



The Effect of Service Quality on The Destination Image of Garut Station

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Abstract

Current cultural developments and changes support changes in human behavior and needs, one of which is in human behavior in tourism. In today's era, tourists not only travel to natural tourism, cultural tourism, artificial tourism and others, but also travel to a landmark of an area such as a station. Currently, the station is not only a means and infrastructure to support tourism, but can be used as a separate tourist attraction that can improve the image of the destination of the object. This study aims to determine the influence of service quality on the image of destinations at Garut Station. This research method uses descriptive and verifiable methods using a quantitative approach. The data collection technique in this study uses observational research and the distribution of questionnaires to 100 respondents who are tourists of Garut Station, using accidental sampling techniques. The data was then processed using Structural Equation Modeling-Partial Least Square (PLS-SEM) with the aim of finding out how far service quality affected the destination image of Garut Station. The results of the study show that service quality is an important factor in improving the destination image of Garut Station. The implications of the research results can be used as material in the formulation of good strategies by the Garut Regency Government, the Garut Cultural Tourism Office and the Garut Station manager, especially that good service quality can strengthen and shape the image of the destination.

Keywords : Garut Station, Service Quality, Destination Image

1 Introduction

Today's cultural changes support shifts in human behavior and needs, including in travel patterns. Previously, tourism was seen as a secondary need after a basic need was met, but now it is an integral part of daily life. The hustle and bustle and complexity of routine encourage people to seek escape by traveling to overcome fatigue and boredom. Therefore, the development of the tourism sector needs to continue to be carried out to meet the recreational needs of the community.

Tourism service providers, both public and private, try to create a good destination image to attract tourists. Every region in Indonesia has a leading tourist destination, such as Garut Regency in

West Java Province. The tourism potential of Garut Regency, including cultural, religious, and historical tourism, can be further developed into a reliable attraction for tourists.

The development of the tourism sector is an important part of efforts to build the image of Garut Regency as a tourist destination, which leads to an increase in the number of tourist visits and the level of tourist loyalty. The destination image has a crucial role in the tourism development strategy. A positive destination image will affect the assessment of tourists as buyers or service recipients.

This assessment is based on the quality of the results obtained by tourists from tourist attractions. Of course, tourists will be satisfied with the development of tourist destinations which will later have an impact on the image of the tourist visit area or known as destination image. The good impact of the destination image can be seen in the response produced by tourists during the trip, and tourists are eager to return to the same tourist destination.

This indicates that a positive image of a tourist attraction will result in outcome positive or good. The destination image not only gets a positive response, but the destination image can also get a negative response (Utami et al., 2020). It can be seen that there are still some people who feel disappointed when they come there. Then there are also those who complain that they have too high expectations for these tourist destinations (Demolingo, Wibowo and Polytechnic, 2023).

Service quality refers to the extent to which a service meets or exceeds the expectations and needs of customers or tourists. Good service quality will create a positive experience for tourists and meet travelers' expectations during their trip. When travelers receive good and satisfactory service, they tend to feel happy, satisfied, and impressed. This is in accordance with previous research on the relationship between service quality and destination image. Lee et al. (2018) find that a high quality of service can help create a positive image of the destination. His research found that tourists who received high-quality services had a more positive view of the place. The results of the research conducted by Llodrà-Riera et al. (2015) shows that high service quality can increase visitors' positive opinions about the destination image and have an impact on tourist satisfaction.

Thus, the influence of service quality on the image of the destination is very important to understand and study, because the quality of good service in the destination can have a direct impact on the formation of a positive image about the destination. This positive image can increase the attractiveness of the destination, generate more visitors and contribute to the success of the destination's tourism. Garut Station (GRT) is located in Pakuwon, Garut Kota, Garut, Indonesia and is included in class II railway stations. Its height reaches +717 meters and is part of the Bandung Operation Area II. Initially, this station functioned as the main station in Garut Regency which served passenger and goods transportation. Its function as part of the Cibatu-Cikajang route is to connect the Garut government area with the main route across southern Java. Along with the expansion of the railway line, this station was also expanded to include Cikajang.

Railway stations, as a mode of transportation that facilitates the unhindered movement of land, are closely related to social and financial issues. The station serves as a public space where customers and service providers can connect socially. Economically, the station not only functions as a place for passengers to board and disembark as well as load and unload goods; They also play a strategic role in supporting regional development and the urban economy (Suprpto, Sutiarto and Wiratmi, 2021).

However, apart from being a means and infrastructure to support tourism, Garut Station also deserves to be used as a tourist attraction in itself as it has been said by Ridwan Kamil as the

Governor of West Java that this station will be a tourist destination or become an object that can be used for other purposes, one of which is to become an object or Spot photos and videos for Prewedding, Filming, Social Media, Objects Instagrammable and so on. Then it became a modern station and became a new icon of Garut.(Infogarut, 2022)



Figure 1 Garut Station 1 Spot Photo



Figure 2 Garut Station 2 Spot Photo

In addition, currently Garut Station can also be used as an educational tourist attraction for PAUD/Kindergarten children as a learning about one of the land transportation, namely trains. So, educational tourism in Garut Regency has increased with the existence of Garut Station. However, even though Garut Station is now a tourist attraction, it is undeniable that the destination image of Garut Station is not completely good. Because the problem of destination image does not only occur in tourist areas such as natural tourism, artificial tourism, cultural tourism, and others, but also in a landmark area such as Garut Regency.

Garut Station is one of the landmark which is currently in demand by the public for tourism. Landmark is a characteristic of an area that allows visitors to easily identify the orientation of the area. Landmark be image of a city that gives an impression against the city (II et al., 2018). In general, landmark is a sign that identifies a location (Mulyandari, H., & Andi, 2019).

According to Dzaki et al. (2021), things that need to be considered include user needs, user activities, and choosing the right location. Other things related to facilities and design can also affect the user's comfort level. Unfortunately, currently the completeness of the promised facilities and infrastructure of Garut Station is not fully appropriate. Such as limited facilities for toilets, so it requires visitors to queue longer and park ticketing which is often jammed and there are no guards. Also then some things complained by visitors are limited seating to wait for train departures and staff serving less. Visitors also feel disappointed with the services provided and many more. As contained in Table 1.1, several reviews of visitors to Garut Station on google reviews.

Table 1 : Garut Station Visitor Reviews

Username	Rating	Reviews
Nina Mulyani	4	The station has just been renovated, the building is new and neatly arranged. Saying once, the toilet door is locked.

Username	Rating	Reviews
E	3	I prefer the style of the old station building, but the new one also looks okay. The screen for information has not worked properly. The position is in Garut, but the departure information from the station is not even there. There are not many seats to sit in the outside area of the station. Pick up/drop off points are absent or less clear.
Fajar Sutaryadi	5	Please PT. KAI d counter is not friendly service
DESS SULAEMAN	1	The security guard is very pretentious! Lack of ethics/manners. Even though we just want to ask, there is a feeder car that does not go to Cibatuan from Garut. The answer was bittersweet, chili sauce drove away!
PNI2 Month	2	The ticket service at Garut station is completely mba," he forgot his name, who is sitting on the left on April 4. This is the first time it is served at the gar amah kya kya counter like this. Klo in other cities is friendly". I didn't buy tickets at the counter, to have the application. It's best to buy tickets using the app! So I want to go too, if the security guards and other officers are friendly. I'm sorry one star because I'm disappointed with the service at the counter

Source : Google Review Garut Station

However, Garut Station did not only get a negative response. The positive response shared by visitors on google reviews stated that Garut Station already has good facilities and infrastructure, friendly service and complete facilities. Then there are also those who mention that Garut Station is clean, comfortable and good to be used as a photo spot.

According to Qu et al. (2011) ; Muis et al. (2020) stated that the image of a destination can be divided into several dimensions, namely: Cognitive image which includes the tourist experience, tourist attractions, environmental conditions and surrounding infrastructure, available entertainment, and cultural traditions attached to the destination. Unique image which includes the conditions of the natural environment, the main attractions, and local attractions that are characteristic of the destination. Affective image which includes pleasant, stimulating, calm, and interesting feelings that arise when a person is at the destination. The three dimensions of the destination image must be at Garut Station as one of the tourist attractions in Garut Regency.

Based on research (Syafira et al. (2022), Although Garut Station has met the needs of tourists for interesting places to visit, the integration of tourist attractions and Garut Baru Station is not enough because the available modes of transportation are very limited, especially only City Transportation (angkot) or rental vehicles. Land use is also dominated by commercial and residential purposes, which is typical of dense metropolitan contexts. In addition, there is no special design that regulates the area around the station so that it creates a chaotic and irregular impression, as evidenced by the fairly dense building conditions. This will have an impact on the image of Garut Station in the future.

Seeing the complaints raised by visitors and there are still some problems, this is relevant to the concept service quality delivered by Redita et al. (2017) that the quality of service affects tourist satisfaction which means that if tourists are satisfied, the image of tourist destinations will

increase. However, the service provided to tourists is still not optimal. Then Redita et al. (2017) also added that service quality It includes several components namely, Tangible (tangible), which includes physical facilities such as infrastructure and equipment on tourist attractions, as well as employee appearances. Emphaty, empathy is also an important factor where employees must understand the wants and needs of visitors, and be able to create comfort for tourists (Astuti, 2018). Responsiveness (quick to respond), The willingness and readiness to provide services to consumers in need will have a significant impact on customer satisfaction (Astuti, 2018). Reliability (reliability) in the form of the ability to keep promises, be trusted, be accurate and consistent. Insurance (certainty) the ability of employees to instill confidence and trust in the promises made to customers (Astuti, 2018).

Some of these service quality components are the driver of the destination image of Garut Station which must be improved again so that the destination image is good. The impact of the destination image that is not improved will result in people or tourists who will not visit Garut Station even though the station has been renovated and reactivated. Therefore, the researcher sees an opportunity that service quality can also be a solution to improve the destination image of Garut Station.

Based on the empirical gap and research gap on Garut Station, the researcher believes that the model offered will be part of the solution to the problem of the destination image of Garut Station. Therefore, the researcher is interested in conducting research on "The Influence of Service Quality on the Destination Image of Garut Station". The purpose of this study is to find out the overview of service quality and the destination image of Garut Station by station visitors and to find out whether there is an influence of service quality on the destination image of Garut Station.

2 Literature Review

Destination Image

Image is one of the factors that determine the success or failure of a business, especially the tourism industry. The destination image used in this study is related to the theory of brand image which states that Brand can provide an overview of a product that cannot be separated from the product itself, especially a tourist destination (Nurbaeti, 2020). Kurniasari et al. (2019) states that the image of a destination is formed from the experiences, information, feelings, and perceptions of individuals on the way to the overall goal of the experience, and is measured through the satisfaction of visitors with the places they visit. According to Qu et al. (2011) ; Muis et al. (2020) stated that the image of a destination can be divided into several dimensions, namely: Cognitive Image, Unique Image, and Affective Image.

Service Quality

Service quality (service quality) is concerned with how to tailor the interests of the client and how to balance the client's wishes (Economics and Management, 2018). According to Bayu (2018), The quality of service provided by the service provider is considered satisfactory when the service provided exceeds consumer expectations. On the other hand, if the service provided is far below consumer expectations, then the quality of the service provider is considered poor. Kotler (2000); Nasution (2022), stated that there are five factors that determine the quality of service, abbreviated as TERRA, namely: Tangible, Empathy, Responsiveness, Reliability, and Insurance.

3 Research Methods

In this study, a quantitative research method consisting of two approaches was used, namely descriptive and verifiable. The descriptive approach is used to systematically, factually, and accurately describe the relationship between service quality and the destination image of Garut Station. Meanwhile, the verifier method was used to test the research hypothesis related to the influence of the independent variable of service quality on the dependent variable of the destination image of Garut Station.

The study population involved all tourists who had used and had used trains and had visited Garut Station for the purpose of traveling, including tourists who had used the station facilities. The sampling technique was carried out by non-probability method, especially accidental sampling, with the number of respondents as many as 100, determined using the lameshow formula. To collect data, the researcher conducted a literature study, a field study with direct observation at Garut Station, and the dissemination of questionnaires related to the research. Likert scale 5 was used in the questionnaire, and the data collected was analyzed using the PLS-SEM (Structural Equation Modeling-Partial Least Square) method.

4 Research Results and Discussion

4.1 Descriptive Analysis

Table 2 : Recapitulation of Service Quality Dimensions at Garut Station

It	Dimension	Score	Information
1	Tangible	397	Good
2	Empathy	398	Good
3	Responsiveness	398	Good
4	Reliability	408	Good
5	Insurance	401	Good
Average		400	Good

Source : Data Processing Results, 2023

Based on the results of the descriptive analysis in Table 2 above, it can be concluded that the service quality at Garut Station has a "good" criterion, which means that the service provided by Garut Station is good. With the highest total score of the five dimensions, namely in the reliability dimension with a score of 408, which can be interpreted that the services provided at Garut Station are consistent regardless of the staff/employees who provide the service. This means that both different staff/employees still provide uniform service, without significant differences in service quality or handling, thus providing trust to visitors.

Table 3 : Recapitulation of Garut Station Destination Image Dimensions

No	Dimension	Shoes	Information
1	Cognitive Image	421	Excellent
2	Unique Image	427	Excellent
3	Affective Image	410	Good
Average		419	Good

Source : Data Processing Results, 2023

Based on the results of the descriptive analysis in Table 3 above, it can be concluded that the destination image of Garut Station has a "good" criterion, it can be interpreted that the image of this station is formed through attractive tourist attractions, adequate facilities, maintained cleanliness, the beauty of old buildings, the concept of modern new buildings, and a pleasant atmosphere. So that Garut Station reflects a positive experience, uniqueness, and emotional influence that gives a good impression to visitors.

4.2 Verifiable Analysis

Analisis Outer Model

Convergent Validity

The convergent validity of the measurement model is evaluated through indicator-reflective by considering the loading factor that measures the construct. The loading factor is a coefficient number that describes the extent of the relationship between the indicator and the latent variable. An indicator is considered valid if the resulting loading factor value is above 0.7. The results of the loading factor of this study are shown in Figure 4.1 below:

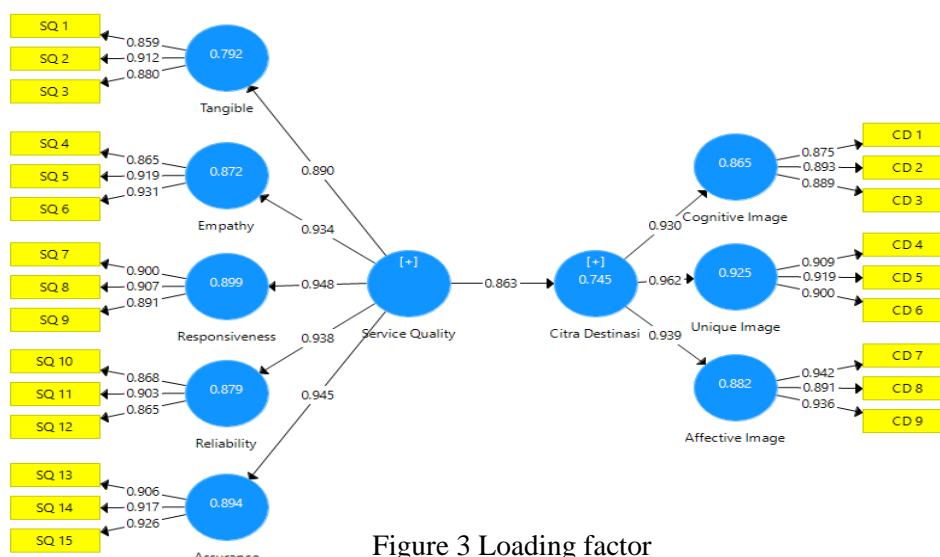


Figure 3 Loading factor

Figure 4.1 shows that all indicators have met the loading factor value of 0.7. So it can be interpreted that the level of the relationship between the indicator and the latent variable can be declared valid in terms of convergent validity. So that the research can be accepted as a variable measure.

Discriminant Validity

The validity test of discrimination is used to assess the extent to which the dimensions of a latent construct differ from other dimensions of the construct. This study adopts the Fornell-Larcker approach, where the square root value of a latent construct dimension is expected to exceed the correlation value with other latent construct dimensions. The results of the analysis showed that the validity test of discrimination, using the Fornell-Larcker approach, showed a greater value for each dimension of the latent construct compared to the correlation between those dimensions.

With these results, it is concluded that the constructs used in the study have strong discriminatory validity in the variable setting. Therefore, it can be stated that the instrument or questionnaire has good discriminatory validity based on the Fornell-Larcker approach. The validity of

discrimination was also assessed through Average Variance Extracted (AVE) for each indicator, with an AVE value above 0.5 as an indication of a good model. The analysis of the data showed that the AVE values for all variables exceeded >0.5 , in accordance with the PLS criteria, confirming that all variables met the validity of discrimination well.

Composite Reliability

Composite reliability is used to assess the reliability of indicator values on a variable. A variable is considered to have adequate composite reliability if its value exceeds 0.7. In this study, each variable showed a composite reliability value of >0.7 , indicating that all variables involved in this study met the composite reliability standard.

Cronbach Alpha

To validate the results of the reliability test on composite reliability, attention can be focused on the Cronbach alpha value. An indicator is considered reliable if the Cronbach alpha value exceeds 0.6. The results showed that the Cronbach alpha value for each variable exceeded >0.6 , indicating that each variable had met the criteria for the Cronbach alpha value. Therefore, it can be concluded that all variables in this study have a high level of reliability.

Evaluation of Structural Model (Inner Model) R Square

The determination coefficient or R Square has a role to predict and assess the extent of the contribution of the influence of variable X to variable Y. The output results of R Square in this study are documented in Table 4 as follows:

Table 4 R Square Value		
	R Square	R Square Adjusted
Destination Image (Y)	0.745	0.742

Source : SmartPLS Data Processing Results, 2023

Based on the results of data processing in Table 4 above, it can be seen that the R-Square value is 0.745 which can be interpreted that the determination of the service quality variable on the destination image has an influence of 74.5% and the remaining 25.5% is influenced by other variables beyond the range of the variables studied.

Normed Fit Index (NFI)

The Model Normed Fit Index (NFI) is used to measure the suitability of a model on a comparative basis to the baseline or 0. The higher the NFI value on a model, the better the model.

Table 5 Results of the Fit NFI Model		
	Saturated Model	Estimated Model
NFI	0.811	0.811

Source : SmartPLS Data Processing Results, 2023

Based on the table above, it shows that the NFI value obtained in this study is 0.811 or if presented to 81.1%. So it can be interpreted that the model in this study is good because the value is close to 1. Therefore, the fit model in this study is categorized as strong.

Q² predictive relevance

Q² predictive relevance is used to evaluate the extent of the quality of the observation values produced by the model along with the parameter estimation. If the Q² Square value > 0, this indicates that the model has predictive relevance; conversely, if the Q² Square value ≤ 0, then the model lacks predictive relevance. Table 6 below shows the results of the Q² square values:

Tabel 6 Q² predictive relevance

	SSO	SSE	Q ² (=1-SSE/SSO)
Destination Image (Y)	900.000	423.514	0.529
Service Quality (X)	1500.000	1500.000	

Source : SmartPLS Data Processing Results, 2023

Based on Table 6 above, it can be seen that a Q² value of > 0 means that the model already has predictive relevance.

Path Koefisien Parameter (Path Coefficient) dan T Statistics

Path coefficient is a useful value for indicating the direction of a variable relationship, determining whether a hypothesis has a positive or negative direction. The structure of this research model can be seen in Figure 4, which explains the direction of the relationship between these variables :

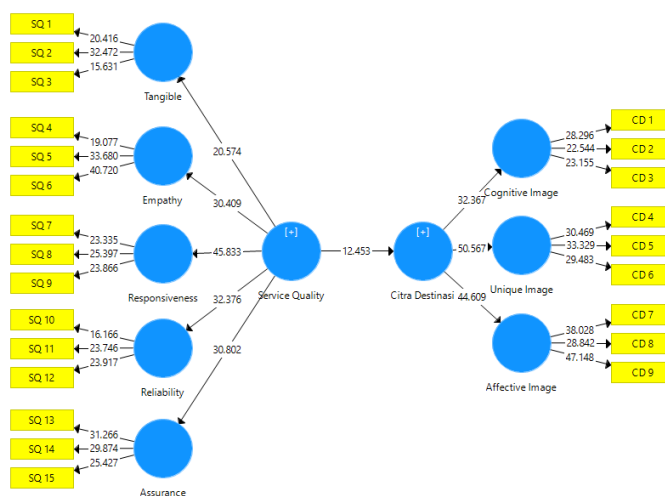


Figure 4 Path Coefficient

From the figure above, it is known that the t-statistic value for the relationship between service quality and destination image is 12,453, with a PValue of 0.000 or < 0.05. Path coefficient has a value range of -1 to 1, where a value of 0 to 1 indicates a positive relationship, and -1 to 0 indicates a negative relationship. With this explanation, it can be concluded that all variables in this study have positive path coefficient values, indicating that the influence strength is increasing along with the increase in path coefficient values from independent variables to bound variables.

Overall, the results show that all variables in this model have a positive path coefficient, which is 0.863, indicating that the greater the path coefficient value of the independent variable, the stronger the influence on the dependent variable. Further information can be seen in Table 7:

Table 7 Results of Inner Model Criteria Assessment

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Quality (X) -> Citra Destinasi (Y)	0.863	0.852	0.069	12.453	0.000

Source : SmartPLS Data Processing Results, 2023

Based on the evaluation of the criteria and standards of the model, through the assessment of the path coefficient and t-test, if the P value < 0.05 , it can be concluded that the construct has strength or significance. Hypothesis 1 test in the study shows H0 rejection and H1 acceptance, which indicates that service quality has a significant influence on the destination image of Garut Station.

When visitors have a positive experience at Garut Station, they are more likely to have a positive view of the destination as a whole. Convenient, efficient, and pleasant safety at the station can shape their view of the overall quality of the destination. In addition, visitors who have a good experience at Garut Station tend to speak positively about the destination to others. These positive remarks can affect the views of prospective tourists and contribute to the formation of a positive image about Garut.

This is in accordance with the opinion expressed by Zamry and Nayan (2020) stated that adequate service quality has a significant positive impact on the destination image, which can make tourists want to return to the destination. Based on this presentation, it can be interpreted that service quality which consists of dimensions tangible, empathy, responsiveness, reliability and insurance. It is important to form the destination image of Garut Station. This is in line with the results of research from Ghafari et al. (2017) which states that service quality can affect the formation of a destination image through a mechanism called experience-based service quality (service based experience). When tourists have a positive and satisfying experience with the services provided, they will form a positive image of the destination.

So based on the hypothesis that shows that service quality significantly affecting the destination image, this is an implication that good service quality can strengthen and form a positive destination image. In line with the research conducted by Ghafari et al. (2017) stated that high quality of service can increase tourist satisfaction and trigger positive reviews, recommendations and positive influence on the destination image. A good reputation can affect the perception and interest of tourists in choosing a destination.

These results are related to a hypothesis that tests whether service quality has a significant influence on the destination image of Garut Station. The test results showed that the value of the beta coefficient (original sample) for service quality to the destination image was 0.863. These findings are significant, as the p-value < 0.05 , confirms the acceptance of the H1 hypothesis. Thus, it can be concluded that service quality has a significant influence on the destination image of Garut Station.

In short, in this study, findings were obtained that showed that service quality can improve the destination image of Garut Station. The findings of this study are in line with previous research conducted by Pike et al. (2019) which explains that there is a positive influence of service quality on the image of the destination.

5 Conclusion

Based on the results of the research, discussion and interpretation that the researcher has described in the previous chapter regarding "The Influence of Service Quality on the Destination Image of Garut Station", the researcher came to the following conclusions:

1. a) The service quality at Garut Station is good, which is characterized by the high value obtained in the reliability dimension where the services provided at Garut Station are consistent regardless of the staff/employees who provide the service. Both different staff/employees still provide uniform service, without significant differences in service quality or handling, thus giving trust to visitors.
b) The destination image of Garut Station has a good image. It can be interpreted that the image of this station is formed through attractive tourist attractions, adequate facilities, maintained cleanliness, the beauty of old buildings, a modern new building concept, and a pleasant atmosphere. So that Garut Station reflects a positive experience, uniqueness, and emotional influence that gives a good impression to visitors.
2. Service quality has a significant effect on the destination image of Garut Station. It can be interpreted that service quality is one of the factors to improve the image of the destination, especially in the object of this study, namely Garut Station.

The suggestions that can be conveyed by the researcher are as follows:

1. For Garut Station, because this study uses the service quality variable as an exogenous variable, the researcher suggests that the quality of the service provided can be improved by providing services to tourists or visitors as much as possible. It's a good idea for Garut Station to consider that service quality has a positive influence on the image of a destination or the image of a place. So it is good for companies if they can pay attention to the factors supporting service quality evenly and optimally so that it can have a positive impact on the image of the station destination from tourists or visitors.
2. If you want to research with the same dependent variables, it is expected to research more not only on service quality but also from tourist perceptions, tourism products and purchase decisions, in order to get more varied research results. And for the next researcher, it is expected to be able to research each indicator at the appropriate dimension so that it will get more specific results.

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