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# Examination of Transport Performance and Authenticity on Behavioural Intention

*Bintang Handayani<sup>1</sup> and Basri Rashid<sup>2</sup>*

This study aims to scrutinise the transport performance and authenticity as one of the elements in tourism attributes in relation with behavioural intention. Utilising quantitative approach; data collected from survey of 384 overseas tourists were used to clarify the research proposition. The study suggests that transport performance may emerge as one of organic image elements for destination brand identity formation, influences cognitive image of overseas tourist but insignificant on tourist's behavioural intention. In addition, future spectrum of the transport development in relation with authenticity indicates its importance for not damaging the destination's overall profile.

**Keywords:** transport performance, authenticity, behavioural intention.

Penelitian ini bertujuan untuk meneliti kinerja transportasi dan keotentikan sebagai salah satu unsur dalam atribut pariwisata dandkaitannya dengan niat perilaku. Dengan menggunakan pendekatan kuantitatif; data yang dikumpulkan melalui survei dari 384 wisatawan asing digunakan untuk memperjelas proposisi penelitian. Studi ini menunjukkan bahwa kinerja transportasi dapat muncul sebagai salah satu unsur citra organik dalam pembentukan identitas merek tempat tujuan wisata, mempengaruhi citra kognitif wisatawan luar negeri namun tidak signifikan pada niat perilaku turis. Selain itu, spektrum masa depan dari pengembangan transportasi dalam kaitannya dengan keotentikan menunjukkan pentingnya untuk menjaga profil tempat tujuan wisata secara keseluruhan.

**Kata kunci :** kinerja transportasi, keotentikan, niat perilaku.

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## Introduction

As transport in the context of tourism plays profound impact on the quality of overall perceived experience, consequently development on transport as one of the infrastructure features is considered important in sustaining the visitation and/or behavioural intention. In fact, the inclusion of transport in tourism has been inevitably important that it is not only emerges as one of elements in basic tourism system (Leiper, 1990) but is also believed as tangible features of a destination that may form satisfaction on destination quality imperatives (Naoui, 2003; Palmer, 1998; Pizam et al., 1978; Swan & Combs, 1976; Thomson & Schofield, 2007).

According to Ralahalu and Jinca (2013) the

development of Indonesia archipelago transport in the eastern part would not only increase prosperity and welfare but may also stimulate tourism sector. However, several destinations in developing countries which have less quality transport system to access the destination and/or to access inter-destinations seem to have sustained number of overseas tourists arrival. According to the data from statistics of Ministry of Tourism Republic Indonesia, the number of international visitor to Indonesia from 2009 to 2013 is increasing (Farhan, 2014). Access to Bali is satisfactory albeit it is fairly acceptable for overseas tourists to continue his visitation to destination such as Yogyakarta, Malang, Bandung, Surabaya, etc. But, it is less likely for overseas tourists to agree that access to eastern parts of Indonesia i.e hinterlands which

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<sup>1</sup> School of Tourism, Hospitality and Environmental Management, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia. E-mail: bintang.hrphandayani@gmail.com

<sup>2</sup> School of Tourism, Hospitality and Environmental Management, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia. E-mail: basri@uum.edu.my

is believed attractive to be visited is sufficient. In other words, overseas tourist seems to still travel to the hinterlands and/or less-explored destination eventhough with least transport sufficiency. Furthermore, as emotional responses towards destination attributes performance is important, related researches that intertwine the influence of destination attributes on positive or negative emotions revealed that infrastructure is insignificant. Likewise, destination attributes performance on future behaviour also indicates insignificant relationship albeit it is significant as part of destination's attributes performance (e.g. the study of Rashid, 2013). In this sense, it is believed that infrastructure is important attribute of destination albeit its significance on tourists' emotion and/or future intention is less likely to be significant. From the foregoing, it is believed that perceived attributes of infrastructure i.e. transport performance on tourists' behavioural intention is important to be researched; since it would provide strategic provision on destination development. In the broader perspective of tourism study, public transport which is included as part of infrastructure; Harrison et al., (1998) suggested that the performance of transport should be embedded with hard quality attributes (e.g. access time) and soft quality attributes (e.g. information provision, staff attitude, and vehicle comfort). In this sense, transport performance involves hard and soft quality, leads to the issue of standardisation public transport performance (Pullen, 1991). According to Leiper (1990) the standardisation public transport performance in which leads to resources capability essentially aimed for transferring tourist from generating origin to destination region. However, would the inclusion of transport sufficiency in the relatively established destination such as Bali, Yogyakarta, and Jakarta influence tourists behavioural intention?

Bali, Yogyakarta, and Jakarta are the three most visited destinations by international tourists. To meet the research criteria, these three destination are considered appropriate for the study context. According to the Secretary of the Bali Government Tourism Office (Farhan, 2014), while Jakarta is distinguished as the main hub that tourists normally take for exploring Indonesia for leisure, Bali has direct flights from 19 countries, avoiding Jakarta. On the other hand, Jogjakarta's Asman Train Station

is considered as one of the hub for visitors to explore places such as Jogjakarta, Bandung, Surabaya, Malang.

This study aims to demystify the intertwine relationship of transport performance on overseas tourists' behavioural intention. Presumably, the true overseas tourist who seeks for authenticity not bother with the supplementary features of destination; e.g. least quality transport performance to access the specific destination. For that reason, research proposition to be examined is transport performance in tourism would not influence overseas tourists' behavioural intention.

To explore this research proposition, the structure of this study is as follows. First overview of the literature review and methods of the study are outlined. Next, result of the study and discussion of the findings are presented. Finally, conclusion, managerial implication, limitation and recommendation for future study are discussed.

## Literature Review

Tourism as industry implies the commodification of tourism product for a large market in which required systemic balance of destination competitiveness and destination attractiveness. This commodification reflected in the development of organic image and induced image. According to Gunn (1972) induced image is created intentionally for developing and promoting a perception of a place which would pull tourist visitation and/or to pull other publics e.g. foreign investors, foreign students, etc. Induced image is developed by mass images in which is normally generated from exposure of mass media and has little relationship with unique character of a specific place. In other words, induced image is derived from a least essence of authenticity. On the other hand, organic image focuses on locally image. Unlike induced image, organic image embedded with special historic or cultural tradition to which many in the community feel a strong attachment (Lew, 1989). These induced and organic images are the primary essence for tourism as industry. For that reason, tourism development as industry has to be not only focusses on the essence images to be designed as profile of the destination but also, more importantly, has to be attached with the elements of authenticity

as tourist visitation to a destination is often for fulfilling the desire to feel a sense of a belonging akin that felt by local people (local resident).

Presumably, the intertwining relationship of authenticity with tourism as industry often polluted due to fulfilling the spectrum of standardisation in which is most often designed based on artificial identification of interpreting 'authenticity'. Authenticity is described as the reason for what the brand is about and made, why the brand is as it is where and/or how the brand is manufactured. Moore (in Ind, 2003) and Olins (2014) argue that authenticity is a trait that signifies willingness to be true with its identity. By all means, to be true as its attributes, its benefits that are promised (or offered), and its projected attitudes. Related research into examination of the need of authenticity in tourism indicates the authentic profile could be derived from iconicity and indexicality of tourism product offerings (Grayson & Martinec, 2004). In this sense, it can be said that authenticity is an attitude that directs for organisation (business) to offer promises that they can commit to deliver and matched with the profile of the entity.

In tourism context, authenticity can be seen as the reason for not only what trigger tourist's visitation but also, most importantly, is due to the reason why tourist visiting certain destination (Wang, 1999). The why indicates authentic experience that can only be experienced in certain place. The place as destination for tourist in this case signifies the one and only genuine as other place may also provides the similar touristic product offerings. This means a place is different from other places as its characteristic is not diminished. For instance, with or without visitor's presence, Balinese religious ritual and cultural ceremonious are practiced.

Arguably, this aspect of 'the one' and 'the only one' has emerged as the essence of authenticity that being branded (Terziyska & Rislki, 2012). In other words, authenticity may be used as commodification to pull behavioural intention in which is seen as the inevitable impact of production of construction (Hughes, 1995). In addition, authentic touristic product offering pulls certain target market to pay as it is priced. In other words, the difficulties to access the destination and all characteristics that embedded with a place as destination also would

not become constrain for this target market as experiencing touristic product of certain places implies consuming the wholesomeness of its profile. E.g. access to certain destination in foreign countries in which is embedded with the issues of lack of sufficient transport, security, etc. seem to have figure that relatively sustained.

Generally, in the realm of tourism, transport is part of infrastructure components in which is identified as crucial element of the destination (Gunn, 1988; Jansen-Verbeke, 1986, 1988; Middleton, 1998; Page, 2004; Thomson & Schofield, 2007). Further, beside infrastructure, literature indicates that tourism and hospitality can be grouped into attributes such as attractions (i.e. natural attraction and man-made), hospitality and service, superstructure and infrastructure (Carlsen, 1999; Formica, 2002; Gunn & Var, 2002; Mill & Morison, 2002; Smith, 1994; Weaver & Lawton, 2006). In addition, other study indicates that infrastructure includes transport as its element and also is part of cognitive image (e.g. the study of Kayat & Hai, 2014). Transport in this sense is perceived attribute that gives attractiveness to destination profile (Laws, 1995). In this sense, certain target market e.g. Asian tourists seem to perceive transport adequacy of destination in western region that they visited as one of attractions to be experienced. Tourist visitation essentially aimed to experience the sense of intimacy that attached with uniqueness of the place as destination. Visitation to foreign destination is arguably different to the tourist home origin, this visitation experience should be as it is originally emerged from where s/he travels (the transferring) to the arriving phase. With this perspective, the authentic organic image is derived from memorable experience in which may (or may not) be derived from the inclusion of tourism support attributes such as transport performance. Memorable experience according to Tung and Ritchie (2011) refers to the ultimate feelings that tourists want to have. Therefore, the testing proposition is highlighting the transport performance may not influence the overseas tourists' behavioural intention.

Behavioural intention in this study refers to post-consumption evaluation, which indicates tourists' repeat visitation and recommendations (e.g. Baloglu, 1999; Bigne et al., 2001; Kozak

& Rimmington, 2000; Naoi, 2003; Petrick, 2004; Petrick et al., 2001; Stepchenkova & Morrison, 2008), so it is necessary to clarify the elements of post-consumption evaluation. The evaluation is based on satisfaction, service quality and perceived value (Baker & Crompton, 2000; Kayat & Hai, 2014; Murphy et al., 2000; Weaver et al., 2007). More specifically, the literature points out that tourism attributes such as attractions, services and hospitality, infrastructure and superstructure are considered as fundamental aspects for satisfaction, service quality and perceived value (Bigne et al., 2001; Chadee & Mattson, 1996; Weaver et al., 2007). In addition, affect (emotion) is found to influence post-visit judgements, especially in conjunction with the level of tourist satisfaction (Oliver, 1997; Rashid, 2013; Westbrook & Oliver, 1991; Williams & Soutar, 2000). It is noted that post-consumption evaluation leads to tourist's intention to recommend and revisit (Hui et al., 2007; Kozak & Rimmington, 2000; Weber, 1997).

Despite positive evaluation of satisfaction, service quality and perceived value, tourists may prefer to explore other destinations for future holidays (e.g. Stauss & Neuhaus, 1997; Truong & Foster, 2006), although they will still recommend the original destination to others; this is strengthened by the effect of prestige. However, few studies indicate that satisfaction and loyalty is neither linear nor simple (e.g. Boohene & Agyapong, 2010; Jones & Sasser, 1995). Hence, satisfied tourist would not always emerge as indicator for future intention to revisit. This is in line with Kotler et al., (2006) argument who distinguished the term of a "satisfied customer" and a "delighted customer". A "satisfied customer" is not always associated with retention as the normative definition of customer satisfaction lies on the likeness to produce information on service attributes that are considered important by customers, the magnitude of importance of certain attributes on decision making or the level of producer's performance in meeting the customers needs and want (Yuksel & Yuksel, 2002). On the contrary, a "delighted customer" shows positive behavioural intention which indicates more loyalty and retention. As a result, word-of-mouth may indirectly signify the intention to encourage others to visit, the intention to revisit if the opportunities arise,

and the intention to mention positive aspects to others (e.g. Cheung & Thadani, 2010; Litvin et al., 2008; Lovett et al., 2013). In sum, behavioural intention may appear in the form of intention to revisit and/or intention to recommend.

In terms of dimensions for measurement, while transport performance in this study refers to performance services that involves buses, trains, planes which function is to transfer the tourist from traveller generating region to traveller destination region, behavioural intention refers to tourists responds in terms of repeat purchase, word-of-mouth publicity, and loyalty. In this case, tourists' behavioural intention is grouped into post-visit reaction in terms of (1) likelihood to mention positive things to others; (2) likelihood to select visited destination to be her/his tourist destination in future; (3) likelihood to encourage other people to visit Indonesia; (4) if the opportunities arise, likelihood to revisit; (5) likelihood to recommend Indonesia to others.

## Methods

Employing three destinations in Indonesia namely Bali, Yogyakarta, and Jakarta as a research context, data collected from survey of 384 overseas tourists that visited Indonesia in year 2013. Technically, questionnaires were distributed at the departure halls of international airport in each of the study context. Respondents were selected based on purposive-convenient sampling in which requires for collecting data from tourist that have traveled for more than 2 nights. This duration of time is considered appropriate as tourists who have traveled for more than 2 nights have sufficient time to sample the touristic products and services.

As for the number of sample for each study context, this study collect the data based on the statistical data of Ministry of Tourism Republic Indonesia that implies Bali as the most visited destination and followed by Yogyakarta and Jakarta. For that reasons, 70% data was collected in Bali, 20% in Yogyakarta, and 10% in Jakarta. Subsequently, the respondents were asked to rate their perception on attributes of transport performance and about their behavioral intention from scale of strongly disagree (1) to strongly agree (5). In terms of data analysis, exploratory factor analysis (EFA) and mean

Table 1. Factor Analysis of Tourism Hospitality Attributes

Tourism Hospitality Attributes	Factor Loading				
	1	2	3	4	5
<b>Factor 1: Infrastructure (<math>\alpha = 0.872</math>)</b>					
Water system	.785				
Sewage system	.773				
Power sources	.723				
<b>Transport (e.g. buses, trains, planes)</b>					
Facilities (e.g. streets, highways, railways, airport)	.693				
Health care facilities	.652				
Communication networks (e.g. telephone, cell phone, and internet)	.612				
Security	.606				
Cleanliness	.509				
Tourist information/signage	.429				
<b>Factor 2: Heritage (<math>\alpha = 0.846</math>)</b>					
Conserved heritage (preserved)		.757			
Traditional ceremonies		.753			
Preserved historical sites		.746			
Authentic culture		.716			
Heritages		.686			
Diverse culture		.658			
Gastronomy (food)		.408			
<b>Factor 3: Hospitality &amp; Services (<math>\alpha = 0.810</math>)</b>					
Hospitable local people			.832		
Hospitable service providers			.806		
Friendly residents			.751		
Service quality			.597		
<b>Factor 4: Man-made Attractions (<math>\alpha = 0.749</math>)</b>					
Night life				.799	
Entertainment				.729	
Shopping in tourist sites				.680	
Man-made attraction				.597	
Cities				.494	
<b>Factor 5: Natural Attractions(<math>\alpha = 0.702</math>)</b>					
Natural sceneries					.739
Climate					.710
Tourist activities (e.g. hiking, diving, walking on beach, sightseeing, etc.)					.564
Eigenvalue	8.072	3.200	2.090	1.846	1.469
Percent of variance	26.906	10.667	6.968	6.152	4.897
Cumulative % of variance			55.58		
KMO			.886		
Bartlett's Test of Sphericity			4.877.094		
Sig.			.000		
**p<0.01					

Table 2. The Influence of Infrastructure Attributes Performance on Behavioural intention

Variables	Behavioural Intention		
	B	Sig.	VIF
Constant	1.398	.000	
Infrastructure	.001	.871	1.340
Heritage	.027	.002	1.472
Service & Hospitality	.082	.000	1.424
Man-Made Attractions	-.009	.491	1.338
Natural Attractions	.109	.000	1.218
R = .505a R Square = .255 F = 25.847 p <.001			

scores that provided by SPSS package is employed for examining the transport attributes performance.

## Results and Discussion

The result (Table 1) shows that transport as part of infrastructure component has good reliability (alfa = 0.872) and has good loading factor (.711). Table 1 shows that the factor loading for the tourism and hospitality attributes is considered good with the KMO .886. Furthermore, the result suggests cumulative variance is 55.58% , eigenvalues of above 1, and  $p < 0.01$ .

In terms of the relationship of transport performance (Table 2), in which is part of the infrastructure component on behavioural intention is insignificant (Beta .001; sig. .871). The proportion of variance in the behavioural intention is 25.5 % with  $F = 25.847$ , and  $p < .001$  explained by the model. This indicates research proposition is clarified. In other words, transport performance, in which is part of the infrastructure component plays role as support elements of destination (with  $\alpha$  of infrastructure = 0.872) albeit infrastructure is insignificant on behavioural intention. This result is in line with the literature which indicates that transport performance is important but less likely to influence the behavioural intention.

Authenticity in tourism realm signifies the existence of for not only *what* a destination is attached with certain image, which distinguishesthe attractiveness and competitiveness but also for *why* a destination

is distinguished and acknowledged by the market (Olins, 2014). In this sense, the element of authenticity indicates that destination that embedded with attractions may sustain tourists' visitation and behavioural intention.

As the future spectrum of transport in tourism would be much more evolving development of transport system for transferring tourist from origin to the destination; any additional attributes that developed in tourist sites would be considered as an attempt of destroying uniqueness and sense of authenticity because the additional attributes are not part of the profiles of the place. In this sense, literature suggests for inclusion of transport development must be developed by not diminishing the uniqueness and sense of place. This is due to the need of preserving the authentic of sense of place as core essence of authenticity that may pull the visitation intention (Boorstin, 1961; Lew, 1989; Relph, 1976; Trillin, 1977; Wood, 1979).

Further, destination in developing country is embedded with underdeveloped infrastructure system including its transport system. This images are real in which may identified as locally oriented image that would emerges as organic image. Gunn (1972) pointed out that organic image of a place as being derived primarily from the existing situation. In this sense, improvement of accessibility in which refers to transport performance may be seen as an attempt for improving the tourists satisfaction; but may at the same time reduces the authenticity of a place as destination. To the slightest degree of improvement of transport performance may render inauthentic tourist's

experience as each destination or tourist sites are attached with its current socio, economic-cultural profile. Other than that, improvement of transport performance that is not integrated with quality would only decay the organic image of destination or tourist sites. The under developed infrastructure system including its transport system may form the wholesomeness of tourist experience and may establish the genuine experience that can only consumed in that place; as the normative definition of tourist visitation highlights the trip away from home (the generating origin) to certain place (destination region). When tourist visited destination or tourist site, basically s/he experiencing the overall image that embedded with the socio-demographic, economic-cultural profile wherein the destination is located as part of socio-demographic and topography aspects of the place. In other words, in order to experience the attractions (i.e. man-made or natural beauties) as main product to be consumed, a tourist is engaged with experiencing the true socio-demographic and topography elements from generating region, during the transferring, and at the destination region until s/he come back to the generating region. To illustrate, as individual perception may be relatively formed based on his/her belief and value, transport performance may render and/or influence tourist cognitive. However, as tourism is an experience based industry, the authenticity lies on the genuine characteristic of socio-demographic and topography elements that fundamentally would form organic image. Presumably, tourist would likely experience the meaning of “different” experience albeit natural resources as attractions and/or man-made attractions essentially is similar in every region; e.g. South East Asia region shares identical attributes, of not only geographically but also its values, gastronomy, etc. but tourist would notice the different as socio-demographic and topography elements of certain destination presents its uniqueness through its true projected image.

The wholesomeness experiencing the socio-demographic and topography elements are deemed authentic as it is attached with the overall profile of a foreign destination that is visited by overseas tourist. From the foregoing, it can be inferred that transport performance may emerge as one of organic image elements for destination brand identity formation in

which influences cognitive image of overseas tourists but it is less likely influence the overseas tourist’s affective for visitation and behavioural intention.

## Conclusion

Looking at the survey finding, it seems that transport in which is one of the elements of infrastructure is clarified albeit its influence on behavioral intention is insignificant. In this vein, the analysis indicates the importance of transport for transferring tourist to and from destination, it can be inferred that transport performance plays minor role on behavioural intention although its crucial role for transferring tourist from generating region to the destination region is inevitably important. Furthermore, the authenticity in relation with transport sufficiency in this study seems to be emerged as as one of organic image elements for destination brand identity formation in which influences cognitive image of overseas tourist. Therefore, it can be said that insufficiency of transport system in certain foreign destination may been seen as the weakness to be improved but at the same time it also may be emerge as strength that indicate authenticity of entity in which can only be experienced through visiting the truth profile of a destination. Overall, this study offers another way of looking transport as one of the elements in tourism perspectives.

## Managerial Implications

Although the result of this study indicates the insignificant relationship of transport performance on behavioural intention, transport system development is unavoidable. In other words, although transport performance is important element of infrastructures, this study indicates insignificant affect on behavioral intention. However, as literature also indicate the fact that any element surrounding the destination (e.g. tourists that visited certain destination) could be the attraction in its own meaning (Lew, 1989). In this sense, transport may also becomes an attraction for certain segmented target market. Thus, the development of transport is important and the for future spectrum of transport development should not damage the destination profile and its authenticity; as there must be a reason why



destination that has less transport sufficiency still has loyal visitor and competitive positioning.

### Limitation and Recommendation for Future Study

As for the limitation, this study merely survey three destinations in Indonesia i.e. Bali, Yogyakarta, and Jakarta that visited

by overseas tourist. Therefore, future study should examine another destinations, e.g. in the eastern part of Indonesia. This would strengthen the robustness of this findings, that it would provide provision for standardising transport development. In addition, comparing overseas tourist with domestic tourist could describe differences that can be used for destination management organisation as strategy for improvement.

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