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Analysis of the Significance of Perceived Meaningfulness in Determining the Strategic Position of the "Achieve Art Space" Art Gallery Destination in Yogyakarta

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Abstract

The purpose of this study is to examine and evaluate the impact of destination image and destination quality on perceived meaningfulness and intention to return to Yogyakarta's "Achieve Art Space" art exhibition. Purposive sampling was used in this study's sample selection, with 275 respondents taking part in the study. This study used Structural Equation Modeling (SEM) using the SmartPLS version 3.0 software for statistical analysis. The findings of this study's data analysis show that destination quality has a positive and significant effect on destination image. The perceived meaningfulness of a place is positively influenced by its quality and image. Furthermore, destination quality, destination image, and perceived meaningfulness all have a positive and significant impact on the desire to visit again.

Keywords: Destination Image, Destination Quality, Perceived Meaningfulness, Revisit Intention

INTRODUCTION

Tourism is one of the most important socioeconomic phenomena of the twenty-first century (WTO, 2016). Tourism can have an impact on the economic and social progress of many countries since it provides major benefits such as job creation, business expansion, infrastructure development, and foreign exchange generation (Srihadi et al., 2016). As a result, governments and destination marketers must pursue an attractive

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tourism destination development strategy in order to create money. This is done to encourage people to visit certain tourist destinations.

Yogyakarta is a famous tourist destination for both domestic and international visitors, as well as a student hub and a city with a rich historical past. This is owing to the wealth of natural and cultural attractions in Yogyakarta. The city's tourist attractions range from natural wonders to culinary delights and cultural encounters. As a result, Yogyakarta relies heavily on the industrial, commercial, and service sectors, with a special emphasis on tourism..

The "Achieve Art Space" art gallery is one of the tourist destinations that offers a unique experience. The "Achieve Art Space" gallery is one of Jogja's newest art exhibition spaces. Visitors appreciate this art gallery since they can not only attend exhibitions but also participate in a variety of artistic activities. Painting, ceramics, coloring pre-made clay pieces, and even tea brewing are among the activities provided. Furthermore, the art gallery frequently hosts activities such as seminars and art exhibitions in collaboration with different artists. This allows visitors to gain new insights and participate in a variety of artistic creative activities.

Previous research found that various characteristics, including destination quality, destination image, and perceived meaningfulness, could influence the inclination to return. In this study, perceived meaningfulness acts as a moderator between destination quality, destination image, and intent to return. The purpose of this study is to investigate the role of the perceived meaningfulness variable and its impact on the value of revisiting for tourists during their journeys.

This is a replication study that looks at return intent, as well as destination quality and image. It also takes into account the role of perceived meaningfulness as a moderator in determining the worth of visitors' intentions to return during their journeys. The choice of research location is what distinguishes this study. Previous research was conducted in India, a culturally rich region with several tourist attractions and a big influx of foreign tourists. This study, on the other hand, was undertaken in Yogyakarta and its surrounding areas to analyze the local community's response to the interest in visiting historical sites. It is very popular among local tourists, especially students and university students.

LITERATUR REVIEW

Destination Image

Citrawisata adalah persepsi keseluruhan individu atau rangkaian lengkap emosi, prasangka, imajinasi, dan perasaan terkait suatu tempat (Tasci et al., 2022). Bagi para

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wisatawan, tingkat kualitas layanan (seperti pengetahuan, keterampilan, dan kemampuan staf, serta layanan yang dapat diandalkan dan konsisten), sumber daya pariwisata (seperti kegiatan budaya yang kaya dan warisan), lingkungan tujuan (termasuk kebersihan, kerapian, keindahan, dan cuaca yang menguntungkan), dan faktor pendukung lainnya (seperti kenyamanan transportasi) membentuk citrawisata tujuan (Gorji, A. S., dkk., 2023).

Destination Quality

Destination quality is a fundamental aspect to compete in the tourism industry (Mukherjee et al., 2018). In the tourism and hospitality sector, perceptions of destination quality are linked to consumers' views on the quality of destination infrastructure, hospitality services, and facilities such as accommodations (Putri et al., 2022), and this becomes a crucial element of brand value as perceived by customers when applied to destinations (Putri et al., 2022).

Perceived Meaningfulness

Perceived meaningfulness is influenced by memorable travel experiences, where they tend to associate these experiences with various personal benefits on their journey (Chandralal & Valenzuela, 2013). In this context, measuring the perception of foreign tourists as key stakeholders in the tourism industry can help identify specific market segments in destination marketing.

Revisit Intention

Revisit intention is one of the crucial components in the field of tourism, where this intention results from the evaluation of values experienced and perceived by visitors. Furthermore, Qu (2017) also explains that the revisit intention refers to the extent to which visitors are likely to return to a tourism destination in the future. This indicates whether visitors will or will not return to appealing places within a specific timeframe in the future.

The relationship between Destination Quality and Destination Image

According to Kim, Vogt, and Knutson (2015) and Rejikumar et al. (2021) research, there is a favorable association between destination quality and destination image. This is due to the fact that visits to tourist places can be impacted by the destination's image and quality. Where tourists anticipate that every part of a location to be of high quality and to run smoothly. Furthermore, destination quality is an important aspect in destination

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sustainability and promotion. Where performance can improve tourist happiness and help the location build a brand. As a result, the following conclusion can be formed concerning the hypothesis:

H1: Destination Quality Positively Influences Destination Image.

The Relationship between Destination Quality and Perceived Meaningfulness

Destination quality influences perceived meaningfulness because it is defined as visitors' perceptions or evaluations of the tourism product standards at that destination (such as attractions, facilities, and services) that align with their expectations (Cong, 2016; Rajaratnam & Nair, 2015). Therefore, destination quality is related to tourists' views of the overall performance of the attractions, services, and infrastructure offered by that destination. Thus, the conclusion that can be drawn concerning the hypothesis is as follows:

H2: Destination Quality Positively Influences Perceived Meaningfulness.

The Relationship between Destination Image and Perceived Meaningfulness

According to Ramseook-Munhurrun et al. (2015), destination image has a substantial influence on perceived meaningfulness since destination image is a combination of beliefs, ideals, and impressions that tourists have of a destination. Visitors will have high expectations of a destination if it has a positive image. As a result, visitors are satisfied and have a positive sense of meaningfulness about the tourism location. As a result, the following conclusion can be formed about the hypothesis:

H3: Destination Image Positively Influences Perceived Meaningfulness

The Relationship between Destination Quality and Revisit Intention

Destination quality positively influences the revisit intention, quality can affect future consumer attitudes and behaviors toward the tourism destination (Egede, 2013). This is because if a tourism destination has good quality, visitors will feel comfortable and satisfied when visiting the destination. As a result, this will make visitors believe that the tourism destination is worth revisiting. Therefore, the conclusion that can be drawn concerning the hypothesis is as follows:

H4: Destination Quality Positively Influences Revisit Intention

The Relationship between Destination Image and Revisit Intention

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According to Foroudi (2018), customer retention is critical in marketing because it is less expensive than recruiting new ones. As a result, destination image has a significant influence on tourists' revisit intention, as it creates a positive perception of a destination, ultimately influencing tourists to provide positive assessments and increase their revisit intention to the same destination (Ramkissoon, Uysal, & Brown, 2011). As a result, the following conclusion can be formed about the hypothesis:

H5: Destination Image Positively Influences Revisit Intention

The Relationship between Perceived Meaningfulness and Revisit Intention

According to Tim et al., (2022), perceived meaningfulness is an important component that occurs as a result of tourist knowledge and also has a long-term influence, therefore perceived meaningfulness strongly influences the revisit intention. When tourists visit a destination, they will encounter significant sensations that may trigger feelings of happiness and joy. This influences their behavior and desire to return to that location in the future. As a result, the following conclusion can be formed about the hypothesis:

H6: Perceived Meaningfulness Positively Influences Revisit Intention

RESEARCH AND METHODOLOGY

The population in this study consisted of tourists who had visited the "Achieve Art Space" art gallery in Yogyakarta. Data collection was conducted by distributing questionnaires via Google Form. The chosen sampling technique was non-probability sampling with a purposive sampling approach. This research successfully gathered data from 275 respondents who had visited the "Achieve Art Space" art gallery in Yogyakarta. The questionnaires were created in Google Form format and distributed online through social media platforms such as WhatsApp, Line, and Instagram. The Likert scale consists of levels, including strongly disagree with a score of 1, disagree with a score of 2, somewhat disagree with a score of 3, neutral with a score of 4, somewhat agree with a score of 5, agree with a score of 6, and strongly agree with a score of 7, which was used as the measurement scale in this research. The data analysis method used in this study was covariance-based SEM (Partial Least Square SEM).

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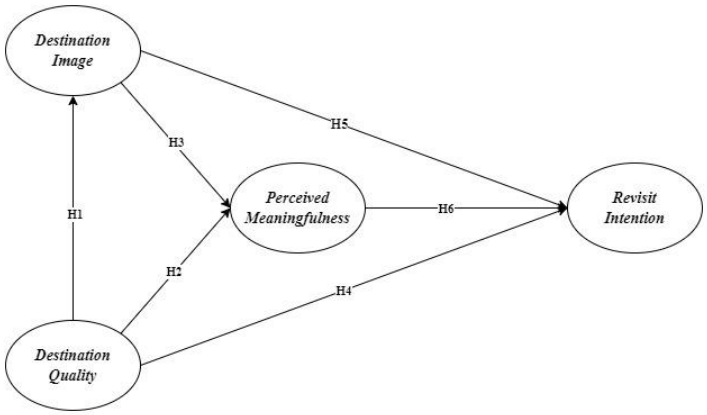


Figure 1 : Research Model

ANALYSIS AND FINDINGS

Descriptive Analysis

Table 1 shows the demographics of the respondents chosen as the sample. Female respondents outnumbered male respondents, making up 61.5% of all responses. In terms of age, the young age group between 20 and 29 years old accounts for 79.6% of all replies. With a total of 151 respondents (54.9%), the majority of respondents work as students. The majority of responders (51.3%) have low monthly expenditures. Within a year, respondents travel 1 time (3.3%), 1-2 times (33.5%), 3-4 times (36.7%), 5-6 times (8.7%), and > 6 times (17.8%).

Table 1. Demographic of the Respondents

Variables	Description	Total	Proportion
Gender	Male	106	38.5
	Female	169	61.5
Age (year)	<20	36	13.1
	20-29	219	79.6
	30-39	15	5.5
	>40	5	1.8
Occupation	PNS/TNI/POLRI	22	8
	Entrepreneur	30	10.9
	Student	151	54.9

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	Employee	53	19.3
	Unemployed/Housewife	19	6.9
Monthly Expense (IDR)	< Rp 2.000.000	141	51.3
	Rp 2.000.000 – Rp 5.000.000	96	34.9
	Rp 5.000.000 – Rp 10.000.000	25	9.1
	> Rp 10.000.000	9	3.3
	Other	4	1.6
Frequency of travel in a year	< 1 times	9	3.3
	1 – 2 times	92	33.5
	3 – 4 times	101	36.7
	5 – 6 times	24	8.7
	> 6 times	49	17.8

Reliability and Validity Assessment

Table 2 shows some of the PLS software's validity and reliability outputs. Convergent validity is demonstrated by the AVE value, which, as a rule of thumb, must be more than 0.5. The findings of PLS data processing demonstrate that the average AVE of all variables evaluated is more than 0.5. The reliability of the processed data is demonstrated by composite reliability values that are all greater than 0.7, as well as Cronbach alpha values that are all greater than 0.6. As a result, the data from the processed sample can be considered to be valid and reliable.

Table 2. Reliability and validity of the variables and items

	Cronbach's Alpha	Reliabilities Composite	Average variance extracted (AVE)
DQ	0,983	0,985	0,802
DI	0,981	0,983	0,802
PM	0,981	0,982	0,799
RI	0,962	0,969	0,841

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Hypotheses Testing

Table 3. HypothesestTesting: Direct Effect

	Original sample (O)	T-Statistics (|O/STDEV|)	P-Values	Keterangan
DI → PM	0,484	5,988	0,000	Significant
DI → RI	0,182	3,005	0,003	Significant
DQ → DI	0,960	123,750	0,000	Significant
DQ → PM	0,490	5,951	0,000	Significant
DQ → RI	0,208	2,373	0,018	Significant
PM → RI	0,590	7,177	0,000	Significant

The path diagram established in this study is correlated with the hypotheses and research models offered and attempts to show predictive correlations and directions of influence between variables (Ghozali & Latan, 2015).

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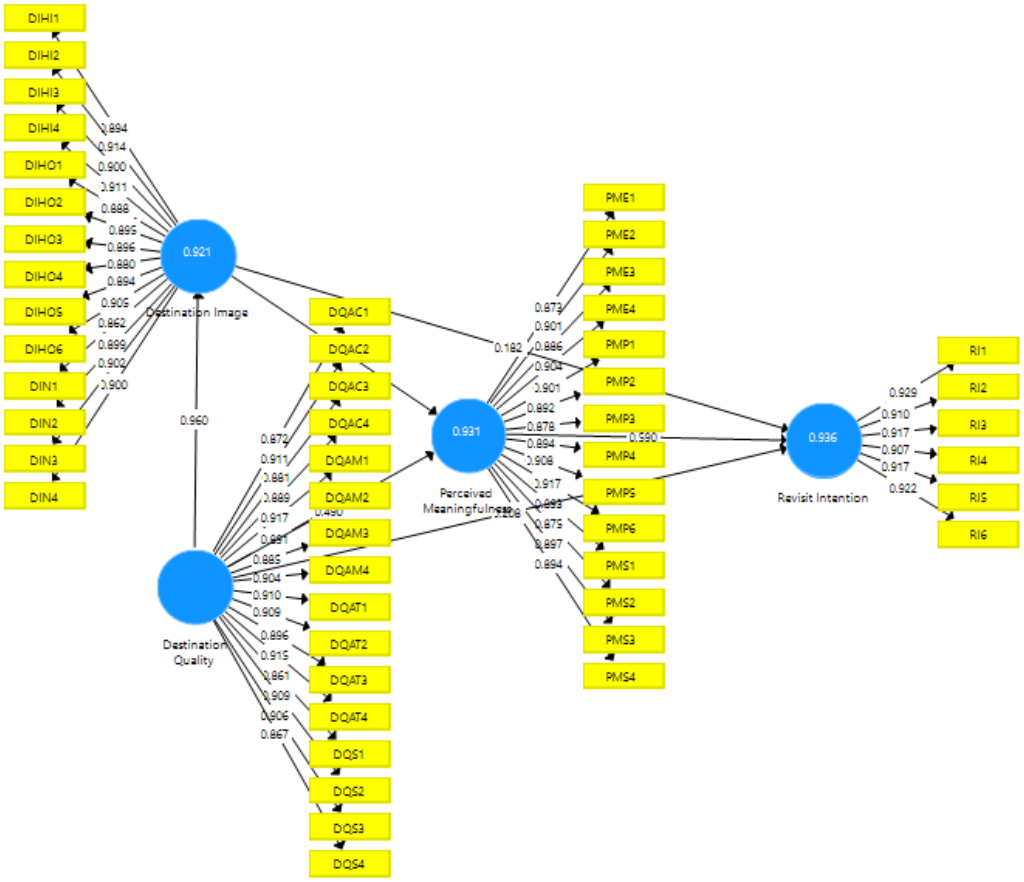


Figure 2. Estimation Model

DISCUSSION

The first hypothesis testing results show a positive and significant relationship between the Destination Quality variable and the Destination Image variable. As a result, H1 is approved. This implies that the higher the quality of the tourist attraction, the better the image of the art gallery "Achieve Art Space" in Yogyakarta. A good destination quality will leave an impression that travelers will remember when they visit the art gallery "Achieve Art Space" in Yogyakarta. These findings are consistent with prior research by Kim et al. (2015), who discovered that visits to tourist sites might be affected by destination image and quality.

The second hypothesis testing between the Destination Quality variable and the Perceived Meaningfulness variable showed a positive and significant value. As a result,

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H2 is accepted. The findings of this study imply that the quality of the art gallery tourist destination "Achieve Art Space" in Yogyakarta effects the perceived meaningfulness of visitors who visit the art gallery tourist destination "Achieve Art Space" in Yogyakarta. This occurs because the better the quality of the tourist destination, the better the impression of the tourists who visit the tourist destination. These results are consistent with previous research on destination quality conducted by Cong (2016) and Rajaratnam et al. (2015), which can be defined as visitors' perceptions or evaluations of the tourism product standards at that destination (such as attractions, facilities, and services) that meet their expectations.

The third hypothesis testing resulted in a positive and significant value between the Destination Image variable and the Perceived Meaningfulness variable. As a result, H3 is acceptable. The distinctiveness of the "Achieve Art Space" art gallery tourist destination in Yogyakarta creates significant value. Tourists will have a memorable experience when they discover the uniqueness of the tourism site. These findings are consistent with prior research by Ramseook-Munhurrun et al. (2015), who defined destination image as the total impression that travelers have of a place, which is made up of beliefs, ideals, and impressions. According to the research, a destination image is an interactive system composed of thoughts, feelings, opinions, intentions, and visualizations regarding a specific location.

The fourth hypothesis testing resulted in a positive and significant value between the Destination Quality variable and the Intention to Revisit variable. As a result, H4 is acceptable. If a tourist site has a high quality, visitors will feel at ease and assume that the destination will always be at high quality, and they will want to return. These findings are consistent with the findings of Egede (2013), who found that destination quality is critical for tourism destinations attempting to define the standards of their own products and services. Additionally, quality influences future consumer views and behaviors toward that tourism site.

The fifth hypothesis testing results show a positive and significant relationship between the Destination Image variable and the Intention to Revisit variable. As a result, H5 is approved. Perceptions of the destination image might impact the desire to return to the "Achieve Art Space" art gallery tourism destination in Yogyakarta in order to create a memorable and good experience gained during the visit. These results are consistent with previous research by Ramkissoon et al. (2011), who explain that a favorable perception of a destination might motivate tourists to submit positive assessments and increase their inclination to return to that destination.

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The sixth hypothesis testing results show a positive and significant relationship between the Perceived Meaningfulness variable and the Intention to Revisit variable. As a result, H6 is approved. If the "Achieve Art Space" art gallery tourism attraction in Yogyakarta succeeds in creating important impressions for travelers, it is quite likely that these tourists will return. These findings are consistent with prior research by Tim et al. (2022), who explain that perceived meaningfulness is a key aspect that develops from understanding tourism and has a long-term impact.

CONCLUSION

According to the findings of this study, there has been significant growth in the first, second, third, fourth, fifth, and sixth hypotheses. This demonstrates how destination quality, destination image, and the purpose of perceived meaningfulness influence travelers' desires to return to Yogyakarta's "Achieve Art Space" art exhibition. Some constraints in specific study lines must be addressed in future research. Aside from destination quality, destination image, perceived meaningfulness, and intention to revisit, additional research variables could be examined in this study. This would provide a more complete and thorough picture of the actual conditions. Further study should not simply rely on questionnaires to acquire data, but should also use other survey approaches. Furthermore, the age and occupation parameters for respondents could be varied. Furthermore, enhancing the sample diversity is required to gather data with various respondent backgrounds and to account for any variations in research outcomes.

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