



## MOUNT BROMO: BALI BARU PRIMADONA EAST JAVA

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### Article Info

#### Article history :

Received: 15 December 2022;

Accepted: 21 December 2022;

Published: 1 April 2023.

#### Keyword:

Perceived Value, Tourist Satisfaction,  
Behavioral Intention, Mount Bromo

### Abstract

Tourism is a very interesting sector in various parts of the world because of its extraordinary contribution. Mount Bromo, which is the prima donna of East Java and is never empty of visitors, has something that needs to be known. This study examines perceived value, tourist satisfaction, and behavioral intention into a model to measure how well tourism provides the best service. The respondents used were local tourists. The results of this study are that perceived value as well as tourist satisfaction have a significant influence on behavioral intention in Mount Bromo tourists. This study also used the Smart pls analysis tool with the number of tourists as many as 120 respondents using a non-probability purposive sampling technique. This research becomes more interesting because there are different research results from the results of the study.

### Abstrak

Tourism merupakan sektor yang sangat menarik diberbagai belahan dunia karena kontribusinya yang luar biasa. Gunung Bromo yang menjadi primadona se Jawa Timur dan tidak pernah sepi pengunjung memiliki suatu hal yang perlu untuk diketahui. Pada penelitian ini menguji perceived value, tourist satisfaction, dan behavioural intention menjadi satu model untuk mengukur seberapa baiknya pariwisata tersebut menyediakan pelayanan terbaiknya. Responden yang digunakan merupakan wisatawan lokal. Hasil dari penelitian ini adalah bahwa perceived value juga tourist satisfaction memiliki pengaruh yang signifikan terhadap behavioural intention pada wisatawan Gunung Bromo. Penelitian ini juga menggunakan alat analisis Smart pls dengan jumlah wisatawan sebanyak 120 responden menggunakan teknik non probability purposive sampling. Penelitian ini menjadi semakin menarik karena terdapat penelitian yang berbeda hasil dari hasil penelitian.

### How to Cite:

Bara Berutu, M., Deyana Cindy, V., & Evitasari, K. (2023). Gunung Bromo: Bali Baru Primadona Jawa Timur. Jurnal Riset Manajemen Sains Indonesia (JRMSI), 14(1), 2301-8313. <https://doi.org/10.21009/JRMSI>

## INTRODUCTION

The diverse uniqueness of Indonesia is well known to foreign countries, making Indonesia one of the favorite destinations for world and local travelers. Starting from this, Indonesia was named the number one destination in the world by the world tourism magazine *Dive Magazine* from London in 2017, even two years in a row. Indonesia's tourism wealth is what contributes to Indonesia's foreign exchange reserves being superior to other sectors (CNN Indonesia, 2018). Of course, this tourism must always be preserved so that it always has a positive impact on Indonesia's growth.

Various innovations are carried out to preserve tourism in Indonesia so that it always exists in the eyes of the world. In 2019, the resident P set 10 priority destinations spread evenly throughout Indonesia, namely Lake Toba North Sumatra, Tanjung Kelayang Bangka Belitung, Tanjung Lesung Banten, Thousand Islands DKI Jakarta, Borobudur in Joglosemar, Bromo-Tengger-Semeru East Java, Mandalika in Lombok, Komodo Labuan Bajo NTT, Wakatobi Southeast Sulawesi and Marotai Maltara. This is to introduce a new Bali that is no less beautiful.

Mount Bromo is the only new Bali destination in East Java to be the objek of this research. Until now, Mount Bromo is in great demand by local and foreign tourists, as evidenced by the number of visits that are still open 75% due to this pandemic, but the total visits per day reached 2,450 visitors (Mashudi, 2022). The various beauties of Mount Bromo offered are almost all favorites, such as sunrise and sunset peaks, equestrian sand seas, soothing green evidence expanses etc.

This article also discusses how to maximize the potential of Mount Bromo by paying attention to the expectations of existing visitors. Consumer behavior theory is a reference in marketers to maximize the performance to be set, because when only understanding potential, but cannot understand what will be done will not bring maximum improvement. The main objective of this study is to understand behavioural intention using the two best predictors of perceived value and tourist satisfaction (He & Song, 2009).

Perceived value and tourist satisfaction can be the best predictor of behavioral intention because perceived value studies consumer judgment based on perceptions of what is received and given (Zeithaml, 1988). In relation to tourism, there is how tourists receive, select, and interpret information about tourist destinations based on the experiences of others (Prebensen et al, 2013) as also conveyed by (Chen & Chen, 2010).

Supporting previous predictors, tourist satisfaction is the best predictor in measuring behavioural intention (Zeithaml et al., 1996) supported by research (Parasuraman et al., 1988). Tourist satisfaction refers to the difference between expectations and perceived performance after consumption. This is certainly an important role in product planning and marketing services because it is used as a parameter to evaluate the performance of products and tourist service destinations (Yoon & Uysal, 2005).

Based on the description above, researchers are further interested in conducting research related to perceived value, tourist satisfaction, and behavioural intention on local tourists on Mount Bromo.

## LITERATURE REVIEW

### Perceived Value

According to (Zeithaml, 1988) perceived value is the overall assessment of the usefulness of products and services perceived by customers about what is received compared to what is provided. The relationship with tourism is the process of tourists in receiving, selecting, organizing, and interpreting information based on the experience of tourist attractions which will ultimately give its own meaning in its journey (Prebensen et al., 2014). It is also supported by (Sinha & DeSarbo, 1998) about the value that value is defined by something that is received greater than what is given. Research conducted by (Zeithaml, 1988) said that the main indicator of perceived value is quality. If conclusions are drawn, perceived value is the quality received during the trip which is determined to have great value so that it can be felt to be used by users, in this case tourists who can lead to positive behavioural intentions towards tourist attractions.

So that the hypothesis of this study is:

H1: Perceived value has a significant effect on behavioural intention

### Tourist Satisfaction

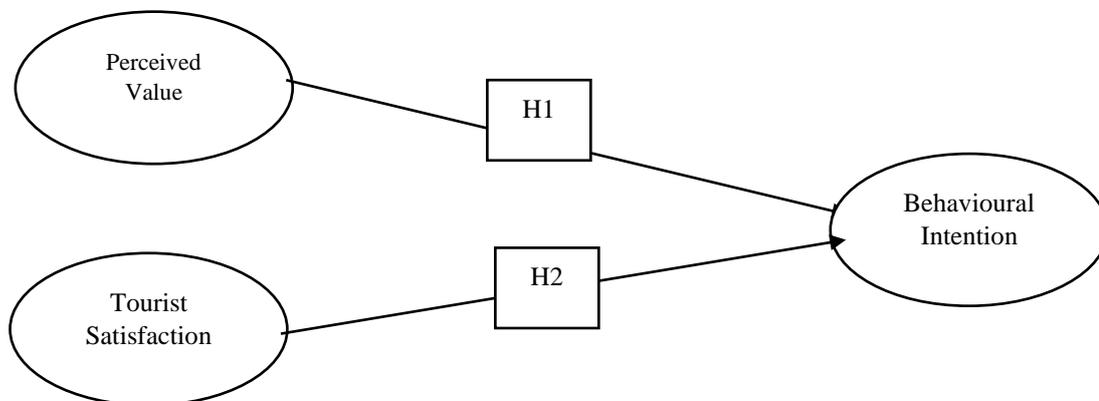
For the tourism industry, understanding tourist satisfaction is important because it has a great influence on future economic improvement (Petrick, 2004). Tourist satisfaction is important because satisfied tourists will have a tendency to convey positive experiences to others (word of mouth) which results in an increase in visitors to these tourist attractions, besides that satisfied tourists will return to visit again (Kozak & Rimmington, 2000). The behavior of visiting again or buying products again is something that is preferred by a seller because the costs incurred are less than looking for new consumers. Tourist satisfaction itself is measured by the quality of service, costs incurred and expectations that are proportional to the sacrifices incurred (Sirgy, 2010). In the end, tourist satisfaction is a very important predictor for measuring behavioral intention. For this reason, researchers build hypotheses by:

H2: Tourist satisfaction has a significant effect on behavioural intention

**Behavioural Intention**

Behavioural intention is the result of the process of satisfaction felt by tourists with the products and services received. The result of understanding consumer behavior will make it easier for management to strive in developing products or services in accordance with the needs and desires of tourists. According to (Trautwein et al., 2012) behavioural intention is the desire to behave in a certain way in order to own, dispose of and use products or services. Meanwhile, according to Peter and Olson (2008), behavioural intention is an action related to oneself and future actions. The conclusion from the above understanding is that behavior derived from a response to an accepted treatment becomes the final behavior of individual accumulation.

**Figure 1. Research Concept Framework**



**Source: Researcher processed (2022)**

**RESEARCH METHODS**

This study uses quantitative explanatory research methods that use Structural Equation Model (SEM) analysis or better known as Partial Least Square (PLS) in this study using SmartPLS. The sampling technique in this study is non-probability sampling with purposive sampling techniques totaling 120 respondents multiplying 5-10 by the number of research indicators (Hair et al., 2010).

**RESULTS AND DISCUSSION**

**4.1 Measurement Model**

The measurement model is used to ensure that the data obtained is valid and reliable data while the analysis used is outer loading with criteria (Outer Loading > 0.7), Cronbach's alpha (CA) (CA value > 0.7), Composite Reliability (CR) (CR > 0.7), and Average Variance Extracted (AVE) (AVE > 0.5) (Hair, et al 2018) and the AVE value becomes good when >0.5.

**Table 1: Outer Model Test**

Constructs	AVE	Loading Factor	Cronbach's Alpha	Composite Reliability
<b>Perceived Value</b>				
PV1	<b>0.632</b>	0.726	<b>0.805</b>	<b>0.872</b>
PV2		0.778		
PV3		0.802		
PV4		0.866		
<b>Tourist Satisfaciton</b>				
TS1	<b>0.790</b>	0.853	<b>0.866</b>	<b>0.918</b>
TS2		0.904		
TS3		0.908		
<b>Behavioural Intention</b>				
BI1	<b>0.598</b>	0.851	<b>0.768</b>	<b>0.854</b>
BI2		0.776		
BI3		0.837		
BI4		0.603		

**Source: Researcher processed (2022)**

**4.1 Hypothesis Testing**

To test the relationship between variables in this study, the results can be seen from the significance of the estimated parameters. Statistical tests for hypothesis testing using the bootsrap method in table 2 below.

**Table 2: Hypotheses Testing**

Hypotheses	Original Sample (O)	p-value	T-statistics	Decision
Perceived value $\square$ Behavioural intention	0.229	0.001	3.445	Accepted
Tourist satisfaction $\square$ Behavioural intention	0.536	0.000	7.973	Accepted

Source: Researcher processed (2022)

The criteria in this test according to Hussein (2015) is if  $t\text{-statistics} \geq t\text{-table}$  (1.96) or probability values  $\leq$  Level of significance ( $\alpha = 5\%$ ) then it can be stated that there is a significant influence of the independent variable on the dependent variable. So it can be concluded in this study the effect of perceived value, tourist satisfaction on behavioural intention is significant.

## DISCUSSION

This study found that perceived value has a positive and significant influence on behavioral intention. This means that the experience when visiting Mount Bromo provides a positive thing so that there is a desire for tourists to return someday in visiting Mount Bromo. This research is also in line with what was done by (Chen & Chen, 2010) which states that good experiences are obtained from comfortable tourist attractions, good information panels, good spots to capture, prices that match what you get. Of course this brings a sense of pleasure and a good experience at a tourist spot.

This study also found that tourist satisfaction has a positive and significant impact on behavioral intention in Mount Bromo tourists. Tourist satisfaction measures satisfaction based on the performance of tourist attractions provided to tourists. In addition, tourists compare expectations and performance built by tourists exceed expectations so that tourists feel satisfied with the services of tourist attractions, the condition of tourist attractions including cleanliness, hospitality etc. Satisfaction is the end point that someone tries when selling their products or services because this has a good impact on the sustainability of a business. Finally, both sellers and in this case tourism managers can at least maintain existing services and can improve other good services.

## CONCLUSION AND ADVICE

### Conclusion

Based on the results of research and discussion, it was concluded that perceived value and tourist satisfaction are the best predictors in understanding behavioural intention. The results of these two predictors can assess the extent to which tourists have the potential to come back, talk positively to others or so on so that tourism managers can make the experience and service performance provided as well as possible in order to produce positive final behavior.

### Suggestion

This study has suggestions and managerial implications for tour managers, travel service providers, and for future researchers:

- The Mount Bromo tourism manager needs to pay attention to what factors can affect the intention or desire of tourists to continue visiting Mount Bromo. The management can maintain these factors and also improve other positive aspects in an effort to increase the number of tourists.
- Travel service providers can synergize with tourism managers to jointly utilize and improve marketing communications through online and offline communication to promote Mount Bromo and control service improvement as a side that provides mutual support to each other.
- Researchers can further expand the variables and objects in this study to continue to improve the quality of research.

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