

**THE INFLUENCE OF DESTINATION IMAGE, PERCEIVED VALUE,  
NOVELTY SEEKING TOWARD TOURIST SATISFACTION AND ITS  
IMPACT ON INTENTION TO REVISIT MALIOBORO**

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**ABSTRACT**

The purpose of this study is to empirically examine the influence of destination image, novelty seeking, and tourist' satisfaction to intention to revisit in Malioboro, and the influence of destination image, perceived value, and novelty seeking toward tourist' satisfaction in Malioboro. Data collection method used is survey method. The data analysis using SEM (Structural Equation Modeling) is by application AMOS. Hypothesis testing results indicate that the destination image significantly and negatively related to intention to revisit, destination image positive effect and no significant effect on tourist satisfaction, perceived value has positive and significant impact on tourist satisfaction, novelty seeking has positive effect and no significant effect on tourist satisfaction, novelty seeking has a significant and negative effect on the intention to revisit, and tourist satisfaction significantly positive effect on the intention to revisit.

**Keywords:** destination image, perceived value, novelty seeking, tourist satisfaction, intention to revisit

## **PRELIMINARY Background**

The tourism industry has an important role in development of a region. Even in some areas, tourism demonstrates the potential that can boost primary source of revenue. No wonder the government will strengthen the tourism sector as one of the leading sectors ahead of the entry into Masyarakat Ekonomi ASEAN (MEA).

Yogyakarta is a city that has a special attraction for tourists. Yogyakarta become one of the famous tourist destinations by tourists domestic or foreign tourists. In the national tourism map, potential Yogyakarta was ranked second after Bali. The assessment is based on several factors that strength development of tourism in Yogyakarta.

Based on statistics released by the Central Statistics Agency Yogyakarta Tourism Year 2014, shows that the percentage of domestic tourists who visit to Yogyakarta decreased. It can be seen in table 1 that suggests the percentage of tourists who stay at the hotel in Yogyakarta.

**Table 1. Data of Yogyakarta Tourism**

Year	Hotel Classes				Total	
	Star		Non-Star			
	Foreign Tourist	Domestic Tourist	Foreign Tourist	Domestic Tourist	Foreign Tourist	Domestic Tourist
2013	10,9 %	89,1 %	3,57 %	96,43 %	9,01 %	90,99 %
2012	10,09 %	89,91 %	3,46%	96,54 %	7,95 %	92,05 %
2011	12,39 %	87,61%	3,34 %	96,66 %	9,19 %	90,81 %
2010	12,33 %	87,67 %	3,16 %	96,84 %	8,99 %	91,01 %

Source: Central Board of Statistics Tourism Yogyakarta (2014).

For tourists, not to complete it came to Yogyakarta if they have not visited Malioboro. This makes Malioboro become the famous tourist destination in Yogyakarta. Malioboro is the heart of the city of Yogyakarta, which is also the economic center. This makes Malioboro never deserted by tourists.

Malioboro has an attraction for tourists. In addition to a shopping center, in Malioboro also persist within the heritage area. Malioboro have access to the strategically located in the city center so that transportation to the Malioboro area easily accessible by tourists from different cities. Therefore Malioboro also crowded on weekend and holidays.

However, Malioboro not spared from criticism of the tourists, according to the Technical Implementation Unit (UPT) Malioboro that the existence of an increasing number of street vendors make Malioboro increasingly irregular and not neatly arranged. In addition, the condition of infrastructure businesses such as carts, tents and shanties of the vendors become less maintained and not uniform, so that the impression is less attractive and irregular, food vendors also deliberately set prices unreasonably, also the problem of traffic congestion and lack of space for pedestrians.

According to the explanation above, the researchers suggest that destination image, perceived value, novelty seeking and tourist satisfaction in has role to intention to revisit Malioboro. Therefore, researchers interested in conducting research with the title, namely: **the influence of destination image, perceived value, novelty seeking toward tourist satisfaction and its impact on intention to revisit Malioboro.**

#### **Formulation of the Problem**

1. Does the destination image has a positive and significant impact on the intention to revisit in Malioboro?
2. Does the destination image has a positive and significant impact on tourist' satisfaction in Malioboro?
3. Does the perceived value has a positive and significant impact on tourist' satisfaction in Malioboro?
4. Does novelty seeking has a positive and significant impact on tourist' satisfaction in Malioboro?
5. Does novelty seeking has a positive and significant impact on intention to revisit in Malioboro?
6. Does the tourist' satisfaction has a positive and significant impact on intention to revisit in Malioboro?

## **Research Purposes**

1. To determine the influence of destination image to intention to revisit in Malioboro.
2. To determine the influence of destination image to the tourist' satisfaction in Malioboro.
3. To determine the influence of perceived value to the tourist' satisfaction in Malioboro.
4. To determine the influence of novelty seeking towards the satisfaction of tourists in Malioboro.
5. To determine the influence of novelty seeking intention to revisit in Malioboro.
6. To determine the influence on the tourist satisfaction to intention to revisit in Malioboro.

## **THEORITICAL REVIEW**

### **Destination Image**

According to Hsu, Cai and Li (2010) in Praminingsih, Lipuringtyas and Rimenta (2014), destination image is an essential factor for tourist destinations as better image of the destination bring more tourist to the destination. According to Rynes (1991) in Mohamad, Ali and Ab Ghani (2011), destination image is generally defined as the general impression that a tourist has about a destination. According to Fakeye and Crompton (1991) in Assaker, Vinzi, and O'Connor (2011), destination image is defined as an individual's mental representation of knowledge, feelings and overall perception of a particular destination. According to Tasci, Gartner and Cavusgil (2007) in Praminingsih, Lipuringtyas and Rimenta (2014), destination image is an interactive system of thought opinions, feelings, visualizations and intention toward a destination.

According to Chi and Qu (2008) in Herstanti (2011) there are 5 dimension of destination image, that is: 1) Environment, 2) Infrastructure and Accessibility, 3) Culture and Social, 4) Tourist Leisure and Entertainment, and 5) Local Food.

## **Perceived Value**

According to Kotler and Keller (2016), customer perceived value is customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives. Thus, the perceived value of customers based on the difference between what the customer obtained and what was given to the possibility of a different choice. According to Lovelock and Wirtz (2011), perceived value is defined as an overall assessment of the utility of a consumer product or service based on the perception of what is acceptable and what is given or assessment between the perceived benefits and perceived costs.

Parasuraman and Grewal (2012) in Herstanti (2014), conceptualizing perceived value as a dynamic construct that consists of four dimensions of value, namely 1) Acquisition Value, 2) Transaction Value, 3) In-use Value, and 4) Redemption Value.

## ***Novelty Seeking***

According to Keaveney (1995) and Reichheld (1996) in Assaker, Vinzi, and O'Connor (2011), determined that certain customers switch products even when satisfied with the results provided. According to Pearson (1977) in Assaker, Vinzi, and O'Connor (2011), novelty seeking is a fundamental component for travel motivation. It is defined as the level of contrast between current perception and past experience. According to Bello and Etzel (1985) in Som and Badarneh (2011), defined novelty seeking as a trip with unfamiliar experience.

According to Assaker, Vinzi, and O'Connor (2011), classify *novelty seeking* into 7 dimension, that is: 1) cultural diversity, 2) the results / products of local communities, 3) local culinary, 4) new friends, 5) local residents, 6) of different places, and 7) the good name of a place.

### **Tourist Satisfaction**

According to Kotler and Keller (2016), satisfaction is a person's feeling of pleasure or dissatisfaction that results from comparing a product's perceived performance (or outcome) to expectations. According to Oliver (2010) in Wantara (2015), satisfaction is defined as a judgment that the products or services provided have been fun to meet the level of consumption related. Also there are two levels of customer satisfaction that individual transaction-specific satisfaction and cumulative satisfaction. According to Meng and Uysal (2008) in Praminingsih, Lipuringtyas and Rimenta (2014), in tourism context, tourist satisfaction is defined as the degree of positive feelings activated from the experience at the destination.

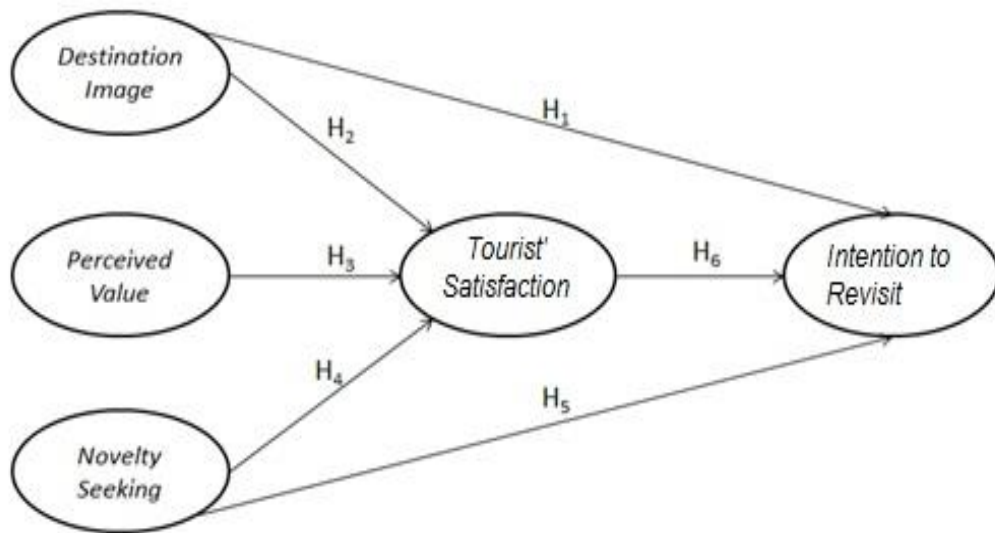
According to Kotler and Keller (2016), there are 3 measurement to measure satisfaction, that is: 1) Periodic Surveys, 2) Customer Loss Rate, and 3) Mystery Shopper.

### **Intention to Revisit**

According to Schiffman and Kanuk (2010), intention to revisit is the interest of consumers to make purchases again after gaining experience of consuming a product / service. Purchases made consumers consist of two types, namely the purchase of trial and repeat purchases. Purchasing the trial stage of the investigation in which the purchasing behavior of consumers trying to evaluate the product. If the products are satisfactory, then consumers are willing to re-purchase or re-visit.

According to Kinnear and Taylor (2012) in Herstanti (2014), intention to revisit identified into 4 dimension, that is: 1) Transactional Intention, 2) Referential Intention, 3) Preferential Intention, and 4) Explorative Intention.

## MODEL RESEARCH



**Picture 1. Research Model**

Source: Data processed by the researcher (2016)

From the picture above, the proposed hypothesis is as follows:

H1: There is a positive and significant impact on the destination image to intention to revisit in Malioboro.

H2: There is a positive and significant impact on the destination image to tourist' satisfaction in Malioboro.

H3: There is a positive and significant impact on the perceived value to tourist' satisfaction in Malioboro.

H4: There is a positive and significant impact on the novelty seeking to tourists' satisfaction in Malioboro.

H5: There is a positive and significant effect of novelty seeking to intention to revisit in Malioboro.

H6: There is a positive and significant impact on tourist satisfaction to intention to revisit in Malioboro.

## **RESEARCH METHOD**

This research is descriptive and causal. According to Malhotra and Naresh (2009), descriptive research is a kind of conclusive research that has the main purpose of outlining a characteristic. While the causal research aims to obtain evidence of a causal relationship between the independent variable on the dependent variable.

Descriptive research conducted to know and be able to explain the characteristics of the variables examined in a situation which is to obtain a description of the destination variable image, perception of product value, novelty seeking, tourist satisfaction, and re-visit interest. While the causal research aims to determine the influence of destination image, perceived value, novelty seeking, tourist satisfaction, and intention to revisit.

### **Determination Methods Population and Sample**

According Sugiyono (2013), the population is generalization region consisting of an object or a subject that has certain qualities and characteristics defined by the researchers to learn and then drawn conclusions. The population in this study refers to Malioboro travelers who've been visited Malioboro. The type of population to be studied is infinite population, ie the object size is not infinite (infinite), that is because they do not know the exact number of travelers who have visited Malioboro.

According to Hair et al. (2010), which can be used as a guide in determining the sample size in the SEM analysis, sample size estimation technique 100-200 for maximum likelihood (ML). Then the sampling will be used in this study will be adjusted based on the theory Hair et al. (2010) which advised on the first point the provisions of the sample size estimation technique 100-200 for maximum likelihood (ML).



## Analysis Method

The analysis method to interpret and draw conclusions from a number of data collected. Researcher using SPSS version 22 software and SEM (Structural Equation Model) of AMOS statistical package version 22 for processing and analyzing research data.

## RESULTS AND DISCUSSION

### Descriptive analysis

#### Destination Image

**Table 2. Descriptive Analysis Variable Destination Image**

No.	1 STS	2 TS	3 BS	4 S	5 SS	Total
1.	9	71	34	51	35	200
2.	11	48	40	67	34	200
3.	5	50	46	74	25	200
4.	8	48	45	67	32	200
5.	12	49	42	64	33	200
6.	9	71	33	52	35	200
7.	9	73	33	50	35	200
8.	5	46	37	71	41	200
9.	5	50	48	69	28	200
10.	11	47	43	66	33	200
11.	9	71	33	51	36	200
12.	8	70	33	52	37	200
13.	8	71	35	51	35	200
14.	8	70	36	51	35	200
15.	5	45	40	69	41	200
16.	9	51	44	67	29	200
17.	9	71	31	52	37	200
18.	8	72	32	53	35	200
19.	5	50	47	70	28	200
20.	11	49	41	67	32	200
21.	9	72	33	51	35	200

Source: Data processed by the researcher (2016)

Descriptive analysis of respondents' answers to the destination variable image, the biggest percentage is the answer to 'agree' amounted to 30.12% and the small percentage that is the answer 'Strongly Disagree' of 4.12%.

## Perceived Value

**Table 3. Descriptive Analysis Variables Perceived Value**

No.	1 STS	2 TS	3 BS	4 S	5 SS	Total
1.	9	72	32	52	35	200
2.	4	38	43	84	31	200
3.	7	63	39	68	23	200
4.	12	75	40	53	20	200
5.	5	46	42	74	33	200
6.	7	60	42	68	23	200
7.	9	67	37	52	35	200
8.	5	44	37	73	41	200
9.	13	80	37	50	20	200
10.	9	72	34	52	33	200
11.	9	72	32	51	36	200
12.	9	72	33	51	35	200

Source: Data processed by the researcher (2016)

Descriptive analysis of respondents' answers on the perceived value variables, the biggest percentage is the answer 'Disagree' amounted to 31.71% and the small percentage that is the answer 'Strongly Disagree' at 4.08%.

## Novelty Seeking

**Table 4. Descriptive Analysis Variables Novelty Seeking**

No.	1 STS	2 TS	3 BS	4 S	5 SS	Total
1.	9	72	32	52	35	200
2.	4	40	42	83	31	200
3.	7	65	38	67	23	200
4.	13	79	37	51	20	200
5.	5	50	38	74	33	200
6.	7	65	38	67	23	200
7.	9	73	31	52	35	200
8.	5	46	37	71	41	200
9.	13	82	36	49	20	200
10.	9	73	34	51	33	200
11.	9	72	32	51	36	200

Source: Data processed by the researcher (2016)

Descriptive analysis of respondents' answers on variable novelty seeking, the biggest percentage is the answer 'Disagree' amounted to 32.59% and the small percentage that is the answer 'Strongly Disagree' by 4.1%.

## Tourist' Satisfaction

**Table 5. Descriptive Analysis Variables Tourist Satisfaction**

No.	1	2	3	4	5	Total
	STS	TS	BS	S	SS	
1.	10	77	41	53	19	200
2.	7	65	38	66	24	200
3.	7	66	38	64	25	200
4.	9	79	37	54	21	200
5.	7	73	38	55	27	200
6.	7	66	38	65	24	200
7.	7	66	36	66	25	200
8.	9	77	35	48	31	200
9.	9	76	34	49	32	200

Source: Data processed by the researcher (2016)

Descriptive analysis of respondents' answers on variable tourist satisfaction, the greatest percentage is the answer 'Disagree' amounted to 35.83% and the small percentage that is the answer 'Strongly Disagree' by 4%.

## Intention to Revisit

**Table 6. Descriptive Analysis Variables Intention to Revisit**

No.	1	2	3	4	5	Total
	STS	TS	BS	S	SS	
1.	23	7	19	14	137	200
2.	41	40	49	59	11	200
3.	47	37	50	55	11	200
4.	16	10	19	14	141	200
5.	19	14	18	110	39	200
6.	39	41	52	57	11	200
7.	18	13	18	105	46	200
8.	15	8	19	12	146	200
9.	10	76	41	53	20	200
10.	13	73	44	50	20	200
11.	12	73	44	51	20	200
12.	9	75	44	53	19	200

Source: Data processed by the researcher (2016)

Descriptive analysis of respondents' answers on variable interest in repeat visits, the greatest percentage is the answer 'Agree' 26.38% and the small percentage that is the answer 'Strongly Disagree' 10.92%.

## Exploratory Factor Analysis Destination Image

Table 7. Factor Analysis of Destination Image

Item	Factor Loading			
	1	2	3	4
DES12	1,009			
DES17	1,003			
DES7	0,989			
DES21	0,989			
DES11	0,988			
DES13	0,987			
DES1	0,987			
DES18	0,987			
DES6	0,980			
DES14	0,980			
<b>Cronbach's Alpha</b>	<b>0,998</b>			
DES20		0,998		
DES10		0,997		
DES5		0,990		
DES2		0,989		
DES4		0,979		
<b>Cronbach's Alpha</b>		<b>0,995</b>		
DES9			1,000	
DES19			0,998	
DES3			0,992	
<b>Cronbach's Alpha</b>			<b>0,994</b>	
DES15				1,008
DES8				0,997
DES16				0,431
<b>Cronbach's Alpha</b>				<b>0,843</b>

Source: Data processed by the researcher (2016)

Based on 21 questionnaires statement, all statements form factor or dimension. The results of the factor analysis forming five dimensions, ie the dimensions of local food, environment, infrastructure & accessibility, tourist leisure and entertainment.

### Perceived Value

Based on 12 questionnaires statement, all statements perceived value variables may form factor or dimension. No statements were eliminated because there is no cross-factor. The results of the factor analysis of two-dimensional form, the dimensions of acquisition value and transaction value.

**Table 8. Perceived Value Factor Analysis**

Item	Factor Loading	
	1	2
PV 12	0,963	
PV 1	0,961	
PV 11	0,959	
PV 10	0,949	
PV 7	0,944	
PV 3	0,940	
PV 6	0,937	
PV 4	0,902	
PV 9	0,895	
<b>Cronbach's Alpha</b>	<b>0,984</b>	
PV 5		0,969
PV 2		0,962
PV 8		0,932
<b>Cronbach's Alpha</b>	<b>0,951</b>	

Source: Data processed by the researcher (2016)

## Novelty Seeking

**Table 9. Factor Analysis of Novelty Seeking**

Item	Factor Loading	
	1	2
NOV1	0,956	
NOV11	0,954	
NOV7	0,951	
NOV3	0,950	
NOV10	0,949	
NOV6	0,948	
NOV4	0,917	
NOV9	0,912	
<b>Cronbach's Alpha</b>	<b>0,983</b>	
NOV5		0,970
NOV2		0,967
NOV8		0,933
<b>Cronbach's Alpha</b>	<b>0,957</b>	

Source: Data processed by the researcher (2016)

Based on 11 questionnaires statement, all variables statement novelty seeking may form factor or dimension. No statements were eliminated because there is no cross-factor. The results of the factor analysis to form two dimensions, dimensions of different places and the results / products of local communities.

## Tourist' Satisfaction

**Table 10. Tourist Satisfaction Factor Analysis**

Item	Factor loading
	1
SAT6	0,957
SAT2	0,955
SAT9	0,948
SAT7	0,945
SAT5	0,936
SAT8	0,933
SAT3	0,931
SAT4	0,908
SAT1	0,903
<b>Cronbach's Alpha</b>	<b>0,982</b>

Source: Data processed by the researcher (2016)

Based on 9 statement of the questionnaire, all statements tourist satisfaction variables may form factor. No statements were eliminated because there is no cross-factor. The results of the factor analysis does not form dimensions.

## Intention to Revisit

**Table 11. Factor Analysis Intention to Revisit**

Item	Factor Loading			
	1	2	3	4
REV10	0,955			
REV11	0,950			
REV12	0,945			
REV9	0,934			
<b>Cronbach's Alpha</b>	<b>0,960</b>			
REV2		0,979		
REV3		0,947		
REV6		0,894		
<b>Cronbach's Alpha</b>		<b>0,938</b>		
REV4			0,944	
REV8			0,900	
REV1			0,848	
<b>Cronbach's Alpha</b>			<b>0,880</b>	
REV5				0,951
REV7				0,854
<b>Cronbach's Alpha</b>				<b>0,804</b>

Sumber: Data diolah peneliti (2016)

Based on 12 questionnaires statement, all statements can re-visit interest variable form factors or dimensions. No statements were eliminated because there is no cross-factor. The results of the factor analysis of two-dimensional form, the dimensions of intention to explorative, transactional intention, preferential intention and intention to referential.

## Confirmatory Factor Analysis

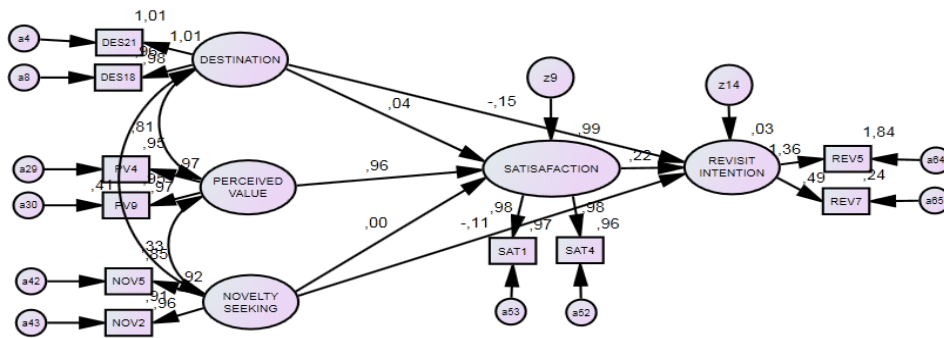
### Fit Model SEM

In the second order construct, variable destination image has two dimensions, namely environment and infrastructure & accessibility with two indicators on each dimension.

In the second test order construct, survived intact perceived value variable with two dimensions, namely the acquisition value and transaction value. Processing data on perceived value variable fit model does not have the dimensions and the remaining two indicators.

In the second test order construct, variable novelty seeking to survive intact in two dimensions, ie the dimensions of the different dimensions of the product or the results of the local community. Processing data on variables fit model does not have the dimensions of novelty seeking and the remaining two indicators.

In the test factor analysis with SPSS, variable tourist satisfaction have no dimension. In the second test order construct, variable tourist satisfaction survive intact with four dimensions, ie the dimensions of interest explorative, transactional interest, preferential interest and interest referential.



Picture 2. Fit Model SEM

Source: Data processed by the researcher (2016)

Table 12. Fit Model AMOS

Indeks	Cut Off Value	Hasil	Evaluasi Model
<b>P</b>	$\geq 0,05$	0,085	<i>Fitted</i>
<b>CMIN/DF</b>	$\leq 2,00$	1,376	<i>Fitted</i>
<b>TLI</b>	$\geq 0,95$	0,994	<i>Fitted</i>
<b>CFI</b>	$\geq 0,95$	0,996	<i>Fitted</i>
<b>RMSEA</b>	$\leq 0,08$	0,043	<i>Fitted</i>

Source: Data processed by the researcher (2016)

The results of testing this model fit P of 0.085, CMIN / DF sebesar 1,376 TLI CFI of 0.994 by 0.996 and RMSEA of 0.043. Based on the results of four measuring devices (P, CMIN / DF, TLI, CFI and RMSEA) all showed good numbers corresponding index criteria, indicating that the model was fit to the data.

## Hypothesis testing

**Table 13. Hypothesis Testing**

<i>Hypothesis</i>	<i>Independent Variabel</i>		<i>Dependent Variabel</i>	<i>CR (t-value)</i>	<i>P-value</i>	<i>Hasil Uji Hipotesis</i>	<i>Standardize Total Effect</i>	<i>Interrestasi</i>
H1	<i>Destination Image</i>	→	<i>Intention to Revisit</i>	-1,696	0,090	Rejected	-0,148	Weak
H2	<i>Destination Image</i>	→	<i>Satisfaction</i>	1,433	0,152	Rejected	0,042	Weak
H3	<i>Perceived Value</i>	→	<i>Satisfaction</i>	32,446	***	Accepted	0,961	Very Strong
H4	<i>Novelty Seeking</i>	→	<i>Satisfaction</i>	0,265	0,791	Rejected	0,05	Very Weak
H5	<i>Novelty Seeking</i>	→	<i>Intention to Revisit</i>	-1,984	0,047	Accepted	-0,109	Very Weak
H6	<i>Satisfaction</i>	→	<i>Intention to Revisit</i>	2,486	0,013	Accepted	0,219	Weak

\*\*\* Unable to survive in the SEM analysis (<0.001)

Source: Data processed by researchers (2016)

Testing the hypothesis as follows:

1. Variable C.R destination image has a value of -1.696, which means less than 2.00, then the destination image is expressed negative and not significant to revisit intention.
2. Variable C.R destination image has a value of -1.433, which means less than 2.00, then the destination image is declared positive and not significant with respect to satisfaction.
3. Variable perceived value has a value C.R (Critical Ratio) of 32.446 which means greater than 2.00, then the perceived value is declared positive and significant impact on satisfaction.



4. Variable novelty seeking value C.R (Critical Ratio) amounted to 0,265, the novelty seeking is declared positive and not significant to satisfaction.
5. Variable novelty seeking value C.R (Critical Ratio) of -1.984, the novelty seeking declared negative and not significant to revisit intention.
6. Variable satisfaction has a value C.R (Critical Ratio) of 2.486 which is more than 2.00, then the satisfaction expressed positive and significant impact on revisit intention.

## **CONCLUSIONS, IMPLICATIONS AND SUGGESTIONS**

### **Conclusion**

Relations between destination image is expressed negative and not significant to revisit intention. Thus, even though the destination image in negative Malioboro but does not affect intention to revisit in Malioboro. This is consistent with the implication of the processed questionnaires on 200 respondents who had visited Malioboro, found that the reason most visited shopping Malioboro is 38%, and 35.5% visit Malioboro for recreation and the remaining 26.5% came to Malioboro to study research and conduct meetings. So that tourists who shopped less attention destination image of Malioboro.

Relations of destination image is significant and has positive effect to the tourist satisfaction. Thus, even though the destination image in Malioboro negative, but does not affect the tourist satisfaction in Malioboro. Relations perceived value is has positive and significant impact on satisfaction. This proves that the values such as the acquisition value and the transaction value greatly affect tourist satisfaction. Evidenced by the many tourists who complained that many street vendors (PKL) food in Malioboro set unreasonable price because the price is too expensive, and sellers do not attach the price on the menu. In other words, customer satisfaction declined because of the benefit received by the sacrifices incurred to acquire a product / service is not comparable.

Relations novelty seeking is positive and not significant to the tourist satisfaction. Thus, although the novelty seeking in Malioboro is positive but not significant effect on the satisfaction of tourists in Malioboro. Relations novelty

seeking declared negative and not significant to revisit intention. Thus although the novelty seeking in Malioboro negative but not significant effect on intention to in Malioboro.

Relationship satisfaction expressed positive and significant impact on revisit intention. Thus, the satisfaction of tourists will have a significant effect on the intention to revisit in Malioboro. Thus, the tourist was satisfied with Malioboro will visit again in the future.

Malioboro shopping center must find a solution for creating tourist satisfaction. To that end, the satisfaction of visitor attractions manager needs to build the perception of the value of the tourist destinations, enhancing the image of tourist destinations of interest, and provides a new innovation for a destination or a trip to an attraction.

### **Suggestion**

#### **Academic Advice**

Further research can be using different research objects but the same variable, the variable destination image, perceived value, satisfaction and contentment novelty-seeking tourists.

Further research can be using another variable that is more interesting to study the variable service quality, familiarity, attitude, subjective norm, or perceived quality control as a reference in the re-examination whether these variables may affect re-visit interest also to enrich the variation in the study.

Future studies are expected to show or compare with other competitors such Malioboro attractions Borobudur Temple, Taman Pintar, South Beach Gunung Kidul, Kulon Progo and other attractions.

#### **Operational Suggestions**

In business competition in the field of tourism increasingly stringent, UPT Malioboro required to provide infrastructure and infrastructure adequate and easily accessible such as the availability of access to good highway, the availability of a wide selection of restaurants / eateries, and hotels as well as easy access to public transport and public toilets are easily accessible by tourists.

UPT Malioboro should give a rebuke against businesses in Malioboro which deliberately set prices unreasonably and instruct every business person to provide a list of menu to give good value and good image to the tourists.

UPT Malioboro required to continue to innovate by offering new destinations or creative works of art in Malioboro and valuable experiences that tourist are satisfied at the time of travel. For example by organizing specific events or festivals that may involve tourists in Malioboro.

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