

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

The tourism sector has become one of the significant benefits for the economic growth of a country because the tourism sector has become one of the largest growing industries in the world (Tabash, 2017). For that, developing tourism will be more valuable for every country. Tan et al. (2013) argued that one way to develop tourism sectors is by creating a very attractive destination based on what tourist want, their perceived and enjoyable destination. Therefore boosting the experience felt by tourist when they were visiting the destination is essential. Another study was shown by Hosany et al. (2014). He stated that increasing emotional experience can be essential to make the tourist feel satisfied and resulting in tourist visiting the destination.

. Regardless of how tourist attracts to one destination and finally visit those destinations, nowadays people commonly attracted to such product or service due to the “brand coolness” (Warren et al., 2019 and Leask et al., 2013). According to Warren et al. (2019), brand coolness is a term that consumer feels about product or service to describe them as impressive and influence several consequences like how consumer attitude toward product and willingness to talk about the brand. For the extent, the consumer has a feeling of cool in consuming a product or service from a specific brand. According to Chen, & Chou. (2019). On the tourist destination, the terms of cool also feel by the tourist when they are visiting destination in terms of perceived coolness. Those perceived coolness influences on how the tourist feels

after visiting the tourist site and their attitude toward the destination. In the study of Chen, & Chou. (2019) they showed about the antecedents (attractiveness, uniqueness, and identification) of tourist in obtaining the feeling of cool and the consequences of those feeling of cool by correlated with satisfaction, destination loyalty and place attachment. As previously described, the model used by the researcher in this research was modified from the previous researcher by Chen & Chou. (2019). Those modified model was used to measure the antecedents and consequences of perceived coolness for the tourist that visited Borobudur, Prambanan and Ratu Boko Temple.

2.2 Perceived Coolness

According to Bruun et al., 2016, the term of “coolness” is used by the people nowadays to determine characteristics of products and have been critically discussed over the years for practitioners and researchers. Those characteristics are essential for the people because it will influence the way they react to specified product or service. On the other hand, Runyan et a., (2013), argued that nowadays young people used the terms of “coolness” to specific product or service in terms of the attractiveness, uniqueness, innovative, authentic, and stylish. Beside that, in terms of practice term of “coolness” people also used when some particular product or service viewed as unique and aesthetic (Chen & Chou 2019). Therefore, considering the success of the tourism destination in which the objective to attract and give a favorable experience, the main major play is the perceived coolness by tourism.

2.3 Antecedents of Perceived Coolness

According to Chen & Chou (2019), the antecedents of perceived coolness are identification, uniqueness, and attractiveness. Those three main antecedents are also studied by other research by showing how it can be connected to the terms of cool product (Sundar et al., 2014 and Runyan et al. 2013; Rahman, 2013).

2.3.1 Uniqueness

One way to enhance the tourism to come to the destination is by pursuing the uniqueness of destination and satisfy their desire of uniqueness for visiting the destination (Pechlaner et al. 2011). Meanwhile, Tian et al., (2001) argued that uniqueness is a term that represents consumer behavior through a product or service by a feeling of difference through activity such as acquisition, utilization, and disposition. On the other hand, Sundar et al. (2014) stated that the sense of uniqueness is correlated with the term feeling of “coolness”. According to Chen & Chou. (2019), one of the elements that enhances the level of perceived coolness is the uniqueness of the destination. Therefore, the hypothesis in this research is the higher the level of uniqueness obtained by tourist, the higher the level perceived coolness of destination.

H1. Uniqueness of destinations positively influence perceived coolness of tourists.

2.3.2 Identification

Customers somehow behave and tend to identify the brand in various ways. According to the previous researcher, brand identification is defined as a customer who identifies their self-concept and integrates that concept to the specific brand (Kumar, V & Kaushik, A. K., 2017). Furthermore, according to Ekinci et al. (2013) based on the social identity theory, they stated that tourism destination is one of the objects that can make tourist express their social identity using brand identification. Chen & Chou. (2019) said that perceived coolness is the core of the tourist experience and one of the elements that enhance the level of perceived coolness is identification. Therefore, the second hypothesis is the higher the identification of tourist destination, the higher the level of perceived coolness by the tourists.

H2. Identification of destination positively influence the perceived coolness of tourists.

2.3.3 Attractiveness

Destination attractiveness refers to the tourism opinion through their experience for visiting destination whether the destination satisfied their need (Vengesayi et al., 2009). The more attractive the tourist destinations more tourist that will visit the tourist destination. There are two broad streams of destination attractiveness, firstly with only physical attribute and secondly with not only physical attribute. However, according to Buhalis, (2000) nowadays the tourism destination is no longer seen from cultural or environment resources but now is seen as an overall appealing product that is available and

purchasable for consumer located in particular area. By having attractive tourist destination that combines service and product, it will become one appealing product. It can enhance more attractiveness and memorable experience by the tourists (Cracolici & Nijkamp, 2008). Meanwhile, creating a memorable experience by pursuing the attractiveness of destination can influence the specific feeling of tourists, especially perceived coolness of tourist (Chen & Chou 2019). Therefore, the third hypothesis is the higher the tourists feel the attractiveness of the destination, the higher the tourist perceived coolness.

H3. Attractiveness of destination positively influence the perceived coolness of tourists.

2.4 Consequences of Perceived Coolness

In the process of customer consumption, perceived coolness is one of the ways that will bring tourist to the stage of brand loyalty (Runyan et al. 2013). According to Chen & Chou 2019. who examined the post-visit consequences of perceived coolness, they included tourist satisfaction, place attachment, and destination loyalty as three widely recognized behavioral that could be related to perceived coolness.

2.4.1 Tourist Satisfaction

According to Van et al., (2012), tourist satisfaction is an evaluation process of emotional feeling between what tourist expected and perceptions that tourist obtained from specific service performance or gained from physical interaction. Satisfaction of tourist has been a big discussion of the researcher

because once the tourist satisfied with the destination, it can result in destination loyalty, revisit intention, place attachment, and word of mouth (Sangpikul et al., 2017; Bigne et al., 2005; Yoon & Uysal, 2005 and Chen, Leask & Sambath, 2016). Kim, J. H., (2017) stated that one of the way to create tourist satisfaction is giving memorable tourist experiences. Furthermore, Chen & Chou (2019) argued that enhancing visitor perceived coolness can lead to a higher level of tourists satisfaction. Therefore, the fourth hypothesis is tourist perceived coolness positively influence tourist satisfaction.

H4. Perceived coolness of destination positively influence satisfaction of tourists.

2.4.2 Place Attachment

Place attachment is a complex emotional bond between a person and a place which is gained from the personal experience of visiting the place (Hidalgo, M., & Hernandez, B. 2001). Furthermore, Chen et al., (2016) stated that the emotional bond of person or individual to a specific place is a summary of experience by the individual itself which is influenced by physical and social aspect. On the other hand, recalling previous research from Bricker and Kerstetter (2000), they stated that place attachment could appear after there is emotions attribute between tourist perceptions and the specific destination. Meanwhile, according to previous literature, place attachment is the contributor to destination loyalty (Valle at al, 2006; Sangpikul et al., 2017 and Patwardhan et al., 2019). Chen & Chou (2019) also stated that enhancing visitor perceived coolness could lead to a higher level of tourist place attachment. Therefore, the

following hypothesis is perceived coolness positively influence place attachment.

H5. Perceived coolness of destination positively influence place attachment of tourists.

2.4.3 Destination Loyalty

One of the strategies to have a thriving tourism destination is about how to maintain a competitive strategy. It is obtained by using the term of relationship marketing, which can be said as activities lead to destination loyalty of tourist (Shirazi & Som, 2013). Destination loyalty is one of tourist perceptions regarding the destination recommended from their point of view after visiting it (Chen, J., & Gursoy D. 2001). According to Chen & Chou (2019), loyalty is divided into two perspectives that is behavioral loyalty and attitudinal loyalty. Behavioral loyalty refers to the revisit destination and attitudinal loyalty refers to the favorable tourist feelings (Chen & Chen, 2010 and Chen & Phou, 2013).

Tourist favorable experience from a destination is one of the primary indicators that lead to destination loyalty (Chen & Phou, 2013). The previous study showed that the satisfaction of tourists for visiting the destination is one of the determinants for destination loyalty and effect destination loyalty (Valle at al, 2006 and Sangpikul et al., 2017). Additionally, Chen & Chou (2019) stated that enhancing the level of perceived coolness of tourist will result on the higher level of satisfaction, place attachment and further positive behavioral intention such as revisit and willingness to recommend. As for more, the

previous study proves that destination loyalty is a consequence of destination consumption through the effect of tourist experience by visiting destinations (Chen et al. 2016 and Chen & Chou, 2013). Therefore in this research, the researcher concluded that perceived coolness as the effect of destination consumption, place attachment and satisfaction of the tourist positively affect destination loyalty.

H6. Perceived coolness of destination positively influence destination loyalty of tourists.

H7. Tourist satisfaction positively influence destination loyalty of tourists.

H8. Tourist place attachment positively influence the destination loyalty of tourists.

2.5 Conceptual Framework

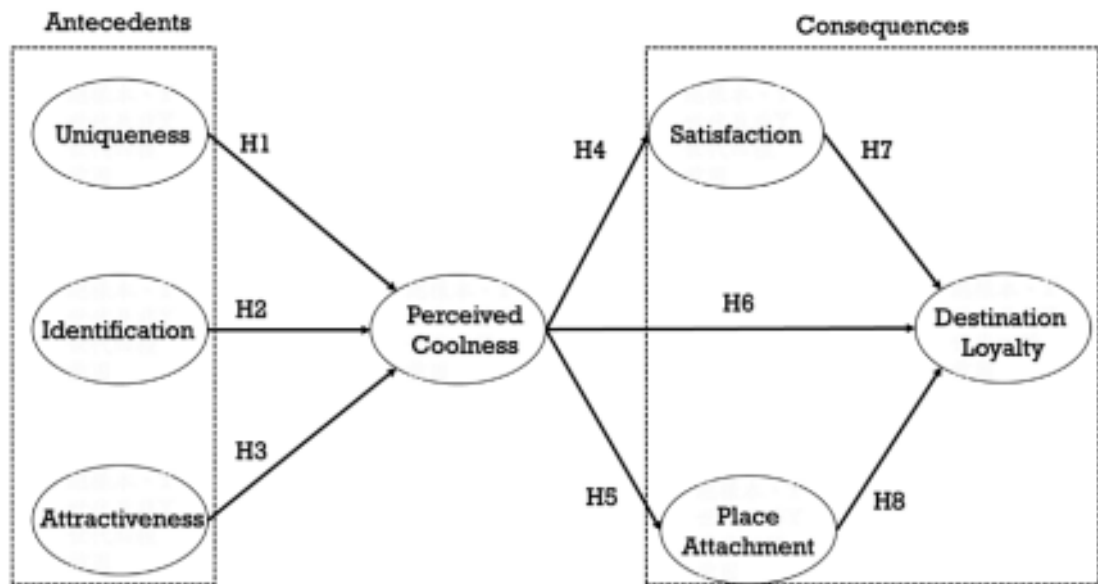


Figure 2.1 Conceptual Framework