



## The Role of Stimulus in Increasing Tourist Visits

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### Article Information

#### Article History:

Received October 2019

Approved November 2019

Published December 2019

#### Keywords:

City Branding, Perceived Value, Visiting Decisions, Visiting Interests, Word of Mouth

### Abstract

The purpose of this research is to examine the direct and indirect influence of city branding, word of mouth, and perceived value and visiting decisions through visiting interests. The population in this study is visitors of Kampoeng Wisata Batik Kauman Pekalongan. This research used incidental sampling and purposive sampling technique with 115 respondents. Data collection method is used questionnaire method and documentation method. Data analysis of this research is used path analysis, variables is used include city branding, word of mouth, perceived value, visiting interests, and visiting decisions. The results of this research showed that city branding and word of mouth directly did not have a significant influence on visiting decisions. Perceived value and visiting interests have positive and significant influence on visiting decisions. In addition, visiting interests variable able to mediate the effect of city branding, word of mouth, perceived value on visiting decisions.

### INTRODUCTION

Diverse natural wealth and demographics, making Indonesia has a tourism potential with interesting sights to visit. Tourism is one of the largest service industries in the world and as one of the very strategic economic sectors that provides advantages in increasing a country's foreign exchange (Amalia & Murwatingsih, 2016). Tourism is considered an economic generator and can expand the field of work (Isnaeni & Martono, 2018). The success of the tourism sector is very much influenced by tourists. Tourism develops because of the human movement to search for something that is not yet known, explore new areas, look for changes in atmosphere, or to get new trips (Nieamah, 2014). This human movement formed them to visit tourist attractions.

Tourist behavior arises due to the encouragement of factors not meeting the needs and desires of someone who will cause interest, interest will be a trigger factor for individuals to behave

in achieving the desired goals (Farida, 2014). Tourists visiting tourist destinations are based on interest. Interest is a strong internal impulse or stimulus to motivate action and this impulse is influenced by stimuli and positive feelings about the product or service (Kotler & Susanto, 2000). The term "interests" has the meaning of purpose and is generally used to understand the purpose of consumers in making a decision (Apriliani & Murwatingsih, 2013). The interest that arises will create a motivation that continues to be recorded in his mind and becomes a very strong activity that finally when tourists want to meet their needs and desires, then he will actualize what is in his mind.

Motivation is obtained from the stimulation or stimulus. This stimulus can be obtained when tourists recognize the problem, meaning that tourists will feel what is needed and wanted. Then proceed to the search for information that will make tourists stronger in finding stimulus to

encourage themselves to visit these tourist attractions. The problem recognition and information seeking stage is the stage in the decision to visit (Kotler & Keller, 2009). This means that before tourists decide to make a visit, tourists will be in a phase of the emergence of interest or encouragement to stimulate themselves in strengthening their intention to make a tourist visit.

Research conducted by Putra and Pangestuti (2018) shows a significant influence between visiting interests on visit decisions. The research states that all indicators of interest in visiting which includes product interest, price, interest in services and facilities, preferential, information, and referential have a significant influence in establishing visit decisions. This is supported by the results of research conducted by Ariyanto and Prihandono (2018) which shows the influence of visiting interests on visiting decisions. Different results were shown by research conducted by Mulyati, Haryeni and Masruri (2018) who conducted research on domestic tourists in the tourist destinations of Bukittinggi. The research results show that interest in visiting has a significant negative effect on the decision of visiting domestic tourists in Bukittinggi city tourism.

Over time, the market has been filled with more and more competitors who have intensified competition between them (Wilson, Keni, & Tan, 2019). The number of tourist visits that increase according to the target will certainly have an impact on the region. This means that the Regional End Revenue budget will increase if the revenue from regional tourism experiences an increase in tourist arrivals. According to Wahyono (2018) companies in this case tourism, are encouraged to explore various alternative offerings in more depth, one of them is with a brand. To make attractive tourist destinations visited by tourists, of course, each region will make an effort so that there are attractive tourist destinations in the area to visit.

One successful and growing strategy in the world even in Indonesia is the strategy brand of a tourist location called city branding (Ramadhan, Suharyano, & Kumadji, 2015). City branding will provide a stimulus for tourists to visit tourist destinations. This is supported by research conducted by Indriani and Kuswoyo (2017) which states that the city branding of Purwakarta Regency is special so that it influences the decision to visit tourists to Purwakarta Regency.

City branding is part of urban or urban planning through various efforts to build differentiation and strengthen the identity of other cities in order to attract tourists, invest, reliable human

resources, industry, and improve the quality of relationships between citizens and cities (Yananda & Salamah, 2014). City branding aims to introduce the city, attract foreign and domestic tourists (Juanim & Rahmawati, 2015). Communication city branding can be effective if city branding can influence and direct tourists to visit through stimulus. This stimulus will generate interest for tourists.

The results of a previous study conducted by Putra and Pangestuti (2018) which stated that city branding had a significant effect on visiting interests 69.5%. The results of this study differ from studies conducted by Edithania (2018) which states that city branding has a significant effect on visiting interests by 23.4%.

Another factor that can influence tourists to visit is word of mouth. Word of mouth is part of tourism promotion. Promotion is the process of delivering messages to tourists as an effort to introduce tourism and ends in visiting activities (Purnama & Murwatiningsih, 2014). Word of mouth can provide a stimulus for tourists to visit. Word of mouth plays an important role in influencing potential tourists, so word of mouth makes it possible to shape tourist attitudes effectively (Naufal & Maftukhah, 2017). Word of mouth is a marketing strategy that emphasizes the suggestions of others which can later influence potential visitors to be interested and will follow their advice in making the decision to visit (Aprilia, Kumadji, & Kusumawati, 2015). The results of research conducted by Ramli (2014) stated that word of mouth had a positive and significant effect on the decision to visit the Tunku Abdul Rahman Aquarium. This is in line with research conducted by Finanda and Wiwaha (2017) which also states word of mouth has succeeded in influencing consumer decisions to make purchases. The results of this study contradict the research conducted by Lestari and Magnadi (2017) that word of mouth has no significant effect on purchasing decisions.

In addition to city branding and word of mouth, the researchers identified that there was an alleged perceived value that could provide a stimulus for tourists which would later have an impact on tourists' willingness to visit. The perceived value or perceived value plays a more important role because of the perceived value is one of the most significant factors in influencing the intention to buy (Chen & Chang, 2012). When tourists feel the high value of their experiences, these feelings can positively encourage their behavior (Ismail, Ali, Rose, Abdulla, & Rosnan, 2016). The results of research conducted by Gan

and Wang (2017) state that perceived value has succeeded in creating a stimulus for consumers to be willing to make a purchase.

Visiting decision theory is analogous to purchasing decision (Anggono & Sunarti, 2018). Perceived value is an assessment given by consumers as a whole of the total benefits of the product to be received with the total costs to be incurred to buy a product or service. Perceived value is very important in running a business (Firmansyah & Prihandono, 2018) for example tourism.

According to Yee, San, and Khoon (2011) perceived value perceived by consumers has a positive relationship with purchasing decisions, the results of the study also show that perceived value is a factor that influences consumers' attention about when they want to buy. Hanaysha (2018) states that perceived value has a positive and significant effect on purchasing decisions in the retail market in Malaysia. This is in line with research conducted by Najib, Soesanto, and Sukresna (2016) which results that the perceived value has a positive and significant effect on purchasing decisions. However, the results of this study contradict the research conducted by Prasetyo and Suseno (2015). The research states that perceived value does not significantly influence purchasing decisions.

Nowadays tourism is a necessity for every individual to eliminate fatigue and stress. Even visiting tourist destinations becomes an individual routine every weekend. Pekalongan City has many tourist destinations, including tourist destinations that illustrate that the city of Pekalongan is a city of batik. One of the tourist destinations is Kampoeng Wisata Batik Kauman Pekalongan. This study found a phenomenon that occurred in the tourist destinations of Pekalongan City during the last three years in Kampoeng Wisata Batik Kauman Pekalongan.

Pekalongan is one of the cities that has many tourist attractions. However, tourist attractions are not spread evenly, but there are some tours that actually experienced a decline. Kampoeng Batik Tourism Kauman Pekalongan became one of the tourist destinations that has decreased the number of tourist visits. In fact, this kampoeng is a literacy tourist destination that was established in accordance with the brand of the city of Pekalongan which is the city of batik. The following is data on the visit of tourists from Kampung batik batik to Pekalongan which has decreased over the past three years.

**Table 1.** The Number of Kampoeng Wisata Batik Kauman Pekalongan Tourist Visits

No	Year	Number of Tourists	Difference
1	2016	2693	-
2	2017	3997	1304
3	2018	3472	(-)525

The purpose of this study was to determine the effect of city branding, word of mouth, and perceived value on the decision to visit directly and indirectly and the influence of visiting interest on visiting decisions. This study uses variables that have been examined from previous studies. The necessity of this research is the existence of a research gap which is the difference in results from previous studies and the existence of a gap phenomenon, which is a problem that arises from the Kauman Pekalongan Batik Tourism Village. Kampoeng Batik Tourism Kauman has not been able to increase the number of tourist arrivals in the past three years. In fact, this kampoeng is one of the batik literacy tours in the city of Pekalongan that has given the city its brand as a batik city. In addition, aware that information by word of mouth is something that must be considered in tourism promotion, this kampoeng strives to improve communication word of mouth by giving satisfaction to tourists during a visit to Kauman Pekalongan Batik Tourism Kampoeng. Kampoeng also provides showroom batik with the aim that tourists can see a variety of batik motifs in this kampoeng.

The authenticity of this study is that the variables in this study were taken from references from various journals, both international and national journals, not from one journal with the same title. In addition, the object of research in Kampoeng Wisata Batik Kauman Pekalongan has never been examined using the same variables as this study.

## Hypothesis Development

### The Effect of City Branding on Visiting Decisions

The tourism sector encourages intense competition in attracting tourists. One successful and growing strategy in the world even in Indonesia is the strategy brand of a city called city branding (Ramadhan et al., 2015). City branding can lead to a decision to visit because with the presence of city branding, consumers will

assume that if they visit the city, all their needs will be met (Putra & Pangestuti, 2018). Putra and Pangestuti (2018) stated that city branding of Malang Regency can make tourists decide to visit Malang Regency. This is supported by research conducted by Indriani and Kuswoyo (2017) which states that city branding has a significant effect on visiting decisions. Then the hypothesis proposed is as follows:

H1: City branding has a positive and significant effect on visiting decisions

### **Effect of City Branding on the Visiting Decisions through Visiting Interests**

City branding can raise the interest of tourists because it has differences compared to other cities, so it raises the interest to visit cities with branding that are different from other cities (Ramadhan et al., 2015). This differentiation can lead to the interest of tourists to be willing to visit. Putra and Pangestuti (2018) stated the role of interest in visiting as an intervening variable for city branding and the decision to visit makes tourists more likely to decide to visit. This is supported by research conducted by Ramadhan et al., (2015) which also states that city branding can arouse tourists' interest because it has differences compared to other cities, thus generating interest in visiting cities with different branding and taglines from cities the other. Then the hypothesis is proposed as follows:

H2: City branding has a positive and significant effect on visiting decisions through visiting interests

### **The influence of Word of Mouth on the Visiting Decisions**

Word of mouth is carried out by others by discussing, recommending, and inviting others to follow his advice. Word of mouth is a marketing strategy that focuses on the suggestions of others which can later influence potential visitors to be interested and will follow their advice in making decisions to visit (Aprilia et al., 2015). Ramli (2014) states that word of mouth has succeeded in influencing the decision to visit tourists at the Tunku Abdul Rahman Aquarium attractions. This is in line with research conducted by Cahyaningrum and Yonestini (2018) which states that word of mouth has a significant effect on purchasing decisions. Then the hypothesis is proposed as follows:

H3: Word of mouth has a positive and significant influence on visiting decisions

### **The influence of Word of Mouth on the Visiting Decisions through Visiting Interests**

Communication of word of mouth is a marketing strategy that focuses on visitor suggestions to others which can later influence others to be interested and will follow their suggestions (Aprilia et al., 2015). Purchasing decisions made by consumers can occur due to several factors, one of which is word of mouth which can create buying interest that impacts on purchasing decisions (Mahendrayasa, Kurnadji, & Abdillah, 2014). The study also provides results that word of mouth influences purchasing decisions through purchase interest. Then, the hypothesis is proposed as follows:

H4: Word of mouth has a positive and significant effect visiting decisions through visiting interests

### **The Effect of Perceived Value on Visiting Decisions**

The value felt by consumers is important in running a business (Firmansyah & Prihandono, 2018). Perceived value is a factor that influences consumers' attention about when they will buy (Najib et al., 2016). Yee et al. (2011) states that perceived value perceived by consumers has a positive relationship with purchasing decisions, the results of the study also show that perceived value is a factor that influences consumers' attention about when they want to buy. This is supported by research conducted by Hanaysha (2018) which results that the perceived value has a significant effect on purchasing decisions. Then the hypothesis is proposed as follows:

H5: Perceived value has a positive and significant effect on visiting decision

### **Effect of Perceived Value on Visiting Decisions through Visiting Interest**

Perceived value effectively serves as a signal to customers who tend to guide their purchase goals in a positive manner. Loss of purchase intention can occur due to a low level of perceived value (Kurniawan & Indriani, 2018). Loss of purchase interest can cause a decrease in consumer interest to make a purchase, because according to Alpiannoor, Mawardi, and Sanawiri (2017) interest can affect the mental-



ty of consumers that lead to plans to purchase or use a product or service. Then the hypothesis is proposed as follows:

H6: Perceived value has a positive and significant effect on the visiting decisions through visiting interests

### Effects of Visiting Interests on Visiting Decisions

The interest of visiting tourists can influence the decision of tourists to visit (Putra & Pangestuti, 2018). Interest is a strong internal impulse or stimulus to motivate action and this drive is influenced by stimuli and positive feelings about the product (Kotler & Susanto, 2000). This stimulus will greatly influence tourists to be willing to visit. This is supported by research conducted by Putra and Pangestuti (2018) which states that the interest in visiting has a significant effect on visiting decisions. Then the hypothesis proposed as follows:

H7: Interest in visiting a positive and significant effect on visit decisions

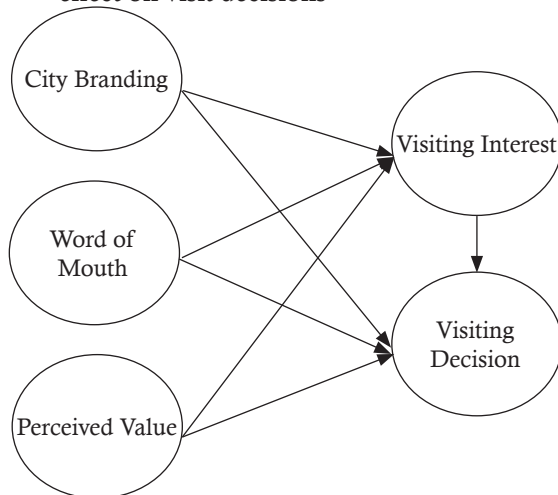


Figure 1. Research Model

### METHOD

The population used in this study were all visitors of Kampoeng Wisata Batik Kauman Pekalongan. Sampling uses incidental sampling and purposive sampling techniques, namely accidental sampling based on certain criteria. The population in this study cannot be known with certainty, so the determination of the number of samples to be used in this study uses the iteration formula method which is taken through several calculation stages. The number of samples cho-

sen was 115 respondents. Data collection methods using questionnaires and documentation. Variables in this study include city branding with infrastructure indicators, presence, place, and pulse. Word of mouth with indicators of mutual dialogue, the desire to recommend, and the willingness to invite others. Perceived value with indicators of emotional value, social value, time value, money value, effort value. Visiting interest with indicators of interest, transactional interest, and referential interest. Visiting decision with indicators of information search, traveling mode, time and cost, and service source. Data analysis in this study uses index analysis, classic assumption test, hypothesis test with t-test statistics and path analysis.

## RESULTS AND DISCUSSIONS

### Validity Test Results

Validity test in this study with a significance level of 5% is 0.361. If  $r$  arithmetic  $>$   $r$  table then the questionnaire statement is valid.

Based on the validity test of the variable, it is city branding known that there are 10 statement items declared valid and 2 statement statements declared invalid. Word of mouth with 9 valid statement items. Perceived value with 12 statements declared valid and 3 statements declared invalid. Visiting interest stated 9 item statement is valid. Visiting decisions with 9 items is a valid statement and 3 items are invalid. All invalid items will be discarded, because there are still other statements that can represent to measure indicators of variables. There are 49 statement items used as measurement tools in this study.

### Reliability Test Results

Data reliability test can be performed with statistical tests Cronbach Alpha ( $\alpha$ ). A construct or variable is said to be reliable if it gives a Cronbach alpha value  $>$  0.70 (Ghozali, 2016). The reliability test results from this study showed that Cronbach alpha on City branding was 0.714, Cronbach alpha on Word of Mouth was 0.780, Cronbach alpha on Perceived Value was 0.718, Cronbach alpha on Visiting Interest was 0.748, and Cronbach alpha on Visit Decision was 0.720, so it can be concluded that all variable data are reliable.

### Statistical Tests

The results of several linear regression models are shown below:

**Table 2.** Effect of City Branding, Word of Mouth, Perceived Value, Visiting Interest on Visiting Decisions

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error			
(Constant)	3.907	2.812		1.389	0.168
City Branding	0.104	0.068	0.111	1.516	0.132
Word of Mouth	0.032	0.059	0.040	0.545	0.587
Perceived Value	0.288	0.097	0.281	2.968	0.004
Visiting Interests	0.445	0.092	0.480	4.821	0.000

**Effect of City Branding on Visiting Decisions**

Based on the table above, it can be seen that city branding has no significant effect on visiting decisions. T count equal to 1.516 < t table 1.9818, t is small compared with t table and significance 0.132 > 0.05, which means H<sub>1</sub> which states "city branding positive and significant impact on the decision been" rejected. This research shows that the city branding of the city of Pekalongan "World's city of batik" has not been able to improve the decision of tourists visiting Kampoeng Wisata Batik Kauman Pekalongan.

City branding ineffective can cause thefts branding city have not been able to describe the potential of the city area. In fact, the potential of a properly communicated area can be differentiation or competitiveness compared to other regions. The results of this study support research conducted by Purwanto and Soliha (2017) which states that city branding has not been able to influence tourists in visiting. The same thing was experienced by Ramadhan et al., (2015) which stated that city branding did not have a significant influence on the decision of tourists to visit the city of Surabaya.

**Effect of Word of Mouth on Visiting Decisions**

Based on the table, it can be seen that word of mouth has no significant effect on visiting decisions. T calculated at 0.045 < t table 1.9818, t is small compared with t table and significance 0.587 > 0.05, which means H<sub>3</sub> which states "word of mouth positive and significant impact on the decision been" rejected. This research shows that the word of mouth delivered by tourists has not been able to improve the decision of tourists visiting Kampoeng Wisata Batik Kauman Pekalongan.

This supports the research conducted by Lestari and Magnadi (2017) which states that word of mouth has not been able to influence the

customer's decision to take financing at the Al Halim Temanggung BMT.

**Effect of Perceived Value on Visiting Decision**

Based on the table, it can be seen that perceived value has a significant effect on visiting decisions. T count equal to 2.968 > t table 1.9818, t is greater than t table and significance 0.004 < 0.05 which means that H<sub>5</sub> which states "perceived value positive and significant impact on the decision been" accepted. This research shows that the perceived value or perceived value of tourists is able to improve the decision of tourists visiting Kampoeng Wisata Batik Kauman Pekalongan.

This supports the research conducted by Najib et al., (2016) which states the perceived value or perceived value received by tourists is able to influence consumers in purchasing BOOM brand detergent products in Bojonegoro Regency. This gives the sense that the perception of good value such as benefits to be received by potential tourists will be able to make them willing to make a visit.

**Effect of Visiting Interests on Visiting Decisions**

Based on the table, it can be seen that visiting interest has a significant effect on visiting decisions. T count equal to 4.821 > t table 1.9818, t is greater than t table and significance 0.000 < 0.05 which means that H<sub>7</sub> which states "interest been positive and significant impact on the decision been" accepted. This research shows that the interest that exists in tourists can improve the decision of tourists visiting Kampoeng Wisata Batik Kauman Pekalongan.

This is in accordance with research conducted by Putra and Pangestuti (2018) which states the interest of visiting tourists can influence the decision of tourists to visit Malang Regency. According to Putra and Pangestuti (2018) the decision to visit

will be easier if there is interest in advance. This explains that when interest arises, then tourists will realize that tourists like a certain place in accordance with their interests and want to visit it and further when confidence in a tourist attraction strengthens it will lead to the decision to make a visit.

### Path Analysis

Analysis of track or path analysis is used to test the effect of intervening variables in the study (Ghozali, 2016). To measure the presence or absence of mediation oreffects intervening, path coefficient ratios are used. The path coefficient is calculated by making two equations, namely regression models 1 and 2 which show the hypothesized variable relationship. Following are the results of regression 1 and model 2 of this study:

The indirect effect of word of mouth on visit decisions is mediated by visit interests are it can be seen the results of SPSS output, the direct effect of word of mouth on visiting decree is represented by  $\beta_5$  which is 0.040, the indirect effect of the variable word of mouth on the visiting decisions through visiting interests can be determined by multiplying the path coefficient word of mouth ( $\beta_2$ ) and the visiting interest pathway coefficient ( $\beta_7$ )  $0.091 \times 0.480 = 0.044$ , the total effect of the path coefficient is to add the direct effect of word of mouth and the indirect effect of  $\beta_5 + (\beta_2 \times \beta_7) = 0.040 + 0.044 = 0.084$ .

The indirect effect of perceived value on visiting decisions is mediated by visit interests are can be known the result of SPSS Output, the direct effect of perceived value on visiting decisions

**Table 3.** Model 1 Effect of City Branding, Word of Mouth, and Perceived Value on Visit Interests

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0.808 <sup>a</sup>	0.653	0.644	3.231	

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	-1.002	2.887		-0.347	0.729
City Branding	0.138	0.069	0.138	2.004	0.047
Word of Mouth	0.079	0.060	0.091	1.326	0.187
Perceived Value	0.791	0.066	0.716	12.061	0.000

Based on table 3 can be arranged equation on model 1 as follows:

$$0.138 \text{ City Branding} + 0.091 \text{ Word of Mouth} + 0.716 \text{ Perceived Value} + 0.589 e_1$$

$$R_1 = \sqrt{1 - R_2^2}, \text{ so } e_1 = \sqrt{1 - 0.653} = \sqrt{0.347} = 0.589.$$

The interpretation of the path analysis above is as follows the indirect effect of city branding on visit decisions is mediated by visiting interests are it can be seen the results of SPSS output, the direct effect of city branding on the visiting decree is represented by  $\beta_4$  which is 0.111, the indirect effect of the variable city branding on the visiting decisions through visiting interests can be determined by multiplying the path coefficient city branding ( $\beta_1$ ) and the visiting interests pathway coefficient ( $\beta_7$ ), which is  $0.138 \times 0.480 = 0.066$ , the total effect of the path coefficient is to add the direct effect of city branding and the indirect effect of  $\beta_4 + (\beta_1 \times \beta_7) = 0.111 + 0.066 = 0.177$ .

is represented by  $\beta_6$  which is 0.281. The indirect effect of the variable perceived value on the decision to visit through visiting Interests can be known by multiplying the path coefficient of the perceived value ( $\beta_3$ ) and the coefficient of visiting interests pathway ( $\beta_7$ ), which is  $0.716 \times 0.480 = 0.344$ . Total effect of the path coefficient is to add the direct effect of the perceived value and the indirect effect of  $\beta_6 + (\beta_3 \times \beta_7) = 0.281 + 0.344 = 0.625$ .

The presence or absence of the effects of mediation or intervention in the model, seen from the criteria below, namely if the effect value of the total path coefficient > value of direct influence, then this variable is proven to mediate the relationship and if the value of the influence of the total path coefficient < the value of direct influence, then the variable is not proven to mediate the relationship.

Based on the calculation results, the coefficients are as follows:

**Table 4.** Direct path coefficients, Indirect, and Total Indirect Effects

Variabel	Effect	Visiting Interests	Visiting Decisions
City Branding	Direct		0.111
	Indirect	0.138	0.480
	Total	$0.111 + (0.138 \times 0.480) = 0.177$	
	Information	Mediate	
Word of Mouth	Direct		0.040
	Indirect	0.091	0.480
	Total	$0.040 + (0.091 \times 0.480) = 0.084$	
	Information	Mediate	
Perceived Value	Direct		0.281
	Indirect	0.716	0.480
	Total	$0.281 + (0.716 \times 0.480) = 0.625$	
	Information	Mediate	

#### Effect of City Branding on the Visiting Decisions through Visiting Interests

Judging from the calculation results that the total indirect effect of city branding on the decision of visiting is  $0.177 >$  the path coefficient of direct influence is  $0.111$ , then H2 which states “city branding has a positive and significant influence on visiting decisions through visiting interests” be accepted. This means that the influence of city branding can influence the decision to visit if mediated by visiting interests. Interest in visiting can influence the decision of tourists in choosing Kampoeng Batik Tourism Kauman Pekalongan as a tourist destination to be visited. So, city branding is not directly a consideration of tourists to decide to visit, it takes a stimulus to attract tourists to be willing to visit tourist destinations.

The results of this study are supported by Ramadhan et al., (2015) which gives the result that city branding does not significantly influence the visiting decision. Mediation variables of interest in visiting are needed so that city branding has an indirect effect on the decision to visit. The role of interest in visiting as an intervening variable for city branding and the decision to visit makes tourists decide to visit Batik Kauman Pekalongan Tourism Village. When interest arises, tourists will realize that tourists like a certain place in accordance with their interests and want to visit it and then when the belief in a tourist attraction

strengthens it will lead to a decision to make a visit (Putra & Pangestuti, 2018). So, to create an opportunity so that tourists decide to visit is to generate interest in visiting first.

#### Effect of Word of Mouth on Visiting Decisions through Visiting Interests

Viewed from the results of calculations that the total indirect effect of word of mouth on visiting decisions of  $0.084 >$  path coefficient of direct influence of  $0.040$ , then H4 which states “word of mouth has a positive and significant effect on visiting decisions through visit interests” is accepted. This means that the influence of word of mouth can affect visiting decisions if mediated by visiting interests. Interest in visiting can influence the decision of tourists in choosing Kampoeng Wisata Batik Kauman Pekalongan as a tourist destination to be visited. So, word of mouth is not directly a consideration of tourists to decide to visit, it takes stimulus to attract tourists to be willing to visit tourist destinations.

The results of this study were supported by Nurvidiana, Hidayat, and Abdillah (2015) who gave the result that word of mouth had a significantly stronger effect on visiting decisions when mediated by the visiting interest variable. Mediation variables of interest in visiting in this study are needed so that word of mouth has an indirect effect on the decision of visiting. Word of mouth a person will easily believe in a product or service that can form an interest and will later have an impact on the decision of a visit by tourists (Mahendrayasa et al., 2014). The role of interest in visiting as an intervening variable for word of mouth and the decision to visit makes tourists decide to visit Batik Kauman Pekalongan Tourism Village. So, to create an opportunity for tourists to decide to visit is to generate interest in visiting

#### The Effect of Perceived Value on Visiting Decisions through Visiting Interests

Viewed from the calculation results that the total indirect effect of perceived value on visiting decisions is  $0.625 >$  the path coefficient of direct influence is  $0.281$ , then H6 which states “perceived value has a positive and significant influence on visiting decisions through visiting interest” be accepted. This means that the effect of perceived value on visiting decisions becomes stronger when mediated by visiting interests. Thus, interest in visiting is able to mediate the effect of perceived value on visiting decisions.

The results of this study are supported by a statement put forward by Prasetyo and Suseno (2015) which states that the perceived value that



is well received by consumers is able to push it toward the stage of purchasing decisions. In addition, perceived value can form positive thoughts and emotions that can be a factor in the emergence of individual interests. Research conducted by Naseem, Verma, and Yaprak (2015) shows the results that there is a positive and significant relationship between perceived value and consumer interest in global products that develop in international marketing.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion above, it can be concluded that city branding and word of mouth have no significant effect on visiting decisions. This means that if the city branding goes up or down, then the decision of tourists to visit Kampoeng Wisata Batik Kauman Pekalongan is not affected. And even though word of mouth goes up or down, the decision of tourists to visit Kampoeng Wisata Batik Kauman Pekalongan is also not affected. In contrast to perceived value and interest in visiting, this study shows that perceived value and interest in visiting have a significant influence on visiting decisions. This means that perceived value will affect tourists' decision to visit. The better the perceived value received, the more it will make Kao Batik Tourism Kampoeng experience an increase in the number of tourist visits. As for the interest in visiting, the better the stimulus received by tourists, the more it will encourage tourists to be willing to visit Batik Kauman Pekalongan Tourism Village.

In addition, the interest in visiting is able to mediate the effect of city branding, word of mouth, and perceived value on visiting decisions. This means that city branding, word of mouth, and perceived value will affect the decision of tourists visiting Batik Kauman Pekalongan Tourism Kampoeng if supported by stimuli or stimuli that will have an impact on the decision of tourists visiting Kampoeng Batik Tourism Kauman Pekalongan.

Suggestions for Kampoeng Wisata Batik Kauman Pekalongan namely this Kampoeng should make efforts so that the city branding Pekalongan as the "World's city of Batik" can run effectively. These efforts are carried out in collaboration with stakeholders and the local community. Low competitiveness can be caused by lack of tourist knowledge of the potential of the area. The introduction of regional potential can be done through communication that refers to all views of the city such as strategies landscape or infrastructure. Another way to arrive at the brand

image built by the city can be done with formal communication, marketing practices such as advertising, and public relations. All of that can be done so that city branding can run effectively. While the advice for the Regional Government is to promote tourism through other media, such as social media to increase tourism in the region.

In addition, in this study it is known that customers will be more satisfied if in making a visit, tourists feel the benefits and benefits received according to their wants and needs. Therefore, the suggestion for Kampoeng Wisata Batik Kauman Pekalongan is to improve service innovations such as placing tour guides who can speak foreign languages to facilitate communication with foreign tourists who come to Kampoeng Wisata Batik Kauman Pekalongan. Kampoeng Wisata Batik Kauman Pekalongan for needing to provide stimulus for tourists to be willing to visit. Providing a stimulus for potential tourists can be done by holding an event-an event in Kampoeng Wisata Batik Kauman creative and innovative.

Suggestions for further researchers to expand the research object is the object of literacy tourism research objects in Pekalongan Regency such as Kampoeng Canting Landungsari, so that the results obtained are more objective. In addition, seeing R Square in the summary model obtained a value of 62.3%, this shows that there is still a chance of variations in other variables that can influence the visiting decision that can be investigated by subsequent researchers by adding or replacing other variables such as factors attracting tourists such as accessibility and event variables.

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