to be selected in the process of making travel decisions on tourists (Woodside and Lysonski, 1989). Assaker et al. (2011) found that a better image yielded a higher intention to be revisited in the future. Therefore, based on the explanation, the hypothesis we developed is:

*H1: Destination image has a positive effect on the the quality of local products sold in tourism destination.*

## 2.2. Perceived Value

Snoj et al. (2004) states that the value is conceptualized as trade-off perceived by customer received from all of the benefits and costs were sacrificed, where the value is given by the product or service or the supplier and the user. Chen and Tsai (2007) defined value as an overall assessment based on an assessment visitor visitors about what is acceptable and what benefits are provided (cost). Perceived value not only affects customer choice behavior in pre-design stage, but also affects satisfaction and intention to recommend and buy back on post-purchase (Parasuraman and Grewal, 2000).

Woodruff (1997) argues that the size of the received value (attribute) is antecedent to the overall customer satisfaction, and this action is shown to correlate well with customer behavior, such as providing a referral and WOM's intent to buy. According to Chen and Tsai (2007), the perceived value indeed play an important role in influencing the level of quality and intentions of future customer behavior. Baker and Crompton (2000), Cronin et al. (2000), Petrick (2004), Tam (2000) reveal empirical evidence that perceived value has a positive effect on the quality and behavior of future behavior. Some studies have also found that the positive effect of perceived value on quality and interest to come back and recommend (Stevens, 1992; Murphy and Pritchard, 1999). The study results from Kim et al. (2013) also found the positive effect of perceived value on customer satisfaction, which in turn affects loyalty in tourist destinations. Then the hypothesis that we developed is:

*H2: perceived value positively affects the quality of local products sold in a tourism destination.*

## 2.3. Collectivism Culture

In the Asian context, a growing cultural priority is the culture of collectivism. Hofstede (2011) states that collectivism is the level at which people from birth onwards are integrated into groups that are powerful and cohesive, often a large family that continues to protect them with loyalty rewards. Collectivism culture is very strong in developing countries, such as Indonesia. The fact of collectivism culture on Asian countries, explained that the concept of personality is inherent element in the social life and the concept of identity as the ability to develop a harmonious relationship and connectedness with others (Markus and Kitayama (1991).

According Manrai and Manrai (1996), cultural concept based on the views of Hofstede (2011) can be used as a foothold in

explaining further how consumer behavior, in which culture also has a strong motivating factor in the purchase decision-making process of individuals (Arnould and Thompson 2005). In marketing theory, cultural synergy can be used to determine the patterns of buying behavior and perceptions of the quality of a product. Luna and Forquer Gupta (2001) state that collectivism culture dimensions are significant in purchase decision-making related to cultural similarities. However, Dann (1993) concluded that differences in national culture is one of the many forces that influence decision-making and consumer perception of product quality. People who have a strong tendency of collectivism culture will make purchasing decisions and perceived symbolism of a product based on factors and their elements in common with the group (Soares, Farhangmehr et al., 2007).

*H3: Culture of collectivism has a positive effect on product quality*

## 2.4. Product Quality

Perceived quality is defined as the consumer's assessment of the overall superiority of a product. According to Chen and Tsai (2007), the experience at the time of taking place can be shown as the perceived quality based on the comparison between expectations and actual performance. Zeithaml (1988) states that quality is diversified into two types, namely the perceived quality and objective quality. The perceived product quality is a global assessment characterized by a high level of abstraction and refers to specific consumption settings (Zeithaml, 1988). Whereas, objective quality refers to the actual technical advantages of verifiable and measured products (Monroe and Krishnan, 1985).

Chen and Tsai (2007) argue that perceived service quality experience can be conceptualized by comparing the expectations and actual performance of the product. When there is a feel that expectations are met, it would appear encourage consumers to recommend the information to the other party (referral behavior). This is usually referred to as the interest that is influenced by emotional factors (Kluegel and Smith 1983; Schiefele 1991). Consumers can give a positive value to the products they buy, so that the positive values describe consumer satisfaction will have an impact on the reputation of (Su et al., 2016). Chen and Tsai (2007) state that the referral behavior is related to the visitor ratings about the possibility to revisit the same tourism destination or willingness to recommend the destination to others. One of these values can be a sale to others through word of mouth. Verhoef et al. (2002) revealed that referral behavior is defined as the extent to which customers suggest a product to other customers (eg friends, family, colleagues) to make a purchase to the product or service provider. Verhoef et al. (2002) reveal that consumers feel the quality or satisfied with the product will generate word of mouth from consumers. Some empirical research has also proven that quality is a predictor and has a positive influence on the future behavior (see Baker and Crompton, 2000; Bojanic, 1996; Cronin et al., 2000; Petrick, 2004; Tam, 2000).

*H4: Product quality positively affects referral behavior.*

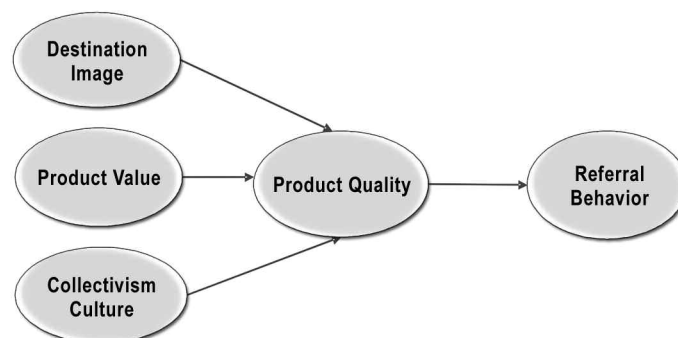


Figure 1. Research Framework

## 3. Research method

### 3.1. Research Design

The type of research is quantitative, ie research that tries to make accurate measurements of something (Cooper and schinder, 2011). The data used is the cross section data, by collecting data in one point in a particular time. Researcher used survey methods as data collection techniques gained through self-administered survey. Data collection was done in two areas of tourist destinations in Indonesia. In the models and hypothesis testing, this study used Structural Equation Model (SEM) analysis of AMOS with two approaches, namely the measurement model and the structural model approach

### 3.2. Sampling Technique

The unit of analysis in this study is the individual. In determining the sample, it was used the purposive sampling method. The sample in this study was the tourists who visit the two travel regions in Indonesia, namely Sumatra and Java. The study involved 200 respondents in accordance with the terms of the sample size (Hair et al., 2010). A total of 200 questionnaires were distributed to the respondents. Further process showed that only 44 questionnaires were not eligible to be processed. Thus, 156 questionnaires are considered feasible to be further processed.

### 3.3. Measurement

All instruments in this study are instruments that are adapted from previous research. The variable is measured using a five-point Likert scale. In filling the questionnaire, respondents filled in the questions with the answer option already given (closed statement). The destination image variable was measured by 4 items which consist of organizing once a year, meeting family, Indonesian tradition and time availability. The variable value is measured using the measurement items as much as 4 items consisting of that the destinations are unique only in certain areas, the quality of the symbolic distinctive taste of local culture, and performance uniqueness. Meanwhile, the cultural variables of collectivism measured using the measurement items as much as 4 items, consisting of sharing happiness, showing caring, showing a sense of kinship, and form of existence organized. Further, the variable of product quality was measured using 3

items, that are authentic products, relative price, and existence in the organization. Lastly, the variable of referral behavior was measured using 4 items that are complete product information, expected product, product excellence, and trusted endorsement.

## 4. Results

### 4.1. Demographic Profile of Respondents

Based on the table 1, it can be shown that female respondents dominate as much as 53 percent, while men 47 percent. Majority of respondents aged 36-45 years old by 23 percent. Furthermore, all respondents have worked, with the majority is obtained undergraduate degree.

Characteristics	Number of respondents	Percentage
<i>Gender:</i>		
Male	74	47
Female	82	53
<i>Age (years old):</i>		
25-35	101	65
36-45	36	23
46-55	19	12
<i>Job status:</i>		
Civil servants	30	19
Private	126	81
<i>Education:</i>		
Higher School	5	3
Diploma	57	36
Undergraduate	83	54
Master/Doctor	11	7

Table 1. Profile of respondents

### 4.2. Validity and Reliability Testing

The test estimation uses two SEM approaches, namely the measurement model test conducted through confirmatory factor analysis and structural model testing. At the initial stage, this study performs testing on existing measures in the variable. Validity testing is done to determine the extent of the instrument's ability to measure what is actually supposed to measure (Hair et al., 2010). Validity test in this study was done by using construct validity. Meanwhile, reliability testing is done by using Cronbach's alpha. The results of estimation loading factor and Cronbach alpha are shown in Table 2.

Table 2. Validity and Reliability Testing

Construct	Indicator	Cronbach's Alpha
Destination image (IMG)	organizing unique event once a year (IMG 1)	774
	close with family or relation (IMG2)	
	showing a traditional culture of Indonesian (IMG3)	
	affordable travel time (IMG 4)	
Perceived Value of Local Product (PVL)	the product only sold in certain areas (PVL 1)	841
	having typical flavor (PVL 2)	
	symbolizing local culture (PVL3)	
	uniqueness (PVL4)	
Collectivism Culture (CC)	willing to share happily (CC1)	834
	showing a sense of care (CC2)	
	showing kinship (CC3)	
	mutually organized (CC4)	
The Quality of Local Products (QLT)	authenticity (QLT 1)	780
	affordable price (QLT 2)	
	produced by collective social organization (QLT 3)	
Referral Behavior (REF)	displaying product information (REF1)	780
	the product meets with expectation (REF2)	
	product excellence (REF3)	
	trusted endorsement (REF4)	
<i>Total Alpha</i>		<i>0.925</i>

Based on the results of validity testing based on loading factor, each measurement item has a factor loading value above 0.6. A measurement can be declared valid when the measurement item has a value loading factor above 0.5 in the construct to be measured. These results prove that each indicator has

good validity. Meanwhile, if viewed from the value of Cronbach alpha, it can be shown that the value of Cronbach's alpha is above 0, 6. These results indicate that the value of Cronbach's alpha for each construct was good. Thus, all measurement items used have good validity and reliability, so it can do further testing



of structural model.

### 4.3. Goodness of Fit Testing

Goodness of Fit Index	Cut of Value	Results	Evaluation Model
Chi Square	....	165.221	
CMIN	≤ 0.20	0.145	Good
Probability	≥ 0.05	0.120	Good
GFI	≥ 0.90	0.896	Marginal
TLI	≥ 0.90	0.864	Marginal
CFI	≥ 0.90	0.985	Good
RMSEA	≤ 0.80	0.030	Good

Table 3. Goodness of fit

Testing the hypotheses was conducted using a structural model approach. In the early stages, it was tested the value of goodness of fit. Based on the results of goodness of fit, the model presented has a value of goodness of fit is good (Chi Square: 165. 221, CMIN: 0.145, RMSEA; 0.030). Thus the model is acceptable because the value of the resulting goodness of fit is above the specified range of values. Therefore, it can be declared that the existing model can be passed on hypothesis testing.

Moreover, hypothesis testing is done by comparing estimate value, CR, and the p-value with the assumption that every hypothesis can be accepted at the 0.05 significance level. The results of structural model testing is shown in Table 4.

No.	Hypothesis	Estimate	CR	p-value	Results
H1	The image of the destination has a positive effect on the the quality of local products sold in tourism destination	.301	3.888	0.000	Accepted
H2	The value positively affects the the quality of local products sold in tourism destination	.591	3.043	0.002	Accepted
H3	Cultural collectivism affects the the quality of local products sold in tourism destination	.249	1.901	0.057	Rejected
H4	The quality of local products sold in tourism destination affects the referral behavior	.864	6.971	0.000	Accepted

Table 4. Results of Hypothesis Testing

Based on test results in table 4 of the structural model, this research resulted in several findings. First, the estimation results of testing found that the destination image has a significant positive effect on the quality of local products sold in a tourism destination with a value of parameter estimate 0.301, CR = 3.888, and p-value 0.00. Thus, the hypothesis one is accepted. Second, the study found the positive influence of value on the quality of local products with a value of parameter estimate 0.591, CR = 3.043, p-value 0.002, meaning that the hypothesis two is accepted.

Thirdly, this study found a positive effect, but not significant between the culture of collectivism and the the quality of local products sold in tourism destination (the parameter value estimates = 0.249, CR = 1.901, P = 0.000, significance  $\alpha = 0.570$ ). Therefore, it can be declared that the hypothesis three is rejected. Fourth, the results of the analysis also found a significant positive effect between quality destinations and referral behavior with the value of parameter estimate 0.864, CR 6.971, p-value 0.000, with significance level  $\alpha = 0.05$ ). Accordingly, the hypothesis four is accepted.

### 5. Discussion

Some previous studies have found that the image of the destination has a positive influence on tourist behavior (Bigne et al., 2001). Furthermore, the existing value in a product or service can influence the selection criteria for the consumer behaviors directly, and indirectly, intentions and their purchasing behavior (Pitts and Woodside, 1984). Caruana et al. (2000) also said that the perceived value play a role in determining the quality of service and satisfaction. Furthermore, Chen and Tsai's study (2007) found that the image of the destination has the most profound effect on behavioral intentions (ie intention to revisit and willingness to recommend).

On the other hand, the collectivist cultures has no significant positive effect on the quality of local products. This is probably related with the diversity or cultural differences in some research locations. Dann (1993) states that differences in national culture is one of the many forces that influence consumer decision-making. Lastly, there is a positive relationship between the the quality of local products sold in tourism destination and referral behavior. Verhoef et al. (2002) found that the the quality of local products sold in tourism destination will generate word of mouth. Some studies have also found that the the quality of local

products sold in tourism destination is an antecedent, and has a positive effect on the future behavior (see Baker and Crompton, 2000; 1996; Cronin et al., 2000)

### 6. Conclusion

The statistical testing results proved that destination image, value have positive effect on the the quality of local products sold in tourism destination. Moreover, the the quality of local products sold in tourism destination positively affects referral behavior. The testing also reveal that only collectivist cultures that are not significant positive effect on the the quality of local products sold in tourism destination.

Based on the findings, destination image, and perceived value can be used as antecedents of the quality of local products sold in tourism destination. Practically, the results can be used as a consideration in determining the strategy on the tourism context as guidance in developing tourism by maximizing the destination image, the value of local product, collectivism culture, and product quality. Since the destination image is particularly associated with the destination image, then the evaluation derived from the image of the destination will help to understand how the tourism promotion strategy may affect the individual's perception changes on a tourist destination.

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