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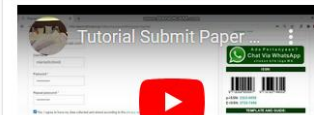


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THE IMPACT OF TECHNOLOGY AND TRANSFORMATIONAL LEADERSHIP OF HEAD OF SOKOSARI VILLAGE ON THE OPTIMIZATION OF SERVICE PERFORMANCE IN THE COMMUNITY

THE EFFECT OF DESTINATION IMAGE AND TOURIST EXPERIENCE ON PURCHASING INTENTION TO TIDUNG ISLAND, DKI JAKARTA, DURING THE COVID-19 PANDEMIC

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Abstract

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The purpose of this study is to find out how the influence of Sales Promotion and Consumer Trust on Interest in Staying at a four-star hotel in Jakarta during the COVID-19 pandemic. The research method used is descriptive quantitative research method. The study used a sample of 100 respondents with 16 statements. Sales Promotion with a mean of 3.50 in the very good category, Consumer Trust with a mean of 3.52 in the very good category, and Interest in Staying with a mean of 3.36 in the very high category. Sales Promotion has an effect on interest in staying by 16% and the remaining 84% is influenced by other variables not examined in this study. Consumer Trust has an effect on interest in staying by 43.5% and the remaining 56.5% is influenced by other variables not examined in this study. Sales Promotion and Consumer Trust have an effect on Interest in Staying by 45.1% and the remaining 54.9% is influenced by other variables not examined in this study. The contribution of this research is to inform the hotel management about the use of Traveloka application during pandemic and to provide recommendations to increase consumers' trust so that consumer interest in staying increases

Keywords: Destination Image, Tourist Experience, Purchase Intention, Covid-19 Pandemic

1. INTRODUCTION

Indonesia announced its first case of COVID-19 on March 2 2020 and on March 11 2020. Over time, the addition of COVID-19 cases has increased so that the World Health Organization (WHO) or the World Health Organization officially declared the corona virus (COVID-19) as a pandemic. The Covid-19 pandemic has had an impact on all sectors including the tourism industry (Fitriana et al, 2020). Before the pandemic, Indonesia was developing very rapidly in developing the tourism industry, namely by actively promoting "Wonderful Indonesia". The occurrence of this pandemic has had a significant impact on reducing local and foreign tourists. Based on the decision of the President of the Republic of Indonesia, namely Jokowi, PSBB (Large-Scale Social Restrictions) was imposed. With this decision, several tourist areas experienced a decrease in tourist visits.

BPS data (2021) states that the number of tourists has decreased a lot, both local tourists and foreign tourists. The data states that in 2019 and 2020 there were 4.02 million foreign tourist visits and showed a decrease of 75.03 percent. The Deputy for Destination Development and Infrastructure at the Ministry of Tourism and Creative Economy explained that the number of local tourists decreased by 61 percent compared to the previous year.

In order to restore the condition of tourism in Indonesia which has experienced a decline in tourist visits, in August 2020 a new normal implementation was implemented accompanied by CHSE (Cleanliness, Health, Safety and Environmental Sustainability). CHSE is the Implementation of Hygiene, Health, Safety and Environmental Sustainability which is an operational guide for the Tourism sector from the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 concerning Health Protocols for Communities in Public Places and Facilities in the Context of Corona Virus Prevention and Control Disease 2019 (Covid-19). After this regulation was enacted, the Thousand



Islands Regency Government explained that tourist sites on Tidung Island had been opened to all tourists with the terms and conditions that passed, namely complying with health protocols, including 3M (wearing masks, washing hands, and maintaining distance).

The enactment of regulations stipulated by the Minister of Health is in line with the strategy of the Minister of Tourism and Creative Economy in rebuilding tourism activities. This guarantees tourists to carry out tourism activities more safely by complying with strict health protocols and visiting quotas that have been set according to their respective tourist destinations. Even though tourism activities are not yet fully stable, tourists have started to return to have an interest in visiting tourist destinations. One of the tourist destinations that is currently developing is Tidung Island, which has become a leading island destination and residential tourism. Tourists assess Tidung Island through their respective beliefs and perceptions regarding knowledge about the destination and what is felt during tourism activities. In addition, travel comfort is also needed so that tourists can enjoy tourism activities that provide a different experience from their daily activities.

Tidung Island is one of the leading tourist destinations in the Thousand Islands, Tidung Island is divided into two parts, namely Big Tidung Island and Small Tidung Island. Tidung Island has mangrove cultivation and other tourist facilities such as the bridge of love, snorkeling, cycling and other tourist activities. Tidung Island experienced a very significant decrease in tourist arrivals compared to 2019. The decline in tourist arrivals was affected by the ongoing COVID-19 pandemic.

2. LITERATURE REVIEW

According to Wibowo (2016) Destination Image is equated with a decision that involves the feelings, perceptions, and knowledge of an individual related to making decisions about the tourist destinations he will visit. It refers to individual satisfaction with the decisions they make. Simply put, according to Echtner and Brent Ritchie (in Kurniawan, 2014), a destination image is an impression generated from a place so that people who see it are able to judge the place so as to give rise to a perception.

Destination image according to Chi in Utama (2017) matters that can affect the process of deciding the destination (destination) to be visited in the future. If it creates an impact, evaluation activities can be carried out on the decisions that have been taken. Fakeye and Crompton in Assaker, Vinzi and O'Connor (2011) explain destination image as a mental image of a person shown through feelings, knowledge, and perceptions of the overall destination and the image of a particular destination. This is a factor that can influence the decisions or activities of the tourists themselves.

According to Hailin Qu, et al (in Hidayat, et al, 2017) there are three destination image indicators which are described as follows.

- a. Cognitive image is an assessment that is made by someone in a reasonable and logical manner on the information obtained about everything related to tourist destinations. This includes the impressions shown, such as the quality of one's experience when visiting, the facilities offered by the destination, tourist attractions, cultural attractions, the environment, the economy, as well as the accessibility and infrastructure of these tourist attractions.
- b. A unique image is an image that characterizes a destination. This characteristic is sourced from nature and attractive local attractions of the destination.
- c. Affective image is an assessment of a person related to the person's emotions/feelings towards a tourist destination. This assessment includes feelings of pleasure, enthusiasm, or interest in something related to a tourist spot.

Based on the description of the indicators described by Hailin Qu, et al above, the researchers decided to use these three indicators in this study which included cognitive image, unique image, and effective image.

According to Hasan (2013), the definition of customer experience is a person's response that involves a rational exchange of feelings/emotions as a result of a stimulus elicited from information obtained through marketing efforts. This information is in the form of a decision before or after someone makes a purchase. The feelings included in this customer experience are sensory (sense), feel

(emotional), cognitive (think), action (act), and relationship (relate).

The notion of tourist experience expressed by Stamboulis, et al (in Chang, Backman & Huang, 2014) is the experience gained by tourists from several activities such as seeing, visiting, studying, and enjoying a different lifestyle when visiting tourist destinations. Furthermore, the notion of tourist experience was also expressed by Walter, Edvardsson, and Ostrom (2010) who stated that a person's experience is obtained directly or indirectly towards a tourist destination.

According to Rageh et al (2013), there are eight indicators in the Tourist Experience which are described as follows.

- a. Comfort, in this case, comfort is a basic amenities which is the basis for making visitors comfortable, both in terms of weather, climate, facilities, as well as all activities that make visitors feel at home and feel relaxed.
- b. Education, in this case, the education in question is a person's process of discovering new things by learning. They make some discoveries, explore somewhere, or to stimulate mentally to get feelings of pleasure and joy.
- c. Hedonic, this activity has several indicators that can be called hedonic. The indicators are feeling happy, happy, and memorable at the same time. Usually, some of these indicators can be felt and included in the intangibility of the services provided such as adventure holidays, memorable food, or the environment of a luxury accommodation.
- d. Novelty, novelty means something new or unique, which causes the needs of tourists to have the desire to travel with the aim of finding sensations or new adventure experiences from one place to another or from a place that has been visited to a place that has never been visited.
- e. Security, visitor safety is an important thing that must be maintained and improved, this makes visitors feel secure to travel and travel activities to destinations aim.
- f. Beauty, beauty is an aspect that refers to something beautiful. Visitors crave experiences that generate a sense of wonder, beauty and appreciation. Beauty that can be created by humans. Such as a work of art, architecture or garden scenery.

Albarq (2014: 14) suggests in his research that visitor interest can be analogous to the theory of buying interest, namely that the interest in visiting tourists is the same as the buying interest of consumers. Susanto and Kotler (2000) also stated about buyer interest, namely interest is an encouragement in the form of a strong internal stimulus so that a person can be motivated to act. This form of encouragement arises because of the stimulus and positive feelings towards the product. According to Ferdinand (2014), several indicators that can identify someone's buying interest or visiting interest are described as follows.

- a. Transactional Interests. This interest tends to encourage someone to buy the product.
- b. Referential Interests. This interest tends to encourage someone to make the product be a reference for others.
- c. Preferential Interest. This interest focuses on the behavior of someone who has a preference for some product. These preferences may change if the product experiences a decrease in quality or another factor.
- d. Explorative Interests. This interest focuses on the behavior of a person who tends to seek information positive attitude toward a product he is interested in.

This is a quantitative research. In this study, the independent variables consist of two (2) variables using the symbols X1 (Destination Image) and X2 (Tourist Experience) and for the dependent variable using the symbol Y (Purchase Intention). The population in this study were active students of the Trisakti Institute of Tourism regular Undergraduate and Diploma 4 batch 2017-2018. Researchers used the Non-Probability Sampling technique, namely Purposive Sampling, with a total sampling of 90 respondents. SPSS was used to process the data, which consisted of validity, reliability, descriptive statistics, correlation tests, multiple linear regression analysis, coefficient of determination, T-test and F-test.

Based on the description of the framework above, the hypotheses in this study are described as follows:



H1 : There is no effect of Destination Image on Purchase Intention on Tidung Island, Archipelago Seribu, DKI Jakarta.

H01 : There is an influence of Destination Image on Purchase Intention on Tidung Island, Seribu Islands, DKI Jakarta.

H2: There is no effect of Tourist Experience on Purchase Intention on Tidung Island, Archipelago Seribu, DKI Jakarta.

H02: There is an influence of Tourist Experience on Purchase Intention on Tidung Island, Seribu Islands, DKI Jakarta.

H3: There is no effect of Destination Image and Tourist Experience on Purchase Intention on the Island Tidung, Thousand Islands, DKI Jakarta.

H03 : There is an influence of Destination Image and Tourist Experience on Purchase Intention on the Island Tidung, Thousand Islands, DKI Jakarta.

3. RESULT AND DISCUSSION

Based on the results of the questionnaire that was distributed on June 13 - June 18 2021 via Google Forms to respondents, namely active students of the Trisakti Tourism High School Class of 2017 - 2018, 90 respondents had collected data so that the data can be used in a study entitled "The Influence of Destination Image and Tourist Experience on Purchase Intention to Tidung Island, Seribu Islands, DKI Jakarta during the Covid-19 Pandemic Period" as many as 90 respondents.

All statements in the Destination Image validity test have an rcount value that is greater than the rtable, which is 0.207. So it can be concluded from the 9 variable statements on X1, namely Destination Image, all statement items are declared in accordance with the basis for making a decision on the validity test, namely if $r_{count} > r_{table}$ then the statement is declared VALID. While it can be seen that all statements on variable X2, namely Tourist Experience, have a rcount value that is greater than the rtable, namely 0.207. So that it can be concluded from the 13 variable statements on X2, namely Tourist Experience, all statement items are declared in accordance with the basis for making a decision on the validity test, namely if $r_{count} > r_{table}$ then the statement is declared VALID. All statements on variable Y, namely Purchase Intention, have a rcount value that is greater than rtable, namely 0.207. So that it can be concluded from the 8 variable statements on Y, namely Purchase Intention, all statement items are declared in accordance with the basis for making a decision on the validity test, namely if $r_{count} > r_{table}$ then the statement is declared VALID.

The Cronbach's Alpha value on the X1 variable, namely Destination Image, is 0.897. In accordance with the reliability criteria, if the Cronbach's Alpha value is between 0.81 - 1.00, it can be concluded that it is included in the Highly Reliable criteria. Cronbach's Alpha value on variable X2, namely Tourist Experience, is 0.943. In accordance with the reliability criteria, if the Cronbach's Alpha value is between 0.81 - 1.00, it can be concluded that it is included in the Highly Reliable criteria. Cronbach's Alpha on variable Y, namely Purchase Intention of 0.866. In accordance with the reliability criteria, if the Cronbach's Alpha value is between 0.81 - 1.00, it can be concluded that it is included in the Highly Reliable criteria.

In statement 1 the variable X1 Destination Image shows the percentage of results that is 38.9% or 35 people strongly agree with statement 1, the percentage is 50.0% or 45 people agree with statement 1, the percentage is 8.9% or 8 people disagree with statement 1, and the percentage 2.2% or 2 people strongly disagreed with statement 1. From these results it can be concluded that respondents AGREE with statement 1 because the respondent intends to visit Tidung Island because it has easy accessibility during the Covid-19 pandemic. Statement 2 variable X1 Destination Image shows the percentage of results that is 41.1% or 37 people strongly agree with statement 2, a percentage of 50.0% or 45 people agree with statement 2, a percentage of 7.8% or 7 people disagree with statement 2, and a percentage of 1.1% or 1 person strongly disagrees with statement 2. From these results it can be concluded that respondents AGREE with statement 2 because the respondent intends to visit Tidung Island because they have implemented the overall health protocol at tourist destinations. In statement 3 variable X1 Destination Image shows the percentage of results that is 46.7% or 42 people strongly agree with

statement 3, a percentage of 51.1% or 46 people agree with statement 3, and a percentage of 2.2% or 2 people disagree with statement 3. From these results, it can be concluded that respondents AGREE with statement 3 because Tidung Island has interesting water activities and activities around the coast to do. Statement 4 variable X1 Destination Image shows the percentage of results that is 50.0% or 45 people strongly agree with statement 4, a percentage of 46.7% or 42 people agree with statement 4, a percentage of 2.2% or 2 people disagree with statement 4, and a percentage of 1.1% or 1 person strongly disagrees with statement 4. From these results it can be concluded that respondents STRONGLY AGREE with statement 4 because Tidung Island has beautiful nature and charming white sand. In statement 5 the variable X1 Destination Image shows the percentage of results that is 52.2% or 47 people strongly agree with statement 5, the percentage is 41.1% or 37 people agree with statement 5, the percentage is 5.6% or 5 people disagree with statement 5, and the percentage by 1.1% or 1 person strongly disagrees with statement 5. From these results it can be concluded that respondents STRONGLY AGREE with statement 5 because the Bridge of Love is one of the icons that attracts tourists to visit. In statement 6 the variable X1 Destination Image shows the percentage of results that is 47.8% or 43 people strongly agree with statement 6, the percentage is 45.6% or 41 people agree with statement 6, the percentage is 5.6% or 5 people disagree with statement 6, and the percentage 1.1% or 1 person strongly disagreed with statement 6. From these results it can be concluded that respondents STRONGLY AGREE with statement 6 because Tidung Island has a turtle breeding center, mangrove nurseries, whale houses and coral nurseries as educational tourist attractions. In statement 8 variable X1 Destination Image shows the percentage of results that is 52.2% or 47 people strongly agree with statement 8, the percentage is 42.2% or 38 people agree with statement 8, the percentage is 3.3% or 3 people disagree with statement 8, and the percentage by 2.2% or 2 people strongly disagree with statement 8. From these results it can be concluded that respondents STRONGLY AGREE with statement 8 because Tidung Island has a calm and peaceful atmosphere. In statement 9 the variable X1 Destination Image shows the percentage of results that is 50.0% or 45 people strongly agree with statement 9, a percentage of 44.4% or 40 people agree with statement 9, and a percentage of 5.6% or 5 people disagree with statement 9. From these results, it can be concluded that respondents STRONGLY AGREE with statement 9 because educational and conservation tourism on Tidung Island makes this tourist destination even more attractive.

In statement 1 the variable X2 Tourist Experience shows that the percentage of results is 45.6% or 41 people strongly agree with statement 1, the percentage is 44.4% or 40 people agree with statement 1, the percentage is 6.7% or 6 people disagree with statement 1, and the percentage 3.3% or 3 people strongly disagreed with statement 1. From these results it can be concluded that respondents STRONGLY AGREE with statement 1 because respondents would feel comfortable traveling during the Covid-19 pandemic to Tidung Island. In statement 2 variable X2 Tourist Experience shows the percentage of results that is 51.1% or 46 people strongly agree with statement 2, the percentage is 41.1% or 37 people agree with statement 2, the percentage is 6.7% or 6 people disagree with statement 2, and the percentage by 1.1% or 1 person strongly disagreed with statement 2. From these results it can be concluded that respondents STRONGLY AGREE with statement 2 because respondents would feel comfortable traveling around Tidung Island during the Covid-19 pandemic by always implementing health protocols. In statement 3 variable X2 Tourist Experience shows the percentage of results that is 44.4% or 40 people strongly agree with statement 3, a percentage of 50.0% or 45 people agree with statement 3, a percentage of 4.4% or 4 people disagree with statement 3, and the percentage by 1.1% or 1 person strongly disagreed with statement 3. From these results it can be concluded that respondents AGREE with statement 3 because respondents will feel more relaxed when visiting Tidung Island tourist destinations. In statement 4 variable X2 Tourist Experience shows the percentage of results that is 47.8% or 43 people strongly agree with statement 4, a percentage of 44.4% or 40 people agree with statement 4, and a percentage of 7.8% or 7 people disagree with statement 4. From these results, it can be concluded that respondents STRONGLY AGREE with statement 4 because respondents will gain new knowledge when visiting Tidung Island. In statement 5 variable X2 Tourist Experience shows the percentage of results that is 46.7% or 42 people strongly agree with statement 5, the percentage is

46.7% or 42 people agree with statement 5, the percentage is 4.4% or 4 people disagree with statement 5, and the percentage by 2.2% or 2 people strongly disagree with statement 5. From these results it can be concluded that respondents STRONGLY AGREE and AGREE with statement 5 because respondents will explore all tours on Tidung Island. In statement 6 variable X2 Tourist Experience shows the percentage of results that equal to 37.8% or 34 people strongly agree with statement 6, the percentage is 51.1% or 46 people agree with statement 6, the percentage is 8.9% or 8 people disagree with statement 6, and the percentage by 2.2% or 2 people strongly disagreed with statement 6. From these results it can be concluded that respondents AGREE with statement 6 because respondents would feel happy and satisfied to be able to visit Tidung Island during the Covid-19 pandemic. In statement 7 the variable X2 Tourist Experience shows the percentage of results that is 44.4% or 40 people strongly agree with statement 7, the percentage is 42.2% or 38 people agree with statement 7, the percentage is 8.9% or 8 people disagree with statement 7, and the percentage 4.4% or 4 people strongly disagreed with statement 7. From these results it can be concluded that respondents STRONGLY AGREE with statement 7 because respondents will be free from fatigue and be happy again after visiting Tidung Island during the Covid-19 pandemic. statement 8 variable X2 Tourist Experience shows the percentage of results that is 45.6% or 41 people strongly agree with statement 8, a percentage of 50.0% or 45 people agree with statement 8, and a percentage of 4.4% or 4 people disagree with statement 8. From the results From this, it can be concluded that respondents AGREE with statement 8 because respondents will get new experiences after traveling on Tidung Island during the Covid-19 pandemic. In statement 9 variable X2 Tourist Experience shows the percentage of results that equal to 50.0% or 45 people strongly agree with statement 9, the percentage is 45.6% or 41 people agree with statement 9, the percentage is 3.3% or 3 people disagree with statement 9, and the percentage by 1.1% or 1 person strongly disagreed with statement 9. From these results it can be concluded that respondents STRONGLY AGREE with statement 9 because respondents will feel the sensation of a new adventure when visiting Tidung Island. In statement 10 variable X2 Tourist Experience shows the percentage of results that is 40.0% or 36 people strongly agree with statement 10, a percentage of 54.4% or 49 people agree with statement 10, and a percentage of 5.6% or 5 people disagree with statement 10. From From these results, it can be concluded that respondents AGREE with statement 10 because Tidung Island guarantees the safety of tourists when visiting tourist destinations during the Covid-19 pandemic. In statement 11 variable X2 Tourist Experience shows the percentage of results that is 43.3% or 39 people strongly agree with statement 11, a percentage of 50.0% or 45 people agree with statement 11, a percentage of 3.3% or 3 people disagree with statement 11 and a percentage of 3.3% or 3 people strongly disagreed with statement 11. From these results it can be concluded that respondents AGREE with statement 11 because respondents felt confident and safe to travel on Tidung Island during the Covid-19 pandemic. In the statement 12 variable X2 Tourist Experience shows the percentage of results that is 57.8% or 52 people strongly agree with statement 12, a percentage of 38.9% or 35 people agree with statement 12, and a percentage of 3.3% or 3 people disagree with statement 12. From From these results, it can be concluded that respondents STRONGLY AGREE with statement 12 because Tidung Island has a strategic location so it has beautiful views. In statement 13 variable X2 Tourist Experience shows the percentage of results that is 55.6% or 50 people strongly agree with statement 13, a percentage of 40.0% or 36 people agree with statement 13, a percentage of 2.2% or 2 people disagree with statement 13 and a percentage of 2.2% or 2 people strongly disagree with statement 13. From these results it can be concluded that respondents STRONGLY AGREE with statement 13 because Tidung Island has the beauty of natural tourism, education and conservation in Tidung Island tourist destinations.

In statement 1 the Y Purchase Intention variable shows the percentage of results that is 54.4% or 49 people strongly agree with statement 1, a percentage of 43.3% or 39 people agree with statement 1, and a percentage of 2.2% or 2 people disagree with statement 1. From From these results, it can be concluded that respondents STRONGLY AGREE with statement 1 because respondents are interested in visiting Tidung Island because they will get a calm and peaceful atmosphere. , in statement 2 variable Y Purchase Intention shows that the percentage of results is 46.7% or 42 people strongly agree with statement 2, the percentage is 46.7% or 42 people agree with statement 2, the percentage is 4.4% or 4

people disagree with statement 2 and the percentage by 2.2% or 2 people strongly disagree with statement 2. From these results it can be concluded that respondents STRONGLY AGREE and AGREE with statement 2 because respondents are interested in visiting Tidung Island because it can make their mood happier. In statement 3 the Y Purchase Intention variable shows the percentage of results that is 46.7% or 42 people strongly agree with statement 3, a percentage of 45.6% or 41 people agree with statement 3, and a percentage of 7.8% or 7 people disagree with statement 3. From these results, it can be concluded that the respondent STRONGLY AGREES to statement 3 because the respondent knows Tidung Island from the closest people who have visited. In statement 4 the variable Y Purchase Intention shows that the percentage of results is 37.8% or 34 people strongly agree with statement 4, the percentage is 48.9% or 44 people agree with statement 4, the percentage is 8.9% or 8 people disagree with statement 4 and the percentage is 4.4% or 4 people strongly disagree with statement 4. From these results it can be concluded that respondents AGREE with statement 4 because respondents know Tidung Island from official accounts on social media. In statement 5 the variable Y Purchase Intention shows that the percentage of results is 47.8% or 43 people strongly agree with statement 5, the percentage is 32.2% or 29 people agree with statement 5, the percentage is 14.4% or 13 people disagree with statement 5 and the percentage is 5.6% or 5 people strongly disagree with statement 5. From these results it can be concluded that respondents STRONGLY AGREE with statement 5 because respondents are interested in visiting Tidung Island tourist destinations because they have a hobby of diving. In statement 6 the variable Y Purchase Intention shows that the percentage of results is 51.1% or 46 people strongly agree with statement 6, the percentage is 43.3% or 39 people agree with statement 6, the percentage is 3.3% or 3 people disagree with statement 6 and the percentage is 2.2% or 2 people strongly disagree with statement 6. From these results it can be concluded that respondents STRONGLY AGREE with statement 6 because respondents are interested in visiting the Tidung Island tourist destination because they like the calm beach atmosphere. In statement 7 the variable Y Purchase Intention shows that the percentage of results is 52.2% or 47 people strongly agree with statement 7, the percentage is 41.1% or 37 people agree with statement 7, the percentage is 5.6% or 5 people disagree with statement 7 and the percentage is 1.1% or 1 person strongly disagrees with statement 7. From these results it can be concluded that respondents STRONGLY AGREE with statement 7 because respondents are looking for interesting information about Tidung Island, the Thousand Islands through social media. In statement 8 the variable Y Purchase Intention shows that the percentage of results is 48.9% or 44 people strongly agree with statement 8, the percentage is 45.6% or 41 people agree with statement 8, the percentage is 4.4% or 4 people disagree with statement 8 and the percentage is 1.1% or 1 person strongly disagreed with statement 8. From these results it can be concluded that respondents STRONGLY AGREE with statement 8 because respondents were looking for information about a similar tourist island to consider my travel destination during the Covid-19 pandemic.

Based on the calculation table obtained, the mean of the 3 Destination Image indicators (X1) is 3.39, which is adjusted based on the Average Interval Rating Criteria included in the 3.26 – 4.00 category, namely VERY GOOD. The value with the highest mean in the table above is found in statements 3, 5, 8 and 9 of 3.44, so this means that the Destination Image value for statement 4 is in the VERY GOOD category on the grounds that the Destination Image has made Tidung Island its trademark, among others "Tidung Island has water activities and activities around the coast that are interesting to do", "Bridge of Love is one of the icons that attracts tourists to visit", "Tidung Island has a calm and peaceful atmosphere" and "Educational and conservation tourism owned on Pulau Tidung Tidung makes the tourist destination even more attractive." The value with the lowest mean in the table above is in statement 1 "I intend to visit Tidung Island because it has easy accessibility during the Covid-19 pandemic" of 3.26, this means that the Destination Image value for statement 1 is in the VERY GOOD category with the respondent's reasons have the belief that intending to visit Tidung Island because it has easy accessibility during the Covid-19 pandemic. the mean of the 13 Tourist Experience indicators (X2) is 3.38, which is adjusted based on the Average Interval Rating Criteria included in the 3.26 – 4.00 category, namely VERY GOOD. The value with the highest mean in the table above is found in statement 12 "Tidung Island has a strategic location so it has beautiful views" of 3.54, this

means that the Tourist Experience value for statement 12 is included in the VERY GOOD category with the reason the respondents agreed on the beauty of Tidung Island which it is strategically located so it has a beautiful view. The value with the lowest mean in the table above is in statement 6 "I would feel happy and satisfied to be able to visit Tidung Island during the Covid-19 pandemic" of 3.24, this means that the Tourist Experience value for statement 6 is in the GOOD category with the reason the respondent will feel happy and satisfied to be able to visit Tidung Island during the Covid-19 pandemic. the mean of the 8 indicators of Purchase Intention (Y) is 3.38, which is adjusted based on the Average Interval Assessment Criteria included in the 3.26 – 4.00 category, which is VERY HIGH. The value with the highest mean in the table above is in statement 1 "I am interested in visiting Tidung Island, because you will get a calm and peaceful atmosphere" of 3.52, this means that the Purchase Intention value for statement 1 is in the VERY HIGH category with the respondent's reasons interested in visiting Tidung Island, because it will get a calm and peaceful atmosphere. The value with the lowest mean in the table above is in statement 4 "I know Tidung Island from official accounts on social media" of 3.20, this means that the Purchase Intention value for statement 4 is in the HIGH category with the reason that respondents know Tidung Island from official accounts on social media.

The X1 Destination Image variable has a relationship with the Y Purchase Intention variable, which is equal to 0.846, according to the Table of Correlation Levels which are at the VERY STRONG level, which is known to be in the interval 0.800 – 1.000 so it can be concluded that there is a very strong relationship between the Destination Image Variable and Purchase Intention Variable. The X2 Tourist Experience variable has a relationship with the Y Purchase Intention variable, which is equal to 0.890, according to the Table of Correlation Levels which are at the VERY STRONG level, which is known to be in the interval 0.800 – 1.000 so it can be concluded that there is a very strong relationship between the Destination Image Variable with Variable Purchase Intention. The coefficient of determination (R²) is 0.716, which means that the Y Purchase Intention Variable is influenced by the X1 Destination Image Variable by 71.6% while the remaining 28.4% is influenced by other variables not included in this study. the coefficient of determination (R²) is 0.793, which means that the Y Purchase Intention Variable is influenced by the X2 Tourist Experience Variable by 79.3% while the remaining 20.7% is influenced by other variables not included in this study. The value of the X1 Destination Image Variable and the X2 Tourist Experience Variable has a relationship with the Y Purchase Intention Variable of 0.898, which according to the Correlation Levels Table is at the VERY STRONG level, namely the interval 0.800 – 1.000. Based on the output above, the coefficient of determination (R²) is 0.806, which means that the influence value of the X1 Destination Image Variable and the X2 Tourist Experience Variable on the Y Purchase Intention Variable is 80.6% while the remaining 19.4% is influenced by other variables that were not included in this research.

Based on the output, it shows a simple linear regression equation between the X1 Destination Image Variable and the Y Purchase Intention Variable, namely: $Y = 2.950 + 0.788X$. Based on the calculation above, a value of 2,950 is obtained which indicates that if the X1 Destination Image Variable is 0, then the value of the Y Purchase Intention Variable is 2,950. The regression coefficient value of the X1 Destination Image variable has a number of 0.788 which states that every time there is an increase or addition of one (1) unit of respondent's value to X1 Destination Image, there will be an increase in Y Purchase Intention of 0.788. If the Destination Image increases, the Purchase Intention will increase and if the Destination Image decreases, the Purchase Intention will decrease. Based on the output of table 4.51 above, it shows a simple linear regression equation between the X2 Tourist Experience Variable and the Y Purchase Intention Variable, namely: $Y = 3.515 + 0.534X$. Based on the calculation above, a value of 3,515 is obtained which indicates that if the X2 Tourist Experience variable is 0, then the value of the Y Purchase Intention Variable is 3,515. The regression coefficient value of the X2 Tourist Experience Variable has a number of 0.534 which states that every time there is an increase or addition of one (1) unit of the respondent's value to the X2 Tourist Experience Variable, there will be an increase in Y Purchase Intention of 0.534. If the Tourist Experience increases, the Purchase Intention will increase and if the Tourist Experience decreases, the Purchase Intention will decrease. Based on the output of table 4.52 above, a multiple linear regression equation is shown

between the X1 Destination Image Variable and the X2 Tourist Experience Variable to the Y Purchase Intention Variable, namely: $Y = 2.280 + 0.236X_1 + 0.399X_2$. The results of the analysis of the multiple linear regression equation are as follows:

1. When the X1 Destination Image Variable increases by one (1) unit with assuming that the X2 Tourist Experience Variable is constant then it is able to increase the Variable Y Purchase Intention of 0.236 or 23.6%.
2. When the X2 Tourist Experience Variable increases by one (1) unit with Assuming that the Destination Image X1 Variable is constant, it can increase the Y Variable Purchase Intention of 0.399 or 39.9%.
3. The value of the constant is 2,280 if the value of the X1 Destination Image Variable and X2 Variable Tourist Experience is 0, then the value of Variable Y Purchase Intention is 2,280.

Based on the value of df (degree of freedom) which is calculated using the formula $df = n - 2$ so that it becomes $df = 90 - 2 = 88$, it means that the value of df is 88, it can be seen that the value in Ttable for the value of df 88 is 1.66235. The Tcount value contained in Table 4.50 is 14.888, which means that the value is greater than 1.66235, so the $Tcount > Ttable$ means that H_0 is rejected and H_1 is accepted, so it can be concluded that there is a significant effect of the X1 Destination Image Variable on the Y Purchase Intention Variable. Based on the value of df (degree of freedom) which is calculated using the formula $df = n - 2$ so that it becomes $df = 90 - 2 = 88$, it means that the value of df is 88, it can be seen that the value in Ttable for the value of df 88 is 1.66235. The Tcount value contained in Table 4.51 is 18.337, which means that the value is greater than 1.66235, so the $Tcount > Ttable$ means that H_0 is rejected and H_1 is accepted, so it can be concluded that there is a significant influence from the X2 Tourist Experience Variable on the Y Purchase Intention Variable.

The F test was carried out in this study to prove whether or not there was an effect of X1 Destination Image Variable and X2 Tourist Experience Variable on Purchase Intention Y Variable, besides that the purpose of the F test was to determine the effect of X1 Destination Image Variable and X2 Tourist Experience Variable on Y Variable Purchase Intention simultaneously or together, with the following hypothesis formulation:

- a. There is no influence of Destination Image and Tourist Experience on Purchase Intention on the Island Tidung, Thousand Islands, DKI Jakarta (H_0)
- b. There is an influence of Destination Image and Tourist Experience on Purchase Intention on Tidung Island, Thousand Islands, DKI Jakarta (H_1)

With the F Test analysis method, as follows:

- a. If $Fcount < Ftable$: then H_0 is accepted and H_1 is rejected so that the variables X1 and X2 simultaneously does not affect variable Y.
- b. If $Fcount > Ftable$: then H_1 is accepted and H_0 is rejected so that the variables X1 and X2 simultaneously affect variable Y.

The output obtained based on the table shows that $Fcount = 180,252$ with a significance level or probability of 0,000 so that it can be written that the value of $sig.g. < (\alpha) 0.1$, then (H_0) is rejected and (H_1) is accepted. Furthermore, it can be seen that the X1 Destination Image Variable and X2 Tourist Experience Variable simultaneously or jointly affect the Y Purchase Intention Variable by looking at the comparison of $Ftable$ with $Fcount$, using the following formula:

The number of samples used (n) is 90 and the number of independent variables (X) used is 2, then the formula:

$$df_1 = k - 1, \text{ then } df_1 = 3 - 1 = 2$$

$$df_2 = n - k, \text{ then } df_2 = 90 - 2 = 88$$

Tests carried out using a significant value (α) of 10% or 0.1, the $Ftable$ value is 2.363899. From the ANOVA table above, it can be seen that $Fcount (180.252) > Ftable (2.363899)$ and it can be concluded that the hypothesis (H_1) is accepted, which means that the X1 Destination Image Variable and the X2 Tourist Experience Variable together have a significant effect on the Y Purchase Intention Variable.

This research gives the result that Destination Image has a unidirectional relationship that is equal



to 0.846 and influences Purchase Intention of 0.716 or 71.6%, the remaining 28.4% is influenced by other variables not included in this study. Furthermore, the X2 Tourist Experience variable has a unidirectional relationship, namely 0.890 and influences Purchase Intention of 0.793 or 79.3% while the remaining 20.7% is influenced by other variables not included in this study. The Destination Image and Tourist Experience variables have a unidirectional relationship that is equal to 0.898 and affect Purchase Intention of 0.806 or 80.6% while the remaining 19.4% is influenced by other variables not included in this study.

4. CONCLUSION

The Destination Image owned by Tidung Island is declared VERY GOOD, this is shown with an average value (mean) of 3.39 which is in the interval 3.26 – 4.00. The Tourist Experience to Tidung Island is declared VERY GOOD, this is indicated by the value the average (mean) is 3.38 which is in the interval 3.26 – 4.00. The Purchase Intention to Tidung Island was declared VERY HIGH, this is indicated by the value the average (mean) is 3.38 which is in the interval 3.26 – 4.00. Destination Image (X1) influences Purchase Intention (Y) for Tidung Island of 71.6% while the remaining 28.4% is influenced by other variables that are not included in it this research. Tourist Experience (X2) has an influence on Purchase Intention (Y) to Tidung Island of 79.3% while the remaining 20.7% is influenced by other variables that are not included in it this research. Destination Image (X1) and Tourist Experience (Y) have an influence on Purchase Intention (Y) collectively amounted to 80.6% while the remaining 19.4% were influenced other variables not included in this study.

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