The Influence Of Destination Personality And Perceived Value On Destination Image In National Park Bunaken And Wakatobi

Nursaban R. Suleman, Sucherly, Popy Rufaidah, Rina Novianti Ariawaty

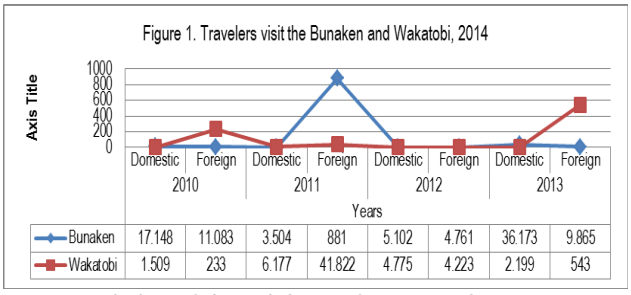
ABSTRACT: The aim of this study was to test the concept destination personality, perceived value, and destination image. In particular, this study aims to determine how much influence destination personality and perceived value to destination image on marine tourism in Bunaken and Wakatobi National Park. This type of research is descriptive and verified. The survey was conducted using questionnaires to 223 tourists traveling in Bunaken and Wakatobi especially scuba diving activities. By analyzing using the SEM (structural equation model) with AMOS program. Descriptive research results indicate that the destination personality, perceived value owned marine tourism Bunaken and Wakatobi has been running very good, with the exception of the destination image is considered pretty good. While the research results verification that destination personality affect destination image with a standard deviation of 0.46 or effect (46%). Then the perceived value affects the destination image with the effect of a standard deviation of 0.30 (30%). Then the effect of simultaneous destination personality and perceived value to destination image with a standard deviation of 0.39 or (39%).

Keyword: destination personality, perceived value, destination images

1. INTRODUCTION

Maritime tourism is an important sector whose development cannot be separated from economic and socio-cultural. From year to year, the tourism sector's contribution to national development experienced an increasing trend, to become an increasingly important sector. The outcome of tourism can still be improved by improving the planning and governance of the various parties involved in it. One effort in developing the maritime sector in particular national tourism is to manage the National Park area. Where the national park is a nature conservation area which has original ecosystem, managed by the zoning system which is utilized for the purpose of research, science, education, cultivation support, tourism and outdoor recreation. Bunaken and Wakatobi including marine tourism mainstay in Indonesia, especially diving tourism. As an illustration of the performance of tourism in the national park Bunaken and Wakatobi, including by looking at the trend of the number of tourist arrivals as follows:

***Figure 1**. Travelers Visit the Bunaken and Wakatobi, 2014*



***Source:** Statistics of the Ministry of Forestry in 2011-2014*

Based on the picture above shows that the national park Bunaken and Wakatobi is generally seen increased visits each year, although still fluctuating visible. This is one of the reasons for the need to do research related to destination image that is owned by this destination. Management of tourist destinations needs to do an integrated governance or DMO (Destination Management Organization) to improve the competitiveness of tourism is also the welfare of local communities around tourist attraction. Recognition as a marine tourism Bunaken and Wakatobi National Park as an excellent diving dive expressed by the world (2012), which refers to Bunaken and Wakatobi National Park as a special interest for marine tourism (diving) that best Indonesia is located in Sulawesi. According to Moses, et al (2006) that the current scuba diving tour has become one of the fastest growing sports and among the fastest growing market for special interest tours in the world (Bennett, 2003; Dignan, 1990). Scuba diving is now a multibillion-dollar industry since it is estimated that up to one million people become certified divers every year (Bennett, 2003). For diving activities Indonesia has great potential associated special interest tourism (scuba diving), which Indonesia has about 700 spots or dive sites, dive sites in 35 locations and still successfully arranged a third new dive site to the database is complete. With a wealth of biodiversity of fish resources in the waters of Indonesia is very large, reaching 37 percent of all fish species in the world, and an estimated 2,000 species of fish and 700 species out of a total of 2,000 species of sponges that live in the coral reef ecosystem Southeast Asia. As a diving tours are

- *Nursaban R. Suleman is a lecture and a researcher, Faculty of Economics and Business at Haluoleo University (Kendari, Indonesia) and Doctoral Candidate from the Doctorate Program in Management at Padjadjaran University (Indonesia).*
- *Sucherly is a Professor at the Padjadjaran University (Indonesia).*
- *Popy Rufaidah is a lecture and a researcher, Faculty of Economics and Business at University of Padjadjaran (Bandung, Indonesia).*
- *Rina Novianti Ariawaty is a lecture and a researcher, Faculty of Economic and Business at University of Padjadjaran (Bandung,*

always trying to be a typical, destination personality according to Ekinci & Hosany (2006:127) is seen as an important viable in order to understand the perception of tourists to destinations in developing a unique identity on destination (Caprara, Barbaranelli and Guido 2001; Crask and Henry 1990; Morgan, Pritchard, and Piggott, 2002, Triplett 1994). By adopting the terminology of the brand personality by Aaker (1997), in which the destination personality is defined as a set of human characteristics associated with a destination. In realizing the successful implementation of destination branding required a combination of the destination image and destination personality which has been used as a strategy by destination marketers to differentiate a destination from competitors (Chen and Phou, 2013:271). These conditions require the need to assess the destination personality to determine the character of a destination. Where the destination personality that is different and interesting can effectively influence the destination image, thus can affect the behavior of tourists (Ekinci and Hosany, 2006: 128). So in this study is used as a novelty is the lack of input variables perceived value and destination personality, as well as the destination image as variables that comprehensively to determine the performance destination, especially marine tourism in National Parks.

2. LITERATURE REVIEW AND HYPOTHESIS

Destination Personality

Research on destination personality is relatively new in the study, which is still in the exploration stage. Ekinci and Hosany (2006) were the first researchers to examine the dimension destination personality. Using the brand personality scale (BPS) by Aaker (1997) and applied to the destination. According to Ekinci & Hosany (2006:127), citing Pike and Ryan (2004) that "Global competition top tourist destination is an important factor and is a task for the" Destination Marketing Organizing "(DMO) to attract tourists". This requires DMO to seek to embrace the brand destinations that initiatives such as the use of the slogan and logo of interest, in order to attract tourists to any destination (Ekinci and Hosany, 2006:128). Furthermore Ekinci and Hosany (2006:127), citing Caprara, Barbaranelli, and Guido, 2001; Crask and Henry 1990; Morgan, Pritchard, and Piggott, 2002, Triplett 1994 said that "as a tourist destination that always strives to be distinctive, destination personality is seen as a metaphor worthy in order to understand the perception of tourists going to the destination and to arrange identity tourist destination unique. Referring terminology Aaker (1997), according to Ekinci & Hosany (2006) that the brand personality, where the destination personality is also defined as a set of human characteristics associated with a tourist destination. In the tourism literature, has been growing rapidly study of destination image over the past three decades, while the destination personality most rarely investigated. Arguments supporting the successful destination branding is Cigdem Unurlu and Selin Küçükkancabaş (2013: 83), citing Chen and Phou (2013: 271) in which the combination between destination personality and destination image has been used as a marketing strategy destinations which aims to differentiate a destination brand from competitors. These conditions indicate the need to examine this study considered destination personality on the national park of Bunaken and Wakatobi to know the character of this destination. By some definitions in this study the concept of destination personality in question may be summed up as follows; "a set of characters selected, as the best way to communicate about the destination to tourists". Measurement destination personality can use qualitative and quantitative methods. Qualitative methods generally used to express the personality of a particular product or brand. Some research has a unique personality dimensions destinations. For example, research by Hosany et al. (2006) found three dimensions of personality on 148 British tourists visiting various destinations. Dimensions sincerity and excitement were also found to Aaker (1997), but the conviviality newly generated in the study.

Hypothesis 1:

a. Destination personality on marine tourism in Bunaken and Wakatobi National Park has good
b. Perceived value on marine tourism Bunaken and Wakatobi National Park is good
c. Destination image on marine tourism Bunaken and Wakatobi National Park is good

Hypothesis 2:

There is the influence destination personality to destination image on marine tourism in Bunaken and W akatobi

Perceived Value

The perceived value the benefits received by customers in relation to the total costs (including the price paid plus any other costs associated with the purchase). In other words, that value is the difference between the benefits received compared with the costs incurred. In the field of marketing and tourism, value into a global phenomenon as the most attractive opportunities at the end of the market value. Construct of perceived value has been identified as one of the more important in marketing (Holbrook, 1999: 5; Cronin et al, 2000: 194) and continue to be an increasingly important (Vantrappen 1992 & Woodruff, 1997, as cited in Sweeney & Soutar, (2001:203). Perceived value viewed from different perspectives and applied to different situations. However, the most important of the various definitions of the above is that the value is a key factor in order to gain competitive advantage (Zeithaml, 1988:14; Woodruff, 1997:142; Holbrook, 1999:5; Hightower et al, 2002:697, Kuo, Wu & Deng, 2009:888). Many authors have recognized the lack of interest in understanding and measuring the perceived value. It can be connected from the nature of intangibles, especially in the tourism industry where elements also contribute to the experience of perceived value. Furthermore, according to Seymour (2012:63), citing Sweeney and Soutar (2001), Sanchez et al. (2006) in developing the perceived value in a broader context as in terms of the values that are functional, emotional and social in the product package tours. In this study constructs the perceived value is "consumers overall assessment of the products is based on the perception of what is acceptable and what is given". Sweeney and Soutar (2001:205) stated that the scale of perceived value (PERVAL) consists of four dimensions and some items are: functional value/quality (6 items), emotional value (5 items), functional value price (4 items), and social values (4 items). There is a lot of attention has been given to the concept of perceived value as a whole, where only a few studies have been done using the dimensions of epistemic value. The linkage between destination image and perceived value is supported by

research Milfelner, Snoj and Pisnik Korda (2009), which examines the relationship between image in Slovenia and Italy with a result that is significantly positively related to perceived value.

Hipotesis 3:
There is influence perceived value on destination image on the tourist marine national park Bunaken and Wakatobi

Destination Image

According to Jenkins (1999: 2) that cites Jenkins and McArthur (1996: 11) that the image of each person of a particular destination unique, consisting of their own memories, associations and imagination will be a particular destination. Various articles and research, especially in recent years, which focused on issues such as the destination image: Naidoo and Ramseook-Munhurrun, (2012); Qu, & Im, (2011); Stepchenkova, & Morrison (2008), Hosany, Ekinci, and Uysal (2006). Some researchers about this image preceded by several researchers such as: Hunt (1971), Gunn (1972), and Mayo (1973) have tried to learn the concept of "image" that existed long before. Although many researchers in the field of tourism destinations often use the term image, but the exact definition often avoided uniformity. In fact, at least one tourism researcher who has complained that "image is one that is very difficult term, a term that is abstract and has always been a shift of meaning" (Pearce, 1988: 162). But to give an idea of this concept of destination image will require a basic understanding of some of the definitions of these concepts. Pike and Ryan (2004:335) defines the destination is a place that can attract visitors to stay a while and has a range of continents, countries, provinces and towns and villages that have a "resort area". While the World Tourism Organization (WTO) called destination with the term "a local tourism destination" which is a physical space where visitors spend time at least one night at the venue. Some literature states the importance of tourism as well as definitions of some important components elaborated by experts and researchers in selecting a desirable difference in perspective. Um and Crompton (1990) in Echtner and Ritchie (2003:42) describes the destination image is an effort to build an image that holistically. Furthermore Reilly (1990) emphasizes destination image as the total impression on location makes in the minds of others. While Pearce (1988:163) shows the components of a strong visual, or an image, wherein the image attached to destinations "will indicate a finding long-term memory on impressions, symbols, and the panorama as well as people" (Echtner and Ritchie, 2003:42). Affective or evaluative component of destination image has been recognized by some researchers as an individual feelings on the destination (Alca - Niz et al. 2009: 716). According to Mona Bouzari (2012:18), citing O'Neill & Jasper (1992) which states that afective image (AI) is a component that is associated with emotional response of visitors on a destination. In particular, as suggested Gartner (1993) in Mona Bouzari (2012:18), that the image can be considered as an effective tool to be applied in some activities such as advertising, promotions, or other marketing activities. According to Mona Bouzari (2012:17), citing Kim and Yoon (2003) that the destination image is a blend of affective and cognitive components that have a direct effect on the overall image (overall image). Pearce (1988: 163) shows the components of a strong visual, or an image, wherein the image attached to destinations "will indicate a finding long-term memory on impressions, symbols, and the panorama as well as people" (Echtner and Ritchie, 2003: 42). However, based on the description as well as some of the above definition, then constructs the destination image in this research; "expression of the entire objective knowledge, impressions, prejudices, imagination and emotional thinking individual or related group a tourist destination." Affective or evaluative component of destination image has been recognized by some researchers as an individual feelings on the destination (Alca-Niz et al. 2009:716). According to Mona Bouzari (2012:18), citing O'Neill & Jasper (1992) which states that afective image (AI) is a component that is associated with emotional response of visitors on a destination. In particular, as suggested Gartner (1993) in Mona Bouzari (2012:18), that the image can be considered as an effective tool to be applied in some activities such as advertising, promotions, or other marketing activities. According to Mona Bouzari (2012:17), citing Kim and Yoon (2003) that the destination image is a blend of affective and cognitive components that have a direct effect on the overall image. According Baloglu & McCleary (1999:874), citing Gunn (1972) that destination image has two main components that must be considered as a continuum. This continuum component is organic, induction or complex. According to Gunn (1972) in Mona Bouzari (2012:19) stage an individual image is totally dependent on his experience with a destination. Because organic image emerges from a long history of non-tourist information such as books, newspapers, and so on, people who have never visited destinations will have some information in their memory.

Hypothesis 4.
There is influence destination personality and perceived value on destination image on the tourist marine national park Bunaken and Wakatobi

3. RESEARCH METHODS

This research uses descriptive methods and verification. Descriptive research is a type of research that aims to find a picture depicting something as perceived by tourists who visit the marine tourism in the national park Bunaken and Wakatobi related to: 1) destination personality; 2) perceived value; and 3) destination images. While the definition of verification research is basically wanting to test the truth of a hypothesis which is implemented through field data collection (Arikunto, 2006:8). The independent variables are; destination personality (x1); and perceived value (x2). While the dependent variable is; destination image (Y). The population in this study was all tourists who are or have been on Bunaken or Wakatobi. With a sample size of 223 is required in the study sample unit. This type of measurement in the measured variable has an interval scale using a Likert scale of 1-5 points. By using data analysis to test the hypothesis with statistical methods in Structural Equation Modeling (SEM) by testing two levels (second order). This study adopted several previous studies that serve as the dimensions and indicators that serve as operationalization of the study variables. In this study, destination personality is; a set of characters that is selected as the best way to communicate about the destination to consumers. Where the personality dimensions destinations used are according to (Ekinci and Hosany, 2006; Hosany, Ekinci, & Uysal, 2006, 2007) where the dimensions used to measure personality destinations in this study were 1) sincerity (reliable, sincere, intelligent, successful, wholesome),

2) excitement (exciting, online, original, spirited) and 3) conviviality (friendly, family oriented, charming). These dimensions are selected in this study because these dimensions that best suits the destination as well as the dimensions of an object is often used by some experts in the context of tourism. The concept of perceived value in this study can be defined as: the overall assessment, perception, mental estimates, interpretation of information or confidence in the attributes, as well as the performance and the consequences of value received by consumers as a result of the product and the benefits received. The dimensions of perceived value in this study are as follows: 1) emotional value: benefits of social-psychological depends on the product's ability to arouse feelings of consumers, 2) functional value: the perceived benefits are obtained in order to function, physical performance that is seen as the driving force top main consumer choice, 3) social value: utilities perceived obtained from one or more specific social groups, 4) risk value: utility derived from factors of risk reduction on use of the product, and 5) epistemic value: value epistemic is arouse curious, novelties or can fulfill the desire for knowledge. Destination images in this research; "expression of the entire objective knowledge, impressions, prejudices, imagination and emotional thoughts of individuals or groups linked a tourist destination." Where dimensions of the destination image is used more to aspects of perception or cognition (Alca-Niz et al. 2009; Echtner & Ritchie, 1991; Walmsley & Young, 1998; Chen & Uysal, 2002) and affective aspects as emotional responses of tourists to the destination (O'Neill & Jasper, 1992), as measured by: 1) destination atmosphere (8 items), namely: a response to the perceived atmosphere of tourists while enjoying the tourist attractions, 2) travel information (3 items); the response of the current resources to travel, 3) travel environment (4 items); responses about the environment when traveling tourist destination, 4) shopping (3 items); the response of shopping activity in tourist destinations, 5) community attitude (3 items); The response of local attitudes, 6) accessibility (3 items); responses regarding accessibility for traveled to this destination.

Test Validity with Exploratory Factor Analysis (EFA)

Items for validity coefficient calculation variables destination personality based on the loading factor with the method of Exploratory Factor Analysis (EFA) gives validity coefficient values corresponding to each item is greater than 0.30.

Perceived Value

Items for validity coefficient calculation variables perceived value based on the loading factor with the method of Exploratory Factor Analysis (EFA) gives validity coefficient values corresponding to each item is greater than 0.30.

***Table 3**. Exploratory Factor Analysis (EFA) on Destination Image*

Dimension	Item		Comm-unality	Loading Factor					
				Destination Atmosphere	Travel Information	Tivel Environment	Shopping	Comunity Attitude	Accessibility
Destination Atmosphere	Attractive for tourist trips	Y1	0.57	0.75					
	Full of sensation	Y2	0.58	0.76					
	Good atmosphere to be enjoyed	Y3	0.54	0.73					
	Provide real adventure	Y4	0.60	0.77					
	Giving a family atmosphere.	Y5	0.63	0.79					
	Has a pleasant weather	Y6	0.64	0.80					
	Very impressive	Y7	0.70	0.84					
Travel Information	Offers an easily accessible tourist information	Y8	0.70		0.84				
	Provide tourism information well	Y9	0.54		0.74				
	Offers a variety of events	Y10	0.74		0.86				
Travel Environment	Have adequate accommodation facilities	Y11	0.57			0.75			
	Have a standard of sanitation and good hygiene	Y12	0.62			0.79			
	Getting a good electric facilities	Y13	0.57			0.75			
	Have a good standard of living	Y14	0.51			0.71			
Shopping	Having a place to go shopping	Y15	0.75				0.87		
	Offers a variety of shops	Y16	0.54				0.73		
	Provide a comfortable shopping atmosphere	Y17	0.60				0.77		
Community Attitude	Local communities have very helpful	Y18	0.76					0.87	
	The attitude of society that respects cultural	Y19	0.72					0.85	
	Local community-	Y20	0.71					0.85	

Dimension	Item		Comm-unality	Loading Factor					
				Destination Atmosphere	Travel Information	Tivel Environment	Shopping	Comunity Attitude	Accessibility
	friendly								
Accessibility	Atmosphere convenient traffic	Y21	0.68						0.83
	Easy to get transportation	Y22	0.61						0.78
	Having a road (highway, footpath) adequate	Y23	0.64						0.80
Average Variance Extracted				0.61	0.66	0.57	0.63	0.73	0.65

Items for validity coefficient calculation variables destination images based on the loading factor with the method of Exploratory Factor Analysis (EFA) gives validity coefficient values corresponding to each item is greater than 0.30. To see the level of reliability of the items in measuring its dimensions can also be used Cronbach's Alpha method with the following results:

***Table 4**. Cronbach's Alpha Reliability Analysis of Destination Personality*

Dimension	Item		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Alpha Cornbach
Sincerity	Reliable	X1	0.70	0.84	0.87
	Sincere	X2	0.64	0.85	
	Intelligent	X3	0.67	0.84	
	Ssuccessful	X4	0.68	0.84	
	Wholesome	X5	0.77	0.82	
Excitement	Exciting	X6	0.59	0.75	0.79
	Daring	X7	0.62	0.73	
	Original	X8	0.62	0.73	
	Spirited	X9	0.58	0.75	
Conviviality	Friendly	X10	0.63	0.61	0.75
	Family oriented	X11	0.57	0.68	
	Charming	X12	0.54	0.71	

Results Cronbach alpha reliability coefficient calculation for each dimension on variable Destination Personality gives a value greater than 0.70, so that all items can be said to be reliable.

***Table 5**. Cronbach's Alpha Reliability Analysis of Variable Perceived Value*

Dimension	Item		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Alpha Cornbach
Emotional Value	Improve my social status as a diver	X13	0.64	0.83	0.85
	Get a sense of excitement	X14	0.73	0.80	
	Increase my confidence as a diver	X15	0.68	0.82	
	Makes me unique as a diver	X16	0.60	0.84	
	Help me to meet the expectations of my socializing with the other divers	X17	0.67	0.82	
Functional Value	Getting the value of the benefit is more than the amount of money spent	X18	0.62	0.64	0.76
	Increase the feeling of pleasure I was higher against the beautiful sea life	X19	0.56	0.72	
	Prices are not in accordance with the benefits received	X20	0.60	0.67	
Social Value	Improve my higher good feelings in improving my relationship with others	X21	1.00	1.00	1.00
Risk value	More trust the recommendations of the dive operators in location	X22	0.65	0.34	0.65
	More trust recommendations from experts who encourage this diving expedition	X23	0.43	0.59	
	More trust the recommendation of friends who encourage diving expeditions	X24	0.35	0.72	
Epistemic value	Arouse my curiosity	X25	0.68	0.83	0.86
	Give me a chance to figure out the marine life	X26	0.63	0.85	
	Gives new surprises to see marine life	X27	0.76	0.80	
	Expanding my horizons	X28	0.76	0.80	

Results Cronbach alpha reliability coefficient calculation for each dimension on variable perceived value gives a value greater than 0.70, so that all items can be said to be reliable.

***Table 6**. Cronbach's Alpha Reliability Analysis of Variable Destination Image*

Dimension	Item		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Alpha Cornbach
Destination Atmosphere	Attractive for tourist trips	Y1	0.66	0.88	0.89
	full of sensation	Y2	0.67	0.88	
	Good atmosphere to be enjoyed	Y3	0.63	0.88	
	Provide real adventure	Y4	0.68	0.88	
	Giving a family atmosphere.	Y5	0.70	0.87	
	Has a pleasant weather	Y6	0.71	0.87	
	Very impressive	Y7	0.76	0.87	
Travel Information	Offers an easily accessible tourist information	Y8	0.60	0.62	0.74
	Provide tourism information well	Y9	0.48	0.76	
	Offers a variety of events	Y10	0.63	0.57	
Travel Environment	Have adequate accommodation facilities	Y11	0.53	0.68	0.74
	Have a standard of sanitation and good hygiene	Y12	0.58	0.66	
	Getting a good electric facilities	Y13	0.54	0.68	
	Have a good standard of living	Y14	0.49	0.70	
Shopping	Having a place to go shopping	Y15	0.63	0.46	0.70
	Offers a variety of shops	Y16	0.45	0.69	
	Provide a comfortable shopping atmosphere	Y17	0.49	0.65	
Community Attitude	Local communities have very helpful	Y18	0.69	0.71	0.81
	The attitude of society that respects cultural	Y19	0.66	0.75	
	Local community-friendly	Y20	0.65	0.76	
Accessibility	Atmosphere convenient traffic	Y21	0.58	0.57	0.71
	Easy to get transportation	Y22	0.52	0.67	
	Having a road (highway, footpath) adequate	Y23	0.54	0.63	

Results Cronbach alpha reliability coefficient calculation for each dimension on variable destination image gives a value greater than 0.70, so that all items can be said to be reliable.

4. RESULTS AND DISCUSSION

To test the hypothesis descriptive study, used statistical student t test with the following results:

***Table 7**. Descriptive Hypothesis Testing*

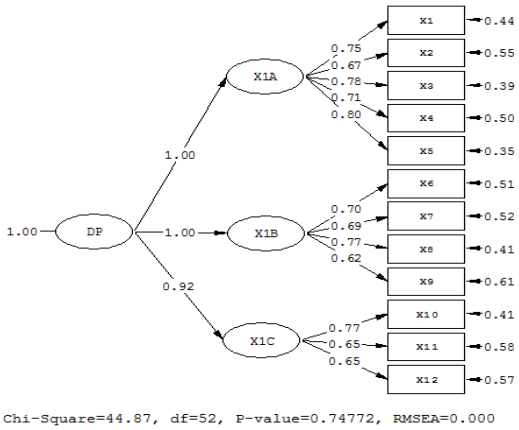
Variable	Mean $(\bar{X})$	$\bar{X} - 3$	Standard Deviation (s)	Standar Error (SE)	t-value
Destination Personality	4.176	1.176	0.597	0.039	30.074
Perceived Value	4.181	1.181	0.567	0.037	31.771
Destination Image	3.916	0.916	0.526	0.034	26.580

Based on the results of the calculation of the average test obtained by value t is greater than the value t table one party at a significance level of alpha 0:05 namely t table = 1,652. It can be concluded: 1) Destination Personality on marine tourism in the national park of Bunaken or Wakatobi has gone well; 2) Perceived Value on marine tourism in the national park of Bunaken and Wakatobi has gone well; 3) Destination Image on marine tourism in the national park of Bunaken and Wakatobi has gone well

Measurement Model

Measurement model is a model that describes the validity of the indicators in measuring dimensions, and dimension in measuring variables. Indicator or dimension is said to be valid if the loading factor greater than 0:50. If the value is less than 0:50 but still considered valid in the content, then the indicator or the dimension must be significant with compositenya reliability value of not less than 0.60. Destination Personality.This variable consists of three dimension, each dimension is measured using several indicators, so that the measurement model is following the model of the second order. Where all dimension an indicator and has a loading factor value greater than 0,50 so in general it can be concluded valid.

***Figure 2**. Model Measurements on Destination Personality*



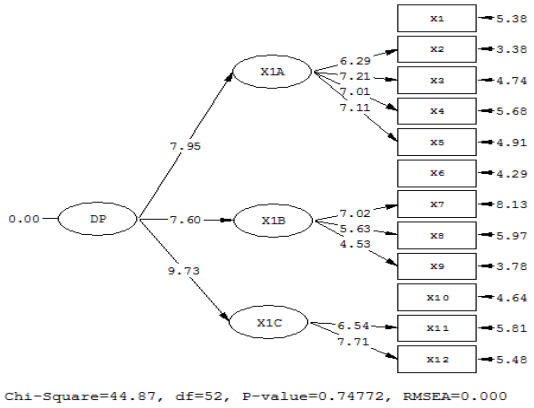
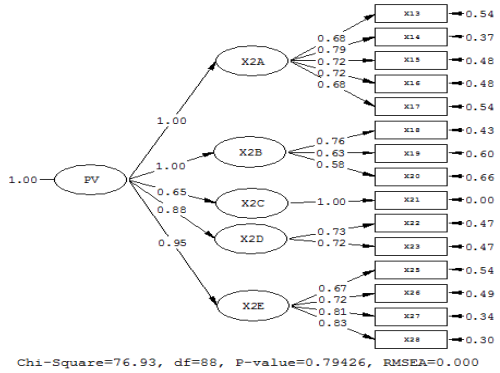


***Table 8**. Goodness-of-fit measurement model on Destination Personality (N=223)*

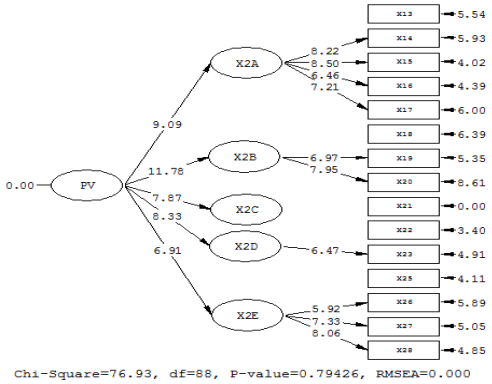
Chi-Square/df	p.value	RMSEA	GFI	AGFI	NFI	NNFI	CFI	RMR
0.863	0.748	0.000	0.91	0.86	0.91	0.94	0.94	0.031

Value Ratio Chi-Square with degrees of freedom (df) shows a figure of less than 3:00 or model fit the data. In addition, other indicators such as p.value greater than 0.050, RMSEA values less than 0:08, Value GFI, NFI, NNFI, and CFI greater than 0.90 supports the conclusion that this measurement model fits the data. Variable destination personality is measured by three-dimensional. Three-dimensional factor loading values greater than 0.500, and the value of t is greater than t table (1,970). So that all dimensions can be declared invalid. It also has a three-the dimensions reliability Coposite value greater than 0.700 and AVE values greater than 0:50. The value of the high reliability demonstrated consistently measure all dimensions variable. Composite reliability value of 0.98 states that 98% of respondents above assessment variable Destination personality well illustrated from the response of respondents over the three dimensions. While the AVE value of 95% expressing that 95% of respondents to the assessment of variation can be explained by the three-dimensional variable Destination personality. Partial all dimensions, looked dominant in measuring variables destinations personality. Perceived Value. This variable consists of five dimension, and each the dimensions is measured using several indicators that this measurement model follows the model of the second order.

***Figure 3**. Model Measurements on Perceived Value*



(a)



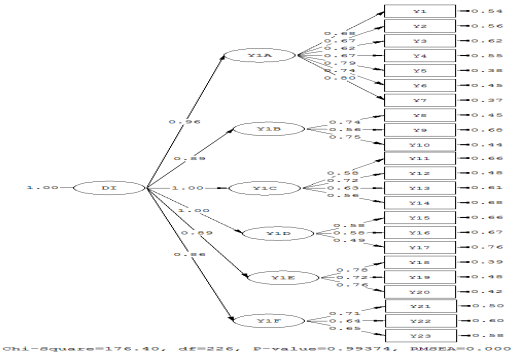
(b)

***Table 9**. Goodness-of-fit measurement model on Perceived value (N=223)*

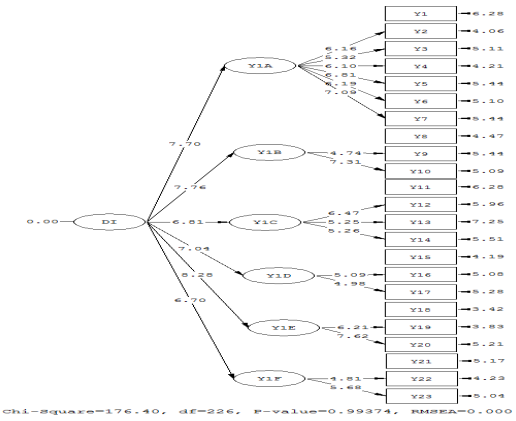
Chi-Square/df	p.value	RMSEA	GFI	AGFI	NFI	NNFI	CFI	RMR
0.87	0.794	0.00	0.89	0.85	0.88	0.92	0.93	0.031

Value Ratio Chi-Square with degrees of freedom (df) show a number less than 3:00 to conclude that the model fits the data. In addition, other indikatr as p.value greater than 0.050, RMSEA values less than 0:08, Value NNFI, and CFI greater than 0.90 and a value of less than 0.050 RMR supports the conclusion that this measurement model fits the data. Furthermore, the validity of the analysis carried out for each of the indicators and dimensions. The fifth dimension has a loading factor values greater than 0.500 and nilali t is greater than t table (1,970) so that all dimensions can be declared invalid. The fifth dimension also has a reliability Coposite value greater than 0.700 and AVE values greater than 0:50. The value of the high reliability demonstrated consistently measure all dimensions variable. Composite reliability value of 0.96 states that 96% of respondents rating on the variable Perceived Value illustrated with both the response of the respondents on the fifth dimension. While the AVE value of 82% expressing that a variation of 82% of respondents to the fifth dimension assessment can be explained by the variable Perceived Value. Partial all dimensions dominant in Perceived Value measure variables except for the social dimension of value is not so important in measuring the variables perceived value. Destination Image. This variable consists of six dimension, and each dimension is measured using several indicators that this measurement model follows the model of the second order.

***Figure 4**. Model Measurements on Destination Image*



(a)



(b)

If the observed value of the loading factor of Figure 4 (a) not all an indicator value loading factor of greater than 0:50 is an indicator Y17 (Giving atmosphere comfortable shopping), but this indicator is retained apart because its value does not differ much from 0:50 also because it has t value greater than 1,970. So that all indicators can be inferred valid.

***Table 10**. Goodness-of-fit measurement model on Destination Image (N=223)*

Chi-Square /df	p.value	RMSEA	GFI	AGFI	NFI	NNFI	CFI	RMR
0.780	0.994	0.00	0.86	0.82	0.83	0.90	0.91	0.034

Value Ratio Chi-Square with degrees of freedom (df) show a number less than 3:00 to conclude that the model fits the data. Other indicators such as p.value greater than 0.050, RMSEA values less than 0:08, Value NNFI, and CFI greater than 0.90 and a value of less than 0.050 RMR supports the conclusion that this measurement model fits the data.

***Table 11**. Validity Analysis of Variable Destination Image*

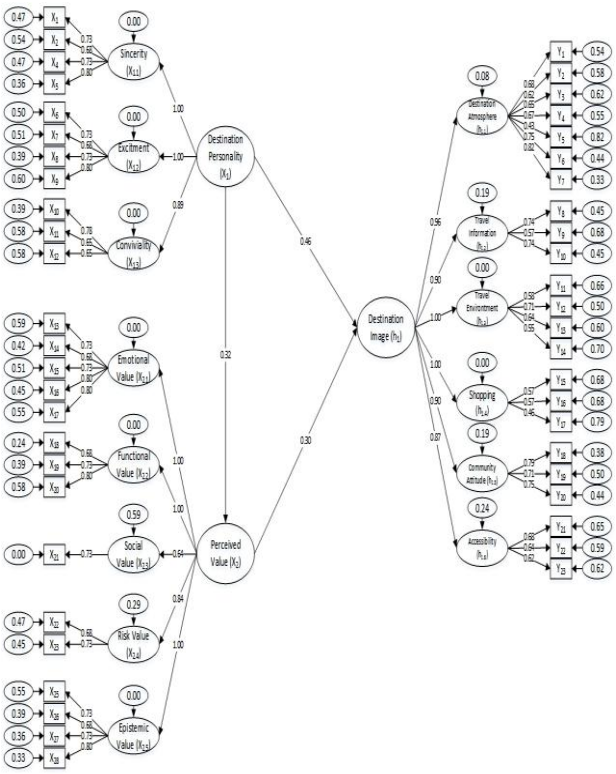
Dimension		Loading Factors	R^2	Varians Error	t-value
Destination Atmosphere		0.960	0.92	0.08	7.7
Travel Information		0.890	0.79	0.21	7.76
Travel Environment		1.000	1.00	0.00	6.81
Shopping		1.000	1.00	0.00	7.04
Community Attitude		0.890	0.79	0.21	8.28
Accessibility		0.860	0.74	0.26	6.7
Reliabilitas Composite		0.98			
Average Variance Extracted (AVE)		0.87			

Variable destination image is measured by of six dimension. The sixth dimension has a loading factor values greater than 0.500 and nilali t is greater than t table (1,970) so that all dimensions can be declared invalid.

Structural Model

Structural models in this study is a model that describes the influence destination personality and perceived value on destination image includes causality hypothesis testing to see the significance of influence between variables.

***Figure 5**. Model Influence Destination Personality and Percieved Value On Destination Image*



The model above can be written in two statistical models of the structure as follows:

Destination Image = 0.46 × [Destination Personality] + 0.30 × [Perceived Value].

These results explain the changes on destination image is influenced by (destination personality) with a standard deviation of 0.46 influence, influenced also by the perceived value to the large effect a slightly lower standard deviation at 0,30. To view the model fit to the data assessment of suitability based on several statistical criteria as follows:

***Table 12**. Test Criteria Goodness Of Fit Index In Model*

Fit Index	Value	Cut off value	Conclusion
Chi-kuadrat	1522.95		Not yet
P-value	0.0544		
Ratio Chi-Square /df	1.061	< 3	Model fit
RMSEA	0.017	0.05- 0.08	Model fit
GFI	0.81	0 (no fit) to 1 (perfect fit)	Model fit
NFI	0.96	0 (no fit) to 1 (perfect fit)	Model fit
CFI	0.96	0 (no fit) to 1 (perfect fit)	Model fit
Standardize RMR	0.032	< 0.80	Model fit

***Source:** Hair, et.al (1998: 659)*

Chi-squared value (Discrepancy) SEM models at 1522.95 with a probability (P-value) of 0.0544. Based on Chi-Square value of these models has been declared fit. RMSEA value (Root Mean Square Error Approximation) SEM models at 0017. RMSEA values less than 0:08 to conclude that the model fits the data. Figures 0017 states that deviations from the model hypothesized by empirical models are very small percentage of less than 8%. To test the hypothesis 2, used student t test statistics with the results of the calculation as follows:

Table 13. *Hypothesis Testing Influence Destination Personality On Destination Image*

	Size Effect (γ_{11})	Coef. Determinant Partial (R^2_{11})	Value t-test
Destination Personality (X1) → Destination Image (Y)	0.46	0.21	6.38

Effect size destination personality on destination image of 0.46 standard deviation with partial R^2 of (21%). These results indicate that a change of one unit of measurement personality destinations will be able to enhance the destination image reaches 0.46 standard deviation units, or (21%) change in the respondents 'assessment on destination image can be explained by changes in the respondents' assessment on personality. 0.46 value standard deviation relatively high value that can be expressed a strong influence on the destination personality on destination image. Result of statistical calculation t test student generates a value of 6.38. While based on student t table at a significance level of 5% free derejat db = 230 obtained t table at 1,970. T value is greater than the value t table so that it can be concluded there is a significant effect at a significance level of 5% of the variable destination personality on destination image marine tourism on National Parks in Bunaken and Wakatobi. This gives a significant influence to change the information that tourists assessment on destination image it can be done through a change destination personality in particular for dimension sincerity and exitement because these two dimensions are most closely related in explaining the change of destination personality. Most items are related to healthful items. More efforts are needed to provide information to tourists that Marine Tourism Bunaken and Wakatobi healthy. To test the hypothesis 3 was used student t test statistical calculation results as follows:

Table 14*. Hypothesis Testing Influence Perceived value On Destination Image*

	Size Effect (γ_{11})	Coef. Determinant Partial (R^2_{11})	Value t-test
Perceived value → Destination Image	0.30	0.09	4.60

Size effect perceived value on destination image at 0.30 with a standard deviation of 9% partial R^2. These results indicate that a change of one unit of measurement destination personality will be able to enhance the destination image reaches 0.30 units of standard deviation, or (9%) of changes in respondents 'assessment on destination image can be explained by changes in the respondents' assessment on destination personality. Value 0.30 standard deviation relatively high value that can be expressed a strong influence on the perceived value on destination image. Result of statistical calculation t test student generates a value of 4.60. While based on student t table at a significance level of 5% free derejat db = 230 obtained t table at 1,970. T value is greater than the value t table so that it can be concluded there is a significant effect at a significance level of 5% of the variables perceived value on destination image on marine tourism in Bunaken and Wakatobi National Park. The influence of this singifikan provide that information to change the rating assessment on destination image it can be done through changing perceived value, especially for the dimension emotional value, functional value and epistemic value and associated with the item expand horizons. So the promotion is done it should be emphasized that both these attractions tourists will be able to meperluas insight particularly related to marine tourism.

Hypothesis 4: The effect of simultaneous (destination personality) and (perceived value) affect the (destination image) on marine tourism in Bunaken or Wakatobi

To test this hypothesis used by the results of the F test statistic was calculated as follows:

Table 15*. Hypothesis Testing Simultaneous*

Hypothesis	Coef. Determinant Partial (R^2_{11})	Value t-test
Destination Personality + Perceived Value → Destination Image	0.39	73.52

Multiple coefficient of determination at 0:39 or 39% stated that 39% of changes in respondents 'assessment of the destination image can be explained by changes in the respondents' assessment on Destination personality and perceived value. Statistical calculation results F test produces a value of 73.52. While based on the F table at a significance level of 5% free derejat db1 and db2 = 2 = 230 F table values obtained for 3,034. F count is greater than the value of F table so that it can be concluded there is a simultaneous effect significant at a significance level of 5% of the variable destination personality and perceived value to destination image on marine tourism in Bunaken and Wakatobi National Park.

5. CONCLUSIONS AND SUGGESTIONS

Conclusion

1. That general maritime tourism in Bunaken and Wakatobi National Park; a) Destination personality which has been running with the very good; b) Perceived value received by tourists to these destinations has been running very good; c) Destination image is classified as held destinations has been running with good;
2. Destination personality affect the destination image on marine tourism in Bunaken and Wakatobi National Park. These results explain the changes in the destination image is influenced by destination personality with a standard deviation 0.46 influence.
3. Perceived value affects the destination image on marine tourism in Bunaken and Wakatobi National

Park. These results explain the changes in the destination image is influenced by the perceived value with the larger standard deviation influence of 0.30

4. Destination personality and perceived value effect together amounted to 39% of the destination image on marine tourism in Bunaken and Wakatobi National Park.

Suggestions

1. Suggestions for the national park Bunaken and Wakatobi:
   a. In order for the destination personality held on marine tourism in the national park Bunaken and Wakatobi can form a strong character then it is advisable to: 1) the conservation of the wealth of biodiversity, 2) Structuring a pleasant tourist area (daring), 3) Keeping the reef of damage to keep the original (original). 4) Maintain cleanliness to be more encouraging (sprited).
   b. In order traveled Bunaken and Wakatobi can provide (Perceived value) then: 1) increase the social value such as; provide insight and knowledge to some social groups (bureaucrats, practitioners, academics, and community) for environmentally oriented and bridge the interests of the protection of natural resources and tourism industry, as well as technical guidance for dive guides (beginner level, open water, and sustainable); 2) Increase the functional value through: foster a sense of caring, responsibility and commitment to nature conservation and development with ecological rules in order to get more benefits than costs
   c. In order for these destinations can be created destination image is expected to; 1) Restructuring tourism environment; 2) Structuring shopping facilities (shopping); 3) Fix the accessibility (accessibility) 4) Preparing Travel Information; 5) The development of the community (community attitude)
2. Suggestions for further research:
   a. Future research needs to examine the personality destinations developed at this stage a more specific concept such as destination identity, in order to do the branding according to the identity and characteristics of the destination in order to revise the existing brand or slogan in the national park Bunaken and Wakatobi.
   b. This study only examined the marine tourism in the national park Bunaken and Wakatobi, it is suggested to other researchers to conduct more research studies to examine other marine tourism in Indonesia.
   c. The concept of destination personality, perceived value, destination image is very complex, many factors need to be considered and many other variables that affect the destination image. For researchers who want to investigate further about the variables that can affect the image of the destination, it is advisable to examine other factors that have not been studied for destination mix, destination choice, destination source credibility, tourist satisfaction, and so forth.

REFERENCES

[1] Aaker, J. L. (1997). 'Dimensions of Brand Personality', Journal of Marketing Research, 34(3),

[2] Arikunto, S (2002). 'Prosedur Penelitian', Suatu Pendekatan Praktek. Jakarta: PT. Rineka Cipta.

[3] Baloglu, S., & McCleary, K.W. (1999a). 'A model of destination image formation'. Annals of Tourism Research, 26(4), 868-97.

[4] Chen, C. and Phou, S., 2013. 'A Closer Look at Destination: Image, Personality, Relationship and Loyalty', Journal of Tourism Management, 36, 269-278.

[5] Çiğdem Unurlu and Selin Küçükkancabaş, 2013. 'The Effects of Destination Personality Items on Destination Brand Image'. International Conference On Eurasian Economies. P.83-88

[6] Echtner, C., & Ritchie, J.R.B. (1991). 'The meaning and measurement of destination image'. The Journal of Tourism Studies. 2 (2), 2-12.

[7] Ekinci, Y., and Hosany, S. (2006). 'Destination personality: An application of brand personality to tourism destinations'. Journal of Travel Research, 45(2), 127-139.

[8] Hair et al. 1998. 'Multivariat Data Analysis'. Seventh Edition Prentice Hall. New York

[9] Hosany, S., Ekinci, Y. and Uysal, M. (2007) 'Destination Image and Destination Personality'. International Journal of Culture, Tourism and Hospitality Research, 1 (1), 62-81

[10] Hosany, S., Ekinci, Y., & Uysal, M. (2006). Destination image and destination personality: An application of branding theories to tourism places. Journal of Business Research, 59(5), 638-642.

[11] Jenkins, O. H. (1999). 'Understanding and measuring tourist destination images'.The International Journal of Tourism Research, 1(1), 1–15.

[12] Milfelner, Snoj and Pisnik Korda (2009). 'Percieved Quality, Percieved Value, Image and Satisfaction Interrelations of hotel Services: comparison of Tourists from Slovenia and Italy'. Drus. Istraz. Zagreb Vol. 20 No. 3 (113), 605-624.

[13] Mona Bouzari (2012). 'Preliminary Study On Destination Attributes Of Northern Cyprus: Iranian Travellers; Perspective. Science in Tourism Management'. Eastern Mediterranean University. Gazimağusa, North Cyprus.

[14] Morgan, N. J., & Pritchard, A. (1999). 'Tourism Promotion And Power: Creating Images, Creating Identities. Chichester: John Wiley & Sons.

[15] Pike, S., and C. Ryan (2004). 'Destination Positioning Analysis through a Comparison of Cognitive, Affective, and Conative Perceptions.' Journal of Travel Research, 42 (May): 333-42.

[16] Prayag G. (2007). 'Exploring The Relationship Between Destination Image And Brand Personality Of A Tourist Destination: An Aplication Of Projective Techniques'. Journal of Travel and Tourism Research, Fall 111-130

[17] Qu, H., Kim, L. H., & Im, H. H. (2011). 'A Model Of Destination Branding: Integrating The Concepts Of The Branding And Destination Image'. Tourism Management, 32 (3), 465–476.

[18] Reilly, M.D. (1990). 'Free Elicitation Of Descriptive Adjectives For Tourism Image Assessment'.Journal of Travel Research. 28(4), 21-6.

[19] Seymour, KD (2012). 'The Perceived Value Of Scuba Diving Tourists At A Marina Destination'.Tourism Management-North-West University, Potchefstroom Campus.

[20] Stepchenkova, S. & Morrison, A. M. (2008). 'Russia's Destination Image Among American Pleasure Travelers'. Tourism Management, 29, 548-560.

[21] Sweeney, J.C. & Soutar, G.N. 2001. Consumer perceived value: the development of a multiple item scale. Journal of retailing, 77:203-220.

[22] Yoon, Y. and Uysal, M. (2005), "An examination of the effects of motivation and satisfaction on destination loyalty: a structural model", Tourism Management, Vol. 26, pp. 45-56.

[23] Zeithaml, V. A. (1988). Consumer Perceptions Of Price, Quality And Value: A Means-End Model And Synthesis Of Evidence, Journal of Marketing, vol. 52, July, pp. 2-22.