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The Role of Perceived Value to Increase Satisfaction Value in the Ecotourism Sub Sector

Mochammad Nafi[1], Bambang Supriadi[2*]

[1]*Department of Accounting, University of Merdeka Malang*
[2]*Department of Tourism, University of Merdeka Malang*
[*]*Corresponding Author: Bambang Supriadi*

Abstract: *Ecotourism Image has an important role in travel decisions for tourists to the perceived value and satisfaction of tourists, ecotourism is needed to make a successful tourist attraction in marketing. However, a variety of literature on tourism marketing that reveals brand image and its perceived value in relation to satisfaction has not been thoroughly studied thoroughly about the existence and potential of ecotourism, the purpose of this study is to examine the relationship between Ecotourism Brand Image, perceived value and empirically test constructions that tend to influence satisfaction tourists, this conceptual model was developed based on theoretical and practicalstudy in tourism market. This research uses explanatory research, empirical data collected in ecotourism in Malang Regency, as many as 205 tourists and data analyzed using Structural Equation Modeling. Recommendations for future researchers regarding the theoretical and practical implications are based on the findings. The results showed a significant and positive effect between Ecotourism Brand Image on tourist satisfaction. Ecotourism Brand Image can provide value to the perceived value for tourists. There is a significant and positive effect on perceived value on satisfaction. Ecotourism Brand Image has a significant and positive influence on satisfaction through perceived value.*
Keywords: Ecotourism Brand Image, Perceived Value, Malang Regency

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I. Introduction

The current condition of competition in tourism business is getting tougher, every tourism business must be able to survive, even it must be able to continue to grow. One important thing that needs to be done and considered by any tourism business is to retain existing customers, then to work on new potential customers so that customers do not leave the tourism business to become customers of other tourism businesses. In other words, tourism businesses must be able to maintain brand loyalty. Product brand loyalty is a very important concept, especially in conditions of very tight competition with low growth (Riana, 2008).

Studies that examine the brand image of tourism destinations that have ecotourism potential (Lee, Yoon, 2007); (Ryu, Han, Kim, 2008) and several studies of the brand image of ecotourism are interesting topics to be studied by researchers in the field of tourism, such as many ecotourism areas studied by various experts, among others (Perera & Vlosky, 2013); (Turner, Berkes, & Turner, 2012); (Nugroho & Negara, 2014); (Zhang et al, 2014) (Kazeminia, Hultman, & Mostaghel, 2016), (Supriadi, 2017).

Various experts have noticed the relevance and importance of ecotourism that can improve social economic development. The main principle of resource use is widely expressed as control and management by the fair and important importance of environmental and cultural preservation, economically the development of ecotourism provides future work for members of the local community (Turner et al., 2012).

This research is useful for other people who are interested in the development of eco-cultural tourism or other development activities that depend on the use of local resources. The brand image of ecotourism can encourage to increase regional income, community income, add jobs and make other contributions to international tourism because of that ecotourism brand image. seen as an important factor in evaluating tourist satisfaction after visiting ecotourism (Cai, at al., 2004; Castro et al., 2007) and with regard to tourist behaviour going forward (Yoon & Uysal, 2005).

The ecotourism brand image and its relationship with satisfaction and perceived value have attracted a lot of academic interest (Natalia, 2017; Prayag, 2009), this can predict the desire of tourists to return to tourism destinations. Although the results of many studies have increased the image of the tourism destination, traveller satisfaction and traveller behaviour in the context of the tourism destination, but it has not been sufficiently studied in particular the problem of ecotourism. It is therefore principal for the findings of the brand image of ecotourism in the ecotourism context for the management of tourism destination areas in broadening the understanding of cause and effect relationships.

Tourism marketing references explains perceived value has been marked as the key to influencing touirist behaviour (Supriadi, 2017; Patrick, 2004). The current study expands the marketing literature of tourism destination areas in the existing ecotourism context can provide a new explanation of the brand image of ecotourism on tourist value, satisfaction of tourism destination areas.This relationship between tourism ecotourism brand image, perceived value, traveller satisfaction, ecotourism managers will know better how increase their tourism efforts, therefore this study proposes a model that investigates the relationship between brands image tourism destination, perceived value and to predict traveller satisfaction in Poncowismojatu Malang Regency, while theoretically the model is tested with structural equations (SEM).

II. Literature review and Hypothesis Development

In general brand image uses a platform to jointly create social responsibility initiatives with consumers and explore the implications of branding from forms of social responsibility that are created together, cause and effect marketing with choice, where choosing reasons for awareness as consumer responses (Kull & Heath , 2016). The ecotourism brand image can be defined as a general impression of a tourist about a tourist attraction in the context of natural tourism, this understanding is based on various opinions of academics that the brand image of a tourism destination can be defined as a general impression of a tourist about a tourism destination (Fakeye & Crompton, 1991), or an emotional Brand Image for tourists to visit tourism destinations (Kotler, 2006; Kozak & Andreu, 2006; Assaker & Hallak, 2013). image is the impression of tourist attitude towards a number of conditions related to the attributes of a tourism destination (Echtner and Ritchie, 2003).

Ecotourism Brand Image plays an important role in travel purchase decisions for tourists as well as according to Oppermann (2000) and Pike (2004), that Brand Image of tourism in the minds of tourists. The main elements by tourists in ecotourism are landscape and entertainment, and price rationalization (Bigné et al., 2001; Chen & Tsai, 2007; Chi & Qu, 2008). The two behaviours of people in the ecotourism area, and the three environments: weather, scenery, and facilities. Millman & Pizam (1995) describes the brand image of a tourism destination as consisting of three product components, for example, the quality of attractiveness, second as the behaviour and attitude of the host of a tourism destination, and the third environment: weather, scenery, and facilities.

As a target market, most of the marketing strategies of tourism destinations strengthen the positive brand image in the minds of tourists (Chon, 1990; Pike, 2004). Chen & Tsai (2007) found that the image of a tourism destination indirectly influences satisfaction through the path of perceived quality value during the trip and has a direct and indirect effect on behavioural intentions.

The results of the destination satisfaction model research that supports the proposed ecotourism, suggest that tourist satisfaction in ecotourism is directly affected by the Brand Image of ecotourism and perceived value as a direct antecedent of Brand Image to tourist satisfaction in the ecotourism destination, which distinguishes from previous research is testing the influence of brand image and perceived value as mediation of tourist satisfaction of tourists in ecotourism destinations.

Perceived value is considered as the main construction in relationship marketing and to gain competitive advantage (McDougall & Levesque, 2000). Past investigations have perceived recognized esteem Likewise a precursor from claiming behavioral expectation (Supriadi, 2017; chen & Tsai, 2007). Exploration investigations show that observed worth might a chance to be a superior predictor for repurchase intentions will accomplish fulfillment (chen & Chen, 2010). Lee et al. (2007) found that discerned worth is the best predictor about behavioral proposition. Recently, Pandza Baja (2013) found that discernedworth specifically influencesfulfillment
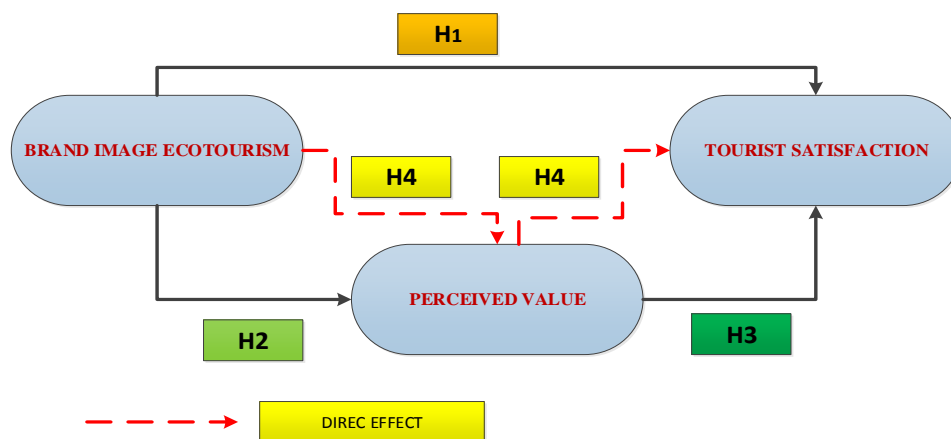
Figure 1 Ecotourism Brand Image Model

Based on this review the following hypotheses H1: The higher the ecotourism brand image, the higher the satisfaction of tourists; H2: The higher the ecotourism brand image, the higher the perceived value; H3: The higher the perceived value, the higher the satisfaction of tourists; H4: The higher the ecotourism brand image, the higher the satisfaction of tourists mediated by perceived value.

An amount from claiming investigations On tourism discover fulfillment need a impact ahead future behavioral intentions for visitors (Chen & Tsai, 2007; chi & Qu, 2008; Prayag & Ryan, 2012). Client fulfillment need accepted a considerable measure from claiming consideration in the promoting expositive expression. Fulfillment may be characterized Concerning illustration those customer's judgment regarding item or administration satisfaction (Oliver, 1993; 1997). A standout amongst the magic components from claiming effective ecotourism advertising may be tourism fulfillment Since it influences ecotourism decisions Also choices to return (Kozak & Rimmington, 2000; Yoon & Uysal, 2005).

The conceptual model of the proposed research examines the relationship of ecotourism brand image, perceived value and tourist satisfaction in ecotourism areas. This model also explains that the ecotourism brand image, perceived value has a directional relationship with each other and serves as an antecedent of tourist satisfaction in tourist destinations. Each component in the model is defined as follows: Ecotourism brand image: subjective perception of tourists from the reality of ecotourism, perceived value: overall evaluation of tourists from tourism activities based on the benefits obtained and tourist satisfaction: overall evaluation of tourists from the experience of tourism destination areas for fulfill wants, hopes and needs (Chen & Tsai, 2007).
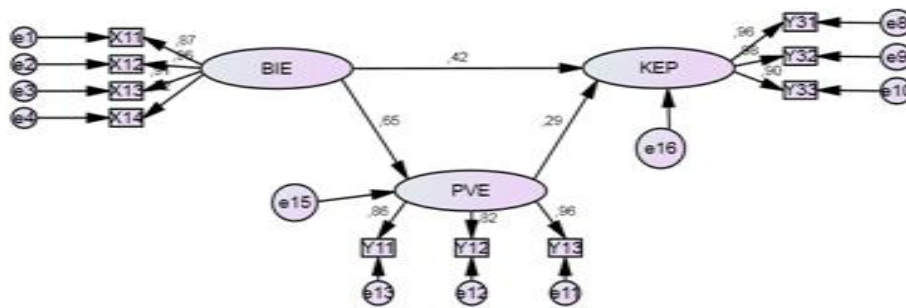

Figure 2: SEM analysis results

III. Research methodology

Research carried out is to test hypotheses with the intention of justifying or reinforcing theories that make them the basis of theories. In addition, to highlight the relationship between variables in this study. Therefore, in this study explanatory research is used, according to Singarimbun (2005), explanatory research is research that explains the causal relationship between variables through a hypothetical relationship that is the influence of brand image, service quality and perceived value on customer satisfaction and brand loyalty.

The operational definition of this research is as follows: Brand Image comes from consumer belief in a particular brand functionally and symbolically. According to Park and Sinivasan (1994). Indicators that will be used in analyzing Brand Image are Friendly: Easy to Learn about Product Features. Innovative: Products Have Innovations in Their Services. Attractive: Attractive Offers From Products

Data analysis uses structural equation modelling (SEM) analysis to identify the underlying dimensions for ecotourism brand image and to test the dimensions and nature of psychometrics. The relationship of ecotourism brand image, evaluative factors (ie perceived value and satisfaction), and loyalty are then empirically tested. Perceived Value Perceived Value or called the benefits of the value of the product felt by consumers (Parasuraman and Grewal, 2000). Indicators that will be used in examining the Perceived Value are: a. fair price: suitability of price & quality b. brand reputation: brand reputation that has been in the minds of customers c. value for money: benefits & value for money paid.

Customer Satisfaction Customer satisfaction is the level of one's feelings after comparing the performance or perceived results compared to expectations. From this definition the indicators of customer satisfaction variables (Lena Elitan, 1999, in Pratiwi, 2010: 55), are as follows: a. No complaints or complaints resolved. b. Customer satisfaction on the whole product. c. Compliance with customer expectations / expectations.

Those questionnaire might have been outlined as an instrument flying from claiming know constructs of the recommended model will test those theory. The inquiries in the questionnaire need aid dependent upon An expositive expression survey and qualities of the tourism end. The sum explanation things were taken starting with past investigations (Munhurrun, 2014) balanced of the examination setting. The questionnaire might have been outlined Concerning illustration a study instrument flying including at constructs of the

recommended model should test hypotheses. Those inquiries in the questionnaire need aid In light of a expositive expression survey and particular ecotourism aspects.

This empirical research conducted in Malang Regency is a regency in East Java Province, and Kepanjen is determined as the capital of Malang Regency. The Regency is directly adjacent to Malang City in the middle, Jombang Regency, Mojokerto Regency, Batu City, and Pasuruan Regency in the north, Lumajang Regency, Probolinggo Regency in the east, Indian Ocean in the south, and Blitar and Kediri Regencies in the west. Most of the area is cool mountains. Malang Regency is located at 112o17 'to 112o57' East Longitude and 7o44 'to 8o26' South Latitude. Regency in the north borders Pasuruan Regency and Mojokerto Regency, east borders Probolinggo Regency and Lumajang Regency, west borders Blitar Regency and Kediri Regency and south borders Indonesian Ocean

Malang Regency Ecotourism has agricultural potential with a cool climate. The north and east are widely used for apple plantations. The mountainous regions in the west are planted with vegetables and are one of the main vegetable producers in East Java. The south is widely used in sugar cane and horticulture, such as salak and watermelon. Besides tea plantations, Malang Regency also has the potential for coffee and cocoa plantations. Teak forests are abundant in the southern part of the limestone mountain region. Malang Regency has 33 districts, which are divided into a number of villages and villages. Substantial capital cities in Malang Regency include Lawang, Karangploso, Turen, and Kepanjen as the capital.

Potential Malang Regency Ecotourism is known as the main tourist destination in East Java. Some interesting tourist attractions in Malang Regency are mountain tourism including; Bromo through Tumpang Village (Tumpang District), Klub Gubuk Village - Poncokusumo District; Mount Semeru through Ngadas village, Poncokusumo district.

Types of ecotourism Water Tourism include; Selorejo Reservoir, located in Ngantang District (on the edge of the Malang-Kediri highway); Kasembon Rafting, a tourist attraction for lovers of white water rafting, is located in Kasembon (70 km west of Malang); Sutami Dam, located in Sumberpucung District; Bendor Dam, located to the west of Ir. Sutami Dam (Sumberpucung, Kabupaten.Malang); Taman Ria Sengkaling, located on the edge of the Malang-Batu highway, there is a swimming pool and playground; Wendit Water Park, located on the Mangliawan Pakis highway. A tourist attraction that has just been renovated. This tourist attraction is famous for its water sources and apes; and interesting scenery (many monkeys cling to forest tree branches).

The waterfall tourism includes; Coban Pelangi Waterfall, located in Poncokusumo District. Historical tourism includes; Singosari Temple and Dwarapala statue, located in Singosari District; Jago Temple (Jayaghu) in the Tumpang District, is the tomb of Ranggawuni; The Kidal Temple in the Tumpang sub-district, Anusapati's tomb, needs to be known where all the temples in Malang are mostly historical relics of the Singosari kingdom.

The agro-tourism industry includes; The garden has agrotourism and cottages that can be rented if you want to take a vacation;Orange picking tour, in Selorejo village, Poncokusumo district, Malang Culture and Tourism Vision & Mission: Culture and Tourism Vision as an element of implementing regional autonomy in the field of Culture and Tourism and one of the actors in the development of Culture and Tourism in the region formulated the Vision as follows "Realization of Tourism in Malang Regency Community Based "

Development of Foreign Tourists and Domestic Tourists in Malang Regency from 2009 to 2014 there was a fluctuation, from 2010 to 2011 there was an increase, 2012 then decreased, in 2012 and an increase in 2012 and 2013, in 2014 there was an increase. The number of samples in the study were tourists visiting Malang Regency ecotourism, at least 17 years old and 205 tourists.

IV. Data Analysis and Results

The relationship of ecotourism brand image, evaluative factors. The mean for each factor is also estimated. Cronbach's coefficients for each factor are calculated and the reliability assessment goals. Factors that are quite reliable with Cronbach's alpha the lowest to the highest for all factors the value is still above the table r value (0.181, n = 205). The four constructs measure the brand image of ecotourism as such included structural models.

This ecotourism brand image from the marketing management literature. All four constructs exceed the threshold values of 0.71 and 0.60 for each of the CR and AVE. The results are as follows: Brand image of ecotourism (CR = 12.6; AVE = 0.91), perceived value (CR = 0.83; AVE = 0.90), satisfaction (CR = 0.80; AVE = 0.91) . The first structural model statistics analysis. A significant $\chi 2$ statistic is sensitive to sample size (n = 205 in this study) and model complexity (Hu & Bentler, 1999). The goodness of fit are RMSA = 0.821; GFI = 0.946; TLI = 0.956; AGFI = 0.912).

All index model fit exceeds each general acceptance level, showing that the hypothesized model is in accordance with empirical data and is stated as good. hypothesis proposed as a basis for testing structural coefficients. Ecotourism Brand Image has a significant and positive influence on satisfaction ($\gamma 1 = 0.51$, p <0.01, thus supporting H1. Ecotourism Brand Image has a significant and positive effect on perceived value ($\gamma 1$

= 0.73, p <0.01, thus supporting H2 while perceived value has a significant and positive effect on satisfaction ($\gamma 1$ = 0.39, p <0.01), so that H3 is not supported. Engage Image Ecotourism has a significant and positive effect on satisfaction through perceived Standardized Total Effects value of 0.721 so that it supports H4.

V. Discussion, Implications, Conclusions and Limitations

The ecotourism of this research is to develop a conceptual model of the ecotourism brand image and validate the structure at the ecotourism site.This is important to get a better understanding of the perception of national tourism brand image of tourism ecotourism, why they are loyal to ecotourism. Exploration factor analysis and confirmation revealed that the ecotourism brand image consists of four underlying dimensions (cultural tourism, natural tourism, infrastructure and flora and fauna). This study idea that ecotourism's brand image directly influences perceived value and satisfaction. The structural path between brand image and satisfaction with literature (Ramseook, 2015; Prayag & Ryan, 2012). This study shows that ecotourism brand image directly affects satisfaction but the effect will be higher if through perceived value as a moderating variable. This findings reinforce the opinion of previous research (Pandza Bajs, 2013). Over addition, those discerned quality of visitors straightforwardly influences their fulfillment. This finding indicates that visitors recognized going by ecotourism will make profitable and bring settled on the correct choice picking this ecotourism. Recognized quality of visitors is discovered with assume a paramount part done influencing the level about visitor fulfillment. The visitors feel their travel knowledge in that place, those higher their level of fulfillment with ecotourism Also consequently, impacts their plan to propose ecotourism puts should others.

The results of this research into the brand image of ecotourism and the behaviour of tourism consumers by trying to ensure the most influential construction in the intention to recommend tourism destinations. Ecotourism managers and marketers in ecotourism must continue to work on the ecotourism brand image in terms of maintaining the quality of culture and the existence of flora and fauna, natural tourism and infrastructure, thereby increasing the perceived value of ecotourism to ensure that tourists are very satisfied. Ecotourism managers must note the significant role of brand image and value that stimulates tourist satisfaction. In determining the level of tourism satisfaction in ecotourism it is important to create future behavioral intentions, thereby increasing and maintaining the competitiveness of the regional tourism destination. As a result, ecotourism managers must map more services to meet needs of ecotourism to improve travel experiences for tourists.

The Determination about this contemplate is the ecotourism brand image need a noteworthy Also sure impact on fulfillment. Brand image ecotourism need a critical and certain impact once recognized worth same time recognized worth need a noteworthy Furthermore certain impact with respect to fulfillment. Brand image ecotourism need a huge and certain impact once fulfillment through being observed for. This study need a few confinements that necessity to make perceived. In those comes about from claiming this contemplate can't be connected precisely to different spots from claiming ecotourism as a number a result this ponder is restricted to visitors who need visited Malang regime ecotourism areas. On have the capacity will sum up the discoveries of this study, comparable investigations might make replicated over ecotourism elsewhere. The second brand image which is motivated by visitors' perceptions about ecotourism and proposals to return again if tourists feel satisfaction other than for future exploration. This will be an opportunity to examine how the arrival of their first tourists can influence the positive recognition of other visitors to ecotourism.

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