

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Study

This research examined the relationship between several variables that were uniqueness, identification, attractiveness, perceived coolness, satisfaction, place attachment, and destination loyalty. This research of perceived coolness expected to help the government and company by concentrating on the study of perceived coolness of tourism destination. Furthermore, this research was conducted based on quantitative method where the primary data was collected by the survey through questionnaires. The measurement of the questionnaire was Five-Point Likert Scale in order to assess data from 255 respondents which were visited Borobudur, Prambanan, and Ratu Boko Temple.

3.2 Population and Sample

According to Zikmund et al. (2009), a population is a group of people that have a similar characteristic. On the other hand, the sample is the number of estimated gained from an unknown population (Zikmund et al., 2009).

The population of this research is Indonesia people who have experience visited Borobudur, Ratu Boko, and Prambanan Temple. Meanwhile, this research used non probability convenience sampling method. According to Ferdinand (2009), convenience sampling method refer to the collection of the information from member of population who are available to provide it. It is means the sample are taken or selected because the samples are in the right time and place. The

sample of this research was 255 respondents. The sample obtained in this research was based on provisions of Structural Equation Modeling (SEM). This SEM determines sample size based on 5-10 times the number of the estimated parameters of indicator (Ferdinand, A 2006). In this research, there were 34 indicators from 7 variables.

3.3 Data collection method

Primary data was used in this research because the data was gathered from visitors of Borobudur, Ratu Boko, and Prambanan Temple as the respondents. According to Zikmund et al. (2009), primary data is the data gathered and collected from the research object directly. In this research, the data was gathered by spreading online and manually offline questionnaire to 255 respondents. Furthermore, 255 questionnaires were valid. Moreover, the type of question used in the questionnaire was closed questions. Therefore this research used purposive data collection technique.

The variables used in this research were uniqueness, identification, and attractiveness as the independent variable, perceived coolness, satisfaction, and place attachment as the intervening variable, and destination loyalty as the dependent variable. Furthermore, this research used the Five-Point Likert Scale to measure the variables. The scale ranging from (1) strongly disagree until (5) strongly agree. The example is shown below:

1	2	3	4	5
---	---	---	---	---

Description:

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree

3.4 Measurement of Variable

3.4.1 Independent Variables

1. Uniqueness

This variable was measured by the indicators from Chen & Chou (2019) as follow:

- a. This temple have its own uniqueness.
- b. This temple is a unique place.
- c. This temple has a distinctive design that is not offered by other temples.

2. Identification

This variable was measured by the indicators from Chen & Chou (2019) as follow:

- a. Visiting this temple suits me.
- b. Visiting this temple suits my personality.

- c. I found a lot of similarities of personality with other visitors in this temple.

3. Attractiveness

This variable was measured by the indicators from Chen & Chou (2019) as follow:

- a. Overall, the historical value, design and environment of this temple is unique.
- b. Overall, the historical value, design and environment of this temple has its own characteristic.
- c. Overall, the historical value, design and environment of this temple is special.
- d. Overall, the historical value, design and environment of this temple is great.
- e. Overall, the historical value, design and environment of this temple is interesting.
- f. Overall this temple has its own charm.

3.4.2 Intervening Variables

1. Perceived Coolness

This variable was measured by the indicators from Chen & Chou (2019) as follow:

- a. Overall, the historical value, design and environment of this temple is cool.
- b. When I first heard about this temple, I thought it would be cool to visit it.
- c. Visiting this temple makes me feel cool.
- d. When thinking about a cool place, this temple will cross my mind.
- e. This temple is a cool place.
- f. When I visit this temple, my response is often “That’s cool!”
- g. This temple has some cool design features.
- h. If I make a list of a cool places to visit, then this temple will be in the list.

2. Satisfaction

This variable was measured by the indicators from Chen & Chou (2019) as follow:

- a. Visiting this temple is a wise choice.
- b. Visiting this temple is the right choice.
- c. My experience from visiting this temple was satisfying.
- d. I am satisfied with the decision to visit this temple.

3. Place Attachment

This variable was measured by the indicators from Chen & Chou (2019) as follow:

- a. I feel that there is something special about this temple.

- b. This temple is very meaningful in giving life values.
- c. I have a special taste for this temple.
- d. I sometimes want to visit this temple again if I haven't visited it in a long time.

3.4.3 Dependent Variable

1. Destination Loyalty

This variable was measured by the indicators from Chen & Chou (2019) as follow:

- a. If my friend asks for advice about tourist destinations, I would recommend this temple.
- b. I will encourage my friends and relatives to visit this temple.
- c. I like to share my personal experiences about this temple with others.
- d. I will return to visit this temple.
- e. I will continue to visit this temple in the future.
- f. I am not bored visiting this temple.

3.5 Validity and Reliability Test of Instrument

SPSS was used as the tool to measure the validity and reliability. The accuracy of the variables in this research was measured by validity test in which the data are categorized as valid if the total value of corrected item was higher than 0.3 (≥ 0.3). Furthermore, the consistency of every measurement included in this

research was measure by the reliability test. The data can be categorized as reliable if the Cronbach Alpha is higher than 0.6 (≥ 0.6).

Table 3.1 Validity Test Result

Variable	Measurement	r counted	r table	Description
UNIQUENESS	UN1	0.848	0.361	Valid
	UN2	0.74	0.361	Valid
	UN3	0.795	0.361	Valid
IDENTIFICATION	IDN1	0.9	0.361	Valid
	IDN2	0.944	0.361	Valid
	IDN3	0.751	0.361	Valid
ATTRACTIVENESS	ATT1	0.629	0.361	Valid
	ATT2	0.82	0.361	Valid
	ATT3	0.88	0.361	Valid
	ATT4	0.765	0.361	Valid
	ATT5	0.684	0.361	Valid
	ATT6	0.668	0.361	Valid
PERCEIVED COOLNESS	PC1	0.6	0.361	Valid
	PC2	0.702	0.361	Valid
	PC3	0.855	0.361	Valid
	PC4	0.917	0.361	Valid
	PC5	0.454	0.361	Valid
	PC6	0.86	0.361	Valid
	PC7	0.647	0.361	Valid
	PC8	0.86	0.361	Valid
SATISFACTION	ST1	0.725	0.361	Valid
	ST2	0.92	0.361	Valid
	ST3	0.758	0.361	Valid
	ST4	0.92	0.361	Valid
PLACE ATTACHMENT	PAT1	0.754	0.361	Valid
	PAT2	0.618	0.361	Valid
	PAT3	0.801	0.361	Valid
	PAT4	0.775	0.361	Valid
DESTINATION LOYALTY	DTL1	0.73	0.361	Valid
	DTL2	0.822	0.361	Valid
	DTL3	0.733	0.361	Valid
	DTL4	0.841	0.361	Valid

	DTL5	0.773	0.361	Valid
	DTL6	0.879	0.361	Valid

Source: Primary Data (Computed), 2019

Table 3.2 Reliability Test Result

VARIABLE	CRONBACH'S ALPHA	STATUS
UNIQUENESS	0.813	RELIABLE
IDENTIFICATION	0.853	RELIABLE
ATTRACTIVENESS	0.786	RELIABLE
PERCEIVED COOLNESS	0.781	RELIABLE
SATISFACTION	0,825	RELIABLE
PLACE ATTACHMENT	0.792	RELIABLE
DESTINATION LOYALTY	0.797	RELIABLE

Source: Primary Data (Computed), 2019

3.6 Analysis Technique

3.6.1 Respondent's Characteristics

In this section, the demographic characteristics of the respondents were gender, age, education background, monthly expenses, origin, temple ever visited, and main reason to visit the temple.

3.6.2 Model Development on Theory

3.6.2.1 Normality Test

At first data distribution was analyzed in order to see the normality assumption. Furthermore, normality assumption was processed in the SEM. A normality test is a statistical process whether a sample data in this study fits a standard normal distribution or not. Normality test was processed in univariate normality where the CR value in the data was in the range of -2.58 to 2.58. If the data in this research was in the range, the research data can be categorized as normal data.

3.6.2.2 Outlier Test

Outlier test is one of the important tests in the use of parametric statistics. This test is done to observe the data that have unique characteristics that look different in a data set. Outlier data is data that can disturb other data and make the data abnormal. Outlier test is evaluated using multivariate outliers analysis seen from Mahalanobis distance value.

3.6.2.3 Confirmatory Analysis

This confirmatory analysis was used to examine the proposed concept is used in this research by using several measured indicators. The model was tested using loading factor and goodness of fit index which include Chi-Square (X^2), probability, RMSEA, GFI, CFI, and TLI. The model will included seven variable in this research such as uniqueness (U), identification (I) and attractiveness (A), perceived coolness (PC), satisfaction (S), place attachment (PA) and destination loyalty (DL) with 34 indicators. Every paramater was measured and fit with the parameter, as shown in Table 3.3 below.

Table 3.3 Goodness of Fit Index

Goodness of Fit Index	Cut-off-value
Chi-Square (X^2)	Small Value
Probability	≥ 0.05
RMSEA	≤ 0.08
GFI	≥ 0.90
AGFI	≥ 0.90
CMN/DF	≤ 2.00
TLI	≥ 0.90
CFI	≥ 0.90